Well Done, Al Flanagan

"A station has to operate with pride," Gannett Broadcasting Chairman Alvin G. Flanagan has frequently advised his associates. "If you have the people and they have the tools they need and the pride and guts it takes, the rest is just plain hard work."

Throughout his outstanding career of 45 years in broadcasting, Al Flanagan has provided the pride, the tools and the guts to lead and inspire his colleagues in the pursuit of excellence.

Al Flanagan retires from daily duties at Gannett Broadcasting at the end of 1983. His colleagues salute him for his many achievements and for those he has inspired in them.

They will miss him. And so will the audiences of Gannett broadcasting stations in Atlanta, Boston, Chicago, Cleveland, Denver, Detroit, Los Angeles, Minneapolis-St. Paul, Oklahoma City, Phoenix, St. Louis, San Diego and Tampa.

But Al Flanagan leaves more than a legacy of appreciation for past achievements. He has provided the tools of planning, organization and a new generation of leadership which, together with more hard work, will lead to continued growth—in appeal to audiences, success for advertisers and service to communities.
Excellence in journalism is a daily goal, rigorously pursued and seldom fully attained.

That pursuit flourishes in an atmosphere of sustained and painstaking effort by individuals and entire news staffs to provide readers, viewers and listeners with the most accurate, complete and sensitive news coverage possible.

Editor Charles Overby of the Jackson, Miss., newspapers, which won Pulitzer Prize and Best of Gannett honors this year, put it this way: "There are no special bells or whistles, no massive infusions of manpower, no tour de force masterpieces... just plain vanilla community journalism, a basic commitment to thorough and consistent news and editorial coverage..."

The winners of the 1983 Best of Gannett competition are recognized on these pages for their pursuit of excellence during the year—in news coverage, in public service and community leadership.

The Best of Gannett winners were selected by independent professionals who weighed the best efforts of journalists at all Gannett newspapers and broadcasting stations and bestowed the BEST accolade on their efforts.

All in Gannett salute the winners of the 1983 Best of Gannett competition for the honor they do themselves, for the pride they bring to their group and for the inspiration they offer their colleagues.

**BROADCAST JUDGES**

Ed Planer  
Vice President-News, NBC  
Television Judge

Frank Mankiewicz  
Executive Vice President, Gray and Co.  
Radio Judge

Meredith Brokaw  
Director, Gannett Co., Inc.  
Community Leadership Judge

Jessica Savitch  
Political Correspondent, NBC,  
Television Judge *

R. Peter Straus  
Chairman, Straus Communications  
Radio Judge

Vernon Jordan  
Lawyer and Former President  
National Urban League  
Community Leadership Judge

*Ms. Savitch participated shortly before her tragic death.

**NEWSPAPER JUDGES**

Ann Blackman  
News Judge

Julius Duscha  
Director, The Washington Journalism Center  
News Judge

Christine Harris  
Director of the Consortium for the Advancement of Minorities in Journalism Education  
News Judge

Charles Rowe  
Editor and Co-Publisher, The Free Lance-Star  
Fredericksburg, Va.  
News Judge

Richard Smyser  
Editor, The Oak Ridger  
Oak Ridge, Tenn.  
News Judge

Michael Ogden  
Retired Editor, The Providence Journal-Bulletin  
Public Service Judge

Dorothy Ridings  
President, League of Women Voters of the U.S.  
Public Service Judge
BEST OF GANNETT 1983: BROADCASTING

Outstanding Achievement by a Television Station
Best Public Service Programming
Best Spot News Coverage
Best Investigative Reporting

John Fosholt and Ward Lucas
KBTV, Denver
Outstanding Achievement by Individuals

KPNX-TV, Phoenix
Best General Reporting

WXIA-TV, Atlanta
Best Medical News Reporting

Gannett News Service/Radio
Best Radio Spot News Coverage

KSD-AM, St. Louis
Best Radio Public Service

KSDO-AM, Los Angeles
Best Radio Feature Series (co-winner)

Chicago
Outstanding Achievement by a Radio Station
Best Radio Feature Series (co-winner)
Special Citation for Spot News Coverage

BEST OF GANNETT 1983: NEWSPAPERS

OUTSTANDING ACHIEVEMENTS

By a Newspaper
The Clarion-Ledger
Jackson Daily News
Jackson, Miss.

By an Individual
Sharen Johnson
Gannett News Service

By a Writer
Charles Bowden
Tucson Citizen

By a Newspaper for Community Leadership
Palladium-Item
Richmond, Ind.

By a Newspaper for Public Service
Times-Union
Rochester, N.Y.
Currently sold in 145 markets covering 90% of the country.

"At The Movies" has nearly 9 million* people watching weekly. Gene and Roger deliver the most sought after target audience for your station or your client, Men and Women 18-49.

Find out how Gene & Roger can boost your station's ratings in early fringe or prime access.

They're as much fun as the movies.

Call Joseph Antelo or Anne Rodgers at Tribune Entertainment in Chicago at (312) 222-4486. Or call Dick Moran or Toby Rogers in New York at (212) 557-7800.

Gold Medal Winner 1983 International Film & TV Festival of New York

*Source: Nielsen audience estimates. Special Report for 2 weeks ending October 23, 1983. Subject to qualifications available upon request.
A status report on cable programing □

Kluge & co. make a private offering for Metromedia □

At Large with Bob Wussler □ Grossman to NBC News □

GROWING UP □ Cable programing services take center stage at conference which will look at the growing pains of that side of the industry. PAGE 31.

GOING PRIVATE □ Four Metromedia executives make buyout proposal to take company private. Limited partners include major financial, programing and sports world figures. PAGE 33.

TV 1990 □ BBDO says that by the end of the decade, network viewing share will be eroded by cable and other media to 65%. PAGE 35.

GOING COMMERCIAL □ Grossman leaves PBS to become successor to NBC News President Reuven Frank. PAGE 36.

CUTTING THE LINE □ ABC-TV affiliate board, meeting in Hawaii, is told Nightline will be cut to half hour in hopes of increasing affiliate clearances. PAGE 37.

STEPPING DOWN □ Bresnan relinquishes CEO job at Group W; Westinghouse’s Murray takes over. PAGE 38.

EYE ON PROGRAMING □ In an interview with Broadcasting editors, Bob Wussler, veteran of both the broadcast and cable worlds, assesses the state of cable programing on the eve of the National Cable Programing Conference. PAGE 43.

CALIFORNIA DREAMING □ NCTA’s programing conference and the Western Cable Show open their doors this week in southern California. PAGE 66. Agendas for the two conferences begin on PAGE 68. A rundown of hardware and software suppliers at the Western Cable Show begins on PAGE 74.

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All About Us

The human interest television magazine

is about all of us!

Daily half-hour for September 1984

A Barry & Enright Production

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Telecommunications Satellite Organization. Orion true, coordination Intelsat U.S. president and communications satellite connection Administration staff if possible case recommended that Commissioner Henry Rivera and getting they wanted commissioners it would this Bureau (BROADCASTING, FCC Delicate hours, 48 minutes. 3% for household tuned in level in November, when number of household -and-half hours daily. Seven-hour annual average is for 12 months ending Nov. 20 and is up 3% from average previous years of six hours, 48 minutes.

Delicate drop-ins
FCC won't act on VHF drop-in proceeding this year after all (BROADCASTING, Oct. 31). Mass Media Bureau had completed work on item earlier this year, but engineering staff was split on effects of interference. So bureau told commissioners it would write item away they wanted it to. Word is that Commissioner Henry Rivera was for getting at least some new VHF's out there, and Commissioner James Quello was opposed. Chairman Mark Fowler and Commissioner Mimi Dawson recommended that staff take "harder look" at possible sites for drop-ins on case-by-case basis. Bureau is expected to have results by end of January.

Possible grounding
Orion Satellite Corp. may throw in towel if reports concerning work of National Telecommunications and Information Administration staff prove out. Reports deal with staff's draft of position parent Commerce Department might take in connection with executive branch study of policy implications of emergence of communications satellite companies that would compete with International Telecommunications Satellite Organization. And one aspect is particularly troublesome to Thomas McKnight, president of Orion—word that NTIA staff believes Intelsat Agreements would require U.S. to coordinate applications with Intelsat to insure not only that they were technically compatible with Intelsat but also that they would cause no economic harm to it.

Orion has maintained that such coordination is not required. If reports are true, McKnight said, "it might be necessary to reconsider our position," given antagonism toward Orion that Intelsat officials have expressed. Officials of other applicant, International Satellite Inc., declined comment on reports.

Action on N Street
Search to find new senior vice president for radio at National Association of Broadcasters is underway. Top candidate seems to be NAB's Northeast regional manager, David Parnigoni, whose selection is being pushed by John Summers, executive vice president and general manager. Also running is Frank Scott, director of programs, Voice of America, and former general manager of WRC(AM) Washington. For other major vacancy, chief lobbyist, NAB has narrowed choices to James Range, legislative counsel to Senate Majority Leader Howard Baker, and David Clanton, former Federal Trade Commissioner ("Closed Circuit," Nov. 28).

There's also talk at NAB of eliminating present membership department and splitting its function between radio and television departments. Fate of Larry Tierney, vice president, membership, is unclear.

No conflict
FCC this week is scheduled to rule that Section 315 of Communications Act, which prohibits broadcasters from censoring appearances of legally qualified candidates, doesn't mean broadcasters have to air obscenities. Commission is expected to say that Congress had not intended Section 315 to supersede criminal code, which is where federal statute against broadcasts of obscenity resides.

Issue was raised because Larry Flynn, publisher of Hustler who announced candidacy for Republican presidential nomination, has said he would use clips from X-rated movies in campaign commercials (BROADCASTING, Nov. 21).

Twin city deal
Definitive agreement will be announced this week for $14.5-million sale of WPTV-TV Minneapolis. Reported buyer is Ivan Boesky, who owns New York investment and arbitrage house and who is also buying controlling interest in KGMV-TV Oklahoma City (see page 137).

Independent station carries "family" and religious programing, accepting no alcohol or tobacco advertising.

Gang of games
Telepictures Corp. plans to make bid this week to become first television syndicator with five first-run strips in national distribution simultaneously. Company plans to announce first-run syndication revival of former ABC-TV game show, Let's Make A Deal, to be produced and hosted by its original producer/host, Monty Hall. Company is said to be close to first group sale of Let's Make A Deal, possibly to NBC owned and operated stations. Game show joins four other Telepictures strips, People's Court, Love Connections and Newscope, all airing now, and Rituals, half-hour soap set to premiere next fall. Chronicle Broadcasting became latest group to sign for Rituals last week, bringing coverage of U.S. television homes close to 40%. Let's Make A Deal brings total of game shows to be offered for first-run syndication next fall to 11—many of which are revivals of shows formerly offered by networks.

Ads in public system
Staff of Congressman Al Swift (D-Wash.) is developing legislation that would implement recommendations made by Temporary Commission on Alternative Financing for Public Telecommunications, congressional task force created in 1981 to find supplemental revenue sources for public broadcasting (BROADCASTING, Sept. 26). TCAFT recommendations, to permit enhanced underwriting on public television, among other things, could end up as amendment attached to Corporation for Public Broadcasting authorization bill which comes up for renewal in spring.

Closer to vest
Due to new corporate policy, imposed last week in wake of shareholder approval of Time Inc. spinoff of forest products division, subsidiary of Home Box Office is no longer allowed to update subscriber and affiliate numbers for pay services HBO and Cinemax upon request. Those figures will now be released simultaneously with parent Time Inc.'s quarterly earnings reports. With forest products division all but spun off and video group contributing more than 60% of company's operating profits, corporate policymakers do not want to run afoul of Security and Exchange Commission's disclosure rules, reasoning that subscriber counts could be used to forecast earnings.
SOLD!

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
BOSTON
DETROIT
WASHINGTON, D.C.
DALLAS
HOUSTON
PITTSBURGH
MIAMI
ST. LOUIS
DENVER
SACRAMENTO
INDIANAPOLIS
HARTFORD
PHOENIX
WOR-TV
KHJ-TV
WBBM-TV
WCAU-TV
KTZO
WSBK-TV
WJBK-TV
WRC-TV
KNBN-TV
KTXH
KDKA-TV
WCKT
KMOX-TV
KWGN-TV
KOVF
KPHO-TV
SAN DIEGO
MILWAUKEE
NEW ORLEANS
ALBANY, N.Y.
LITTLE ROCK
SHREVEPORT
TOLEDO
FRESNO
SYRACUSE
SANTA FE
ROCHESTER, N.Y.
AUSTIN
LAS VEGAS
RENO
CHICO-REDDING
MEDFORD
GLENWOOD SPRINGS, CO.

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WITL-TV
WGNO-TV
WNYT
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A RONA II and Spelling/Goldberg Production in association with Columbia Pictures Television
A UNIT OF THE COX ENTERPRISES COMPANY

Everything is better when it comes from the Harts.
CNN whips nets?
The Cable News Network does a better job of covering business and economic news than the broadcast networks. So says a study scheduled for release today (Dec. 12) by the Media Institute.

Moreover, the Media Institute said a survey revealed that CNN journalists were closer in attitude to a group of corporate executives than an earlier survey had revealed 240 of the "media elite" print and broadcast journalists to be. At the same time, the institute said ABC "substantially outperformed" CBS and NBC.

The study, "CNN vs. the Networks: Is More News Better News?" compared CNN's two-hour weekday news show with the half-hour evening news programs on ABC, CBS and NBC, and attempted to measure balance, sensationalism, depth of coverage and news priority. On the whole, the study found CNN's business and economic news coverage was said to be more balanced and less sensational. The networks won points for covering topics in more depth, and both CNN and the networks gave economic and business news the same priority.

"Because CNN surpassed network averages in two important categories, balance and sensationalism, the study concludes that the business and economic coverage of CNN's nightly news program was generally superior to the average of comparable network coverage," the institute said.

Among the differences the study found was that CNN relied on a wider variety of sources than the networks, and that the first sentences of CNN's lead stories were judged less sensational.

"The study concludes CNN's coverage was indeed better, but not necessarily because CNN had more news time available," the institute said. "Balance and sensationalism, the areas in which CNN excelled, have little or no relation to newscast length, so it is likely CNN's superior performance was due to other factors, such as editorial judgments," the institute said.

Of the three networks, ABC devoted the most time to business and economic news, relied more on informed sources and spent more time discussing the implications of the stock-market rally, the institute said.

Guilt by association

The Massachusetts Cable Commission revoked the cable franchise of Rollins Cablevision for Danvers, Mass., alleging that Rollins created a "climate for abuse" and failed to investigate a company official's possible role in a bribe attempt.

"Rollins was more concerned with protecting its corporate image" than in investigating the role of Peter de Marco, an equity owner of Rollins Cablevision of Massachusetts, the commission charged.

Tim Crow, secretary of the Atlanta-based MSO, issued a statement vowing that Rollins would "vigorously pursue all legal remedies available to it to overturn the decision."

The statement says that the commission's conclusions are "factually and legally incorrect" and that the commission improperly substituted its own judgment of Rollins' corporate character for that of the Danvers selectmen. Rollins has denied knowledge of or participation in the activities of Charles O'Donnell, a lawyer and former assistant district attorney hired to represent Rollins in its bid to win the 8,000-home Danvers franchise.

O'Donnell, in December 1981, received an 18-month prison sentence for offering a $50,000 bribe to John Webb, chairman of the Danvers Board of Selectmen, to assure Rollins would get the franchise. Webb reported the bribe attempt to the FBI, which asked him to record his conversations with O'Donnell. Key testimony against O'Donnell came from the tapes.

The commission said the bribe attempt was made in a "climate for abuse created by the exorbitant contingent fee agreement (with O'Donnell) without proper supervision." It noted that de Marco testified at the O'Donnell trial that O'Donnell was never asked by Rollins about any involvement he might have had with the attempted bribe. As a result, the commission said, de Marco's "character" disqualifies Rollins from continuing to hold the Danvers franchise.

Penetration percentages

Nielsen's November estimate puts cable penetration at 40.5% of U.S. households, or about 34,114,000 homes. That's up more than 1% than the previous reading, issued in July, which pegged cable penetration at 39.3%, or almost 33 million TV households.

Branching out

HBO is quietly talking to syndicators about distributing to television stations some of the theatrical features, made-for-cable movies and regular series programing for which it holds rights. The library of theatrical titles for which the pay cable service holds other-than-cable rights is believed to be substantial. Although HBO is reported to be interested in dividing the load over more than one syndicator, Metromedia is speculating to be a "principal" ally in the new venture.

HBO Enterprises, the arm charged with "ancillary" program sales, could be the division with the duty, according to sources. The agreement with Metromedia would go beyond a previous announcement of a Metromedia deal to distribute on an ad hoc network basis eight HBO made-for-cable movies.

Showtime for the deaf

Showtime's production of A Talent for Murder, starring Laurence Olivier and Angela Lansbury, and its series, Pajer Taitle Theater, will be closed-captioned for the hearing impaired. According to Showtime, it is the first and only pay television network to present closed-captioned programing.

A Talent for Murder, which is set to debut next January, is being captioned by the National Captioning Institute under an agreement with Tribune Cable. Pajer Taitle Theater is being captioned by NCI with the cooperation of CBS/Fox.

The NCI-Tribune agreement has resulted in a string of closed-captioned presentations on the network, including "An Officer and a Gentleman," "Reds," "Rocky III," "Poltergeist," "My Favorite Year" and "Firefox." Through another arrangement, Showtime has presented closed-captioned versions of "Chapter Two," "The China Syndrome" and...
Hands on cable

Logically and constitutionally, the FCC "has; no authority whatever to regulate cable," argues Ihiel de Sola Pool in his new book, "Technologies of Freedom." The MIT professor and communications scholar sees no justification for crossownership restrictions, which he calls at odds with the First Amendment tradition of no government authority over the media.

In the 298-page book ($20, Belknap Press), de Sola Pool sees no reason why laws that govern print can’t govern cable equally well. But he thinks cable operators must either provide leased and nondiscriminatory access channels or face the probability that the government will mandate them. "To look for cable to be as sensitive to First Amendment considerations as to prevent access usage’ requirements is probably unrealistic, he writes.

De Sola Pool terms the spectrum scarcity argument under which broadcasting has been regulated an "illusion." Licensing has been the cause, not the consequence, of scarcity, he believes—and the whole problem could have been avoided had spectrum assignments been leased, sold or auctioned for a market price. In such a free broadcast market, he maintains, groups that can’t afford a station would be able to buy time on someone else’s.

The author concludes that although bureaucrats’ desire to regulate emerging technologies is cause for concern, the "pliancy and profusion" of the new media is cause for optimism.
Looking into the future of television news

The old saying, "The more things change, the more they remain the same" applies to broadcast journalism too. At least I think so after 35 years of exposure to predictions and wise observations about the state of our business. When I try to look down the road now, I find it helps to remember all the questionable wisdom I have heard before.

In the early 1950's almost everyone said radio was dead. In 1962, a top executive of Group W gave me a personal lecture that the advertising community would never accept expansion of the 11 o'clock news from 15 minutes to a half-hour.

In 1964, when the networks expanded their nightly TV news to a half-hour, a lot of the still-young experts worried in public that they might not be able to come up with enough news to fill thirty minutes.

In the late 70's, an NBC executive made speeches about how anchormen were fading away. Magazine shows, he said, were the wave of the future.

Other things come to mind—the conventional wisdom that either NBC News or ABC News would become number one in nighty news because CBS couldn't possibly replace Walter Cronkite adequately. And there was the news consultant who declared three years ago that "content is in this year."

And let us not forget all those predictions of the inroads of cable news into local network news ratings and the bundles of money to be made supplying programs for cable systems.

When I asked what I think is going to happen in TV news, I answer it with my predictions for 1990—much will change, but a lot will stay the same. For example:

- The network news organizations will still be the most powerful broadcast news organizations in the country. Don't ask me who will be first, second or third, or if there will be a fourth, but the network news organizations will still be the valuable national resources they now are. By 1990, at least one of the networks will have stopped belittling its affiliates as money grabbers and will have instituted an hour-long prime-time newscast that will be getting good ratings. There will be at least two, maybe three, cable networks, but they will have made only token gains against the broadcast network news audiences.

Local stations will still be prospering, especially those that stay calm and devote a large percentage of their time, money and energy to doing first-class local news programming.

By 1990, more people will be working in broadcast news than at any time in our history. They will be working with the full protection of the First Amendment, no longer subject to any governmental fairness doctrine.

Broadcast journalists will not be in short supply since there will always be an abundance of smart, idealistic, ambitious citizens who are drawn to journalism. Incidentally, 1990 polls will show more than 60% of the population unaware that the First Amendment applies to broadcasters, with 70% in favor of repealing it. At the annual meeting of Sigma Delta Chi, the Radio-Television News Directors Association and the American Newspaper Publishers Association, there will be panel discussions about the growing antimedia sentiment in the nation.

By 1990, the news bureaucracy at the networks, the cable news organizations and some local stations will have gotten worse... in 1990 alone, 14 doctoral dissertations will be done on the alarmingly low percentage of broadcast journalists actually involved with collecting and reporting the news. There will be much talk of the processors—the news bureaucrats who merely recycle the news. (When Satellite News Channel closed down, it had to release 350 employees of the Stamford, Conn., headquarters and main studios. Of that 350, only five were reporters—the rest were processors.)

By 1990, local TV news director longevity will have increased. Now the average local TV news director has been in his job about two years. By 1990, station management will be promoting the belief—a favorite of mine—that news-directors should be left to work in peace, to grow in the job, to develop that perspective that comes with having been around the news-judgment track more than a few times. Local management will also have turned away from the practice of promoting news directors to assistant managers, where they disappear into a sea of paperwork. One of Snyder's laws is: "If you have a good news director, don't promote him—raise his salary offer to him, let him hire another camera crew, whatever it takes to keep him happy and alert."

What else is there to do at a local TV news operation in the next five years with the technology getting better and better, and the satellites more accessible, and the audience research getting more exotic by the minute? I recommend local TV stations be guided by what I call ancient and venerable truths:

- Local news viewers are loyal, hard to fool and slow to change. They do not like to be disturbed. If you keep changing your news personnel, especially if the changes are not obviously for the better, the audience gets nervous and begins to wonder if they are not missing something on the other local news programs.

- Your answer to the charge, "There is too much depressing news on TV," cannot be an effort to sugarcoat the world; you are providing a service by reporting to your viewers what is happening in the world around them. Good, honest reporting, courageous investigative reporting and, yes, documentaries, are a vital part of that service and will never be passe.

- Viewers want to perceive your news staff as a team of people who enjoy one another and what they are doing. They want and expect that staff to know and understand their concerns.

- Viewers want you to be accurate and fair and courageous. They will cheer your efforts at courageous journalism, but only if you demonstrate you are accurate and fair.

They think more of you if you have the good sense to admit when you are wrong.

- There are no quick solutions to news ratings problems once always goes to the well-organized, the patient and the compelling—backed by thoughtful management.

- Good local news operations do valuable things no one else can.

- You must stay abreast of the technology available. Viewers see electronic wonders everywhere they turn. They expect the local news to be equally impressive.

- Viewers appreciate follow-up stories. They always complain that too often station news does not tell what happened later on in situations.

- Not all ex-newspaper reporters make good television journalists. Those who do succeed have the wit to master television tools.

- Promotion is absolutely necessary if a good news operation is to prosper. News directors should walk that extra mile to encourage effective promotion directors.

- I can't imagine any technological breakthrough, government regulation, financial upheaval or management conference that will make all of the above outdated or inaccurate.
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THE BLUE KNIGHT

From The Best Selling Novel by Joseph Wambaugh

THE FORCE IS WITH WNEW-N.Y.

OCTOBER WINNER!

#1 - 10 RATING
#1 - 22 SHARE

Source: Arbitron, October 1983

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Borden’s □ Lite-Line potato chips will be highlighted in TV effort to begin in 20 markets in mid-January, lasting for two to six weeks, depending on market.

Commercial will be scheduled in daytime, early and late fringe and weather programming. Target: women, 25-54. Agency: McDonald & Little, Atlanta.

Roses Stores □ Various products will be spotlighted in a first-quarter, eight-week flight in 13 markets. Commercials will air in all dayparts. Target: adults, 25-49. Agency: Dusenbury & Alban, Durham, N.C.


Mars □ Twix, Milky Way and Mars candy bars will be promoted in flighted campaign for 1984 beginning Dec. 26. Initial spots will run for four to six weeks, depending on market. Campaign will then go on hiatus for four weeks and then return for a repeated four-to-six week schedule. Dayparts bought include early fringe and prime access. Target: teen-agers. Agency: D'arcy MacManus & Masius, New York.

Weight Watchers □ Weight reduction classes will be promoted in 24 markets beginning Jan. 1 for three weeks kicking off flighted campaign scheduled throughout 1984. Markets include Atlanta and Macon, both Georgia, and Philadelphia, where Weight Watchers will be highlighting opening of new franchises. Commercials will appear in day, late fringe and prime. Target: women, 35-54. Agency: Stone & August, Birmingham, Mich.

Chanel □ Pre-Christmas campaign begins today (Dec. 12) for Chanel No. 5 and Chanel No. 19 perfumes and Chanel for men cologne. Commercials for No. 5 will air in 30 markets and No. 19 and cologne will be promoted in approximately 20 markets. Schedule will run in early and late news, late fringe and late night programming for three weeks. Campaign is supported with prime time network and print buys.

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If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.

To Maslaj Radio: KELJ(AM) Tulsa, Okla., from Hillier, Newmark, Wechsler & Howard; KSDK(AM)-KESH-FM Omaha, from Selcom; KRJW(AM)-KKWK(AM) Brownsville, Tex., from McGavren Guild.

To Weiss & Powell: KBTZ(AM) Lubbock, Tex., from Chislar Radio; WBDJ(AM)-WWJK(AM) Trenton, N.J. (no previous rep).

KYST(AM) Houston: To P/W Radio (no previous rep).

KHEO(AM) Kansas City, Mo.: To Hillier, Newmark, Wechsler and Howard from Eastman Radio.
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BENSON appeals to men, women, teens and kids. Robert Guillaume stars. Available now for Fall '84.
Magnum, Where the Winner Lives.
Spot TV's upward climb. National and regional spot TV spending in first nine months of 1983 rose by 11.3% over comparable period of 1982 to $2,566,522,600, according to Television Bureau of Advertising. Using data supplied by Broadcast Advertisers Reports, TVB said largest percentage gain by category was achieved by office equipment, stationery and supplies, which rose 41% to $39,912,000. Other classifications with substantial percentage gains for first nine months were household equipment and supplies, up 31% to $114,833,500 and consumer services, up 29% to $119,763,500. GTE Corp. registered largest percentage gain by single advertiser, up 361% ($39,912,000), but to $119,763,500. The report said $2,566,522,600, up 11.3% over last year's $2,303,600 and Ford Motor Co., up 60% to $17,440,000.

Afternoon delight. NBC-TV believes it has something to crow about regarding its daytime programming and last week invited advertisers and agencies to share its euphoria. NBC-TV told its guests that its daytime audience has been growing for past two years, increasing from 15 Nielsen share in April-June 1982 to 18 share in October-December 1983. And what's more, according to NBC, increase has not been limited only to homes, but to vital audience of young women, 18-34 and women, 18-49. Presentation and celebration were attended by representatives of 200 advertisers and agencies, including Ralston-Purina, General Foods, Grey Advertising, BBDO and Y&R. NBC executives who spoke briefly about daytime ratings surge included Bob Blackmore, senior vice president, NBC-TV; Steve Sohmer, senior vice president, NBC Entertainment and Diane Seaman, vice president, daytime sales, NBC-TV.

Lobster catch. Backer & Spielvogel, New York, has been selected as agency for Red Lobster Inns of America Inc., Orlando, Fla. Effective next Jan. 4, Backer replaces D'Arcy-MacManus & Masius, which has had account since 1976. Red Lobster is active broadcast spender and is expected to invest about $30 million in television and radio. Carl Spielvogel, board chairman, noted that five-year-old Backer & Spielvogel will be billing over $400 million.

Blair's new suite. John Blair & Co. is moving its executive offices and New York operations of its divisions and subsidiaries to 1290 Avenue of Americas, effective Dec. 19. New telephone number will be (212) 603-5000. New offices will house Blair Television, Blair Radio, Blair Entertainment, John Blair Marketing and Blair Owned Stations Division.


Bennigan's Tavern & Restaurant. Restaurant chain will be promoted in six-week flight scheduled to begin in late December in 50-plus markets, including Atlanta, Chicago, Denver, Detroit and Louisville, Ky. Spots will air in all dayparts. Target: adults, 18-35. Agency: N.W. Ayer, New York.


Victoria Station. Restaurant chain's new menu will be highlighted in early January for two to three weeks in 57 markets. Commercial will air in all dayparts. Target: adults, 25-54. Agency: Doyle Dane Bernbach, San Francisco.

K-G Men's Store. One-week flight will begin Dec. 15 in 33 television markets, including Seattle, El Paso and Palm Springs, Calif., Kansas City, Mo., and six radio markets. Commercials will be carried on radio in all dayparts and on TV in sports, news and fringe times. Target: men, 18-34. Agency: Lundy-Waterman, Denver.


Pioneer Seed and Corn. Identity campaign, "Pioneer days," will begin in early January in 40 TV markets and more than 100 radio markets, including those in Nebraska, Colorado, Kansas, Wisconsin, Illinois, Iowa and Mississippi. Spots will air in news, sports and some prime. Target: farmers. Agency: CMF&Z, Cedar Rapids, Iowa.
HERE ARE THE FACTS
Available Now - For Fall 1986.

153 Half Hours
the Facts of Life

DISTRIBUTED EXCLUSIVELY THROUGH EMBASSY TELECOMMUNICATIONS
1901 Avenue of the Stars, Los Angeles, CA 90067 (213) 553-3500
This week

Dec. 11-12—National Cable Programing Conference, sponsored by National Cable Television Association, featuring presentation of Awards for Cablecasting Excellence. Evenir precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.


Also in December

Dec. 19—Deadline for comments on FCC proposal to reexamine rule for split, or seven, which limits broadcast ownership to seven AMs, seven FMs and seven TV stations (no more than five VHF's). FCC, Washington.

Dec. 27—Deadline for reply comments on FCC proposal to award women preference in lotteries for mass media services. FCC, Washington.

Dec. 30—FCC deadline for comments on proposed rulemaking on use of aural subcarrier in TV broadcast. FCC, Washington.

January 1984

Jan. 4—Deadline for submitting papers for National Cable Television Association technical sessions during association’s annual convention in June. Papers should be sent to Wendell Bailey, vice president for science and technology, NCTA, 1724 Massachusetts Avenue, N.W., Washington, 20036; (202) 775-3637.

Jan. 5—FCC deadline for reply comments in TV deregulation proceeding. FCC headquarters, Washington.

Jan. 6—Deadline for entries in 21st annual National Student Production Awards competition, sponsored by Alpha Epsilon Rho, National Broadcasting Society. Information: David Smith, director of telecommunications, Ball State University, Muncie, Ind., 47306; (317) 285-5232.

Jan. 8-10—California Broadcasters Association midwinter convention, Sheraton Plaza hotel, Palm Springs, Calif.

Jan. 8-11—Pacific Telecommunications Council’s sixth annual Pacific Telecommunications Conference, PTC ’84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96826; (808) 949-5752.


Jan. 11—New York chapter, National Academy of Television Arts and Sciences, drop-in luncheon. Speaker: Jupiter Barnathan, president, broadcast operations and engineering. ABC, on 1984 winter Olympics. ABC, New York City.

Jan. 11-13—Arbitron Television Advisory Council meeting. La Costa hotel and spa, Carlsbad, Calif.


Jan. 15—Deadline for entries in Champion Media Awards. For Economic Understanding, of Ams Tu School of Business Administration at Dartmouth College, and sponsored by Champion International Corp. Information: Jan Bingham Bent, Dartmouth College, Hanover, N.H., 03755.


Jan. 16-20—National Association of Broadcasters’ winter board meeting. Westin Waikiki Beach hotel, Maui, Hawaii.

Jan. 16—National Association of Broadcasters board meeting, Palms Del Mar hotel, Humacao, Puerto Rico.


Jan. 18—Pennsylvania Association of Broadcasters

Datebook

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

Dec. 15-16—Western Cable Show: Anaheim Convention Center, Anaheim, Calif.


April 24-29, 1984—MIP ’84 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.


Archie Bunker's Place...

The face that reshaped television comedy

We have very high hopes for 'WOMAN TO WOMAN' and look forward to a strong performance.

JACK HARRISON
Vice President & General Manager
WVTM-TV
Birmingham

GOLDEN WEST TELEVISION
(213) 460-5831

Stay Tuned
A professional's guide to the intermedia week (Dec. 12-18)

Network television □ PBS: (check local times) Healthier Babies—The Genetic Era*, Thursday 9-9:30 p.m.; CBS: Cook & Peary: The Race to the Pole (special), Tuesday 9-11 p.m.; ABC: Perry Como's Christmas in New York, Saturday 10-11 p.m.; NBC: Mac Davis Special: The Music of Christmas, Saturday 8-9 p.m.

Cable □ The Nashville Network: Loretta Lynn's Christmas Card, Saturday 9-10 p.m.; Showtime: The Flying Karnasian Brothers (special), Sunday 10-11 p.m.; Arts: Great Orchestras of the World*, Thursday 9-10 p.m.; Wips: NCTA Ace Awards, Monday 9:05-10:05 p.m.; HBO: Eighth Annual Young Comedians Show, Friday 10-11 p.m.; Kenny Loggins in Concert, Saturday 10-11 p.m.

Museum of Broadcasting □ (1 East 53rd Street, New York) Fred Astaire: The Television Years, 25 hours of dance specials, now-Jan. 28; A Tribute to Burt Tillstrom (Kukla, Fran & Ollie), now-Jan. 7, 1984; The Arts on Television, nine weekly/biweekly seminars, 12:30-2 p.m., now-Jan. 17; Dance on Television, seminar, Tuesday, 12:30-2 p.m.

*indicates a premiere episode

February 1984

Feb. 1—Deadline for entries in Gavel Awards, sponsored by American Bar Association, recognizing media contributions toward increasing public understanding and awareness of American legal system.

Feb. 1-6—International Radio and Television Society annual faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.


Errata
Barbara Love has joined WRTV-TV Indianapolis as education reporter, not Bob Gamble, as reported in "Fates and Fortunes," Nov. 21. Gamble is news director for station.

Renck, Levy & Co., New York-based investment firm, was co-manager of New Orleans television limited partnership offering (see "Bottom Line," Nov. 21).
HARRIS' DELTA GAIN ANTENNA REShapes EARTH STATION TECHNOLOGY.

Now Harris adds even more depth to the Delta Gain line.

A new 6.1-Meter deep-dish antenna is now available in the Harris Delta Gain line, joining the original 3-Meter model that has become an industry leader. The 6.1-Meter antenna uses the unique Delta Gain design, which includes a sub-reflector monopod feed assembly for easy installation and exceptional performance. Efficiency is about 10% greater than Cassegrain antennas of comparable size. With the appropriate feed, the new Delta Gain 6.1-Meter dish operates at C-band or Ku-band.

Also pictured is the new Harris 6529 Frequency Agile Video Receiver—latest in the advanced line of compact, rack-mountable Harris receivers. Cost-effectiveness and ease of operation are combined with Harris overall quality to give you a reliable, professional earth station component.

Harris LNA's currently span the 70° to 120° K range.

The Harris Delta Gain antenna line and earth station equipment provides the most efficient, versatile and cost-effective solutions that satellite technology has yet devised.

For information, call Ray Pawley, 800-327-8478 or Jim Garrett, Eastern Regional Sales Manager, (404) 928-3172.

Harris Corporation, P.O. Box 1700, Melbourne, Florida 32901.
March 1984

March 5—Society of Cable Television Engineers ninth annual spring engineering conference. "System Reability Revisited." during SCTE convention (see below). Opryland hotel, Nashville.

March 5-7—Society of Cable Television Engineers' "Cable-Tec Expo 84," second annual convention and trade show Opryland hotel, Nashville.


March 14-16—Arkansas Cable TV Association annual convention and trade show Excelsior hotel, Little Rock, Ark. Information: Floyd White, (501) 898-2836.

March 22-23—Georgia Cable Television Association 18th annual convention. Ritz-Carleton Buckhead, Atlanta.


April 1984
April 4-8—Alpha Epsilon Rho, National Broad-casting Society, 423rd annual convention, "Prospects '84." Universal Sheraton hotel, Los Angeles.

April 4-6—Indiana Broadcasters Association spring convention. Clarksville Marriott Inn, Clarksville, Ind.

April 8-10—West Virginia Broadcasters Association spring meeting, Oglesby Park, Oglesby Lodge, Wheeling, W. Va.


April 8-15—International Public Television Screening Conference, INPUT '84, hosted by South Carolina Educational Television Network, Francis Marion hotel, Charleston, S.C.

April 15-18—Videotex '84, organized by London Online Inc. Hyatt Regency, Chicago. Information: (212) 279-8820.

April 19-20—Ohio State University's School of Journalism symposium, "Reporting Public Affairs in the War 2004." Fawcett Center. OSU campus, Columbus, Ohio.


April 23-29—Pennsylvania Association of Broadcasters annual spring convention. Sheraton Mullet Bay Resort, St. Maarten, Netherlands Antilles.

April 24-29—20th annual MIPS TV (March Interna-tional Programme) international TV program market. Palais des Festivals, Cannes, France.


April 29-May 2—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas.

April 29—Broadcast Pioneers George Foster Peabody Award luncheon. Hotel Pierre, New York.

May 1984
May 1—Broadcast Pioneers annual breakfast. Las Vegas Hilton.


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

May 13-16—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.


June 1984
Already Sold!

WPIX New York
KCOP Los Angeles
WGN-TV Chicago
KBHK-TV San Francisco-Oakland
KTXA-TV Dallas-Ft. Worth
KTXH-TV Houston
KDVR Denver
KTXL Sacramento-Stockton
KPDX Portland (OR)
KFMB-TV San Diego
KCTV Kansas City
WOFL Orlando-Daytona Beach
WNOL-TV New Orleans
KAUT Oklahoma City
KSEE Fresno
WTVH Syracuse
GALAXY—AN ACHIEVEMENT SURPASSING EXPECTATION

The Hughes Galaxy System began as an idea, a concept founded upon vision and technological ability. A sophisticated satellite and terrestrial communications network, the Galaxy System represents a major achievement in the industry. And that achievement represents success beyond imagination.

Galaxy stands for a commitment to excellence in the field of communications. Galaxy I has been selected by the most prestigious names in the cable business—Home Box Office, Inc., Group W Broadcasting and Cable, Times Mirror Satellite Programming, Viacom International, Turner Broadcasting System, SIN Television Network, The Disney Channel and C-SPAN. In fact, Galaxy I has been chosen to transmit the most dynamic programming available—HBO, Cinemax, The Nashville Network, The Sports Network, Showtime and/or The Movie Channel, CNN, CNN Headline News, SIN, Galavision, The Disney Channel, public affairs programming and much more. Galaxy I is a promise that has been fulfilled, with higher power transmission capability and longer life expectancy than even our own projections.

But Galaxy I was only the first step. Galaxy II is also in orbit, offering specialized voice, video and data communications services to the general business community. Together with Galaxy III, scheduled for a June 1984 launch, Galaxy II will benefit the corporate world with the same outstanding performance that the world of cable already enjoys.


The Hughes Galaxy System—a surpassing achievement in communications.
BIZARRE
You have to see it to believe it...
Focus on programing as cable gathers on West Coast

NCPC, Western Cable Show are magnets for pre-Christmas assembling of the clans; cautious approach to new ventures is order of the day

A determined band of cable television entrepreneurs—both of the operator and programing variety—will trek westward this week to compare notes on where their industry stands, and whether it is trending. Their forums: the National Cable Television Association's National Cable Programing Conference in Los Angeles, and the California Cable Television Association's Western Cable Show in Anaheim. The conclusion with which they're likely to come away: that cable is in another of its periodic retrenchments, in terms of new program ventures, while the medium catches up with past ambitions and gets ready to spawn new ones.

By now, much of the initial excitement of cable programing has subsided—and, indeed, much of its glitter has faded. In their place, this year, there is a greater awareness of the problems that plague the business, as reflected in the agendas of both of this week's conferences (see page 66).

The pay programers have traditionally had trouble keeping subscribers and maintaining a flow of fresh high-quality programing. And the advertiser-supported side of the business has devolved to a survival-of-the-fittest test. Even though some services have perished, there still seem to be too many services chasing too few advertising dollars.

With the problems clearly exposed, programers will have ample opportunity to solve them, although it's unlikely that anyone will wade in with any major new service in the foreseeable future. Some of the weaker services have dropped out and the cable universe continues to expand at a rapid pace. According to the latest Nielsen figures, cable operators have been adding subscribers at a rate of 400,000 a month over the past year. The total now stands at 34.1 million or 40.5% of all television homes. This enormous expansion is reflected in the growth of the program services over the past year.

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**Basic cable programing status report**

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<tbody>
<tr>
<td>ESPN</td>
<td>7,074</td>
<td>28,500,000</td>
<td>15,382,271</td>
<td>86%</td>
</tr>
<tr>
<td>WTBS</td>
<td>5,717</td>
<td>27,654,000</td>
<td>20,375,000</td>
<td>36%</td>
</tr>
<tr>
<td>CBN Cable</td>
<td>3,900</td>
<td>23,000,000</td>
<td>14,600,000</td>
<td>58%</td>
</tr>
<tr>
<td>CNN</td>
<td>4,186</td>
<td>22,626,000</td>
<td>11,815,650</td>
<td>51%</td>
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<tr>
<td>USA</td>
<td>3,600</td>
<td>21,000,000</td>
<td>10,000,000</td>
<td>110%</td>
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<tr>
<td>MTV</td>
<td>2,000</td>
<td>17,600,000</td>
<td>4,000,000</td>
<td>340%</td>
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<tr>
<td>Nickelodeon</td>
<td>3,000</td>
<td>17,600,000</td>
<td>7,700,000</td>
<td>129%</td>
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<tr>
<td>C-SPAN</td>
<td>1,200</td>
<td>16,000,000</td>
<td>10,500,000</td>
<td>52%</td>
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<tr>
<td>Lifetime **</td>
<td>1,602</td>
<td>16,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cable Health</td>
<td>1,315</td>
<td>14,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARTS</td>
<td>1,936</td>
<td>12,500,000</td>
<td>6,500,000</td>
<td>92%</td>
</tr>
<tr>
<td>Nashville Network</td>
<td>1,300</td>
<td>11,245,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WGN</td>
<td>4,200</td>
<td>10,900,000</td>
<td>7,000,000</td>
<td>56%</td>
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<tr>
<td>Satellite Program Network</td>
<td>460</td>
<td>10,440,000</td>
<td>4,366,883</td>
<td>139%</td>
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<tr>
<td>Weather Channel</td>
<td>1,000</td>
<td>10,000,000</td>
<td>2,500,000</td>
<td>300%</td>
</tr>
<tr>
<td>Daytime</td>
<td>734</td>
<td>10,000,000</td>
<td>4,864,600</td>
<td>108%</td>
</tr>
<tr>
<td>MSN-Information Channel</td>
<td>521</td>
<td>8,685,000</td>
<td>4,100,000</td>
<td>112%</td>
</tr>
<tr>
<td>CNN Headline</td>
<td>891</td>
<td>8,330,000</td>
<td>1,100,000</td>
<td>657%</td>
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<tr>
<td>PTL Club</td>
<td>825</td>
<td>8,100,000</td>
<td>5,200,000</td>
<td>56%</td>
</tr>
<tr>
<td>WOR</td>
<td>1,055</td>
<td>6,200,000</td>
<td>4,864,000</td>
<td>28%</td>
</tr>
<tr>
<td>Black Entertainment TV</td>
<td>240</td>
<td>5,200,000</td>
<td>9,100,000</td>
<td>−57%</td>
</tr>
<tr>
<td>Learning Channel</td>
<td>474</td>
<td>3,913,000</td>
<td>1,500,000</td>
<td>161%</td>
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<tr>
<td>Trinity Broadcast Network</td>
<td>290</td>
<td>3,350,000</td>
<td>1,202,478</td>
<td>177%</td>
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<tr>
<td>National Jewish Network</td>
<td>185</td>
<td>3,200,000</td>
<td>1,850,000</td>
<td>73%</td>
</tr>
<tr>
<td>Eternal Word TV Network</td>
<td>104</td>
<td>1,628,000</td>
<td>320,000</td>
<td>408%</td>
</tr>
<tr>
<td>National Christian Network</td>
<td>108</td>
<td>1,434,353</td>
<td>318,000</td>
<td>351%</td>
</tr>
<tr>
<td>Genesis Story/Time (on CBN subcarrier)</td>
<td>1</td>
<td>6,000</td>
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**Pay-cable programing status report**

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<tbody>
<tr>
<td>HBO</td>
<td>5,200</td>
<td>13,500,000</td>
<td>8,500,000</td>
<td>59%</td>
</tr>
<tr>
<td>Showtime</td>
<td>2,900</td>
<td>4,750,000</td>
<td>3,000,000</td>
<td>58%</td>
</tr>
<tr>
<td>Cinemax</td>
<td>2,000</td>
<td>2,700,000</td>
<td>1,500,000</td>
<td>87%</td>
</tr>
<tr>
<td>Movie Channel</td>
<td>2,700</td>
<td>2,600,000</td>
<td>2,200,000</td>
<td>19%</td>
</tr>
<tr>
<td>Playboy</td>
<td>320</td>
<td>577,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disney</td>
<td>1,136</td>
<td>531,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HTN Plus</td>
<td>400</td>
<td>250,000</td>
<td>155,000</td>
<td>61%</td>
</tr>
<tr>
<td>Bravo</td>
<td>101</td>
<td>155,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Galavision/SIN</td>
<td>160</td>
<td>120,000</td>
<td>100,000</td>
<td>20%</td>
</tr>
<tr>
<td>Spotlight ***</td>
<td>237</td>
<td>750,000</td>
<td>300,000</td>
<td>117%</td>
</tr>
</tbody>
</table>

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**Pay-per-view programing status report**

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<tr>
<td>PPV Associates</td>
<td>250</td>
<td>7,600,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don King Sports &amp; Enternet</td>
<td>9 *</td>
<td>500,000</td>
<td></td>
<td></td>
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</tbody>
</table>

* Includes other pay TV outlets.

