Outstanding Performance Awarded

The Sandusky Radio Division salutes these dedicated individuals for outstanding achievement in broadcast management.
Is AM Stereo ready to move up?
Market-place decisions notwithstanding, the recent introduction of receivers able to decode signals from any of the four systems in use today makes it easier for broadcasters to move ahead with AM Stereo plans.

Which system is #1?
The PMX (Magnavox) System was first selected by the FCC to be the Industry Standard for AM Stereo. We established the system's viability during the 1979 NAB Show. The politically-inspired "market-place" decision hasn't affected the technical performance of the PMX System one bit.

Hearing is believing.
With the PMX System, AM Stereo music sounds like FM Stereo music. So it makes for higher listener appeal and better numbers: for audience and the bottom line.

The Winning Combination
Our Type 302A Exciter, developed for the PMX System, and our new Type PMX-SM1 AM Stereo Modulation Monitor give you a superior package for AM Stereo broadcasting.

We've built a world-wide reputation for high-quality AM transmitters that offer unmatched on-air reliability with complete transparency.

Ultimately, the day-to-day operation of your AM Stereo System will depend upon equipment and service.
We stand on our track record of providing the best of both.
If you're considering AM Stereo, or if you just want more facts, give us a call. You can't lose.

Continental Electronics Mfg. Co.
PO Box 270879 Dallas, Texas 75227.
Phone: (214) 381-7161
WE INTERRUPT THIS BUILDING TO BRING YOU A SPECIAL ANNOUNCEMENT FROM JOHN BLAIR & COMPANY.

Starting today, the executive offices and all New York operations of John Blair & Company are located at 1290 Avenue of the Americas, floors 7, 8, 10 and 11.

From now on, you'll find America's leading marketing and communications company at 1290 Avenue of the Americas. We've done what a fast growing company must do—move to a bigger, more modern office facility designed specifically to meet the needs of our expanding businesses.

Our main telephone number is (212) 603-5000, but to save calling time, check with your Blair contact for his or her direct dial number. Our offices and our number are new, but you can be sure that our commitment to the success of the advertisers, advertising agencies and the television and radio stations we serve still stands.

John Blair & Company
Blair Radio • Blair Television • John Blair Marketing Blair Entertainment • Blair Owned Stations Divisions
1290 Avenue of the Americas, New York, NY 10104 (212)603-5000
Hardware and software consolidations highlight cable week in California □ Networks prepare second season lineups □ NAB structure committee report

GO WEST □ Cloudy skies and some discouraging words greeted attendees at both the National Cable Programming Conference and the Western Cable Show as industry considered shakeouts in programming services and struggles with cities over legislative issues. PAGE 35. NCTA President Tom Wheeler angered by foes of H.R. 4103. PAGE 36.

NEW LIFE □ Showtime purchases pay movie service, Spotlight, for undisclosed price. PAGE 37.

COMING TOGETHER □ Mergers, joint ventures involving converters make news in Anaheim. PAGE 38.

HOT SEAT □ White House sues CPB to seat recess appointee rejected by board. PAGE 38.

STATUS QUO □ NAB structure committee finds present form of association adequate. PAGE 39.

REGROUPING □ Networks revised lineups almost finished. Night-by-night rundown of schedules appears on PAGES 40-41.

IN THE TRENCHES □ Financial interest and syndication fight continues as networks and producers work toward Jan. 31 deadline. PAGE 42.

CABLE CORNUCOPIA □ Broadcasting joined the California cable rush as NCPC conference in Los Angeles, followed by Western Cable Show in nearby Anaheim, addressed range of industry issues. In Anaheim: New revenue streams—including data transmission, security and PPV—were discussed. PAGE 44. Cable and First Amendment protections proved major concern. PAGE 44. Media General's Switzer sees stereo TV and fiber optics prominent in cable's future. PAGE 46. Selling cable without ratings. PAGE 46. Selling programing as package seen by some operators as way to boost revenue. PAGE 48. And in Los Angeles: Cable programers answer question: "What's new?" with series of videotape presentations. PAGE 50. Advice to operators: concentrate on basic tier, beef up service and promotion. PAGE 52. Cable leaders, including Ted Turner and Metromedia's Dick Block, cite inroads in network shares. PAGE 56. Cable's newest build stands to be its image as cable consortium taps McCann-Erickson to fashion media campaign. PAGE 60. NCTA's annual ACE awards for cable programing see HBO take most trips to winner's circle. PAGE 62.

GETTING DOWN TO BUSINESS □ Paine Webber media conference in New York brings together telecommunications companies for look at financial fortunes of industry. PAGE 66. Status summaries of some Fifth Estate firms are provided, selected from presentations made at conference. PAGE 70.

STANDING FIRM □ Orion asserts it's still in hunt for private satellite service linking U.S. and Europe. PAGE 79.

RULE CHANGE □ Proposed FCC rulemaking would revise low-power television application process, remove opportunity for competing applications. PAGE 87.

FAMILY AFFAIR □ Dudley Taft continues tradition of leadership in broadcasting industry as president and chief operating officer of Taft Broadcasting. PAGE 111.

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This kind of audience composition translates into enormous syndication success for Voyagers—a fascinating combination of science-fiction, fantasy and action-adventure that parallels the smash syndication successes of such youth-appeal series as Buck Rogers, Battlestar Galactica and Star Trek and the advertiser-supported Hardy Boys/Nancy Drew Mysteries. Voyagers is an ideal way to zero-in on children, teens and young adults!

In each episode, Jon-Erik Hexum—currently one of TV's hottest stars (Making of a Male Model)—and Meeno Peluce, as two youthful time travelers, zoom back into the past and into breathtaking adventures that include battling gladiators in ancient Rome, rescuing President Lincoln from a rebel prisoner-of-war camp, plotting Lawrence of Arabia's escape from death at the hands of the Turks, and thrilling encounters with Marco Polo, Babe Ruth, Robin Hood, Billy The Kid, Cleopatra and others.

What's more, Voyagers—a Scholastic Production in association with Universal Television—can be played in access by all stations!

Voyagers

Advertiser-supported programming from MCA TV.

Plus! When you sign on for Voyagers, we'll add 10 hour episodes of Those Amazing Animals for telecasting during the summer months—giving you a full year of exciting youth-oriented programming that can play in access!

Ask for the Voyagers tape.
Big year
Whatever else may be said for 1983, it looks to be first year each of three TV networks exceeds $2 billion in revenues, based on estimates compiled by Broadcast Advertisers Reports. ABC went past $2 billion in 1981; both ABC and CBS did it in 1982, and all three appear to be within relatively easy striking distance this year. NBC, which through third quarter was running 16.5% ahead of its 1982 pace, needed only to match last year's fourth-quarter sales to pass its 1982 12-month total of $1.86 billion and enter $2-billion territory. ABC, which ended 1982 with $2.22 billion, was running 11.1% ahead of comparable 1982 period when fourth quarter opened, and CBS, with reported $2.16 billion in 1982, was running 5.7% ahead.

That 5.7% growth rate through September, compared with 16.5% for NBC and 11.1% for ABC, may be one measure of severity of CBS's much-publicized misjudgment of economy, which led it to hold back big chunks of up-front inventory in expectation of higher prices in second- and third-quarter boom that, instead of booming, turned soft (BROADCASTING, May 23, et seq.).

Mass rejection
FCC is discovering that up to two-thirds of low-power television applications are unacceptable for filing. Most are rejected because they were found to interfere to existing stations. Commission is contemplating putting out one massive cut-off list—containing anywhere from 4,000 to 6,000 acceptable applications—early next year. Potential applicants will then have 30 days to crossfile. Commission official estimated that crossfiling could bring FCC back up to total of about 18,000 applications. Mass Media Bureau would hope to start cranking out grants with lotteries by April.

Weather: overcast
Mood at National Association of Broadcasters' executive committee meeting last week was described as strained. On members' minds: resignations of Steve Stockmeyer, senior vice president, government relations, whose key position remains unfilled almost three months after his departure, and Erwin Krasnow, senior vice president, general counsel. Also contributing to general tension was absence of firm plan of action on deregulation (condition not unrelated to absence of leadership in government relations department), topic that will headline association's joint board meeting in January.

During meeting, executive committee grilled staff on status of annual report (first to be produced by NAB), to be completed in time for board meeting, and on annual budget, which is topic of executive committee's next meeting in early January.

Sky and sea
International Telecommunications Satellite Organization, whose main line of business has been telephone service, is looking ahead to greatly increased service in video. It has 11 networks in various stages of implementation, projects 40 by late 1980's. And director general-elect, Richard Colino, has plans for further expansion through variety of concepts.

He is considering on- and off-peak pricing for occasional and full-time users, as well as degrees of protection against pre-emption (rather than mere pre-emptible or nonpre-emptible choice, as at present). Ranges in quality of service are also under consideration, with high-definition television one service seen in long-term future.

Intelsat officials deny applications of Orion Satellite Corp. and International Satellite Inc. for private trans-Atlantic satellite communications service are providing competitive incentive to expand Intelsat video service. They point, instead, to undersea cables to be laid beneath Atlantic and Pacific by end of 1980's. Cable's use of fiber optics will provide capacity for video and videoconferencing. "We want to be there first," said one Intelsat official.

Personal fortunes
If formal proposal to take Metromedia private in $1.5-billion leveraged buyout is ever approved and consummated, deal could catapult four principals in company's Office of the President—John W. Kluge, Robert M. Bennett, George Duncan and Stuart Subotnick—into easy street.

Although Kluge's present 25% interest already qualifies him as one of the richest people in the country (paper value of about $253 million based on last week's trading average of $35 per share), others could gain handsomely. Bennett's, Subotnick's and Duncan's equity interests in new corporation to be formed are put at 2% each—giving paper value of over $20 million based on recent trading value of stock.

Kluge, of course, is expected to be majority stockholder in new corporation, with Boston Ventures Limited Partnership's interest reported to be "small." This is second time around for Bennett. When Metromedia bought WCVB-TV Boston from BB1 in 1982 for $220 million, his 4,000 shares in station earned him $5.2 million.

Countdowns up
Among hottest programming trends in radio today is production of specially targeted weekly music countdown shows distributed mostly by networks. Programs are attracting eager support from both local stations and national advertisers, according to sampling of industry executives. Most new entries are taking advantage of resurgence in popularity of top 40 radio by featuring contemporary hits.

Conditional guest list
Guest list for National Association of Broadcasters joint radio and television board meeting in January in Maui, Hawaii, may include Representatives Tom Tauke (R-Iowa), Billy Tauzin (D-La.) and Al Swift (D-Wash.), all key figures in effort to draft broadcast deregulation legislation. But there'll be invitations only if legislative movement is detected or if it looks as if agreement on bill can be reached between NAB and subcommittee chairman Tim Wirth (D-Colo.).

Network competition
First ad hoc prime time network of 1984 that is likely to cause at least minor problems to three major networks is set for week of Jan. 14, when Wilson's Reward, one-hour drama starring Sandy Dennis and based on short story by Somerset Maugham, will air on 100 stations, most of them network affiliates. Program's sponsor, Liberty Mutual Insurance Co. of Boston, is said to be spending more than $1.7 million on broadcast, its highest investment in five years of involvement in syndicated specials. Donnelly Communications, New York, assembled station lineup, which includes independents WNWE-TV New York, KRTV(TV) Los Angeles, WGN-TV Chicago, and affiliates KYW-TV Philadelphia, KRON-TV San Francisco, WCVB-TV Boston, WIXA-TV Atlanta and WTAE-TV Pittsburgh.
NEW YORK  WOR-TV
LOS ANGELES  KHJ-TV
CHICAGO  WBBM-TV
PHILADELPHIA  WCAU-TV
SAN FRANCISCO  KTZO
BOSTON  WSBK-TV
DETROIT  WJBK-TV
WASHINGTON, D.C.  WRC-TV
DALLAS  KNBN-TV
HOUSTON  KTXH
PITTSBURGH  KDKA-TV
MIAMI  WCKT
ST. LOUIS  KMOX-TV
DENVER  KWGN-TV
SACRAMENTO  KOVR
INDIANAPOLIS  WRTV
HARTFORD  WVIT
PHOENIX  KPHO-TV
SAN DIEGO  KCST-TV
MILWAUKEE  WITI-TV
NEW ORLEANS  WGNO-TV
ALBANY, N.Y.  WNYT
LITTLE ROCK  KARK-TV
SHREVEPORT  KSFA-TV
TOLEDO  WTVG
FRESNO  KSEE
SYRACUSE  WTVH
SANTA FE  KSFA-TV
ROCHESTER, N.Y.  WHEC-TV
AUSTIN  KVUE-TV
LAS VEGAS  KLAS-TV
RENO  KAME-TV
CHICO-REDDING  KRCR-TV
MEDFORD  KOBI
GLENWOOD SPRINGS, CO.  KCWS

Everything is better when it comes from the Harts.
Multichannel problem

The cable television industry has a problem: multichannel (television) sound (MCS). If all goes well, the industry will adopt an MCS system next week, and television stations will put it to work some time next year to broadcast stereophonic sound and, if they wish, an auxiliary sound track.

According to Alex Best, chairman of the National Cable Television Association ad hoc committee on MCS and head of research and development of Scientific-Atlanta, cable television systems will be able to retransmit broadcast signals with MCS stereo although older headend equipment may degrade the stereo quality somewhat. But, when consumers begin buying stereo television sets and start getting accustomed to the new service, he said, cable programing services will feel compelled to offer stereo sound. Problems will then arise because the MCS system is not compatible with the systems that operators use to scramble pay services.

The solution to the problem, Best said, is to use a different nonstandard stereo signal that is compatible with the various scrambling systems. The concept is not foreign to cable operators. They have been transmitting music services and the soundtracks of some programing services in stereo for years through subscribers’ FM stereo radios.

Galaxy lineup

The CBN Network has joined the rush to Hughes Communications’ Galaxy I satellite. The family-oriented, advertiser-supported cable service has purchased the last transponder available from Hughes on the bird.

In addition to CBN, the satellite, as things now stand, will broadcast the Eastern feeds of HBO and Cinemax, The Nashville Network, The Movie Channel, CNN, CNN Headline News, SIN, GalaVision, The Disney Channel, superstation WOR-TV New York, ESPN and C-SPAN.

As part of the Galaxy lineup, CBN will be expected to join Hughes and the other programmers in buying earth stations to give away to thousands of cable systems. The giveaway is designed to make the programmers’ move to Galaxy as painless as possible for their cable affiliates and to assure that they don’t lose any affiliates in the process.

According to Rocky Luciano, the Hughes executive in charge of the program, in the coming weeks, Hughes will send out questionnaires to cable systems throughout the country. Those systems that meet certain criteria—that they serve more than 500 subscribers and promise to use the earth station to retransmit the Galaxy signal, for instance—will be sent dishes starting next March, he said. Luciano said he expects to give away between 3,500 and 4,000 dishes before it’s all over. Operators, he said, will have to cover the cost of freight and installation.

Unlawful

Cable operators’ First Amendment rights are being violated not only by such obvious curbs on free speech as antiscrapeness laws and requirements for access channels but also by nearly every other government regulation being imposed on them, including the FCC’s must-carry rules and the tendency of most municipalities to regulate rates and award exclusive franchises. That is the thesis of “CableSpeech,” a new study commissioned by Time Inc. and published in a 220-page book by Harcourt Brace Jovanovich’s subsidiary, Business and Law Inc. ($48).

Written by three First Amendment attorneys, “CableSpeech” traces the development of major regulations that have been imposed on cable TV, including applications of the fairness doctrine, the imposition of franchise fees and requirements on the number of channels and kinds of services offered, and demonstrates how they ignore or violate First Amendment case law as it has developed for other media, including newspapers, books and over-the-air broadcasting. Because cable is still a relatively new medium, it must wage its own battles, similar to those fought by the older media, to establish First Amendment freedom (see story, page 56), according to the authors, or American citizens will suffer serious losses of their constitutional rights.

Congress, the FCC and the courts have permitted a heavy layer of regulations to develop for cable TV primarily because it began as a medium that simply extended the reception of over-the-air broadcasting, according to the book, “CableSpeech,” and because cable’s nature as a business that must secure physical right of way from municipalities made it an easy target for city governments in need of new revenue sources.

“Cable television is a relatively new medium of communication, but it promises to be one of the most influential in years to come,” conclude the authors. “There will be a serious loss of freedom for the nation’s communications media unless cable TV is allowed to develop free of unwarranted governmental restraints.”

Authors of “CableSpeech” are George H. Shapiro and James P. Marcurio, attorneys with the Washington firm of Arent, Fox, Kintner, Plotkin & Kahn, and Phillip B. Kurkland, a professor of law at the University of Chicago. Time Inc. commissioned the study about a year ago, according to a spokesman, and decided, after seeing the final result, to use it not only as a position paper but also to have it published.

Chicagoland sports

Chuck Dolan’s pay TV sports operation has moved into another city. Cablevision Program Enterprises and the Washington Post Co. announced at the Western Cable Show they had acquired SportsVision, the Chicago pay sports network owned by Chicago White Sox owner Eddie Einhorn. The service will soon join the other SportChannel subsidiaries of Cablevision, the Woodbury, N.Y., cable operator, Those include operations in New York, Philadelphia and Boston.

The Chicago service will continue to offer the programs it has in the past: White Sox baseball, Bulls basketball, Black Hawks hockey and Sting soccer, in addition to regional collegiate sports. The service will initially be marketed to 13,000 cable subscribers on Cablevision systems in the Chicago area. The total subscriber count on all four sports networks is 850,000.

Marc Lustgarten, group vice president of Cablevision, said the company had purchased the long-term rights to SportsVision, but declined to give a price. Pricing for the service would vary, he said, depending on whether the service was taken alone or as a package. Einhorn, who has agreements with an STV outlet in Chicago, said individual games on that channel will continue. Rainbow Programing Services will handle the marketing of SportsChannel.

Rainbow also announced it will handle the marketing of the cultural pay service, Bravo, in Canada. Rainbow and Rogers Cable systems announced an agreement where-by Rogers, pending Canadian government approval, will offer Bravo to Canadian homes. The level of Canadian-produced pro-graming on Bravo will increase to 10%-20%. Further, Rogers will provide Canadian-produced programs as wraparound fare in order to comply with Canadian law which mandates a certain percentage of programing on services there be Canadian produced.

Cable rating

In a major coincidental survey conducted by Nielsen to determine viewership of The Nashville Network programing in prime
time, TNN scored a 2.7 rating and a 5 share within its 10 million-subscriber universe. The telephone coincidental survey covered 52 TNN cable systems in 34 Nielsen markets (DMA’s) and was conducted the week of Oct. 24. The 2.7 rating represents an average 270,000-household viewing audience for TNN in prime time. The figures also revealed, to the surprise of many, including some executives at TNN and Group W Satellite Communications, which markets TNN, that the network’s subscribershie lies for the most part in the more populated A and B counties. In fact, 82% of all TNN homes fall within those counties, according to the coincidental, Lloyd Werner, senior vice president, sales and marketing, CWSC, contended that the report, in highlighting the network’s apparent subscriber distribution, “has put to rest the myth that [TNN] is a service of only regional interest and appeal.” He compared TNN’s 2.7 coincidental rating to recent prime time ratings allotted by Niel- sen to other cable services, giving ESPN a 2.3, MTV a 2.0, USA Network a 1.9, CNN a 1.8, and CNN a 0, all in their respective universe.

From the heartland
Sports Time, the Midwest regional pay cable sports network, will be launched on April 4, 1984, with 50-60 games each from the Cincinnati Reds, St. Louis Cardinals and the Kansas City Royals professional baseball teams as its core. In addition to those games, the network will have minor league baseball, Big B basketball, NASCAR racing, horse racing from Louisville Downs, plus a number of sports magazine shows covering bowling, hunting and fishing, high school sports, women in sports and a live talk show.

Sports Time will air from 6 p.m. to midnight, Monday through Friday, and noon to midnight, Saturday and Sunday. At the Western Cable Show, Sports Time officials announced launch commitments from Group W, Storer, Telecable, Multimedia, General Electric and Heritage, plus other operators of systems totaling 900,000 sub-

White collar cable
A cable network geared to the continuing education of professionals was announced at the Western Cable Show last week. The Professional Network would be aimed at lawyers, certified public accountants and those in the medical field. Robert Levy, president of PEN, said the network would program three hours daily, probably in the early morning. The service would be both pay and advertiser supported. Levy said the cost to subscribers would be $20. Advertising would in the form of infomercials, Levy said.

Typical program offerings would include a law week in review program, he said, and programs that would help professionals with management skills such as how to hire and fire and buy phone systems.

PEN is exploring the possibility that a subscription could be used by professionals as an attendance slip for continuing education seminars they may attend in a given year. The market Levy wants to tap is the 650,000 lawyers and 900,000 CPA’s in the country. He said that continuing education was a $50 million-dollar-a-year business. Levy said the network hopes to be on air by April. Negotiations for a satellite transponder are now under way, he said.

Social conscience
The second largest MSO, American Television and Communications, announced last week its intention to provide 90-second commentaries on social issues to its cable systems to be used between programs on basic services. The series will begin in January and will be hosted by Jim Hartz, former NBC Today anchor and now co-host of the PBS series, Easy.

The show will be titled American Viewpoints. “In the segments already produced, Hartz presents views on issues that could affect not only our subscribers and em-

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The Toast of Seven Continents

THE WORLD'S MOST SUCCESSFUL SHOW!
AVAILABLE NOW FOR FALL '85

Boston (617) 449-0400  New York (212) 953-1744  Los Angeles (213) 462-7111
Elanco □ Herbicides will be promoted for 15-16 weeks, beginning in early January, in more than 100 markets. Commercials will be carried in all dayparts during weekdays. Target: men, 21-54. Agency: CMF&Z, Cedar Rapids, Iowa.

Stroehmann Bros. □ Baked goods will be advertised in three-week effort to begin in early January in four markets. Commercials will be scheduled in all dayparts. Target: women, 18-49. Agency: Muller Jordan Weiss Inc. New York.

Mobay Chemical Corp. □ Sencor soybean herbicide will be promoted in six-week flight to begin late January in about 190 markets. Commercials will be carried in morning drive and noon periods to reach farm audience. Target: men, 25-54. Agency: Valentine-Redford, St. Louis.

North American Plant Breeders □ Migro soybeans will be featured in four-week flight beginning early February in more than 40 markets. Commercials will run in morning drive and noon dayparts. Target: men, 25-54. Agency: Stephens-Hutchinson, Kansas City, Mo.

Unicopy □ Business photocopiers will be highlighted in flighted campaign to begin Jan. 9 in Raleigh, N.C., and Phoenix and Tucson, both Arizona. Spots will air for two to three weeks in January, depending on market, and then go on hiatus. Flight is scheduled throughout 1984 in morning and midday, Monday through Thursday. Target: men, 35-54 and adults, 25-44. Agency: Hunter-Barth, Santa Ana, Calif.

Flaky Jake's □ Introduction of new gourmet hamburger restaurant chain will begin Jan. 12 and run throughout first quarter in Reno, Las Angeles and Seattle. Commercials will air 6 a.m.-7 p.m. on weekdays and 10 a.m.-3 p.m. on weekends. Target: adults, 25-44. Agency: Evergreen Media Inc., Edmonds, Wash.


Ring Around Products □ Agricultural seeds will be promoted in four-week flight to start in mid-January in three markets. Commercials will be scheduled in sports, news and prime time. Target: men, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

**Viscom**

Yes, we help television stations bring the world back home.

Our international services are unexcelled:
- On-location news crews anywhere on earth.
- Film and videotape footage of world events since 1961.
- Standards conversion via ACE.
- Satellite distribution around the globe.
- And more.

**Viscom International**

212-307-7315

International Building - Rockefeller Center - 630 Fifth Avenue, 22nd Floor, New York, NY 10111

**Rep/Report**

To Selcom Radio: WHAT(AM)-WWOB(FM)
Philadelphia, from Christal; KOKK(FM)
Stockton/Manteca, Calif., from Christal; KNAK-FM Reno/Sparks, Nev. (no previous rep); KYKX(AM)-KGOT(FM) Anchorage, and KUA(AM)-KORZ(FM) Fairbanks, Alaska, both from Masla Radio; WSGA(AM)-WZAT(FM) Savannah, Ga., from Katz Radio.


WSUL-FM Monticello, N.Y.: To Weiss & Powell from Market 4 Radio.

KDKO(AM)-KJYQ(FM) Oklahoma City: To Blair Radio from Major Market Radio.

WEYG-FM (formerly WMQA-FM) Marietta, Ohio: To Regional Reps (no previous rep).

KXYZ(AM) Houston: To Caballero Spanish Media from P/W Radio.

WMMC-FM Binghamton, N.Y.: To Seltel from Avery-Kindel Television.

Broadcasting Dec 19 1983 14
BENSON appeals to men, women, teens and kids. Robert Guillaume stars.
Available now for Fall '84.
HOW TO AVOID A FORMAT FAUX PAS

There has been mounting confusion over which combination camera/recorder format to choose. And for obvious reasons. With the addition of so many new formats, nobody wants to make a mistake that can range from thousands to millions of dollars.

But if you follow these simple steps, you'll never get caught with your wallet, or your neck, in the proverbial wringer.

LOOK FOR EVOLUTION. NOT REVOLUTION.

Apparently, many manufacturers feel it's in their best interest to have you replace your existing U-matic™ equipment with their new stand-alone systems.

At Sony, we think it's foolhardy to leave you no option but to make a 180° turn and orphan your existing editing suite. So we designed Betacam™ as an evolutionary system. One that easily and efficiently plugs into what's come before.

This Sony theory of peaceful coexistence allows you to enter the world of one-piece camera/recorders at your own pace. And in this way you not only protect your existing U-matic investment. You gain field equipment that's more compact and portable, and a dramatic improvement in technical performance. Furthermore, dramatic improvements are also on the horizon for Sony U-matic. The evolution of both these formats is planned and it's total.

FIND A ½" SYSTEM THAT'S WHOLE.

For those of you who want to capitalize on the outstanding technical performance of an overall ½" system, scrutinize carefully the complete system from Sony.

After all, who else has a portable color field player like our BVW 20? Or our ½" edit-recorder, the BVW 40, which looks and feels like the Sony U-matic equipment you're accustomed to using? And who else promises an ongoing commitment to ½" system expansion and refinements that you will see next year and every other year?

BE PENNY-WISE WITHOUT BEING POUND-FOOLISH.

The Sony Betacam system has proven itself on both the
iring line in Nicaragua and the fifty-yard line at the Super Bowl.

That's because our format was chosen to be optimum for both ENG and EFP, which is why Betacam is not just the lightest, smallest, most compact 1/2" system you can buy (as well as the least expensive), but its picture quality rivals 1".

Whatever you've been told you might gain from the various 1/4" formats, when and if they become available, will be totally erased by the fact that 1/4" is not at all suitable for high-quality EFP. Which means, if you purchase 1/4" for ENG, you'll no doubt have to purchase an entire new system for field production.

THERE'S SAFETY IN NUMBERS.

With over 1,000 Betacams already sold to key end users, Betacam is virtually the worldwide de facto standard now.

We believe Betacam is out-selling all the others by such a wide margin because it's better than all the others by such a wide margin. It's the only camera/recorder that focuses on the big picture. A picture that includes your existing investment; your need for both ENG and EFP; your desire for light weight and high quality; and a total system approach.

If you want to make sure you'll own the standard of excellence in the years ahead, insist on the camera/recorder from the people who created the standard of excellence in the years past.

For a demonstration, in New York or New Jersey call (201) 833-5350; in the Northeast/Mid-Atlantic (201) 833-5375; in the Midwest (312) 773-6045; in the Southeast (404) 451-7671; in the Southwest (214) 659-3600; and in the West (213) 841-8711.

SONY Broadcast
Radio business. Newly created Audience Image Marketing, Los Angeles-area advertising and marketing agency and division of Dancer Fitzgerald Sample Inc., has been retained by KQMR Los Angeles for marketing research and advertising services. KQOZ, owned by Outset Broadcasting, is first client for unit, formed last September to provide services to radio, cable, television and program production companies.

Advertising in threes. Procter & Gamble, AmericanGreetings and Kimberly-Clark have signed to advertise on Lifetime cable television network which begins operations in February. P&G will sponsor (via Dancer, Fitzgerald & Sample, New York) "Infants and Toddlers," 26 hours; AmericanGreetings (through Doyle Dane Bermbach, New York) has signed for "Reflections," series of dramatic readings, and Kimberly-Clark will sponsor "Mother's Day," half-hour program that explores challenges of motherhood (through Ogilvy & Mather).

Local TV ads gain. Estimated advertising expenditures for local television increased by 15% in first nine months of 1983 to $2.1 billion, according to Television Bureau of Advertising. Citing data supplied by Broadcast Advertisers Reports, TVB said largest percentage gain by category was 45% for appliance stores, followed by medical and dental services, up 42%; builders and real estate agents, up 40%, and home improvement contractors, up 39%. Leading local retail advertisers for first nine months were McDonald's Corp., up 7% to $74,519,700; PepsiCo Inc., up 42% to $36,019,100; Pillsbury Co., up 67% to $35,132,000, and Wendy's International, up 60% to $21,174,000.

ESPN additions. More than 30 advertisers placed orders with the Stamford, Conn.-based sports network in November, according to Robert M. Jeremiah, director, advertising sales. Eleven first-time advertisers include: DataPoint (computers), Scholl Inc., First National Monetary Corp, Gortex (rain repellent), Hanes, "Power of Living" (book), Northwestern Mutual Life Insurance, Tonka Toys, Toshiba, Virgin Island Tourism Board and Valley-Mate.

A.M. meeting. The Radio Advertising Bureau, in conjunction with the Radio Broadcasters of Chicago, is planning a morning radio sales "rally" on Thursday, Jan. 12, for area radio stations as well as advertising agencies and their clients. The meeting, expected to attract 600 people, will run from 9 to 11 a.m. at the First Chicago Center.


J.M. Smucker Co. Fruit preserves will be spotlighted in four-week flight to be carried in top 100 markets, starting in early February. Spots will air in daytime, news and talk programming. Target: women, 25-54. Agency: Wyse Advertising, New York.


The Rush is on.

A Spectacular 13-Hour Mini-Series from Western-World Television

Sweeping Saga of the Australian Frontier
In the finest tradition of "The Thorn Birds" and "A Town Like Alice" comes "RUSH." A bold story of courage and compassion, this gripping tale of Australia's own historic Gold Rush will rekindle America's romance with the frontier.

Compelling Story of Human Drama
From every corner of the world people came in search of freedom and a chance to begin anew. They were driven men and desperate women, mad with lust for wealth. Willing to gamble everything in their obsession for gold—and power.

Rich in History and Non-Stop Action
From the spectacular to the profound, "Rush" demands a viewer's attention. And fulfills expectations with magnificent promise. From the sweeping Australian landscape to the legendary lives that weave the passionate story, "RUSH" is a vivid portrayal of a memorable era, a courageous continent, an unforgettable past.

WESTERN-WORLD TELEVISION, INC.
10490 Santa Monica Boulevard
Los Angeles, California 90025
213/475-5500
Telex: 910-342-6712
Devising a broader purpose for 'The Crisis Game'

During the week of Nov. 21, ABC's Nightline ran a series of broadcasts called "The Crisis Game." The purpose of "The Crisis Game" was to give viewers a behind-the-scenes glimpse at how top government officials might react to a geopolitical crisis by asking former officials to play the roles of actual officials facing such a crisis. The hypothetical crisis Nightline posed was a developing military confrontation between the U.S. and USSR over post-Khomeini chaos in and around Iran. The "players" included former Senator and Secretary of State Edmund Muskie as President, former Secretary of Defense Clark Clifford as secretary of state, and former Secretary of Everything James Schlesinger as secretary of defense. These role-playing former officials (and others, totaling a dozen or so) were placed in a cabinet-room setting and asked to play out their roles just as they would if the hypothetical crisis were real—complete with hypothetical intelligence reports on Soviet troop movements in or near Iran, "back-channel" communications with the Soviets and realistic-seeming press coverage of the crisis as it unfolded during a month or so of Soviet moves, U.S. countermoves, etc.

Among the most interesting elements of "The Crisis Game" was its fly-on-the-wall view of how "President" Muskie conducted himself—how he used his senior advisers, how he fostered or failed to foster an open atmosphere for the expression of views and, most important, how and on what basis he reached his "decisions." Had Muskie really been President and the hypothetical crisis real, his decisions would have carried life-or-death significance for us all.

While it was fascinating to watch "The Crisis Game," it would, of course, be even more fascinating to see a real situation like this with a real President and a real presidential staff. That kind of on-the-spot journalism would obviously be impossible, but it does suggest another idea from which tremendous benefit might be gained—the possibility of conducting one or more such "Crisis Games" and asking each major candidate for President to play.

This seemingly bold proposal rests on the observation that the truly crucial business of a real President is to make the right decisions under the most extreme pressure. In the most fundamental sense, that is what a President is for, and that is why most Americans find it so important to develop a sense of "the man" or (soon, one expects) "the woman" who would ask us to place his or her finger on the hot-line receiver and the nuclear button. If the primary attribute of a good President is the ability to make the right decision at the right time about matters of global importance, the skills of a campaigner or even a debater are much less relevant than the courage, endurance, discussion-fostering and decision-making qualities that the role-playing "President" showed or failed to show during "The Crisis Game."

Accordingly, my proposal is to invite each of the major declared presidential candidates to engage in a "Crisis Game" type of exercise on the same day, with up to a dozen or so advisers of his own choosing to provide views as if they were incumbent officials or unofficial advisers. Each candidate would be asked to create a crisis management group as similar as possible to the kind of group he would, if elected, gather during an actual crisis. On the same day, at the same time, each candidate and set of "advisers" would gather in identical White House-like surroundings to receive word of an identical hypothetical crisis (which could be domestic or geopolitical) and begin making the required decisions in response. Each group would be given, say, three hours to make initial decisions about how to respond to exactly the same hypothetical crisis. And, of course, each group would be videotaped using exactly the same camera placements and production values. If there were, say, five candidates, the result would be five three-hour tapes showing how each candidate and staff performed.

Among the benefits of such an exercise would be, first, a chance to see what kinds of people each candidate gathered. It is a sad fact of all presidential seasons that we rarely get to appropriate these people around a candidate until very late in the contest, if at all. Yet these individuals, or others probably very much like them, will have the ear of the President if their candidate is elected. Whether the characteristics of these people are, by themselves, a valid basis on which to cast or withhold our vote, we ought to know whether they include new faces, old faces, a range of views, minorities, women, academics, journalists, rich people, poor people, or what have you. Right now, we have virtually no direct access to a would-be President's preference in advisers, and no campaign appearance or televised "debate" is going to help us very much.

The second and even more significant benefit would of course be a chance to watch the candidate perform under circumstances that approximate those of a real presidencial-scale crisis. And in this way, as each three-hour segment was broadcast, we would have an opportunity to directly compare the performances of the candidates. Was candidate A as clear-headed about how to proceed as candidate B? Did candidate C show as much willingness to listen to fresh ideas as candidate D? Did candidate E exhibit as schooled a sense of history as candidate F?

Clearly, there are some problems with this proposal—one being convincing the candidates to play and the other being the possibility of tipping a would-be President's hand to a potential adversary should that candidate become President and a scenario like the "Crisis Game" actually develop. Both of these drawbacks, however, already exist to some degree with the Great Debate format pioneered by candidates Nixon and Kennedy in 1960, and followed later by Ford and Carter and, most recently, Carter and Reagan. Indeed, the problem of "tipping off" a potential adversary exists every time a candidate opens his mouth on a geopolitical issue. Such are the costs of an open society and an open election process, but it seems that whatever extra costs there are to the "Crisis Game" method of candidate evaluation, they are more than outweighed by the extra insight that would be available to American voters.

Because it would be such an extreme departure from past practice, it might seem that the "Crisis Game" proposal is unlikely to be adopted or even attempted. But the Great Debate idea seemed almost as radical in 1960. And with the stakes so high and the format so accessible, shouldn't journalists, broadcasters and just plain folks be thinking of significant new ways to take the measure of the man or woman who would be our chief executive?
“EPISODIC HOURS DON’T WORK!”

SOURCE: Solomon, 1970 Edition:
The Book Of Programming, Chapter 17:16

#1 DALLAS
#7 DYNASTY
#9 FALCON CREST
#10 HOTEL
#12 KNOTS LANDING
#17 HILL ST. BLUES

SOURCE: Nielsen Through 12/4/83 and the American Viewing Public

89 Smart Stations Know Who To Listen To Starting Next Fall...

Unbeatable

DALLAS

Yesterday, today...and tomorrow.
This week
Dec. 19—Deadline for comments on FCC proposal to reexamine rule for need of seven, which limits broadcast ownership to seven AMs, seven FMs and seven TVs (no more than five VHF’s). FCC, Washington.

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

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) 776-3637.

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 Psiylon Rho, National Broadcasting Society. Information: David Smith, department of telecommunications, Ball State University Muncie, Ind., 47306; (317) 285-5232.

June 26-28—California Broadcasters Association midwinter convention. Keynote speaker: FCC Chairman Mark Fowler. Speakers also include radio talk show host Larry King and Mutual Broadcasting System President Martin Rubenstein. Sheraton Plaza hotel, Palm Springs, Calif.

Jan. 8-10—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. 9—Deadline for entries in George Foster Peabody Awards for public service by radio and TV, sponsored by University of Georgia, School of Journalism and Mass Communications. Information: (404) 542-3785.


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


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

Jan. 16—Deadline for entries in JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by School of Journalism, University of Missouri-Columbia and JC Penney Co. Information: (314) 862-1771.

Jan. 16-20—National Association of Broadcasters board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.


Jan. 18—Pennsylvania Association of Broadcasters
AP presents a high-spirited alternative to the high cost of weekend talent. The Ed Busch Weekend Talk Show.

Many people consider Ed Busch's four-hour weekend talk show the most high-spirited radio talk show in the business. And with guests ranging from Isaac Asimov to Jerry Lewis, Ed's show will be a real hit with your weekend listening audience.

But you may find him most attractive because of the people who won't be around while his show is on.

Your weekend talent, for example. You'll no longer have to chase them down, to fill in gaps in your schedule. Or pay them to sit idly by, waiting for the ballgame to end.

In fact, the only person you'll need to air Ed Busch's program is a board operator.

You can broadcast the show live if you choose, from 4 to 8 PM, ET, every Saturday and Sunday. Or you can pre-record the program and reposition each modular, one-hour segment to suit yourself.

Since each hour is a complete show in itself, you can even delete segments. That's flexibility.

Because Ed Busch provides 12 minutes per one-hour segment for local avails. That's good business.

And although the show is available only to AP members, you aren't required to carry any other AP programming in order to get the Ed Busch Show. That's even better business.

Interested? Call Sofia Mannos at (202) 955-7200 for our free demo tape, and more information about the surprisingly affordable Ed Busch Weekend Talk Show.

Ed will give your listeners plenty to talk about. And give your talent the AP weekend off.

Associated Press Broadcast Services. Without a doubt.
The only people ages 12-34 in your market who will not watch The Music Magazine Strip starting Monday, January 2, 1984 don't own a television.

Michael Jackson "Thriller", over 14 million albums sold

The Music Magazine Strip

★ New ½ hour programs
★ Straight barter—30 seconds daily
★ Choice of 2 formats:
  1) With our established on camera hosts.
  2) With your own TV or Radio talent doing voice-over intros from our scripts.

You can own the profitable 12-34 demographic in your market. Music Magazine Foundation serves seven O and O's plus over 125 other fine stations.

MUSIC MAGAZINE
THE MONEY MAKING MACHINE
Call: Marc Marion, Director of Syndication
Music Magazine Foundation
(215) 923-4839

January 1984

radio and TV sales seminar. Marriott Inn, Harrisburg, Pa.


Jan. 18—Deadline for entry comments on FCC proposed reexamination of need for rule of sevens. FCC, Washington.

Jan. 19—Texas Cable TV Association annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.


Jan. 20—Colorado Broadcasters Association 35th annual winter meeting and awards banquet. Sheraton Denver Tech Center, Denver.

Jan. 23-27—MIDEM '84, international record and music publishing market and international radio program market. Palais des Festivals, Cannes, France. Information: Harvey Seslowsky, Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791; (516) 364-3686.


Jan. 25—New Jersey Broadcasters Association semiannual sales seminar. Holiday Inn, North Brunswick, N.J.

Jan. 27-29—Florida Association of Broadcasters annual midwinter conference. Ponce de Leon Lodge, St. Augustine, Fla.


It's your goal. It's the quality that'll make your radio station special. It'll reduce the "distance" between you and your listeners. It's simple... the better your sound, the better your business.

ITC's in the sound business, too. It's our business to make you sound better. That's why we're so proud of the Series 99B cartridge machine. It's as close to pure sound as you can get. It's not for everybody. It's for the best.

Pure and simple.

ITC Series 99B
Wash., radio and television stations and producers, sponsors of competition, recognizing “excellence for entry Feb. 1984 ..." Image/Film Video Festivals, sponsored by Athens Center for Film and Video and supported by grants from National Endowment for the Arts, Ohio Arts Council and Ohio University College of Fine Arts. Information: (614) 594-9888.

**Feb. 15** - Broadcast Financial Management Association/Broadcast Credit Association board of directors meetings. Westin St. Francis, San Francisco.


**Feb. 23** - National Association of Broadcasters nationwide teleconference on political advertising. Subjects to include equal opportunities for candidate advertising, lowest unit charge and federal access requirements. Teleconference to be held in 25-30 locations. Information: NAB, (202) 293-3500.


**March 1984**


**March 5** - Society of Cable Television Engineers ninth annual spring engineering conference, “System Reliability Revisited,” during NCTE 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 7-10** - American Association of Advertising Agencies annual meeting. Canyon, Palm Springs, Calif.

**March 11-13** - Ohio Cable Television Association annual convention. Hyatt Regency/Ohio Center, Columbus, Ohio. Information: (614) 461-4014.


**March 21** - Illinois Broadcasters Association college seminar. Illinois State University Normal, Ill.

**March 22-23** - Georgia Cable Television Association fall annual convention. Piltz-Carlon Buckhead, Atlanta.

**March 27-28** - Cable Television Advertising Bureau annual advertising conference. Sheraton Center, New York. Information: (212) 751-7770.

**March 27-28** - LPTV West ’84, West Coast conference and exposition for low power TV sponsored by National Institute for Low Power Television. Disneyland hotel, Anaheim, Calif. Information: John Reilly (212) 966-7526, or Don DeKoker, (203) 852-0500.

**March 28** - International Radio and Television Society ‘women’s luncheon. Speaker, Grant Tinker, chairman and chief executive officer, NBC, Waldorf-Astoria, New York.


**April 1984**

**April 3-4** - Illinois Broadcasters Association spring meeting. Springfield, Ill. Information: (217) 787-6503.


**April 4-8** - Alpha Epsilon Rho, National Broadcasting Society, 42d annual convention, “Prospects ’84.” Universal Sheraton hotel, Los Angeles.

**April 4-6** - Indiana Broadcasters Association spring meeting.
WE BRING YOU MORE LISTENERS THAN ANY OTHER FM STATION GROUP IN BROADCAST HISTORY.

The CBS Owned FM stations—the group that industry critics have described as the “hottest” in the country—have just made history. Every week, nearly seven million listeners tune in to hear our very special brands of contemporary music. That’s more listeners than any other FM group in the history of broadcasting. CBS/FM works...for audiences and advertisers.

CBS OWNED FM STATIONS

The biggest. The best.
Represented by CBS/FM National Sales.