** Combination of CHN and Daytime as of Feb. 1.

*** To be shutdown Jan. 31.
That the cable programming business is a tough one is evident from the services have failed (CBS Cable, The Entertainment Channel, Spotlight and Satellite News Channel) or that have never gotten out of the starting block (UTV Cable Network, Satellite News Channel).

And there is further evidence: To strengthen their positions in the hostile market, programers are forming joint ventures and merging their services. The best examples are the partnership of Viacom, Warner Communications and Warner Amex Satellite Communications to jointly operate Showtime and The Movie Channel and the merger of Hearst's and ABC Video's Daytime with Viacom's Cable Health Network. In addition, the big media companies, particularly the ones that have already gotten burned, are steering clear of cable programming. Even Time Inc., the parent of cable programming's greatest success story, Home Box Office, shut down its developing teletext service in the face of the uncertain market. But perhaps most telling is the fact that only Home Box Office, Showtime, Turner Broadcasting's superstation WTBS(TV) Atlanta, and a handful of others are making money. And only HBO and WTBS are making a lot of money.

As programers, from HBO to the boy Channel, suffer from churn, the loss of subscribers each month for one reason or another. A certain amount of churn—perhaps 3% or 4%—is tolerable and inevitable (subscribers move from place to place). But in many systems the churn rate is much higher than that and cause for concern. According to Rod Warner, The R Corp., a marketing consultancy, as the major new-builds near completion, the churn problem can no longer be hidden.

The question is: Is it the product or is it the marketing that causes churn? The programers, of course, point to the cable operators and how they market (or fail to market) their services. The value of Showtime and The Movie Channel is "very high," said John Sie, senior vice president, sales and planning, Showtime/The Movie Channel. If penetration is low or churn high in a particular market, it is due to "poor marketing and a lack of packaging," Warner agreed that the product of all the pay services is essentially good, and can be sold with minimum churn if marketed properly. "Talk to any cable operator who is having a tough time selling a service and he'll tell you it's the product," he said. "The product is the scapgoat."

But, in fairness to the cable operators, there are identifiable problems with the product. The bane of the service is duplication, which stems from a persistent shortage of high-quality programming. There are only so many movies produced a year, and a lot of hours to fill on any one of the pay movie services. According to Warner, subscribers are delighted by HBO and its movies for the first two months. But in the third or fourth month, just as they are about to pass final judgment on the service, they are fed repeats of movies they saw during the first month. Unless subscribers are forewarned, he said, the repeats could cause them to cancel.

Another indication of possible viewer disatisfaction with pay television is the latest Nielsen ratings for HBO—the only pay service measured by Nielsen—in cable homes. In prime time, HBO ratings have been down for about a year. Its average rating in September 1982, 7.9 as compared to 11.1 in September 1982.

The basic cable services are suffering from a glut of advertising time. The surplus is currently industrywide, depressing prices and revenues in broadcasting as well as cable. The broadcast networks were slashing prices 25% last month to sell out their fourth-quarter scatter inventories (BROADCASTING, NOV. 14). And when business is bad for broadcasting, it's worse for cable.

Most large advertisers have accepted "one degree on another" that they need cable, said Gerry Hogan, vice president, sales, Turner Broadcasting System. They purchased spots on cable networks to recover all the homes the broadcast networks have lost to their cable counterparts. (The networks' overall share is 81, but their share in cable homes is just 58.) However, those advertisers see cable as a supplementary or secondary buy, he says. So when supply outstrips demand on the broadcast side, he said, "negotiations will be very tough because there is more money. And when the network holds the line, the advertisers will pay more."

Because the big advertiser-supported services sell on the same cost-per-thousand basis as broadcasters, according to Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, they are subject to the same ups and downs. And because those services are fourth on advertisers' lists behind broadcast networks, spot and syndication, he said, "anytime there is a budget cut it is coming out of cable advertising."

Television's spot surplus is particularly acute in national sports programming, Hogan said. WTBS, USA Cable and ESPN are knocking heads with each other and with the broadcast networks to grab the sports advertising dollars.

To compensate for the shortfall in advertising revenues, most basic networks are raising their monthly per-subscriber charges. ESPN is increasing its basic charge from 10 cents to 14 cents on affiliate contracts negotiated after the first of the year. And TBS is taking advantage of its cable news monopoly (just as cable operators took advantage last summer of the cable news competition) to boost the average fee for CNN and CNN Headline News from seven or eight cents to around 15 cents.

The good news is that big advertisers are continuing to spend money on cable networks as their audiences grow. According to figures released by the Cabletelevision Advertising Bureau, nine of the top 10 advertisers on CNN, ESPN, USA and WTBS have greatly increased their spending on the services this year. Anheuser-Busch, for instance, went from $6.7 million in 1982 to $13.6 million in the first nine months of 1983.

But the programers are not entirely dependent on the operators. As each of them is finding out, there are other media. And the one that has aroused the most interest is direct broadcast satellites. For the last several months, HBO has been trying to mobilize the entire cable industry to package and offer a low-power DBS service via the Galaxy I satellite.

HBO has been trying to convince the cable programers who are pinning their hopes on Galaxy I, which includes most of the major players, to move their primary feeds to the bird and agree on a common scrambling system. Since the satellite is powerful enough to deliver television to four-foot or six-foot dish antennas, the programers can use it not only to reach their cable affiliates, but also to reach homes and multiunit buildings not served by cable. And since their programming would be scrambled, they would be able to charge the homes and buildings to receive their feeds. They would be in the DBS business.

The other factor in HBO's DBS scheme is the cable operator. HBO and the cooperating programers must convince operators to handle the most difficult part of the business: the installation and maintenance of the small earth stations. Speaking last week before the southern California chapter of Women in Cable, Frank Biondi, president and chief executive officer of HBO, said he has received enthusiastic response from "cable operators" about their possible involvement in the service.

The technological question mark is the scrambling system. HBO had intended to scramble its satellite feeds using MA-COM Linkabit Inc.'s VideoCipher, but the system proved much too costly and was more secure than necessary. As a result, HBO has scrapped its plans to roll out the system starting on the West Coast. Instead, it will test a variation of VideoCipher that will be less secure than the original version, but will have the low-cost decoders that are critical for a DBS service.

Beginning in January, HBO will scramble the East Coast feeds of HBO and its sister service, Cinemax, on Galaxy I and install the new descrambler at more than 500 cable affiliates on the East Coast. If all goes well, HBO will negotiate to buy two descramblers (a primary and a backup) for each of its affiliates "in good standing."

The one snag HBO has hit so far is disagreement with the motion picture studios over whether the network holds the DBS rights to its licensed films. HBO says it does; the studios say it doesn't. Biondi said that HBO would be ready to announce its decision on "commencement" of a DBS service "when we have the [film] rights."

Biondi also admitted that not everybody at corporate headquarters is convinced the scheme is a viable one. "The people at Time Inc. are from Missouri," he said. "They say, 'Show me.'"
Billion-dollars-plus buyback at Metromedia

Kluge and key executives offer to take company private for some $40 a share; Bennett, Duncan Subotnick are inside principals; outside investment group will include show business/media luminaries Davis, Lear, Ross, Murdoch, Perenchio, Cooke, Klein

Metromedia took a step toward the 21st century last week. In a blink of an eye, the company positioned itself to take advantage of almost every conceivable avenue open to it in the field of communications. It did so by formally aligning itself with one of the century’s biggest names in entertainment, business and sports. By making a bid to take the company private, Metromedia President John W. Kluge has also paved the way to further and faster in the business of entertainment and telecommunications than he could go as a publicly held corporation.

That was the feeling among Metromedia watchers last week who were taken by surprise at the Dec. 7 announcement of a leveraged buyout proposal that included Kluge and three other senior executives of the company, along with a venture capital firm consisting of Rupert Murdoch, Steven Ross’s Warner Communications, 20th Century-Fox owner Marvin Davis, television producers Norman Lear and Jerry Perenchio and football team owners Jack Kent Cooke and Gene Klein, among others.

In a proposal that analysts say gives new meaning to the term leveraged buyout, the group made a bid last week to buy Metromedia in a transaction valued at $1.5 billion. Although $100-million deals have recently become a regular occurrence in the industry, this one surpasses all records—many of which have been set by Metromedia.

The proposal submitted to Metromedia’s board of outside directors calls for four of the company’s top executives—Kluge and three senior vice presidents: Robert M. Bennett, George H. Duncan and Stuart Subotnick—to team up with a new venture capital firm call Boston Ventures Limited Partnership in offering $30 cash and a $22.50 subordinated discount debenture for each share of Metromedia’s common stock.

And the members making up Boston Ventures Limited Partnership are a blue chip list of investors. Those with limited partnership interests in BVLP include newspaper owner and DBS hopeful Rupert Murdoch (through his News America Publishing Corp.), who contributed $10 million; Warner Communications Inc. (of which Murdoch now owns 6.7%), and which also contributed $10 million; Embassy Communications owners Norman Lear and Jerry Perenchio (Lear: $2.5 million; Perenchio: $3.5 million); Washington Redskins owner and former Teleprompter owner Jack Kent Cooke, San Diego Chargers owner Gene Klein, and Denver oilman and 20th Century-Fox owner Marvin Davis ($2.5 million each). In addition, Cincinnati-based American Financial Corp.; Pacific Theaters Corp.; Los Angeles; Westpool Investment Trust PLC, London, and Henderson, Nev.-based First Cities Securities Inc., were among others that together raised $72 million.

The general partner in BVLP is Boston Ventures Company Limited Partnership, which consists of five former executives...

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Robert M. Bennett, 56. Educated at University of Southern California, University of California at Los Angeles. Started as salesman at Metromedia’s KTTV(Warner Los Angeles, 1952. Became sales vice president there in 1958. Moved to Metromedia’s WTOP(Washington as vice president and general manager (1966 to 1969), to WNEW-TV New York in same capacity (1969 to 1971). Joined Boston Broadcasters Inc. which won channel 5 in Boston in comparative hearing with licensee, Boston Herald-Traveler. Station became wcvb TV ABC affiliate, and Bennett its vice president and general manager. Made big push in local programming. Bennett promoted to executive vice president at wcvb TV in 1976, president in 1979. Oversaw BBI Communications and syndicated series, The Baxters, and ABC special, Summer Solstice. BBI sold wcvb TV to Metromedia in summer of 1981 for then record price of $220 million, and Bennett returned to company with which he started his career. When office of the president was formed in March 1982, Bennett was appointed senior vice president, president and general manager. Now prime mover behind Metromedia’s venture into first-run syndicated programing, including Thicke of the Night, Too Close for Comfort and upcoming On Stage America.

George Duncan, 52, senior vice president—telecommunications. Old Metromedia hand, joined Metropolitan Broadcasting Corp. in 1958 as account executive after service with Avery-Knodel, station rep. Promoted to vice president and general manager of WNEW New York, 1966. Successively executive vice president, then president, radio division, vice president, operations, with companywide responsibilities, senior vice president, operations, in newly established office of the president. Regarded as personal friend of Kluge.


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Broadcasting Dec 12 1983
from the First Bank of Boston led by William F. Thompson, a former executive vice president at First Bank and a major force in motion picture financing.

Metromedia would not describe the structure of the company that would take Metromedia private, other than to say it would be a new corporation to be merged into Metromedia with Metromedia being the surviving corporation. How much interest BVLP and the four Metromedia executives propose to own was not stated, but a Metromedia spokesman termed BVLP's share as "small."

At present, Kluge owns 7,216,000 shares, or 25%, of Metromedia's 28.6 million common shares outstanding, according to the company's last proxy statement and adjusted for the 10-to-1 stock split last August. The proxy statement also reports that Subotnick owns 17,500 shares, Duncan 10,000 shares and Bennett zero. In addition, the proxy said that Kluge had an option for 1,350,000 shares, which he exercised in purchasing 650,000 (at $11.50 per share).

And Bennett, Duncan and Subotnick had options for 25,000, of which Duncan exercised 65,000, Subotnick 3,000 (at $16 per share) and Bennett none.

According to the proposal, each share of Metromedia common stock would be swapped for $30 cash and $22.50 principal amount of a new issue of subordinated discount debentures. The new debentures would mature 14 years after issue, but would not pay interest until the sixth year, and then at a rate of 16% per annum, paid twice a year. The debentures would have the benefit of a sinking fund beginning in the 10th year in an amount to be determined. Metromedia would redeem them at any time at their principal amount.

Since the new subordinated debentures would not pay any interest until the sixth year, Metromedia said "it is expected that their market price would be substantially less than their principal amount." Analysts put their market value at between $10 and $12 per debenture.

Metromedia said $1.45 billion would have to be raised to finance the buyout. As part of the proposal, the four Metromedia executives agreed to contribute $4.5 million of their own shares toward the purchase. That would cut the cash payment for stock from $858 million to $723 million. The balance of the $1.45 billion includes a refinancing of about $550 million in debt and financing of "post-merger operations," Metromedia said.

In addition, Metromedia said between $125 million and $150 million of the financing could be raised through the private placement of preferred stock. It is not known how much of the BVLP group's $72 million will be applied to its venture with Metromedia. Metromedia only stated that it has had discussions with a "major New York bank and that the buyers are confident of their ability to raise the funds." Although Metromedia would not identify the bank, Manufacturers Hanover is Metromedia's agent and banking sources said it could be "safely assumed" that Manufacturers Hanover could lead a syndicate in arranging the financing. One banker estimated raising $1.45 billion would take a syndicate of "at least" 10 banks.

Leveraged buyouts are employed for a variety of reasons, but typically occur when a party—either management or an outside group—wants to assume control of a business without putting up substantial amounts of its own money. The party will borrow or raise the money it needs to make the acquisition from various sources (banks, venture capital funds, limited partnerships) and pledge the assets of the company it is acquiring as collateral against the loan. Recently, this technique has become popular in station trading (BROADCASTING, Nov. 14).

It remains a question, however—assuming the financing is successfully obtained—how the Metromedia buyers could pay off the enormous debt they would assume. "The company is drowning in debt," noted Smith Barney media analyst Ed Atorno. Last month, Metromedia applied about $125 million it recorded from the sale of some of its real estate assets to a limited partnership headed by Blythe Eastman Paine Webber to the reduction of its $681-million debt, reducing its debt load to about $550 million, analysts said. Metromedia then leased back the real estate, upon which most of its broadcast facilities are located, along with an option to repurchase the assets after 20 years at fair market value.

But analysts expressed puzzlement at how the buying group could pay off a $1.45-billion debt given the estimated cash flow of Metromedia next year, which they added could barely cover the interest payments on such a loan. Richard J. MacDonald, an analyst at First Boston Corp., estimated that Metromedia's operating income would be between $140 million and $150 million next year, which would "cover them by the skin of their teeth," and almost equal the interest charge on $1.45 billion—assuming a low 10% interest rate.

When asked why Kluge decided to take the company private, most analysts come down on the side of timing. Over the past year, Metromedia's stock price has slid from a high of $57 per share to a recent low of almost $20 per share before Thanksgiving, and while the stock was hovering around the low end, analysts believe Kluge decided to act.

Although some contend that Kluge had a plan to take the company private for some time (they point to the company periodically buying back its own shares) analyst Dennis Liebowitz of Donaldson, Luftin, Jenrette is one who thinks "it was a direct response to the stock price." As evidence, Liebowitz cited Bennett's being recalled overnight to New York from Hawaii where he was attending an ABC affiliate meeting, the hiring only 10 weeks ago of a new investor relations director and mergers pending for Florida cellular mobile telephone franchise acquisitions that involve stock swaps. But as far as the stockholders are concerned, Liebowitz said, he's "not so sure it was a great bargain." Discounting the $22.50 debenture by over half, Liebowitz estimates management is really offering something on the order of $40 per share—"that's probably less than the value of the broadcast properties."

Most analysts last week seemed to be lining up around the $40-per-share estimate. Several suggested that to help pay off the debt the buyers will incur, they could sell some of the assets. At this time, most of Metromedia's assets lie in its 13 radio stations and seven television stations. Last year it sold the outdoor structures, related site leases and working capital of its Foster & Kleiser outdoor advertising division to a limited partnership for $485 million, although it retained the company, much of its assets and many of its employees (later, Metromedia came under criticism in a BARRON'S article which contended that it employed...
BBDO predicts network shares will drop to 65%

Despite this year's rise in viewers for networks, agency predicts that by 1990 cable, along with other media, will erode network audience levels

By 1990, the three networks combined will typically attract no more than 65% of available television homes in prime time, according to a new study by a major advertising agency, BBDO Inc., New York. Although the networks have all but stopped the steady erosion of their audience shares during the first nine months of 1983, BBDO maintains the inevitable growth of cable, independent TV and newer media along with the spiraling cost of programming, will stymie any efforts to prevent the erosion from picking up speed again.

During the first half of 1983, the combined, three-network rating rose from a 1982 average of 49.9 to 50.1 while the rate of decline in network shares "subsidized," said BBDO, and in the third quarter, network shares actually increased, although slightly, for the first time since 1977.

"Some within the industry are viewing these near-term results as long-term predictors of renewed network stability," said BBDO. "They point to the ability of the networks to program in the form of specials and mini-series, the inability of the pay services to continue to offer strong movie packages and a slowing of the growth of independent stations, which have siphoned a sizable chunk of audience away from the networks."

Although the 1984 Olympics and election events "may cloud the issue," the networks' current competitive advantage is only temporary, said BBDO. "Yesterday's average program rating of 12.5 will become tomorrow's 13-14 and today's audience share of 78% will drop to 65%, a level not too far above the networks' current 60% share of viewing in pay cable homes."

Using A.C. Nielsen figures, BBDO estimates that pay cable penetration will rise a hefty 117% by 1990, from a current 23% of U.S. TV households to 50%. The total percentage of cable households will rise from 39% to 65%, while that of basic-cable-only homes will decline from 16% to 15% and noncable homes from 61% to 35% by 1990.

"This does not bode well for the networks because their share of the television pie is considerably lower among pay subscribers," said BBDO. "All other factors being equal, cable growth alone could reduce the total U.S. network share from a current 78% to 72% by 1990."

During the 1982-83 season, the three-network share of audience stood at 63% in pay cable homes, 74% in basic-only homes, 85% in noncable homes and 78% in all U.S. TV homes.

The growth of independent television will likely subsidise as the number of station signons decreases, and as distant signal importation reaches saturation in smaller markets, said BBDO, but the growth of barter-syndicated programs and specials promises to keep independent stations as important competitors to network TV.

"Advertiser interest [in barter syndication] stems from a desire to keep network pricing in line and an approximate 20% efficiency advantage associated with syndicated purchases," said BBDO. "Industry projections place barter at $1 billion by 1986, a threefold increase over the 1982-83 level of $300 million."

Along with increased advertiser and station interest in barter syndication is a "growing array" of original prime time programming available to independent stations, from the "still active Operation Prime Time" to newer ad hoc networks being planned and executed, that will attract growing numbers of viewers to independent stations in the coming years, said BBDO. "By 1990, we estimate that independent station viewing will represent almost one-quarter of the total time spent watching television."

Helping the networks attract viewers back to prime time in 1982-83 were expensive mini-series and specials, such as ABC-TV's "Winds of War" and the final episode of the CBS-TV series "M*A*S*H," which, despite the ratings boosts they provided, were extremely costly to produce and expensive as vehicles for advertisers, noted BBDO. Meanwhile, regularly scheduled programs continued to decline in audience, if to a lesser degree than previously. For example, regularly scheduled network programs declined from an average 18.5 rating/share in January/March 1981 to 16.9/7.6 for the same months in 1983.

"Increasingly aggressive programing competition from nonnetwork sources will place restraints on the networks' ability to retain audience share," said BBDO. "Advertiser-supported syndication and OPT activity are both examples of heretofore infrequent threats to network dominance—threats because they will act as (1) a cash drain as advertisers reroute their budgets; (2) an audience drain as people exercise increased viewing options; and (3) an affiliate drain as some stations choose to carry alternative programing."

The fact is that viewers are becoming increasingly aware of options available to them...entrepreneurs are aware of the possible profits to be gained from new video ventures and advertisers are beginning seriously to search for cost-effective solutions to inflated budgets," said BBDO. "The combined effects of pay cable growth, independent-station maturation, new programing ventures and competition from other technological offerings will serve to fragment an audience once owned by the 'big three' and create the equivalent of a fourth network."

"This is not meant to imply that the networks are doomed or represent poor advertising potential," concluded BBDO. "Rather, they will remain important, but not exclusive, national options for advertisers."
A man for all media at NBC News

PBS chief Grossman tapped to succeed Frank as president of news division; it will mark return to private sector after stellar career in developing public network; search team formed to find successor

Lawrence K. Grossman, president and chief executive officer of the Public Broadcasting Service since 1976, has been named president of NBC News. He will succeed Reuven Frank, now in his second tour in that post, in late February 1984. Frank, who turned 63 last week, will remain in charge of network political coverage of the party conventions next summer, then return to producing news programs for NBC. Frank last served as president of the news division from 1968 to 1973. As for PBS, it hopes to find a replacement in time for the PBS annual meeting, scheduled for March 25-April 1, 1984, in Washington. A five-member search committee has been formed, headed by Dallin H. Oaks, PBS board chairman, and including the board's two vice chairmen, Henry L. J. Cauthen and Stanley J. Evans; David O. Ives, chairman of the board of the National Association of Public Television Stations, and Suzanne Weil, senior vice president of programming for PBS.

Following is a portrait of the man in the news last week, as he contemplated leaving the labor of love that had occupied him for almost eight years, and as he prepared to take on one of the three most important information responsibilities in the country.

Lawrence K. (Larry) Grossman, bearded and in shirt sleeves, was sitting in his office at PBS headquarters in Washington last week, looking relaxed and comfortable as he once again contemplated his role as a man between two worlds. After more than seven years as president and chief executive officer of PBS, Grossman, at 52, was preparing to move on to the presidency of NBC News. It was a job for which he seemed not obviously destined, in terms of experience. Seven years ago, he had been a New York advertising man (that's advertising, in New York; a man can't get more commercial), when he was tapped for the post in noncommercial broadcasting he is now leaving. Since then, it is generally agreed, he has made Ralph Rogers, then PBS chairman, look like an excellent judge of talent.

Now, it is Grant Tinker, NBC chairman and chief executive officer, whose judgment in hiring Grossman will be subject to second guessing. For Tinker, there was no sophisticated talent search involved. The decision emanated from somewhere in his gut. He has known Grossman for 20 years, since the days when both were vice presidents at NBC—Tinker in charge of programing and Grossman, advertising. And Tinker last week said he had considered no one else as a replacement for Reuven Frank, who had informed him several months earlier of his intention to retire. "Larry," he said, "was my first and only choice for the job."

Tinker made his first approach to Grossman in a meeting in Tinker's office, in mid-November. In the next few days, Grossman talked to Frank and Robert E. Mulholland, NBC president and chief operating officer, as well as PBS Board Chairman Dallin H. Oaks, whom he regards as a "wise man."

Then, on the evening before Thanksgiving—eight years to the day after Ralph Rogers, at a meeting in Boston, asked Grossman to become president of PBS—Grossman and Tinker, over dinner in New York, reached the agreement that was announced on Wednesday. "It was," Grossman said last week, "a painful choice for me. I don't know of any other job I would leave public broadcasting for." He sees public broadcasting as "straight up," and, he says, he had expected to be part of that future.

Grossman's lack of experience in news—a fact that made the selection a stunning surprise to many—was to Tinker and others in the NBC organization generally irrelevant.

what one high-level producer called "the orderly" manner in which the succession was handled. It wasn't, he noted, a case "of firing someone on Friday and bringing someone else in on Monday and saying, 'fix it,'" as has on occasion been the case in the past.

For all of that, news staff members are holding their enthusiasm in check. As another producer noted, "We've gone through five news presidents in seven years. People around here have learned to adopt a wait-and-see attitude. Let's give him a chance to do a good job."

Grossman has reason to be well aware of the mortality rate among NBC News presidents. One of those who held the job in the recent past is now a colleague of his—Lester Crystal, who is executive producer of the MacNeil/Lehrer NewsHour.

Grossman turns aside questions regarding plans he might have for changes at NBC News. It would be "premature and immature" to discuss such matters, he said. His only comment in that connection is a negative one. No, he has no intention of moving into NBC News with a new team. That, he says, is not his style. And he makes no secret of his need for on-the-job training; he is clearly delighted that Frank will be around during the learning process. "We have a civilized opportunity for a transition from Frank to me."

While he makes no pretense of having a strong journalistic background, neither does Grossman make any apologies for the lack of one. He says he has been "steeled" in journalism for years. As a young advertising executive with CBS in the 1950's he worked closely with Edward R. Murrow and Fred Friendly. Later, at NBC, he worked with a network president for whom news was "an all-consuming passion," the late Robert Kintner. And at PBS, he has helped move public broadcasting into the front ranks of broadcast journalism, in presiding over the expansion of the half-hour MacNeil/Lehrer broadcast to an hour, the first hour-long evening news program on a TV network, and in helping originate the highly regarded series, Vietnam: A Television History, as well as the Frontline documentary series.

Besides, hiring someone without a journalistic background as a news chief is hardly unprecedented. Roone Arledge, who was Grossman's classmate at Columbia, class of '52, was president of ABC Sports before becoming news president as well. And Richard Salant, a lawyer, became president of CBS News and guided it during some of its most illustrious years.

But with Grossman, it would, in any case, be a mistake to regard experience too narrowly. "If there was one strength I brought to public broadcasting," he says, "it was my commercial background—my feeling for organization and common sense and getting the job done." Grossman had had his own advertising and production company, Lawrence K. Grossman Inc., in New York, from 1966 until he became president of PBS. And over the past seven years, he helped develop
an organization he said was "fractious" and "disorganized" and in poor financial shape into one that is coherent and financially stable and operating on a sound businesslike basis. (Most of PBS's funds come from member stations for services they choose to buy.) Indeed, PBS stole a march on the commercial system in establishing the first nationwide system of distributing programming by satellite. ("The satellite distribution," Grossman says, "helped eliminate some of the craziness from the organization.") And the system that was created out of a felt need to instruct children developed, under Grossman, an adult learning service that now provides television courses for credit that are taken by more than 100,000 students.

Now, in returning to commercial television, Grossman says, he will take with him "the public interest and the idealism of public broadcasting."

There is also, in the generally quiet-spoken Grossman, an inner toughness and confidence that permit the self-mockery of a tapestry on a wall in his office that bears the message, "How programs are chosen: Fear. Politics. Pressure. Favoritism."

The spinelessness of the tapestry suggests he was not evident in the advertising executive who in 1969 helped organize an applicant, Forum Communications Inc., to challenge The Tribune Co.'s WPIX Inc. for its license to operate on channel 11 in New York. That contest ended 10 years later in an agreement under which Forum was paid more than $9 million (none of which, other than his original investment of $16,000 and expenses, went to Grossman, who had severed connections with Forum when he joined PBS). Then, too, there is the example of Death of a Princess, the PBS program concerning the love affair of a Saudi Arabian princess and her commoner lover that ended in the beheading of the princess. Plans to broadcast the docudrama, in 1980, generated a storm of controversy, with the Saudi government and members of Congress, even Mobil Oil, a major contributor to public broadcasting, calling on PBS not to air the program. But the Public Broadcasting System also entered the fray, with a letter suggesting that PBS consider the issues involved. And a number of court suits were filed in a vain effort to bar the broadcast. But PBS stood firm, and the program provided it with the highest overnight ratings to that time.

The incident cast Grossman in a hero's light. He had shown that a public broadcasting system dependent on governmental good will must not buckle to the pressure to go soft.

In his reply to the State Department's letter, Grossman had said, "We believe...that a free society requires open and candid discussion of issues so that an informed public may make rational judgments." He said PBS was offering the program — and a follow-up one-hour discussion of questions raised in it — as part of public television's "ongoing examination of the major issues in the Islamic world."

That would seem, as well, a becoming attitude with which to face the fear, politics, pressure and favoritism that go with the territory at 30 Rockefeller Plaza.

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**ABC cuts back 'Nightline'; adds three 30's**

Network tells affiliates board in Hawaii that clearance problems have led to shortening to half hour; starting next month stations will get additional prime time ad slots

The board of governors of the ABC Television Affiliates Association, along with a few past members and chairmen, met ABC management at the Mauna Lani Bay hotel in Hawaii last week, where the network announced that Nightline would be cut back to a half-hour beginning Feb. 20 and that the network would give affiliates three additional 30-second spots in prime time beginning next month.

Nightline move, rumored for weeks, was made in an attempt to reduce the number of delayed broadcasts and nonclearances by affiliates, which are hurting the program's ratings and profitability. Only 176 of the 210 ABC affiliates carry Nightline to begin with, providing coverage to 93.2% of the nation. But 55 of those carrying the program have been delaying the broadcast to run profitable off-network reruns immediately after their local late-night newscasts. As a result, Nightline's ratings have dropped significantly since the program was expanded to one hour in April. For the week ended Nov. 20, the program averaged a 5.1 rating compared to a 5.7 earlier in the year.

David Burke, vice president, ABC News, also noted that research indicated that viewers of the program were in many cases "unwilling to commit themselves to a full hour of news at that time period."

With the reduction, the network is really putting the hard sell on affiliates to carry the program live. In fact, ABC Chairman Leonard Goldenson told those attending last week's affiliates' board meeting that "there comes a time when [affiliates] should look beyond the bottom line," and that Nightline represented such an occasion. He told the affiliate board members that he would "personally meet with the ownership" of ABC affiliates if that was what it would take to convince them that Nightline should be carried live.

Although Nightline anchor Ted Koppel could not be reached for comment, Burke said that he "understands the decision" and is "somewhat enthusiastic" about it, accepting the argument and need for a greater Nightline audience.

The combination of the announced decision and Goldenson's pitch had the desired effect on five stations (and one satellite) which committed to carry Nightline live at the meeting. According to an ABC spokesman, they were: WKTV(TV) Indianapolis; WQAD-TV Moline, Ill.; WDAY-TV Fargo, N.D., and its satellite WDAZ-TV Grand Forks, N.D.; KCAU-TV Sioux City, Iowa, and WAKR(TV) Akron, Ohio.

The decision to give affiliates three more spots starting in January brings the total to 70 prime time spots. Three new ones will come from network promotional time or openings and closings of programs.

The board adopted three formal resolutions, commending Koppel for his "outstanding ability to communicate with the

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**Group W, Pollin sign sports pact**

Group W Satellite Communications last week finalized agreements with several Washington metropolitan sports teams to establish a regional pay sports network.

The deal's price was not revealed, but sources say during earlier negotiations between the teams and Metro Sports, a Bethesda, Md.-based sports syndicator, the broadcast rights ranged from $3 to $4 million for the first year.

Group W forged ahead with its plans to establish the "Home Team Sports" network despite setbacks on other fronts ("Closed Circuit," Nov. 21) and signed contracts with the Baltimore Orioles (baseball) and Washington Bullets (basketball) and Capitals (hockey) to broadcast roughly 350 live sporting events.

Scheduled to premiere April 4, 1984, the Home Team Sports network will broadcast 80 Orioles, 45 Bullets and 45 Capitals games. Abe Pollin, owner of the Bullets and Capitals, said the formation of the network was "long overdue," and will "provide sports fans in the region with a fantastic package."

Baltimore Orioles owner Edward Bennett Williams also spoke enthusiastically about the deal. Williams said he expects the network to do well, since the team won the World Series. The network will be carried on cable systems in Maryland, Virginia, North Carolina, Pennsylvania, Delaware and West Virginia, with a total subscriber count of 2 million.

Bill Aber, former general manager of Group W's Satellite News Channel's Washington bureau, has been chosen to head the regional sports network. Aber says the network will offer at least one and sometimes two major events each weekend with more scheduled for weekends. The games are tentatively scheduled to air from 6:30 p.m. to 1 a.m. weekdays and from noon until 7 p.m. on weekends.

Group W had planned six regional sports networks: Detroit, Milwaukee, Chicago, San Francisco, Washington, Seattle. All but Washington and Seattle have been scrubbed.
American people," as exemplified in the Viewpoint program that followed last month's showing of The Day After; a resolution commending Brandon Stoddard, president of ABC Motion Pictures, for his efforts (and the network's support) related to The Day After, and a resolution affirming support for the shortened version of Nightline and a commitment to strengthen station clearances.

Elton Rule, who was succeeded by Fred Pierce earlier this year as president and chief operating officer of ABC Inc., was to be honored at a banquet wrapping up the meeting last Thursday evening.

The network also said it was implementing a co-op advertising plan for Nightline. Affiliates promoting local late-night news shows with Nightline in the same campaign will be reimbursed for 50% of the costs of the campaign by the network.

Bresnan steps aside, Murray in

Westinghouse executive to take over Group W Cable subsidiary

William Bresnan, chairman and chief executive officer of Group W Cable, last week relinquished the position of chief executive officer. The role was assumed by Harry F. Murray, who has been with parent Westinghouse Electric Corp., since 1951, most recently as vice president, pension investments and investor relations.

When Group W purchased MSO Teleprompter in 1981, Bresnan told Daniel Ritchie, chairman and chief executive officer of Westinghouse Broadcasting & Cable, that he would leave the company after the management transition was completed. That transition is "virtually done," said Bresnan, although he will stay on, retaining the title of chairman, to assist Murray in his switch to Westinghouse's broadcasting and cable subsidiary. Although he has been a member of the liaison committee between the parent and Westinghouse Broadcasting & Cable, Murray has no hands-on experience in the cable industry.

The transition plan called for the establishment of six regional offices, each headed by a vice president; the installation of a new president and chief operating officer, now Burt Staniar, who has held that office for about a year and will continue in that role under Murray, and the acquisition of franchises with at least 700,000 households, all of which has been accomplished.

With that in mind, Bresnan said, "I felt it was a good time" to relinquish the office of chief executive officer. Bresnan says his future plans will probably include ownership of some cable systems and perhaps Muzak franchises as well. Musak was acquired by Group W when it purchased Teleprompter.

Bresnan will finance those operations in part with earnings he derived from the Teleprompter merger. Twenty-five years ago he founded the company, later absorbed by Teleprompter, that built the cable system serving Rochester, Minn. Bresnan, in the process, acquired what he says is "a small percentage" of Teleprompter stock.

During the rest of his tenure at Group W, Bresnan will spend time lobbying for cable legislation and represent the cable MSO on the NCTA board. He also will continue to oversee franchise negotiations for the company in the Chicago area.

As to the choice of Murray to succeed him, Bresnan offered that "Dan [Ritchie] had the idea of Harry for some time." His qualifications, Bresnan added, despite his lack of direct cable experience, are his "wealth of management experience and business acumen."

Murray, meanwhile, is already immersing himself in the ins and outs of the industry, and will attend the Western Cable Show this week. "It's an interesting business with real opportunities," he said. "I think I can contribute something and I welcome the opportunity."

New name. Media General Inc. has announced it is changing the name of its William B. Tanner Co. to Media General Broadcast Services Inc. and bringing in new management to run the show. "A new name; a new management team; a new dedication to professional service...and the reputation of Media General Inc. behind it," the company is saying in promotional material. "It's more than a new name. It's an entirely new attitude and approach to service."

Under the new regime, James A. Linen IV, the Media General senior vice president who has been serving as acting president of the Tanner Co., will be chairman and chief executive officer, and L. Donald Robinson, former president and chief executive officer of Independent TV Sales, a Katz TV subsidiary, will be president.

The FBI raided William B. Tanner Co. headquarters in Memphis earlier this year (Broadcasting, Aug. 22) amid allegations that the company had been handing out kickbacks to clients, and that William B. Tanner, then company president, had engaged in a variety of scams to divert millions in company funds from official books and into his own pockets. Subsequently, Tanner, who denied the charges, was granted a leave of absence from his executive positions with the company (Broadcasting, Sept. 5). The FBI's investigation is still said to be ongoing. Media General's own investigation of the charges is expected to be wrapped up by the middle of January.

Gergen leaving White House

As director of communications for the Reagan White House for the last three years, David R. Gergen had the job of helping to present President Reagan in the most favorable light. To be effective, it was essential that he win and retain the confidence of the White House press corps. To a considerable degree, he succeeded, no small feat considering the growing antipathy between the press and the Reagan administration. But after three years in the Reagan White House—and perhaps in the earlier ones in the Nixon and Ford White Houses—Gergen is leaving, to teach and to write.

Gergen, 41, will depart in mid-January to join the Institute of Politics at Harvard University's John F. Kennedy School of Government. He will also return for service at the American Enterprise Institute, a conservative think tank in Washington.

Gergen's post will be eliminated, the functions divided between two other White House aides. Presidential assistant Richard Darman will assume the speechwriting and research responsibilities now entrusted to Gergen, and Deputy Chief of Staff Michael Deaver, the communications planning job. White House Deputy Press Secretary Larry Speakes remains as chief spokesman for the administration.

Gergen has been quoted as saying his departure was prompted by his feeling that it is "time for a change," that he has largely achieved his goal of helping to establish a successful presidency and that his job is becoming "repetitive."

There are also reports he has become dismayed by the Reagan administration tactics designed to clamp down on the flow of information to the public—including the Justice Department investigation of leaks, efforts to require government officials with access to top-secret information to pledge themselves to submit all material they publish after leaving government service to government censorship, and restrictions on press coverage of the U.S. invasion of Grenada. However, Gergen has been talking of leaving for about a year.
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**LOS ANGELES (KNBC, SAT. 7:30).**
Number One in time period! 1-point to 9-point share lead over six other stations. Rating up 1.6 points over September premiere.

**CHICAGO (WMAQ-TV, SAT. 6:00).**
Less than one rating point away from Number One in time period! Rating up 4.9 points, almost doubling September premiere.

Source: NSI, 11/19 and 9/24. Overnight estimates subject to limitations of rating service.

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TOO HOT NOT TO HANDLE.

* Group W Satellite Communications 1983
Robert J. Wussler has seen it all—or at least most of it. The executive vice president of Turner Broadcasting System is responsible for the signal of the nation's largest independent television station (WTBS[TV] Atlanta) and at the same time has reporting to him the nation's only 24-hour cable news operation (CNN). Before he cast his professional lot with Ted Turner he had a distinguished and broad-gauged career in more conventional broadcasting that embraced journalism at CBS News, station operation at WBBM-TV Chicago and the presidencies, successively, of the CBS Television Network and CBS Sports. Thus the perspective Bob Wussler brings to the subject of cable programing, which he discussed with BROADCASTING editors on the eve of the National Cable Programing Conference.

"You gotta know when to hold 'em, 
Know when to fold 'em, 
Know when to walk away, 
Know when to run."

It seems to us that the curve of cable programing is down, or is trending down. And that seems a temporary phenomenon, do you think it's going to turn around?

Well, I think there's been a definite shaking out of the cable programing business; I think it's the same thing that happened on the cable operating side. There is an awakening to the facts. I think we've gone through a watershed time, and that we've probably bottomed out or flattened out, and now I think the outlook is pretty good.

You know, this is a tough business. And I don't mean just the cable business, but the movie studio business and the broadcasting network business. It's not what it was during my years at CBS. In the average cable home, which is close to half of America, you've got 20 to 22 channels. Back in 1974 and 1975 there were five places to go; there were ABC, CBS, NBC, some kind of an independent, and public broadcasting. And now you've got four times that amount in the average household.

You mean the average cable household?

Yes, but it's also a precursor of what's to come in the other half, or the other 25%.

You say it's bottomed out. Does that mean we're not going to see any more failures?

I don't think so I think those that were doomed to fail, or very marginal, I think they've gone by the wayside now. The guys who are left, one way or another, are going forward.

For example, whether it's ESPN or something else, I think there is money to be made in sports. But you've got to be very, very careful—and I'm not sure that you can do Australian rules football or rugby. And I think there is money to be made in the news business.

What's going to happen when all these sports are gobbled up by the regional pay networks?

Well, I'm not sure that you're going to have a regional pay network
in all parts of the country; I think you’ll have regional pay networks in certain parts of the country.

There are different kinds of sports. There are what I call the major league nighttime sporting events, which people will pay for. And then there is a second level of sports—such anthologies as Wide World of Sports, the old CBS Sports Spectacular, NBC Sports World—those kinds of things that a national sports organization can probably do well with, with maybe a small mix of national major league sporting events, that is either shared with a local outlet or with a number of local and regional pay sports.

You know, we’re going to see a lot of evolution—we’re going to see a lot of circles. And just because things go away for two, three or four years, that doesn’t necessarily mean they won’t come back to where they once were.

Well, you say that people are becoming aware of the “facts that be,” the new facts. What are those “facts”? What are those hard realities?

Well, the hard reality is the fact that basic cable ratings are way up. Now we’re fractionalizing each other. But if you look at the daily Nielsen spread sheet, it shows CNN, WTVS, ABC, NBC, CBS, all others, and cable-originated. And the only column that really goes up is “cable-originated.” Cable originated ratings have done exceptionally well in 1983.

What does that include?

That includes USA, ESPN, CBN, WTVS, CNN, CNN Headline News and perhaps five or six others.

Well, you’re saying then that the hard reality is that cable’s competition is making it hard on conventional broadcasting?

I don’t want to say there’s an embarrassment of riches, but there are, in the average cable household, 22-24 channels, and an awful lot of viewing is going to cable-originated programming. Much more than six months ago or a year ago, two years ago. But there are so many cable channels, that if you get a half a rating point here and a point and a quarter of a rating point there, it all adds up. I mean, cable originated programming is doing 10 rating points a day. And I’m not talking about the pays now; this is separate from that.

What does it take to change the environment to the point that new basic cable services can be greater or more viable?

Greater? I think it’s fairly simple. We’ve got to get the base up. Cable can’t live with a 42% wiring of this country. We’ve got to get it up to 60% and 70%, and then within the wired portion, we’ve got to go back and get those houses that are passed by and not wired—we’ve got to get those people to subscribe.

That’s a very important thing. So that when a cable programmer can get 2% or 3% of the audience, it’s a more meaningful figure—it’s a figure that the potential cable advertiser is going to take a look at and say, “Gee, that’s 750,000 homes. That’s a meaningful number for me. I’m willing to put some money into that. I’m willing to look down and say, all right, that’s going to be worth $2.75 a thousand.”

And you multiply it out and you put the six commercial minutes in for the half hour, and all of a sudden, that guy—who today is getting 250,000 homes or less—is now getting three times that audience of 750,000 homes, and he can afford to buy some programming.

Most cable operators today can’t afford the programming they have. They can deficit finance, but only up to a limit. Eventually, you’ve got to say, “But where’s my return?”

The audiences have been too small. There aren’t enough homes wired, there aren’t enough people out there looking at enough things at enough times in order to make the national advertisers—Procter & Gamble, General Foods, the auto manufacturers in Detroit—to make those kinds of people pay attention.

What is the threshold number? Is it a matter of rating points? It used to be 30%.

Well, that “threshold number” seems to elude us all.

I think there was a market at 30%. The problem was that there were so many programing networks around at the time, and the advertisers said, Gee, I don’t want to be in the experimentation business anymore; I did that with Turner and I did that with ESPN early on. If I want to be in the cable business, I can go put my stuff on where I at least have a 20 million homes upside or a 25 million homes upside, and I don’t want to be content with somebody that has five million or six million.”

That was great when WTVS was four million or six million, and when CNN had two million potential homes, and advertisers were experimenting; they were learning and they wanted to learn for the future. But then all of a sudden, there were four or five services that had better than 10 million or better than 15 million—and the advertiser said, “Wait a minute, I used to spend my money on four million home services, I’m not going to spend my money there.” That was the thing that really hurt us on CNN—almost more than anything else.

Your implication is that there is hardly room for what we have, let alone room for anything else.

I don’t think there’s any room at this point or in the foreseeable future for any more imitative services. I do think there are probably some other services out there that haven’t been done.

Now I don’t think that music has been overexposed or exploited. MTV is one form of music, but you can listen to your car radio tonight and hear 18 stations that offer music. Now I don’t want to see 18 music channels but I do think that there are other forms of music. And I think that as cable gets bigger you might even be able to do something in the classics.

I also think there’s more that can be done in the informational or news adjunct kinds of things. For example, I think there’s probably a talk channel out there; not now, but down the road apiece. I think there’s probably a home educational or bedside companion kind of network out there. Almost a revolving stage kind of thing, you know. I’ve always thought that would go.

Didn’t the information services sort of thing take a jolt when Time said it wasn’t going to pursue the teletext business?

I don’t think that is a business. You know, you’ve got to train people to do things. And radio helped train people into the network experience, and the networks trained people to look at television a lot. There’s been no training ground for teletext or viewdata at this point. I think they are both very viable things years down the road, 15 years down the road. But I don’t see those kinds of things right now because they’re specialty devices. Those are all things that will make money for some people after 1990. But I don’t think they’re going to make any money for people before that.

We’ve got to get the basic cable business in order and we’ve got to see what kind of shakeout there’s going to be in the pay business. We’ve all got to see that pay-per-view is a viable thing because its going to help the operator, and if that helps the operator, it’s going to help both regular pay and basic. That’s the five-year plan I would lay out for the cable industry.

To pursue pay-per-view?

I’m a big believer in pay-per-view. I think there will come a day—a long time from now, but probably within this decade—when we’ll go home in the evening and be able to push a button on a cable system and a menu board for that night will come on with a number of choices. I call it the “$1.98 pay-per-view,” although knowing how the economics change in this country, it’ll probably be $3 or $4. But in any event it will be well under $10.

You’ll be able to watch a sporting event or a motion picture that’s been around for maybe six weeks or three months, or you’ll be able to watch a cultural event. I think that there is a large business out there—but we can’t get to that point until we have a greater penetration of the total country as a whole, and get the kind of hardware that the industry needs. But I think that’s going to come true before 1990.

What kind of penetration will we have at that point?

Generally, I’d say the 70% range, although I suppose that depends
Anyone can play games with numbers, but here's the bottom line:

This year, most of the music played on radio is licensed by BMI.
upon the availability of certain electronic parts, and whether it's a copper business or whether it's going to be an electrode business, or whether there is some kind of energy crisis that none of us knows about now. I think we're looking at a 70% penetration figure in 1988. If you have 100 million households, which is about where America is going to be, you'll have about 70 million—or something less than double where we are today.

Receiving how many channels?

There will be a place on the box, I think, for between 50 and 60 channels. I think that in reality there will be, in terms of national channels, about 30—one or two of those being a regional sports channel, which may have some commonality.

So what is the message you will offer those who attend the National Cable Programming Conference? Hang in there until 1988?

That's part of it. Part of it is that we've got to continue to train the audience that there, we've got to continue to tell people that cable is a reality, that 42% of America is wired today, and that number is going to continue to grow. Maybe not as high as some cable operators would like to see it grow, but it's going to continue to grow, probably at a minimum of 250,000 homes per month, and perhaps more than that.

And, we've got to remind people that there are some very worthwhile things on various channels. Cable has got a good story to tell. Nobody is trying to pretend that it's the greatest story in the world, but it's got a darn good story to tell.

Yes, we've lost SNC and the Entertainment Channel and CBS Cable, but if I look back in the broadcast business, as a youngster, I can remember a DuMont network being in existence, and it died. And I can remember the great plans for WNTA New York, and that went away.

All industries go through growing problems, and I think the growing problems are condensed today because of the great time warp that we're in. Things get done so much faster nowadays than they did in the forties or fifties.

But is there reason to be concerned?

Yes, over duplication of programming. We all have got to have a different look if there are going to be 10, 12, 15 different channels. We've got to differentiate those channels; there's got to be cooperation with the operator. In many instances, the operator is going to have to support certain basic cable channels to the tune of two to five to 10 cents per home per month, or more. But there is precedent within this business for that.

And there is precedent in broadcasting for the money to go the other way.

If the cable program operators were making that kind of money you could make that argument, but no cable program operators are making that kind of money.

You often sense some antagonism between cable operators and cable programers.

Often! Most of the time. But that's a natural thing; it's like the networks and their affiliates. It goes up and down. And it's just like ABC announcing that it's going to hold the line on programing costs for next year. We went through that same exact battle at CBS in 1972. Bob Wood, the network president, stood up before the entire west coast programing operation and said, "I'm not going to give you any increases next year. If I'm paying you $265,000 for a half-hour show this year, I'm going to pay you $265,000 for that half hour next year." Well, that show is now costing CBS $520,000. You know?

But is there now reason for concern that the momentum seems to be out of the game?

I don't think the momentum is out of the game, although I certainly think the bloom is off the rose. But all you have to do is come to a couple of cable conventions and see that there's still enough money around and there are still enough young people around to execute all the ideas people can dream up.

No, there's still a lot of momentum around, even if it's not the gold rush.

One of the reasons we have this particular convention is that the NCTA and those of us on the programing side feel that at least once a year we've got to knock on doors or knock on heads or knock on the table and say, "Yes, this is a business that's driven by copper wire and funny black boxes, tied into television sets that have been around for a long time. But programing is still important. Are the jokes funny? Will Cinderella make me cry?"

And whether it's the basketball going through the hoop or the guy pitching the no-hitter, it's still what kind of programing are you going to put on there?

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operator says, "Well I’m going to make Channel 27 all news, Channel 28 all sports, Channel 29 all weather, Channel 30 all religion, and 31 and 32 and so forth. At some point he will.

Our purpose is to remind operators and program networks within the cable business that they are in one industry and that there are a number of problems that they share—and that at some point in the future, all cable operators will be much more interested in programming than they are today because they have other problems right now.

Just to return to this thing about a lack of momentum, isn’t the eventual success of the cable industry dependent upon an ever increasing number of channels? And if at some point it appears that the number of channels is not important anymore, that there just isn’t any more programming, are you not then vulnerable to another medium, particularly direct broadcast satellite?

Yes; I think you have a very good point there. However, as we look at the future of DBS, it would appear that for the foreseeable future of let’s say, 10 years, DBS probably is going to be limited to 10 channels, six channels in any one area. Now there are some exotic systems on the drawing boards, but they are very expensive. In order to get those 10 and 12 channel systems in one area, you really have to put a tremendous amount of money into a launch vehicle and into the payload. Because what you lose on the ground, you’ve got to have topside.

If you look at some financial curves, cable is still a terrific buy for the future. If this country weren’t 40% wired—if, for example, the country were only 10% or 15% wired today, I would completely agree with you. But we do have 40% of the country wired and we’re well on the way to 50%—it’s less than a year and a half away from now.

The other thing is that it would appear that in the same 10-year profile, DBS may be a five million, maybe an eight million home operation. And we have learned from the hard wars of cable that that is not a business. You can’t go out and program for eight million homes differently; you can take what you’ve already got on cable and put it in those eight million homes, but you can’t go out and start a new cable channel.

What about pay programing? Is there a different profile than in basic pay or in basic programing?

Oh, I think so. I think the three forms—pay-per-view, pay, and basic—relate to one another, and even have to work together because of the ultimate promotional necessities. That’s why we think we’re quite valuable in any relationships in the future because of our ability to promote a pay channel or pay-per-view event. We think that because of WTBS and CNN, and the Headline Service, that we’re very valuable in a function like that. But of course the pay business is different.

Pay really is much more narrowcasting than basic is. Basic can’t get too narrow because basic needs numbers to satisfy the advertiser to put money back into the channel. Whereas pay has a much better opportunity of doing narrow, because there you’re dealing with operator and the viewer. I think Bravo is a very good example of something that, with 150,000 homes, continues to scrape away at it, and they seem to be making it work.

I’d like to ask a broad question that takes advantage of your background, the assets that you bring to the party and all the experience you’ve amassed in so many parts of the medium. From your unique perspective on the television media, how do you see all these pieces fitting together as time marches on?

I think that something significant has been accomplished in the last seven or eight years. I think that we’ve taken what was, in effect, a monopoly of three networks and have expanded it into a multiplicity of media opportunities. We all lived through about 15 years—roughly, from 1965 to 1980—when the networks gave you the same kind of thing, pitted against one another. It was half hour sitcom against half hour sitcom, it was hour lawyer show against hour doctor show.

If for nothing else, we have now entered into a world where there are no longer just those three—you don’t have that limitation to the television set.

The marketplace adapts, and this marketplace is adapting. We’re going through a tough one because of the foreshortening of time. Instead of doing all this in a generation, somewhere between 20 and 33 years, we’re going to do it about three times in a generation. I always thought it would be great if television could have gone from three channels to eight channels to 12 channels. It was probably unfortunate—because we can’t control those kinds of things in this country—that we went from three to 23. And even that wasn’t good enough.

Do you foresee a time when cable could be the dominant television medium in the country?

I don’t think there will be a dominant television medium in the country beyond 1990. I think that it will be like your magazine stand or like your book rack here; I think there will be a number of different sources that people will go to.

Are advertisers taking as much advantage of the cable medium as they might?

No, I don’t think so. I think General Foods and Procter & Gamble and Anheuser-Busch have all done a very good job, but there are a lot of other big advertisers who have resisted, who haven’t had the need, who haven’t had the money, or their agencies haven’t had the inclination. And—let’s face it—cable is more work for the advertiser and his agency.

When you’re looking at the big picture, you think that broadcasting has hit a plateau or is going to shrink. Is there any way that could expand? Perhaps into a fourth network?

I don’t think so. I think the record will bear me out that there’s been a trend—and I won’t even call it a slide—since 1975 or 1976 to have ever lower audience shares for network programing. Not so much because any of these other things are so great but just because of the amount of competition.

You put a half decent movie on HBO at 8 o’clock and it’s going to hurt the 8 o’clock network shows. The audience is finite, ultimately; I mean, we’re playing with 83.6 million homes, but we’re going to be playing with 100 million homes, and I think that because of the amount of activities and the amount of things that technology has done, I just don’t think the networks can ever again expect to have those consistent 40 shares. It’s almost unusual to see numbers in the 30’s.

So I don’t think so; I think that because of the rise of independents, because of cable, because of DBS, because of the videocassette recorder, and our various life styles, I don’t see broadcasting becoming more powerful.

And the other thing is, I don’t think that broadcasters have to worry about getting bigger again; I think they have to worry about getting smaller and how they’re going to manage being smaller.

Could we divert you for a moment from the world view to the parochial view of Turner Broadcasting? How’s business?

Our business is good—not great. We, along with all of the other telecasters around, have suffered through a fourth quarter that we thought was going to be terrific, and while it’s been up from last year’s fourth quarter, it has not been a great one.

We are going to have, for us, a good year. Our bottom line for our company should be somewhere in excess of $10 million. We will be in the profit line for the first time in some time. Last year we lost $3 million, the year before we lost $17 million. So...

You know, Ted Turner has $120-125 million invested in those two things. He’s never made any money on it. But by 1985-1986 we should begin to see some hard black ink—which we kept thinking we would see a year ago.

Do you think you’re still on the leading edge?

Oh, I think so. There’s no question that we have become a more conservative company. But having said that, there’s no question that we’re still out there in Europe, we’re out there in Australia, in terms
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We're LPN. A consortium of local broadcasters who have joined forces to share our very best work. Hard-hitting news stories. In-depth magazine features. And series reports that add meaning to today's headlines. All produced by some of the premier television stations in the country.

Now, once a week, we'll share our very best work with you.

And we'll ask you to share your very best work with us.

More importantly, like you, we're local broadcasters. We know the demands you place on yourself. We know your problems and needs. And we know what you're looking for in your local programming.

LPN DELIVERS LOCAL PROGRAMMING WITH IMPACT.

You want the finest quality programming with the highest production values. The kind of programming which makes an impact on your viewers and on your market standing.

Our stories and features originate in some of the best producing television stations anywhere. They prove themselves in tough markets like Boston, Salt Lake City, and Atlanta. They'll give you the same exceptional results.

LPN LOOKS GOOD NO MATTER WHERE YOU SIT.

You want material to serve a variety of needs. Programming which is designed to be equally useful to news directors, program directors and local producers alike.

Our stories can be used throughout your local programming schedule. Use them in morning talk shows, magazine formats, public affairs programs and your noon, early and late news. Our reel can even be made into a locally produced program of its own.

We'll even take care of some of the editing for you. Most of our stories are offered in long and short versions to meet specific programming needs quickly and easily.

LPN MAKES QUALITY PROGRAMMING AFFORDABLE.

You want to be able to balance your desire for quality programming against the costs of producing it. You may not have the time to produce, or budget to air, an award winning series or feature every week. With LPN, you do.

We help you defer some of the costs of producing exciting stories and features. We share both the expenses and the rewards of excellent local programming.

LPN IS DESIGNED FOR YOUR CONVENIENCE.

You'll receive our service weekly via your choice of tape or satellite transmission on Westar 4. Each of our weekly reels is comprised of 10 to 12 stories in 5 or 6 subject areas.

Accompanying our reel will be corresponding printed support materials, including timing, story synopses and background research.

GIVE US A CALL.

If you're ready to take your seat with LPN, call George Back at (212) 696-1812, David Fox at (212) 532-2684 or Joan Marcus at (213) 937-1254. We'll send you a demo cassette of LPN programming.

Or if you would prefer a word of mouth recommendation, call any of your associates at our member stations.

They'll tell you that LPN looks good no matter where you sit.

©1983 Local Program Network.
WITH THE HEIGHT OF THE KINGDOM IN AMERICA.
of CNN and WTBS, in terms of programing. We wish we had more money for program development, but you can't have everything.

Could you be a little more specific about what you referred to as a “five-year plan.”

I think the cable industry—and by that I include the cable operator and the cable programer—has got to right itself in 1984, it's got to get its penetration levels up in 1984-85-86, and as many aspects as possible have to be profitable in 1987-88.

And then cable can go back and plunge again?

Then we can go back and start talking about all those little tiny networks that want to do five hours a day or 12 hours a day or 24 hours a day of highly specialized programming. Because then there will be enough base out there, so that if they can get 100,000 people to pay for it, or if they can get 500,000 people to look at it, an advertiser will be interested.

Then it will be much more like the magazine business. But we started off thinking that this was the magazine business, when it was probably more like the radio business—and that's where the bust came from.

Where do you see the broadcast media tending in the last part of this decade?

I think the broadcast networks will continue to be very strong. They will still be the cheapest way to mass market a product. Even if they average only a 17 to 20 share, there will still be enough national package advertisers and national advertisers in general who are still going to say, "Well, it's expensive, it's going to cost me $9 a thousand, but I can't possibly get to those people unless I spend that $9 a thousand."

Also, I think there's going to be a greater emphasis on local broadcasting. As print continues to have its problems—until it finds a way to get into your home without being delivered by truck to a dropoff point and then to a kid or somebody in a station wagon who throws it on your front steps—I think that local television will really begin to get that enormous retail dollar that people thought they would get in the sixties, and they started to get a little in the seventies, and now they're really starting to get it in the eighties.

Newspapers still far outweigh the expenditures on the income side from the retailers, but television is beginning to catch up, and that's going to be a great bonanza for the local station.

And that station is going to be able to choose his programing. He may have a network affiliation and he may have another affiliation with somebody in Hollywood—a motion picture studio—which in stead of bringing him an occasional hour brings him four hours a week. And because of the satellite, delivery is far less of a problem than it used to be, and as a result the station is not totally wedded to that network in New York. Or, if he wanted to do something like ABC's Tele1st, the studio simply buys a transponder, or makes a deal with Robert Wold or somebody and says "I want to buy one of your unused transponders from midnight to 6 a.m., Eastern time, and I'll buy it from you every night—I'll give you a great deal." You can buy that kind of time for $400 an hour and it'll reach every home in America.

The networks will still do fine, but their clearance levels may go only to 80%, instead of 94% or 95%. And their share of the pie will go from 78 down to 60 or 78 down to 50, in some places as well. But they will still do well.

How far do you see the cable medium growing? How high is up?

Well, I don't think there is any limitation. If we had had this conversation six years ago, none of us could have predicted the enormous success of HBO or the competitive nature of WTBS. Similarly, it's difficult for us today to anticipate the ultimate shape of things. Or the size.

It's a tough business to get into today, because there are channel capacity problems. I don't want to belittle that—you've got to have deep pockets going in—you've got to have between $50 million and $100 million or more. That limits the players. And the negative experience of the last couple of years on the part of four or five channels will limit those conservative organizations that have those kinds of funds to risk.

But, you know, there are other Ted Turners out there, there are other risk takers, corporate and otherwise. And as soon as this shakeout settles down, I think you'll see a couple of people come back into the business. It's not going to settle down for a while—1984 is a year to say, "Let's batten down the hatches and let's get the water out of the bottom of the boat"—but I think if we can get through 1984 and into 1985, I think the future is positive.

Cable's 1983 programing potpourri

The cable programing industry continues to grow in both number of subscribers and services. The past 18 months have been a period of growth, for the most part (see "Top of the Week"), as more subscribers come on line and cable penetration increases. The following capsulez illustrate what has and will be happening to many of the services as they head into 1984.

The Entertainment and Sports Programming Network still projects that it will break even in September 1984. A company spokesman declined to discuss the network's revenue picture but estimates are that revenues will total approximately $42 million for 1983, about twice last year's figure. Although most of the network's revenue comes from advertising sales, ESPN does charge a carriage fee. Operators still under original contracts negotiated prior to 1982 are paying 10 cents per subscriber. The fee will increase to 13 cents Jan. 1.

Spotlight, the pay movie service owned by Storer, Cox, Times Mirror and Tele-Communications Inc., continues negotiations with several competing pay services (including HBO and Showtime) for the right to absorb the channel's 750,000 subscribers. Although Spotlight officials refuse to comment on the reports, company sources say the service will be discontinued on Jan. 31, 1984, no matter what the outcome of negotiations ("Closed Circuit," Oct. 31).

The cable industry's three big superstations—WBSM(F) Atlanta, WGN-TV Chicago and WOR-TV New York—continued to grow in 1983, despite the Copyright Royalty Tribunal decision in the fall of 1982 to increase the copyright fees cable operators must pay to import the independent stations via satellite or microwave.

United Video Inc., which distributes WGN-TV, reports that viewership has risen from 9.5 million before the CRT increase to 10.9 million at last count two months ago. According to Robert Price, senior vice president, United Video expects to grow with the cable industry, capturing about one-third of all homes that hooked up to cable. United Video charges 10 cents per subscriber per month for its service, Price said, but large system, large-MSO and prepayment discounts bring the average charge down to about seven cents.

One of the WGN-TV's big attractions is National League baseball. It broadcasts games of the Chicago Cubs, and Price was hopeful that the team's current owner, The Tribune Co., would begin pouring money into the team, make the perennial loser a winner and increase the appeal of the team and the station.

Eastern Microwave Inc., distributor of WOR-TV, has yet to recover all the 800,000 homes it lost as a result of the CRT hike. Eastern Microwave's Gil Korta said viewership now stands at 6.2 million homes, around 100,000 fewer than at this time last year. But with a big push at the Western Cable Show, he said, Eastern Microwave hopes to replace the last of its lost subscribers by the end of the month.

The New York superstation has more sports than ever, Korta said, broadcasting some 350 live events each year. The teams include New York Rangers, New York Islanders and New Jersey Devils (hockey); the
Hey, Hey, Hey... Make Way for Fat Albert

Fat Albert Comes to Syndication
90 Happy Half-Hours Including 50 Brand New Ones

For 11 years, Fat Albert and the Cosby Kids has rated No. 1 in its time period on the network. Now for the first time, TV's most acclaimed animated series will be available to local stations. Created by and featuring Bill Cosby, it's "proof positive that high entertainment, educational and social values can be commercial, "perhaps the best cartoon program on television, and the most thoughtfully presented."" (TV Guide)

Fat Albert and the Cosby Kids have been "very funny. Very warm. Very much a winner. Fat Albert and the Cosby Kids will make your station THE station for children's programming in your market. And earn you the thanks of the kids, their parents - and advertisers as well.

Filmation is producing 50 new half-hours to go with 40 of the best episodes from its CBS run. The result: 90 top quality shows, exclusive to syndication, for daily stripping beginning in September 1984.
YOU'VE GOT 24 HOURS OF SPORTS, MUSIC AND NEWS.
BUT WHAT YOU NEED IS 24 HOURS OF AUDIENCE.

At USA, we think 24 hours of sports is terrific. But at 2 PM, Reggie Jackson hitting a home run when no one is home is not so terrific. Instead we run a game in prime time when there are spectators to watch. And rock music hits a high note in any schedule. But “The Cars” rocking away at 11 AM seems more like an accident. So we rock late at night when someone’s there to listen. In fact, we've programmed every single moment of the day to appeal to the people who are home at the time. In other words, we give you 24 hours of audience.

You've always called them subscribers. But a subscriber who isn’t part of an audience isn’t happy. And an unhappy subscriber is a potential disconnect. That’s why we program for women at a time when they’re home. Daytime. We start the morning with shows like “Alive and Well” to exercise the body and follow with “Sonya” to exercise the mind.

Then mornings and afternoons after school, we feature “Calliope” and “Cartoon Express” expressly for kids.
And, in prime time, we offer prime sports for men. We have exclusives on NHL Hockey and Major League Baseball. All live.
Then late at night we have cult entertainment on “Night Flight” and rock and roll night club acts on USA “Hot Spots” for teens and young adults.
That way, no matter what the time, we give you an audience that’s changing with it.
It’s an idea that’s made the USA Cable Network the one network that’s getting a sitting ovation.
And a family audience that’s applauding your programming is a family that’ll keep on subscribing.
So if you’re ready to add a 24 hour audience to your cable schedule, call us.
After all, we’re the one cable network the family can be at home with. No matter what time they’re home.
New York Cosmos (soccer); New York Knicks and New Jersey Nets (basketball), and New York Mets (baseball). The station also broadcasts more than 50 hours of movies each week, he said.

The CRT increase did not have quite the impact on WTBS, which is marketed by its owner, Turner Broadcasting System Inc., as it did on the other superstations. According to TBS's Nory Lehrin, the superstation suffered an immediate loss of about 350,000 viewers, but they were quickly replaced and growth in 1983 "has been right on target." In most new builds, he says, the service "is as close to a cable must-carry as you can get."

The service is the biggest in the business: 5,717 systems and 27,654,000 homes—and one of the few making money.

The centerpiece of WTBS's programming is the games of the Atlanta Braves (baseball) and the Atlanta Hawks (basketball). TBS owns both franchises. The superstation has been helped, as has TBS as a whole, by the Braves' on-field success over the past two years. They made the playoffs in 1982 and narrowly missed making them this year.

The USA Cable Network, which has 3,600 affiliates and 11 million subscribers, has started to mix other types of programming into its prime time lineup, which has traditionally emphasized sports. But spokesman Barry Kluger rejected the idea that the network is drifting out of sports programming. "We will bid aggressively for the sports contracts when they come up," he said.

Among the new nonsports programming that will be premiering in January: Beached; The Cover Story, a one-hour celebrity interview show; The Great American Homemaker, a half-hour of tips on various aspects on home management; Pumpkin Creek, a new children's program from Taft Broadcasting; and Celebrity Chef, a half-hour show with a celebrity cook.

Under the guidance of Andrew Besch, vice president, marketing, and Diane Sharbon, director of affiliate marketing, USA will once again do its own marketing beginning Jan. 1. Home Box Office, under contract from USA, has been handling the marketing chores.

Next year will be a watershed for the Cable Satellite Public Affairs network. It will cover its second presidential campaign and has plans for a second network. It has already begun covering candidates at selected events and will continue next year with the state caucuses and live coverage of both the Republican and Democratic conventions. CSPAN crews will be on the road covering the candidates and will hold live call-in shows from the sites of campaign appearances. CSPAN plans to have its second network up and running next year on the Galaxy satellite. It will simulcast until it gains access to Senate television coverage.

Black Entertainment Television is rebuilding its subscriber base after last year's switch to Westar V. The service, which dropped from 9.5 million to 2 million subscribers, now stands at 5.4 million. BET reports it did not lose advertisers with the drop, and now has 35 advertisers. BET's most recent programming additions include its music video show, New Video Soul, and a call-in show, A Conversation With, both of which debuted in September.

Lifetime, the basic service resulting from the merger of the Cable Health Network and Hearst/ABC's Daytime, will launch Feb. 1. The new service will be transmitted from Satcom III-R, transponder 17, now used by CHN. Lifetime executives expect to have 1,602 systems reaching 16 million subscribers receiving the service at launch. By the end of 1984, they hope to have 24 million subscribers. Lifetime will draw on the more popular programming of Daytime and CHN as well as new fare. The presidency of the service remains open. Bruce Johnson is "designated" president of Hearst/ABC-Viacom Entertainment Services Inc. (HAVES), the joint venture with day-to-day control over Lifetime, but he has announced he will not accept the permanent presidency.

Turner Broadcasting System's Cable News Network and CNN Headline News are wasting no time capitalizing on the demise of Satellite News Channel (TBS purchased the competitor for $25 million and shut it down). With SNC dead for less than a month, TBS has notified cable operators that the average per-subscriber increase in the month change for the services would be raised from about seven cents to 15 cents. The additional revenue should allow TBS to recover the $25 million it paid for SNC and, eventually, put the two news services into the black. Together, they are expected to lose $15 million-$16 million this year.

The health of the two news services is also improved by the absorption of 4.4 million former SNC homes. CNN picked up 1.7 million of them; CNN Headline, 2.7 million. According to the latest Nielsen figures by way of TBS, CNN now reaches 22,606,000 homes and CNN Headline, 8,330,000. TBS officials point out, however, that those numbers may not yet include all the former SNC homes.

Spanish International Network Inc. will not have new affiliate and subscriber counts for its Galavisión Spanish-language pay television service until next month. But according to the June numbers, the service has 160 affiliates and 120,000 subscribers. According to Juanin Reid, head of programming for Galavisión, the channel continues to offer its subscribers a variety of programming, including movies, soap operas, musicals and sports.

SinTelevision Network. Galavisión's advertiser-supported co-owned service, now has 220 cable affiliates. But Susan Cata-pano, head of SINE Television affiliate relations, said there is no breakthrough available on how many homes the affiliates reach. However, she said, most of the 27.2 million potential viewers are reached through 10 full-service and 11 LPTV stations. Unlike most cable networks, SIN compensates its cable affiliates. According to Catapano, SIN will pay cable affiliates a monthly fee for each of its Spanish-surname subscribers. The fee gradually increases over the first year, she said, and levels off at 10 cents per subscriber, per month.

The Disney Channel has broken all its subscriber projections to date, and totals 531,000 subs since its April launch. It will begin the switch to Galaxy I in January, simulcasting both there and on Wester V until the latter's contract runs out. The service expects to break even in mid- to late-1985 when it reaches 2 million subscribers.

Disney is in the midst of its largest marketing campaign, a Christmas promotion using direct mail, local media and cable program guides with new subscribers receiving a free Mickey Mouse toy. The $500,000 campaign is said to reach 6.8 million or 75% of all the basic homes on the 1,136 systems that carry Disney.

On the programming front, the channel is working on its second movie, Gone Are the Days, with Harvey Korman. New series in production that will air next year along with Days include Steve Allen Music Rooms, and a children's show, Five Mile Creek. One statistic Disney is promoting to demonstrate the appeal of the service is that 20% of all subscribers have no children.

The PTL Club, now in 8.1 million homes, is making changes on the technical, marketing and programming fronts. It converted to stereo last month, the first religious service to do so, it claims, and it will be debuting a new

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Cable TV's audio ancillaries

<table>
<thead>
<tr>
<th>Total systems</th>
<th>Total subs</th>
<th>Cost per sub, per month</th>
</tr>
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<tbody>
<tr>
<td>Bonniville's Easy Listening</td>
<td>N/A</td>
<td>2 cents (basic) 20 cents (premium)</td>
</tr>
<tr>
<td>Cable Jazz Network ***</td>
<td>26</td>
<td>3 cents</td>
</tr>
<tr>
<td>The Jazz Network</td>
<td>250</td>
<td>14 cents</td>
</tr>
<tr>
<td>Seeburg's Lifestyle (easy listening)</td>
<td>369,580</td>
<td>3 cents</td>
</tr>
<tr>
<td>Love Sounds (contemporary Christian) ***</td>
<td>124,000</td>
<td>2 cents</td>
</tr>
<tr>
<td>Moody Bible (contemporary Christian)</td>
<td>300,000</td>
<td>2 cents</td>
</tr>
<tr>
<td>Nice and Easy (easy listening) ***</td>
<td>1,000,000</td>
<td>2 cents</td>
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*** To be launched this month

Broadcasting Dec 12 1983 58
"Wheel of Fortune" wins an average 71% bigger audience than stations' previous access strip programming!

Whatever the previous program was, "Wheel" does a better job.

That's what Arbitron discovered when it surveyed 15 markets where "Wheel" plays as a new access strip. Arbitron shows substantial rating increases in everyone of the 15 markets!

It's time to cash in on the big new access strip for this season!

MERV GRIFFIN PRODUCTIONS'

"Wheel of Fortune"

Distributed by

KING WORLD

Telephone: (201) 522-0100. TWX: 710-984-7961

Arbitron, Oct. '83 and May '83.
On Saturday mornings, children all over America are being entertained by a unique new CBS-TV series, "Benji, Zax and the Alien Prince." What makes this show unique is more than a lovable dog. It's the fact that this Mulberry Square Productions project is the first network series entirely shot and edited on ½-inch tape. And the system they selected was Panasonic Recam.

One of the reasons Joe Camp selected Recam is its incredible YIQ M-Format picture quality. Another reason is its portability. It makes changing scenes and locations fast and easy. And that's important on a tight production schedule.

What's more, this "Benji" production utilizes Recam's remarkable ½-inch off-line editing system, after which, each show is transferred to 1-inch for television broadcast.

Recam was also selected by ABC.
Sports to record their momentous ascent of Mt. Everest for "The American Sportsman". And by the producers of the epic science-fiction film "Dune" to record "The Making of Dune" for TV broadcast in 1984. You can see "Benji, Zax and the Alien Prince" on Saturday mornings.

But you can see Recam right now. Just call your nearest Panasonic regional office:
Northeast: (201) 348-7336
Midwest: (312) 981-4826
Southeast: (404) 925-6835
Southwest: (214) 258-6400
West: (714) 895-7200

Panasonic AUDIO-VISUAL SYSTEMS DIVISION
on-air logo on Jan. 1. By then it will have increased its weekly live programing from 15 to 20 hours. New programing set for next year includes a women’s talk show, The Real World of Tammy Faye (wife of PTL Club host Jim Bakker); a top 10 Gospel his show for teen-agers, More than a Song; a Christian music video show, Sound Effects; a show on prophecy, Prophecy: Digest; an exercise show, Shape Up, and what is described as a Saturday Night Live-type show with humor and sketches entitled Nightlive, with Todd Fisher, son of Debbie Reynolds as host.

The CBN Cable Network is busy spreading the word of its switch from religious to family programing. It lists 23 million subscribers on 3,900 systems and 110 advertisers. CBN “is in the black,” according to a press spokesman, and is reviewing a move to Galaxy I. New shows set for next year include two health and fitness shows, Fit for Life (with Pam Carter, sister of Lynda Carter) and Alive! (with former Wheel of Fortune hostess Susan Stafford); Blondie, a syndicated comedy, and four former network series: Timmie and Lassie, The Best of Groucho Marx, The Rifleman and Alias Smith and Jones.

A fee to cable operators will ring in the New Year at The Weather Channel. On Jan. 1, affiliates in Nielsen markets 1-15 will be charged 3 cents per subscriber; markets 16-50, 4 cents, and markets 51 and above, 5 cents. A spokesman said the service has had some negative feedback from smaller cable operators, but that the company needs the increase to get closer to profitability, expected “within the next three years.” A total of 55 advertisers are signed for next year. The service, under the leadership of John Wynne, president, who is also president of parent Landmark Communications broadcast and video entertainment division, is in the midst of mapping out the changes it will undertake next year. Wynne arrived after last summer’s corporate infighting between Landmark and WC President John Coleman. Morale “is remarkably well,” a spokesman said, adding employees were “over the trauma” of last summer (Broadcasting July 11 et. seq.).

The Southern Baptist Radio and Television Commission said its ACTS Satellite Network (American Christian Television System) is already at the eight million homes mark in system commitments although the service won’t be on-air until next May. The service will deliver 16 hours of original family Christian entertainment each day.

Cable MSO’s signed include ATC, Group W, Storer, Cox, Telcable, Heritage, TCA Cable, Daniels & Associates, Vision Cable and Metrovision. ACTS hopes to have 16 million subscribers on line at its launch and has sent out 300 regional consultants to woo cable operators to take ACTS and help establish local promotional campaigns. Bill Nichols, director of broadcast services for the SBRTC, said 25% of the programming “will be directly religious.” The service will have a talk show; a call-in counseling program; music, drama and variety specials; informational programing, and a daily children’s programs.

The service will be delivered free to operators, with funding to come from the Southern Baptist Convention and private donations. Cable won’t be ACTS only distribution method; the service has construction permits for two low-power and four full-power television stations.

A new title, The Learning Channel, has made the former Appalachian Community Service Network a “much more saleable product,” says Judy Balangue of ACSN. The adult education service, which may run 10 hours weekdays, will increase its weekend programing from 7 to 10 hours in January. ACSN is a nonprofit corporation, but is beginning to experiment with advertising related to the programing in which it is placed.

Genesis StoryTime, a subsidiary of Genesis Research Corp., Minneapolis, was launched Oct. 31, although the necessary headend equipment for affiliates won’t be available until this week and systems will not begin offering the service until Jan. 1. StoryTime is a 24-hour “electronic children’s storybook” (Broadcasting, Nov. 14). The service will use Telidon videotex and computer-generated graphics to illustrate stories. Genesis has acquired the rights to 200 stories. ACI Corp., Tulsa, Okla., will market the service in the U.S. Its first signing came last week: a Group W Cable system in Lake View, Tex., with 6,000 subscribers.

The Nostalgia Channel, a proposed advertiser-supported service introduced at the Atlantic Cable Show, has signed a transponder agreement with Western Union for a transponder on Westar V. The channel proposes 24 hours of classic films, vintage television programing shows and some original programing (Broadcasting, Nov. 7). Officials hope to launch next spring. They are claiming commitments from cable systems serving 10 million subscribers, including 30 MSO’s. A pre-launch test on several UHF stations in California will take place this week during the Western Cable Show.

Another programing service, The Silent Network, plans to launch on Feb. 2. Its programing, two hours weekly, 6 to 8 p.m. Thursday, is designed for the hearing impaired. Programing will be accompanied by voice, sign and open caption. The service will be advertiser-supported, with a spokesman saying negotiations with major advertisers and those selling deaf products are on-going. The five shows include a celebrity talk show, Off Hand; an aerobics show, Aerobisgen; a teen-age sexuality show, Handle With Care; a musical show, Musigam, and a musical variety show with a deaf dance troupe. Launch commitments at present total 5.2 million homes on 256 systems. The Silent Network will use Comstar D IV, transponder 9H.

One of the newest cable services—it debuted on Westar V on Nov. 1—is the quasi-religious University Network. The UN-Channel, as it is being promoted, is a showcase for W. Eugene Scott, head of the Faith Center Church in Glendale, Calif., and the West-scott Christian Church in Oroville, Calif. According to Joseph Cortes, vice president of the churches, the 24-hour-a-day service features Scott “teaching” his philosophy which intertwines archeology, anthropology, the Bible, biblical languages, the solar system and the pyramids. Cortes said Scott appears live three hours a week (6-11 p.m. Pacific time) Monday through Saturday and “all day Sunday.” The rest of the time is filled with tapes of Scott’s teaching, Cortes said.

Through its transponder, which it leases for around $150,000 a month from Netcom Enterprises, Cortes said, the UN-Channel reaches 25 cable systems and around 300,000 homes. The UN-Channel, which is supported by viewer donations, said, has had to pay for carriage on some of the systems, but Cortes hopes to greatly expand the service’s cable reach. “We’re really pushing it,” he said. “We want to be everywhere.”

The move to the satellite was necessary if Scott is to continue to receive wide television exposure. For a variety of reasons, including allegations of fraudulent fund raising, the FCC has revoked Scott’s license for KVOF-TV San Bernardino, Calif., and in initial decisions, has recommended taking away his license for KVOP-TV San Francisco. To avoid a trial in Hartford, Conn., Scott has sold the station under the FCC’s distress-sale policy. The FCC has yet to approve the sale.

The Eternal Word Television Network, a four-hour daily Catholic programing network, is bringing back next January its Mother Angelica Live call-in program, original shows and the Faith Network, its new programing “will not be a si-fi anymore but a learning program,” according to shows and some original programing (Broadcasting, Nov. 7). Officials hope to launch next spring and are claiming commitments from cable systems serving 10 million subscribers, including 30 MSO’s. A pre-launch test on several UHF stations in California will take place this week during the Western Cable Show.

Music video has also caught on at the Satellite Program Network. The life style, informational and how-to service ditched its morning programing and is now running a MOR music video show, The Music Channel, from 5 a.m. to noon, with artists such as Dolly Parton, Al Jarreau and Michael Jackson. SPN’s Shelly Browne reports a beefed-up sales and marketing team has helped the network jump from 8.7 million subscribers to 10.4 million in the past two months. Successful programing on the service includes American Baby, in which, Browne says, is always sold out, and its personal computer and microwave cooking shows.

Pay-per-view programing on cable has almost exclusively been boxing events. Both PPV Associates and the Don King Sports and Entertainment Network produce once-a-month boxing cards and send them to the affiliates and homes listed in the chart. Both also distribute major single boxing events. With Don King promoting next year’s musical tour of the Jackson family, which will include Michael Jackson, the possibility of a Jacksons P-P-V concert exists.
Something new and unique in contemporary hit radio.

Fresh from the explosive success of our A/C TOP 30 USA countUP,
RADIO now brings stations a new super-lively CHR countUP program—TOP 40 SATELLITE SURVEY. This new innovative weekly program gives you:

- Outstanding nationally known host, Dan Ingram...
- Three exciting hours of music weekly in our exclusive countUP format....
- An opportunity for your station to actively participate in the research and development of the weekly playlist...
- As a member station, "appearances" in the program on an on-going, rotating basis, and make...
- Your station's air personality a part of the program's actual sound.

TOP 40 SATELLITE SURVEY with Dan Ingram will be delivered by satellite (or high quality discs for stations using them).

It all starts in April 1984 and has already been cleared on major stations in Los Angeles, Chicago, Philadelphia, Boston and St. Louis.

Be sure your station is the one to carry it in your market. Don't miss out. Call Susan Jacobi 212-975-6917 for details.
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.

For more specific advice, call Alan Griffith, Senior V.P., Communications, Entertainment and Publishing Division, (212) 536-4903.
NCTA's progrmaining conference and Western Cable Show on the bill in L.A. and Anaheim

The cable industry will get a chance to take a hard look at itself this week as it convenes in Los Angeles and Anaheim, Calif., for the National Cable Programing Conference and the Western Cable Show. Through the many scheduled panel sessions, cable operators and programers will have an opportunity to evaluate events since their last major gathering—the National Cable Television Association convention in Houston in June—and adjust their business thinking to accommodate them.

And both shows, particularly the Western Cable Show, which features an extensive exhibition of hardware and software suppliers, will give attendees a chance to do face-to-face business.

The NCTA-produced NCPC, which started yesterday (Dec. 10) at the Biltmore hotel in downtown Los Angeles, focuses on cable programing. Its agenda covers developments in pay television, the explosion in sports programing, what viewers want and think they want, the First Amendment rights of the industry, who pays for cable programing, the music video rage and the future of cable programing.

According to Char Beales, NCTA's vice president of programing and marketing, more than 800 are expected to attend the programing meeting, about half as many as showed up last year. She cited two reasons for the decline: the conference is scheduled on a weekend just two weeks before Christmas and the leasing of hotel suites by cable networks for signing up cable affiliates and meeting with program suppliers has been dropped.

Organizers of the NCPC have set aside time for the Council for Cable Information, represented by Daniel Ritchie, chairman of CCI and chairman of Westinghouse Broadcastig and Cable, and Kathryn Creech, president of CCI, the consortium of opera-

tors and programers, to present its current strategy for its national image-building campaign for the industry. They will announce the selection of the McCann-Erickson advertising agency to develop and execute the campaign.

The highlight of the NCPC will be presentation of the Awards for Cablecasting Excellence (formerly the Awards for Cablecasting) that will be held at the Cocolnut Grove in the Ambassador hotel.

Some of the programing and craft awards will be presented during a one-and-one-half-hour ceremony. The rest of the programing and craft awards and the performance awards will then be given out in a two-hour ceremony being produced by Dick Clark Co. and being televised nationally at 3:05 p.m. NYT by superstation WBSSTV Atlanta. The televised ceremony will feature entertainment by the rock group Quarterflash, singers Lou Rawls and Charly McLain and slapstick comedian Gallagher.

Tomorrow morning (Dec. 13), most of the NCPC attendees will make the hour's drive south to the Anaheim convention center for the start of the three-day Western Cable Show, the annual convention of the Californian Cable Television Association. There, they will join some 11,000 other cable operators, programers and providers of hardware and services to the industry. According to organizers, the exhibition will be bigger than ever: Some 270 companies have purchased more than 325,000 square feet of space on the convention center floor.

The attendees will be welcomed at a general session—"Cable: The Quality Connection"—tomorrow afternoon. It features Anna Marie Hutchison, Eagle North Communications (moderator); Gerald Levin, Time Video, and Marc Nathanson, Falcon Communications.

The FCC will have its own panel session, "Looking at the Future," on Wednesday afternoon, with James McKinney, Bill Johnson and John Wong from the Mass Media Bureau and Randy Nichols and Dan Brenner from the chairman's office.

Reflecting industry concern about the subject, two panel sessions will focus on the relationship between cable and telephone. "Telco/Cable 101: Introducing the Issues" will be taught by Dale Hatfield, former deputy director of the National Telecommunications and Information Administration, and others.

"Will the Bell Toll for Thee? Telco and Cable in the 80's" will feature Paul Kagan, Paul Kagan Associates; Edward Allen, Western Communications; John Bryson, Morrison and Foerster; Al Boschulte, Pacific Telephone, and Brian Thompson, MCI.

The luncheon speakers are Daniel Schorr of CNN (Wednesday) and NCTA President Thomas E. Wheeler (Thursday). Wheeler's speech on the need for federal cable legislation will be foreshadowed by a Wednesday panel—"H.R. 4103: Pitfalls on the Road to Passage."

Wednesday in Anaheim will also be devoted to technical sessions. Leading the list of sessions is one on multichannel television, moderated by William Riker of the NCTA. Other sessions focus on microwave frequency coordination, two-degree spacing, theft of service, rebuilds and retrofitting, digital encrypted audio, feed forward vs. conventional amplifiers and 550 mhz systems.

The closing general session, "2001: A Cable Odyssey," will include Burt, Harris, Harris Corp.; Raymond Joslin, Hearst Cable Communications, and Burt Stanier, Group W Cable.

The CCA's annual banquet and dinner will be held Thursday evening in the ballroom of the Disneyland hotel. Comedian Mark Russell will provide the entertainment.

The agendas for the programing conference and the Western Cable Show appear on page 68. A list of exhibitors at the Anaheim Convention Center for the latter convention begins on page 74.
Once upon a time, in the land of creative giants, there appeared an extremely red-hot video effects magician called ADO. Now, ADO could flip, tumble and spin with grace and ease. And certain visionary wise men, who saw the potential in such gyrations, hired this video master to create a wondrous tapestry of eye-dazzling three-dimensional video effects.

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National Cable Programming Conference

Sunday, Dec. 11

Registration. 8 a.m.-5:30 p.m.
Continental breakfast. 9-10 a.m. Biltmore Bowl.


General session. 2-3 p.m. Biltmore Bowl. The Viewers' Voice. Moderator: Mel Harris, Paramount Video. Panelists: Robert Alter, Cabletelevision Advertising Bureau; Paul Lenberg, AIS Market Research; Burton Stanian, Group W Cable.


Special report. 4:45-5:30 p.m. Biltmore Bowl. Council for Cable Information. Kathryn Creech, CCI president; Daniel Ritchie, Group W Broadcasting & Cable, and CCI chairman.

Monday, Dec. 12

Registration. 8 a.m.-1 p.m. Biltmore Bowl.
Continental breakfast. 8-9 a.m. Biltmore Bowl.

General session. 8:30-10 a.m. Music room. Breakfast with the Congressmen. Moderator: Monroe Rikfin, Rikfin and Associates. Panelists: Representatives Wayne Dowdy (D-Miss.), Edward Markey (D-Mass.), Mike Oxley (R-Ohio), Robert Whitaker (R-Kan.).

General session. 9-10 a.m. Biltmore Bowl. The Challenge of the First Amendment. Moderator: Sandy Freeman, Cable News Network. Panelists: Ralph Baruch, Viacom; R. John Cooper, Time Inc.; Christine Heffner, Playboy Enterprises; Senator Robert Packwood (R-Ore.).

General session. 10:15-11:15 a.m. Biltmore Bowl. Programming Costs: Who Bears the Burden? Moderator: Dr. Sonya Friedman, USA Cable Network. Panelists: Phil Guarascio, Benton & Bowles; Raymond Joslin, Hearst Cable Communications; Alan Landsburg, Alan Landsburg Productions; Dr. John Malone Jr., Tele-Communications Inc.; Terrence McGuirk, Turner Broadcasting System.


Champagne reception and preliminary ACE awards presentation. 3:30-5 p.m. Embassy ballroom, Ambassador hotel.

ACE Awards telecast. 6:05-8:05 p.m. Cocoanut Grove, Ambassador hotel, with dinner dance following in Embassy ballroom.

Tuesday, Dec. 13


Four concurrent sessions. 2:45-4 p.m. Room 3. Facing the Future: Making the Urban Franchise Work. Moderator: David Ochoa, BananaVision Cable TV. Panelists: Tom LaFoucade, Falcon Communications; Fred Dressler, Mile High Cablevision; Robert McRann, Cox Cable.


Packaging Cable: Reports from the Trenches. Room 2. Moderator: Larry Miles, Times Mirror. Panelists: Jerry Maglio, Daniels & Associates; Paul Lenberg, AIS; Mark Greenberg, Prime Cable; Doug Jarvis, Jack Barry Cable TV.

Congress Views Cable. Room 6. Moderator: Brian Lamb, C-SPAN. Panelists: Representatives Dan Coats (R-Ind.), Thomas Luken (D-Ohio), Al Swift (D-Wash.), Edward Madigan (R-Ill.).

Wednesday, Dec. 14

Three concurrent sessions. 9-10:15 a.m. Don't Waste Your Time: Making Local Advertising Work. Room 3. Moderator: Bob Aller, CAB. Panelists: Art Breyfogle, Fresno Cable TV; Virginia Westphal, Viacom; Richard Radford, Group W Cable; Mitzi Lehan, Oceanic Cable.


Three concurrent sessions. 10:30-11:45 a.m. Upgrade: Anatomy of a Rebuild. Moderator: Edward Allen, Western Communications. Panelists: Cynthia Erler, Viacom; Gary Hokenson, Cox Cable; Jim Ramo, Long Beach Cablevision; Jack Biggs, utility relations consultant.


The Technological Future in Nontechnical Terms. Rooms 5, 6. Moderator: Benito Forte, Nortabene Communications. Panelists: Israel Switzer, Media General; David Willis, TCI; Gail Tash, Times Mirror; Rick Cleverger, Cox Cable.