Source: Arbitron Summer 1983 (St Louis, Spring 1983).
Persons 12+ TSA Cume, 6 AM–Mid. Mon–Sun.
THE NOVEMBER

THIS IS ONE OF OUR HITS
RATINGS ARE IN

...SO ARE THESE!

Telepictures
CORPORATION

atlanta • Paris • Munich • Sydney • Tokyo • Toronto
May 1984

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


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

June 3-6 — National Cable Television Association annual convention. Las Vegas Convention Center, Las Vegas.

June 11-12 — Television workshop sponsored by JCPenney-University of Missouri, UM campus, Columbia, Mo. Information: (314) 882-7771.


June 14-16 — Iowa Broadcasters Association annual convention. Hilton hotel, Sioux City, Iowa.


June 21-23 — Maryland-D.C. Broadcasters Association annual convention. Sheraton Lorraine, Ocean City, Md.


June 27-30 — Florida Association of Broadcasters annual convention and exhibition. Hotel Royal Plaza, Lake Buena Vista, Fla.


July

July 19-20 — Broadcast Financial Management Association Broadcast Credit Association board of directors meetings. Westin hotel, Seattle.

Disillusioned

EDITOR: ABC Television has proved, through its screening of The Day After, that anything can be romanticized and dramatized, including legitimate news programs.

Over the years, I developed appreciation for ABC-TV news programming. It presented solid, reliable fact—at least as solid as human beings are capable of.

This upward trend toward credibility was, in my opinion, destroyed when ABC-TV confused news fact with program hype. Nightline, a program that earned its reputation for solid news, reported in-depth by Ted Koppel, devoted an entire program to the hype of The Day After. That movie was not news. It was entertainment programming aired to make money for the entertainment division. To produce a one-hour promo for a movie through the news division is deceptive, unfair and deceitful.

I am all for making money, but to cheapen a supposedly legitimate news program by creating a non-news extravaganza is shortsighted and manipulative. It takes years to build a believable news organization and only an hour to destroy it.

I have singled out Nightline, but World News Tonight is also guilty of this gross misrepresentation of hype as fact. Needless to say, it will be a long time before I can watch ABC News again without wondering if I can believe what I see and hear.—Richard J. Hayes Jr., attorney, Bath, Me.

About time

EDITOR: Why is it that the United States broadcasting industry has not introduced the use of the modern, efficient 24-hour clock in announcing radio and television broadcasts?

I am aware that this issue is a victim of the “chicken and egg” syndrome, but in reality it is all “chicken.”

No single industry appears to have the determination to abandon the use of the archaic a.m.-p.m. method of expressing time schedules. Neither can we expect leadership from a gutless Congress on this subject.

The radio and television broadcasting stations in practically every other country now use the 24-hour clock for all scheduling purposes that are of interest to the listening public.—Louis F. Sokol, Boulder, Colo.

Can of worms?

EDITOR: No one believes more than I in industry deregulation and one’s right to set his own operational modes operandi—fully satisfied, of course, that he performs in the public interest.

The FCC’s decision to stop making judgments about the abhorrent meaning of call letters is to be applauded (BROADCASTING, Dec. 5). But I can see a lot of operators going to court to prevent competitors from intentionally confusing the rating services with call-letter imitations of stations that have labored long and promoted heavily for their “numbers.”

What’s going to stop someone on Long Island from calling his station WPLI or WLLI? Our WBL(AM) is rated number one on Long Island in the last Arbitron, and Arbitron could care less about legitimate ascription.

The commission has willed us a serious problem. And, in all likelihood, some heavy legal fees.—Martin F. Beck, chairman, Beck-Ross Communications Inc., Rockville Center, N.Y.
AND THIS WILL BE TOO!

Already Bought By METROMEDIA, GANNETT, OUTLET, MULTIMEDIA, CHRONICLE AND MANY MORE.

RITUALS is a Co-venture of

Telepictures

CORPORATION

New York • Los Angeles • Chicago • Dallas • Atlanta
Paris • Munich • Sydney • Tokyo • Toronto

©1983 Telepictures Corporation
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

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
Now Represents:

WHEC-TV
ROCHESTER, N.Y.

Viacom Broadcasting Inc.

The new winning combination in Rochester:
WHEC-TV • VIACOM • CBS • TELEREPT
Cable confronts its problems in California

The mood is serious at both NCPC and Western Show as industry ponders shakeouts in programming services, ways to increase penetration and continuing struggle with cities.

It was hard to hold on to one’s perspective in the cable business last week. With many of the medium’s heavy hitters—although conspicuously far from all of them—in Los Angeles and Anaheim, Calif., for two major cable shows, there was an opportunity to parade many of cable’s principal problems as well as to tout its continuing virtues. Not surprisingly, the bad news seemed to predominate.

Of the two shows, the mood at the first—the National Cable Programming Conference, sponsored by the National Cable Television Association—was the more somber. Expansion of cable program services has come virtually to a halt, and the economic underpinning of those that remain is (a) shaky and (b) subject to still more change as the industry adjusts to new pricing policies. Consolidation was becoming the better part of valor for a number of services that are hanging in, as, for example, the new Arts & Entertainment venture and the new Lifetime as well as the absorption of Spotlight by Showtime/The Movie Channel (see page 37).

Attendance at NCPC was down significantly from last year—1,020 versus 1,600, a circumstance attributed to a format change that eliminated hospitality suites by program suppliers as well as the general softening of business. But the conference chairman, Turner Broadcasting Executive Vice President Robert Wussler, was unfazed. “It’s not perfect,” he told Broadcasting. “But if you’re going to be in the programming business you need a forum around which to discuss programming. One set of tactics may be better than another, and it may take five years to shape it up. But we’re serious about programming and we mean to maintain the franchise.” Wussler said that Turner’s WTBS(TV) Atlanta superstation had agreed to carry the industry’s ACE awards for two more years. (The ACE’s— Awards for Cable Excellence—closed the programming conference on Monday evening; see story, page 62).

Aside from consolidations, the most important programming news revolved around price increases being asked of cable operators by the various services. The most controversial was that instituted by Ted Turner for his various channels—the WTBS superstation, the Cable News Network and CNN Headline News. Turner met with several hundred cable operators at breakfast in Anaheim last Wednesday—during the Western Cable Show—to explain his rationale and field their questions. Among the more critical: why Turner’s original subscribers are required to pay increases while those systems that were affiliated with Satellite News Channel (which Turner bought out this fall) are guaranteed old rates, and why those systems that carry Turner on a pay tier are charged at 100% of basic.

Turner said the price increases were justified on cost alone, noting a loss of $100 million for CNN thus far in addition to the $25 million required to buy out the SNC competition. And he said that if cable operators don’t take the service they’ll one day find it competing against them on a direct broadcast satellite.

Everywhere one turned, in both Los Angeles and Anaheim, the emphasis was on basic cable. Speaker after speaker denounced the heavy user strategy that had characterized the medium’s marketing efforts in recent years, when the emphasis was on maximizing dollars from individual homes. Now cable senses that increasing its...
basic penetration of the marketplace is the
key not only to profitability but to long range
viability.

One also sensed a stiffening of industry
resolve on subjects related to regulation and the
First Amendment. Panels on the latter subject were standouts both at NCPC and at
the Western Cable Show (pages 44 and 56).
It appeared the industry may be looking to the
First Amendment to free it from a body of rules it finds increasingly burdensome, if not stiffling. One speaker at NCPC offered his opinion that 90% to 95% of all cable regulations are unconstitutional, and there was a feeling that, before all is said and done, cable may decide to try to clear away those entanglements.

And, of course, there was the question of the cable bill, now seeking to make its way through the House as H.R. 4103. Thomas Wheeler, president of the National Cable Television Association, told a luncheon audience at the WSC that cable has the “momentum” up for passage of 4103 but that the industry at large must help the efforts being made by the NCTA in Washington to over-
come opposition from the cities and the tele-
phone interests (see story, page 37).

In remarks to BROADCASTING as last week’s western cable activities were draw-
ing to a close, Wheeler emphasized the basic soundness of that medium. “The crepe-hanging about cable by some in the media now is as ill-founded as were those crazy
blue-sky stories of several years ago,” he said. “The industry is more profitable than it’s ever been. Yes, some of the weaker ele-
ments in the industry have been weeded out. But that’s just left the rest of the organism stronger than ever.”

Wheeler said that cable was going through the normal phases of a product life cycle. At
first there’s a lot of activity and excitement and thrashing about. Then, he said, the mark-
tetable starts to function and the sorting out and settling down begin, before the product
enters the mature phase of its growth. “We’re on the cusp of maturity,” he said.

Attendance at the Western Show also was
down—from 10,550 in 1982 to 9,800 this year. Exhibitors, nevertheless, appeared sat-
ished with the activity, although some com-
plained of the absence of the principal offi-
cers of their client companies. It was believed that as many companies were rep-
resented as in earlier years but that fewer dele-
gates from each had made the trek West.

The week’s loudest laugh—and in the view of some, perhaps its most perceptible com-
ment—came from Dan Brenner, legal assistant to FCC Chairman Mark Fowler, who was a panelist at the Western Show. Reflecting on his earlier service with another FCC chairman (Charles Ferris) whose gov-
erning philosophy was “let a thousand tech-
nologies bloom,” Brenner remarked that “Unfortunately, at the moment, a thousand
technologies seem to be going kaput.”

Wheeler lashes out at H.R. 4103 foes

NCTA president says cable will not make further concessions without some movement from NLC; says association will ask FCC for rulemaking pre-empting all state and local cable regulation

Opponents of proposed national cable legis-
lation that would substantially deregulate the industry “have resorted to sham, collateral
attack, and unabashed exercise of raw politi-
cal strength” in their attempts to derail pas-
sage of a federal cable telecommunications act, National Cable Television Association President Thomas E. Wheeler charged last Thursday in a Western Cable Show luncheon address.

“Their influence should not be overesti-
ated,” Wheeler advised. “We have mo-
mentum. The grassroots support for na-
tional cable legislation continues to gain
strength with Congress and, more impor-
tant, that support continues to be translated
into action.”

Wheeler reported that H.R. 4103, the companion to the cable bill passed last June by the Senate (S. 66), now has broad support throughout the House, including a majority in the Energy and Commerce Committee, where the bill is now pending.

Conceding that H.R. 4103 still has pow-
ful opponents, including the National League of Cities, Wheeler said the NCTA remains “willing to sit down with represen-
tatives from the nation’s cities to explore fur-
ther refinements to this legislation. I firmly
believe that acceptable solutions can and
will be found in a spirit of compromise.”

Wheeler summed up the problem his or-
ganization faces with the National League of
Cities this way: “They demand the unilateral
right to walk away from an agreement based
on changed circumstances but insist on
denyng cable operators the right to adapt a
business plan based on changed circum-
stances.” This was a reference to the NLC’s
modification of its original compromise
agreement enabling its support last summer of
S. 66.

However, Wheeler warned that “NCTA is
not prepared to issue a series of unilateral
modifications from the agreement without
obtaining appropriate quid pro quo for the
industry we represent. If cities feel it is im-
portant to recapture concessions that they
made at the bargaining table, concessions for
which we in turn made concessions, then all
issues in the compromise will be fair game
for renegotiation.”

For example, Wheeler singled out fran-
chise fees, rate regulation relative to non-
must-carry signals and requirements of insti-
tutional network construction as areas that
would be re-examined if the compromise
were to be opened to new discussions. The
“questionable policy” of government own-
ership of cable systems would also be looked
at if negotiations are renewed, according to
Wheeler.

But Wheeler reserved his harshest criti-
cism for “a group of highly vocal cities that
dissent from the leadership of the NLC and
some of the former operating companies of
the Bell telephone system,” which he de-
scribed as apparently “committed to ob-
structing the development of any national
cable policy.” This group, which Wheeler
said includes the U.S. Conference of May-
or, is taking “an irresponsible approach to
the formulation of national policy and I be-
lieve has been recognized as such in the
Congress.”

Wheeler labeled H.R. 4299, the “Cable
Consumer Protection Act” introduced by Repre-
sentative John Bryant (D-Tex.) and sup-
sported by the U.S. Conference of May-
or, “a wishes list, not a compromise.” He also
cri tized Pacific Telephone, another H.R.
4103 critic, for alleged participation in a “co-
nordinated national campaign” to keep cab-
ble competition out of activities PaclTel and
other telephone companies are seeking to en-
gage in involving cable-related services.

“PacTel’s version of ‘regulatory parity’
means that the government should act to keep us from competing with them while
acting to put the telephone company into the
cable television business,” Wheeler
charged.

Although the NCTA executive is confi-
dent that industry-supported legislation will
pass in the House, Wheeler said that “NCTA
will immediately petition the FCC for a rule-
making pre-empting all state and local regu-
lation of all cable services beyond the regu-
lation directly related to use of streets and
public rights-of-way and the protection of
public health and safety” if the legislative
process breaks down. “We will [also] ac-
celerate our actions in the courts,” Wheeler
promised.

“What it all boils down to is this,” Wheel-
er concluded. “Economics and ingenuity
should govern the future of cable television.
The public interest is best served by the effi-
cient functioning of the consumer market-
place, not the aberrations of the local politi-
cal marketplace.”
Showtime purchases Spotlight

Lifetime and Arts & Entertainment make debuts at Western Show

Cable conventions have habitually been the sites of choice for the introduction of new programming services. By 1983, however, introduction has been superseded by consolidation.

Last week cable operators got their first close-up look at two new consolidations: Lifetime (Daytime and the Cable Health Network) and Arts & Entertainment (Arts and The Entertainment Channel). And the fate of Spotlight, the proprietary pay movie service of four major MSO's scheduled to go dark on Feb. 1, 1984, was resolved.

At an impromptu news conference in the press room at the National Cable Programming Conference in Los Angeles last week, Mike Weinblatt, president of Showtime/The Movie Channel Inc., announced that the number-two pay-programmer had reached agreements with the Spotlight owners to absorb the pay service's 784,000 subscribers and to acquire the assets of Times Mirror Satellite Programming Inc., which manages Spotlight. The TMSP assets include two protected transponders on Galaxy I.

Spotlight is a partnership of Cox Cable Communications Inc., Storer Communications Inc., Tele-Communications Inc. and Times Mirror Cable Television Inc. It was founded by Times Mirror Cable in May 1981; the others signed on in December 1981. Weinblatt would not reveal any financial details, but the buyout was not inexpensive. The two transponders alone were purchased for $28 million by TMSP in 1981.

Assuming the Spotlight subscribers are willing to substitute either Showtime or the Movie Channel, Weinblatt said, the collective subscribership of the two services will jump 10% from 7 million to 7.7 million.

In a prepared statement, John F. Cooke, president of Spotlight, said the service was simply not economical. "Showtime would not have been able to sustain acceptable profitability given its relatively low number of potential subscribers and the differing commercial objectives of the partners," he said. "Without a more substantial level of financial commitment, the venture would not have been able to justify necessary expenditures for film license fees, pre-production financing and made-for-pay television movies. The prospects for obtaining additional subscribers...[by] marketing outside the four partners' cable systems were not favorable because of the additional costs associated with [it]."

Weinblatt said the partners' decision to cut a deal with Showtime/The Movie Channel will give their subscribers a "positive choice."

At the Western Cable Show, both Lifetime and Arts & Entertainment, scheduled to premiere Feb. 1, made their debut to the cable community. Lifetime is the combination of Daytime and the Cable Health Network (BROADCASTING, Dec. 12).

The final agreement that brought Arts & The Entertainment Channel together was not completed until Monday evening, Dec. 13, the day before the Anaheim show opened, according Raymond Joslin, president of Hearst Cable Communications, who unveiled the new service at a Wednesday press conference. The service will combine the best programming of the two original services: BBC programming, Broadway plays, comedy shows, classic films and performing arts fare. A&E will be run by ABC Video Enterprises, Hearst and RCA Corp. Rockefeller Center Inc., which held an interest in the original Entertainment Channel, will be a shareholder but an inactive member of the management team, executives said.

The service will not be free to cable operators. Those who take it for one year will be charged seven cents per subscriber. A three-year plan is also available, with operators to be charged five cents per subscriber the first year, six cents the second year and seven cents the third.

The service will be available either from 8 a.m. to 4 a.m. on Satcom III-R, where it would follow Nickelodeon, or from 8 a.m. to 4 a.m. on Westar V. Although Arts has 13 million subscribers now, the service is expected to launch with 9 million subscribers, as A&E executives start from scratch renegotiating MSO contracts. Joslin said agreements have been signed with 14 MSO's representing 6.5 million homes to date, and talks with the other 6.5 million are ongoing.

Fight for dereg

That's advice given cable operators by congressmen during panel on H.R. 4103

H.R. 4103, the bill that would deregulate the cable industry, received much attention last week in Anaheim and congressmen in panel sessions addressing the measure urged the industry to increase its lobbying effort in order to gain passage.

The bill's opponents, principally the nation's cities and telephone companies, have already mounted, as Mickey Leland (D-Tex.) said, "an extremely rigorous campaign" to block the measure.

In addition to the issues, congressman after congressman made the point that peace with Energy and Commerce Committee Chairman John Dingell (D-Mich.) is an unavoidable prerequisite for the bill's passage. There was also some free advice. Congressmen Thomas Luken (D-Ohio) and Bill Richardson (D-N.M.) said time was of the essence. Richardson's advice was to "strike early" in the session, before Congress gets sidetracked with other bills and the political conventions in July. Luken said the industry "should move now" and, injecting a note of realism, added, "Its objective should be obtainable."

Thomas Tauke (R-Iowa) said it was important for cable operators to explain to House members why Congress needs to step in on this issue. Although he said that "today the votes aren't necessarily there to win," he felt overall the bill stood "a reasonably good chance" of passage. Looking down the road, however, Tauke foresaw problems: "Undoubtedly [there will be] a fairly difficult [House-Senate] conference on the issue."

Leland told operators to keep the dialogue with the cities going, but he was not hopeful that the two sides would be able to reach agreement again. He urged the cable industry to keep the votes it has in its fold and lobby the congressmen who are already being lobbied by the cities. Leland said city officials in his district, including the mayor of Houston, have lobbied him heavily. And he said that kind of pressure in an election year is eroding the support cable has on the issue. He pointed to co-sponsor Cardiss Collins (D-Ill.), whose support of the measure may give it additional political reality, he said, because she is in a tough re-election contest.

Leland and Congressman Howard Nielson (R-Utah) both thought that the division in the ranks of the National League of Cities would help cable's cause. Nielson said the NLC had taken "some unreasonable" positions on other matters, indicating that Congress may not be as apt to listen to it now. He advised operators to meet with congressmen and, in answer to a question on what cable operators can do to help win passage, urged them to urge congressman to send "Dear Colleague" letters to enlist support.

Nielson brought a newspaper clipping from a Provo, Utah, (in his district) that said Ralph Nader had come out against the bill. He said if the bill is construed as anticonsumer, some of the support it has from congressmen who have strong consumer advocate voting records may erode.

Both Leland and Tauke stressed the need for cable not to overcompromise. If the industry gives any more, they said, the bill may not be worth passing. In addition to the opposition from the cities and telephone companies, Congressman Dan Coats (R-Ind.) saw obscenity "as a potentially explosive issue." Tauke attached an amendment that allows local operators jurisdiction over obscenity on local access channels. But Coats saw parts of the obscenity section that opponents may attack and he advised the industry "to retain some constitutional lawyers on that subject."

One questioner asked whether the broadcast period of H.R. 4103 would be merged. Luken and Leland said that was unlikely. Tauke also was skeptical, although he said he would not stand in the way of such a merger.
Converter news
talk of Western Show

Announcements at Anaheim include General Instrument's purchase of Tocom, while Oak and Times Fiber form joint venture

The mergers and joint ventures that have marked the software side of the cable television business over the past two years have spread to the hardware side. At last week's Western Cable Show in Anaheim, Calif., General Instrument announced it has signed a letter of intent to purchase Tocom Inc. for approximately $28 million, and Oak Communications Inc., a subsidiary of Oak Industries and Times Fiber, announced they have formed a new venture—Oak-Times Systems Corp.—to jointly market their cable products.

Under the terms of the Tocom-GI deal, Tocom shareholders will receive $3.50 worth of GI stock for each of their 8 million shares. The closing of the deal, which is expected by next April, is subject to "the execution of a definitive agreement and the approval of appropriate regulatory bodies."

Oak-Times Systems will receive initial funding from its parents of $5.5 million—$500,000 in "seed money" and $5 million in "advance commission against sales." Its president will be Michael J. Shaughnessy, former vice president of sales and marketing for Oak Communications.

In addition to agreeing to acquire the stock of Tocom, said Tocom President Michael R. Corboy, GI has already provided Tocom with $3 million in much needed cash and will come up with an additional $2 million before the deal is closed. The cash will allow Tocom to bring its new Eclipse addressable converter (model 5503) to the market. Without money worries, he said, "we can go out and market the heck out of it," he said. "The employees are excited by the opportunity to show the things we can do." Corboy said Tocom would operate as a wholly owned subsidiary of GI and that its management would remain intact.

"The cost of research and development, coupled with the slowdown in cable television equipment sales, presented Tocom with the necessity of raising capital to fund the increase in production of our new 5503 . . . converter," said Corboy. "We will now have the financial support and credibility of General Instrument behind Tocom to enable us to effectively market, sell and support our products."

Oak-Times Systems will act as the marketing and service organizations for Oak's line of set-top converters and decoder/decoders and Times Fiber Mini-Hub star-switched systems. By developing software that will permit simultaneous control of Oak's set-top and Times Fiber star-switched systems, Shaughnessy said, Oak-Times will be able to offer cable operators a "hybrid alternative." In some instances, "the situation will warrant a fully set-top approach," he said. "In others, a full switched network may be more practical. And in some cases, a hybrid application using both will be warranted." In urban builds in particular, he said, cable operators are "likely to experience a broad range of subscriber density and churn" that may make the hybrid system the most cost-effective way to go.

Said Everett A. Carter, chairman and chief executive officer of Oak Industries: "The needs of the industry will be met effectively by marrying the marketing of our two product lines. These will provide a cost-efficient solution to new build and rebuild construction demands."

Larry DeGeorge, chairman and chief executive officer of Times Fiber Communications Inc., echoed Carter's thoughts. "By combining our technologies," he said, "we will provide cable operators with a new dimension in compatible components for a hybrid system, using established and proved hardware and software."

According to Tocom, its Eclipse baseband converter has been successfully field tested at Sammons Communications' system in Fort Worth. The unit, it said, features a single-board VLSI design for high reliability and performance and 450 mhz (66-channel) capacity. It sells for around $125. The first shipments are scheduled to go out in January to Upper Valley Telecab of Idaho Falls, Idaho, and a Daniels & Associates system in Baton Rouge.

To get their joint venture off to a good start, Oak and Times Fiber introduced new products at the show for it to sell. Oak unveiled its new Sigma encryption system with Sigma One converter/decoders. Meanwhile, Times Fiber announced the development of a "second generation" of its star-switched technology, Times Fiber Hub II.

According to Oak, the Sigma system, which is addressable, provides three levels of security: The audio is digitally encrypted, the baseband video is scrambled and the video scrambling commands are encrypted. The Sigma One box can handle 450 mhz (or 64 channels) and should be ready for delivery in April 1984. The system can be upgraded for impulse pay-per-view and other interactive services.

In other converter news:

Kanematsu-Gosho Inc. announced that the New York Times Cable Co. is installing its Sparc II two-way baseband addressable converter in 8,000 homes in Cherry Hill, N.J., following a six-month test of the equipment. If all goes well, NYT will finish the installation of the first batch of decoders by the end of January and begin installing them in an additional 18,000 homes.

World Video Library Inc., Fort Worth, introduced the Time Machine, a one- or two-way addressable converter/decoder system with on-command pay per view capability. The on-command PPV requires a lot of channel capacity, but it allows the subscriber to choose among several movies at the top of each hour. The system also automates both program ordering and customer billing. The converter/decoders can handle 54 channels.

White House sues CPB over Hanley nomination

Suit by Justice seeks to seat
Republican appointed by Reagan
but rejected by CPB board

In an action that appears to be primarily a matter of principle—to both sides involved—the Reagan administration filed suit Dec. 14 to compel the Corporation for Public Broadcasting to let a Reagan appointee, William Lee Hanley Jr., join the CPB board of directors.

Hanley, a Republican and New York businessman, was appointed by President Reagan during the Senate recess to succeed Democrat Gillian M. Sorenson, whose term expired last year. Hanley's term would expire March 1, 1984, or at the end of the next session of the Senate, whichever comes first. His appointment was sidetracked on
Sept. 15 when a majority of CPB board members refused to let him join the board without Senate approval.

In U.S. and William Hanley Jr. vs. CPB and Gillian M. Sorensen, the administration asked the District Court for the District of Columbia to oust Sorensen. It also asked that CPB "recognize the status and authority" of Hanley as "a duly appointed member" of the CPB board. The administration charges that CPB is "infringing the constitutional and statutory power of the President to appoint members" to the board.

The next—and only scheduled CPB board meeting before March 1—is Jan. 13, making prompt court action necessary if Hanley is to take his seat on the board. The administration has asked for a preliminary and perman dent injunction, which would permit Hanley to be recognized with full authority as a CPB director and allow him to participate in the January meeting. However, U.S. District Court Judge Thomas Flannery, who has been assigned the case, has yet set a hearing date. According to a court spokesman, unless the administration requests a separate motion for an immediate injunction, the court is unlikely to take action for 60 days.

CPB defended its earlier position, which is said is based on Article II of the Constitution and provisions of the amended Public Broadcasting Act of 1967. The latter states that directors of CPB must be "appointed by the President, by and with the advice and consent of the Senate."

Hanley passed through Senate confirmation hearings on Nov. 7 (BROADCASTING, Nov. 14), but was never confirmed by the full Senate. Senator Lowell Weicker (R-Conn.), Hanley's senior home-state senator, and chairman of the Labor, Health and Human Services and Education Appropriations Subcommittee, which has jurisdiction over public broadcasting, blocked the nomination on the Senate floor because of Hanley's "rigid, conservative politics," his recess appointment and reasons involving Connecticut state politics, according to a Weicker aide. According to CPB, under Senate rules, once the Senate adjourned on Nov. 18, "Hanley's nomination... was returned to the White House for further consideration as the President deemed appropriate."

**TV viewing in Tulsa:**

a microcosmic analysis

Ogilvy & Mather study shows decline in affiliate shares and growth of independent station; drop in pay TV also shown, but agency warns broadcasters not to be deceived—pay TV is driving force in cable

Ogilvy & Mather, New York, released an analysis last week of television viewing in Tulsa, Okla., showing that shares of network affiliates are eroding in noncable homes and in limited-capacity cable households (12 channels), but are growing modestly in wide-capacity (36 channel) homes.

Ogilvy based its examination on Nielsen data for May 1981, 1982 and 1983. It reports that affiliate shares in Tulsa noncable homes, for example, dropped in early fringe (3:30-6:30 p.m.) from 90 in 1981 to 78 in 1983; in prime time from 90 to 88 and in late night from 91 to 88.

"We traced this decline to the growth of the local independent—KOKI(TV)," O&M remarks.

Between 1981 and 1983, KOKI's shares increased from 6 to 19 in early fringe; from 5 to 9 in prime; from 4 to 10 in late news, and from 3 to 11 in late night.

The decline in affiliate shares in Tulsa's limited-capacity cable homes is illustrated by the figures: shares in early fringe fell from 78 in 1981 to 60 in 1983; from 71 to 68 in prime time this year; from 85 to 76 in 1983 in late news, and from 66 to 64 in late night.

Ogilvy explained these declines by saying that "the addition of new basic and pay cable services to those systems, plus the strength of KOKI, increased audience fragmentation."

In 36-channel cable households, affiliate shares fell from 56 to 50 in 1983 in early fringe but climbed in prime from 55 to 58, in late news from 62 to 65 and in late night from 50 to 62.

Ogilvy took note of the large share increase in the late night period, saying that on a national basis, network shares declined. It said this was the only instance in which national data did not correspond with the agency's findings in Tulsa. A spokesman said that although there was no ready explanation, it could deal with local conditions in the month of May.

The spokesman said there were no surprises in the findings, although there was some reason to believe that network shares would be higher in view of the decline in pay TV shares. The analysis shows that the pay cable share of viewing rose in early fringe from 2 in 1981 to 4 in 1983, but declined from 25 to 12 in prime time, from 14 to 10 in late news and from 18 to 11 in late night.

"The fall-off in pay television during May was not unique to Tulsa," Ogilvy comments. "National ratings for pay TV between May 1982 and 1983 substantiate this drop. According to Nielsen's Cable Status Report, prime time shares went from 22% to 17% within total pay households."

Ogilvy noted that pay subscriptions remain healthy despite a drop in average viewing levels. The agency says broadcasters should be "alarmed" by the pay figures in Tulsa, and adds:

"Don't believe those who say that pay television has run out of steam and that the networks are rebounding. Pay TV is the driving force in the cable industry and Tulsa shows it's getting stronger."

"In the next few years, as pay television penetration expands, it will have the finances to meet the high prices that top-rated programs will command, even without advertising revenues."

Ogilvy observes that it is "surprised" by the good performance of UHF station KOKI in Tulsa. The agency says it has spoken to the station manager and learned that KOKI is aiming to become a regional independent in the Oklahoma/Arkansas area. Accordingly, it built an antenna twice the height needed for the market, and now seeks to obtain programming with strong local and regional appeal.

"KOKI's success in Tulsa suggests that independent stations can become an even more powerful force," Ogilvy remarks. "However, current regulations, including the rule of sevens, could prevent groups such as Metromedia and Westinghouse from controlling a sufficient base of stations which could be necessary to finance original programs."

**Structure committee gives NAB approval**

Report finds organization's setup generally satisfactory; recommends adding lobbyist each for radio, TV

A special committee appointed by the National Association of Broadcasters to review the association's structure has decided that the NAB, in its present form, is just about right for its jobs.

The structure committee, reporting to the NAB executive committee last week, recommended that the existing organization remain intact, except for the addition of two second-level lobbyists, one for radio and one for television, and the creation of an executive policy council.

The committee rejected a proposal advanced before his retirement by Peter Kenney, veteran NBC Washington vice president and NAB board member, that separate lobbying organizations be established for radio and television (BROADCASTING, June 20 et seq.). It also rejected proposals for the creation of a federation with independent radio and television divisions.

The committee was aided in its deliberations by the management consulting firm of Arthur D. Little.

Its two principal recommendations would install under the senior vice president for government relations a senior specialist in radio and a senior specialist in television and would set up a policy council consisting of the NAB president, executive vice president, and senior vice presidents for govern-

**Editor's note.** BROADCASTING takes its annual editorial holiday next Monday (Dec. 26). The next new feature magazine in the industry is the annual double issue on Jan. 2 featuring a look back at major Fifth Estate events of 1983 and a look ahead at what 1984 has in store in technology, programming, advertising, journalism, government and business.
The role of the policy council would be: “to identify major legislative and regulatory issues facing NAB; to devise appropriate strategy and goals to respond to these issues; to assess major industry trends and the opportunities they create for the NAB; to assign roles in achieving joint governmental relations strategies, or separate and differentiated radio and television strategies whenever these are required, within NAB; and to negotiate complementary roles external to NAB.”

The council would meet “at least monthly.” It would report to the executive committee. Copies of the structures committee’s report will be sent to members of the NAB’s joint radio and television boards in preparation for discussion during their meeting in January in Maui, Hawaii.

The committee said it found little support for a federation or for the establishment of separate lobbying operations for radio and television. The structures committee foresaw difficulties with both approaches. Not only would they add significantly to the association’s budget, it was said; they would “increase the difficulty of coordination and of full cooperation on issues of mutual concern, because the staffs are separated.”

The study was based on interviews with former and present industry leaders, NAB staff, and on a membership survey conducted in 1983. “The member survey proved to be of limited usefulness on questions of identifying differing interests among NAB members,” the committee said. “On the question of representation, 96.5% of the 1,350 respondents found NAB representation to Congress valuable or very valuable. Some 93.5% rated representation to the FCC, other federal agencies and courts at this level. These responses underline the reality that NAB’s major purpose is to represent the broadcasting industry to government,” it said.

In addition, the committee ordered the staff to conduct a cost analysis of all proposals.

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**Charting the competition**

Prime-time network television’s second season began to unfold last Thursday (Dec. 15) with the premiere of two new action-adventure series on ABC-TV, *Automan* and *Masquerade*, both from 20th Century-Fox Television. The rest of the second season, which will bring 15 new series, or 12 and one half hours of new programming, to the three-network lineup, will unfold over the month of January, starting with ABC-TV’s new half-hour comedy, *Foul-ups, Bleeps and Blunders* and NBC-TV’s new action adventure, *Legmen*, both on Tuesday, Jan. 3, and ending with CBS-TV’s premiere of *Four Seasons*, a new half-hour comedy created by Alan Alda, on Sunday, Jan. 29. CBS is introducing five new series, ABC is launching four and NBC, seven. An asterisk indicates a new show, two asterisks indicate a new time slot and a dagger denotes a series that previously had a short run.

**Network’s regroup for the new year**

The three major networks have just about completed rearranging their prime-time lineups in preparation for the second season, set to unfold primarily in January Of the 22 new series that premiered this fall, nine have been canceled and three put into hiatus, to be returned, possibly this spring. In addition, two returning series, ABC-TV’s *9 to 5* and CBS-TV’s *Goodnight, Beantown*, have been canceled, bringing the total of prime time series hours permanently excised so far to eight-and-a-half, slightly more than the seven eliminated last season at about this time. ABC-TV decided late last week to replace *Just Our Luck*, a half-hour comedy that premiered this fall at 8 p.m. Tuesday, with a new program, *Foul-Ups, Bleeps and Blunders*, starting Jan. 3. As have a number of highly successful specials on both NBC-TV and later ABC-TV, *Foul-Ups* will feature funny out-takes from Hollywood productions in a variety format. NBC-TV last week added an hour-long program to its Monday-night lineup that will utilize along with funny out-takes, favorite commercials, practi-
The plan to create two government relations departments was judged to run $744,000, or 8% higher than the present budget. The broader reorganization into a federation with separate radio and television divisions was priced at $2 million to $3.6 million. The committee said the “modest” changes it proposed would cost an extra $40,000 to $70,000 per year.

The “drastic” changes that the committee rejected would “move NAB positions of reduced flexibility,” the committee said, “at a time of accelerating change in the technologies, corporate forms, and regulatory structures affecting broadcasting.”

The new government relations specialists envisioned by the committee would work together on issues where no differences existed. NAB’s senior vice presidents for radio and television also would be consulted when the specialists are selected.

The report also suggested that:

- NAB use the expertise of its members and professional lobbyists when necessary.
- In short, the association should marshal the strongest team necessary, augmenting staff resources as needed.

The roles of NAB’s senior vice presidents for radio and television be defined by the policy committee and approved by the executive committee. The committee suggested that those offices include contact with board member and station operators, overall representation of radio and television members interests, and consultation with vice presidents for membership, and the senior vice president of research and planning. The committee left long-range planning to the NAB’s futures committee.

The futures committee co-chairmen are Martin Beck, Beck-Ross Communications, and Jerry Holley, Stauffer Communications. Members are Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass.; Stanley W. McKenzie, KWED-AM-FM Seguin, Tex.; W. Frank Harden, State Telecasing, and Dudley S. Taft, Wafi Broadcasting. The committee is to be dissolved after its report to the board.

cal jokes and a variety of other comic segments. No new episodes of Just Our Luck have been ordered ABO has ordered no new episodes of Just Our Luck, and, according to a spokesman, will probably return the series only in reruns late in the season.

So far, ABC has canceled two hours of prime time programming, and put one hour, the action-adventure series, Lottery, into hiatus. Canceled, along with 9 to 5, are It’s Not Easy, a half-hour comedy that averaged a 10.6 rating/16 share during its four-week run, and Trauma Center, an hour-long medical drama that averaged an 11.7/18. Lottery’s season-to-date average is 12.8/20.

Last week, NBC-TV finished drafting its second-season lineup by canceling five series introduced this fall, putting two, Jennifer Slept Here and Rousters, on hiatus and announcing plans to premiere six new shows. The network also announced it would move four series, including Remington Steele and We Got It Made.

Canceled from the NBC lineup, in addition to Bay City Blues, which received its cancellation two weeks ago (BROADCASTING, Dec. 12), are three-hour-long series, Boone, For Love and Honor and Manimal, and a half-hour comedy, Mr. Smith. Boone has averaged an 11.2 rating/17 share season-to-date, while For Love and Honor has averaged an 8.4/15 and Mr. Smith, a 9.9/17. Rousters has averaged a 9.5/16 and Jennifer Slept Here, a 10/16.

Replacing Boone as NBC’s Monday night 8-9 p.m. lead-in will be TV’s Bloopers, Commercials and Practical Jokes, an hour-long comedy/variety series that will include the kinds of spoofs that have scored ratings successes in specials on NBC and, more recently, ABC. Slightly less than half of each installment will be filled with bloopers, commercials and jokes, however, according to Brandon Tartikoff, president, NBC Entertainment. The rest will include man-on-the-street comedy, segments on funny animals, stand-up comedy and other features now in development. TV’s Bloopers, Commercials and Practical Jokes is being hosted by Dick Clark and Ed McMahon and produced by Johnny Carson’s Carson Productions and Dick Clark Productions.

On Tuesday, NBC is moving Remington Steele into the 10 p.m. slot vacated by Bay City Blues and putting a new action-comedy series, Riptide, into the 9 p.m. slot. Produced by A Team producer, Stephen J. Canell Productions.

Night Court, a new, half-hour comedy produced by Starry Night Productions with Warner Brothers Television, will premiere in January at 9:30 p.m. Wednesday, replacing Family Ties, which will move to Thursdays at 8:30 p.m. We Got It Made, bumped from Thursdays at 8:30 p.m., will move to Saturdays at 9 p.m. where it will team with Mama’s Family, moved from Thursday at 8:30 p.m., to replace Rousters.

Night Court stars Harry Anderson in the role of an eccentric judge who presides over a Manhattan court and deals with a “family” of defense and prosecuting attorneys, a bailiff, court clerk and other assorted oddballs. Reinhold Weege, formerly producer of Barney Miller, is executive producer of the series. NBC will premiere an all-new lineup on Fridays in January.

NBC has replaced the all-new Friday line-up it premiered this fall with another all-new lineup, this one composed of two action comedies and The New Show, a comedy/variety at 10 p.m. that showcases new talent (BROADCASTING, Dec. 5).

The night starts at 8 p.m. with the first action comedy, Legmen, starring Brice Greenwood and John Terelesky as college students who work part-time for a down-and-out private eye, played by Don Galfi. Richard Chapman, Bill Dial and Andrew Mirisch are executive producers for Universal.
Breaking point. The dispute over a consensus broadcast deregulation bill in the House may be coming to a head. A key member of the House Telecommunications Subcommittee, Tom Tauke (R-Iowa), says he wants to resolve the dispute as soon as possible and has asked the subcommittee's chairman, Tim Wirth (D-Colo.), for a meeting in early January on the matter. The subcommittee tried before the congressional recess, last month to resolve its differences over legislation, but failed to reach an agreement. (Subcommittee staff members have been working to arrange a meeting during the recess.)

"As I indicated at our last meeting on broadcast reform legislation, I believe that our attempts to reach a consensus are at a critical point," Tauke wrote. The congressman maintained that the issues have been thoroughly discussed. "Now we need to determine whether or not these positions can be reconciled in one consensus measure," the letter said.

"This kind of make-or-break-it meeting among the participants to the original agreement is necessary, I believe, in order to bring our discussions to a timely and favorable conclusion," Tauke wrote (italics his).

Clean slate time in fin-syn talks

Networks and producers are working up 'fresh proposals' as they try to meet Fowler's Jan. 31 deadline

The hunt for a resolution of the controversy over the FCC's financial interest and syndication rules was continuing last week, but out of the glare of publicity and in apparent recognition that the proposals put forward thus far by either side will not do. As Jack Valenti, president of the Motion Picture Association of America and principal spokesman for those seeking to preserve the rules, put it last week, "We'll put fresh proposals on the table." A network spokesperson indicated that went for the networks, as well.

A meeting between the two sides that was scheduled for last Wednesday—it would have been the third—was canceled, "by mutual consent," according to Valenti, after he and Everett Erlick, executive vice president and general counsel of ABC, conferred by telephone early in the week. However, "that doesn't mean we're not talking, at all levels," Valenti said. "We're starting fresh with brand new proposals."

Valenti, who has been part of a team including representatives of the independent television stations, producers and a variety of other interests who are fighting to preserve the rules barring networks from the syndication business and from obtaining financial interest in the programs they acquire, said he has put some ideas "on paper." He said he wants "to run them by 10 or 12 people." The network spokesperson said the networks also are "putting together new proposals."

Indications were that the two sides were taking a new, more deliberate approach in their effort to reach an accord, one made possible by the additional time they have been given. They had been operating under what appeared to be a Nov. 18 deadline, the date the Senate and House were scheduled to adjourn for the remainder of the year. The House had already passed legislation to prevent the commission from acting on its proposal to repeal the rules, and the Senate was expected to follow suit. However, just as the Senate Commerce Committee was about to act on the bill, FCC Chairman Mark Fowler yielded to Senate pressure and agreed to suspend consideration of the issue until May.

The Senate Commerce Committee is on record with a commitment to resume work on moratorium legislation by March 15 if it appears one of the parties is bargaining "in bad faith." But both Fowler and the senators involved in the agreement say they expect the two sides to complete negotiations before that date, by Jan. 31 (BROADCASTING, Nov. 21).

Given that time frame, Valenti said he would have an opportunity to confer with the interested parties on his side on various proposals. And he said that, unlike their first two sessions, the two sides would inform each other of their new proposals before meeting again. Thus, each side would be prepared to deal on an informed basis with the other's proposals.

The two sides have a considerable gap to close. The networks are insisting on regaining the right denied them when the rules were adopted in 1970 to engage in syndication. The independent stations particularly oppose return on anything but a limited basis. The producers have suggested that, in return for the right the networks are demanding to negotiate for financial interest in the programs they acquire, they give the producers a share of the advertising revenues the programs earn. The networks flatly rejected anything involving revenue sharing. The last meeting ended with Valenti suggesting that the two sides abandon the proposals for syndication and revenue sharing and focus on the financial interest rule. What, he asked, would the networks "give" to negotiate a financial interest in a program (BROADCASTING, Nov. 14)?

Hanging over the negotiations is the prospect of the issue being passed back to the FCC or to Congress if the two sides cannot reach agreement. Valenti expressed some concern about the Commission regaining control of the issue. "Fowler is their man," he said. On the other hand, he has reason to feel comfortable if Congress resumes work on the issue; the pro-rules side won five straight votes in both houses. And Valenti said he is keeping key members of both houses—Commerce Committee representatives and the leadership—"intimately informed" of developments.

Congress is not the producers' only ally. They have a friend in the White House. President Reagan directed the Justice and Commerce Departments to abandon long-held positions in favor of the FCC's repeal of the rules and to support legislation providing for a two-year moratorium on commission action (BROADCASTING, Nov. 7).

Last week, one of the government officials who had been forced into the changed position expressed confidence his original position was correct and said it should prevail. William Baxter, who is resigning as chief of Justice's antitrust division, was asked at a farewell news conference on Thursday if he regretted that the FCC has been prevented—temporarily if not permanently—from repealing the rules. "There is no reason to feel we have a substantial hiatus here," he said. "We have a delay for a time to look at the situation to see if the analysis is sound. I think it was and that these rules should be removed."