Wine tasting reception. 11:45 a.m.-12:30 p.m. Room 1.


Four concurrent sessions. 2:30-4 p.m. Hands Across the Water: The Expanding International Cable Marketplace. Room 8. Moderator: Neil
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McHugh, Viacom World Wide. Panelists: Patrick Whitten, Technology Research Ltd.; Kevin Morrison, Central Independent Television; Bruce Fireman, Charterhouse Japhet PLC.


HR 1103: Pitfalls on the Road to Passage. Room 5. Moderator: Ed Merlis, NCTA. Panelists: Representatives Cardiss Collins (D-IL), Mickey Lealnd (D-Tex.), Howard Nielson (R-Utah), Bill Richardson (D-N.M.).


Thursday, Dec. 15

Cablepac breakfast. 7:45-9 a.m. Two Perspectives: Which Party Will Control Congress and the Presidency in 1984? Marina ballroom, Disneyland hotel. Moderator: Spencer Kaitz, CTA. Panelists: Representative Thomas Daschle (D-S.D.), Senator Richard Lugar (R-Ind.).


Exhibitor list

The following is a list of exhibitors for the Western Cable Show at the Anaheim Convention Center. An asterisk denotes a new product.

ACTS Satellite Network 1360 6350 West Freeway, For Worth 76130

ADT Security Systems 904B One World Trade Center, New York 10048
Staff: Robin Weber.

Advance Industries 787 2301 Bridgeport Dr., Sioux City, Iowa 51102
Manufacturer and installation of towers and pre-assembled equipment. Staff: Manuel Camposano, Richard Jacobs.

Allied Steel & Tractor Products Inc. 990 3800 Harbor Rd., Solon, Ohio 44139
Hoie-Hog trenching device. Staff: Gregory Smith, Thomas Murphy, Allen Springer.

Alpha Technologies 755 1305 Fraser St., D-6, Bellingham, Wash. 98226
Fast transfer CATV power supplies batteries supervisory system and remote status monitoring. AP 880 series modular standby supplies. Staff: Fred Kaiser, John Doowyedew, Randy Patterson, Bob O'Hara, Les Forword, Steve Miller, Gerry Quinn, Mitch Anderson, Al Laughlin, Elke Ebert.

AM Cable TV Industries 1340 Box 505, Quakertown, Pa. 18951
Construction services and off-premises addressability featuring tier guard system. Staff: Dennis Anelli, John Dieckman, Leo Borin, Lindsay Miller, Roy Dietrich, Jim Emerson, Bill Ross, Mac Qurashi, Lee Zernick, Bob Dickinson, Mike Quelly, Steve Jackson.

Andrew Corp. 222 10500 W. 153d St., Orland Park, III. 60462

Anixter Communications 4711 Golf Rd., Skokie, Ill. 60076

Antenna Technology Corp. 528, 29, 8711 E. Pinnacle Peak Rd., C-103, Scottsdale, Ariz. 85255

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Eastman film — the imperative, not the alternative.
Seven-meter earth station*. Staff: Lloyd Bonner, Eric Schechter, Gary Hatch, Al Libby, Scott Grone, Peter Nelson.

Arko Equipment 384, 43, 44
19062 E. San Jose Ave., Industry, Calif. 91748

Personal lift trucks. Staff: Larry Borson, Kenny Arnell, Dale Berryman, Wayne Harris, Doug Arnell.

Armex Cable Corp. 217
Cable connectors and hardware. Staff: Leslie Day, Michael Bailey, William Orley.

Arthur Anderson & Co. 204
911 Wilshire Blvd., Suite 220, Los Angeles 90017

Associated Press 740
50 Rockefeller Pl., New York 10020
Cable news wire.

AT&T Information Systems 340
333 S. Beaudry Ave., Los Angeles 90017

Augat Broadband Communications 975
Box III, Horseheads, N.Y. 14845

Avantek 1190
3175 Bowers Ave., Santa Clara, Calif. 95051
TVRO equipment, LNAs, LNCs, associated earth station components, test instruments, digital signal level meter, sweep test system and cable fault analyzer. Staff: Don Smith, Bill Le Doux, Rob Corrao, Rich Finney, Bill Emery, Rich Davis, Steve Snyder, Ed Vega, George Sears, Bill Bailey.

Belden 515
2000 Hwy. 27, South Richmond, Ind. 47374
Staff: Bill Donahue, Phil Pennington, Paul Miller, Sam Abernathy, Jim Krabec, John Duffin, Rick Webber, Brad Scherer, Steve Groz, Kanda Kelly

Birdview Satellite Comm. 206
Box 963, 908 West Chestnut, Chanute, Kan. 66720
Multiple stereo receiver satellite receiving system. Staff: Mike Bremer, Gary Spears, Craig Woods, Chuck Burgess, Bob Summerville, Craig Gorky, Jan Mendoza.

Black Entertainment Television 1050
1050 31st St., NW, Washington 20007

Black Tie Network 1117
217 E. 28th St., New York 10016
Producer, marketer and distributor of pay-per-view events. Staff: Bruce Branden, Howard Burkat, Lisa DeBenedictis, Elizabeth Belleau, Jondi Whites, Gordon Howard.

Blonder-Tongue Laboratories 514
One Jake Brown Rd., Old Bridge, N.J. 08857
Heterodyne S/W & filter modulator, custom CATV headend products. Staff: Isaac Blonder, George Bahue, Jim Fitzpatrick, Glenn Stawicki, Chuck Fitzner, Martin Siskel, Mike Borick.

Brad Cable Electronics 1181

Box 739, 1023 State St., Schenectady, N.Y. 12301
Converter sales and repair, descrambler, seven-channel block converter, converter part sales. Staff: Robert Price, Don Sloan.

Broadband Engineering 975
211 Commerce Ln., Jupiter, Fla. 33458

Broadcasting Magazine 1285
1735 DeSales St., NW, Washington 20036
News magazine of the Fifth Estate.

Burnup & Sims 640
Box 756, Lithonia, Ga. 30058
Staff: Robert Long, Larry Wallace, Mike Gepford, Deno Jones.

Burroughs, Jr. 1250
Burroughs Pl., Rm. 2F08, Detroit 48232

Business Systems 1480
2720 Wade Hampton Blvd., Greenville, S.C. 29615
Cable management system, in-house interactive computerized billing and customer service system with addressable converter interface. Staff: Larry Edwards, Jack Sundeman, Jan Ratts, Don Strobeck, Lee Maynard.

C&C Cable TV Enterprises 1116
1707 Rte. 130 South, Burlington, N.J. 08016
Aerial and underground construction and installation, splicing, balancing and direct sales. Staff: David Chocki, James Chocki, Richard Chocki, Larry Whitehead.

C-2 Utility Contractors 602
3698 Franklin Blvd., Eugene, Ore. 97404

C-COR Electronics 635
60 Decibel Rd., State College, Pa. 16801

Cable Call Corp. 381
1024 S. Delsea Rd., Owings Mills, Md. 21127
On-line home security systems. Staff: Dennis Pushkin, Seth Kittay, Mike Koven, Steve Knepper.

Cable Communications Media 988
203 E. Broad St., Bethlehem, Pa. 18018

Cable Credit Inc. 808
1762 Jay Ell, Richardson, Tex. 75081
Nationwide recycling and recovery collection agency. Staff: Richard Cohen, Paul Poulin, Al Martinez.

Cable Exchange 1210 E
Box 4094, Englewood, Colo. 80155

Cable Graphic Sciences 1350C and D
2939 Larkin Ave., Clavis, Calif. 93162
Graphic character generator systems*, local advertising consulting and sales. Staff: Ken Doyle, Gloria Doyle, Kelly Wilcox, James Wilson Jr., Kathy Drugala.

Cable Safety Systems 802

20305 McKean Rd., San Jose, Calif. 95120
Stand-by power battery vent systems and maintenance kits, 85 amp stand-by batteries, vault pumps. Staff: Norm Bennett, Tab Wilson, Jean McCaskey, Roy McCaskey, Bill Culbertson.

Cable Spinning Equipment 715
3100 Topkea Ave., Topkea, Kan. 66601
Aerial plant construction equipment including cable lashers, placing equipment and lashing wire. Staff: Wendell Dietrich, John Innes, Harry Taute, Greg Peterson.

Cable TV Supply 405
5933 Bowcroft St., Los Angeles 90016

CableBus Systems 1060
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005
Security systems. Staff: Pat Robison, Patrick Dennis, Dave Park, Karl Hoffman, Charles Sleeper.

CableData 505
Box 13040, Sacramento, Calif. 95813

Cablefacts 985
Box 11908, Lexington, Ky. 40578

Cablesystem 900K
1370 Main St., Waltham, Mass. 02154

Cablewave Systems 814
60 Dodge Ave., North Haven, Conn. 06473
Microwave parabolic antenna, 18 ghz* elliptical waveguide, low loss foam dielectric coaxial cable*, air dielectric coaxial cable. Staff: Wally Brooks, Vern Hedges, Marv Williams.

Cadco 905B
2701 National Cr., Garland, Tex. 75041

Cambrian Compsult (GROK) 385, 86
249 Cedar St., Sudbury, Ont.
In-house computer systems. Staff: Richard Scott, Dennis Duhalme.

Catel/Tomco 760
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

CATV Services 780
3270 Seldon Ct., Suite 5, Fremont, Calif. 94539

CBA Inc. 383
1770 W. Berteau St., Chicago 60613
Staff: Frank O'Donnell, Ettore Zuccarino, Craig Allison.

CBN Cable Network 830
CBN Center, Virginia Beach, Va. 23463

CCS Cable 1040
Box 14710, Phoenix 85063
Coaxial cable. Staff: Bill Terrill, Bill Adams, Dick MacMillan, Duane Crist.

Century III Electronics 310
610 Neptune Ave., Brea, Calif. 92621
Interactive telemarketing services. **Staff:** Bill Harvey, James Bell, Victoria Kaussman.

**Comsearch** 9001 11503 Sunrise Valley Dr., Reson, Va. 22091
Headend protection from LPTV interference, frequency coordination, interference analysis and measurements, troubleshooting for satellite earth stations, CARS band frequency assignment and path surveys, FAA interference studies. **Staff:** Harry Stemple, Jim Fitzgerald, Kurt Oliver.

**ComSonics** 1075 Box 1106, Harrisonburg, Va. 22801 **Staff:** Wayne Bruffy, Cindy Tasker, David Hinkle, Glen Shomo, Mark Barber, Carl Hensley

**ComTech Data Corp.** 1085 350 N. Hayden Rd., Scottsdale, Ariz. 85257

**Control Technology** 1180 1881 State St., Garland, Tex. 75042
20 amp uninterruptible standby power supply. **Staff:** Stan Johnson, Bob Sigler, Tom Reed, Chuck Turner.

**Country Music Television** 535 30 East 40th., New York 10016
Country music television programming service. **Staff:** Jim Cavazzini, Joe Corazzi, Joe Curl, Glenn Daniels, Jane Bartell.

**Credit Protection Association** 1425A Box 802068, Dallas 75380
Collection and converter recovery. **Staff:** Nate Levine, Bruce Martin, Doug Bridges, Chris Ashworth, Diane Evans, Bill Green.

**Daniels & Associates** 840 2930 E. Third Ave., Box 6008, Denver 80206
Acquisitions and investment services. **Staff:** Bill Daniels, John Saeman, Tom Martinovich, Phil Hogue, Bob Holman, Hugh McCullion, Tim David, Jay Busch, Lana Fritzel, Pat O'Brien, John Muraglia, Gary Zimmerman, Ted Taylor, Bruce Dickinson, Brian Deevy, Cynthia Baker.

**Data Acquisition Services** 454 1655 S. Rancho Santa Fe Rd., San Maragos, Calif. 92094
Communicator talking information system*. **Staff:** Ken Ravazzolo, Joyce Drumheller, Jonathon Custer, Rick Sipes.

**Delta Bencos Cascade** 890 124 Belfield Rd., Redmond, Ont. M9W 1G1

**Diamond Communication Products** 705 500 North Ave., Garwood, N.J. 07027
Polieine, drop and dual system hardware, flush mount and above ground fiber glass pedestals. **Staff:** Dick Reese, Don Clark, Tony DiFigio.

**Digital Video Systems** 510 716 Gordon Baker Rd., Willowdale, Ont. M2H 3B4

**Disney Channel** 870 4111 W. Alameda, Burbank, Calif. 91505
Premium pay service service of family programming. **Staff:** Jim Jimirco, Angela Schapiro.

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**Channel Commercial Corp.** 855 620 W. Foohill Blvd., Glendora, Calif. 91740
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**Channel Master Satellite Systems 960 Industry Dr., Oxford, N.C. 27565**
52-channel CARS band microwave transmission system, digital 60-channel set-top converters. **Staff:** Richard Derrenbacher, Marshall Turner, Steve Dozier, Randy Karr, Ricky Klein.

**Channelmatic** 1420A 821 Tavern Rd., Alpine, Calif. 92001

**Chapman Associates** Verne Center, Suite 206, 1835 Savoy Dr., Atlanta 30341
Information and promotional material on brokering, appraising and financing of cable systems. **Staff:** John Emery, Corky Cartwright, Elliot Evers, David LaFrance, Tom Linder, Martin LoMonaco, Greg Merrill, George Sits, Ray Stanfield, Peter Stromquist.

**Coaxial Analysts** 1240 333 Logan St., Denver 80203
Mapping and graphics integrated computer. **Staff:** Terry Hulseberg, Jeff Gutfreund, Bob Fanch, Ross McPherson, Steve Fante, Ed Cook, Ellen Keralla.

**Colormax Electronic** 900 180 Northfield Ave., Edison, N.J. 08837

**Comcomo Construction** 1345 106 W. Monserratte, Box 1480, El Campo, Tex. 77437
Turnkey cable construction equipment and services. **Staff:** Robert Wilkins, Tom Soulsby, Dave Dillon, Don DeThuin, Herb Jackson.

**Communications Equity Associates** 955 5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

**Compucor** 600 Box 401229, Dallas 75240
Engineering services, interference analysis, coordination, MMDS system services, market research services, FCC license application preparation. **Staff:** Becky Shipman, Philip Lindsay, Gary Lopez.

**Computer Utilities of Ozarks** 1399 Box 1062/103C Industrial Pk., Harrison, Ark. 72601

**Computerized Telemarketing** 1280C 1 State St. Plaza, New York 10004

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Box 66, Perry, Okla. 73077

Dow Jones & Co. 625
Box 300, Princeton, N.J. 08540

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Staff: Richard Stickney, Don Ruryon, John Austin, Frank Nini, Bob Hollis, Yvonne Valenti, Allen Grossman.

Drop Shop 526, 27
Box 284, Roselle, N.J. 07204

Staff: David Wank, Dan Parsont, Lewis Lubell, Ric Charell.

Durrell Engineering 922
Hwy. 4, Southen, Emmensturh, Iowa 50336


B.E. Duval Co. 29619 Western Ave., San Pedro, Calif. 90732

Staff: Carl Rodney, Gienn Duval, Jeanine Kranich, Ben Duval, Phillip Pong, Werner Krajecek.

Eagle Comtronics 880
450 Waterhouse Rd., Clay, N.Y. 13041

Eastern Microwave 1030
3 Northern Concourse, Syracuse, N.Y. 13221

Staff: Arthur Perkins, Gil Korta, Ann Marie Russell, Diane Yankulovich, Sam Morse, Tracy Snell, Laurie Prouty, Linda Baleaek.

English Enterprises 1070
Box 6494, Orlando, Fla. 32853

ESPN 440
355 Lexington Ave., New York 10017

Sports programming, "Season Ticket" ACC pay TV package and Business Times on ESPN. Staff: Bill Scotty, Scotty Connal, Roger Werner, Roger Williams, Chip Harwood, Jim Ballard, Al Weder, Michael Fleming, Darrel Scott, Charlie Mills, Dave Ebers, Shirley Saito, Joan Wright, Mike Nickerson.

Eternal Word Television Network 218
5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic cable programing network. Staff: Tracee Crew, Virginia Dominic, Matt Scalice, Chris Harrington.

Financial News Network 445
600 Madison Ave., New York 10022


First Data Resources 1445
7101 Pacific St., C-14, Omaha 68114

Staff: Jim Moats, Dick Abramson, Tom Baber, Jay Oxton, Bob Thompson, Chris

Boone, Matt Gates, Lee Kuhn, Mike Liddy Jeff Bane.

Fishel Co. 1460
1170 Kimme Rd., Columbus, Ohio 43212

Fort Worth Tower 1080
1901 S. Loop 820 S., Box 8597, Fort Worth 76112

Staff: Tommy Moore, Betty Moore, Fred Moore, Carl Moore, Roy Moore.

Gamco Industries 1035
19 Walnut Ave., Clark, N.J. 08066

Staff: Fred Whiting, Sheila O'Sullivan, Robert Meyers.

Games Network 1330
637 S. Lucerne, Los Angeles 90005

Gen-Co (Honeywell) 905C
9952 Commerce Ave., Tujunga, Calif. 91042

Honeywell motor generators. Staff: Rob Hunter.

General Cable Co/apparatus div. 1185
5000 W. 88th Ave., Westminster, Colo. 80030

Aerial lifts. Staff: Jim Mclean, Roger Holmmond, Van Walbridge.

General Cable Co/cable div. 1260
One Woodbridge Ct., Woodbridge, N.J. 07095

General Electric Co. 935
Box 17, Portsmouth, Va. 23705


General Instrument/Jerrod div. 500
2200 Byberry Rd., Hatboro, Pa. 19040

Converter products, cable security systems, amplifiers, Jerrod Century III feedforword products, taps and passes, headend equipment, MetroNet data products, impulse pay per view demonstration, off-premise addressable system.

Staff: Steve Wagner, Ken Bradford, Norm Miller, Mark Bollin, Donna Stone.

Genesis Cable StoryTime 701
1036-1057 Lombard Ave., Winnipeg R3B 0V3


Gilbert Engineering 616, 17
Box 23189, Phoenix 85036

Coaxial connectors, grounding blocks and jumper cables. Staff: Robert Spann, Rex Porter, Jim Moulin, Don Arndt, Larry Massaglia, Robert Hayward, Dave Smith, Bill McBride, Scotty Fink, Ron Stoneburner.

Gill Management Services 965
2050 Bering Dr., San Jose, Calif. 95131

Group W Satellite 300, 400
41 Harbor Plaza Dr., Stamford, Conn. 06904

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Harbor Utility Service Body 540
255 Voyager, Brea, Calif. 92621


Harris Corp. 350
Box 1700, Melbourne, Fla. 32901

Earth stations, cable equipment.

Hearst/ABC Vicom 730
555 Fifth Ave., New York 10017

Cable Health Network, Lifetime.

Home Box Office 1120
1114 Avenue of Americas, 11-37, New York 10036

Home Theater Network 815
465 Congress St., Portland, Me. 04101

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Hughes Aircraft 620
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Hughes Communications 1230
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IBM 1355
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Industrial Van & Truck Industries 1096
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Staff: Mason Hamilton, Don Pisarcik, Gene Johnson, Jim Forbes, Gene Moon, Gary Campbell, Bob Featherstone, Steve Fudge, Pat Ryan, Dave Crawford, Billy Geary, Rick Morrison, Don Dufford, Jim Crocker, Chuck Trautner.

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M/A-COM Prodelin 930 Box 100, Penney Rd., Claremont, N.Y. 28610

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MCI Communications 1315 1133 19th St., NW, Washington 20036
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Media America Entertainment 803 Box 1662, Orem, Utah 84057

Micro Constructors 905D 225 N. 4th St., Steubenville, Ohio 43952
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24-hour movie service with nightly adult programming tier. Staff: Peene Aiu, Rhonda Riger, Gary Bryant, Ken Karpman, Pietro Valtoni, Sam Tagliavore, Lee Kirkbach, Dick Whston.

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Sports Time Cable Network 850
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Telecast 1312
1875 Century Park East, Suite 930, Los Angeles 90067

Telescript Corp.
906A
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Telecast Corp.
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Telstar Corp. 535
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TEST Inc. (see SatTV) 1290

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Times Fiber Communications 1010
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**TRW Semiconductor**
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**Turner Broadcasting**
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**TV Host**
906C
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Cable program guides. **Staff:** David Stefanic, Frank Dillahay.

**TVSM**
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911 Fox Pavilion, Jenkintown, Pa. 19046
Program guides. **Staff:** Neil Heller, Allen Turner, Marci Levine, Ivor Kalick.

**T.V. Watch**
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1819 Peachtree Rd., NE, Suite 707, Atlanta 30309

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WGN-TV Chicago, electronic program guide. **Staff:** Roy Bliss, Bob Price, Virgle Smith, Ashley Flourney, Terri Song, Chris Bourne, Julie Renner, Rebecca Woods, Anne Tarbel, Joan Rickett, Leanne Knowles, Jeff Teemran.

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**USA Cable Network**
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24-hour ad-supported service with women's, sports, children's and music entertainment for youth. **Staff:** Kay Koplovitz, Jeff Lawenda, Dave Kenin, Andy Besch, Steve Brenner, Barry Kluger, Monia Kolarik, Sid Prothro, Carl Metz, Dick Butts, Judy Kolarik, Sid Prothro, Carl Metz, Dick Butts, Judy Kolarik.

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Warner Amex Satellite
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Music Television, The Movie Channel.

Wavelok Indiana 780
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Winegard Co. 970
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CBS, NBC make programing moves

‘Goodnight, Beantown’ and ‘Bay City Blues’ canceled

CBS-TV’s Goodnight, Beantown and NBC-TV’s Bay City Blues became the latest of the fall prime time network series to be canceled last week as CBS announced major changes to its lineup, effective in January, and NBC, which is expected to announce more changes this week, continued to address problems in its schedule.

In a surprise move, CBS announced it is eliminating its Saturday night movie, replacing it with two, hour-long adventure series, Airwolf, from Universal Television in association with Belisarius Productions, and Mickey Spillane’s Mike Hammer, from Jay Bernstein Productions in association with Columbia Pictures Television. Airwolf, loosely based on the feature film, “Blue Thunder” and starring Jan Michael Vincent, Ernest Borgnine and Alex Cord, will have a special two-hour premiere on Sunday, Jan. 22, and begin airing in its regular 9 p.m. time period the following Saturday (Jan. 28).

Mickey Spillane’s Mike Hammer, starring Stacy Keach and based on Spillane’s best-selling detective novels, also will have a special two-hour preview, on Thursday, Jan. 26. Whiz Kids, a one-hour series that moved from 8 p.m. Saturday to 8 p.m. Wednesday shortly after its premiere this fall, will return to its original slot starting Saturday, Jan. 7.

Replacing Whiz Kids on Wednesday will be two new half-hour comedies, Domestic Life, from Forty Share Productions in association with Universal, and Empire, from Humble Productions and MGM-UA. Steve Martin is executive producer of Domestic Life, which stars Martin Mull as a television news reporter whose regular segment, “Domestic Life,” is nothing like his own home life with his family: a genus 10-year-old son, Harold, played by Christian Brackett-Zika, and wife, Candy, played by Judith Marie Bergen. Empire, starring Dennis Duane, Patricia MacNeil, Maureen Arthur and Christine Belford, centers on the cutthroat world of a giant corporation with the operating philosophy, “anxiety breeds excellence.” Both new series premiere Jan. 4.

Alice, which has provided a lackluster leadout for CBS’s 60 Minutes, will move from 8 p.m. to 9:30 p.m. Sunday, starting Jan. 29, replacing the canceled Goodnight, Beantown which premiered on the network last March as a spring replacement series. Goodnight, Beantown averaged a 16.2/24 season-to-date, failing to maintain the 17.9/26 of its lead-in, The Jeffewson. Alice has averaged a 16.6/24 in a steep dropoff after 60 Minutes 24/2/77.

Replacing Alice at 8 p.m. will be another new half-hour comedy, Four Seasons, produced by Alan Alda and Martin Bregman with Universal Television. It continues the story of the feature film of the same name. Four Seasons premieres Sunday, Jan. 29, in a special one-hour episode, from 8-9 p.m. CBS will present “Four Seasons,” the film, on Monday, Jan. 23, at 9 p.m.

CBS’s Sunday-night average has been down about a share point and less than one rating point so far this season from its performance last season, but stronger competition from ABC-TV and NBC-TV have caused the network, once almost unbeatable on Sunday nights, to lose the night to ABC several times this fall.

Although NBC’s Bay City Blues has been on hiatus since its fourth outing this fall due to extremely low ratings, its cancellation came as a surprise. NBC, which is thought to have paid between $825,000 and $900,000 for each of the eight episodes produced, had high hopes for the series, produced by Hill Street Blues producer Steven Bochco and MTM Enterprises. Currently replacing it in its 10 p.m. slot on Tuesdays is For Love and Honor, a series moved from NBC’s Friday-night lineup earlier this fall. NBC is also considering experimenting with another new series, Yellow Rose, now airing Saturday at 10 p.m., on Tuesday at 10 p.m. Commenting on the cancellation of Bay City Blues, Bochco said the show failed to develop a loyal, core audience that kept coming back each week, until it finally fell to last place in the ratings. The program’s concept “was a long shot from the beginning,” said Bochco, but “I sincerely hope it failed because of something we were doing, and not because sports—a wonderful metaphor for life—cannot form the basis of a successful show.”

In addition to canceling Bay City Blues last week, NBC announced it has signed actress Jane Russell to play her first television series role. She will appear in Yellow Rose as Rose Hollis, long-lost mother of Chance, beginning in January.

Matter readings

The November sweeps by Nielsen and Arbitron produced no major upsets in the local news races in the rating services’ metered markets—except in New York, where both services recorded turnarounds (BROADCASTING, Dec. 5). Following are capsule summaries of the activity in those metered markets.

New York

In New York, WCB8-TV swept from third place a year ago to first place at 6 o’clock and from second to first at 11 o’clock in the Nielsens, with ratings and shares of 8.8/17 and 11.1/22 respectively, while WNBC-TV moved from third to first at 6 o’clock (7.5/14) and from second to first at both 11 (11.1/23) and 5 o’clock (7.3/16) in the Arbitrons—and also held onto first place at 5 o’clock in the Nielsens (“In Brief,” Dec. 5).

In access time in New York, Family Feud on WNBC continued to rule, and independents placed second, fourth and sixth in both services. In the Nielsens, Family Feud had 15.8/27, followed by All in the Family on WNEW-TV with 9.4/16, Entertainment Tonight on WABC-TV with 8.5/14, Benny Hill on WOR-TV with 7.7/13, the locally produced 2 on the Town on WCBS-TV with 6.3/11 and Action News on WPIX-TV with 3.6/6.

In the New York Arbitrons, the access time numbers were different but the order of finish was the same. Family Feud was on top with 13.7/23, followed by All in the Family at 12.5/21, Entertainment Tonight at 9.3/16, Benny Hill at 8.4/14, 2 on the Town at 5.3/9 and Action News at 5.1/19.

Los Angeles

KABC-TV remained dominant during key time periods in the Los Angeles market during November, according to preliminary ratings reports, although some erosion was seen in a few areas, with KNBC(7) showing improvement in Arbitron rankings and KNXT(7) placing second in most key-day...
parts according to Nielsen. Among VHF independents, KTLA(TV) continued its solid lead, although KCOP(TV) remains strong with youth-oriented early fringe programs. KTTV(TV) showed strength among the independents from 6-7 p.m. with off-network series. In prime access (7:30-8 p.m.), according to preliminary Nielsen ratings, KABC-TV's Eye on L.A. received an 11 rating and 18 share, followed by 2 on the Town on KNXT with 11/17, KNBC's Family Feud with 8/14, KTLA with Laverne and Shirley at 8/13, KTVY's M*A*S*H with 7/4.12, People's Court on KCOP at 6/7/11, and Soap on KHI-TV with 4/6. From Arbitron, the ratings were: KABC-TV 10/16, KNBC and KTLA both at 9/14, KNXT 9/13, KCOP 7/5/12, KTVY 7/4/12, and KTTV 3/3/5. In late news (11-11:30 p.m.), KABC-TV led in both Arbitron and Nielsen ranking, showing 10/16 and 11/18 respectively, with KNBC ranked second by Arbitron 9/14 and third in Nielsen numbers. 8/14 KNXT received a 9/13 Arbitron rating and 11/17 Nielsen rating. In prime time (10-11 p.m.) independent news, with only Arbitron available late last week, KTLA showed 6/12, followed by KTTV with 2/4, and KCOP with 2.5/5 for local and 1/2 for Independent Network News. KHI-TV, from 9-10 p.m., had a 2 rating, 3 share. Arbitron and Nielsen gave KABC-TV a clear lead in all fringe news periods from 4:30-7 p.m., but the service disagreed on who ranked second.

Chicago

In Chicago, WBBM-TV widened its lead over the other two network owned and operated stations in Nielsen at both 6 p.m. and 10 p.m., while also posting gains in Arbitron in those time periods. WBBM-TV remains ahead of rival independent WFLD-TV in most of early fringe and at 9 p.m., but finished behind WFLD-TV's reruns of M*A*S*H at 10 p.m.

In the 6 p.m. news race, WBBM-TV averaged an 11.4/19 in Nielsen, up from a 10.1/17 a year ago and well ahead of WMAQ-TV's 8.5/15 and WLS-TV's 6.5/11. Arbitron showed WBBM-TV first (10.3/18), followed by WLS-TV (8.4/15) and WMAQ-TV (7/13). WBBM-TV was up in both services, WMAQ-TV was down in Arbitron and up in Nielsen and WLS-TV was in both from ratings for November 1982.

WBBM-TV was also in first place in the early evening news race, capturing an 11.4/19 Nielsen and a 10.3/18 Arbitron, compared with an 8.5/15 and 7/13 for WMAQ-TV and a 6.5/11 and 8/4/15 for WLS-TV. Again, WBBM-TV was up in both services, and WMAQ-TV was down in Arbitron and up in Nielsen, while WLS-TV was down in Nielsen and up in Arbitron.

At 10 p.m., WBBM-TV, up against both services, averaged a 19.1/32 and a 17.4/30 to WMAQ-TV's 12.3/20 and 13.2/23 and WLS-TV's 13.2/21 and 13.1/23. WMAQ-TV was up in Nielsen and down in Arbitron, while WLS-TV was down in Nielsen and up slightly in Arbitron.

WGN-TV's 9 p.m. news averaged a 7/10 in Nielsen and a 6.3/9 in Arbitron, outperforming a 4/7/6 and a 3.9/6 for Benny Hill on WFLD-TV. The news ratings stayed the same in Nielsen and dropped slightly in Arbitron, while those for WFLD-TV's programing went up in both services from those captured last November for CNN Headline News.

At 10 p.m., WFLD-TV averaged a 9/14 in Nielsen and a 7.1/12 in Arbitron for M*A*S*H, both on par with, or higher than, ratings for the same show in the same time period last November, while Soap on WGN-TV fell in both services, from a 10/16 to a 7.5/12 in Nielsen and from an 8/13 to a 5.2/8 in Arbitron.

Philadelphia

It was a familiar story in Philadelphia—the Capital Cities-owned ABC affiliate, WPVI-TV dominated the local late afternoon, early evening and late night newscasts, according to Nielsen. During the 5 p.m. to 6 p.m. newscasts, WPVI-TV maintained an average 15 rating/30 share, compared to Group W's KYW-TV's 5/11 and CBS-owned WCAU-TV's 9/18. In the 6 p.m. to 6:30 p.m. newscast, WPVI-TV advanced to 18/33 while KYW-TV dropped to 5/8 and WCAU-TV dropped to 9/16. From 7 p.m. to 7:30 p.m., when all three affiliates run syndicated programing, WPVI-TV stayed out front with Tie Tac Dough (17/29), while WCAU-TV's Entertainment Tonight recorded 8/15 and KYW-TV's People's Court scored 8/14. In the next half hour, WPVI-TV recorded 19/32 with Wheel of Fortune and KYW-TV moved into second place with Evening Magazine at 10/16, as WCAU-TV fell behind with Family Feud at 8/13. At the 11 p.m. local newscast, WPVI-TV recorded 17/36, WCAU-TV 12/25 and KYW-TV 10/21.

San Francisco

Holding steady in the 6-7 p.m. local news slot, according to Nielsen, is CBS affiliate KPIX(TV) with a 12 rating/23 share, while ABC-owned KGO-TV continues to top the time period in Arbitron, pulling a 12/22 to KPIX's 11/20. In Nielsen, KGO-TV landed second at 9/17, followed by KTUS(TV)'s Three Company's Laverne and Shirley, which, combined, posted an 8/16. Finishing fourth in both services is NBC affiliate KNXV-TV's Newscenter 2, registering a 5/10 Nielsen and 4/8 Arbitron.

At 11-11:30 p.m., KPIX remains on top with its Eyewitness newscast, finishing with an 11/29 Nielsen and 10.5/30 Arbitron.
It's CBS six days a week

CBS took first place for the seventh time this season, winning week number 10 with its biggest 1983-84 victory to date—a 21 rating and a 32 share of the national television audience, according to Nielsen, compared to ABC's 16.5 rating/share and NBC's 14.9/22. With six of the week's top 10 programs, CBS was helped measurably by the week's woefully low-rated Kenny Rogers movie, The Gambler, which outperformed runner-up NBC on Monday night by more than five rating points and on Tuesday night by more than seven points.

CBS won six of the seven nights for the week ended Dec. 4, losing only Wednesday to ABC. CBS had the top four programs, with the second half of The Gambler on Tuesday night the week's highest-rated program at 29.6/45, followed by Monday's first half at 29.4/42.

Wednesday was an especially good night for ABC, where seventh-ranked Dynasty did its best performance in six weeks with a 24.4/36, a good lead-in for Hotel, which reached a five-week high at 22.3/37, and tied for 10th place for the week. It was also a night during which NBC managed a consistent second place on the basis of its regular series programming with a 23 share, compared to CBS's 20.

The level of homes using television (HUT) for the week rose 2% over the same week last year, from an average 64.6 to 65.6. The combined rating and share of the three networks were 52/79, compared to 51.7/80 for the same week a year ago.

Season-to-date averages put CBS in first place with 18.4/29, ABC following with 17.6/28, and NBC trailing at 15.2/24. In the evening news races, CBS scored 14.3/24, compared to ABC's 12.2/21 and NBC's 11.7/20.

On Thursday night, Magnum, P.I. clobbered 20/20 on ABC and Gimme A Break and Mama's Family on NBC. In the 9-11 period, ABC's NFL football special (Los Angeles Raiders vs. San Diego Chargers) lagged behind NBC's We Got It Made, Cheers, and Hill Street Blues and farther behind CBS, which carried that period with eighth-ranked Simon and Simon (24/60) and 12th-ranked Knots Landing (20/63).

CBS again dominated Friday night, as third-ranked Dallas (26.8/42) and ninth-place Falcon Crest (23/38) kept comfortably ahead of ABC's Lottery (12.6/20) and Matt Houston (12.9/21). NBC's Friday Night Movie, Looker, recorded a 6.4/13.

On Saturday night, Rudolph the Red-Nosed Reindeer brought some cheer to CBS as it beat out T.J. Hooker on ABC and Diff'rent Strokes and Silver Spoons on NBC. In the 9-11 slot, CBS held the lead with its Saturday Night Movie, Quarterback Princess (19.1/31), but was challenged by ABC's Love Boat (19.1/30) and Fantasy Island (14.5/24). NBC's Manimal, which played opposite Love Boat, recorded a 10.1/16, followed by Big Bad John (9.9/16).

On Sunday, ABC's Ripley's Believe It or Not (15.1/22) tied with its Nov. 20 broadcast for its highest-rated showing this season, but still was no match for the week's fourth-place 60 Minutes (26.3/39). ABC's Hardcastle and McCormick (17.7/25) marginally won the 8-9 period against CBS's One Day at a Time (7.5/15) and NBC's Knight Rider (15.7/23). The ABC Sunday Night Movie, an ABC Theater Presentation called Heart of Steel (17.8/27), could not keep up with CBS's regular lineup, except for a brief slip recorded by Goodnight, BeanTown. Although NBC's special salute to television entertainment at 9-11 underperformed (14.7/23), its special, Johnny Carson's Greatest Practical Jokes, won the Monday 8-9 slot hands down with a 25.1/34—the fifth-ranked show of the week.
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HOUSTON  #1 in women 18-34 and 18-49 and significantly improved all women demographics over last year's programming, "Hour Magazine"!

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CHICAGO  drastically improved women demographics in late fringe timeslot AND delivered strong ratings during two 3:00-3:30 p.m. telecasts including an impressive 8 rating/23 share which was #1 in its time period!

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**USIA showcases ‘Euronet’**

Agency’s satellite communications system connects Reagan with Kohl and astronauts with reporters

The United States Information Agency is going high tech.

And last week the agency strutted its stuff with a live satellite hookup linking President Reagan at the White House with West German Chancellor Helmut Kohl in Athens, Greece, at a meeting of European leaders. It also linked the orbiting space-shuttle astronauts with reporters in seven European cities.

The space-age links for the international press conference worked out fine. The show came to an earlier-than-expected halt, however, when, according to USIA officials, AT&T terrestrial facilities, part of the non-space-age technology being used, blew out.

How much the event contributed to the world’s knowledge was unclear. Reagan and Kohl made the usual diplomatic observations. And European reporters buffeted the weightless astronauts with heavyweight questions like, “Do you feel safe up there?”

Or: “What are you bringing your children for Christmas?” And: “Could you please give Britain a wave?”

USIA wanted to call attention to its agency’s Euronet—a two-way audio, one-way video system used to transmit the show back and forth overseas. Euronet has been linking, via satellite, USIA’s Washington production studios with seven U.S. embassies in Europe (London, Paris, The Hague, Brussels, Bonn, Geneva and Rome) since early last month.

USIA officials contend that Euronet is a first step. The agency wants to be able to transmit video via satellite all over the world. “We want the capability to go anywhere we want at anytime,” said Alvin Snyder, director, USIA Television and Film Service.

According to Snyder, the hoped-for system would enable the agency to hold video conferences around the world. With the appropriate hardware in place, the agency, which is working on a scrambling system with the Department of State to insure the security of its transmissions, also will be able to communicate directly with missions, transmitting material that it now sends by diplomatic pouch.

Richard Levy, deputy director of the USIA Television and Film Service, said the service was “one of the most effective returns on investment the agency has.” He added that the agency plans to launch a similar service to Latin America, Amnet, within the next two or three weeks.

Thus far, Euronet “video dialogues” have featured Jean Kirkpatrick, ambassador to the United Nations; James Michel and Craig Johnstone, deputy assistant secretaries of state for inter-American affairs; Kenneth Adelman, director, U.S. Arms Control and Disarmament Agency; Richard Burt, assistant secretary of state for European affairs; Hans Mark, assistant administrator of the National Aeronautics and Space Administration, and Malcolm Baldridge, secretary of commerce.

“Short of a personal visit to Europe, Euronet is the most effective tool we have for our opinion leaders and senior officials to reach their counterparts,” USIA said in its literature.

In a press release, USIA said response to last week’s video event had been “enthusiastic.” All 27 member countries of the European Broadcasting Union network carried five-minute segments of the program on their evening newscasts, USIA said.

**Broadcasters favor plan to increase power of some AM’s**

### Comments at FCC support idea to raise nighttime power of Class IV’s to maximum 1 kw

The FCC’s proposal to permit Class IV AM stations to increase nighttime power from a maximum of 250 w to 1 kw has drawn a round of applauding comments at the FCC.

The National Association of Broadcasters said there was no technical reason not to grant Class IV’s a fourfold nighttime power increase—an authorization that would permit most of them to offer 1 kw at night.

“With international agreements now being finalized, no reason exists for delaying the institution of increased power, and with a minimum of licensee paperwork.”

Said the National Radio Broadcasters Association: “Class IV licensees should be permitted to improve their nighttime service and . . . they should be permitted to do this in the way which the commission has proposed, i.e., with an across-the-board power increase.” The Association for Broadcast Engineering Standards Inc. agreed.

Broadcast Management Inc., licensee of KDGO(AM) Durango, Colo., Camelot Communications Inc., licensee of WRAW(AM) Reading, Pa., Pacific Broadcasting Co., licensee of KD3(AM) Santa Barbara, Calif., and WSIR Inc., licensee of WSIR(AM) Sterling, Ill., urged that streamlined application procedures be adopted for both types of Class IV’s “to prevent any further delay in the implementation of this long overdue improvement.”

KLOO Inc., BBS Communications Inc., Gilmore Broadcasting Corp., The Marion Broadcasting Co., Broadcasters and Publishers Inc. and Radio South Inc. said the FCC should reconsider its decision not to allow Class IV stations to increase antenna height.

“Increased antenna height, even when combined with increased power, will not produce additional skywave interference and, therefore, will not allow some stations to prosper at the expense of others. Rather, increased antenna height could provide substantial gain to the public in terms of groundwave service at night, while suppressing the level of skywave interference to that service.”

WEEX Inc., licensee of WEEX(AM) Easton, Pa., also urged the FCC to consider changes involving increased antenna height. “Both increased nighttime power and increased antenna height would allow Class IV stations to improve their service to their respective communities, without creating interference to other stations.”

Summit Communications, licensee of Class IV XXXY(AM) Oklahoma City, Okla., also urged the FCC to expedite authorizations. “Where no construction is required, the commission should only require the sta-
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The Programs
KING LEAR
January 25
International Emmy Award Winner

Actors
Laurence Olivier,
Colin Blakely, Anna Calder-Marshall, John Hurt,
Jeremy Kemp, Robert Lang, Robert Lindsay,
Leo McKern, Diana Rigg, David Threlfall,
Dorothy Tutin

The Hosts
Peter Ustinov

TWO BY FORSYTH
March 28

Actors
Cyril Cusack, Dan O’Herlihy, Milo O’Shea,
Gayle Hunnicutt

Frederick Forsyth

A VOYAGE ROUND MY FATHER
April 19

Laurence Olivier and Alan Bates

Peter Ustinov

We are proud to be associated with these stations and congratulate SFM Media Corporation for arranging their participation.

Mobil Showcase Network
Teletext computes

In what is believed to be the first offering of its kind, KSL-TV Salt Lake City is offering home-computer users telephone access to its 50-page teletext magazine. *Teletext-5*, first launched on June 15, 1976. By using home-computer terminals, viewers don't need a separate teletext decoder. "Any kind of home computer can use the service," explained William Loveless, vice president of engineering for the Bonneville International station, "providing it has a modem [telephone coupling device] and terminal software.

The only difference between the computer-accessed and decoder-accessed magazine is an absence of graphics on the former. *Teletext-5* is available to users, without passwords, by dialing (801) 237-1521.

According to Loveless, about 200 users have been dialing into the magazine since it became accessible Sept. 9. In-house technology allows KSL-TV to count the times each of the 17 categories is reviewed or printed at a later time. Menu categories include news reports, classified advertising, weather, sports, humor, consumer features and computer news.

"It's a generic service," Loveless emphasized, and no special software is required. Two speeds—300 and 1,200 baud—are offered, "and a 40-character line." The system relies on the World System Teletext Standard (formerly known as Ceefax) transmitted on lines 15 and 16 of the vertical blanking interval. Reports are updated from 9 a.m. to 4 p.m., but the magazine is available 24 hours a day.

"It is believed the dial-up service involves a group which will be representative of teletext users in the next few years," pointed out *Teletext-5* General Manager Paul Evans. "Not only does it identify the viewer's interest relative to specific categories of information and news. It serves as a testing ground to determine the most effective text presentation respective of format and content."

Tek gets its share

Harris Corp., which is supplying the hardware for the Comsat General-NBC satellite system, has awarded a contract in excess of $2 million to Tektronix for between 170 and 200 110-S frame synchronizers, which will be incorporated into the system's earth stations. The satellite system is being created by Comsat General, under contract to NBC, primarily to distribute the network's programming to its affiliates. Harris is one of Comsat General's subcontractors. Tek will begin shipping the units to Harris early next year.

Tektronix has a chance to double its content. At the request of Harris and NBC, Tek is developing a scrambling system for the satellite system that would use modified versions of the 110-S as a descrambler. Since each frame sync contains a frame store, he said, converting them to descramblers is "a fairly economical thing to do." Negotiations about supplying the second box are "still in the talking stage," he said, but because the order would be a large one and because it could propel Tek into the encryption business, the company is "considering it very seriously."

In one pocket...

After lengthy federal investigation and several months of negotiations, Tektronix has agreed to pay the federal government $5 million to settle a Justice Department complaint against the firm. According to Assistant Attorney General J. Paul McGrath, the settlement closes the book on allegations that the firm "failed to disclose complete price and discount information about its relations with other customers" in attempting to win contracts from the General Services Administration, which makes most purchases for civilian federal agencies. The settlement covers contracts for the years 1977 to 1983. Tektronix also agreed to internal reforms designed to head off a repetition of the situation.

Sunshine net

Microdyne announced last week it has received a $1 million contract to supply earth stations to Florida Network Inc. for its two-channel satellite distribution system. Under the agreement, the Ocala, Fla., satellite equipment manufacturer will install a five-meter uplink at the network's flagship station, WESV-AM Orlando, and fifty 12-foot downlinks at network affiliates throughout the state. Microdyne will also supply a transportable uplink.

According to Microdyne, The Florida Network, which is a subsidiary of group broadcaster Susquehanna Broadcasting Co., has also purchased two 10 dbw SCPC audio channels on Westar VI, the Western Union bird slated for launch next month. The network is expected to be fully operational by March 1984.

Microdyne said it installed a similar network for Georgia Radio News Service earlier this year.

Not to worry

One of the big questions facing Joel Alper as he settles into his new job as president of the National Council for Cable Television, which oversees the corporation's participation in Intelsat and Inmarsat, is whether the federal government will allow independent, privately-owned satellite systems to compete with Intelsat. At a meet-the-press luncheon in Washington, however, Alper was sanguine the federal government would turn thumbs down on would-be Intelsat competitors. "I am fairly confident that the U.S. is going to stick to its commitments. Let's say I'm smiling."