Obscenity issue postponed. The FCC still thinks Section 315 of the Communications Act, which prohibits broadcasters from censoring appearances of legally qualified candidates, doesn't mean broadcasters have to air obscenities, but it didn't get around to making that ruling, as it was scheduled to, last week ("Closed Circuit," Dec. 12).

The problem isn't the ruling's bottom line. According to FCC officials, there was some concern, however, that "language" in the ruling needed to be cleared up. It also was believed that the commission should give a "more definitive" statement of how parties would be expected to deal with actual situations that could arise as a result of the ruling.

The issue was raised because Larry Flynt, publisher of Hustler and announced candidate for the Republican presidential nomination, had said he would use clips from X-rated movies in campaign commercials. The FCC was expected to argue that Congress had not intended Section 315 to supersede the criminal code, which is where the federal statute against broadcasting obscene material is. There was some speculation that the commission might opt to withhold a ruling now that Flynt has said he's not running for the office. (Flynt made that announcement in a press release. But he also said he is considering running for a congressional seat at a later date "because I can raise more hell there.") The indications, however, are that the commission will forge ahead. For one thing, the ruling has been requested on Capitol Hill by Representative Thomas Lukens (D-Ohio) and others; for another, there's no guarantee Flynt won't change his mind again. "I think that anybody who can divine the state of Larry Flynt's mind probably ought to receive a Nobel Prize in psychiatry," said Bruce Fein, FCC general counsel.
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Widening cable's revenue base

Suggestions at Western Show include improving basic and pay, getting into DBS, data transmission, security, PPV

For a cable industry that seems to have come up against a high dam in attempts to create new revenue streams, a panel session devoted to that subject would seem to hold high interest. And so it did last Wednesday at the Western Cable Show in Anaheim, Calif. The answer, however, is less than revolutionary. Cable's main revenue potential remains its number-one standby: basic cable.

The first to say so was Gustave Hauser, the former Warner Cable chief who now heads his own company, Hauser Communications Inc.

"Despite prognostications," he said, "many sophisticated players believe both basic and pay cable can be improved, before we come to the new services." But when he did come to them, the first in line was pay per view. Hauser cited the explosion in home video, through video cassette recorders, as the primary example of how cable is failing to take advantage of "this great growth industry."

Hauser cited direct broadcast satellites as another potential revenue source, with cable supplying the basic program material to airborne entrepreneurs. After that, he listed data transmission and interactive capability as major possibilities. "Many of the best and most enduring businesses develop slowly," he said in encouragement.

Fred Vierra, president of United Cable Television, cast a more pessimistic light on things, particularly in terms of immediate potential from new revenue streams. Among the things for which he holds out little hope soon: pay per view, data transmission and security. PPV, he said, won't get off the ground until the major program suppliers commit to it on a consistent basis and at a price the industry can handle. Regarding data, the critical missing link is operator expertise, he said. "We have a better mousetrap but we don't know how to take advantage of it."

"What we need," he said, is for a "major MSO to make a commitment, or to enter a joint venture with telephone companies, or to form a cable consortium to share the risks." Security is growing, but very slowly, Vierra said, and short-term, he doesn't look for any breakthroughs.

Instead, he said, the emphasis must be placed on cable's traditional businesses, indicating that if United can show a 1% increase in basic service, that would deliver $1.4 million to gross revenues and $550,000 to the bottom line.

Colin Watson, president of the Canadian-based Rogers Cablesystems Inc., expressed excitement about pay per view, principally on the basis of the company's experience with 16,000 hotel rooms in Toronto. He said revenue had increased 30% when the systems were programed to allow impulse buying, and said Rogers expects such PPV efforts "to continue to be a handsome form of incremental revenue." He also reported successful efforts at downloading TV games through the cable networks. And talking of security, he reported a project in Syracuse, N.Y., that has 1,000 subscribers paying $10 a month for a relatively simple system that, among other merits, doesn't lend itself to disconnects.

Watson said the growing population of personal computers among the public is going to make possible a two-way future for cable television "more rapidly than many believe."

Moderator Allen T. Gilliland, president of Gill Cable, stepped in on his own to praise the possibilities of advertising as a major revenue stream for cable. And while he didn't get much argument, neither did he get much support from the panel. The attitude seemed to be that advertising had its place in the revenue pie, even an expanding one, but that for now cable may do better emphasizing those services with which it is most familiar and expert. "We're going to get better at the advertising opportunity," said United's Vierra.

All the panel turned with interest to the subject of expanded basic, a rapidly growing marketing development in cable brought on by more and more basic program suppliers either charging for their services or increasing existing rates. Said Hauser: "We can't get the money we need to pay them so that they can stay alive. What do they want most? To be on basic and stay advertising-supported or go on a tier? This is one of the most fundamental questions we will face in the next year," he said. His own guess: that cable will have no choice but to charge the subscriber and forget the advertising for now.

How much money can cable operators hope to get from their typical subscribers? The average is now $18 a month, said Hauser, but many systems are now past $30, and, in his view, there's no predictable upper limit.

Worrying about cable TV's First Amendment protection

Western Show panelists disagree over fairness doctrine obligations, access channels as tradeoffs

The same First Amendment-cable connection that caught the attention of National Cable Programming Conference delegates in Los Angeles last Monday morning (see page 50) was still pulling them in on Tuesday afternoon in Anaheim, this time at the Western Cable Show. The discussion was more legalistic but no less compelling.

Moderator Tracy Weston, late of the Federal Trade Commission and now a law professor at the University of Southern California, as well as in private practice, set the stage by noting that while there is already a large body of precedent limiting the First Amendment rights of the broadcast media, in cable it is largely a loose ball, with ample opportunity to make things right—or try to—before that medium follows broadcasting into a restricted speech environment. Among the issues he cited for resolution: whether cities can censor for indecent, as opposed to obscene, speech, and whether the act of franchising itself violates the First Amendment.

Henry Geller, now director of the Washington Center for Public Policy Research and a long-time communications policy activist from within and outside government, said it's difficult to discuss cable's First Amendment dimension because the medium is a hybrid: sometimes it looks like broadcasting, sometimes it looks like common carrier, sometimes it looks like telepublishing. Of the three, the last named is the best from cable's point of view, in that it parallels the print model. The broadcast model, of course, is the worst. Geller's own view is that "First Amendment proceedings are simply not business as usual."
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Fiber optics: in future of cable, panelists agree

Media General's Switzer sees use of fiber optic technology as decade away, but predicts stereo TV will take hold in few years; quality in cable engineering also stressed

The "ultimate" cable system of the future will incorporate a central switching network, fiber-optic distributed all-digital technology, according to industry veteran Israel Switzer, an engineering consultant to Media General of Fairfax County, Va.

Switzer, active in cable engineering since 1954, told a Wednesday morning Western Cable Show audience that the rate of technological change in the industry "depends on how successful we are as a business."

Panelist Switzer said most cable systems are being built "in an extremely conservative manner," which in the current era means "tree-and-branch, broadband systems that are not very efficient. Cable companies are not interested in going out on a limb technologically."

As an example, he noted that fiber optics technology will take at least a decade to take hold in the cable industry because it must be both "debugged" and overcome resistance from the engineering community at large.

Commenting on competing technologies, Switzer predicted "teletext will be a valid service," and direct broadcast satellites will provide "more grit for our 100-channel cable mill" and become "a more formidable source of competition than multipoint distribution systems and low-power television. Both of the latter, he argued, are "the poor man's subscription television" and should not pose a significant threat to cable.

The principal impact of DBS, Switzer believes, will be on a reorientation of engineering standards prompted by delivery of better television images, and "high-fidelity component television," taking advantage of technical refinements, will begin capturing consumer interest during the next two to three years. Stereo [television] sound is also going to improve," Switzer declared.

Digital, he continued, will become "the lingua franca" of the cable industry, including digital audio transmissions to replace existing "mediocre stereo [cable] radio service." If there proves to be a market for pay audio, Switzer said, the technical quality will need to be improved.

"I am a little disappointed in the lack of long-term strategy in the cable industry," Switzer added, noting that "technical changes tend to come from the manufacturers, who seem to feel less secure than the cable operators."

Another panelist, Times Mirror Cable engineering vice president, David Randolph, also predicted a rosey future for fiber optics in cable, particularly for local drops to homes from switched networks. The introduction of fiber optics, he said, will depend upon cost-efficiency issues that will be resolved as optical cable prices decline and coaxial cable costs continue to rise. Randolph predicted the cable system of the future would have 45 mhz capacity into the home and be bi-directional. He suggested that future cable systems have capacity for additional sets in the home and nonvideo services such as home security. Randolph, like Switzer, also predicted that the relative low cost-per-channel of cable will give the medium a distinct advantage over entertainment programing competitors for at least 10 or 15 years. He noted that bandwidth capacity is increasing toward more than 100 channels for a reduced cost per channel.

Rick Cleverenger, director of corporate engineering for Cox Cable Communications, told the audience he believes there needs to be an emphasis on "quality" in cable engineering as we move into an innovation stage. A balance between the two, Cleverenger believes, will help control problems associated with capital investment and obsolescence involving technological evolution. The competition created by the innovations may have a disruptive impact on the industry overall, he warned. Nevertheless, Cleverenger sees the trend toward fiber optics gaining momen-

tum.

The director of research and development for TeleCommunications Inc., Tom Elliot, presented a paper prepared by the company's engineering director, David Willis, in which Willis cautioned that "probably a very low percentage of cable subscribers will elect to buy the more exotic services" offered in the future. He backed up this contention by noting that about half of consumers given the cable option elect not to subscribe, and fewer than half of subscribers buy even one pay cable program service. Willis noted that "the overabundance of channels has created financial problems for some cable firms due to the high cost of building and maintaining systems with failed channels. He also inquired in favor of improving the quality of existing technical services.

Selling cable without numbers

The challenge presented at a panel session on local advertising was selling without numbers. Panelists provided insights into what is being done to bring local advertising dollars to cable without the benefit of ratings.

One suggestion was promotions. Virginia Westphal, director of advertising sales at Viacom Communications, described a promotion with Nikton. A 26-episode, half-hour series about photography was shown on a local origination channel by Viacom. Nikton provided 75% co-op advertising support and donated a $350 camera for a giveaway promotion. Westphal said it received thousands of entries.

Mitzi Lehano, sales manager of Oceanic Cable in Honolulu, said promotional giveaways for concert tickets done in conjunction with MTV brought 8,000 participants. She said the experience showed that people are watching, but also warned those techniques won't work forever.

Richard Radford, regional manager of advertising sales for Group W Cable systems in the Los Angeles area, said salesmen "have to stress the value of the product." And he told cable operators not to be intimidated by retailers who want to see ratings and share figures. Radford echoed Westphal's comments to rely on a system's own research and the generic research to present cable's case.

There was unanimity on the panel that the only way to find and keep good salespeople was to compensate them well. But that proved to be easier said than done. Art Breyfogle, advertising sales manager at Fresno Cable TV, Fresno, Calif., said personnel with prior media background are the most desirable. He said he pays between 17% and 20% commission. "If you don't pay enough, they won't stay," he said.

Westphal and Radford said that often they can only pay salaries equal to the secondary radio stations in town. Radford said top radio salesmen in Los Angeles can make upwards of $100,000, which is out of a cable operator's price range. Lehano said one technique she uses to find good candidates is to discourage job applicants during inter-

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views. If they still want the job, she said, "then you know they are already highly motivated." Lehano said she tries to hire those with radio backgrounds, finding them more aggressive than their television counterparts.

The panel and audience got a chance to hear from the other side of the fence when a national advertiser representing a restaurant chain advised the cable industry to do four things: work on creative promotions; understand the total media plan an advertiser/retailer has in mind; show research and sales results to advertisers and explain the environment cable offers, and work on establishing interconnects.

Packaging of services was a technique often suggested during the discussion on rate cards. Breyfogle said that 50%-60% of the time, advertising is spread over all the basic services the system carries. And often he will fill remaining availabilities with ads whose contracts have already been fulfilled. He said he doesn't call them bonuses but instead refers to them as "extras."

One cable operator in the audience said he offers only package deals, and if advertisers only want MTV, they have to pay a premium. It discourages the individual buy in favor of spreading the spots over more services, he said.

Booster cable revenue by putting program packaging to work

Cable operators tell success stories of increasing pay and basic subscribers, reducing churn through marketing programs

Three cable system operators expressed cautious optimism during a Tuesday panel session about the ability of program packaging strategies to boost revenues and increase pay penetration. All agreed that it is easier to acquire cable customers than it is to retain them, sharing a common industry concern about the need to stabilize churn rates.

Paul Lenburg, vice president of ASI Inc., a market research firm specializing in cable, told the Western Cable Show audience that most cable subscribers are homeowners and do not disconnect for purposes of moving nearly as often as renters. In fact, Lenburg claimed 70% of moves are made by renters and that only 6% of all households have new residents during a typical year. Moving, therefore, should not be considered a major cause of disconnects.

According to Lenburg's research, most potential cable customers surveyed would consider an "ideal" cable service as including pay services and costing them an average of $25 per month. In establishing a program package he recommended operators avoid overpricing, assess customer attitudes, evaluate the marketplace, and carefully determine what should be included in the programming mix.

"The value of cable television is not perceived unless experienced," Lenburg asserted. "Because television is a low involvement medium, just getting the viewer to sample your product is your major goal."

Mark Greenberg, vice president/market for Prime Cable Corp., agreed with Lenburg's observation that many residents in areas served by mature cable systems are unaware of what program services may be available to them. As an example, he cited Prime's Hoboken, N.J., franchise, which had achieved a 42% basic and 80% pay penetration after 10 years. A new marketing packaging campaign was launched after the new owners determined that subscriptions had stagnated at about 19,000 basic subscribers, with 70% of these reporting that they had initiated contact with the cable operator rather than the other way around. Attempts to introduce new pay services had not been very successful (The Movie Channel attracted 10% and GalaVision garnered 7% of basic subscribers).

"We're a utility in some ways, but a discretionary one at best," Greenberg said. "Our customers still don't understand—or care particularly—about the distinctions between program services."

Prime is attempting to improve the picture by expanding to a 36-channel system (from 12 channels), opening new offices, surveying customer preferences, installing addressable boxes and streamlining the administration of system. The system's goal is to increase pay penetration to 200% and basic penetration by 50%. Greenberg said it is too early to determine how far along Prime is in realizing those goals.

Doug Jarvis, president of Jack Barry Cable's Los Angeles flagship, said the verdict is also not in on his system's packaging and discounting effort. He said in-house research has concluded that economics "was not the primary reason for disconnects," with subscribers who receive two pay services clearly the most stable. A system-wide survey also revealed that churn was not a function of time and that subscribers using remote boxes remained less likely to disconnect.

Jarvis sought a reduction of system-wide churn to 2% a month, noting that if churn remained at the 3.35% level any packaging campaign would have been "a waste of money."

The campaign the Barry system settled on involved a free installation and service offer to new customers, a new payment structure encouraging multipay subscriptions, and telephone canvassing of virtually all current subscribers to assess attitudes toward cable services. Jarvis said the initial results have been favorable, with pay penetration increasing from 126% to 152% during the past six months. Churn among both basic and pay subscribers has also been reduced dramatically, he said, cautioning that results must be evaluated over time.

Jerry Maglio, executive vice president of marketing and programming for Daniels & Associates, reported on efforts to improve penetration in a mature Baton Rouge system passing 110,000 homes.

Daniels introduced a new pricing structure (encouraging step-ups from basic pay and single to multipay), added four new pay and several basic program services and offered addressable boxes to subscribers with two or more pay channels. The results, according to Maglio, yielded increases in basic penetration from 22.3% to 41.6% and pay penetration from 39.9% to 101.3% during the year-long campaign. Per-subscriber average revenues increased from $15.13 a month to more than $20.

"We must start segmenting the people in our marketplace," Maglio believes, through such techniques as upgrading mailings to basic-only subscribers and door-to-door sales.

"Packaging must appeal not only to the heavy user, but to those interested in single-pay, basic services or ancillary services."

News views

By providing television news 24 hours a day, CNN newsman Daniel Schorr told cable operators at the Wednesday luncheon of the Western Cable Show. CNN is helping to counter the American public's growing animosity toward the news media, particularly television news.

"What people are angry about is that [network television news] orders them around and doesn't give them choices," he said. When a viewer wants to catch up on the news, he said, he or she must do so at specific times that have been prescribed by the networks.

The public's antipathy toward the media came to the fore shortly after the U.S. invasion of Grenada, he said. Instead of condemning the government's decision not to allow the press to cover the invasion, he said, many Americans applauded it. "It lifted the cap off a problem that has been there a long time," he said. In the wake of the invasion, the message many Americans sent to the news media was: "You people have gotten too big for your pants. We don't want you."

The public believes television news is insensitive, hypocritical and only concerned with "superstars" and rating points, he said. What's more, he said, the enormous salaries pulled down by the superstars—from Barbara Walters's $1 million to Dan Rather's $8 million—tend to alienate them from the public. "Unfortunately, there is a residue of truth" in the public's negative assessment of television news, he said. "Television is big ... and there is a tendency to regard news ... as a kind of product, a polished product." The news programs are becoming "increasingly glossy," while their content becomes "decreasingly important."

CNN helps by being sensitive to the public's needs and wants, he said. CNN doesn't tell viewers when they have to tune in to see the news, and its anchors are not superstars. "They don't stand in the way of the news," he said. "On CNN, the news comes first; they help provide it."

Rebuilding a sound relationship between the people and the news media is essential, Schorr said. "If they don't come to trust newspeople," he said, "this country is going to be in big trouble."
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THE ROCK PALACE
Pay cable programers spell out their game plans

Programing, scheduling, churn are main topics at NCPC

Pay cable programers demonstrated their multimillion-dollar commitments to original programing in a series of videotape presentations at the opening session of the National Cable Programing Conference, and answered emphatically the question: What’s new in pay programing?

“A whole hell of a lot is new,” summed up Thomas Wheeler, president of the National Cable Television Association, which sponsors the annual conference. The programers’ video show, he said, “should put an end to the crepe hanging...Cable programing is alive, well and growing.” But not without its problems. Signing up and keeping subscribers are ongoing struggles for all the services and, indeed, provide the impetus behind the move into more and more original programing for some of them.

HBO, Cinemax and Showtime, essentially movie services, believe they need ever-larger batches of original and exclusive programing to distinguish themselves from one another and to limit movie duplication, a major cause of subscription cancellation (churn). The Playboy Channel and The Disney Channel have, from their beginnings, relied on original programing to round out their schedules. Not joining the rush to original programing is The Movie Channel, which hopes to carve out its niche in the market and remain distinctive by being an all-movie service.

Following the videotape presentation, which ran far longer than conference organizers had wished, the programers took questions from two cable operators who joined them on a panel and, still later, from reporters.

The programers are pouring millions of dollars into original programing. Frank Biondi, who oversees HBO and Cinemax for Time Inc., said those services spent $50 million on original programing in 1983 and will spend “considerably more” next year. Paul Klein, president of The Playboy Channel, said around $15 million has been spent on fresh programing for the adult-oriented service. And Jim Jimirro, president of Walt Disney Telecommunications, said the Disney Channel spent around $30 million to achieve the “critical mass” of original programing to launch the service earlier this year and will spend between $35 million and $50 million in 1984. Only Mike Weinblatt, president, Showtime/The Movie Channel, declined to reveal original programing costs, saying only that Showtime would spend more in 1983 than in 1982 and more in 1984 than in 1983.

HBO has the most ambitious original programing plans. According to Biondi, the service will present 11 or 12 original movies next year. Most are being produced in foreign countries, he said, because the U.S. motion picture studios have refused to “deficit finance” films. What’s more, he said, foreign production is more economical. “It’s expensive to produce here and probably less expensive to produce there, wherever there is,” he said. “And the quality of the crafts—in foreign countries is improving dramatically.”

HBO’s Premiere Film Division, which is responsible for producing the original films, is apparently having troubles. HBO is replacing Jane Deknatel as head of the division. A successor has yet to be selected, Biondi said, and “it’s possible that Jane will continue to play some role.” The discrepancy between how many original films HBO will present next year and how many it has promised, he said, is due solely to the press reporting the opinions of “more optimistic” executives at HBO, he said. As far as he is concerned, he said, “we are right on schedule.” The number of original films will jump to 18 in 1985 and 24 in 1986, he said.

Cinemax is undergoing a more dramatic “personality change,” Biondi said. The service, which was born as an all-movie complement to HBO, has been beefed up with series, features and such original programing as new episodes of SCTV, the comedy series that achieved considerable popularity during a run on NBC. The audience reaction has been terrific,” he said.

Jimirro is particularly proud of The Disney Channel’s original programing, which, he said, now totals 908 “episodes,” or 568 hours. Such programing is needed to limit repetition of the canned Disney programs, now the heart of the service’s schedule, and to reach “significant minorities [of viewers] who were not being adequately served by the programing that existed.” The Disney Channel hopes to reach one of the “significant minorities,” with the Steve Allen’s Music Room, a series of one-hour music specials that will premiere next spring. Hosted by Steve Allen, the show will feature music and conversation with Steve Lawrence, Eydie Gorme, Melba Moore, Henry Mancini and others. Jimirro said it is a “sophisticated, quality show” that would never have found a place on network television.

The Playboy Channel is heavily committed to original programing. “We have to be original,” Klein said, pointing out that, unlike The Disney Channel, the Playboy Channel doesn’t have years of off-network programing to draw upon. Among the programs highlighted on Klein’s videotape was a feature on a condom factory and Women on Sex, an explicit talk show.

Although Showtime claims to have plenty of original programing, Weinblatt was more interested in talking about the all-movie The Movie Channel during the session. The service, he said, will become “the ultimate movie theater, open 24 hours a day.” He
ABC Sports has just been awarded 8 more Emmys, bringing its total since 1965 to 76 — more than the other two networks combined.

This year, ABC Sports has continued its award-winning ways, capturing eight Emmy Awards. In addition, "The American Sportsman" became the first sports series to be nominated for — and awarded — six Sports Emmys in a single year.

For the third straight year, The American Sportsman won the Outstanding Edited Sports Series/Anthologies. Honored were: Roone Arledge, Executive Producer; John Wilcox, Senior Producer; Chris Carmody, Coordinating Producer; and Bob Nixon and Curt Gowdy, Sr., Producers.

And this year it also took home awards for: Special Classification of Outstanding Program Achievement John Wilcox, Producer/Director; Special Classification of Outstanding Innovative Technical Achievement David Breashears, Randy Hermes, Allan Wechsler, John Wilcox; Associate Directors Angelo Bernarducci, Jean MacLean; Writing George Bell, Jr.; Cinematographers Kurt Diemburger, David Breashears.

For the second time in its two full seasons on the air, the critically acclaimed ABC SportsBeat was awarded an Emmy for Special Classification of Outstanding Achievement in Sports Journalism. Howard Cosell is Senior Producer. Ed Silverman, Producer/Managing Editor. Michael Marley and Pete Bonventre, Producers. Rob Beiner, Maury Rubin and Noubar Stone, Directors.

And ABC's Wide World of Sports was also honored with an Emmy in the Special Classification of Outstanding Program Achievement category for the "Great American Bike Race" segment. Roone Arledge, Executive Producer. Dennis Lewin, Coordinating Producer. Larry Kamm, Producer and Director. Peter Lasser, Director.

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Over the years, excellence has a way of getting noticed.
promised a different movie every night and a separate satellite feed for the mountain and Pacific time zones beginning sometime next February.

In a press release passed out at the conference, Jim Miller, vice president, program planning and scheduling, Showtime/The Movie Channel Inc., spelled out plans for scheduling the two services as a dual-pay combination. "With the elimination of same-day duplication, cable operators will notice a marked difference in the performance of [the services] in a dual pay environment," he said. "Both channels will be scheduling movies at the same time that attract different audiences. During prime time, for instance, Showtime might play a film of general interest, while The Movie Channel is showing a thriller."

Weinblatt stressed that The Movie Channel is not like Cinemax. While Cinemax is designed as a supplement to HBO, he said, The Movie Channel is planned to stand "as a foundation service." The number of movies shown on the service will be increased by 50% next year, he said, and many of them will be exclusive.

John Carlton, senior vice president, programing, marketing and sales, Warner Amex Cable Communications, one of two cable operators on the panel, was concerned about pay churn. He suggested that one cause of churn may be the programers' habit of "front-end loading"—scheduling new programs or motion pictures at the beginning of the month and repeating them at the end when subscribers are writing their checks to the cable company. Weinblatt acknowledged the problem and promised to "spread out" fresh programing throughout the month.

The panel's other operator, Jerry Maglio, executive vice president, Daniels & Associates, wanted to know why Disney decided to hold back its "best feature-animation products" from the cable service. The primary reason, said Jimirro, is 10 million videotape recorders. The last thing Disney wants is millions of copies of "Snow White and the Seven Dwarfs" and "Fantasia" floating around, he said. He added that there are only around 20 "animated classics" not available to The Disney Channel and said that if the service can't succeed without them it can't succeed with them. "We have to have a consistent level of programing," he said.

Because the videotape presentation ran long, the operators were not able to ask many questions, but the few they did ask betrayed the antagonism that continues to mark the relationship between operators and programers. The "friction" was picked up on by Wheeler, who advised both parties: "The challenge of this industry ought to be less of the 'me' and more of the 'we.'" Cable operators and programers should work "together to meet their common goals."

**Basic cable success plan**

Panelists are told that to make basic services flourish, operators must beef up service and promotion, set goals of 50% penetration in five years.

"The onus is on us," market researcher Paul Lenburg told cable programing executives during a Sunday NCPC session on the problems of viewer retention. "The subscriber wants not to be hassled, not to be made uncomfortable in his or her use of television," he said.

Insisting that television is an entertainment service most consumers spend little time actively thinking about, the senior vice president of ASI Market Research urged operators to increase their service to subscribers and potential subscribers as a means of minimizing dissatisfaction with the medium. Lenburg presented results of research studies by his firm which found that the percentage of new cable subscribers perceiving cable programing as a good value dropped from 42% to 22% within six weeks of installation. He cited a separate finding that 82% of those seeking additional information from their cable operators had experienced some difficulty in getting through to system personnel.

"We are in the business of enhancing the consumer's use of television," Lenburg stressed, adding that following installation, service is the primary customer consideration. Other common concerns, he said, are programing quality, cost of the service, conservation of time (in use of cable) and convenience. Lenburg urged program services to work more closely with operators in promotion and marketing, although he argued that most new subscribers already have a positive interest in cable programing.

Another panelist, Cabletelevision Advertising Bureau President Robert H. Alter, presented results of CAB's "Cable America" study (Broadcasting, Dec. 12) and urged that "the cable industry set as a key goal achieving a 50% share of audience for cable programing in cable households within five years."

"While the current priority is rightfully on marketing to build cable's subscriber base, it has now become equally important that systems more aggressively merchandise cable programing services to current subscribers," Alter said.

If the 50% share were reached, Alter claimed advertising revenues for basic cable networks "would increase dramatically." With an increase in advertiser rather than system support, a flow of "attractive basic programing" must be assured, the number of disconnects and amount of churn would diminish, and local advertising revenues would grow, Alter said.

Alter predicted that combined subscribership of the advertiser-supported cable networks would reach 266 million by January 1984, a 6.3% annual growth rate. The audience share for basic cable networks, combined with superstations, reached 19% for the first nine months of 1983, compared with a 20 share for CBS, 19 for ABC, and 18 for NBC, according to CAB research. The office claims an 11 share for basic cable services alone during the same period. The prime time share overall, Alter estimated, is about 80% for noncable, 58% for all cable, and about 53% for pay cable homes.

The final speaker, Group W Cable President Burton Stanier, agreed that increased levels of service and promotion are needed by the local cable operator if basic cable networks are to succeed.

"We're in the programming and customer service business," he said, "not in the program distribution business." The "profit potential is enormous" for local operators and national programers, Stanier concluded, if cooperation can be achieved in promoting and merchandising the program services.

**Sports on cable: mixed bag to cable operators**

Although sports programing can be popular among cable viewers negotiating rights can be difficult.

An NCPC panel session on cable and sports came to the conclusion that the marriage of the two is here to stay, but operators and programers will have to be resourceful in figuring out what to sell and how to sell it.

Whether on the national, regional or local level, sports programing produces its own problems and opportunities. The national cable sports network perspective was represented by Kay Koplovitz, president of the USA Cable Network, and Bill Grimes, president of ESPN.

One of Koplovitz's problems is negotiating television rights for sports teams and leagues. USA has a successful relationship with the National Hockey League, Koplovitz said, because of USA's exclusive access to many league games and the Stanley Cup finals. But other negotiations are more complex, she said, because the rights holders
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have so many pay windows from which to choose. Koplovitz was openly critical of superstations that televise sports nationally but, unlike USA or ESPN, don’t have to pay for national rights. To her, it was one more problem sports leagues did not deal with.

Joe Smith, president of Warner Amex Home Sports Entertainment, was less reserved in his comments. He said the National Basketball Association has “a Mickey Mouse approach” to selling rights, and called the NBA “a very difficult league to deal with.” One league rule that allows the sale of rights only within 150 miles of a city may cover enough homes in New York, Smith said, but in Dallas, where Warner Amex owns a cable franchise, 150 miles only covers a lot of “jackrabbits,” thus restricting the number of viewers.

Smith warned that what would work in one market may not work in another. Both he and Edward Bennett, executive vice president of Viacom Cablevision, cited research that found Cleveland would not support a regional pay sports or local network. “People aren’t interested in sports there,” Bennett said. Panelists also agreed that having a winning team is an important factor.

Bennett recited his company’s successes: a 90-game, $120 package of the NBA Seattle Supersonics on a local sports network and the Sportschannel in New York that carries the NHL’s Islanders. Bennett said penetration is running 6%-7% in Seattle with virtually no churn. And the system is selling its local advertising availability in the Sonics games.

One pending court decision that could change the face of sports on cable is the challenge to the National Collegiate Athletic Association to negotiate a rights package for all schools collectively. If schools are allowed to negotiate individually with local or regional sports networks, the face of the industry could be changed for the better, panelists agreed. Smith was particularly excited about the prospect of Southwest Conference football games. He noted the Oklahoma-Texas football clash as a pay-per-view event, he said, and it sees college sports as a key ingredient in any cable sports network.

Bill Grimes, ESPN’s president, said his network has been in preliminary negotiations with some college conferences in the event the court decision opens up the bidding. Such a decision, Grimes said, “will be a boon to the industry.”

One note of caution was sounded by Charles Fruit, vice president, corporate media, Anheuser Busch, which is assembling a regional sports network in the Midwest. He said major schools have grown accustomed to receiving a lot of money from rights contracts, and if local and regional cable sports networks enter the rights bidding process, “expectations may be higher than the marketplace can match.”

Grimes was bullish on the United States Football League, saying it was the highest rated program on ESPN last year and that he “had every reason to believe it will continue to grow.” Grimes also reported healthy news on the local advertising front. He said 180 systems were selling local avail ads in October 1982, but the figure has risen to 420 systems as of this month.

There was disagreement concerning the rift between program supplier and operator over costs. Koplovitz said two revenue streams (advertising and a fee charged cable operators) were essential for the financial health of the USA Network. Koplovitz said the advertising climate had improved “but it doesn’t improve fast enough.” Grimes said cable operators are responding positively to his network’s rate increases.

But Bennett, as a cable operator, did not agree. He said operators are caught in the middle, and are forced to pass the rate increase on to consumers or move programing up a tier. And he seemed to point a finger at Madison Avenue when he said that the promise of basic cable “was that advertisers were going to pay... [and they] didn’t come through.”

Program production costs continue to pose problem for cable business

Producer Landsburg advises against competing with broadcast networks because budgets are not compatible; Hearst/ABC executive says cable should team up with advertisers to produce cable programing

Panelists at a Monday morning NCPC session agreed that the costs of producing programing for advertiser-supported services are rising, but no consensus emerged as to how to contain costs or increase revenues to improve programing.

Turner Broadcasting’s vice president for special projects, Terrence McGuirk, said the Cable News Network’s recent per-subscriber rate increase was symptomatic of a trend toward increased programing costs being passed on to the cable operator and, indirectly, to the cable consumer. He emphasized the need to strive for the production values that viewers have been conditioned to expect by watching broadcast network programs. McGuirk said that CNN competes against an average of 22 other services per system, making it difficult to attract audience shares of interest to advertisers.

“The only way we’re going to grow is through an increase in carriage,” McGuirk said. “In short, fees must be maintained” to cover program production costs.

John C. Malone Jr., president of Telecommunications Inc., agreed consumers will pay for basic cable’s programing costs in the long run, although the cable industry itself is in the “Solomon-like” position of having to decide whether to carry services that may have limited or no potential for advertising support. He noted that current rate regulation procedures make it difficult for operators to pass along increased program acquisition costs to subscribers. In the near term, Malone predicted a shakeout of program services will continue, with some established networks (such as CNN) being viewed as necessities and others having difficulty breaking in.

Hollywood independent producer Alan Landsburg, chairman of Alan Landsburg Productions, told the audience that he and his fellow producers welcome the opportunity to “show our stuff” to the cable industry. He advised services to avoid imitating the broadcast networks. “You can’t be ‘me too,’” Landsburg emphasized. “You can’t duplicate a $350,000 half-hour situation comedy on a $6,000-per-week budget.”

Mary Alice Dwyer-Dobbin, vice president of Hearst/ABC Video, reassured Landsburg that producers would not be asked to bear the burden of program financing, although she acknowledged that cable services are generally able to pay only “break-even” production fees.

She predicted basic cable will continue collaborations with advertisers in program development and production, terming that method Hearst/ABC’s “most successful yet for adding [production] income.”

Dwyer-Dobbin said her service prefers going to the advertiser before asking for more cable system contributions although she said advertisers are generally attracted outside the realm of possibility in the future.

An advertising agency executive on the panel, Robert (Buck) Buchanan, executive vice president of J. Walter Thompson, said he is continuing to push cable advertising to his clients, stressing cable’s opportunities for experimentation, creativity and targeted messages. He said the specialized nature of much basic cable programing creates an ambiance that enhances the advertising climate for his clients.

“I think we [advertisers] carry a bum rap for not supporting cable systems,” Buchanan said. As an example, he said his agency had supported CBS Cable and was “as disappointed as anyone” when it went under.

Buchanan added that advertising agencies “are not any more fond of ratings than anyone else” and challenged cable program services to offer alternative means of evaluating the impact of messages delivered on their networks.

“The doomsayers are wrong,” Buchanan concluded, contending that the news media “overhyped” cable several years ago and are overstressing its failures and mergers today.

“I think the future is a lot more rosy than a lot of people in the press tell us today,” he said.
Dr. Timothy Johnson

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Mounting the assault on broadcast networks

Turner, Levin, Block and Blay predict ABC, CBS and NBC will suffer rating and audience losses from advertiser-supported and pay cable, independent stations and videocassettes

The plutocracy of the three broadcast networks that has ruled television for the past three decades is giving way to a democracy, in which power is spread among independent broadcasters and other new media as they attract growing numbers of consumers, or so the newcomers see it.

Some of the emerging challengers were assembled on a panel for the last session of the National Cable Programming Conference. They included Andre Blay, chairman, Embassy Home Video (videocassettes); Gerald Levin, group vice president, the video group, Time Inc. (pay cable programming); Ted Turner, president, Turner Broadcasting System Inc. (advertiser-supported cable programming), and Dick Block, executive vice president, Metromedia (independent broadcasting).

According to Levin, the networks' audience "will continue to be cannibalized by alternative forms of television." The erosion in the networks' overall audience share has not yet "stabilized," he said. The networks will one day find it difficult to achieve a 40 percent share, he said. (According to BBDO Inc., the networks' share now stands at 78.)

The broadcast networks still dominate the business as a result of their distribution system, which reaches virtually every television home in the country, Turner said. But by 1990, cable programmers will reach between 75% and 80% of the nation's homes through cable affiliates and direct broadcast satellites, which will beam programming directly to homes, Turner said. With that kind of penetration, he said, cable programmers will be able to "bid for major" programming along with the networks.

At the same time, the number of videocassette recorders (VCR's) is growing at a tremendous rate and ad hoc networks of independent (and some affiliated) broadcast stations are becoming commonplace. With stations in New York, Chicago and Los Angeles, Block said, Metromedia now has a "power base" that will give the company a "new and exciting ability" to produce original programming and distribute it widely. (Robert Weisler, chairman of this year's NCPC and executive vice president of Turner Broadcasting System, also participating in the session, said that if the FCC loosens its multiple ownership rules, "it will allow companies like Metromedia to own stations in a dozen or more major markets and to further extend and strengthen their power bases.

Once the grip of the broadcast networks is weakened, Turner said, "a number of different companies will have an important place in the video marketplace." Which become dominant will depend solely, he said, on which can attract viewers. "Obviously, the consumer will call the shots," he said.

Sensing the potential demise of the old order, the broadcast networks have, in various ways, tried to get in on the new media. ABC, for instance, has introduced TeleFirst. It plans to broadcast during the early morning hours scrambled motion pictures, which would be recorded on half-inch VCR's. The subscribers would descramble the programming and view them at their convenience.

Blay called the TeleFirst service "a bold experiment," but said he didn't think "it is going to make it." Levin said the service had a "certain logic." If VCR owners are willing to pay to store the programming, he said, they are willing to receive the same material electronically. But the service is difficult for the consumer to deal with, he said. "I think that could be a problem." If it turns out the electronic delivery of videocassettes is a business, however, cable will surely follow ABC into it, he said. (Pointing out that he regularly tapes movies off the pay networks, Turner twisted Levin by telling him HBO is already in that business.)

Some of the newcomers are working together to upset the broadcast networks. According to Block, Metromedia now depends on Turner's Cable News Network for world-wide news coverage. What's more, he said, the two companies are jointly developing programming, including a five-part series on Douglas MacArthur called America's Caesar. The only way Metromedia can offer the same kind of programming as the networks, he said, is by making co-production deals with cable programmers or with the producers themselves.

But today's cooperation may turn to tomorrow's competition. Once the networks' dominance is shattered, he said, the real battle may be between the cable networks and the ad hoc broadcast networks "to see who does the best job of winning viewership or subscribership.

Despite the bright future painted by the panelists, Turner reminded his audience that advertiser-supported cable programming is still a "tough business"—made so, in part, by hard-dealing cable operators and competitive religious networks.

The religious services, he said, "shake down people for their religious beliefs." They are promising people "front row seats in heaven and using the money to buy Let's Make A Deal," he said.

Many cable operators from the start resisted paying per-subscriber, per-month charges to carry Turner's CNN. But referring to his buyout of Satellite News Channel, CNN's only competitor in cable news, last October, Turner said the operators are "not as tough as they were 120 days ago." The relationship between cable programmers and operators is like a marriage, he said. "There will always be problems... [But] we need the cable operators and they need us.

Tricky questions abound over cable's First Amendment rights

At NCPC panel Packwood predicts it will be 10 years until legislation is finished; Hefner defends abandoned authority opposition to Playboy

There's growing concern within the cable television industry over its relationship with the First Amendment. Dilemmas that have beset the broadcasting industry for many years are now emerging to capture the attention of many in the wired nation. Nowhere was that more evident last week than at the National Cable Programming Conference in Los Angeles, where a panel session on that subject proved more provocative than many matters of greater bottom line appeal.

Leader witness was Senator Bob Packwood (R-Ore.), who described his plan to remove the statutory burdens that now make it possible to deny full First Amendment protections to the broadcast media. Packwood related his earlier plan to expand the First Amendment or to write a new one—an initiative abandoned after it became clear the journalistic establishment feared to open the subject might well lead to a loss of
The Katz Family wishes you the best of the season.
press freedom rather than its expansion. Packwood said he anticipated success in the Senate for his current efforts, and then a succession of compromises with the House until workable legislation is achieved, perhaps 10 years from now.

But the First Amendment issue wasn't really joined until Christie Hefner, president of Playboy Enterprises (parent of the Playboy Channel), expressed her view that it was the right of the consumer to receive diverse programming, not that of the cable operator to provide it, that was paramount. Answering her own question as to whose First Amendment was under discussion—the programmer's, the operator's or the consumer's—she said that "ultimately, we're dealing with the rights of the consumer." Hefner said there was a tendency to form "unbeatable alliances" between operators and franchising authorities to deny the Playboy Channel access to systems. In the process, she said, they substitute their judgment for that of the community.

Ralph Baruch, chairman of Viacom International, disagreed strongly. It is the operator's right to be a "video editor" that was at issue, he said, although emphasizing that the relationship between the system and the subscriber was a private contract. Baruch expanded the discussion to take in access channels, which he called a taking away of the operators' property without due process. But as for choosing among programs for carriage on cable systems, Baruch said the call was up to the operator, as long as he took into account the Supreme Court rulings on obscenity.

John Cooper, counsel for Time Inc.'s Video Group, was quick to remind the audience just what that standard was. It was set down in Miller v. California, and holds obscenity to be a work that "the average person, applying contemporary community standards, and taken as a whole, would find appeals to prurient interest... and lacks serious literary, artistic, political or scientific value." Much that's on cable today could not survive that challenge, Cooper said.

Cable's good fortune is that it generally is perceived to involve a voluntary act between subscriber and system, and is not tarred with the brush of "pervasiveness" that jeopardizes broadcast media, Cooper said. Moreover, he said, cable has been, until now, "pretty fortunate" in those content cases brought against it.

Cooper also noted that emphasizing "rights of public" in First Amendment matters is a "two-edged sword." It is the right to speak, not the right to be heard, that has constitutional protection, he said, calling the so-called right to be heard "a very dangerous concept."

Later, at a post-panel press conference, Hefner emphasized that her difference with some cable operators was not hard and fast. So long as the operator "feels free" to make a judgment for or against Playboy Channel, she is satisfied. It is when some form of government intrusion through the franchising authority is evident that she feels her own position has been compromised. Hefner said Playboy was on systems of every MSO but those of Group W.

It all boils down to hesitation on the part of the operator because he fears retribution from the franchise authority, Baruch said, arguing that there would be no problem if regulators could not regulate the content of cable.

Time's Cooper had the last word. "From 90% to 95% of all cable regulation is unconstitutional," he declared.

Madison Avenue called on to sell cable TV

McCann-Erickson chosen by CCI to build image of cable as the media choice of discriminating viewer; $5-million campaign

Can cable television be sold in the same way as Coca-Cola or Preference by L'Oreal hair coloring? The Council for Cable Information thinks so. The industrywide consortium formally announced last week at the National Cable Programming Conference that McCann-Erickson Inc., the New York-based advertising agency, would develop and execute a $5-million media campaign to improve cable's image and boost subscriberhip.

Although McCann-Erickson has yet to produce any of the ads for the campaign, it says it knows what it is going to do: 1) position cable as an alternative leisure time activity that is part of an active and involved lifestyle, and 2) build a desirable identity for cable by highlighting those who find regular cable viewing a rewarding experience.

According to Hank O'Brien, senior vice president, management representative, McCann-Erickson, the campaign will be designed to overcome many consumers' fear of "turning into a TV zombie." If the campaign is successful, an added National Cable Television Association President and CCI Vice Chairman Tom Wheeler, consumers will no longer have to apologize for buying cable television. Instead, they'll say: "You've only got commercial [broadcast] television, I'm more discriminating. I've got cable TV. That's the kind of message CCI is going to get out," Wheeler said.