Concern about competitive systems is not academic. Two companies—Orion Satellite Corp. and International Satellite Inc.—have asked the FCC for permission to launch trans-Atlantic satellite systems. As other Comsat and Intelsat officials have predicted before, Alper said such competition for lucrative North Atlantic traffic would harm Intelsat financially, causing increases in Intelsat costs on less heavily used "routes." "The impact would be most unfortunate" for many countries, especially those for which the Intelsat system is the most important means of telecommunications.

Wash-and-ENG

ENG cameramen who go out on assignment with more gizmos and gadgets than places to carry them may want to check out the jacket being manufactured by Domike Bag of Lansdowne, Pa. The canvas jacket has 10 roomy pockets, which the wearer can cram with everything from a spare videocassette for an important shoot to a ham-and-cheese sandwich for lunch. Designed by former newspaper (San Francisco Chronicle and Philadelphia Inquirer) photographer and Domike Bag founder Jim Domike, the jacket also features naugahyde shoulder guards, which, Domike said, help keep camera bags and cameras from slipping off the shoulder, and a hood that tucks away inside the collar. It's available in four sizes (small, medium, large and extra-large) and costs $160.

Since leaving the *Inquirer* in 1976, Domike has been designing, manufacturing and marketing camera bags. He incorporated his company in 1980 and expanded into the jacket business in 1982. He said he has sold about 400 jackets, mostly to still photographers.

Cable theft primer

The National Cable Television Association has published a booklet, "Theft of Cable Primer," outlining how legislation can be used to prevent piracy, and how cable employees, subscribers, community leaders and the media can help combat the problem. The primer includes a model theft-of-cable-service bill and copies of California and New Jersey legislation. It also includes a prototype news release and sample letters for subscribers, community leaders and others explaining the theft problem, and examples of ads used by cable operators to publicize the issue. NCTA members can get the booklet for $2; others can get it for $2.50.
It's going to be a winner this year—and for years to come!

97 markets cleared, including the top 20, in less than 4 weeks!

Syndicast Services and Primetime Entertainment are proud to announce that, even with a late start, "An American Christmas Carol" starring Henry Winkler has already been cleared in 97 markets covering over 87% of the country. Our thanks to the stations and advertisers who've made "An American Christmas Carol" an instantaneous success. You can be sure that it will be around in syndication for many years to come.
### Broadcasting

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**BROADCASTING WITH OTHER MAJOR INTERESTS**

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News Council restructures into two boards

Hearing complaints and fund raising will now be handled by separate boards

The National News Council is being restructured into two boards, in the hope of winning greater support from the news media.

One board will be made up predominately of news people and will hear complaints against the news media, make studies of journalistic policy issues and address itself to free-press questions.

The other board, made up primarily of people not connected with the news media, will provide oversight and governance. It will also be the council’s fund-raising body, separating that function from the function of hearing complaints. The 18-member council has handled both functions in the past, leading to fears that it risked potential conflicts of interest.

Some changes in membership will be necessary, since the council currently consists of 10 “public” and eight “media” members. A transition committee will work out details.

Richard S. Salant, council president and chief executive officer, who proposed the restructuring, said the 10-year-old council has not generated public support because it has failed to get the support of significant elements of the news media.

Salant, former president of CBS News and former vice chairman of NBC, who took over the council post last May, said the new setup offers the best chance to break up that “gridlock” by assuring news media that complaints against them will be judged by their journalistic peers rather than, as now, by a council whose “public” members outnumber “media” members 10 to eight.

The restructuring was voted by council members in sessions in which they also disposed of five complaints. In the only one involving broadcasting, the council held to be unwarranted a complaint that a May 26 segment of ABC’s 20/20 program created a panic by suggesting that the nation’s blood supply had been contaminated by blood from victims of Acquired Immune Deficiency Syndrome (AIDS).

The council concluded that “the 20/20 segment on AIDS, especially when taken in conjunction with a segment on the same subject a week earlier, represented an appropriate exercise of journalistic initiative in seeking to keep viewers abreast of developments in combating a disease then at the top of the news.

It contributed to a climate of public concern that helped induce the administration and Congress to accord much higher priority to funds for research in a deadly malady that in the past had received scant attention.

“Insofar as the broadcast dealt with the involvement of homosexual men in the spread of AIDS, the matter was handled with sensitivity and without exaggeration . . .”

The complaint was filed by the National Gay Task Force.

Pentagon to start media-military study in light of Grenada

Questionnaires to go out to NAB and ANPA on media accommodation in future military operations

The Pentagon-initiated study of how to avoid the kind of conflict between the military and the news media that erupted during the initial stages of the U.S. operation in Grenada will probably start with a questionnaire to media groups, such as the National Association of Broadcasters and the American Newspaper Publishers Association.

A Pentagon spokesman, Michael Burch, offered that as part of the “preliminary” thinking being done on the project by retired Army Major General Winant Sidle, who was named to head the special commission by Army General John Vessey, chairman of the Joint Chiefs of Staff. Burch also said Sidle would probably select commission members from those organizations, as well as from military public affairs units and the JCS.

Burch, who stressed that Sidle’s thinking on the matter is only “preliminary” and subject to change, said Sidle would attempt to develop a questionnaire that would elicit the information the commission would review in drafting its recommendations. The commission report on how, as Burch put it, “the media can be accommodated in future military operations” would be reviewed by Defense Department officials and possibly the White House.

Vessey called for the formation of the commission and named Sidle, a former top military press spokesman in Saigon during the Vietnam war, after news organizations protested the exclusion of journalists who wanted to accompany U.S. troops in the invasion of Grenada, on Oct. 25. Reporters and television camera crews were not allowed on the island until the third day of the operation.

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Armco Financial Corporation
Market-by-market plan

Radio Expenditure Reports Inc., the Larchmont, N.Y.-based company that computes monthly national spot radio advertising dollars based on financial information supplied confidentially by 14 leading rep companies, will slowly broaden its operations, according to Dr. Ted Schwartz, company president. Schwartz told Broadcasting that he's looking at the feasibility of RER providing market-by-market radio sales data through direct reporting of local stations. But he added that this compilation of statistics is a long-range goal. In the meantime, Schwartz has embarked on a campaign to add more radio rep firms to the list of those already reporting monthly spot figures. Letters are being sent out to 12 additional reps, soliciting their support.

Widespread medium

According to the fall 1983 Radar report, radio's weekly cume audience in the U.S. equals 95.7% of all persons 12 years old and older. That translates into 181,784,000 persons nationwide. For network-affiliated stations, the weekly reach is 156,808,000 for persons 12-plus, or 82.5% of the population.

The data was released last week by Westfield, N.J.-based Statistical Research Inc. FM's share of the audience has increased since the fall 1982 report—up from 63% to 66%—and up slightly from 65% last spring, while AM dropped from 37% in 1982 to 34% this fall. In addition, average quarter-hour audience listening for AM stations dropped approximately 5% from 8,972,000 in spring 1983 to 8,542,000 in the fall report.

In addition, average quarter hour (AQH) listening estimates for AM stations dropped approximately 4.8% from the spring 1983 book when the measurement was 8,972,000, to the new fall report with 8,542,000. However, AM's weekly cume audience rose 5% from 117,667,000 last spring to 118,298,000 this fall. Researchers say AM's slippage in AQH ratings indicates that length of time listening is down slightly. For FM stations, AQH listening was up 7% from 16,724,000 in spring 1983 to 16,835,000 in the new book, while FM cume jumped 3.7% from 146,972,000 to 152,387,000 over the same period.

The fall report is the first based on 48 weeks of continuous measurements from November 1982 through October 1983. Also during that time, interviews were conducted with a nationwide sample of nearly 6,000 persons 12 and older.

Ingram's back

Dan Ingram, for many years an afternoon personality over top 40 WABCAM New York before becoming host of an all-talk format last year, returns to the medium as the host of CBS's RadioRadio's new Top 40 Satellite Survey, a weekly national music survey program scheduled to debut in early April ('In Brief,' Nov. 14).

The decision to launch a weekly CHR (contemporary hit radio) survey program was, according to Kipperson, based on the success of the network's popular Top 30 USA adult contemporary countdown show, which has been airing on more than 200 stations since its debut five months ago. The new program has been cleared by all five of the CBS FM Group's CHR-formatted stations: WCAU-FM Philadelphia; WBBM-FM Chicago; WHIT-FM Boston; KHTT-FM St. Louis, and KKHR-FM Los Angeles.

Plans call for each Top 40 Satellite Survey affiliate to be an active participant in the research and development of the program's weekly playlist. Top 40 Satellite Survey will be delivered to stations in digital stereo over Sabcom-I 1R as well as by disk to outlets not equipped for satellite reception.

Source nostalgia

The Source, NBC's young adult network, will launch a new satellite-delivered three-hour weekly nostalgia series Jan. 7-8. Called Flashback, the three-hour program will be hosted by WMMR(FM) Philadelphia personality John DeBella and will feature rock music from 1965 to 1975 as well as news actualities and excerpts from movies, television and radio programs. The show is being produced by Dan Ingram.

Additionally, The Source will offer affiliates a live concert of the rock group, Stray Cats, from Opryland in Nashville on Sunday, Dec. 18. A 90-minute Culture Club concert, recorded at Philadelphia's Tower Theater in late August, was aired last weekend (Dec. 10). Starfleet Blair is producer of both events.

Registration progress

Advance registration of 339 for the Radio Advertising Bureau's' forthcoming fourth annual Management Sales Conference (Jan. 28-31) is running about 25% ahead of last year, according to RAB President Bill Stakel. Registration is limited to 1,000 radio managers and sales executives.

The three-day event, again being held at the Amfac hotel at the Dallas-Fort Worth airport, comprises 32 workshops and forums. Among the scheduled speakers are Amway/Mutual Broadcasting co-chairman, Richard DeVos, "Megatrends" author John Naisbett and Dr. Norman Vincent Peale. RAB has titled this year's conference the "Quest for Excellence."
70 STATIONS CHOOSE MOTOROLA C-QUAM AM STEREO!

Now we're really rolling.
Stations from coast to coast have made the decision for Motorola C-Quam® AM Stereo. They range from clear-channel powerhouses to day-timers, with formats from MOR to C&W, throughout the U.S. and Canada.

The majority are already on the air, reaping the promotional benefits of being among the first with the beautiful sound of Motorola AM Stereo (and low-distortion mono). The others are scheduled for installation soon.

So, if you're budgeting for new equipment, plan to join these stations soon. For price and installation information, contact Dick Harasek at (312) 576-2879, or Chris Payne at (202) 862-1549.

Make the call for your station today, and get a head start on your competition.

MOTOROLA AM STEREO. THE WINNING SYSTEM.
Temporarily 80% Trade

May 13, 1983
Ms. Pam Lontos
Pam Lontos, Inc.
7055 Merriman Parkway
Dallas, Texas 75231

Dear Pam:

Pam Lontos is the best thing ever to happen to KISS 94 FM!

Last fall, the sales staff and I attended one of your seminars. The following month we increased our already healthy billing by over 60%! It's gotten better from there, too. Including big first quarter profits in what is a seasonal market here!

The name "Lontos" has become a verb at KISS 94 ("I Lontos-ed him into buying . . .") and when we crack a tough sale, we usually find that your techniques were what turned the client around.

Novices and seasoned vets alike could benefit greatly from your training. Thanks, Pam, for being such an important part of our success.

Sincerely,

[Signature]

Mark L. Osborne
President/General Manager
bmb
WKSO RADIO 45 HIGH STREET ELLSWORTH MAIN 04605 (207) 677-7573

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"The Formula How To"

Make Much More MONEY!!!

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for local area radio stations as well as for advertising agencies and clients. The meeting, which is expected to attract 600 people, will run from 9 to 11 a.m. at the First Chicago Center.

Independents’ association

An initiative is under way to form a new association representing independent and freelance public radio program producers before National Public Radio, the Corporation for Public Broadcasting and Congress. According to Larry Josephson, president of the New York-based Radio Foundation, one proposal the new group is likely to make to CPB is for the creation of a “separate” radio fund strictly for independently produced programming. Josephson said that no other organization fully addresses the needs of the independent public radio producer.

Renewed

In an initial decision, FCC Administrative Law Judge Thomas Fitzpatrick has granted Kaye-Smith Enterprises renewal for KISW (FM) Seattle, denying the competing application of Hoffart Broadcasting. Fitzpatrick found that KISW’s past performance had been “meritorious.” Although Kaye-Smith received a “slight demerit” for submitting some testimony that had been improperly notarized, Hoffart’s advantages under the FCC’s diversification and integration criteria “are insufficient to overcome the substantial preference awarded to station KISW for its past broadcast record,” Fitzpatrick said. Kaye-Smith is a joint venture of Dena Pictures Inc. (60%) and Alexander Broadcasting Co. (20%). Dena is co-owned by performer Danny Kaye and Sylvia Fine Kaye. Alexander is owned by Lester Smith, chairman of the Radio Advertising Bureau’s advisory committee. Hoffart is solely owned by Vincent L. Hoffart. Hoffart, a resident of Spokane, is a charter member of the Society of Broadcast Engineers, who resigned as secretary-treasurer of the Spokane chapter of that organization to pursue his application. The FCC has renewed the licenses of KPXS Broadcasting Corp. for KPRT (AM)-KPRS (FM) Kansas City, Mo., but required it to submit a programs/issues list for each station within 30 days. The Kansas City Black Media Coalition and others had petitioned to deny, contesting KPXS, among other things, wasn’t providing adequate local news for the black community and had not placed its programs/issues list in the public file. The FCC found no reason to act on the other allegations, but admonished KPXS for failing to place the programs/issues list in its public file.

Playback

Public radio station WHA (AM) Madison, Wis., has received $33,500 in grants for the production of Panorama Hispano, a national Spanish-language series that will soon be available to all CPB qualified stations via NFR’s extended program service. Funding for the program was provided by the Catholic Communication Campaign and the Corporation for Public Broadcasting through NPR’s Satellite Program Development Fund. The series, a 26-week pilot project, will consist of weekly half-hour shows described as a Hispanic cultural magazine examining arts, music, literature, history, linguistics and drama. "WHA Radio is pleased at the opportunity to generate a national clearinghouse for Hispanic cultural programming," said Vidal Guzman, one of the show’s producers.

McGavren-Guild, the radio rep firm, announced plans to distribute New Waves, a two-hour weekly children’s radio program produced by Family Programming Inc. and sponsored thus far by Ocean Spray, beginning Jan. 29. The program is described as a combination of pop music, contests, features and serialized dramas targeted to the 9-to-14-year-old demographic.

The Transtar Radio Network, a Colorado-based, 24-hour satellite-delivered music service, is planning to air two long-form programs next year: a 12-hour special on the “greatest artists of all time” over its new country format (“Transtar 2”)—to be launched in January—and a series of four-hour Superstar specials highlighting country crossover artists that will be made available to affiliates of both the adult contemporary (“Transtar 1”) and country services. The program will be advertiser-supported.

According to Ivan Braiker, president of Popular Media Products, Transtar is also planning to syndicate two series being developed for its adult contemporary format: Saturday Super Gold, a four-hour weekly oldies series, and a yet-to-be-titled weekly program highlighting the “top 10” in music, film, television and other popular arts. The programs will be distributed on a barter basis.

California Radio Network, a feature service for California stations, has increased its affiliate roster to 22 stations since its August launch and has added two new 50-second programs. Hollywood columnist Army Archerd has been signed to host a “behind-the-scenes” show business report, and Olympic swimming gold medalist John Nabor will narrate Olympic Countdown Report. Thirty advertiser-supported features are distributed each week by the Los Angeles-based service.

The Weedec Radio Network, a Los Angeles-based producer/syndicator, in association with Valentine Entertainment, is offering The Odyssey of the Black Olympian, a daily series to run from January through August 1984. The six-per-week, two-and-a-half-minute features are offered free on a marker-exclusive barter basis. The programs, hosted by baseball player Reggie Jackson, focus on positive achievements of black athletes in their quest for Olympic medals. Information: Weedeck, 1516 Crossroads of the World, Hollywood 90028.

The Alaskan Public Radio Network (APRN) has received grants totaling $18,842 from the Alaska State Council on the Arts in support of two new program series: Alaskanarts, about the arts and artists of the state, and Taped Alaska, commemorating the 25th anniversary of statehood (January 1959). APRN is a 15-station membership organization and production center in Anchorage.
We don’t think AM Stereo should be a numbers game... but, if the game is to be played we would like to provide you with some of our numbers:

Based on average quarter hour listeners, over 10% of all listeners to AM radio in the U.S. listen to a station equipped with the Kahn/Hazeltine AM Stereo system*. This is based on the top 177 markets and is far in excess of all the other AM Stereo systems. (For example, we have more than twice as many listeners as Magnavox, Harris and Motorola, a full year after Delco’s announcement of December 7, 1982.)

Another figure—we now have shipped serial #82 (80 separate stations) and every single one of these exciters have been sold, no free loaners or gifts to big or small stations.

But numbers don’t tell the whole story. Ask the leading stations in the major markets. (We have sold two or more stations in New York, Chicago, Los Angeles, San Francisco, Boston, Houston, Birmingham, Salt Lake City, Syracuse, Atlanta, Toronto, and Sydney Australia. Most of our competitors do not have even a single station in many of these major markets.) Their reasons include freedom from platform motion, improvement in mono performance, offers AM radio exciting new receiver technology; such as, asymmetrical sideband selectivity, FM stereo quality sound, and recognition that the future of AM radio is sideband modulation. These are the reasons why the leading music and talk stations have picked the leading system.

For a list of stations or more details regarding stereo advantages, call or write us today:

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Garden City, N.Y. 11530
(516) 222-2221

*Rating source on request.
NTIA report on Orion and ISI: limit business to end users

Agency also recommends breaking Comsat monopoly

The question the Reagan administration is believed to be facing in connection with the applications of Orion Satellite Corp. and International Satellite Inc. for authority to link the U.S. and Europe by communication satellite is how to permit those would-be entrepreneurs to proceed without causing undue harm to the International Telecommunication Satellite Organization. Officials indicated it was unlikely an administration committed to a marketplace philosophy would bar the new private companies from providing sale or use of transponders to end users. The aim, reportedly, would be to prevent companies from offering telephone service to the public, a major share of Intelsat’s business.

Another element of the report suggests that the monopoly of the Communications Satellite Corp.—the U.S. representative to Intelsat—be broken, and in a way that could make Intelsat service much more attractive, in terms of cost, than it is at present. The NTIA staff recommends that record carriers, such as AT&T, International Telephone & Telegraph and MCI International be allowed to deal directly with Intelsat, instead of being forced to buy service through Comsat. At present, Intelsat charges account for only 10% of the price paid by the end user. As a result, direct access to Intelsat would enhance its competitive position with the proposed new entries into the transAtlantic market. The FCC is expected to issue a notice of proposed rulemaking early next year to permit such direct access. The United Kingdom now permits competitive access to Intelsat and other European countries are considering it.

The NTIA staff report was undertaken in connection with an executive branch study of the domestic and international policy implications involved in the Orion and ISI applications. The State Department has not concluded its report on the foreign policy aspects involved. One executive branch agency that has completed its report is the U.S. Trade Representative, which is said to have taken a position similar to the NTIA staff’s. The coordination of the studies is expected to be the responsibility of the Senior Interagency Advisory Group, which is chaired by the State Department. A final decision—expected in January—is likely to be made at the cabinet level.

The efficacy of proposals to grant Orion- and ISI-type applications subject to conditions designed to protect Intelsat from harm has been questioned as a result of the FCC’s experience with MCI. The commission, in its initial grants of MCI’s applications to provide telephone service, intended to limit that service. But MCI found ways around the conditions, and the courts endorsed them. However, officials at both the State and Defense Departments say MCI does present an apt analogy, since new U.S. companies could not provide service abroad without a foreign correspondent. Thus, those officials say, the foreign PTT’s could police new entrants.

Also a problem is the provision of the Intelsat Agreements that requires member governments that intend to establish satellite services apart from Intelsat to coordinate those proposals with Intelsat to ensure technical compatibility and to avoid “significant economic harm.” The NTIA report is said to argue that the Communications Satellite Act of 1962, which led to establishment of Intelsat, permits creation of alternative satellite services, provided they are in the national interest. And the report says that the Orion and ISI proposals could be considered to be in the national interest. However, it also says that the U.S. would be required to coordinate the proposals with Intelsat on both technical and economic grounds. The State Department is expected to agree on the coordination issue.

NTIA chief David Markey declined to comment on what he called “premature” reports he said he wishes had not occurred. “No final FCC decision is the final word of the Commerce Department,” he said. “It may not be.” That would be issued by Baldrige. Another high level official likely to be involved in the policy making decision is the department’s deputy secretary, Clarence Brown, a former Republican congressman from Ohio who because of his service on the House Commerce Committee, has an interest in the issue.

Supreme Court may review lowest unit ad rates for political time

Texas law extending rate beyond campaign season at issue; court affirms FCC on sponsor identification, rebuffs ABC attempt to head off libel trial

Broadcasters who are now confronted with a federal requirement to afford political candidates during an election period their lowest unit advertising rate may be vulnerable to an even broader requirement imposed by the states. The Supreme Court last week indicated it was considering accepting for review an appeals court decision that overturned a Texas law requiring broadcasters to charge their lowest unit rate for political issue advertising, as well as candidate advertising, throughout the year. The high court asked the Justice Department to comment on Texas’s petition for review.

The U.S. Court of Appeals for the Fifth Circuit in July held that the federal law imposing the lowest unit rate requirement preempted the states’ authority to regulate political broadcast rates. The 1975 Texas statute, it said, “conflicts directly with the federal statute in important ways.” It also said the Texas law imposes “a considerably heavier burden on broadcasters to make lowest cost time available to political advertisers than does the federal statute,” which was adopted in 1972.

Texas, in seeking Supreme Court review, said the purpose of its law was “to promote an informed electorate by increasing public exposure of political candidates and issues.” But the appeals court, which acted on an appeal by KVUE-TV Austin and Central Texas Broadcasting Co., held that the law conflicted with congressional goals. By making the requirement applicable to all political advertising the year-round, it said, it lengthens rather than shortens campaign periods, and encourages increased rather than less campaign spending. The federal statute limits the lowest unit rate requirement to candidates within 45 days of a primary and 60 days of a general election.

The high court last week announced two other decisions affecting broadcasting.

It let stand an FCC decision, affirmed by the U.S. Court of Appeals in Washington, that broadcasters are not required to go beyond “a reasonably diligent effort” to determine the sponsor of a paid political advertisement (BROADCASTING, May 16). The case stems from the defeat in California in 1980 of a referendum proposal to require separate smoking and nonsmoking areas in most enclosed public places in the state. Most of the funds supporting a group opposing the proposal were provided by cigarette manufacturers, and supporters of the proposal complained to the commission when the radio and television stations carrying the opponents’ ads refused to identify the tobac-
Commenters take dim view of lottery plan for cellular applications

Majority of opinions filed at FCC say proposal won't result in best applicant being chosen; others support, but suggest various modifications

The FCC's proposal to use lotteries to select licensees for cellular radio in all markets outside the top 30 has drawn a mixed reaction. The vast majority of the commenters said lotteries and cellular don't mix. The support the proposal got, however, came from some formidable players.

The soon-to-be divested Bell telephone companies said the adverse potentials of the proposal to use lotteries were significant. "Quite apart from its potential to select the least qualified applicant in a market, a lottery system would subvert the process by which the vast majority of cellular licensees would otherwise be selected: uncontested applications or sound settlements among qualified, bona fide applicants."

Cellular Systems Corp. said the FCC proposal was not in the public interest. "The dramatic differences in the quality and coverage of services proposed by the various applicants illustrate well the manifest injustice of reducing such unequal applicants to equal stakeholders in a blind draw."

The Washington Post Co. said the proposal was illegal. "Alternatives exist to further expedite the processing of cellular applications already on file."

Cox Communications Inc. and CyberTel Corp. said the public interest in providing co industry as the sponsor. The ads concluded with the line, "Paid for by Californians Against Regulatory Excess." But while commission regulations require sponsorship identification, the agency rejected the complaint. And the court said it found nothing in the law that "might require broadcasters to investigate whether a party purchasing commercial time was acting on its own behalf or as an agent for someone else."

The high court handed ABC another defeat in the latter's effort to black the trial of a libel suit filed by a Detroit housewife who said a documentary the network broadcast in 1977 implied she was a prostitute. The woman, Ruby Clark, was shown walking down the street in one of the scenes in Sex for Sale, the Urban Battleground. A trial judge dismissed the suit, ruling that the program did not libel the woman or invade her privacy. But the suit was reinstated by a three-judge panel of the U.S. Court of Appeals for the Sixth Circuit. In response to an appeal by ABC, the full circuit agreed, by a 5-4 vote, to restudy the case. A month later, it said it had not followed its own rules, which require six votes to order a full court review of a panel's decision. And the high court last week rejected ABC's appeal aimed at requiring the full appeals court to reconsider the case.

Move to block campaign ads coming up short in N.C.

The re-election campaign committee of Senator Jesse Helms (R-N.C.) is trying to prevent the North Carolina Democratic Party from airing a series of commercials critical of the senator's record. But the committee isn't having much luck.

At issue are three 60-second radio ads that attack Helms' record on tax policy, social security and agricultural issues. One, for example, alleges that Helms voted for "tax breaks for the three-martini executive lunch but against hot lunches for school children." Another charges that Helms voted to "cut $40 billion off Social Security" and wants to replace that with "some kind of private fund."

On one front, charging that the ads contain "inaccuracies and misstatements of fact," the committee has complained to the FCC. In its complaint, the committee charged that WBT(AM) Charlotte, N.C.'s broadcasts of the ads were "an abuse of the public interest" and asked the commission to do something about it—or tell the committee what it could do to get the FCC to act.

On another front, the committee wrote state radio broadcasters, advising them it would file complaints at the FCC, "or take such legal action as is proper," against stations that broadcast the ads "in their present form."

It doesn't appear that the commission will do much for the committee. Sources note that the commission was asked to walk down a similar path in 1972, when then-Governor of California Ronald Reagan wanted the FCC to warn licensees not to run issue ads—aimed at a ballot proposition—that Reagan charged were false and deceptive. The FCC told Reagan that it doesn't get involved with the content of those sorts of claims.

David Price, chairman of the North Carolina Democratic Party, said the ads are accurate. And, after the Helms committee had mailed out its "threats," the party, Price said, supplied stations with documentation for the ads.

Price said one stumbling block had arisen: The North Carolina News Network, which Price said served more than 70 stations, wanted the party to make some changes in the ads. But the party refused and started approaching the stations individually, Price said. "Now the overwhelming majority of those stations are running the ads," he said. Price also said that 36 out of 47 independent radio stations the party approached were running the ads as of Dec. 2. "And I think more are running them now."

Price added that now the Democratic party has a fourth ad: It "deals with the issue of trying to suppress the first three."

The spokesman for the Helms committee didn't return telephone calls.
Justice on access. Department of Justice has recommended that FCC reconsider access charge decision and phase in interconnection rates for AT&T's long-distance competitors as equal interconnection is phased in gradually between 1984 and 1986. FCC's decision had ordered substantial increases in price paid by long-distance carriers for interconnection to local telcos while reducing price AT&T pays. Justice said such pricing change in rates could slow development of competition in long-distance business.

Directional dictum. FCC has adopted plus or minus three degrees phase tolerance for directional AM stations, expanded use of toroidal current transformers to derive current samples in directional AM station antenna systems and provided for use of radio frequency relays in sampling element transmission lines.

Going into business. Major report prepared for state of California by Center for Communications at San Diego State University released last week, recommends state government create telecommunications services corporation and new cabinet-level telecommunications agency. CalCom, proposed new nonprofit corporation, would be empowered to procure telecommunications services and equipment from vendors on behalf of public sector users, own and operate "specified telecommunications facilities" and provide state-of-the-art telecommunications consulting to state and local governments. Start-up cost is pegged at $3.5 million, but advocates claim public sector could realize savings of up to $600 million per year through CalCom, which would be organized as state-chartered cooperative.

the best possible cellular service to the public demanded "retention of comparative hearings and the opportunity they afford for serious review of applications' merits."

Metro Mobile CTS, which has applied in 64 of the top 90 markets, said the "complexity of cellular technology and the cellular marketplace make impossible the establishment of minimum standards adequate to insure high-quality cellular service."

LJN Communications said it "reluctantly" agreed that lotteries were needed, but recommended that they be used only in those markets being contested by five or more parties. In addition, it recommended that the FCC first give parties an opportunity to enter into partial settlements that would reduce the number of applicants in a market to four or fewer.

Mobile Communications Corp. of America said that if lotteries are used, those who already have settled should be granted a two-to-one preference. Moreover, the radio common carrier said local RCC's should be granted the same two-to-one advantage.

The Western Union Telegraph Co. said the FCC should use the lotteries only if they increased "a speed-up in processing cellular applications" and lottery winners could start construction of their systems immediately.

MCI Cellular Telephone Co. supported the proposal, but recommended, among other things, that all applicants be required to satisfy "high threshold" criteria to qualify for participation in a lottery, and that wireless and wireline applicants be pooled together. "Given the stated rationale for the lottery, there is no longer any factual or legal basis for maintaining the present separate allocation structure for wireline and nonwireline carriers."

The Department of Justice, however, said the commission should only use lotteries for contests in those top-30 markets that haven't been resolved. It also said the commission should stop reserving half of the frequencies in each market for the exclusive use of telephone companies, and stop encouraging settlements among mutually exclusive applicants.

Cellnet Partners, another applicant, said a lottery would significantly advance the public interest "by expediting service to the public, eliminating headstart problems and minimizing the extraordinary costs to be incurred by existing procedures."

Networks protest phone tariff hikes

Charging that the telephone companies are trying to use the Bell divestiture to sneak through unwarranted rate increases, the television networks last week asked the FCC to reject or launch an investigation into an AT&T tariff that would result in an aggregate 43% hike for end-to-end television transmission service.

In a filing at the FCC, the networks said there was no "justifiable" reason why the divestiture should cause rates for end-to-end circuits for TV transmission circuits to increase at all. "If the commission is to fulfill its fundamental tariff review responsibilities, it must reject AT&T's attempts to achieve nondivestiture-related objectives at this time," the networks said.

According to the networks, one of the fundamental problems presented by telephone company tariffs that are being filed supposedly to implement the divestiture and the FCC's access charge decision (BROADCASTING, Dec. 5) is that they seek to impose rate increases and to restructure services in ways that are "completely unrelated" to the divestiture or access charge decision. "Instead of merely filing tariffs designed to implement the divestiture and the FCC's access charge rules, AT&T and the BOC's [Bell Operating Companies] have sought to use the occasion of the divestiture to achieve non-divestiture-related rate increases and to impose new service conditions," the networks said.

In their filing, the networks said the AT&T proposal would force TV service users, in many instances, to pay charges as if new physical facilities were being used, when the customer would be using the very same facilities used before the divestiture.

Commenters applaud FCC plan to upgrade without being open to competing challenge

An FCC proposal that should make it easier for FM and TV broadcasters to upgrade their facilities has drawn support from broadcasters in comments at the FCC.

Under the status quo, a Class A FM operator who wants to upgrade to a Class C, for example, might have to face competitors who also want that new channel. Similarly, a UHF-TV operator might also have to face challengers to upgrade to a lower UHF channel, or to a VHF.

Under the commission's proposal, however, those FM and TV changes could be approved as long as the FCC provided channels comparable to the ones to which a broadcaster wants to move for competing parties to see (BROADCASTING, Oct. 24).

In its rulemaking proposal, the FCC asked whether the case law (Ashbacker) required that all newly-assigned channels be available for application when all "expressions of interest cannot be accommodated." The consensus among the commenters appeared to be that it did not.

The National Radio Broadcasters Association gave its full support to the proposed rule. "Licensees who have a familiarity with and a record of substantial service to the local community should be afforded the opportunity to upgrade their stations without being exposed to the risks of a comparative hearing."

United Television Inc. urged the commission to go even further and drop the proviso requiring the assignment of applicants when the other party expresses interest. "This proviso only formalizes a general practice developed by the commission and is not required by Ashbacker."

Scripps-Howard Broadcasting Co. said the proposed relief was especially important now that the commission has deleted its limitations on settlement payments. "Unless licenses are afforded protection, they may face confrontation from misguided individuals who hope for profit through settlement."

Corinthian Broadcasting Corp. and Belo Broadcasting Corp. said they didn't oppose the proposal, but asked the FCC to focus on another issue. "Regardless of the action taken on the proposal set forth in the notice, the commission [should] take this opportunity to make clear that it may modify the license of an FM or TV station to specify a change in location from one community to another within the same hyphenated market without exposing the proprietor to competing applications and a comparative hearing."

An FCC staffer said a new comment deadline will be given for the proceeding since the Federal Register had never published the rulemaking, as is required by law.
Examining media’s relationship with politics

Four political experts, three of them present or former practitioners and one a writer on the subject, last week chewed over the role of the media in the political process, and concluded, not surprisingly, that media are participants in it. One of the experts expressed the wish that political parties would reorganize that political process in a way that would take back some of the power he said the present system gives the media.

“They are participants in the process; they can’t avoid it,” said Austin Ranney, author and American Enterprise Institute resident scholar. He was the lead-off panelist in the session on the media and politics, part of a week-long discussion on public policy in Washington that was sponsored by AEI. The media, Ranney said, are filling a gap left by the disappearance from the political scene of the “bosses” who, he noted, used to screen political candidates.

Are the media biased in the selection process? Yes, in Ranney’s view, but not in ideological terms. “They are biased against all politicians,” he said, particularly those in power.

The chairman of the Republican National Committee, Frank Fahrenkopf, agreed, regretfully, with that assessment. “We have the unhappy result in the last few years of the media and politicians—Presidents and leading candidates,” he said. He expressed the view that television reporters slang their verbal darts in the tag lines with which they normally conclude a report. And they are not identifying commentary as such, he said.

But Fahrenkopf did not blame the media alone for the kind of coverage that critics of the media’s coverage of campaigns denounce as “horse race journalism.” “It’s a combination of the media’s desire to be part of the system and the politicians’ desire for coverage that leads to horse race journalism and detracts from a more pertinent examination of politics,” he said.

But where Fahrenkopf suggests the relationship between the media and the politicians is symbiotic, Ann Lewis, political director of the Democratic National Committee, sees it as posing a dilemma. “We need coverage to reach the voters, and the media need things to cover,” she said. But when politicians do things to get attention, she added, “they are accused of trivializing events.”

It is the “Catch 22” of political campaign, she said. “A campaign of ideas gets so little attention compared to the horse race aspect, the polls or personality pieces.” And she expressed concern that the media—except in strips along the East and West Coasts—are not providing the “sustained, in-depth coverage” of the issues she said the public needs.

For all of that, she insisted she was not complaining about the media, particularly not at the start of a year in which politicians would be courting them. “We’re not adversaries,” she said of politicians and the press. “We’re colleagues in the conduct of a democratic government.” That was too much for Ranney. He insisted there is an “adversarial relationship,” noting, “Journalists don’t reap rewards by reporting what a great job a politician does; they do it by pointing out venality.”

The panelist who suggested a structural change to deal with what all conceded to be the power of the media was John Sears, who ran Ronald Reagan’s presidential campaigns in 1976 and again in 1980, until the candidate fired him in a major reshuffle of his campaign organization. Sears contended the plethora of primaries has given the press

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

MINORITY EXECUTIVE COUNCIL COMMITTEE The growth of minority participation in the broadcasting industry has slowed during the past year and a half, according to Eugene Jackson of the National Black Network, New York, who chairs NAB’s Minority Executive Council Committee. The committee, whose chief responsibility is to guide and direct NAB’s minority and special services department, has another goal as well: to assure the acceleration of minority participation and to increase minority ownership in the broadcasting industry. Jackson believes the committee must also encourage expansion of minority representation on NAB’s boards. Jackson has served as the committee’s chairman since its inception in 1979. (He sat on NAB’s radio board for 10 years before he lost the seat this year.) In 1982 the council was made a standing committee.

Jackson thinks the slow-down is attributed in part to the economy and regulatory changes that have not fostered minority participation in the industry. The committee, he said, “must reaffirm NAB’s commitment to minority enterprise” and convince the industry of the ways to do that.

At the top of the list to improve minority employment and ownership in telecommunications are proposals for special tax arrangements like those espoused in a House bill introduced by Congressman Mickey Leland (D-Tex.). The bill provides for tax incentives to increase ownership and to attract more investment capital.

The committee, Jackson said, will likely recommend that NAB’s television and radio boards back Leland’s bill. In addition, Jackson noted, his committee favors proposals to include equal employment opportunity language in a broadcast deregulation bill. “In the broadcasting community, NAB has shown itself to be ahead of the pack. Now is the time to turn back,” he said.

NAB’s minority and special services department plays an instrumental role in working toward those goals, Dwight Ellis, who heads that effort, says his department strives to establish a much higher visibility than others. A number of projects are under way: Now in the works is a minority television program exhibition to be held for two days during NAB’s annual convention. The best in minority programming, Ellis said, will be displayed.

To committee member Constance Balthrop, WPHT(FM) Pittsburgh, the NAB provides a valuable service when it acts as an employment clearinghouse for minorities, as it does through its sponsorship of seminars throughout the year. Balthrop agrees with Jackson that it is essential to beef up minority representation on NAB’s boards.

Committee members are: Jackson; Balthrop; Willie Davis, KACE(FM) Los Angeles; Edward Gomez, KABQ(AM) Albuquerque, N.M.; Pagan Henry, Broadcast Enterprises National, Philadelphia; Dick Rakovan, WNE(FM) Taunton, Mass.; Edward Romero, KINO(AM) Denver, and Glenn Mahone, Sheridan Broadcasting Network.
Maycourt Company has acquired WBBB/WPCC Burlington, North Carolina for $2,625,000 from Rau Radio Stations, Inc. We are pleased to have served as broker in this transaction.
WXFM (FM) Elwood Park, Ill. (Chicago)  Sold by WXFM Inc. to Cox Communications Inc. for $9 million, including noncompete and consulting agreements. Seller is headed by Robert C. Victor, president. It has no other broadcast interests. Buyer, based in Atlanta, is publicly traded major station group and cable owner, headed by Garner Anthony, chairman of executive committee. It has sold WLIF (FM) Baltimore (see below) to comply with FCC multiple ownership rules. WXFM is on 105.9 mhz with 4.2 kw and antenna 1,575 feet above average terrain.

WLIF (FM) Baltimore is sold by Cox Communications Inc. to Island Broadcasting Co. Inc. for $5,750,000. Seller has bought WLIF (FM) Chicago (see above). Buyer is headed by Alan S. Beck, president and former general manager of WLIF, who also has interest in WALK-AM-FM Patchogue, N.Y. WLIF is on 101.9 mhz with 13.5 kw and antenna 960 feet above average terrain.

KPIF (AM)-KPOP (FM) Roseville, Calif.  Sold by KPOP Radio to The Fuller-Jeffrey Group for $3.5 million. Seller is headed by Donnelly 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.; KJUY (FM) Des Moines, Iowa, and WBLM (FM) Lewiston, Maine, and has part interest in KCCY (FM) Pueblo, Colo. Kock owns 10% of KCHE-AM-FM Cherokee, Iowa, and 20% of WCCF (FM) Savannah, Ill. KPIF is on 1110 mhz with 5 kw day and 500 w night. KPOP is on 93.5 mhz with 3 kw and antenna 299 feet above average terrain.

KTCT-AM-FM Minneapolis-St. Paul  Sold by Hennepin Broadcasting Associates Inc. to John B. Parker and wife, Kathleen, for $3.4 million. Seller is owned by Albert S. Redesco, who also owns KTCT-AM-FM Hutchinson, Minn. Buyers also own KJIK (AM)-KMAJ (FM) Honolulu. They recently sold KOWL (AM) South Lake Tahoe, Calif., for $1.25 million ("Changing Hands," Oct. 17). KTCT is daytimer on 690 kw with 500 w. KTCT-FM is on 97.1 mhz with 50 kw and antenna 150 feet above average terrain.

KNGS (AM)-KJYS (FM) Hanford, Calif.  Sold by Kings Broadcasters Corp. to Sunrise Communications of Central California for $1,750,000 cash, plus other considerations. Seller is principally owned by Lee Smith, general partner. It has no other broadcast interests. Buyer is owned by joint venture of Sunrise Media Inc. and Lartenc Investment Co. (50%) each. Sunrise Media's percentage is divided among Al Lobeck (58%), Raymond McCarthy (20%) and Scott Huskey (16%), all former Stauffer Broadcasting executives, and James Bonfiglio (6%), a Scottsdale, Ariz. businessman. Lartenc Investment Co. is headed by Keith Gunzenhauser, president. It is wholly owned subsidiary of Central Life Assurance Co., based in Des Moines, Iowa. KNGS is on 620 kw with 1 kw full time. KJYS is on 107.5 mhz with 17 kw and antenna 860 feet above average terrain. Broker: William A. Eztine Inc.

WIOU (AM) and WZWZ (FM) Kokomo, Ind.  Sold by Booth American Co. to Kokomo
Bennet cautiously optimistic about NPR's future
New president wants to improve stations, eliminate internal fighting, develop more sources of nongovernment funding

"Broadcasting issues are not the problems that this organization has," newly appointed National Public Radio President Douglas J. Bennet believes. NPR "has political problems internally and it has very, very serious management problems. Those are areas where I feel comfortable."

Bennet acknowledged during a news conference following his Oct. 27 appointment that he has "no broadcast experience whatsoever," but told BROADCASTING in an interview last week that his first priority is to "show all our outside constituencies—Capitol Hill and the Corporation for Public Broadcasting in particular—that the debt burden is being managed."

The former Agency for International Development administrator, in Los Angeles last

Just the facts
Want to know what's new in cable? Consult the "1984 Cable TV Fact Book: A Guide to Cable America," about to be issued by the Cabletelevision Advertising Bureau. According to the book, cable TV "has become too big and too important for advertisers to ignore by depending on traditional television strategies."

"In the past three years," CAB says in the introduction, "Cable America has doubled in size from 16 million homes to 34 million. That's over 40% of all television homes, with close to 50% of the country's buying power. And cable homes are increasing at the rate of 400,000 every month. The reason for this extraordinary growth is the unique programming choices cable offers its viewers."

Here's a sampling from "Guide to Cable America," which employs; tables and charts to support its claims:
There are 5,600 cable systems serving 34,114,000 subscribers, 62% of whom also have pay TV. Eight out of 10 subscribers can receive 20 or more channels; six out of 10 can receive 30 or more, and only 13% can receive fewer than 13. Advertising-supported networks have grown 605% in subscribers in three years, their combined subscriber count, including duplications, rising from 37.7 million in 1981 to 265.5 million in 1984. Cable reaches into 93% of coastal U.S. counties, but two-thirds of its subscribers live in the larger (A and B) counties.

On a Monday-Sunday round-the-clock basis, the broadcast TV networks' audience share drops from 80% in noncable households to 59% in those with cable; independent stations' share drops from 18% to 14%. In cable homes, cable services get a 50% share of the viewing, with pay services accounting for 32% and advertising-supported services attracting 18%—easily rivaling the shares of the individual broadcast networks (ABC 19%, CBS 20%, NBC 18%) and exceeding independents' 14% share. By daypart, in cable households, cable gets 26% shares of the viewing in daytime and prime time, 24% in early fringe, 30% in late fringe and 36% in weekend 10 a.m.-7 p.m. hours, with advertising-supported services getting larger shares than pay services in all those dayparts except late fringe. Even in pay cable households, advertising-supported services get a greater share of viewing than pay services in daytime, early fringe and weekend and come out ahead on a total-day basis by 19% to 18%.

Overall, cable Americans are younger, have higher incomes, are better educated and live in larger households than their counterparts in noncable homes or in the population generally, and adults in cable homes are much more likely to have such advertiser-desired traits as using travelers checks, taking business trips, buying new cars, acquiring cameras, clothes dyers and power mowers, drinking wine or eating out.

Advertising-supported cable is "the fastest growing segment of cable," with its viewing up more than threefold in the last three years. In a typical day, two out of three cable households (68%) tune to some basic programming service, more than four out of five (81%) do so in a week and almost nine out of 10 (87%) do so in a month.

CAB officials hoped to have the "Fact Book" ready for distribution at the Western Cable Show this week. In any case, they plan a heavy mailing to advertisers, advertising agencies and the cable industry.
onday (Dec. 5) for the official opening of an NPR bureau there, predicted it will take about a year to show that NPR has "a responsible, predictable program for handling its $9-million debt," adding: "Once we have we're going to be running like a locomotive again."

Bennet said he has spent most of the last six weeks mending fences, meeting with about 60 NPR station managers and several members of Congress. While he has been reassured "broad support" on Capitol Hill, Bennet has found that relations between stations and NPR management "were acutely strained" during the recent financial crisis, which ultimately led to the resignation of NPR's former president, Frank Mankiewicz, and the layoff of about 150 of NPR's 450 employees.

"I'm telling people that the rules of the game have changed," Bennet explained. "We are not people who operate secretly. We operate in the open. We want the issues out in the open and we are prepared to deal with all of them. I think [the station managers] feel, correctly, that they were caught by surprise by the deficit and that the information flow to the stations has been erratic at best. They don't get information about some important things and they do get information about lots of unimportant things."

The new president warned that the public radio system cannot succeed "if it consumes all its energies in interminable squabbles." He said the current NPR board of directors appears more vigorous in its representation of station interests "than seems to have been the case previously. There is a kind of culture in public radio that seems to relinquish mutualities. The small issues grow up into big issues and they become paralyzing. We simply can't afford that. The stakes are too high." Bennet said he will make a point of sharing important network information with NPR's many constituencies, pointing out that a series of hearings to discuss fundamental network policies have tentatively been scheduled for January.

Bennet would not predict when the General Accounting Office's final audit and report on the network's performance might be issued, but he said "they've made it very clear that there is no evidence of theft or any kind of malfeasance. There obviously was very bad administration, however." Misuse of credit cards, which Bennet concedes cost NPR "an awful lot of credibility," has been stemmed by new controls and reimbursement to the network of funds involving non-business-related expenditures. "There were no controls to speak of," Bennet said. Employees were allowed to receive advances of personal money on NPR credit cards. There have been reports that as much as $175,000 in undocumented credit card expenditures were made by NPR staff members during 1982, but Bennet declined to put a dollar figure on the amount of money involved.

Acquisition of nongovernment funding "is absolutely critical" during the next three years, Bennet declared. "The foundations and corporations are the source for which I hope to turn for program enhancement," he said.

The network is currently looking at the possibility of launching a "producer's showcase" series featuring material from station and independent producers, offered at least once a week to NPR members. Bennet said NPR also plans to cover the 1984 Olympics and political conventions "very heavily" and is currently raising funds for such programming. He also would like to see "candidate forums" on NPR, during which candidates would be invited to speak out on various election issues.

"I think we are somewhat debate saturated at this point," Bennet ventured. "I'm not entirely convinced that the debate is the optimum format for drawing out a candidate's viewpoint."

In other areas, Bennet said NPR "is definitely not going out of the cultural affairs [programming] business" and is actively seeking foundation support for specific cultural events programming. He said he also would like to beef up NPR Plus, the network's music-oriented fine arts service, and drama production.

NPR has pared its entrepreneurial activities to satellite-delivered paging services and a digital data delivery service co-venture with National Information Utilities. Although he is still "very high" on these ventures, Bennet said NPR needs to restructure that part of [its] operation just a little bit so that instead of pretending to be entrepreneurs it can organize itself to take maximum advantage of its assets."

BottomLine

Knight split. Knight-Ridder Newspapers Inc., Miami-based newspaper publisher, cable MSO and group owner of five TVs, announced shareholders approved two-for-one common stock split and, in order to effect split, approved increase from 40 million to 80 million number of shares company is authorized to issue.

Viacom dividend. Viacom International Inc., New York-based group owner, MSO and program supplier, declared payment of regular quarterly dividend of 52.5 cents per share on company's $2.10 convertible preferred stock. Dividend will be payable Dec. 30 to shareholders of record Dec. 15.

Revenue Increase. Gulf & Western Industries Inc. reported that improved performances of company's three operating groups—entertainment and communications, financial services and manufacturing—resulted in 43% increase in earnings from continuing operations for first quarter of fiscal 1984, ended Oct. 31, compared to same period last year. Companywide net earnings rose 34% to $81,205,000, or 99 cents per share, on revenues of $1 billion, up 8%.

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Broadcasting Dec 12 1983
Good year for TV stations

NAB releases details on 1982 revenues and profits for 'typical' television outlet showing pre-tax profit up 25%

The National Association of Broadcasters has confirmed the financial good news it released in preliminary form last July: The typical TV broadcaster had a good year in 1982. And that same telecaster expects this year to bring an 8.8% increase in net operating revenues, or 2.7 percentage points more than the actual rise in 1982.

The figures are embodied in the NAB's release of findings of its annual survey of TV stations and the association's computation of a financial profile of a typical, or median, station.

As reported last summer ('In Brief,' July 18), the typical U.S. TV station had a pre-tax profit of $1,253,100 in 1982, up 24.7% from $1,004,900 in 1981. That derived from total 1982 net revenues of $5,377,800 (up 6.1%) and total expenses of $4,124,700.

Total time sales for the typical TV stations were $6,299,300, composed

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of $497,600 in network compensation, $2,965,900 in national and regional advertising and $2,835,800 in local advertising.

The 1982 pre-tax profit was the best since 1978, largely because the expense increase last year was held to 3% over 1981 ($4 million).

The 1982 expense figure included $1,573,900 as the payroll at a medi-

The 1982 survey is based on a questionnaire that was completed and returned in usable form by 447 commercial TV stations, 58.6% of the 774

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<th>UHF Affiliate Stations</th>
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The results are presented in 102 tables, stemming from reorganization of the data in various forms. The include national summaries; selected tables on financial and employment data; returns from all stations according to ADI market size and according to revenue size; the same data rerecorded to show results at network affiliate stations and independents, with even further breakdowns to show UHF and VHF performance within those categories; satellite stations; primary market stations; secondary market stations, and performance of stations in nine geographic regions.

Copies of the report are available from NAB Services, 1771 N Street, N.W., Washington, D.C. 20036.
Structures Committee preliminary report due next week

Study will address reorganization of NAB along federation lines

A preliminary report on the proposal to restructure the National Association of Broadcasters will be presented during NAB's executive committee meeting next week. The association's Structures Committee, which was assigned to examine the organization's make-up, is releasing early results of its study (Broadcasting, Oct. 10).

The proposal calls for reorganizing the NAB along federation lines, with separate radio and TV arms functioning under an umbrella headquarters organization. A final report is scheduled to be circulated during the NAB's joint radio and television board meetings in January in Maui.

The study is based on a number of interviews with former and present industry leaders. Specific recommendations are expected to be made. Details of the report are being kept under wraps. Sources indicate, however, there was not an overwhelming interest in splitting the association.

Committee Co-Chairman Jerry Holley, Staufler Communications, said that many broadcasters he talked with recommended that NAB "stick with what it's got." But, he added, that is "not necessarily what the committee will say." Holley pointed out that of all the issues NAB faces, most are of common concern to radio and television, although there are exceptions: Radio Marti and the 9 kHz spacing proposal.

One aspect of the proposal that will likely be discussed is the cost of running two separate lobbying departments, which could double, explained Holley.

The other co-chairman of the committee, Martin Beck, Beck-Ross Communications, said that there would be nothing "shocking" in its report. He characterized the conclusion as "logical." Beck noted that each member conducted several interviews with key figures in the industry and broadcasters from small, medium and major market television and radio stations.

During one of its early meetings, the committee met with Peter B. Kenney, retired Washington vice president for NBC who served on the NAB board for 22 years and originated the proposal for two distinct lobbying efforts.

Those interviewed were asked: "Do you think NAB's government relations department would be more effective if you had separate government relations departments or if it stays the same as it is now?" They were also asked if there were any legislative or regulatory issues that would best be resolved separately by radio and TV.

The results were compiled by Michael Tate of the Arthur D. Little management consulting firm, who originally recommended how the group might proceed on the project. Tate will list several options for NAB to consider.

Among those interviewed: former NAB President Vincent Wasilewski; Radio Advertising Bureau President William Stakelin; Television Advertising Bureau President Roger Rice; Eugene Cowen, ABC's Washington vice president; Don Wear, CBS's Washington vice president; Bob Hynes, NBC's Washington vice president; Ward White, senior counsel, Senate Commerce Committee; Broadcasting Publisher Lawrence Taishoff and Managing Editor Don West; Al Warren, editor and publisher, Television Digest; Thomas Wheeler, president, National Cable Television Association; and Thomas Bolger and Donald Thurston, both former NAB joint board chairmen.

In addition, committee members planned to canvass several congressmen, including: Representatives John Dingell (D-Mich.), chairman of the Energy and Commerce Committee; Tom Tauke (R-Iowa); Billy Tauzin (D-La.), and Tim Wirth (D-Colo.), Telecommunications Subcommittee chairman.
As compiled by BROADCASTING, Nov. 25 through Dec. 2, and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge; alt.—altitude; ann.—announced, ant.—antenna, app.—application, aux.—aerial, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, HAAT—height above average terrain, kHz—kilohertz, kw—kilowatts, m—meters, mHz—megahertz, MHz—memorandum opinion, MLA—minority listener action, MP—modification of permit, N—night, PSA—prescriptive service authority, RCL—remote control location, SH—specified hours, SL Studio location, T—translator, T/P—transmitter power output, U—unlimited hours, V—virtual, w—watts. *=noncommercial.

New stations

Applications

AM

Charlotte Amalie, St. Thomas, VI.—St. Thomas Broadcasters seeks 1090 kHz, 250 w-D, Address: Box 927, Charlotte Amalie, St. Thomas, VI. 00801, Principal is equally owned by Rafael A. Figueroa and sister, Lucy E. Rafael. Figueroa is news director of WIBS(FM) Charlotte Amalie, which is 75% owned by father, Jose A. Figueroa. Filed Nov. 9.

FM's

Opp, Ala.—Opp Educational Broadcasting Foundation seeks 90.9 mHz, 383 kw, HAAT: 163 ft, Address: S.W. Corner of Highway 52 and Polson St., Opp, Al. 36047. Counsel: Stuart B. Mitchell & Associates (Falls Church, Va.); Principal is charitable trust headed by Opp trustees: Haywood Novlin, pastor; Marks Novlin, employee of sheriff's department, and Thomas Barber, farmer. Filed Nov. 28.

Anchorage—Artic Broadcasting Association seeks 98.1 mHz, 100 kw, HAAT: 283 ft, Address: S101 N. Francisco Ave., Anchorage, Ill. 99502. Principal is headed by Charles F. Sebastian, president. He is also head owner of majority owner WTAQ(AM) La Grange, Ill. Filed Nov. 30.

Anchorage—Airwaves Ltd. seeks 97.3 mHz, 25 kw, Address: MINU 15 mins, Address: 1005 Pollock Circle, Anchorage, Alaska 99505. Principal is equally owned by Janice J. Bowrnan, John A. Ray, Lynn "Sunny" Carpenter and Patrice S. Gerster. None have other broadcast interests. Filed Nov. 23.

Juneau, Alaska—KINY Associates seeks 106.3 mHz, 3 kw, HAAT: minus 988 ft, Address: 1107 8th St, Juneau 99804. Principal is owned by Charles Gray (45%), Edward W. Christiansen (25%), Earl F. Reilly (15%) and Kenneth L. Wiley (15%). It also owns co-located KINY(AM), where Wiley is station manager. Other three have majority interest in KENI(AM) Anchorage, and filed for new FM there. Gray and Christiansen also have interest in KSPAL(AM) Seattle. Filed Nov. 7.

Burney, Calif.—Burney Educational Broadcasting Foundation seeks 90.5 mHz, 412 kw, HAAT: 2321 ft, Address: Box 1256, Burney, Calif. 96013. Counsel: Stuart B. Mitchell, principal. Filed by charitable trust headed trustees: Bud Hemnessey, pastor; Frank Williams, pastor, at Intermountain Private School and Eugene Palki, millwright, Louisiana Pacific. Filed Nov. 9.

Chico, Calif.—KXOL seeks 96.3 mHz, 2.18 kw, HAAT: minus 689 ft, Address: 1009 E. 10th St., Chico, Calif. 95926. Principal is headed by Marcus A. Smith, president. Filed Nov. 3.

Colton, Calif.—Colton Educational Broadcasting Foundation seeks 92.7 mHz, 117 kw, HAAT: minus 339 ft, Address: Box 11500 South Mt. Vernon Ave., Colton, Calif. 92324. Counsel: Stuart B. Mitchell, principal is headed by trustees: Steven W. Fox, associate pastor; Rose Miller, secretary, and Steve Turner, manager, South California Edison. Filed Nov. 28.

Desert Center, Calif.—Desert Center Broadcasting Foundation seeks 102.3 mHz, 58 w, HAAT: 599 ft, Address: 61 Moore-

Vila Keys, Parker, Ariz. 85344. Principal is headed by general partner Janice A. Murphy (63%). Her husband, Rick L. Murphy, is general manager of KCMI(AM) Palm Springs, Calif. Filed Nov. 22.

Long Beach, Calif.—Harden & Associates seeks 105.5 mHz, 1.6 kw, Address: Box 3057, Seal Beach, Calif. 90740. Principal is equally owned by James Harden and wife, Claudia, App. is mutually exclusive with KNAC(FM) Long Beach, recently sold public at auction for $1.7 million ("Changing Hands" Nov. 7). Harder are former licensees and major creator of station, which had filed for Chart. 11. They promise to withdraw app., within two weeks of cut-off due for filing competing app.'s, provided that no third party files for KNAC's facilities. Filed Oct. 31.

San Diego—Dianne Hampton & Makeda Cheatom seeks 98.1 mHz, 27 kw, HAAT: 604 ft, Address: 6622 Tiffin Ave., San Diego 92114. Principals are equal partners. Filed Nov. 29.

Scotts Valley, Calif.—Scotts Valley Educational Broadcasting Foundation seeks 90.5 mHz, 150 w, HAAT: 208 ft, Address: 730 Sugar Pine Road, Box 66535, Scotts Valley, Calif. 95066. Counsel: Stuart B. Mitchell, Principal is charitable trust headed by Scotts Valley trustees: Ray C. Webster, retired; Marjorie R. Webster, private school teacher and Lester T. Holmes, owner of lumber company. Filed Nov. 21.

Cape Coral, Fla.—Cape Coral Educational Broadcasting Foundation seeks 91.7 mHz, 383 w, HAAT: 115.6 ft, Address: 312 S.E. 24th Ave., Cape Coral, Fla. Counsel: Stuart B. Mitchell, is noncommercial, non-profit educational foundation headed by Richard Black, pastor; Leo S. Delano Jr., employee of Florida Power & Light and L.W. Glisson, insurance salesman. Filed Nov. 28.

Haines City, Fla.—WLBC Broadcasting and Educational Ministries of Landmark Baptist Church Inc. seeks 89.3 mHz, 164 kw, HAAT: 165 ft, Address: 2020 E. Hinson Ave., Haines City, Fla. 33844. Principal is noncommercial educational ministry headed by Earl E. Lee, college president; Dr. Mike C. Carter, minister and David B. Fowler, headmaster. Filed Nov. 15.

Key West, Fla.—Radio Espanol De Cayo Hueso seeks 93.5 mHz, 3 kw, HAAT: 109.75 ft, Address: 28 Sea Island, Key West, Fla. 33041. Principal is owned by Cecilia Maria Veliz (51%) and her husband, Waldo (49%). They have no other broadcast interests. Filed Nov. 21.

Marco, Fla.—Minority Women in Broadcasting seeks 92.7 mHz, 3 kw, HAAT: 288.5 ft, Address: 11707 Terry St. S.E., Bonita Springs, Fla. Principal is owned by Linda Val- dez (25%), Nannie Lee Austin (50%) and Ruby L. Roberts (25%). Austin's husband and son own 60% of WSMT-AM/FM Sparta, Tenn. Counsel: Stuart, Fla.—Stuart Educational Broadcasting Foundation seeks 89.9 mHz, 378 kw, HAAT: 118 ft, Address: Box 2085, Stuart, Fla. 32266. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Richard J. Conrod, pastor; Frankie Ellen Conrod, secretary, and Esther M. Conrod, secretary. Filed Nov. 28.

Vero Beach, Fla.—Florida Public Radio seeks 91.3 mHz, 3 kw, HAAT: 297 ft, Address: 505 Josephine St., Titusville, Fla. 32796. Principal is noncommercial organization headed by Randy E. Henry, president. It also applies for new FM at West Garden and Milton, both Florida: New Hartford, Iowa, and St. Charles, Mo. Henry is applicant for commercial FM at Brooklyn, Iowa, and Sisseton, S.D. (see below). Filed Nov. 30.

Boise, Idaho—Boise Educational Broadcasting Foundation seeks 89.3 mHz, 400 kw, HAAT: 268 ft, Address: 602 East 45th St., Boise, Idaho 83704, Counsel: Stuart B. Mitchell, Principal is charitable trust headed by Michael G. Dill, executive director, and Dan J. Hardie, investment manager. Filed Nov. 28.

Flagler Beach, Fla.—Flagler Beach Educational Broadcasting Foundation seeks 91.7 mHz, 383 kw, HAAT: 183 ft, Address: 4700 Main St., Rockford, III. Counsel: Stuart B. Mitchell. Principal is headed by Rockford trustees: Donald M. Lyon, senior pastor; Curtis J. Lyon, pastoral intern, and David Osborn, assistant pastor. Filed Nov. 28.

Riverview, Ill.—Riverview Educational Broadcasting Foundation seeks 89.3 mHz, 400 kw, HAAT: 268 ft, Address: 602 East 45th St., Boise, Idaho 83704, Counsel: Stuart B. Mitchell, Principal is charitable trust headed by Michael G. Dill, executive director, and Dan J. Hardie, investment manager. Filed Nov. 28.

Hutchinson, Kan.—Hutchinson Educational Broadcasting Foundation seeks 91.5 mHz, 378 kw, HAAT: 194 ft, Address: 4700 Main St., Rockford, Ill. Counsel: Stuart B. Mitchell, principal is headed by Rockford trustees: Donald M. Lyon, senior pastor; Curtis J. Lyon, pastoral intern, and David Osborn, assistant pastor. Filed Nov. 28.

Lake, Ill.—Lake Educational Broadcasting Foundation seeks 89.3 mHz, 400 kw, HAAT: 413 ft, Address: 11070 Perry St. S.E., Bonita Springs, Fla. Principal is owned by Linda Valdez (25%), Nannie Lee Austin (50%) and Ruby L. Roberts (25%). Austin's husband and son own 60% of WSMT-AM/FM Sparta, Tenn. Counsel: Stuart, Fla.—Stuart Educational Broadcasting Foundation seeks 89.9 mHz, 378 kw, HAAT: 118 ft, Address: Box 2085, Stuart, Fla. 32266. Counsel: Stuart B. Mitchell. Principal is charitable trust headed by Richard J. Conrod, pastor; Frankie Ellen Conrod, secretary, and Esther M. Conrod, secretary. Filed Nov. 28.

West Monroe, La.—West Monroe Educational Broadcasting Foundation seeks 91.7 mHz, 383 kw, HAAT: 150 ft, Address: Rt. 2, Box 4198, Martin Lane, West Monroe, La.
71291. Counsel: Stuart B. Mitchell. Principal is charitable trust head by West Monroe trustees: Philip S. Smith III, pastor; Robert P. Holzclaw, architect, and Winston Hammons, principal of private school. Filed Nov. 28.

Arnold, Mo.—Arnold Educational Broadcasting Foundation seeks 89.9 mhz. Applicant: Rev. Joel Homes. Location: 1720 Missouri State Road, Arnold, Mo. 63010. Counsel: Stuart B. Mitchell. Principal is charitable trust head by trustees: Jeffrey D. Bodin, doctor; Gayle A. Owens, dentist, and Alice J. McDermott, legal secretary, Hilton & Bennett. Filed Nov. 22.

Camdenot, Mo.—Lake Area Educational Broadcasting Foundation seeks 90.7, 3 kw, HAAT: 299 ft. Address: Rt. 1, Box 301, Osage Beach, Mo. 65065. Counsel: Stuart B. Mitchell. Principal is charitable trust head by trustees: Jeffery D. Bodin, doctor; Gayle A. Owens, dentist, and Alice J. McDermott, legal secretary, Hilton & Bennett. Filed Nov. 22.

Lebanon, Mo.—Lebanon Educational Broadcasting Foundation seeks 89.9 mhz. Applicant: Rev. Joel Homes. Location: 1720 Missouri State Road, Lebanon, Mo. 65536. Counsel: Stuart B. Mitchell. Principal is charitable trust head by trustees: Jeffrey D. Bodin, doctor; Gayle A. Owens, dentist, and Alice J. McDermott, legal secretary, Hilton & Bennett. Filed Nov. 22.

Orchard, Neb.—Good Life Radio Inc seeks 105.3 mhz, 100 kw, HAAT: 945 ft. Address: 1408 A St., Aurora, Neb. 68818. Principal is owned by Herbert P. Rozsatz and family. He is manager of *KKOA(FM)* Grand Island, Neb. Filed Nov. 28.

Manteo, N.C.—Women in Technical Communications seeks 99.3 mhz, 3 kw, HAAT: 190.4 ft. Address: Drawer 789, Nags Head, N.C. 27959. Principal is owned by Janice B. Smith, counselor; Walter Frost and Lillia J. Morrison (40% each). Frost and Morrison also have app.'s for four LPTV's. Filed Nov. 29.


McConnelsville, Ohio—Washington Technical College seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: State Route 176, McConnellsville, Ohio. Principal is headed by college president, Donald R. Neff. It is also licensee of WMAO(Am) Marietta. Two members of college board are principals of WCKX(FM), Loudonville, Ohio, and WCMA, Canton, Ohio.


Sisseton, S.D.—Randy E. Henry seeks 99.3 mhz, 1.2 kw, HAAT: 496 ft. Address: 100 LaGrande Ave., Tuttlesville, S.D. 57276. Principal is engineer and also app. for commercial FM at Rapid City, S.D. He is also president of Florida Public Radio, applicant for five noncommercial FM's, including Vero Beach, Fla. (see above). Filed Nov. 30.


Farwell, Tex.—Farwell Broadcasting seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 652 North Bolton St., Jackson ville, Tex. 75766. Principal is owned by Wayne S. Cames. Filed Nov. 28.

Gonzales, Tex.—Wayne S. Cames seeks 106.3 mhz, 3 kw, HAAT: 299 75 ft. Principal is also applicant for FM at Farwell, Tex. (see above). Filed Nov. 23.

Lufkin, Tex.—Lufkin Educational Broadcasting Foundation seeks 91.1 mhz, 383 kw, HAAT: 174 ft. Address: Rt. 8, Box 39, Lufkin, Tex. Counsel: Stuart B. Mitchell. Principal is charitable trust head by Lufkin trustees: C. Dwayne Calvert, pastor; David Vogt, painter, and Daniel Smith, brick layer. Filed Nov. 7.

Midland, Tex.—Midland Educational Broadcasting Foundation seeks 90.1 mhz, 987 kw, HAAT: 739 ft. Address: 3001 North “A” St. Midland, Tex. 79701. Principal is charitable trust head by Midland trustees: David Piracy, treasurer; Emmanuel Baptist church: James McInkney, pilot, Permian Oil Co., and N. Scott, dispatcher, Currie Truck Line. Filed Nov. 7.

AD 90.9 mhz, 100 kw, HAAT: 1000 ft. Address: Box 1212, Gaylord, Mich. 49735. Principal: Noncommercial corporation headed by Glen A. Cutt. President, no other broadcast interests.

■ Webb City, Mo. — Don and Gail Stubbelfield granted 94.3 mhz, 3 kw, HAAT: 299 ft. Address: Route 5, Box 136A, Joplin, Mo. 64801. Principals: Husband and wife (50% each), who are also applicants for new AM at Webb City, Mo. Confer on other broadcast interests.

■ Truth or Consequences, N.M. — Sierra Broadcasters, app. ret. for 97.8 mhz, 37 kw, HAAT: 2664 ft. Action Nov. 18.

■ Utica, N.Y. — Public Broadcasting Council of Central NY. Inc. granted 89.5 mhz, HAAT: 653 ft. Address: 506 Old Roosevelt Road, Liverpool, N.Y. 13088. Principal is non-profit corporation, headed by Richard W. Russell, president and general manager. It has no other broadcast interests. Action Nov. 16.


■ Pierpont, S.D. — South Dakota State University granted 90.9 mhz, 100 kw, HAAT: 1057 ft. Address: KESD-FM/FM, Pugliese Center, Box 2218, Brookings, S.D. 57007. Principal: Nonprofit educational institution which owns KESD-FM/FM Broadcasting, S.D. and is governed by State Board of Regents, which is licensee of KUSDAM(AM)-FM-TV Vermillion, KBHE-FM Rapid City, KYSD-TV Pierre, KESD-TV Aberdeen, KPSO-FM Eagle Butte, KQSD-FM Lowry and KZSD-TV Martin, and is applicant for new FM's at Rapid City and Reliance, all South Dakota. Action Nov. 16.

■ Canadian, Tex. — William Jackson Pennington II granted 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 912 Bittersford Court, Mount Pleasant, S.C. 29464. Principal is president and general manager of East Cooper Communications, which owns WKRJ(AM) Mount Pleasant, S.C. He also is applicant for new FM's at Carriozo Springs, Junction and Hebronville, all Texas (see below). Action Nov. 18.

■ Shamrock, Tex. — Stephen Nye Barton granted 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2 Charlestown Court, Charlotte, S.C. 29401. Principal is applicant for new FM's (see above). Action Nov. 18.


HD: 510 ft. — Seeks assignment of license from Century Broadcasting to Emmis Broadcasting for $20 million. Seller also owns WATI(AM)-WLOG(AM) Chicago and KMEL(AM) San Francisco. Buyer is owned by Jeff Smulyan and five other investors. All six own WLOG(AM) Minneapols-St. Paul; five own WENS(AM) Indianapolis. Filed Nov. 23.

KNTF(AM) Ontario, Calif. (93.5 mhz, 3 kw, HAAT: 165 ft.) — Seeks assignment of license from Best Communications Inc. to California Radio Partners for $1.1 million plus potential additional consideration when station is resold. Seller is owned by Jack L. Siegal who recently sold KWGM(AM) Stockton and KWWG(AM) Tracy, both California, for $1,218,000. Also has sold KKCK(AM) San Ber- nadino, Calif., for $2,421,075. subject to FCC ap- proval. Buyer is owned by Nancy D’Onnell (60%), Channing P. Johnson and Paul M. Wolfe (20% each). D’On nell is Los Angeles trial lawyer. Wolfe is Washington trial lawyer. Johnson has interest in cable system serving south-central Los Angeles, and in Response Broadcasting, applicant for 60 LPTV's. Filed Nov. 23.

KSQF-FM Weed, Calif. (100.9 mhz, 100 kw, HAAT: 1362 ft.) — Seeks assignment of license from Valley FM Radio to New West Broadcasting Inc. for assumption of notes to $13,000 and cancellation of $50,000 note. Seller is owned by Steve Fuss. It is also applicant for new FM at Talt, Calif., and owns one-third of applicant for new FM at Los Osos/Baywood Park, Calif. Buyer is owned by Lowell T. Patton (40%), Robert M. Cohen and mother, Anne (10% each). Charles Bowman and Ted Gardner (20% each). Patton owns four-fifths of applicant for new FM at Kingman, Ariz. Filed Oct. 31.

WERD(AM) Jacksonville, Fla. (1400 kw, 1kw-D, 250 kw-w-N) — Seeks assignment of license from Radio Station WERE Inc. to Pres-Ias Inc. for $350,000. Seller, owned by Ronald Cohn, is former licensee of station, which it sold to Gilliam Communications four years ago for $488,000, including note "Changing Hands," April 16, 1979. WERD Inc. foreclosed on Gilliam in August, and then made win ning bid for station in Oct. 3 public sale. Cohn has no other broadcast interests. Buyer is owned by Mark A. Picus, for mer assistant program director at KXYX(AM) Oklahoma City. He is son of Lawrence R. Picus, whom court appointed receiver Aug. 19, and who sold station at auction to WERD Inc. Oct. 3. Filed Nov. 21.

WPXE-AM-FM Stuart, Fla. (1490 kw, 1kw-D, 250 w-N; FM: 106.3 mhz, 3 kw, HAAT: 150 ft.) — Seeks assignment of license from Sanders Enterprises to Benjamin and Ruth Dickerson for $400,000. Seller is owned by John Sand ers and wife, Lee, who have no other broadcast interests. Buyer are husband and wife, living in Haddon Heights, N.J. Benjamin F. Dickerson is retired broadcast engineer from WCAU(AM) Philadelphia. They have no other broadcast interests. Filed Nov. 22.

WLBI(AM) Deshman Springs, La. (1240 kw, 250 w-D) — Seeks assignment of license from Livingston Broadcast Corp. to Livingston Communications Inc. for $235,000. Seller is equally owned by Dr. Edwin Walker, Dr. Milton Hughes, Dr. Arthur Mauterer and the Livingston Bank. None have other broadcast interests. Buyer is owned by Nancy E. David, who is consultant to Louisiana legisla ture on congressional reapportionment. She has no other broadcast interests. Filed Nov. 22.

WVOT(AM)-WXXY(AM) Wilson, N.C. (1420 kw, 1kw-D, 500 w-N; FM: 106.1 mhz, 225 kw, HAAT: 300 ft.) — Seeks assignment of license from Century Communications Inc. to Voyager Communications III Inc. for $1,750,000 including $300,000 noncompete agreement. Allocation of price is— WVOT: $600,000 and WXXY: $1,150,000. Seller is owned by Wade H. Hargrove (32.5%); Wade M. Smith and brother, Roger W. (22.5%) each, and John Harold Thur-ington (22.5%) who are all partners in Thurrington & Hargrove, Raleigh, N.C.-based communications law firm. Buyer is owned by Jack P. McCarthy and Carl V. Veterans Jr. (42.3% each), and Fred Setzer Jr. (15.4%). They also own WMFR(AM)-WMAF(AM) High Point, N.C. Filed Nov. 14.

KHEN(AM)-KCGG-FM Hennessey, Okla. (1590 kw, 500 w-D; FM: 99.5 mhz, 28.5 kw, HAAT: 300 ft.) — Seeks assignment of license from T.W. Communications Inc. to Stephenson Broadcasting Co. for $365,000. Seller is owned by Howard McBee (33.3%), G. Harold Wright (33.3%), Joe Tilton (30%) and two others. McBee and Wright also have interest in KRKT-AM-FM Anadarko, Okla. Tilton and McBee own KADS(AM)-FM Elk City, Okla. Buyer is owned by Robert L. Stephenson and family. They also own 75% of KNOR(AM) Norman, Okla. Filed Dec. 1.

KAST(AM)-KBKN-FM Astoria, Ore. (1370 kw, 1kw- U; FM: 92.9 mhz, 99 kw, HAAT: 210 ft.) — Seeks assignment of license from Kast Broadcasting Inc. to Youngs Bay Broadcasting for $750,000. Seller is owned by Robert Chop- ping and wife, Margaret. They also own 60% of KOHU- AM-FM Hermiston, Ore. Buyer is headed by Earl M. Ba kee, chairman and chief officer of Art Moore Inc., Bellevue, Wash.

For renewal or address change place most recent label here

The one to read when there's time to read only one.
Wash.-based broadcasting rep firm. Other owners, none of whom have other broadcast interests, also work for firm. Filed Nov. 22.

KZEL-AM-FM Eugene, Ore. (96.1 mhz, 100 kw; HAAT: 870 ft.)—Seeks assignment of license from Jackson Communications to Mike J. Pappas and wife for $1,050,000. Seller is owned by Jackson Securities Corp., New York investment firm (50%); Charles R. Skinner, station general manager (25%); Peter L. Townsend, (12.5%), and his sister Jeannette T. Brophy, homemaker (12.5%). It is also selling co-located KBDF(AM) (see below). Among sellers only Townsend has other broadcast interests, 14% of KEZY-AM-FM Anaheim, Calif. Buyers also own 35% of KTRB(AM)-KHOP(FM) Modesto, Calif. Filed Nov. 27.

WCRQ(AM) Johnstown, Pa. (1230 kHz, 1 kw-D; 250 w-N)—Seeks assignment of license from Century Broadcasting of Pennsylvania to Hamilton Communications Inc. for $210,000. Seller is headed by Henry Gladstone, who is former announcer at WOR(AM) New York. None of owners have other broadcast interests. Buyer is owned by Robert J. Hamilton (70%), and James London (30%). Hamilton is national music director for KRO Radio and operations manager at KHJ(AM)-KKTH(FM) Los Angeles. London is N.Woodford, Calif., home improvement contractor. Filed Nov. 28.

WTKN(AM)-WWSW-FM Pittsburgh (970 kHz, 5 kw-U; FM: 94.5 mhz) — Seeks assignment of license from WWSW Radio Inc. to Shamrock Broadcasting Co. for $450,000. Seller is subsidiary of Blake Co., owned by William Block and brother, Paul Jr. Toledo, Ohio-based newspaper publisher and MSO, also owns WLQTV(AM), Lima, Ohio, and WLTV-FM Lafayette, Ind. It recently purchased WDRB-TV Louisville, Ky. ("Changing Hands," Sept. 19). Buyer is Los Angeles production company and group owner—one AM, five FM's and two TV's—owned by Roy E. Disney and family. Filed Nov. 17.

WKRJ(AM) West Warwick, R.I. (1450 kHz, 1 kw-D; 250 w-N)—Seeks assignment of license from Rainbow Broadcasting Corp. to WKRI Broadcasting Inc. for $425,000 plus 70% of accounts receivable. Seller is owned by Lester G. Sibley (80%), Nancy S. Drouet and Peter B. Sibley (10% each). None have other broadcast interests. Buyer is headed by Thomas V. Iannitti and Richard J. Villanova. Iannitti is station's general manager. Villanova is owner of Burger Chef franchises in Warwick, R.I., and has 5% interest in WRNJ(AM) Woosneck, R.I. Filed Nov. 28.

WNNO(AM) Chattanooga (1260 kHz, 5 kw-D)—Seeks assignment of license from WMFS Inc. to Southern Star Systems Inc. for $300,000. Seller is owned by William Watt (55%) and Investment Corp. (45%), both of Montgomery, Ala., and has no other broadcast interests. Buyer is owned by Stephen Lilly, Washington-based financial consultant, and nine Chattanooga professional and business people. Buyer has no other broadcast interests. Filed Nov. 17.

WTV(TV) Chattanooga and KFDM-FM Beaumont, Tex. (Port Arthur, Tex., 16 kw vis., 31.6 kw au, HAAT: 1,040 ft; ant. height above ground: 278 ft.; ch. 6; 100 kw vis., 20 kw au, HAAT: 960 ft; ant. height above ground: 1,031 ft.) — Seeks 100% transfer of control (Chattanooga) and assignment of license (Beaumont) from Belo Broadcasting to Freedom-TV Sub Inc. for $24.5 million. Seller is owned by Dallas-based group owner and newspaper publisher; which purchased Christian Broadcasting Group (five VHFS and one UHF—from Dunk & Brandt (BROADCASTING, June 27). Buyer is Santa Ana, Calif.-based newspaper publisher and owner of two TV's. It purchased WLNET(TV) Providence, R.I., 1981 for $7.3 million. Seller is early this year (BROADCASTING, Jan. 3). Filed Nov. 1.

KEQG(AM) Dairingerfiel, Tex. (1560 kHz, 1 kw—Seeks assignment of license from Commercial Broadcasting to Beckerridge Broadcasting Co. for $175,000. Seller is equally owned by Aaron L. Durham and brother, Harold L. They also own WAKJ(AM) McMinville, Tenn. Buyer is equally owned by David Bullington, Owen D. Woodward and Richard Whiting. They also own KROOF(AM) Beckerridge and KEAS(AM) Eastland, both Texas. Filed Nov. 8.

KAUZ-TV Wichita Falls, Tex. (ch. 6, 100 kw vis., 10 kw au, HAAT: 1,021 ft.)—Seeks assignment of license from Wichita Falls Releasers II to Adams TV for $110,000. Seller is owned by Ray Clymer and has no other broadcast interests. Buyer is principally owned by Steve Adams, who is Minneapolis-based banker. It also owns WTV(WYAG)-WFLC(AM) Grand Rapids, Mich.; WRTW(AM)-KEKZ(FM) St. Louis, and WOTV(TV) Traverse City, Mich. It recently sold KIVA-TV-Fort Worth, N.M., for $2.35 million (BROADCASTING, July 4). Filed Nov. 30.

WEZF-FM Burlington, Vt. (92.9 mhz, 36 kw, HAAT: 2,700 ft.)—Seeks assignment of license from Martin Broadcasting Inc. to Knight Radio Inc. for $4 million. Seller is owned by Donald G. Martin and family. Martin also owns WHOAM(W)TWRM-FM Danbur, Ala. Buyer is owned by Norman Knight, Boston, Mass.-based group owner of four AM's and three FM's. Filed Nov. 29.

WJMA-AM-FM Orange, Va. (1340 kHz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 2.7 kw, HAAT: 320 ft.) — Seeks assignment of license from WJMA Inc. to Solomon and Lowe Communications Inc. for $225,000. Seller is owned by Arch Harrison, who has no other broadcast interests. Buyer is jointly owned by Digby A. Solomon and wife, Karen Leslie Lowe. They have no other broadcast interests. Digby Solomon is chief of UPI's San Juan, P.R., bureau. Filed Nov. 28.

Facilities changes

AM actions

WKRL (710 kHz) Mobile, Ala.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 14.

KZKZ (690 kHz) Flagstaff, Ariz.—Granted app. for CP to make changes in TL. Action Nov. 8.

KKIS (990 kHz) Pittsburgh, Calif.—Dismissed app. for mod. of license to change SL and make changes in ant. system. Action Nov. 10.

WXES (1570 kHz) Salinas, Calif.—Granted mod. of CP (BP-811029AJ) to change SL. Action Nov. 4.

WDJZ (1350 kHz) Bridgeport, Conn.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 15.

WRUX (1010 kHz) Jacksonville Beach, Fla.—Returned app. for CP to change hours of operation to unlimited by adding 10 kw-N; install DA-D, and make changes in ant. system. Action Nov. 10.

WWWN (1550 kHz) Vevona, Ga.—Returned app. for CP to change frequency to 770 kHz. Action Nov. 15.

WKEQ (910 kHz) Burnside, Ky.—Granted app. for mod. of CP (BP-781205AG) to change TL. MEA under section 1.1305. Action Nov. 18.

WACM (1490 kHz) West Springfield, Mass.—Granted app. for CP to change from DA to non-DAY operation. Action Nov. 16.

WSDS (1480 kHz) Ypsilanti, Miss.—Granted app. for CP to change hours of operation to unlimited by adding 5 kw-N; increase day power to 1 kw; install DA-D, and make changes in ant. system. Action Nov. 10.

WHBC (1480 kHz) Canton, Ohio—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 14.

New (1180 kHz) Lancaster, Ohio—Returned app. for CP for new AM. MEA under section 1.1305. Action Nov. 23.

WRJD (1520 kHz) Homer City, Pa.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 14.

WKVA (920 kHz) Lewistown, Pa.—Granted app. for mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 14.

KSIL (760 kHz) San Antonio, Tex.—Dismissed app. for mod. of CP (BP-810511AQ) to specify augmentation for nighttime directional pattern only. Action Nov. 9.

KUTI (980 kHz) Selah, Wash.—Granted app. for mod. of CP to change night TL. MEA under section 1.1305. Action Nov. 10.

WRPX (740 kHz) Hudson, Wis.—Granted mod. of license to change SL and operate trans. by RC from proposed SL. Action Nov. 8.

FM actions

KCBF (900 mhz) Fairbanks, Alaska—Dismissed app. for CP to make changes in ant. sys. and change TL. Action Nov. 8.

KSPA (96.7 mhz) Hot Springs, Ariz.—Returned app. for CP to replace trans., increase TPO and change from horiz. to circular polarization. Action Nov. 16.

KFXE (92.3 mhz) Pice Bluff, Ariz.—Granted app. for CP to change TL; change ERP to 100 kw; change HAAT to 404 ft.; make changes in ant. sys. MEA under section 1.1305. Action Nov. 18.

KOWN-FM (92.1 mhz) Escondido, Calif.—Granted app. for CP to change HAAT to 1,024 ft., adding 10 ft. to tower and decreasing mast ext. to 7 ft. Action Nov. 17.

KLOS (95.5 mhz) Los Angeles—Granted app. for CP to increase ERP to 61 kw and decrease HAAT to 3,129 ft. Action Nov. 21.

KBBF-FM (103.3 mhz) Modesto, Calif.—Granted app. for CP to change SL to 5kw; change ERP by 50kw; and make changes in ant. system. Action Nov. 21.

KDUO (97.5 mhz) Riverside, Calif.—Granted CP to
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changes in ant. sys.; increase ERP, HaAT and tower.

Nov. 14.

-Granted app. for MP to change ERP to 1.16 kw. Action Nov. 18.

-Granted app. for change to make antenna and tower.

Nov. 21.

-Granted app. for renewal of li-
cense for its station KISW(FM) Seattle, and denied the app. of Hofarth Broadcasting for new station on the KISW(FM) freq. (FCC 83-65). Initial decision issued Nov. 18.

Seattle—Assistant Chief ALJ Thomas B. Fitz-

park granted joint request for approval of agreement; dis-
missed app. of Daniel L. Ducat and James A. Kennedy;
conditionally granted app. of Broadcast Data Corp. for con-
struction permit in MDS-43, for terrestrial broadcasting for
frequency at West Jordan, Utah. (FCC 83-66). Initial decision issued Nov. 18.

Washington—Commission renewed license of noncom-
nercial educational WPPF-FM Washington, until Oct. 1, 1988; subject to certain conditions, including implementing procedures to ensure it complies with rules on maintenance of public files. Final decision on notice of proposed rulemaking and remaining cognizant of controversial public issue program in-

Legal activities

Community Service Broadcasting of Nashua Inc. has filed
notice with U.S. Court of Appeals for D.C. Circuit, appealing FCC's order (FCC 83-465, released Oct. 13); up-

holding Review Board's decision (FCC 82R-71, released Dec. 8, 1982) for renewal of Commission's license to operate for
new AM on 900 kHz at Nashua and app. of Gate-
way Broadcasting Associates for new FM station on ch. 292
(106.3 MHz), also at Nashua, and denied competing app. of M. Merrimack Valley Broadcasting Inc. for AM and FM fre-
frequencies and Community for FM. (Case No. 83-216).

New York State Commission on Cable Television has asked U.S. Court of Appeals for D.C. Circuit to review FCC's decision (FCC 83-526, released Nov. 17), pre-empt-
ing state and local regulation of Satellite Master Antenna Television (SMATV) systems. (Case No. 83-2150).

West Branch, Mich.—Holders of note from Phoenix Media Group Inc., licensee of WBBM-AM/WBBM(FM) West Branch, have obtained an order from Circuit Court of Ogemaw County, Mich., dated Nov. 23, giving them posses-
sion of licensee's physical property and appointing Cine C. Flower to recover new horizons as part owner of previous licensee. He is now station manager of WKBK(AM) Keene, N.H. Court further ordered a public sale of the licensee's pledged stock. Filed with FCC, Nov. 30.

Et cetera

Commission has approved proposed U.S.-Canada AM broad-
casting agreement resulting from two-year negotia-
tions (see "In Brief," Nov. 21). Action by letters, Nov. 10.

Commission is seeking comments on its proposal to elimi-
nate requirement that cable television system operators
file periodic-rate statements, pursuant to Section 76.31 of the
FCC, if they add television broadcast station to operational
cable system. (FCC 83-554). Notice of proposed rulemaking, Nov. 17.

Commission has proposed to eliminate form P; required
to be filed annually by video-relay miscellaneous common
 carriers and specialized common carriers. Of 57 carriers which filed form P in 1983, 52 furnish one-way terrestrial tra-
smission services, five four-way transmission services, and
none provide more. (FCC 83-546). Notice of proposed rulemaking, Nov. 23.

Amendments to over 160 CPA app.'s mutually exclusive with
radiotelephone operations of major broadcast television
stations, in public interest hearing. After final resolution of issues in KHI-TV Los Angeles proceeding, Mass Media Bureau will release both Public Notice concerning time period for filing of amendments and re-implementation of requirements of Sec. 1.165 and 75.3514 of

Commission has amended its rules to allow, on sec-
dondary operating basis, use of unity gain omnidirectional anten-
na and omnidirectional antennas not exceeding 470 mHz
band that can communicate with minimum of three receiving locations encompassed in sector of at least 160 degrees of azimuth; Change was proposed in rulemaking notice May 12. (FCC 83-546). Report and order adopted Nov. 23.
HELP WANTED MANAGEMENT


General manager. Today one station; tomorrow two; three the next year, and we are looking for a selling general manager for Washington, DC gospel AM. Opportunity for executive broadcast responsibility as corporate acquires additional broadcast properties. Minimum 5-7 years in radio sales; 3-5 years management responsibilities. Resume and salary requirements to James T. McQueen, 3262 Chestnut Street, NW, Washington, DC 20005.

Los Angeles suburban FM. New owner seeks hands-on general manager with strong credentials who is a proven sales success, able to take a station that is currently losing money and turn it around. Must have strong, professional management background, Management philosophies must show record of growth and people-oriented group. If you have a proven track record of building sales and motivating a sales staff, please call 209-222-2077.

KGOP-FM, Ogden/Salt Lake City, Utah, is currently interviewing for a take-charge, entrepreneurial operations director. Must have a successful record of tracking management, ratings achievement & management ability. Have your opportunity to move up to the 2nd metro & position yourself with a marketing oriented, research based growing company. Contact Terry Mc Right, President, First Omni Communications, PO Box 9256, Ogden, UT 84409. 801-621-9200. EOE.

HELP WANTED SALES

South Florida. Want successful radio sales professionals; preferably satisfied in present radio sales position except possibly for geographic income due to small market size, depressed area, or both. Our market (250,000 & fast growing) could solve your financial problem. Strong AM/FM, sales for 10 years (AM/contempo- rary for 25; FM country for 14.) High ratings 25-54 demo. Only those in fulltime radio sales for at least 3 years need apply. Inquiries strictly confidential. Resume to Box 278, Ft. Myers, FL 33902. EOE.


Sales account executives needed for Panama City, Florida. AM/FM broadcast facility both stations top rated. Excellent compensation package with strong in- centive programs. Market ranked 175 in the nation and moving up extremely fast. Several key sales positions must be filled immediately. Previous print or broadcast sales experience required. Resume with your success stories should be forwarded to Jim Broadus, Culpeper Communications, Inc., WFP/M3WQ, PO Box 1430, Panama City, FL 32401.

The pony seeks an aggressive, professional, adult rock salesperson. EOE. Resume to Dan Robbins, KPNN FM, Box 245, Alliance, NE 69301.

Major market opportunity! Milwaukee's no. 1 FM, WEZW has an immediate opening for an experienced, successful salesperson. Send your detailed resume, highlighting your broadcast experience and accomplishments, to: Sales Manager, WEZW, 735 W. Wisconsin Avenue, Milwaukee, WI 53233.

Growing company seeks experienced, salesrepresentative for long term association. Excellent facilities, reputation, competitive compensation package, and professional environment. Excellent work ethic and customer relations, ethics. Great Plains regional AMs and local FM. Reply Box H-65.