The national campaign will be designed to serve as an "umbrella" for complementary local campaigns directed by system operators. "Use of CCI's campaign at the local level will be critical to our success," said Daniel Ritchie, chairman of CCI and chairman and chief executive officer of Westinghouse Broadcasting & Cable. "To make such tie-ins possible, our advertising concept must be attractive and useful to local operators. With the added impact of their local advertising budgets, the national campaign can have a much broader effect on consumer attitudes."

According to CCI President Kathryn Creech, the complementary local campaigns will be developed through the cooperation of several trial systems. The experience, assuming it is successful, will act as a model for developing local campaigns at other systems throughout the country.

CCI officially tapped McCann-Erickson at a meeting of the group's executive committee held last month in Denver. The selection culminated a four-month search conducted by a CCI task force of cable marketing executives. The task force narrowed the original field of 42 agencies that expressed interest in the account down to six and then, in early November, to three. Each of the three received $20,000 to produce "creative materials" for three final presentations three weeks ago.

According to Ritchie, CCI now comprises 81 companies, including cable operators and programmers, equipment manufacturers and cable-related businesses. When the formation of the group was announced last June, she said, only 24 companies had signed up. Ritchie said the CCI members have ante'd up $840,000 in seed money, far in excess of CCI's goal of $575,000. CCI now is setting up a dues structure for its members that will generate the millions of dollars needed to launch the campaign.

Ritchie said the McCann-Erickson campaign will "literally transform the way people think about cable television," turning many negative attitudes about the medium into positive ones. Creech gave some examples: "More of the same" will be transformed to "allows selectivity"; "too much repetition" will become "television on demand," and "active people don't need it" will change to "it's the best use of leisure TV time."

Ritchie underscored the need for the CCI
This year, again, most of the music played on radio is licensed by BMI.

We bring you the music that brings in your audience.
Fleetwood Mac. Fleetwood filmed a one-hour two video years ago called The Visitor, which was taped during a tour of Africa. Fleetwood said it illustrated the fact that all videos don’t necessarily fit into the three-minute pattern usually seen on MTV or conventional TV.

While cable operators and programers see videos as a bright star on the horizon, panel members representing the record industry were more wary, for with the new format’s rewards come problems. Retaining music integrity was their overriding concern. To them, the creative process should start with music, and then, only if appropriate and feasible, should it be followed by a video.

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**Five views of videos**

NCPC panel reviews problems and potential of music video

Much of the discussion of an NCPC panel on music video centered on ways to preserve this newcomer, which has quickly become a major programming force in cable and is spreading to other distribution systems.

The panel consisted of a video producer, a record company executive, a cable programmer, a musician and his attorney. Simon Fields, who has produced videos for Michael Jackson, Culture Club, Dolly Parton, the Rolling Stones and the Clash, said record companies need a stronger say in the production of music videos. He said feature film and commercial directors are becoming involved in making videos and he did not think that was a good sign. “Creativity [in video] was born of economy,” he said, warning that overproduction could hurt the new programming form.

Videos have made just as great an impact on record companies as on the cable industry. Jim Mazza, president of Capitol Records, said his budget will increase from $1 million to $7 million next year for “visual support” for artists on his label. “Visual support is an essential matter of life now,” he said. Mazza said videos have helped create superstars who probably would not have achieved that much success without them. Although videos are distributed free by the record companies, Mazza said Capitol has done some research into charging for videos, given the increasing production costs.

Bob Johnson’s Black Entertainment Television has been airing its own music show, Video Soul, which carries predominantly black urban contemporary artists. Johnson said that nothing was more important for black artists than exposure and that he airs every video that record companies send him.

Mickey Shapiro, an attorney with M.R.S. Enterprises and video producer for Fleetwood Mac, said videos are not in the best interests of every artist and cautioned record companies against pressuring their artists to make videos. “Musicians are not actors,” he said, warning that decisions should be based on what is in the best interest of the band, not of the record company or MTV.

Shapiro was accompanied on the panel by Mick Fleetwood, founder and drummer of Fleetwood Mac. Fleetwood filmed a one-hour video two years ago called The Visitor, which was taped during a tour of Africa. Fleetwood said it illustrated the fact that all videos don’t necessarily fit into the three-minute pattern usually seen on MTV or conventional TV.
Announcing the 1984 Monitor Awards.
The Videotape Production Association invites you to participate in the 1984 Monitor Awards—the only national videotape competition that recognizes excellence of creativity and craftsmanship in all areas of videotape production. Awards Categories include National Commercials; Local/Regional Commercials; Broadcast Programming; Non-Broadcast Programming (industrial, medical, sales presentations, corporate communications); Cable Programming; Test Commercials; Music Video for Television; Special Effects; and Computer Animation. All entries to be considered for a Monitor Award must originate electronically. Those programming entries that consist of film and tape must be at least 51% tape, and only the tape portions will be eligible. There will also be a special award for classics in videotape programming from 1956–1964. Individual Craft Awards will be presented for Best Editor; Best Director; Best Cameraperson; Best Sound Mixer; and Best Lighting Director or Director of Photography.
Deadline for Entries is January 31. So send us the coupon immediately. We'll mail you complete details and application forms. Don't delay: Your work may appear on many different monitors, but it's only honored on one.
Division II: Excellence in Regional Programming
SportsVision of Chicago, Chicago, Chicago White Sox/America
Baseball League; Chicago Bears, Chicago, A. Angelo, Bryan Stello;
Group W Cable, Santa Monica, Calif., Confessions of an Irish 

Division III: Excellence in National Programming
Showtime Entertainment, Divisor: Kids in the Middle, Carri
Cable News Network, Poisoning for Profit, Peter Ament, pro-
ducer. *Public Affairs or magazine show.
Heart/ABC ARTS, To Dance for Gold, Jack Healy, executive producer. *News or special events coverage.
Home Box Office, World Figure Skating Championships: Ex-
Hibition of Champions, Jeffrey Peyton Goff, producer. *Sports events coverage.
WTBS, 1988 Peachtree Road Race, Dick Dodson, producer. *Sports events coverage.

Heart/ABC ARTS, It's a Long Way to October, Glenn Diamond, producer. *About sports.
Heart/ABC ARTS, Seventh International Tableaux Com-
petitions, Robert Dailymir and Ken Locker, producers. *Art 
general entertainment or variety music.
Home Box Office, Not Necessarily the News #1, John Moffit and 
Paul Turner Lee, producer. *General entertainment or vari-
ety comedy.
The Entertainment Channel, Sweeney Todd, Archer King, Bon-
ie Burns and Ellen Krass, producers. *Theatrical—musical.
Home Box Office, The Deadly Gnome, Edie & Ely Landau and 
Showtime Entertainment, The Paper Chase: The Second Year—The 
Birthday Party, Lynn Roth, executive producer. *Dramatic presentation—60 minutes or less.
Heart/ABC ARTS, Long Day's Journey into Night, David 
Lown, producer. *Dramatic presentation—over 60 minutes.
Home Box Office, The Terry Fox Story, Robert Cooper, pro-
ducer. *Dramatic presentation—over 60 minutes.
Home Box Office, Consumer Reports Presents: The Not-for-
Kids-Only Show, Aram Boyajian, producer. *Educational or informational.
Showtime Entertainment, Faerie Tale Theater: The Tale of the 
Frog Prince, Shirley Duval, executive producer. *Children or family affairs.
Home Box Office, Brasington's, Es Hayos & Kit Laybourne, producers. *Innovative programming genre.
Heart/ABC Daytime, Daytime, Mary Alice Dwyer-Dobbins and 
Alice Beattie, producers. *Public affairs or magazine show.
Cable News Network, CNN Headline News, Paul Ames, execu-
The Nashville Network, American Sports Cavalcade, John 
Home Box Office, Inside the NFL, Ross Greenburg and Louis 
Schmidt, producers. *About sports series.
Home Box Office, Not Necessarily the News, John Moffitt and 
Paul Turner Lee, producers. *General entertainment or variety 
comedy series.
Showtime Entertainment, The Paper Chase, Lynn Roth, execu-
tive producer. *Dramatic presentation—60 minutes or less.
The Entertainment Channel, The Animal Express, Sanford H. 
Home Box Office, Froggle Rock, Duncan Kenworthy, producer. *Children or family programming series.
ARTS—Heart/ABC Video Services, ARTS, Curtis Davis and 
Mary Alice Dwyer-Dobbins, directors of programming *Program-
ing series for a special audience.
Showtime Entertainment, Faerie Tale Theater, Shirley Duval, 
executive producer. *Innovative programming genre.

Division IV: Excellence in National Performance and Craft
Showtime Entertainment, Frank Sinatra, Sinatra: Concert for the 
Americas, Paramount Video, producer. *Best performance by an 
actor in a variety program.
Showtime Entertainment, Che, Chen—A Celebration at Car-
sors, Paramount Video, producer. *Best performance by an
actress in a variety program.
Showtime Entertainment, John Moffit for Rick Springfield in 
Concert, Famous Productions, producer. *Best achievement 
in directing a variety program.
The Disney Channel, Peter Clemens for Costreption, Acme 
Game Shows, producer. *Best achievement in art direction in a 
variety program.
Home Box Office, Frances Dato for Rich Little's Robin Hood, 
Kagem Associates/Canadian Broadcasting Company, produc-
er. *Best achievement in costume design in a variety program.
The Entertainment Channel, Ken Billington for Broadcopy! 
A Special Salute, Lorimar Productions, producer. *Best achieve-
ment in lighting in a variety program.
Home Box Office, Matt Neuman, Larry Armstong, Rich Hall, Da-
vit Hurwitz, Thomas Kramer, Elaine Pope and Ron Richards for 
Not Necessarily the News, John Moffit, producer. *Best produc-
tor. *Best Achievement in writing in a variety program.
The Entertainment Channel, George Hearn for Sweeney Todd, 
RKO VideoGroup, producer. *Best performance by an actor in a 
theatrical-musical program.
The Entertainment Channel, Angela Lansbury for Sweeney 
Todd, RKO VideoGroup, producer. *Best performance by an 
actress in a theatrical-musical program.
The Entertainment Channel, Terry Hughes for Sweeney Todd, 
RKO VideoGroup, producer. *Best achievement in directing in a 
theatrical-musical program.
Home Box Office, Alan Bates for Separate Tableaux, Edie and 
Ely Landau inc., producer. *Best performance by an actor in a 
theatrical-nonnunusical program.
Home Box Office, Julie Christie for Separate Tableaux, Edie 
and Ely Landau inc., producer. *Best performance by an actress 
in a theatrical-nonnunusical program.
Home Box Office, Peter Hunt for Bus Stop, 20th Century-Fox, 
producer. *Best achievement in directing in a theatrical-nom-
usical program.
Home Box Office, Julia Tennant-Omar for Separate Tableaux, 
Edie and Ely Landau inc., producer. *Best achievement in art 
direction in a theatrical program.
Home Box Office, Jane Robinson for Separate Tableaux, Edie 
and Ely Landau inc., producer. *Best achievement in costume de-
sign in a theatrical program.
Home Box Office, George Reinerberger for The Rainmaker, 
Cable News Network, producer. *Best achievement in lighting 
in a theatrical program.
Heart/ABC ARTS, Earle Hyman for Long Day's Journey Into 
Night, ABC Video Enterprisedown Enterprises inc., producer. *Best performance by an actor in a dramatic presentation.
Heart/ABC ARTS, Ruby Dee for Long Day's Journey Into 
Night, ABC Video Enterprises/Patton Enterprises inc., producer. *Best achievement by an actress in a dramatic presentation.
Home Box Office, Ralph Thomas for The Terry Fox Story, 
Robert Cooper Production, producer. *Best achievement in di-
recting in a dramatic presentation.
Showtime Entertainment, Michael Enter for Faerie Tale The-
ater—The Frog Prince, Shirley Duval, executive producer. *Best achievement in art direction in a dramatic presentation.
Showtime Entertainment, J. Allen Hightill for Faerie Tale The-
ater—Rumpelstiltskin, The Nightingale, The Tale of the Frog Prince, 
Shelley Duval, executive producer. *Best achievement in costume 
design in a dramatic presentation.
Showtime Entertainment, George Eisenberger and Mark Lewin 
for Faerie Tale Theater—The Nightingale, Shelley Duval, ex-
ecutive producer. *Best achievement in writing in a dramatic 
program production (tape).

Heart/ABC Daytime, Michael Reed for Phillip Marlowe—Private 
Eye, David Wickets Television Ltd. /London Weekend Television, 
producer. *Best achievement in writing in a dramatic present-
ation (film).
Nickelodeon, Fred Newmam for Literature, Warner Amex Satel-
 lite Entertainment Company, producer. *Best performance by a 
program host.
Cable News Network, Sandi Freeman for Freeman Reports, 
Sandi Freeman, producer. *Best performance by a program 
host.
Nickelodeon, Janelle Morris, Kristen Kograf and Ted Gannon 
for Kids' Write, Warner Amex Satellite Entertainment Co., pro-
ducer. *Special achievement award.

Call to arms on dereg. Congressmen at an NCPC breakfast panel were confident of full 
committee and house passage of the cable deregulation bill, H.R. 4103, but they warned the 
industry should be ready to battle those interests that will seek to block the measure. 

Reid the five, the cable, telephone companies 
and "the rest of the world." Franchise renewal will be "the overriding issue" in the full 
committee as far as the cities are concerned, he said. The telephone companies and the rest 
of the world, which he defined as religious groups objecting to provocative programming, 
satellite master antenna television system operators unhappy over provisions in the bill for 
cable access to apartment buildings, and the National Association of Broadcasters, which 
might try to get the FCC's must-carry rules codified, did not stand much chance of blocking 
the legislation, Markey said.

But Wayne Dowdy (D-Miss.) warned against overconfidence. With all the recesses sched-
uled, including those for the political conventions next summer, Congress's time on the bill 
will be cut short, and a delay in passage is not inconceivable, he said. "The majors are a 
potent political group," he said, and may be able to forestall legislation.

Republicans Mike Oxley (Ohio) and Robert Whitaker (Kansas) spoke of the broad-based 
support behind the bill (all four congressmen were co-sponsors). Oxley advised cable 
operators to lobby their congressmen on the bill. As a part of that lobbying, Markay told 
operators to explain to legislators why the bill would spur greater programming commitments 
and operators can count on some stability in franchise renewal.

Whittaker said if cities didn't accept the bill, they might find the FCC pre-empting municipal 
rights to regulate cable as it did with SMATV operators. (BROADCASTING, Nov. 14).
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Paine Webber examines media's present, future

Representatives of some of largest communications companies meet in New York to give financial analysts rundown on state of the industry

More than 150 security analysts and representatives from the Fifth Estate financial community assembled in New York last week for the first annual meeting of Mitchell Hutchins Inc. Outlook for the Media conference. Those attending came from all segments of telecommunications. The four-day affair included overview panel sessions on the state of the broadcasting, cable, advertising and publishing industries. Chief executives and financial officers from 17 different media companies gave presentations on the outlook for their companies.

Broadcasting: ad revenues up 10%-11% in 1983, according to CBS's Poltrack, but 1984 sees boost of more than 15% due to Olympics; typical radio station, which showed losses last year, up 300% this year

Broadcasters squared off against advertisers and others who challenged the continuing vitality of radio and television. In a panel that reviewed where the industry stands today, and where the industry will stand tomorrow, the analysts were encouraged to be bullish.

David Poltrack, vice president, CBS Broadcast Group, reported that CBS has forecast a 1983 gain of between 10% and 11% in network television advertising revenues. The fourth quarter will improve 15% to 16%, Poltrack said, but much of that gain is attributable to the return of a full schedule of NFL football. Discounting the NFL, he said, would yield a gain of 11%.

In 1984, Poltrack said he foresees increases of 15% to 16% over 1983. Since much of that is the result of extraordinary gains generated by Olympic advertising, Poltrack said a normalized gain is more like 12% to 13%.

But Poltrack said it was important "to go beyond the numbers" and look at the underlying assumptions upon which he based his projections. Poltrack noted that the new priority in business today is a shift of emphasis away from financial management and to "aggressive marketing." Although the reasons for the shift are many, Poltrack said it should not be overlooked. "We believe that one of the major reasons that the fourth quarter of 1983 has come in below our original estimates is that, rather than initiate aggressive marketing programs to take advantage of the economic recovery, many firms chose to protect the bottom line for calendar year 1983, postponing enhanced marketing programs to 1984," Poltrack said.

Poltrack said that how well advertising revenues in network television finally perform in 1984 will depend on the marketers' perception of the medium, and what immediate gains they realize. Contrary to what futurists have claimed about the erosion of television as a mass-market medium, Poltrack reminded the analysts that network viewing in 1983 will be up over 1982 levels, both in prime time and daytime, with shares holding about the same. "What does seem obvious to us is that the numerous forecasts of 1990 shares around the 60% level and dropped from 42% to 33%. Stevens said he found the news that margins have improved "especially heartening" because last year he related how rising promotion costs were taking a big bite out of profits. "This seems to have leveled off sharply—operators have begun to realize that audiences are less influenced by heavy promotion when all stations do it simultaneously."

Stevens predicted the FCC's limit on the ownership of broadcast stations to seven AM's, seven FM's and seven TV's "will go soon." Stevens said that will have the effect of raising the value of large-market stations, while reducing or holding the value of stations in medium-sized markets. Smaller market stations will continue to trade at current levels, Stevens said, since the goodwill factor is not as important.

Once the cap is lifted, Stevens predicted, the "big operators" will move in and add to their major market groups. The value of top-10 market stations will also increase since inventory is limited, and "what can be bought will be expensive." Stevens noted that conversely medium markets will "no longer be safe from big operators invading their turf, since large owners will no longer have to worry about sacrificing a slot that would count against a limit, [and] will have to lower the goodwill and intangible value as a factor in determining their worth in a sale."

The past year has seen a trend of big name group operators "unloading unprofitable or marginally performing radio stations," Stevens noted. Stevens said that NBC, ABC, CBS, Group W, Multimedia, Metromedia, Doubleday and General Electric have all shed stations that were not performing up to par this year, and the trend will continue in 1984.

Cable: positive outlook for industry as whole; MSO's need to work on marketing approaches

Don't swallow those horror stories you read about the cable industry—that's what some of the industry's leading financial executives told analysts on a special panel exploring the financial dimensions of the cable industry. Yes, they agreed, the shake-out of programming services can be expected to continue, but such developments do not mean business is bad for the operator of cable systems.

The MSO has its own problems, however. Glenn A. Britt, senior vice president of finance at ATC, said the problems for MSO's are principally marketing problems. "After very little experimentation, the industry grabbed on to a sales technique that seemed to offer the highest revenues as soon as possible," Britt said. The technique he described is "top-down selling"—where the salesman pushes the most expensive premi-
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CBS-Amarillo, Texas

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ABC-Shawnee, Okla

WEATHER VUE
Topeka, Kansas

KDFW RADIO
Topeka, Kansas

Amarillo, Texas

KDFW SPORTS NETWORK
Topeka, Kansas

BULLDOG NETWORK
Des Moines, Iowa
um above the inorly pricetiers in the
hopes of scoring a bigger commission. Brit
told analysts this technique has had the effect
of signing a lot of new customers at the be-

ginning, but then having them downgrade or
disconnect after the novelty wore off.
To combat that problem, Brit told the an-
alysts that ATC has developed a new market-
ing technique called “bottom-up selling,”
where the salesmen first try to gauge the
customer’s needs and wants and then sells
accordingly. “Once people get hooked on
cable they will buy more services over
time,” Brit said. Brit also noted that ATC
research revealed that 35% of its full-service
customers didn’t know that lesser levels of
service were available. “Worse yet,” Brit
added, “our market research says we lose
lots of potential customers who would like
to buy basic or maybe a basic tier but they think
it’s not available so they don’t buy a cable
service.”

Peter Newell, senior vice president at
Capital Cities Cable, reported that the com-
pany is excited about its cable investments,
which began in 1980. In Capital Cities’ new-
ly built franchises, Newell said it is seeing
penetration at about 2%. After a few years,
Newell estimated, penetration should reach
50% to 60%. The key to growth in both
new and old franchises is more sophisticated
marketing,” Newell commented. He echoed
Britt and noted that “what’s so encouraging
about the potential for cable growth in the
future is that cable marketing has been so
totally unsophisticated in the past.” Capital
Cities, he explained, has hired a marketing
consultant from the package goods industry
to help it pave new ways to market cable.

Newell reassured that cable companies
stand a good chance of winning the new
media battles against such potential com-
petitors as DBS because cable supplies more
channels of programing at the same or lower
prices. Furthermore, he said, “none of the
serious DBS companies suggest their pro-
graming is going to be better in quality than
that which is available on cable.”

Still, Newell predicted possible part-
nerships down the road between the cable oper-
or and the DBS marketer. Cable can rally
an effective marketing force, Newell said,
and may take over some of the marketing job
for DBS in those areas too remote to be
served by cable. Newell also said he fore-
sees a stabilization in the future of basic
cable programing services. And those that sur-
vive, Newell suggested, “will find that cable
companies need them enough that they’re

A model of the revenue and earnings mar-
gins on a per-subscriber basis of three differ-
ent sized cable systems was presented by
David K. MacDonald, director of the New
York Times Co.’s newly formed cable group,
NYT Cable TV. MacDonald laid out models
for 12-channel, 35-channel and 55-channel
cable systems, showing the corresponding
profit and loss statements on a per-subscriber
basis that are typical of each.

MacDonald explained that 12-channel ca-
ble systems average the highest profit mar-
gins per subscriber, principally because
these systems do not require the amount of
capital investments that larger systems do.
For example, MacDonald said that 12-chan-
nel systems on the average generate revenue
per subscriber of $15.35, while expenses per
subscriber come to only $6.20, yielding a
per-subscriber net profit of $9.15 before tax-
es and depreciation.