GSM needed immediately. Dedicated, hardworking radio pro for north central Florida 24 satellite AM. Sell for less, 397-772-2077.

We offer an outstanding opportunity for persons with excellent radio sales backgrounds to join our new and rapidly growing company. You will be selling our unique service to independent stations within your state and will work on a continuing basis with each of the client stations to fully develop use of our exclusive co-op reporting system. Stations applying our system to their operation can expect a 20-30% increase from overall retail sales. Nominal production on your part should yield $40,000 gross income for you in the first year, $60,000 the second year. If qualified, please call Bob Manley, 806-372-3232.

Sales search. Southern Minnesota AM/FM, dominant in 9-county area, seeks 2 sales people for spring expansion. Located in Faribault, Minnesota, the city of lakes. Previous experience helpful. Base plus performance com- mission schedule, good benefits, and great fa- cilities. We're growing fast and you can grow with us. Send resume and references to Dick Harlan, Station Manager, PO. Box 491, Faribault, MN 56031. Interviews begin mid-January, 1984.

Can you believe this? Cape 104 is now the only CHR on beautiful Cape Cod. We need energetic, professional salespersons immediately. Send resume to WKPE, Radio Center, Orleans, MA 02655.

HELP WANTED ANNOUNCERS

NYC needs good voices and talented people. Don't let them tell you that you can't make it New York--because you can! Send SASE plus $2.00 for postage and handling to: CJC, 90-028 43rd Ave., Elmhurst, NY 11373.

Virginia AM/FM seeks professional announcer. Good voice, excellent personality, FM experience preferred. Experience preferred. Good opportunity with sharp, progressive operation. Tape and resume to: Program Director, WCJN/WCUL, Box 672, Culpeper, VA 22701, EOE.

Michigan A/C seeks creative, one-to-one morning personality Excellent facility/benefits. Great path to larger markets or you may like it enough to stay. Attractive area & salary. Tape/resume to: Stan Banyon, PO Box 608, Battle Creek, Michigan, 49015. EOE.

WJNN AM 1180 - Newburgh, Indiana, (5 minutes from Evansville) is looking for an experienced announcer for mornings on new station. Tapes, resumes and salary requirements to PO. Box 704, Newburgh, IN 47630. EOE.

Urgent! Experienced DJ/production combo for person- ality country format. Progressive AM, southwest Utah. Call Larry or Dave, 801-828-3643.

Morning drive announcer. SMN Stardust format. Day- timer. 5000 watts. Production, Remotes, Central Penn- sylvania. Resume only to Box H-38.

HELP WANTED TECHNICAL

Chief engineer for Boston 50 kw FM. Must have hands on experience and good references. Excellent working conditions. Box H-42.

Overseas 50KW shortwave needs verticle engineer for many years in AM and FM broadcast. Must be fluent in Spanish. Salary required. Short or long term positions available. Resume to: P.O. Box 9369, San Jose, CA 95157.

Chief engineer: KDAQ-FM, a new 100,000-watt public radio station under construction on the campus of Louisi- ana State University in Shreveport, seeks applica- tions for the position of chief engineer. Engineer to be responsible for installing virtually all of station's new equipment, including transmitters, and for maintenance of all station equipment. Qualifications: 2-year college program in electronic/broadcast technology, 4-year preferred; three years' experience in installation and maintenance; excellent interpersonal and communication skills; gen- eral class FCC license required; SBE certification at senior radio level desirable. Salary: minimum annual salary of $19,000 with fringe benefits. Submit applica- tion with complete resume detailing specific work ex- periences and special expertise held, and names of three professional references by December 16 to: Dr. Peter N. Smits, Assistant to the Chancellor, LSU in Shreveport, 8515 Youree Drive, Shreveport, LA 71115. Full job description available by calling 318-797-5202. LSU in Shreveport is an affirmative action/equal opportunity employer.

Hands-on engineer for small, but growing, AM/FM SE broadcast group. Must be a self starter. Resume and salary requirements to Box H-74.

HELP WANTED NEWS

News director wanted: hottest market in New Jer- sey to organize large news department, assign stories, gather, write & air own news. Resume/letter only to Box H-40.
HELP WANTED PRODUCING PRODUCTION AND OTHERS

WGBH Radio seeking a radio producer to handle on air promotion. Strong writing skills, an on-air presence with style, and well-developed sense of on air promo- tion. Should have at least 3 years experience in radio production and presentation required. Familiarity with classical and jazz formats helpful. Send recent air check and writing samples to: Ellen Kraft, WGBH Radio, 125 Western Ave., Boston, MA 02134.

Corporate program/production director needed by Christian radio group. Bott Broadcasting Company is looking for a proven professional with solid experience. Must be highly motivated, committed to quality, and very creative. Must have ability to manage others and control overall sound of each station. Must be team player and results-oriented. If you're a broadcasting professional with conscientious, and creative experience, and you desire to be a part of Christian broadcasting, send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64055.

Program director/production director. Major market sounding station AM/FM in beautiful Southern California seeks a super-hard working highly creative individual who is promotion and management minded, able to do all aspects of day to day programming. Must be in the studio 5 days a week, an innovator, and orders. Must be familiar with formatting and ordering sales. Must be honest, and lift the above, then let's talk. Send resumes only to Box H-63.


100,000 watt public radio station (NPR affiliate) seeks music director. Responsibilities: music programming; record library management; and general radio operations. Must have strong interest in radio, and orientation sales. Must be honest, and lift the above, then let's talk. Send resumes only to Box H-63.

Production director. The beautiful Napa Valley of California, 45 miles from San Francisco. AM-FM operation seeking a creative person with voice to match. Writing, producing and directing all production. Send resume, production samples to: Young, KVON Radio, PO Box 2250, Napa, CA 94558. EOE.

HELP WANTED PRODUCING PRODUCTION AND OTHERS

SITUATIONS WANTED SALES

Experienced 19 year veteran with VP-GM and GSM experience in small, med. and large markets interested in a move in the Rocky Mts. or West. Successful turn-a- round, strong collections, good knowledge of FCC, ability to back up. Background with RAB, Welsh, Jennings, Lontos and International Newspaper Institute. Currently employed. Available for on site interview. Call 303-241-4442.

Unique background. 15 years of successful newspaper and radio top management experience. Excellent references. Box H-20.

General manager - small/midium market. Record of getting full potential billings and profits. Good references. Write Box H-55.

GM/OM/national PD - former practicing attorney and former media owner with combination of management skills, legal and business training and experience; track record of success programming major market AC and AOR; top-rated announcer CHR and AOR plus experience in talk and country; some sales. Excellent references. Call Ken Rundel, 713-266-1111, 713-342-0590.

General manager's position wanted. Presently employed, but station is up for sale. Not interested in top 50 markets. Box H-12.

Groundup experience including program director, operations manager, street sales manager. Presently employed. Write Box H-76.

SITUATIONS WANTED ANNOUNCERS


Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Attention Fla. owners-St. Petersburg-West Palm Beach-Sarasota-Melbourne, Jacksonville. I have the proven ability to bring your station ratings and profits in A/C-CHR formats through promotions and personality. Call Gary Padfield after 5 pm CST, 713-839-7902.

Some like it hot. If you do, call me. DJ, published writer, talk. Adrian. 211-773-3402. Announcer available! Versatile skills include music, news, production, etc. Two years experience in major fringe area. Need a hard worker? Write Box H-77.


SITUATIONS WANTED TECHNICAL

Licensed broadcast engineer looking for entry level position. Willing to relocate to Oregon or Washington. Call Cindi, 415-487-5249.

Give me steak - I'll give you size. Class C top 120 market. Seeking disc jockey, director. Send resume to: Please your program director now & your sales team at once. Call this number and watch your numbers. 504-225-5614, 257-4563.

Engineer. 16 years' experience automation, AM FM stereo, constructing. Seeking stable, long term position. Call 818-238-4783, PO Box 126, Van Wert, OH 45891.

SITUATIONS WANTED NEWS

Ambitious sportscaster with experience can provide expert PBP in football, baseball, basketball, & hockey, including interview work & sportscasting. If interested, call Mike Kelly, 312-652-0242.


I'm an 18-year veteran of the radio news business, ready to take on a news director's or editor's job in the major markets. If you're committed to news, let's talk! Please tell all (formal, salary schedule, current situation), first letter. I'll offer the best references and resume to all interested parties. I'm in the Midwest, but willing to relocate. Fully schooled in all areas of radio news, but not interested in air work. Write Box H-43.

Mike Ward will put your news department on the map! Tenacious, hard working, responsible. Direct or anchorman? All qualifications and inquiries considered. 904-376-0727 after 1 EST.


Enthusiastic, experienced, and dedicated young programmer looking for general manager, sales manager, or news director. Allow me to prove myself. Please call Bill, 513-833-3056, 513-833-4647.

Experienced news anchor/reporter would like to move to medium market. Excellent writer and digger. Write Box H-57.

Energetic newsgatherer and sportscaster who likes to dig deep to get the whole story, seeks new challenge. Call John, 201-463-1570.

Young, hard-working newsmen with network experience will relocate to challenging position. Excellent writer/reporter. Call Mike, 212-982-4266.

SITUATIONS WANTED PRODUCING PRODUCTION AND OTHERS

Experienced female programmer seeks small or medium market programming position in southern Washington state. Oldies track record, extensions, music, etc. Seeking a move into a major market. Three yrs. of FCC, and 50's-60's rock. I am interested in a stable, growth-oriented situation. References available. 415-222-6283, evenings only.

Dallas guy so old he has to use Roman numerals to add up ages seeks any radio job. Seeks to start up and host talk-show entitled Reminiscence—a call-in, on-the-air experience of true-life stories like The Most Frightening Moment of My Life, My Funniest Moment, Midnight Call-in, How Things Will Be in the Future. Professio- nal topics. Topics would cover human lifetime. Dave Brady, 214-223-7455. Evenings.

10 year vet. Desires change: top-40, AC, or country Desires work Bermuda, Bahamas, etc. 803-457-4556.

TELEVISION

HELP WANTED MANAGEMENT

General manager: The Board of Directors of Capital Community Broadcasting, Inc., licensee of KTOO (FM) and -TV, is recruiting for a general manager. Description: chief executive officer for public radio and TV stations in Alaska, 1,000 plus stations, and 24,000 annual budget. Overall responsibility for budget of $1.5+ million, staff of 30, numerous volunteers. Salary: DOE. Send resume to: Search Committee, CBBI Board of Directors, 224 Fourth Street, Juneau, AK 99801, 907-586-1670. CBBI is an EEO/AA employer.

Video TV consultant. Company now producing programs for national cable network. Needs guidance on further expansion. Consultant must know program marketing with networks and syndication and has had broad experience with wide contacts in the industry. Replies confidential. Write fully and include resume to: President, Geo Company, PO Box 10389, Beverly Hills, CA 90213-3389.

General manager: seeking a challenging opportunity? We are a growing station in the South. If you are a GM (min. 2 yrs. experience) or GSM (min. 4 yrs. experience) with strong organizational, budgeting and sales ability, send resume to Box H-24, EOE.

Asst. development director. KBDI-TV, an innovative PTV station in the Denver market, seeks fundraising/marketing professional to assist in the development of auctions and other fundraising events. Requirements include organizational ability/marketing/sales experience and familiarity with voluntarism. Previous PTV experience a plus. Salary commensurate with experience. Call John, 303-408-2821, KBDI-PO Box 427, Broomfield, CO 80020. Deadline December 23, 303-699-3003.

Traffic manager for an independent TV station in major NE market. Three yrs. of computerized traffic system experience required. Equal opportunity employer. Send resume to: Box H-64.

HELP WANTED SALES


Experienced television local sales manager, ready to move into general management or sales position for national sales and the supervision of local sales manager. Midwest television station ranked in the 40's. Write Box H-72.
HELP WANTED TECHNICAL

Assistant chief engineer with growth potential and good technical training for south Texas VHF. EOE. Box G-64.

Production minded engineer with sound technical qualifications and ability to train and supervise other staff. Texas Gulf Coast VHF EOE. Box G-86.

Chief assistant engineer, 20th ADI TV station has opening for asst. chief engineer. Requires FCC license and studio maintenance ability. Excellent opportunity. Box 3689, Modesto, CA 95352.

Chief Engineer, KCOS-TV, PO Box 3869, Modesto, CA 95352. Requires.

Maintenance engineer—maintain latest state-of-the-art video broadcasting equipment, including Sony one-inch videotape machines. Salary negotiable based on experience. Send resume to: Personnel, WITF-TV Box 294, Harrisburg, PA 17110. WITF is an equal opportunity employer.

Broadcasting technician—The New York bureau of a foreign broadcasting organization needs a broadcasting technician. A thorough understanding of broadcast operation and the ability to work under pressures to the highest professional standards is essential. Experience of Sony 3/4" tape machines would be an advantage. Frequent late evening work is envisaged. Send resume or application to Box H-67.

Television network systems engineer. Responsible for technical operations of your VHF and one UHF transmitters, and ten station microwave system. Direct transmitter supervisors and microwave technician and assist maintenance engineer and assistant. Proficiency plus intern. BSEE, departmentally in a professional manner of primary importance. Inquiries confidential. EOE. Send letter and resume only to Box G-71.

News director—Southeastern network affiliated station. Ability to motivate and maintain technically superior operation and sales force required. Send resume and tape to Box 999, Orlando, FL 32802. No phone calls. Equal opportunity employer.

Bureau director: Experienced TV reporter needed to head established satellite bureau for dominant middle market station. Resume to Box H-2 EOE.

Television network engineer and assistant. Assures highest professional standards to department. Skill in design and construction of state-of-the-art television plant facilities a plus, and the ability to conceive and design television electronic systems, respond with letter of interest, resume, and salary requirements to Box 1475 Eatori Plaza, SW, Washington, DC 20024. AA/EOE.

HELP WANTED NEWS

News producer. Experienced, innovative producer for dynamic 50's market. This is a position of responsibility. If you stand out from the rest, then send resume today to Box G-46. Equal opportunity employer.

News director: Southeastern network affiliated station. Ability to motivate and maintain technically superior operation and sales force required. Send resume and tape to Box 999, Orlando, FL 32802. No phone calls. Equal opportunity employer.

Guild Coast station needs news director.Requires FCC license. Send resume to Box 468, Bethel, AK 99559.

Television network engineer and assistant. Requires.

Top 40 mid-South independent television station has opening for news director. Requirements.


Executive producer needed for major newscasts. Experience designing and producing news electronic systems, respond with letter of interest, resume, and salary requirements to Box E-44. Equal opportunity employer.

Executive news producer. Top rated CBS News in Southeast has opening for an executive news producer. Send resume and tape to: Mel Martin, News Director, WJXT, P.O. Box 527, Jacksonville, FL 32203. EOE.

Event director—small market, group owned, ABC affiliate. Requires.

Assistant news director to lead large, well-equipped news department. Journalism degree and ability to recruit, train and supervise newsmen required. Send resume and salary requirements to Box E-44. Equal opportunity employer.


Sports/weather: If you’re in a small market and are versatile, have on camera personality, and can communicate with the average audience, apply today! Send resume and salary history in confidence to Box G-102.

Producer/writer needed in promotions dept. at SW major market independent TV station. Two years independent TV promotion experience needed; creativity, good writing skills, and ability to write and work with deadlines a must. Some minor travel required. Send resume and recent work to: Dept. P, KTVX-TV, 8950 Kirby Drive, Houston, TX 77004. No phone calls, please. EOE.

News promotion director responsible for creating and producing daily and series news promotion for large market Florida VHF network. Must have creative ideas and strong writing skills a must. On-air, print and radio promotion experience necessary. Send resume to Box H-9. Equal opportunity employer.

Video engineer. Rapidly expanding video production and post-production facility has immediate openings for the following: video tape editors (2 - pt- & st); and video camera operators. Experience desired. Send resume, salary history and references to Mr. Barenberg, Director of Personnel, KTVX-TV, 8950 Kirby Drive, Houston, TX 77004. EOE.

FOR THE NEW TECH Times national weekly high technology television series. Must have good on-air skills, minimum of two years as broadcast journalist, track record of fast paced reports which rely technical information into lay terms. Salary open. Send complete resume and salary history to: The New Times, WITF, 1303 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

REPORTER. Qualified to handle general news assignments. Must be aggressive self-starter with excellent writing skills and tape editing experience. Excellent opportunity. Send resume to: J.C. Lovey, News Director, WPTZ, Plattsburgh, NY 12901. EOE.

TERMS OF SERVICE. Graphics artist—min. 2 yrs. or equivalent experience in designing and producing news graphics for major market network affiliate. Courtroom experience desired. We are seeking a creative individual and the ability to follow through. Resumes only to Steve Thuxton, WTCN-TV, 441 Boone Ave., N., Minneapolis, MN 55427. No calls, please. EOE.


Florida Suncoast, Join our growing team in the sun. We're state-of-the-art production/post-production facility seeking full-time news producers. Must have minimum one-year experience in professional broadcasting. We offer an excellent base. Our current expansion has created the following openings: General manager: Must be sales-oriented and interested in working with the largest news facility. Should be able to bring new approaches to the marketing of our services to industrial and commercial clients. Creative production experience preferred. Editor: Experienced in computer-assisted editing, type C 1" and digital effects. Good rapport with clients and a solid understanding of the post-production process is important. Experience in trouble-shooting and maintenance at the component level. Familiar with digital circuitry and software. If you are a self-starter who enjoys producing quality work in a professional environment, apply today! Send resume and salary history in confidence to Box G-102.

Producer/writer needed in promotions dept. at SW major market independent TV station. Two years independent TV promotion experience needed; creativity, good writing skills, and ability to write and work with deadlines a must. Some minor travel required. Send resume and recent work to: Dept. P, KTVX-TV, 8950 Kirby Drive, Houston, TX 77004. No phone calls, please. EOE.

News promotion director responsible for creating and producing daily and series news promotion for large market Florida VHF network. Must have creative ideas and strong writing skills a must. On-air, print and radio promotion experience necessary. Send resume to Box H-9. Equal opportunity employer.

Video engineer. Rapidly expanding video production and post-production facility has immediate openings for the following: video tape editors (2 - pt- & st); and video camera operators. Experience desired. Send resume, salary history and references to Mr. Barenberg, Director of Personnel, KTVX-TV, 8950 Kirby Drive, Houston, TX 77004. EOE.

REPORTER. Qualified to handle general news assignments. Must be aggressive self-starter with excellent writing skills and tape editing experience. Excellent opportunity. Send resume to: J.C. Lovey, News Director, WPTZ, Plattsburgh, NY 12901. EOE.

TERMS OF SERVICE. Graphics artist—min. 2 yrs. or equivalent experience in designing and producing news graphics for major market network affiliate. Courtroom experience desired. We are seeking a creative individual and the ability to follow through. Resumes only to Steve Thuxton, WTCN-TV, 441 Boone Ave., N., Minneapolis, MN 55427. No calls, please. EOE.
ENQ photographer/editor-videotape operator seeks full-time position. 7 years TV/radio experience. Call Charles Roskove, 615-272-4625.

Videotape operator/editor in NYC seeks permanent or freelance work. 5 years experience also includes audio, master control, camera, and EFPs and remotes. FFC firm first choice, but other offers will be considered. Call work at 212-636-5240.

Promotion team member—solid professional experience: production, writing (TV & print) & on-air. Creative with strong organizational skills. MS, Boston U-broadcasting. Recreational. 203-453-5719.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Senior Internal auditor needed. CPA preferable, with several years in public accounting or expertise in the publishing field with previous auditing experience. Auditing experience necessary and must possess good communication skills. Reports directly to the general auditor and will be responsible for reviewing company operating costs. A new audit reports and assisting in planning of audits, etc. Extensive travel throughout U.S. required. Excellent career opportunity. Salary will be commensurate with experience. An equal opportunity employer. Send resume to Box H-58.

HELP WANTED TECHNICAL

Experience in management and hands-on engineering, including VTR equipment, transmitters, and micro-wave. Call 601-366-7526.

SITUATIONS WANTED NEWS

Sports caster in medium market looking for a station with a true sports commitment. Call 914-783-4432.

Entry sports/weather. Looks, personality and ability to want learning opportunity VTR available immediately. Brian, 203-227-3819.

Entry level sports position, anywhere. Experienced radio pilot by play man with good interview skills seeks reporter/intmutor position with small market. TV stations. Tape and resume available. Call Kerry. 404-284-8490.

Veteran sports caster eager to join operation which justly rewards credibility, leadership, and versatility based on college degree in communications. 11 years professional experience, excellent news/analyst background. On-air skills immediately 203-673-2231.

TV sports caster-2 yrs experience anchoring/reporting medium market. Presently sports caster L.A. Ken, 213-932-1510.

Award-winning Canadian TV reporter/anchor seeks job in Sunbelt, Calif. to Fla. 6 yrs exp. news & sports, communications degree, good looks/personality. Write Box H-32.

On-camera pro: recent co-host of 40’s market PM Magazine. Looking for challenge of bigger market as reporter or host. Strong on-camera and producing skills. Call Josh, 717-737-6322.

Anchor/reporter, Experienced, investigative, investigative investigator, TV radio anchor, ex-Newseum staff writer, newspaperman, former U.S. government advisor on energy, ethnic & foreign affairs. Speak French & Spanish. Exploring long term possibilities. All market inquiries welcome. Contact: Dr. Peter Prentice, 212-636-5240.


Need reporter? I have the talent, ability, looks, and energy to be a sports position, anywhere. Nationwide or local TV & radio. Excellent opportunity for the right one. send resume to: D. Shubert, 617-784-4058.

Salary range $18,500 - $23,000. Ph.D. with teaching and professional experience preferred, MA required. Salary and rank dependent on qualifications. Send letter of application and pertinent materials to: Dr. William A. Bowers, Department of Communication, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

Tenure track position in broadcast production and direction. Ph.D. preferred, M.A. required. Experience in television production and direction as both producer and researcher. Rank and salary dependent upon qualifications. Deadline for application is Jan. 13, 1984. Send letter of application and curriculum vita to: Charles Rakestraw, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

Target level: instructor/assistant professor for Fall, '84. Teach basic and advanced television production/direction and advise student television production organization. Tenure-track. Master's required. Ph.D. preferred. A background in studio and remote television production is desirable. Send letter of application and curriculum vita to: Charles Rakestraw, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

Broadcasting: tenure track, assistant professor. Competitive salary depends on degree, teaching and industry experience. Emphasis is on broadcast journalism/television production and business communications. Applicants should also be able to teach in one or more of these areas. ENQ and TV studio production, broadcast advertising, consumer marketing, and/or digital editing experience. Ph.D. or MA required. Ph.D. or MA in hand or assured. Demonstrated teaching, advising and research capability. Highly desirable experience in the communications industry, experience and/or interest in writing for a professional publication. Critical thinking ability. Applicants should, by January 15, 1984, to Dr. Robert Craig, 342 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. Central Michigan University is an affirmative action and equal opportunity institution.
Assistant/associate professor to teach production and writing courses in telecommunications concentration of department of communication arts beginning September, 1984. Candidates are expected to have completed an approved Ph.D. and have demonstrated successful college teaching. Scholarly productivity is expected and professional experience helpful. Send resume, transcripts, 3 letters of recommendation and cover letter to Dr. Rex M. Fuller, Head, Department of Communication Arts, James Madison University, Harrisonburg, VA 22807. Application Deadline: February 10, 1984. Salary competitive. Equal opportunity/affirmative action employer.

Telecommunications: in preparation for a new Master of Arts program in telecommunications at Southern Illinois University at Carbondale, the Department of Radio-Television is seeking outstanding applicants to fill two new teaching and research positions, available Fall, 1984. Rank and salary are open and highly competitive depending on qualifications, and senior experience faculty are encouraged to apply. Position one is in the area of telecommunications research and programming. It includes teaching graduate and undergraduate courses in audience research and telecommunications programming, as well as conducting research and directing graduate students. Position two is in the area of telecommunications. Five years RTV news experience, Ph.D. preferred. Years of newspaper writing/editing a plus and might substitute for some RTV news background. Application letter by Jan. 15 to: Dr. Gerald Stolte, Journalism Department, Memphis State University, Memphis, TN 38152. An EO/AA university urging letters from women and minorities.

The University of Texas runs a new course in Fall 1984. Ph.D. degree professional broadcasting experience; teaching experience; ability for, interest in, and commitment to engaging in research, service, and student advising. Teach the range of broadcasting courses with some emphasis on production and performance. Located in Dallas-Fort Worth area. UT has 23,000 students and 806 communications majors. Send application letter, full resume, and list of three references postmarked by January 13 to Charles Arrendell, UT Box 19107, Arlington, TX 76019-8100.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM Transmitters. Guarantee Radio Supply Corp., 1314 Irene Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM TV. Contact call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Looking to purchase studio or with equipment and/or 1st editing suite. Move-in condition: NYC area. Write Box G-70.

ITC cart machines. Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-8660-6500.

Thomson CSF hip pack for 502 microcam in good condition. 404-874-2252.

FOR SALE EQUIPMENT


Quality broadcast equipment: AM-FM-TV, new and used, and more. Used antennas, transmitters, VTRs, switching, film, niece, video, etc. Trade with reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

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

Studio equipment—new and used. Hundreds of items available, VTRs, switchers, cameras. Call Quality Media, 404-324-1271.

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


Six inch 70 ohm coaxial in 19.5 lengths. Thirty eight foot lengths plus several short pieces and gas barriers are available. Removed from service July this year. 404-964-3764.

Speck SP8000 16 track console, 18 X 8, with patch bay & caliberity. Used in production of many national syndicated features. Excellent condition. $4,500. Call Marshall, 800-527-5335.

Ampex ATR 800-2 audio recorders in stock—your Ampex A4400-351 trade wanted. We stock Ampex, Capitol, 3M tape and carts. Call us for your best price. NorthWestInc., 900-547-2252.

LPTV equipment for rent. 100 watt UHF minimum package installed. 713-533-1814.

RCA T-1000 cassette tape machine, good condition. Contact Bill Orr, 814-460-3700.


Approximately 2000 A/C 45s and 300 A/C albums. Excellent condition. Used to make automation tapes. 419-238-4793.


Sony BVH 1000 A, time code generator, wave form, vectorscope, audio console, Sony monitor, rack mounted, lot time. 404-874-2252.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners. 1327 Armado, 8C, Los Angeles, CA 90025.

RADIO PROGRAMMING


Success Digest 60 sec. motivational features, 40 per month $10.00. Cassette $20.00 151 E 600 N, Springfield, UT 84663.

Polska Music Unlimited now available on a barter basis exclusively in your market. Send coverage map & rate card to 323 Harrington Dr., North Syracuse, NY 13212.

Holiday hard sell! Add a voice to your production. William Kaufman, RD #3, Box 570, Palmyra, PA 17078. $6/post.

INSTRUCTION

San Francisco, FCC license, 6 lessons, 1-23-84. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415—392-0194.

RADIO

Help Wanted Sales

GROWTH POTENTIAL

WKQ is just moved to its new 1,000 foot tower and increased its power to 100,000 watts. With the best coverage of any station in the Charleston, South Carolina market, this could be one of the finest ground floor opportunities in broadcasting. The station's growing, the market's growing, and the Charleston area is a GREAT place in which to live. If you've got a college education, present a good appearance, are hard working, understand a planned approach to radio sales, and know the meaning of adherence to goals, we want to talk. We'll start you on salary and work hard to make you rich. And many of our employees in other stations have become just that rich. Send your resume immediately to:

WKQ

107 W. 8th NORTH STREET

SUMMERVILLE, S.C. 29483

Please list all work experience including dates of employment. Trinitron Communications is an equal opportunity employer.

SATELLITE MUSIC NETWORK OFFERS UNLIMITED OPPORTUNITY FOR QUALIFIED APPLICANT

If you did not make at least $50,000 this year, you could be in the wrong position. Satellite Music Network offers unlimited opportunities to aggressive sales personnel who are self-motivated, willing to travel, and have a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make MONEY, call 800—527-4892 today for details & an appointment.

SPRINGFIELD, MASS.

WAGY/WIXY

WAGY is Springfield's 50,000 watt exclusive audience am station. Since the Wilmington, DE, station looking for a strong, motivated, aggressive salesperson who is self-motivated, willing to travel, and has a strong affinity for the radio industry. If you have a working knowledge of radio management, would like to call on station owners & GMs, & want to make MONEY, call 800—527-4892 today for details & an appointment.

Help Wanted Management

STATION MANAGER

for growing group in Sunbelt. Must be strong on sales management and motivation. Excellent compensation plus bonus plan. Write Box H-71.
Help Wanted Management
Continued

THE SILLERMAN MORROW
BROADCASTING GROUP

has an immediate opening in its Middletown, N.Y. corporate headquarters for an experienced radio administrator. Candidates must be familiar with all phases of broadcast functions. As supervisor of administrative services for our expanding group, you'll oversee business operations at all locations. Our pace is fast; dedication and ambition is a must. This is a top level position, reporting directly to the President. Reply in confidence to:

President
Sillerman Morrow Broadcasting Group
One Broadcast Plaza
Middletown, N.Y. 10940
An equal opportunity employer

RADIO SALES MANAGER
Hands-on, RAB-trained sales manager needed for top 40 full powered class B FM in top 30 market. Must be experienced in leading a 10 person sales staff, capable of training and upgrading. This $40K plus package will be available Jan. 1, 1984. If you're interested in proving how good you really are, send your resume and references to Box H-26. All inquiries strictly confidential.

Help Wanted Programing,
Production, Others

PROGRAM DIRECTOR
WIRE, AM stereo 1430, Indianapolis—one of America's finest full service, personality-oriented country stations, is looking for a program director. This is the first time this highly prized position has been open to a national talent search since 1968. Only uniquely qualified, thoroughly experienced and highly talented individuals need apply. Send pertinent data to:

Gary Havens
WIRE Radio
P.O. Box 88456
Indianapolis, IN 46208
317-927-4200
EOE, M/F

Help Wanted News

SITUATIONS

SITUATIONS

SITUATIONS

Help Wanted Programing,
Production, Others

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Gary Havens
WIRE Radio
P.O. Box 88456
Indianapolis, IN 46208
317-927-4200
EOE, M/F

TELEVISION
Help Wanted News

NEWS PRODUCER
Major Sunbelt market, network affiliated, group owned station looking for strong newscast producer. Experience with long form programs helpful. Prefer 3-5 years producing experience. Emphasis on writing and leadership. Send resume to Box H-62. EOE.

KEN PATCH
I bought WCIB in Aug., 1974, for $250,000, increased sales from $100,000 to $1,000,000, & sold out last Aug. for $2,000,000. Now I'm ready for a new challenge in broadcasting or an allied field. I'm seeking an exciting growth situation which offers a top management position & in which I can buy or earn substantial equity. I prefer East Coast from southern New England to Florida. Write or call me:

KEN PATCH
BOX 571
FALMOUTH, MA 02541
617-563-5338

Help Wanted News
Continued

CO-ANCHOR

to complement male anchor for number one-rated, 60-minute newscast, Monday-Friday, and to produce and report news series as part of Peabody award winning newsroom. Send resume and tape to: News Director, WSMV, P.O. Box 4, Nashville, TN 37202.

SPORTSCASTER

New York City network TV sports opportunity for experienced on-air talent. Must have solid history of both studio & feature work. Strong knowledge of national sports scene required. Journalistic background a strong plus. Beginners need not apply. Send resume and non-returnable cassette to: Sportscaster, P.O. Box 8247, Gracie Station, NY, 10018. An equal opportunity employer. Female candidates encouraged to apply.

Help Wanted Technical

NEW YORK CITY
PUBLIC BROADCASTER
SEEKING FOLLOWING POSITIONS

TV TECHNICAL OPERATIONS MANAGER
Manage broadcast and recording operations, production services and technical maintenance. Responsibilities include directing supervisors in staffing and on-air performance in broadcast operations; directing production manager in all aspects of studio production, ENG and EPF, directing staff in maintaining TV tech facilities and equipment plus assisting in final stages of installations. Must be maintenance-oriented and have hands-on experience. Min. 3 years experience as a TV ops. mgr. BSEE pref. Salary up to $38G.

TV SYSTEMS ENGINEER
Responsible for project concepts and design, providing detailed engineering for systems and equipment, including supervision of personnel during installation. Must be able to recommend new facility equipment; prepare project budgets. BSEE required plus 3 years experience each TV project management. TV systems design and equipment installation. Salary up to $36G.

ENGINEERING AIDE
Qualified to prepare routine, but critical functions of engineering dept., eg drafting, equipment spec writing, design scope preparations and purchase order preparations. Requirements include four years experience as an engineering technician and drafting. Applicants marinating towards engineering degree okay. Salary up to $25G.

Resumes to: Wendy Wood, WNYY, 1 Centre Street, New York, NY 10007. An equal opportunity employer.

Help Wanted News
Continued
Help Wanted Technical Continued

ENGINEERING MANAGER

Challenge! Diversity! Stability! You'll find them all at KCOP. As one of the leading independent television stations in the L.A. area, we can offer you the ideal environment for your engineering expertise.

Working under the Director of Engineering you will supervise the operation, installation, modification and maintenance of new and existing equipment. You will be responsible for the day to day supervision as well as the training and upgrading of the Engineering Department.

Your qualifications should include 6-8 years experience with progressively increasing responsibility in television broadcasting and/or a teleproduction facility. This experience should include engineering management and/or supervision. You will also need an extensive background in solid state and digital electronics, a First/General Class Radio/Telephone license and knowledge of FCC Rules and Regulations. A BSEE degree is preferred, an Associate degree in electronics will be considered.

We can offer you a professional and personal environment along with an attractive salary and an excellent benefits package which includes a stock purchase plan. Interested? Please send your resume today to:

Sharon Wysinger
Personnel Administrator
KCOP — TV
915 N La Brea, Los Angeles CA 90038

Equal Opportunity Employer M/F
Your station for opportunity!

KCOP

Help Wanted Management

TELEVISION CAREER OPPORTUNITIES

Get in on the ground floor! An exciting new TV station in Ontario, CA, will air Jan. 1, 1984, to service the Los Angeles area.

IMMEDIATE OPENINGS

for experienced, qualified professionals in all staff positions, including:

- General Manager
- Broadcast Engineers
- Production Manager
- Operations Manager
- Program Director
- Sales Representatives
- Clerical

Excellent salaries & Comprehensive benefit package. We are an equal opportunity employer. Qualified applicants should send resumes to:

HBI ACQUISITION CORPORATION
18103 SKYPARK SOUTH
SUITE D
IRVINE, CA 92714

LOCAL SALES MANAGER

Sunbelt network affiliated station in major market. Looking for experienced television sales manager with ability to direct sales staff, good management skills, and communication a must. Send all details in first letter. Confidentiality assured. Equal opportunity employer. Write Box H-61

Help Wanted Programing, Production, Others

PROMOTION WRITER/PRODUCER

KDKA-TV is looking for a highly flexible, highly skilled professional with a minimum of 3 years in television promotion and production. Must have strong creative writing and conceptual skills; producing and directing experience in studio, location and post production situations as well as experience in print, radio and sales promotion. Salary negotiable. Send resume, tape and print samples to: CREATIVE SERVICES DEPARTMENT, KDKA-TV, ONE GATEWAY CENTER, PITTSBURGH, PA 15222

No phone calls will be accepted.

Situations Wanted News

ALTERNATIVE TO NATIONAL EPIDEMIC OF CLONED TV WEATHER PRESENTATIONS!

If you’re beyond:
- inexperienced college graduate meteorologists
- Push button, dangling cords
- Home-movie wx. graphic dissertations
- No-set chroma overkill

Chances are you’ll welcome one of America’s “character” meteorologists. Witty. Warm. Excellent forecaster, too. And has unique format “they” can’t copy. Major market & leading cable network experience. We can talk, here? Write “Back to Basics,” Box 030424, Ft. Lauderdale, FL 33303-0424.

Situations Wanted Management

INDEPENDENT TELEVISION MANAGER

17 years at top 10 market indy. 3 years at major affiliate, 9 years as VP/GM national consulting company in broadcast/cable. Would welcome the challenge of managing a new indy or an established one facing a new challenge. Write Box H-80.

ALLIED FIELDS

Help Wanted Management

NATIONAL SALES MANAGER

ADM Technology, Inc., the leader in supplying audio consoles and components to the broadcast, production and post-production fields, is searching for a person with wide experience in broadcast equipment sales and administration to fill our new post of national sales manager.

Applicants will only be considered if they have a proven success record in sales and management. Good work ethics are essential for this challenging but rewarding position. We offer an excellent starting salary with liberal fringe benefits. All replies strictly confidential. Mail your resume with a covering letter to:

JOHN E. JUHASZ, VP—GM
ADM TECHNOLOGY, INC.
1626 E. BIG BEAVER RD.
TROY, MI 48084

Broadcasting Dec 12 1983

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Help Wanted Management
Continued

TELECOMMUNICATION SERVICES MANAGER
Responsible for provision of TV and audio production services as part of teaching and institutional support learning resources division. Required qualifications include: Bachelor’s degree in communications or related field, relevant supervisory technical and teaching experience. Salary $22,540 to $32,976, with academic rank. To obtain an application, send resume to BURLINGTON COUNTY COLLEGE, Personnel Dept., Pemberton, NJ 08068. Completed applications must be received by December 21, 1983, in order to be considered. An affirmative action/equal opportunity employer, M/F.

Help Wanted Sales

Drake-Chenault
Drake-Chenault, the quality name in radio consulting and programming, is seeking a regional sales manager to sell consulting services. We're growing! Now we need an experienced person to sell our top-rated consulting services. Sales experience and programming-related background a must. Some travel.

Send resume and salary requirements (no calls, please) to:
Steve Sandman
VP/General Sales Mgr.
Drake-Chenault
R.O. Box 1629
Canoga Park, CA 91304

Help Wanted Instruction

FACULTY POSITION
SCHOOL OF JOURNALISM
UNIVERSITY OF COLORADO-BOULDER
Responsibilities: Research and teaching in broadcasting and telecommunications. Exper- tise in management and social aspects of mass communication particularly desirable. Other responsibilities will include advising, serving on university committees and working with media professionals. Duties may include participation in interdisciplinary master’s program in telecommunications. Qualifications: Ph.D. or equivalent in mass communication or related field. Professional experience required. Terms: rank and salary open, depending on qualifications. Position begins August 29, 1984. Deadlines: direct applications postmarked no later than January 6, 1984, to Dean Russell E. Shain, School of Journalism, Campus Box 287, University of Colorado, Boulder, CO 80309. The University of Colorado is an equal opportunity/affirmative action employer. Applications from minorities and women are encouraged.

EXECUTIVE PRODUCER
Regional Pay Cable Sports Service seeks Executive Producer based in Seattle for Pacific Northwest Region.

5 years production and administrative experience necessary. Individual must have a solid background in programming, formatting, editing, and scripting post-production shows, as well as at least 3 years’ experience producing live sports events. Management experience essential in areas such as budgeting, contract negotiations, commercials, promotions, and staff supervision.

Send references and resume to: Group W Satellite Communications/SuperChannel, Dept. EP, P.O. Box 400701-GM, Seattle, Washington 98104-9601.

CABLE
Help Wanted Programming, Production, Others

LOOKING AT SATELLITES?
Dynamic new communications firm based in Rut- herford, NJ, seeking experienced audio/video network controllers. If you’re knowledgeable in audio/video traffi- c, have worked with a broadcaster and/or a common carrier and are familiar with Trifin and Telco services, there could be an exciting opportunity for you. Com- puter programming essential. Bachelor’s degree or equivalent preferred. Qualified individuals should forward resume and salary requirements to Box H-31. Equal opportunity employer.

RADIO PERSONNEL NEEDED
Many radio stations are now planning personnel changes for the first of the year. We are preparing for the annual upswing in job openings. You too should be planning ahead. If you are seriously considering a move, chances are national can help. National places radio personnel from coast to coast. For complete details, including brochure and registration form, enclose $2.00 postage and handling to:

NATIONAL BROADCAST TALENT COORDINATORS
DEPT. B, PO BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-622-9144

Help Wanted Technical

Miscellaneous

THE BEATLES ARE BACK!!
The "Beatle Hideaway" is a custom-built mobile home, built and decorated to the Beatles specifications, and used as their living quarters and stage home during part of their 1964 American tour. All decorations and fixtures, even towels, dishes and accessories, are original. The vehicle has been featured worldwide on radio and TV in newspapers and magazines. It would be ideal for a radio station remote studio, or travelling promotional exhibit, attracting big crowds everywhere. For information, please contact:

FLAGSHIP COMMUNICATIONS, INC.
1116 Glen Valley Rd.
Cleveland, OH 44141
216-526-6017

VENTURE CAPITAL DEBT FINANCING
For Broadcasters
Sanders & Co.
1900 Emery St., Suite 206
Atlanta, GA 30318
404-355-6800

GO PIGGYBACK IN THE SUN
Lease or rent SCA from best engineered station in Palm Springs, CA area. Full backup pow- er. All offers considered. Phil Wells, KPSI, 174 N. Palm Canyon Dr., Palm Springs, CA 92262, 619-325-2582.

SUPER BOWL CREST

10,000 RADIO JOBS
10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newscasters, program directors, Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, 56 Special bonus: 6 con- secutive weeks, only $14.95—you save $21! AMERI- CAN RADIO JOB MARKET, 6215 Dorcas Ave., Las Vegas, NV 89106.

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Broadcasting Dec 12 1983
FOR SALE
TRANSPORTABLE PRODUCTION CENTER

FOR SALE
TRANSPORTABLE PRODUCTION CENTER

Designed for live coverage of Major League Baseball and NFL Football. Excellent for all types of live broadcasts.

- Equipment set up for sports style feed
- Six cameras and separate VTR area
- Huge control room
- Constructed in 42'x12' moveable trailer

DEMO TAPE AVAILABLE

Contact Chief Engineer, WPHL-TV INC.
5001 Wynnefield Avenue, Philadelphia, Pennsylvania (215) 878-1700

Wanted To Buy Stations

EIGHT STATION GROUP LOOKS TO EXPAND
Prefers NE, Central Atlantic, coastal or close (will consider others) underdeveloped class B FM's-medium sized markets. Have excellent credit line-prompt reply and confidentiality guaranteed. Write Michael Schwartz, 11 River Road, Cos Cob, CT 06807. Unit 121. Days: 914-747-1071.

For Sale Stations

Media Investment Analysts & Brokers
Bob Marshall, President
Two class A FM's in Midwest. One located in top 100 market, the other currently under construction and close enough to operate both together. Current billing on existing station $300,000 for 1983, $900,000 both, or will sell separately. Some real estate included.

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

For Sale Equipment

Consultants
DO YOU REALLY WANT TO SELL?
8453 BAYRIDGE RD. CLAY, NY 13041

Radio Programing
OLDIES ON TAPE
A/C CHR/TOP 40 COUNTRY
Writer:
Burkhardt/Abrams/Michaels/Douglas and Associates, Inc.
6500 River Chase Circle, East Athens, Georgia 30628

CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

STATION CONTACT
MD Metro TV $6,500K Terms Mitt Younts (804) 355-8702
CA Medi/Metro AM/FM $2,200K $500K Brian Cobb (404) 456-9226
CO Smal AM/FM $975K $100K David La France (303) 534-3040
OR Regional FM $725K $100K Elliot Evers (213) 365-2554
MN Smal AM $155K $100K Peter Stromquist (312) 580-5778
TX Smal AM $550K $95K Bill Whitley (214) 680-2807
AL Metro AM $500K Cash Ernie Pearce (615) 373-8315
NB Smal FM $450K $130K Bill Lochman (816) 254-6899
OK Smal FM $375K $125k Bill Whitley (214) 680-2807
VA Metro AM $350K $30K Mitt Younts (804) 355-8702

To buy or sell, for appraisals or financing, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-456-9226

Broadcasting Dec 12 1983
For Sale Stations Continued

WALKER MEDIA & MANAGEMENT, INC.
Seasons Greetings!! From John, Dave, & Tom.

- HOLMES BEACH, FL: 813-778-3617.
- MT. CARMEL, IL: 618-263-3380.

Bob Kimel’s New England Media, Inc.

Welcome to Vermont
Hall Communications. We’re glad to have assisted that "Grand Old Man of Vermont Radio" - Frank Baich - in the sale of WJOY and WOCR, Burlington to the Hall group. It’s been a pleasure working with Frank Baich, as well as Bob Hall, Executive Vice President Dick Reid, and the new WJOY/WOCR General Manager Paul Bantani.

8 Driscoll Dr., St. Albans, VT 05478.

901/767-7980
Milton Q. Ford & Associates
Media Brokers - Appraisers
"Specializing In Sunbelt Broadcast Properties"
500 Poplar - Suite 1135 - Memphis, TN 38117

Bargain Priced
North Carolina small AM daytimer, including valuable building and land with house on property. Station is being taken back by former owner who wants to sell station for assumption of outstanding notes of $150,000. Notes have good terms and interest rates. Reply to PO Box 260, Atlantic, VA 24017.

H.B. La Rue, Media Broker

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

East Coast:
500 East 77th Street, Suite 1009, New York, NY 10021
(212) 916-0737

Class C FM/Fulltime AM
Midwest market combo returning to profitability. Combined 1983 revenue is $1,000,000. Asking price of $2,000,000 leaves significant growth for new owner. Qualified principals, please. Write Box H-51.

Dan Hayslett & Associates, Inc.

H. B. La Rue, Media Broker

Radio, TV, and CATV
(212) 916-0737

W. John Grandy

Broadcasting Broker
1029 Pacific Street
San Luis Obispo, California 93401
805-544-1900 • Residence 805-544-4502

Trees for Sale Stations Continued

Jamar Rice Co.

Fred Rice & Associates

Radio, TV, and CATV

FM & AM - NORTHEAST
TWO WINNING FORMATS & A STRONG CASH FLOW IN A VERY ATTRACTIVE MARKET EXCELLENT REAL ESTATE

John Rice

WESTGATE MALL • Bethlehem, PA 18017
215-865-3775

Special Notice: Altered Deadline Schedule

The following dates will serve as classified advertising deadlines for the issues specified. Reminder: there will be no issue published Mon., Dec. 26, 1983.

- WED., DEC. 21, 1983 will be the deadline for the Jan. 2, 1984 issue.
- FRI., DEC. 30, 1983 will be the deadline for the Jan. 9, 1984 issue.

Wisconsin programming.

For the Jan. issue.

Califord

300 North Zeeb Road, Dept. PR, Ann Arbor, MI 48106
Media

Joseph Higgins, president, WHP-AM/WM-TV Harrisburg, Pa., until his retirement in 1979, has returned to stations as president and chief executive officer. Since 1980, Higgins has been recruiting executive for International Executives Service Corp.

Dan Mason, general manager, KMKF-FM Houston, elected to newly created position of executive VP of parent, First Media Corp., Washington. Dale Williamson, corporate controller, First Media, elected to newly created office of VP, finance, and assistant treasurer.

Robert Gordon, senior VP and general manager, WLWT-TV Cincinnati, resigns following what James Lynagh, president of parent, Multimedia Broadcasting, called “disagreement in management style.” Gordon had joined station last February (BROADCASTING, Feb. 28). No replacement has been named. Lynagh will act as temporary manager of station.

Ken Gerdes, general manager, WQXATV Mason, Ga., named VP.

Jon Rand, sales manager, KLZI-FM Seattle, joins KCDO-FM Belgrade, Mont., as general manager.

Arnold Klinsky, VP, operations, Viacom’s WTVT-TV New Britain, Conn., joins co-owned WHEC-TV Rochester, N.Y., as general manager.

Appointments, WIXZAM New Haven, Conn.: Larry Getz, senior VP and general manager, to senior VP, cable program development for parent, Broad Street Communications, in charge of national syndication of Radionovision, service in conjunction with Cable News Network, combining radio and cable television in 60-second local newscasts with adjacent 60-second spot availabilities on CNN; Stanley Shields, general sales manager, to station manager, and Chuck Gross, program director, to operations manager.


John Dealy, VP, corporate legal affairs, ABC, New York, named VP and assistant general counsel.

Gregory Flash, from internal audit division, ABC, New York joins ABC-owned WXYZAM-WRFIFM Detroit as business manager.


Marketing

Eugene DeWitt, executive VP and director of media services, McCann Erickson, New York, moves to parent, Interpublic Group there, to work on special media development projects. No successor has been named to Carlin, senior VP, McCann-Erickson New York, named to newly created position of media director.

Appointments, Eastman Radio, New York: Bill Burton, president, named vice chairman, and will move to Detroit; Jerry Schubert, executive VP, sales, succeeds Burton; Dave Recher, senior VP, administration, to executive VP, and Carl Butrum, senior VP, Western region, Los Angeles, to executive VP, sales, New York.

Appointments, Foot. Cone & Belding, New York: Nicholas Jellicoe, account executive, to account director; Sue Lipay, from Young & Rubicam, New York, to TV and radio producer and Miles West, from Caldwell/Davis, New York, to assistant art director. Howard Cutter, VP, FC&B, Chicago, elected VP’s.

Vicki Sanders and Barbara Bruck Williams, account supervisors, Needham, Harper & Steers, Chicago, elected VP’s.

Taylor Eldon, VP and national sales manager, Setel, New York, joins Avery-Knodel Television there as VP and general sales manager. Joseph Tracy, from Petry Television, New York, joins Avery-Knodel Television there as account executive.

Named VP’s, BBDO, New York: Deborah Jurgeleit and William Katz, account supervisors; Heni Abrams, associate creative director; Nicholas Striga, associate group planning head. and Harry Tropp, manager, retail planning. Alberta Drumm and Laura Nathanson, assistant network buyers, BBDO, New York, named network buyers.

Neal Weed, president and owner, Country Sessions, syndicated radio programing supplier, and former VP, sales, NBC, New York, joins Mutual Broadcasting System, Arlington, Va., as VP, sales.

Brett Weinberg, from Dancer Fitzgerald Sample, Sydney, Australia, joins D.L. Taffner/Australia, there, as sales manager, Australia and New Zealand.

Geoffrey Metcaif, director of marketing, Thomasson Co., Sacramento, Calif., joins Wade Advertising there as partner, president and chief executive officer.

Dawn Hudson, product manager, Clairol,
New York, and June Smith, brand manager, Lowes Inc., South Bend, Ind., manufacturer of Kitty Litter, join Tatham, Laird & Kudner, Chicago, as account supervisors.

Jerry Solomon, executive VP, sports and programing, D'Arcy-MacManus & Masius, New York, named executive VP, Anheuser-Busch broadcast group.

Carl Meyer, VP, special program sales, NBC-TV, Los Angeles, named VP, West Coast, special program sales.

Harve Chapman, president, Cunningham & Walsh, Dallas, named chairman, Southwest region. Diane Whitehead, VP and associate creative director, C&W, New York, succeeds Chapman.

Pam Kelley, VP, Southwest area manager, TeleRep, named VP, manager, lions sales group, New York.

Lynd Giannini, account executive, Weiss & Powell, New York, joins Hillier, Newmark, Wechslar & Howard there as network sales manager.

Patti Rouen, sales manager, Hillier, Newmark, Wechslar & Howard, Los Angeles, joins Blair Radio there as sales manager. Rick Shae, account executive, TeleRep, Chicago, joins Blair Television there as manager, independent team. Chester Elton, recent graduate, Brigham Young University, Provo, Utah, joins Blair Television, Detroit, as account executive.

Gene Shay, from noncommercial WHYY-FM Philadelphia, joins Kalish & Rice there as director of broadcast production.

Anne MacDonald, account executive, Grey Advertising, New York, joins N W Ayer there as account supervisor. David White, from Clairol, New York, and Jean-Luc Lamirande, from Dancer Fitzgerald Sample, New York, join N W Ayer there as account research director and account executive, respectively.

Michael Feitz, research analyst, Petty Television, New York, named group research manager, roadrunners team.

Steve Levitin, from Anheuser-Busch, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as account executive.

Stephen Streiker, account executive, KRQX(AM)-KZEW(FM) Dallas, joins WJMJ(FM) Birmingham, Ala., as general sales manager.

Brian Baumann, local sales manager, WZLZ(AM)-WZUU(FM), Minneapolis, named general sales manager.

Ron Lorentzen, assistant to VP, Southwest region, Group W Cable, Los Angeles, joins KPIX-TV San Francisco in newly created position of marketing services director.

Fred Malbone, national sales manager, WNYT-TV New York, named local sales manager. Bill Ross, from TeleRep, New York, succeeds Malbone.

Jim Whisenhunt, account executive, WZQK(FM) Birmingham, Ala., named local sales manager. Tina Johnson, account executive, WZZK, named national sales coordinator.

Gregg Flandrichos, sales manager, TeleRep, Minneapolis, joins KPLR-TV St. Louis, as national sales manager.

Cheryl Esken, account executive, WLP(FM) Chicago, named retail sales manager.

Bridget Brennan, reporter, KOB-TV Albuquerque, N.M., joins Airy Advertising there as account executive and director of co-op advertising.

Marlene Angelita Bernard, from WLOK(AM) Memphis, joins WMKE(AM) Milwaukee as account executive.

Ann Goodwin, account executive, KJOT(FM) Springfield, Mo., as executive account manager.

Lisa Goldberg, from ABC Spot Television, New York, joins WQTV(TV) Boston as account executive.

Kenneth Rhoades, from KATV(TV) Little Rock, Ark., joins KSPR(TV) Springfield, Mo., as account executive.

Laura Beauchamp, from WHFY(FM) Providence, R.I., joins WJAR-TV there as account executive.

Jerry Sarepna, senior account executive, Guan Cable TV, Agana, Guam, joins KGUM(AM) there as account executive.

Debra Keating, recent graduate, Miami University, Oxford, Ohio, joins WHIO(AM) Dayton, Ohio, as account executive.

Patricia Hosking, recent graduate, University of Wisconsin, Madison, joins KWK-AM-FM St. Louis as account executive.

Steve Ramirez, from KISW(FM) Seattle, joins KNBQ(FM) Tacoma, Wash., as account executive.

Programing

Ray Solley, talent coordinator, Tonight, Johnny Carson Productions, Los Angeles, joins Paramount Television Distribution Division there as director of programing.

Frank Moreno, president, Frank Moreno Co., Los Angeles, joins Almi Distribution Corp., New York, as co-president and co-chief executive officer with current president and CEO, Norbert Auerbach.

Appointments, MGM/UA Home Video: Ben- ton Levy, director of business affairs, named VP; Donna Bascom, assistant director of business affairs, succeeds Levy, and Jim Tauber, video rights coordinator, to assistant director of business affairs.

Paul Decker, from Henderson-Hogan Agency, New York talent representative, joins NBC Entertainment, Los Angeles, in newly created position of director, daytime casting.

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 Migration: Executive exodus from Columbia Pictures to the MCA/Universal Theatrical Motion Picture Group continues following appointment of Frank Price to new position of chairman of motion picture group and VP of MCA Inc. (Broadcasting, Nov. 21). Price, who spent 19 years at Universal before joining Columbia in 1978, has hired former Columbia market research president, Marvin Antonowsky, as senior VP, motion picture group, and former Columbia VP and assistant to president, Wendy Margolis, who takes same title at MCA unit. Price has also terminated contract of Thorn Mount, president of MCA's worldwide motion picture production division, but has not named a successor.

Angela Petillo, associate program attorney, ABC Entertainment, Los Angeles, named associate director, contracts, West Coast.

Mark Evans, senior VP, production management, 20th Century-Fox Television, has signed new two-year contract. Ted Baker, from Metromedia Producer's Corp., Boston, joins 20th Century-Fox Television, Dallas, as account executive.

Pierre Weis, executive VP, sales, ITC Entertainment, New York, has resigned that position, will remain consultant on nonexclusive basis. Joe Ceslik, VP, sales, assumes Weis's responsibilities.

Dan Greenblatt, VP, advertiser program sales, Paramount Television Domestic Distribution, New York, joins Lexington Broadcast Services there in newly created position of senior VP, marketing and planning.

Scott Kenyon, director of research and assistant program director, KYA(AM) San Francisco, joins Drake-Chenault Enterprises, Canoga Park, Calif., as director of feature productions.

Michael Newsom, Southern representative, Gold Key Entertainment, Atlanta, joins Telepictures Corp.'s new off-network sales division there as regional sales director.

Peter Low, manager, noncommercial WWVC-AM-FM-TV New York, joins Eastern Public Radio, regional association and program distribution service for public radio stations, as president. EPR will move its offices from Boston to New York, effective Jan. 1.

Marya Doonan, affiliate district supervisor, CBS-TV, New York, joins MCA TV there as sales executive, first-run and advertiser-supported programing.

Jolen Schmauss, executive producer, advertising and promotion, WNEW-TV Boston, joins Century III Teleproductions there as account executive, commercial division.

Finley Hunt, head of own production company, joins Blackwell Corp., Reston, Va.-based television program producer, as senior producer.

Charlotte Schiff-Jones, president, Schiff-Jones Ltd., joins RKO Videogroup, New York, as development and production executive.

David Ryan, editor-director, Tel Ra Productions, Wayne, Pa.-based sports film producer, named director of video production.
Appointments, SelectTV, Marina del Rey, Calif., pay television service: Elaine Nass, director of publications, to director of subscriber services; David Alexander, editor, SelectTV program guide, succeeds Nass and Tracy Priestly, associate editor, program guide, succeeds Alexander.

Robert Sherwin, media planner, Cunningham & Walsh, New York, joins Mazin-Wyckoff, production firm there, as member of sales staff.

Gayle Gardner, anchor-reporter, WJZ-TV Baltimore, joins Entertainment and Sports Programming Network, Bristol, Conn., as on-air commentator.

Rick Carroll, independent programming consultant, Los Angeles, joins KROQ-FM Pasadena, Calif., as interim program director, replacing Scott Campbell, resigned.

Julie Dasher, assistant station manager, Centel Cable Television Co., Oak Brook, Ill., named programming manager.

Susan McCollum, recent graduate, American University, Washington, joins Mutual Broadcasting System, Arlington, Va., as production assistant, broadcast operations.

Don Allen, air personality, WWR(AM) New York, named program director.

Sam Cornette, from WGBF(AM) Evansville, Ind., joins WYNG(AM) there as program director.

Scotty Benson, air personality, KROQ-FM Denver, named production director.

Synka Curtis, producer-director, Good Afternoon Detroit, WXIZ-TV Detroit, named executive producer of station.

Don Gawryla, field producer, PM Magazine, WNEP-TV Scranton, Pa., joins WGRZ-TV Buffalo, N.Y., in same capacity. Tom Warden, from WPEC(TV) West Palm Beach, Fla., joins WGRZ-TV as co-host, PM Magazine.

Tom Tradup, morning producer, KBEQ(AM) Kansas City, Mo., joins WMCA(AM) New York, as executive producer, Ralph & Ryan morning program.

Sandra Herbert, director of Group W’s central booking office, based at its WZTV Baltimore, assumes additional duties as producer and on-air personality. Evening Magazine.

Mike Ross, sports anchor, KATU-TV Portland, Ore., assumes additional duties as co-host, Sportsweek.

Jane Symons, account director, Wetcam, commercial production subsidiary of non-commercial WETA-TV Washington, named VP.

R.D. Steele, freelance radio producer, joins WYSP(FM) Philadelphia as producer, Picozzi & Company, and production assistant.

Kevan Shaw, anchor, CKRD-TV Red Deer, Alberta, joins CIC(AM) Prince George, British Columbia, as air personality.

News and Public Affairs

Andrew Such, aide to state senate committee on environment, Lansing, Mich., joins WJIM-TV there as news director.

Kirk Winkler, news director, WTOL-TV Toledo, Ohio, joins KTVK(TV) Phoenix as news director.


David Nolan, assistant VP and news director, WNEC-TV Rochester, N.Y., joins WROC-TV there as news director.

Jerry Hoffmann, afternoon drive news editor, WOWK(AM) Fort Wayne, Ind., named news director.

Daniel Forman, executive producer, WOR-TV New York, named assistant news director.


John May, reporter, WDCR(AM)-WFRD(FM) Hanover, N.H., named news director.


Richard Reeves, syndicated political columnist, joins PBS’s Frontline, Boston, as chief correspondent. His first appearance will be in Feb. 27 program entitled The Campaign for Page One, about media coverage of presidential candidates.

Kathy Walsh, from Cable News Network, Atlanta, joins WSOC-TV Charlotte, N.C., as news producer. Jim Bradley, from WHBQ-TV Memphis, joins WSOC-TV as reporter.

Rebecca Kottmann, from KOA-TV Pueblo, Colo., joins KKT(V) Colorado Springs as anchor-producer.

Stan Stovall, from WBAL-TV Baltimore, joins KSDF(V) St. Louis as evening anchor. Jennifer Biome, morning and noon anchor, KSDF, named evening anchor.

John Mussoni, assignment editor, WFSB-TV Hartford, Conn., joins WCAU-TV Philadelphia as assignment manager.

Carl Clark, from KHQ-TV Spokane, Wash., joins WYFF-TV Greenville, S.C., as 6 and 11 p.m. anchor.

Paula Harris, consumer anchor-reporter, WKW-TV Detroit, named noon co-anchor.

Debra Siberstein, reporter, WDIV(TV) Detroit, named weekend co-anchor.

Lynne Stiefel, from KPRC-TV Houston, joins KRBE(FM) there as reporter.

Pat Da Silva, from KOVR(TV) Sacramento, Calif., joins KNBC(TV) Los Angeles as reporter.

Jacqueline Boulden, anchor-reporter, WNEP-TV Scranton, Pa., joins Maryland Public Televisiion, Owings Mills, Md., as reporter.

Max Casas, from noncommercial WAMU(FM) Washington, joins WXTA-AM-FM La Plata, Md., as reporter.

Jeff Lawson, from The Weather Center, Ithaca, N.Y., joins WWBTV(TV) Richmond, Va., as meteorologist.

Al Roker, weather anchor, NBC-owned WYX(TV) Cleveland, joins co-owned WNCB-TV New York as weekend weather anchor.

Technology

Dominick Intartaglia, senior VP and executive director. Intuit Telecom, Long Island, N.Y., joins RCA Global Communications, New York, as VP, business development.

L. Lynn Hinderaker, manager of Cox Cable’s INDAX (Interactive Data Exchange) service, Omaha, joins Mall Video Services, San Antonio, Tex., as general manager of videotex joint venture of Harte-Hanks Communications and Melvin Simon & Associates, shopping mall developer.

Appointments, VCA Teltronics division, VCA Corp. of America, New York: Patrick Howley, director of engineering and technical maintenance, to newly created position of VP, operations and engineering; Will Roth, VP to senior VP, sales and market development, and Bruce Allen, director of operations, Cable Health Network, New York, to manager of operations.

Blaine Colton, VP, sales, Radio Data Systems, subsidiary of Bonnville International
John Saxon, counsel to U.S. Senate Select Subcommittee on Ethics, Washington, joins RCA as director of corporate issues.

Russell Mills, from Howmet Aluminum Corp., Greenwich, Conn., joins General Instrument Corp., New York, as director of staffing and development, components group.

Bryon Brammer, from cable television division, RCA, Los Angeles, joins C-Cor Electronics there as Western regional sales manager.

Joseph Mayernick, group controller, Dixie Products division, American Can, Greenwich, Conn., joins Jerrold Division, General Instrument, Hatboro, Pa., as controller.

Seth Kittay, director of national accounts, The Disney Channel, joins Universal Security Instruments, Owings Mills, Md., as VP, sales and marketing, Cable Call Corp., subsidiary that provides wireless security systems through cable systems.

King Harrison, general manager, Tele-Color Productions, Alexandria, Va., joins Midwest Corp., Washington, as sales engineer. Midwest is broadcast equipment manufacturer and supplier.


Richard Mathys, product manager, video recording systems, RCA Broadcast Systems, New York, joins VSA-Videographic Systems of America, New York, as director of engineering. VSA is teletext and videotex hardware and software manufacturer.

Robert Napp, director of site engineering, Satellite Systems Engineering, Bethesda, Md., named director of marketing.

Gordon Gummeit, field engineer, broadcast systems division, Harris Systems Ltd., Hyattsville, Md., named to newly created position of supervisor of field operations.


Karl Paulsen, ENG maintenance supervisor, KGW-TV Portland, Ore., joins KTDZ-TV there as chief engineer.

Felix Sternberg and Brian Settle, members of engineering department, WLEX-TV Lexington, Ky., named crew chief, engineering operations, and crew chief, technical services, respectively.

Fred Weiss, transmitter supervisor, WJAR-TV Providence, R.I., named assistant chief engineer. Bob Kane, member of engineering staff, succeeds Weiss.

Promotion and PR

Joan Jackson, public relations assistant, Keller-Crescent, Evansville, Ind., named public relations writer.

Lynne Grasz, director, communications, CBS/Broadcast Group, New York, named director, special projects, educational and community services.

Dusty Bricker, from account services department, BBDO Promotion, New York, named manager, life style and events marketing.

Paul Degener, from account services, named manager, sports marketing.

Walt Pinto, air personality and public service director, WELI(AM) New Haven, Conn., joins Pace Advertising and Public Relations, Woodbridge, Conn., as director of public relations.

Allied Fields

William Kennard, assistant general attorney and First Amendment attorney, National Association of Broadcasters, Washington, joins NAB's senior VP and general counsel, Irwin Krasnow, in move to Washington law firm of Vermer, Lipfert, Bernhard & McPherson (BROADCASTING, Dec. 5) in March. Julian Shepherd, former law clerk with NAB and recent graduate, Indiana University, Bloomington, Ind., joins NAB in January as attorney.

Richard Vipond, head of Canadian operations, A.C. Nielsen, Northbrook, Ill., named president of worldwide Marketing Research Group, which accounts for about half of parent company's revenue.

Thomas Emerson, professor emeritus, Yale Law School, New Haven, Conn., named first recipient of First Amendment Defender award from Institute for Communications Law Studies, Catholic University of America, Washington.

Donald King, Philips Laboratories division, North American Philips Corp., elected president-elect, Institute of Electrical and Electronics Engineers, New York. Henry Bachman, Hazelton Corp., elected executive VP.

Carol Daugherty, development director, non-commercial KPTV(FM) Houston, joins National Federation of Community Broadcasters, Washington, as director of station development. Al Steiner, from non-commercial WXPX(FM) Philadelphia, joins NFCB as business manager.

Elected officers, Mutual Broadcasting System advisory board: Russ Withers, WMX-FM Mount Vernon, Ill.; president; Lee Morris, WSOAC-FM Charlotte, N.C., vice chairman; and Alan Andrews, WCLM(AM) Corning, N.Y., treasurer.

Elected to board of directors, Videotape Production Association, New York, are Maury Beaumont, Matrix Video; Joseph DiBuono, Reeves Telepace; Garth Gentilly, Nitcel Video; Maria Greenfield, Edilet; Walter Hamilton, Lee Rothenberg Productions; Robert Henderson, Windsor Total Video; Geoffrey Kelly, Hugh Kelly & Co.; William Kelly, National Video Center; Pamela Salatan, Gateway Productions; Dan Sullivan, Broadway Video; Donald Buck, Video Dub: Michael Carney, JSL Video; Kenneth Lober, VideoWorks; Philip McEneny, CCR Video; Gary Prinze, Prinze Productions; Howard Burch, Manhattan Transfer and Ron Goodalter, VCA/Teletronics.

Deaths

William Lewis Walker Jr., 62, president, Walker Media & Management Inc., Washington brokerage and media consulting firm, died of cancer Dec. 5 at his home in Arlington, Va. Walker was executive with National Association of Broadcasters from 1948 to 1970, serving as assistant treasurer and director of broadcast management. He left NAB in 1970 to become executive VP and part owner of then Larson Walker & Co. He became sole owner and president of renamed Walker Media & Management in 1980. Survivors include his wife, Margaret, two daughters and one son.

Thomas Gaylord Watson, 66, former executive VP and member of board, W AYER Chicago, died of emphysema Nov. 24 at Community hospital, Geneva, Ill. He is survived by his wife, Lois, son and daughter.

David Renwick, 43, manager, staff and labor relations, Reuters North America, New York, died of cancer Dec. 4 at New York University hospital.

W.M. Witty, 80, retired principal engineer, Continental Electronics, Dallas, and engineer with RCA from 1928 to 1948, died Nov. 27 at Doctor's hospital, Dallas. He is survived by his wife, Virginia, and son.

William Shingler, 54, chief engineer, WLOH(AM)-WKLX(FM) Lancaster, Ohio, and former chief engineer at WNCI(AM) and WRFB(FM), both Columbus, Ohio, died of heart attack Nov. 25 at his home in Columbus. He is survived by his wife, Helen, and five children.
Frank Drendel intends to ride the wave of digital communications into the 1990's. And as vice chairman and executive vice president of M/A-COM Inc., he thinks he has found the right vehicle.

According to Drendel, who has spent half of his 38 years in some aspect of the cable television business, he merged his thriving cable manufacturing firm, Valtec, into M/A-COM in 1980 primarily because M/A-COM "was a world leader" in digital technology. "If, in the rest of this decade, you don't understand digital," he says from his office in Hickory, N.C., "you won't be in the video business."

Drendel, who oversees M/A-COM's Cable/Home Communications Products Group, sees a wide role for the technology in television. It will be used, he says, to scramble, enhance, compress and otherwise process television signals transmitted over every medium. In fact, he says, it will be used in every aspect of television except the transmission, which, because of the world's enormous and ongoing investment in analog receivers, will remain analog, he says.

Drendel's talk about the digital revolution and what M/A-COM is doing to exploit it gives the impression that Drendel is a trained engineer. It's a misimpression. What he knows about electronics comes not from a classroom, but from his youth as a ham radio operator and from years of building and operating cable systems and from running a company that makes coaxial and fiber optic cable.

To help pay his college bills, Drendel went to work in 1964 building cable systems for DeKalb Ogle Telephone in DeKalb, Ill. At the time, he says, few people knew anything about cable television. "I happened to know at least the principles," he says. "So I worked my way through as a systems engineer, which was basically just going out and making sure the system was installed right." Eventually, he became the system's manager.

Drendel became an employee of Continental Telephone when the Chicago-based company purchased DeKalb Ogle in 1969. He moved to St. Louis and ran all of Contel's cable properties as vice president and corporate manager of Continental Transmission, the cable subsidiary, helping it grow into one of the nation's largest MSO's with around 140,000 subscribers, a large number at the time. When federal regulations forced Contel (and all other telephone companies) to spin off cable ownerships co-located with their telephone systems, Continental spun off its cable holdings to Television Communications Corp., which was later acquired by Warner Communications.

Not wanting to live in New York, Drendel opted not to join Television Communications. Instead, he moved to Los Angeles in 1973 to become vice president of the Eastern operations of Cypress Communications. When in less than a year Cypress too was sold to Warner, Drendel moved to Hickory, N.C., to rejoin Continental Telephone. But this time, instead of laying cable, Drendel was charged with making cable, as president of Comm/Scope.

By the summer of 1976, Drendel was in position to pull off his "first big entrepreneurial deal." When regulators began pressing Contel to sell off Comm/Scope, which was then grossing around $12 million a year, Drendel stepped up to buy it. It wasn't easy for the 31-year-old. "I put my entire life savings of $25,000 into it, sold stock locally, and bought it for around $6 million," he says. "It was one of the very first highly leveraged buyouts. I had 25 investors and we put $1 million of equity into it."

In 1978, Comm/Scope acquired Valtec Corp., a manufacturer of fiber optic cable and transmission equipment, in what Drendel describes as "a reverse merger." Although Comm/Scope was the bigger company and initiated the deal, he said, Valtec actually acquired Comm/Scope by issuing to Comm/Scope shareholders twice as many shares as it had outstanding at the time. By 1980, Drendel realized his ability to raise new capital could not keep up with his expansion plans or with his desire to get a personal foothold in digital technology. So in September of that year, with Valtec doing around $100 million in sales, he merged the company with M/A-COM for $300 million, choosing it over other substantial companies in the cable television industry, notably Scientific-Atlanta and General Instrument, who had bid for Valtec.

One of the forces driving digital video technology these days is the need for a highly secure encryption system for satellite distribution and for direct broadcast satellites. Drendel says. The Cable/Home Group has already struck a deal to supply M/A-COM's Videicipher scrambling system to Home Box Office for its satellite feeds to cable systems and expects to supply a variation of Videicipher to HBO and other programming services for their anticipated DBS service over Galaxy I. Even if the DBS business doesn't pan out, he says, the technology is applicable to cable. No cable operator is "completely happy" with the converter/de scrambler it now has, he says.

Drendel has another reason to hope for the success of DBS. He is also responsible for M/A-COM's Prodelin satellite equipment division, which hopes to provide millions of injection-molded fiberglass dish antennas to the medium. The division is already supplying the dishes to United Satellite Communications Inc., which launched its DBS service on Nov. 15.

Drendel still owns most of the shares he received when M/A-COM took over Valtec. And that makes him, based on the current trading price, a millionaire four times over.

Although Drendel says he could easily unload his shares, which amount to about one-half of 1% of the shares outstanding, he has no plans for doing so. "It's liquid, but based on what I think M/A-COM is going to do over the next few years, I would say it's way undervalued."

He admits to fantasies of cashing in his chips and starting up a new company on the hardware side of the telecommunications industry. "There are going to be an immense number of opportunities in telecommunications over the next decade."

If Drendel goes off on his own, it won't be to operate cable systems. Although he is part owner of a 14,000-subscriber cable operation in Hickory ( Catawba Valley Communications Inc.), the business is not really attractive to him. "It's pretty hard to get a franchise these days unless you've got big bucks and big political connections," he says.

For diversion, Drendel can jump into his twin-engine Cessna and fly his wife, Marilyn, and young son east to the beach or west to the mountains. When he takes the plane on a business trip, however, piloting can become too much of a diversion. So, he always takes along a co-pilot. "Businessmen, like doctors, sometimes think too much about the patient," he says. "You can fly right into a wall."
Hughes Communications’ Galaxy I is looking better and better. Last week, ESPN and Hughes announced that ad-supported sports network would be joining other major cable programmers on Galaxy I. Getty Oil Co., principal owner of ESPN, has agreed to purchase transponder on board. Price was not disclosed, but is believed to be in $5 million-to-$10 million range. Current Galaxy lineup: HBO, Cinemax, Nashville Network, two regional sports networks, Movie Channel, O-SPAN, CNN, CNN Headline News, SICT, Galavision, Disney Channel and wolv-T New York.

Transport Satellite Television Corp., which plans to launch DBS service late next year, has asked FCC to deny or “grant with conditions” Hughes Communications’ application to build and launch three Ku-band satellites. “Based on statements made by Hughes’s principals to STC as well as on material in public documents and trade press,” STC’s petition said, “it appears incontrovertible that Hughes has misrepresented facts to the commission and has engaged in premature construction” of satellites.

ATC, number-two ranked MSO and subsidiary of Time Inc., has agreed to purchase about 400,000 one-way addressable decoders (Series 8500) from Scientific-Atlanta for more than $40 million. Deliveries begin this month and will run through June of 1986. Up to this point, S-A has been delivering about 60,000 addressable decoders per month, with total deliveries to date at about 500,000. But with ATC business, monthly delivery rate may increase to more than 70,000. S-A will introduce new generation of one-way addressable converters in future, but company officials decline to say when. It’s estimated that about 10% of cable homes are now equipped with addressable converters.

New National Radio Broadcasters Association president, Bernie Mann, sent letter last Wednesday (Dec. 7) to chairmen of both Democratic and Republican committees seeking to host radio-only presidential debate for party candidates on Sept. 16—first day of NRBA’s annual convention. Although convention will be held at Westin’s Bonaventure hotel in Los Angeles, NRBA officials will be looking to another site nearby in anticipation of large turnout for event, if it comes to pass.

NBC Nightly News anchor Tom Brokaw will begin anchoring new series of NBC News Digests, starting Tuesday, Jan. 3. Digests will air daily at 2:57 p.m., following conclusion of NBC-TV serial, Another World. NBC White Paper: Journey to the Heart of China, anchored by Brokaw and aired last Wednesday (Dec. 7), captured 33.1 rating/share, highest rating for NBC News documentary since Pleasure Drugs: The American High aired on December 20, 1982, and averaged a 15/26.

Blue Thunder, hour-long adventure series based on feature film of same name, will replace Lottery on ABC-TV’s Friday prime time lineup starting Jan. 6. Lottery, airing now in 9-10 p.m. slot, will go into hiatus to return next spring in new time period, according to ABC spokeswoman, who said additional episodes of series, which have averaged 12.8 rating/share since its premiere this fall, have been ordered. Blue Thunder, starring James Farentino, is produced by Columbia Pictures Television in association with Roy Huggins/Public Arts Productions and Rastar Productions. It joins another Blue Thunder movie spinoff, Airwolf, being added to CBS-TV’s prime time lineup in January (see story, page 88).

NBC Radio on Thursday, Dec. 15, will drop all land-line transmissions of programing to affiliates of its traditional network and The Source, which, when combined, total about 500 stations. Feeds of both networks will be totally satellite-delivered via Satcom 1-R transponder. Company officials expect maximum loss of 5% in NBC Radio’s total coverage where stations aren’t equipped for satellite reception.

FCC announced last week that it’s not contemplating general freeze on FM applications while it’s trying to implement docket 80-90, proceeding that could lead to creation of more than 1,000 new FM stations. Nonetheless, it noted that it planned to issue notice of proposed rulemaking proposing new channels to FM table of assignments for that proceeding early next year. According to commission’s game plan, all petitions for FM table amendments—ancillary applications for new FM’s and FM modifications—received on or before Dec. 16 will be entered into data base used to generate proposed new allocations and protected. All petitions and applications filed after Dec. 16 that are in conflict with one proposed or omnibus proceeding, or with counterproposal to one of those, will be considered along with other counterproposals. Those that aren’t in conflict will be processed as usual after counterproposals have been received. But petitions for rulemaking filed after FCC adopts notice of proposed rulemaking in omnibus proceeding will only be accepted if they conflict with proposal in omnibus proceeding.

Rupert Murdoch’s U.S. holding company, News Corp., has purchased 6.7% of Warner Communications Inc., it was reported in SEC filing. According to filing, Murdoch paid almost $100 million for 4.4 million shares of WCI stock in 17 separate purchases between Oct. 4 and Nov. 11 at prices ranging from $20.75 to $23 per share. Filing said purchases were for investment purposes only and News Corp. does not seek to take over WCI or ask for representation on WCI’s board. WCI has about 65.7 million shares outstanding.

WMVTV Milwaukee next week will become third NBC affiliate to pre-empt Tonight show, due to low ratings there, in favor of other programing, according to station general manager, Wayne Godsey. Beginning Monday, Dec. 19, WMVTV will air reruns of Quincy in that time slot. Tonight is second NBC show to be replaced this season on WMVTV, which traditionally has been known as conservative and unlikely to pre-empt its network. But NBC has found another station in market to carry Tonight: Independent station WVTWTV has agreed to begin carrying show at 10:30 p.m. nightly, starting Monday, Dec. 19.

William F. Baxter, head of Justice Department’s antitrust division, has resigned, effective last Friday (Dec. 9), to return to faculty of Stanford Law School. Attorney General William French Smith announced that Baxter will be succeeded by J. Paul McGrath, assistant attorney general in charge of civil division. Baxter’s major

Satellite switchover. Julius Barnathan, president, ABC broadcast operations and engineering, told the network’s television affiliate board that ABC is going forward with plans to put affiliated stations in the central and mountain time zones on satellite.

Barnathan told Broadcasting last week that he made a point of highlighting those plans to the board members because there had been some confusion, in light of the network’s decision to delay putting West Coast affiliates on satellite, whether central and mountain time zone affiliates would meet the same fate. (The decision not to go on satellite on the West Coast was made because in 11 of the 14 instances the earth stations could not be colocated at the station sites and construction costs were too high.)

A handful of central and mountain time zone stations have been on AT&T’s Comstar satellite since July 1982. And ABC has signed a deal with AT&T to put all 42 affiliates in those time zones on the company’s new Telstar 301 satellite over the next year. “The idea here,” he said, “is to maintain transmission costs.” He noted that in 1982 the costs associated with program transmission were $17 million, and that while they will increase to $24 million by April 1984, since the 42 Midwest affiliates are on satellite, transmission costs will be reduced to $19 million. In the East, the network will participate in a planned fiber optic transmission trial some time next year. The potential for that emerging technology is enormous, and the capacity is "mind-boggling," said Barnathan, since a single fiber optic cable can carry perhaps 100 video signals compared to the 24-channel capacity of today’s satellites and two-or-three channel capacity of land lines.
accomplishment in his three years in Washington was to end
vermont's antitrust suit against AT&T with agreement under
which giant company was broken up, with 22 local operating
companies spun off to seven regional organizations. Baxter's
next major achievement was to improve department poli-
positions in favor of repeal of PGC's financial interest and syn-
drome rules. However, Baxter later modified that position to make
it conform with President Reagan's view that commission should
not act on controversial issue for two years (BROADCASTING,
v. 7).

ed Satellite Communications Inc. has struck deal with Radio
ick for retailer to provide DBS receiving equipment on exclusive
ass. Beginning in January, consumers will be able to rent or
lease DBS receiving equipment—dish antenna, low noise
tick and receiver unit—from Radio Shack stores located in areas
served by DBS. However, installation will still be managed by A.
USCI will still process subscriber orders.

Last week filed lawsuit in pair of lawsuits ding between itself and Alberto-Culver Co. on legality of brothers' policies for accepting multiple-product 30-second com-
cial. In memoranda filed in U.S. District Court for Southern
rich in New York, CBS opposed Alberto-Culver's motion to
stay CBS suit against Alberto-Culver, ABC and NBC or
ce to U.S. District Court in Washington, where Alberto-Culver
filed class action antitrust suit against CBS and 10 major
broadcast groups (BROADCASTING, Nov. 21, Dec. 5). CBS also filed
ended complaint in New York court last week, reflecting fact
Alberto-Culver had filed counter suit.

D's Cinepix pay network service was planning to halt its current
3 million national ad campaign which proclaims, "We Are Your Mov-
t," by midnight last Friday (Dec. 9) due to decision by U.S.
rt of Appeals in Denver last week (Dec. 5). Court upheld
them Oklahoma U.S. District Court Judge James Ellison's pre-
inary injunction enjoining Cinepix from using its ad slogan by
above date because it infringes on KOMO-TV Tula's "Movie Star"
emark ("Cablecastings," Nov. 28).

T Information Systems will announce this week joint venture
Perception Technology Corp. to provide cable systems with
puter-generated telephone answering system capable of accept-
subscriber orders for pay-per-view events. With system, to be
filed this week at Western Cable Show in Anaheim, Calif. (see
66), subscribers can call local cable system and, at prompting computer-generated voice, read necessary numbers and in-
ation into phone to trigger order for pay-per-view event.

has extended comments deadline in its re-examination of mul-
ownership rules limiting broadcast ownership to seven AM's,
FM's and seven TV's (no more than five VHF's) to Dec. 10.
ents came in response to petition by Mr. Geller, former head of National Telecommunications and
ation Administration, and others, who said more time was
ed to allow "consumer groups without substantial resources
... in a manner which would be helpful to the commis-

nal Association of Broadcasters executive committee meets
week to review NAB's fiscal 1984 budget. Projected income
Y '84 budget is estimated at around $10 million, up roughly
om FY '83 budget. Association also expects to have $150,000
us at year's end. Although NAB is financially sound, its presi-
dent, Eddie Fritts, has ordered hiring freeze in attempt to keep
level at 120 rather than at current level of 126. Fritts plans to
staff size through attrition. Executive committee members
so discuss agenda for radio and television board meetings.

Communications said last week Hazeltine Corp., which holds
the exclusive license for all Kahn's AM stereo patents, will unveil new

That's the way it is. CBS News Special Correspondent Walter Cronkite doesn't like the way CBS Evening News is going
under Dan Rather, his successor as anchor and managing edi-
tor, or the way TV news in general is going. In an interview on
ABC-TV last week, he told Barbara Walters that under Rather:
"There's a different perspective of what should be...on the
broadcast. There are more of these feature stories...Their ra-
tionale is that there's a better way to tell the story, a better way
to tell what's going on in the world, and I quarrel with that.
I do not think it's a better way and I do not think it's information-
al." Cronkite said TV news is generally "getting more and more
trivial...making room for feature stories that will attract the
audience and keep them viewing us instead of somebody else.
That's, I think, irresponsible." Asked what was his greatest
achievement, Cronkite said: "I believe that it was keeping at
least CBS News on the straight and narrow path. About seri-
ous news coverage and not getting off into the show business
aspects. Trying to do the job with a sense of responsibility. I
think that's what I contributed. And I think I kept us there for 20
years. Are Cronkite and Rather really very different?" "Oh, I
suppose we are," he replied. "He's no clone, I know that.
nulysystem AM stereo chip at winter Consumer Electronics Show
next month. With availability of chip, Kahn said, "many receiver
manufacturers that have been waiting to entice AM stereo market-
place will do so quickly." And with "an abundance" of multisystem
receivers on market, it said, decision on which of four AM stereo
systems will become national de facto standard will fall squarely
on broadcasters.

Richland county, S.C., is trying to revoke its cable franchise with Tele-
Communications Inc. County council voted unanimously to draft
revocation notice for TCI's 12,000 subscriber-system serving Co-
lumbia, S.C., and unincorporated parts of Richland county. Also,
neighboring Lexington county (2,400 subscribers) is expected to
initiate similar proceedings against TCI today (Dec. 12). Poor ser-
vice and reception, deletion, without notice, of popular distant
signal (WTV) Washington, rate increase, and poorly handled
switch to addressable converters early last month were reasons for
action, according to official with Richland county attorney's office.

CBS has pulled out of overseas pay TV joint venture announced last
June. CBS spokesman said venture "did not fit our current busi-
ness priorities." Last summer, CBS announced, along with HBO,
Columbia Pictures and 20th Century-Fox, that it would team up
with London-based Goldcrest to provide pay television program-
ing to overseas market.

Telepictures has joined with three partners to purchase two Puerto
 Rico television stations: WSKM-TV Caguas (San Juan) on channel 11
and WLLZ-TV Ponce on channel 7 for $5.6 million. Others reported
to be in buying group are Radio Caracas, Venezuelan group owner
which initiated deal but whose foreign ownership necessitated
buying nonforeign partners; John Semack, N.Y. investor, and
Joaquim Villamil, San Juan real estate developer. Stations in-
curred operating losses that forced owners, widow and three chil-
dren of Ralph Perez Perry, into bankruptcy. Kenneth Levine,
Telepictures' treasurer and chief financial officer, said that company,
which recently purchased KMID-TV Midland, Tex. ("Changing
Hands," Oct. 17) is still looking at possible acquisitions in
television and cable, though it is not considering radio.

Beverly Hills Hotel Corp., principally owned by New York financier
Ivan Boesky, has bought 85% of Seraphim Corp., licensee of
KOMC-TV Oklahoma City, for about $7 million. Boesky is also negoti-
ating to buy WFSR-TV Minneapolis (see "Closed Circuit"), Ted Baze,
general manager of KOMC and at time 20% owner, year ago paid
$5.2 million for other 80%. (Price was previously reported to be $7
million ("Changing Hands," Dec. 20, 1982).) KOMC-TV is indepen-
don channel 34.
Out and in

NBC Chairman Grant Tinker's decision to replace Reuven Frank with Larry Grossman as president of NBC News was, as nobody failed to say, a surprise. On its face, however, it is hard to fault, and to us it seems quite likely to improve NBC News, an objective Tinker presumably had in mind.

We make that statement not in criticism of Frank, but in recognition of his skills as a newsman. Barring a short-order miracle, he will leave the presidency with NBC News programs in varying degrees of trouble, but he will also leave it better organized, with a clearer sense of what is expected and with morale vastly improved over conditions he found upon taking office. To many NBC affiliates his problem has been that he is too much concerned with news, not enough with whatever else it takes to make ratings. There may be some validity in this view. Certainly in his 33 years at NBC his life has centered on news, and in the process he has built a record as writer and producer that few can match and all might envy. He didn't much like being president, anyway. With him back in the trenches, as it were, NBC News's output is bound to benefit.

The only criticism we've heard of the choice of Grossman is that he has had no experience in the news. This is hardly a fatal flaw, as has been demonstrated at ABC News by Roone Arledge and, before him, at CBS News by Dick Salant. As head of the Public Broadcasting Service, and before that in advertising, Grossman has built a reputation as an administrator, an innovator and every inch a competitor. He was an important figure behind this summer's expansion of the McNeil-Lehrer Report to a nightly hour on PBS—an accomplishment that some NBC affiliates may regard with foreboding but that showed he knows the importance of news.

Grossman clearly has his work cut out for him—as Frank would not hesitate to acknowledge. About that, there should be no surprise.

Hardball

The party line in Tim Wirth's office these days is that the chairman of the House Telecommunications Subcommittee is leaning over backward to accommodate broadcasters in the legislation he has drafted to amend the Communications Act (Broadcasting, Dec. 5). The party line calls it deregulation on a grand scale. Like many party lines, this one was crafted to conceal a truth and should be ignored.

The truth is that the Wirth draft would undo the radio deregulation already adopted by the FCC and affirmed by the appellate court and would put the FCC deeper into radio content regulation than any FCC has gone.

Television broadcasters would be apprised by the FCC according to a preference system ranking programs in categories prescribed by the government.

Both radio and television licenses would be renewed only upon a showing of no "serious violation" of the law or regulations and no "minor violations" that "taken together would constitute a pattern of abuse by the licensee." The licensee would also have to prove it had "met the problems, needs and interests of the residents of its service area...including the problems, needs and interests of children, minority groups significantly present in the service area and senior citizens."

Radio broadcasters would be required to "afford significant amounts of time for use by persons unaffiliated with the licensee." Two years after the adoption of the new legislation, the FCC would be required to initiate a rulemaking to determine whether radio was providing "adequate amounts of informational programming" and, if finding inadequacy, to adopt rules forcing more information on the air. Not only that, petitions would be invited if "a significant problem, need or interest" was going unmet by radio stations in any community, and the FCC could order broadcasters there "to broadcast programming that meets the unserved problem, need or interest."

Television broadcasters would be ranked by the volume of their minority programming, children's informational programming, public affairs programming and local production and by the desirability of the time of broadcast. As it went along, the FCC could prescribe still other "categories of public interest programming" to be given the government's seal of approval. For both radio and television, a failure to comply with the program directions from Washington would cost revocation of the license, unless the accused could prove that the failure was not "willful or substantial," in which case the fine would not exceed $100,000.

There is more, much more, and it gets worse. What is to be done?

Eddie Fritts, president of the National Association of Broadcasters, said of the Wirth draft: "We know we can stop it." Broadcasters will hope Fritts is right. But can the NAB get true deregulation?

The real message in the Wirth draft is that the chairman of the Telecommunications Subcommittee wants no broadcast deregulation and has fashioned a bill that he knows the NAB must kill. Once again broadcasters must find a way around him, knowing that the bill that now becomes a model for a subcommittee markup is the direct result of a first attempt to bypass Chairman Wirth.

Second thoughts. A "Closed Circuit" item in this issue reports that the FCC has sent its VHF drop-in proposal back for further study after its engineering staff disagreed over the interference to be caused. That is one of the few hopeful signs to appear in this proceeding since its initiation several years ago amid talk of, oh, 130 or so new stations falling from the sky. The outside engineering advice that has been given to the FCC contains persuasive evidence of destructive interference if anything like the original drop-in numbers were to go on the air. The closer the staff comes to zero in its review, the more it will be serving the public interest.

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