The 35-channel systems, MacDonald
said, operate at an average 40% profit mar-
gin. Cable operators must charge less for
basic service with 35-channel systems since
most are located in suburban markets and
subscribers, who have a choice of other me-
dia outlets, are reluctant to pay more. Mac-
Donald said that $8.50 is an average per-
subscriber basic revenue fee, but after pay-
services, additional set hook-ups, installation
revenue and advertising revenues are added,
the average per-subscriber revenue fee
comes to $22. However, a 35-channel sys-

tem also has greater expenses, since salaries
and wages go up, plus more amplifiers must be
installed along the lines, technical main-
tenance rises, which brings the total expenses
on a per-subscriber basis to $13.20—leaving
a net profit of $8.80.

Profit margins that substantially with the
larger, 55-plus channel system, MacDonald
explained. To begin with, cost of basic ser-
vice on the average falls to $5 per subscriber.
“Why?” MacDonald asked. “Because these
are new franchisees and the cable industry in
their wisdom gave away the most profitable
products in their first tier,” he answered.
Again including pay service revenues, in-
stallations, additional sets and advertising,
the per-subscriber revenue on the average
comes out to $22.50—not very little more, by
the way, despite the substantially increased
capital costs, than the 35-channel system.”

MacDonald noted. But per-subscriber ex-

U.S. advertising expenditures are expected
to hit $83.5 billion in 1984, an increase of
13.8% over 1983 indicated levels, reported
Robert J. Coen, senior vice president at
McCann-Erickson. Coen unveiled his report
at a panel session dedicated to the advertis-
ing climate during the Paine Webber 11th
annual “Outlook for the Media” conference.
Coen added that, based on current informa-
tion, advertising expenditures in the U.S.
should reach about $75.1 billion in 1983, up
12.7% over 1982 levels and significantly
higher than the 9.2% gain previously esti-

“Advertising spending in 1983 was stron-
ger than many of us predicted a year ago
when we were expecting a slow economic
recovery,” Coen said. “The economy im-
proved sooner and more intensively than we
expected and by mid-1983 advertising activ-
ity turned sharply upward.”

Of the total $75.1 billion 1983 advertis-
ing, Coen estimated $42.3 billion was in
national advertising and $32.8 billion in lo-
cal. Direct mail was the dominant force in
national advertising expenditures, Coen
said, accounting for $11.8 billion, while net-
work television tallied $6.9 billion (up
12.5%) over 1982, compared to spot tele-
vision expenditures of $4.8 billion (up 10.5%)
and with total radio at $1.3 billion (up 12%).
The dry run for the 1981 awards, advertising expenditures were divided among maga-
zines, newspapers and “other media.”

In the local advertising expenditures cate-
gory, Coen estimated newspapers took the
big chunk—$17.5 billion (up 14.5% over
1982), followed by other various local me-
dia expenditures at $11 billion (up 13.2%)
and local television advertising expenditures at
$4.3 billion (up 14%).

Coen said he upgraded his previous esti-
mates on national broadcast advertising ex-
penditures from $13 billion, or an 11% in-
crease over 1982, to $14.2 billion, or a 12%
increase.

If anything, Coen pointed out, his esti-
mates are probably lower than the final
analysis. On a 10-year average of his “out-
look” versus “actual” estimates, Coen
showed his average yearly forecast of total
U.S. advertising expenditures posted an in-
crease of 9.6%, compared to an average
yearly “actual” increase of 11.8%.

But 1984 could be another 1976, Coen

Britt
Newell
MacDonald

Broadcasting Dec 19 1983
SportsVision is changing leagues.
So, our award-winning players are becoming free agents.

Beginning January 1, 1984, SportsVision will be working directly with OnTV and cable systems. Due to this change, SportsVision will no longer be operating from its present studio. A 1983 Emmy award-winning team of producers, associate producers, writers, and other pros will be available for your 1984 roster.

SENIOR PRODUCER
Age 33, broadcast and print background. Emmy winner; UPI Awards; Pulitzer nominee. Five hundred hours news production Chicago network-owned station. Former columnist Chicago Sun-Times. News, sports or entertainment.

ASSOCIATE PRODUCER
Age 32, studio and remote experience, extensive network sports production. Top Four market network-owned station background. Communications major Temple University. Prefers remote work, strong videotape editing skills.

ASSOCIATE PRODUCER
Age 31, studio experience, strong but relatively inexperienced television writer with radio background. Prefers sports, radio or television; highly organized record-keeping.

PRODUCER
Age 34 with a law degree, seven years sports and news production at a Top Three market network-owned station. Two Emmys, one DuPont award, 16 other broadcast awards. Equally at home with sports or hard news.

ASSOCIATE PRODUCER
Age 30 with five years sports and news production at a Top Three market network-owned station. Emmy winner. News or sports.

ASSOCIATE PRODUCER
Age 24, studio and remote experience, excellent writing/or organization skills. Communications degree from Wisconsin. Seeks news, sports, advertising or production company position.

ASSOCIATE PRODUCER
Age 25, studio and remote experience, extensive remote sports production, Top 30 market station background. Communications/journalism degree from Bowling Green. Strong videotape work. News, sports or entertainment.

WRITER
Age 22, primarily studio experience, strong scripts. B.A. degree Tulane University. Seeking large/medium market writer position or smaller market on-air sports job.

WRITER
Age 23, creative scripts, more than 200 remote truck associate director assignments, strong videotape editing. Broadcast degree Marquette University. Prefers sports and remotes.

WRITER

WRITER
Age 30, English and French majors, overseas study, five years middle management with Chicago based major airline. Seeking another television production position.

COMMERCIALS/TRAFFIC
Age 24, marketing degree Michigan State. Seeking broadcast sales, program promotion or commercial and traffic supervision. Videotape/commercial editing.

COMMERCIAL SALESMAN
Age 24, B.A. English Composition, DePauw University. Interested in opportunities to sell advertising space.

Contact Jack Jacobson
312-787-2600.

SportsVision
875 North Michigan Avenue
Chicago, Illinois 60611

s your team ready for a pro?
added, a time when advertising expenditures grew at twice the pace of the economy. Much of the increase, he said, will be fueled by 1984 Olympic and election advertising expenditures, which should put the demand for media space and time at a premium. "The broadcast media will be the main beneficiaries of this extra stimulus," Coen said.

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Company vignettes from Paine Webber

Following are summaries of corporate presentations made to security analysts at Paine Webber's 11th annual Outlook for the Media conference. The capsules include only the presentations made by companies with major Fifth Estate interests. Presentations were usually made by the company's chief executive officer or chief financial officer, with assistance from heads of major operating divisions.

Harte-Hanks

Harte-Hanks has adopted a new strategy for operating its radio division—to run AM-FM combinations only (as evidenced by the divestiture of two of the company's standalones in Portland, Ore., and Memphis, with a third in Birmingham, Ala., on the block) in principal markets. And, with two "no-growth" years for radio in 1981 and 1982, says William Moll, senior vice president and chief executive officer, broadcasting and entertainment, Harte-Hanks, the new strategy appears to be "on target." He said revenues would be up 17% for the radio division in 1983 to about $31 million, "with substantially improved" operating margins.

The Harte-Hanks television group has also performed solidly in 1983, said Moll, indicating that the four stations in the group will generate revenue of about $46 million by the end of this year, up around 12%. And although the fourth quarter has softened somewhat on the national spot level, he said, "we'll make our budgets." Moll estimates that in 1984 the TV group will produce revenues 15%-17% higher than in 1983, while radio revenues will be up 10% to 12%, given election and Olympic activities.

Harte-Hanks owns cable systems, primarily in the suburbs around Houston, passing 67,500 homes with a basic subscriber count now totaling about 38,600. It manages other systems and, in 1984, will likely exercise an option to purchase Ultracom, an MSO based in Montgomeryville, Pa., with systems in eight states but primarily in the Philadelphia and Miami areas. Ultracom now has about 70,000 basic subscribers.

For the first nine months of 1983, operating revenues for Harte-Hanks have increased 13% to $322 million. The broadcasting and entertainment division (which includes cable for accounting purposes) accounted for 22% of those revenues, the company's newspaper division, 46% and the consumer direct marketing division 32%. Operating income rose 10% for the nine-month period to about $56 million, which newspapers accounted for 54%, consumer direct marketing, 19% and broadcasting and entertainment 27%.

The company projects that broadcast and cable revenues will be up 16%-19% in 1984.

Knight-Ridder

Knight-Ridder Newspapers Inc. completed the purchase of its fifth VHF outlet from General Electric in late November for $37 million. Operating revenue for KRM for the nine-month period ended Sept. 30, 1983, totaled $1.064 billion, up 10.4%. Broadcast operating revenue for the same period totaled $33.1 million, up 8.2%.

The company indicates that it will not reveal advertising revenue figures or subscriber figures for its Viewtron videotext experiment in South Florida until the trial (which began in November) has been in operation for perhaps six months. The south Florida test has 60 participating advertisers and 50 information providers with a home banking service expected to come on line in January James Batten, president, KNR, said some difficulty has been encountered in updating and handling the large volume of advertising frames on the system, but that the bugs were being worked out of the system. While Viewtron appears to have "dramatic upside potential," he said, the company's prospects do not "rise or fall with Viewtron. We are overwhelmingly a newspaper company. And that suits us just fine."

Cox Communications

Cox Communications' 1983 revenues will be more than $610 million, 18% above last year's $515 million, reported James W. Wesley, jr., vice president of Cox Communications and executive vice president of that company's radio group. Wesley said Cox expects to post 1983 earnings of between $2.60 and $2.65 per share, compared to $2.31 per share last year. That estimate will be increased by nonrecurring gains realized from the sale of its St. Clair Shores, Mich., cable system, Wesley said. Cox spent about $183 million on additions to plant and equipment this year, compared to $157 million last year.

In 1984, Wesley said that figure will be about $157 million, barring further acquisitions of franchise awards, and will drop even lower in 1985. Cash flow from continuing operations is expected to increase to $200 million in 1983 from $180 million in 1982. Wesley said, resulting in an end of the year debt-to-capital ratio of about 29%. Wesley noted he was talking about real, after-tax cash flow, not income before depreciation, interest and taxes.

On the cable side, David R. Van Valkenburg, president of Cox Cable Communications and vice president of parent Cox Communications, reported that basic subscriber levels are 1.4 million as of September, and that pay service subscribers have reached 1.5 million. Revenues for the first nine months are running 30% ahead of last year, Van Valkenburg said, which in 1982 totaled $262 million. Gross profits for the first nine months are up 36.5%, he said, while gross margins rose 1%. Van Valkenburg added that a 49% rise in debt to equity is "nothing but out operating income to a 23% increase. Cox has been able to renegotiate cable franchises and will realize over $3.6 million in cost savings. However, Van Valkenburg said losses in the four markets where Cox is building new cable systems—Omaha; New Orleans; Tucson, Ariz., and Vancouver, Wash.—will equal about $6 million, including about $2 million in franchise fees. Van Valkenburg said Cox hired McKinsey & Co. to conduct a companywide study on the churn problem.

Tribune Company

On Oct. 12, Tribune Co. went public, selling out its initial stock offering of 7 million shares (plus an additional 700,000 shares) in just one day. "It was the largest public offering for an industrial company since Ford (Motor Co.) went public 25 years ago," said Stanton R. Cook, president and chief executive officer of Tribune, at the company's presentation before analysts at last week's Paine Webber media outlook conference in New York. It was the company's first formal presentation before analysts since going public.

Tribune realized net proceeds of $125 million ($205 million gross) from that stock offering which it has used to reduce the company's debt. It also purchased WXFL-TV for $21 million, and to fund "other capital projects," according to Cook. One of those projects may be the $32-million acquisition of WXW-TV Atlanta that the FCC approved earlier this month, and which, Wilson told analysts, would be completed "early in the new year. Completion of the deal will bring Tribune's total number of TV's, all independents, to five, including WXW-TV Chicago, WXW-TV New York and KGW-TV Denver.

Over the past several years Tribune has spent
WMAR-TV
Channel 2

Baltimore

2 is the 1 on the move in the nation's 21st largest ADI television market.
July 8, 1983
Ms. Pam Lontos
PAM LONTOS, INC.
7055 Merriman Parkway
Dallas, Texas 75231

Dear Pam:

Incredible . . . that's the word that best describes the results our sales staff has experienced since watching just the first five lessons of your video sales course. In the three days since we began the course, our station has had the most sales per day in its history! Sales are up a whopping 316% over average days. In my twenty years in radio I've never seen anything like it, Pam!

I admit that I was reluctant to make the investment at first, but I'm convinced it's the wisest move we could ever have made toward dramatic sales increases!

We loved you, Pam and the entire sales staff is looking forward to completing the video course (they come in at night, on their own time, because they're so excited with it).

Cordially,

Bill Bro
President
2606 N. Knoxville, Peoria, IL 61604 (309) 686-8999
Studio: 1104 N. 2nd, Chillicothe, IL 61523 274-4420

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,

Mark L. Osborne
President/General Manager
bmb

WKRG RADIO 45 HIGH STREET, ELLSWORTH, MAIN 04605 (207) 677-7573

Temporarily 80% Trade

FREE CASSETTE BY PAM LONTOS

FIRST 100 Sales Managers, General Managers or Station Owners who call Pam Lontos or Sam Cooper for More Info on the Video Sales Training Course, "Basics of Broadcast Selling" will be Mailed a Free Audio Cassette "How To Hire The Right Sales People To Increase Your Stations Revenue."

CALL PAM or SAM Today!

(214) 341-1670
READ
ALL THREE
THEN . . .
CALL NOW
(214) 341-1670

PAM LONTOS
VIDEO SALES TRAINING WILL TEACH
YOU
"The Formula How To"
Make Much More
MONEY!!!

Temporarily 80% Trade!!!
CALL HER or SAM COOPER Today For More
Information On Video Sales Training!!!
(214) 341-1670
$450 million to upgrade several of its newspaper printing facilities and broadcast operations, as well as build a new newsprint mill in Canada. Some of that spending, plus about $75 million attributed to the restructuring of the New York Daily News to keep it afloat, resulted in a 76% decline in profits for the company in 1982. Earning that year totalled about $24 million. Tribune rebounded nicely so far in 1983, when, for the first three quarters, net income totaled $35.2 million, or 99 cents per share, on revenues of $1.15 billion. That compares to a net loss of $26.6 million for the first three quarters of 1982, on revenues of $1.04 billion.

The company's broadcast, cable and entertainment group had nine-month operating revenues totaling $190 million in 1983, up 29% from the comparable period last year. Operating profits for the group in that period were $37.6 million, more than double last year's $12.5 million. The gains are attributed to higher revenues and improved operating margins at WGN-TV and WXRT(FM), and the improved operating performance of the Chicago Cubs, which the company bought in 1981. (Cubs games account for 7% of WGN-TV's program schedule and provide the single biggest source of advertising revenue for the station.)

Tribune Co. Cable acquired six franchisees in 1982, which the company will spend $60 million on annually over the next several years. While the company remains very open to additional broadcast acquisitions, it has no current plans to acquire more cable systems. Its 16 franchise areas encompass 750,000 households, with a current total of 144,000 basic subscribers. By 1986 or 1987 the company projects it will have 400,000 basic subscribers. It's projected that the cable unit will reach break-even perhaps by the end of 1986.

Capital expenditures next year will total $180 million companywide.

Multimedia

1983 has been an active year for Multimedia in broadcast station and cable trading. In February, it took over the operation of KSDK-TV St. Louis which it acquired in exchange for WXRT(FM) Winston-Salem, N.C. and WCLV-TV Greeneville, S.C., and $9 million in cash, which it will lay out in 1984. It has also made deals to sell its radio properties in Little Rock, Ark., KANSAS City, and St. Louis, Ky., WKBW-WMFZ-AM, which the company expects to close in 1984. Early next year Multimedia also expects to close on its deal with American Television and Communications Inc., to purchase several cable systems in the suburbs of Oklahoma City with subscribers totaling 70,000, for about $22.5 million.

Walter Bartlett, president and chief operating officer of Multimedia, indicated that the company's five-station television division, unlike the apparent industry trend, got off to a slow start in 1983 but has picked up significantly in the third and fourth quarters. The broadcast division, for the first nine months of the year has generated revenue of $91.6 million, up 14.8% from last year, although third-quarter gains were up about 17.6%. The company's cable division, with more than 215,000 basic subscribers, had nine-month operating revenues of $38.7 million, climbing 64.7%.

Bartlett said that while its independent wztv(TV) Nashville will experience the challenge of two new independents in 1984, the company expects that station and ksdk-tv to be the television group's leading revenue producers in 1984, with its three other stations, in Cincinnati, Marion, Ohio, and Knoxville, Tenn., experiencing "less growth."

Multimedia's involvement with SportsTime, a Midwestern regional pay sports joint venture with Anheuser-Busch and TeleCommunications Inc., will cost the company between five cents and 10 cents per share in 1984 and about half that in 1985, said Donald Barhyte, vice chairman and chief financial officer of Multimedia. He said he expects the venture to be profitable by 1986.

Companywide revenues for Multimedia in 1984 will probably increase 12% or 13%, primarily from its cable operations, but with "strong contributions" from the other divisions as well.

Lee Enterprises

Lee Enterprises is a diverse Davenport, Iowa-based company primarily involved in three areas: publishing, broadcasting and the distribution of plastic printing plates. The company recently launched a "new ventures" division. Its first project, "Caillau," audio delivery of informational data such as news, financial reports and sports, via telephone. It was launched Nov. 28 in Los Angeles through an arrangement with the Los Angeles Times, and is under the direction of Robert Ross, who made the presentation.

Total revenues for Lee Enterprises for fiscal 1983 was $172.6 million—up more than 7% from the previous fiscal year.

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TV war coverage: military security vs. public's right to be informed

At Washington seminar, administration officials point out that when informing U.S. citizens, TV may inform enemy as well; press spokesmen admit TV gear is obtrusive, but emphasize it gives 'most of the people their news'

For military and civilian officials attempting to plan for press coverage of combat situations, television adds another dimension or two to their problems. There is the possibility of television providing not only the folks back home but also an enemy a look behind American lines. Television also provides planners with logistical headaches. Then there is the question of whether television has imposed restrictions on limited war as an American foreign policy option.

Reagan administration officials and members of the press discussed those matters at a seminar in Washington on "The Media and International Affairs." It was one of a series of seminars being sponsored by a Chamber of Commerce-affiliated taxpayer's lobby, the Citizen's Choice National Commission on a Free and Responsible Media. For the most part, the discussion focused on the restrictions the administration imposed on media coverage of the U.S. invasion of Grenada, but it also spilled over into other, even murkier areas.

The Defense Department's principal spokesman, Michael I. Burch, mentioned the likelihood of television crews seeking authority to set up earth stations in combat areas. "These," he said, "would give the enemy live pictures behind American lines," a prospect certain to chill American commanders' enthusiasm for the press. Television also poses another problem for him, Burch said. It requires "a correspondent, a cameraman and a soundman—three people," as opposed to the one person a newspaper or wire service would need.

The question of the policy problems television poses was raised by David Gergen, outgoing director of communications for the White House. "The question is whether television hasn't changed the nature of what we do and imposed limits on American foreign policy," he said, and "whether, when you bring cameras in, you cut off an option for limited combat." Gergen said it is not for government to deal with those questions, "But the networks should be involved in a self-examination of what they cover and don't cover."

To Edward Fouhy, ABC News Washington bureau chief and a member of the panel, "the First Amendment freedom is not divisible" between print and electronic press. "We're all in this together. I concede because of our technical requirements, we are a problem. But we also give most of the people their news."

The administration policy in the Grenada affair—barring the news media from the island for the first two and a half days of the operation—took considerable fire during the session, not only from the press representatives, Fouhy and Jack Nelson, of the Los Angeles Times, who attacked it as only another in a series of what they considered moves by the Reagan administration to clamp down on the flow of information to the public, but also from Richard Holbrooke, vice president of Public Strategies, a Washington-based consulting firm and an assistant secretary of state for Asian and Pacific Affairs during the Carter administration. He said the ban on the press was a
The mistake—"a tight pool" of reporters accompanying the military in the early stages "would have worked." But he saw the ban as the product of military officials who, he said, wished they could have imposed such restrictions during the Vietnam war and who envisioned the tight control British Prime Minister Margaret Thatcher's government imposed on coverage of Britain's war to regain the Falklands from Argentina.

Even Gergen was less than enthusiastic about the policy the administration followed in dealing with the press. He said "mistakes were made"—specifically, in not informing press spokesmen and, as a result, causing them to deny flatly that an invasion was to take place. He noted the press coverage ban was justified by the administration on grounds of protecting security—lives of American students on the island were said to be in danger—and the safety of the press corps members. And he said the administration believes its actions were correct. But Gergen seemed to have his doubts. "I would have preferred the press in much earlier," he said.

Whether such a policy will be followed in the future was left in some doubt. White House Chief of Staff James Baker III has said it would. And Burch last week did not rule out a replay of the Grenada policy. But, he said, it would be imposed only under circumstances "identical" to those the U.S. faced in Grenada, including the presence of Americans who might be taken hostage. "But I don't expect that to happen... There is no policy to exclude the press from all future military operations."

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**Washington state exit polling law challenged by news groups**

Networks and two dailies contend law prevents them from reporting valuable information about political process

Politicians and voters around the country are searching for ways to prevent the media—particularly the networks—from projecting election results before the polls close. Last spring, Washington was believed to have become the first state to deal with the issue by adopting a law explicitly banning exit polling. Last week, the constitutionality of that ban was challenged in court.

ABC, CBS, NBC, The New York Times and the Everett (Wash.) Daily Herald—all of which have engaged in exit polling in the state—filed a complaint in U.S. district court in Tacoma, Wash., asking for a declaratory ruling that the law violates the First Amendment guarantee of a free press and the equal protection clause of the 14th Amendment. They also asked the court to ban enforcement of the law.

The law bars exit polling and public opinion polling within 300 feet of a polling place on election day. It was adopted overwhelmingly by the Washington legislature in response to a request by the state's secretary of state who maintained that voter turnout is held down when results are projected and announced in the media before the polls close. The projection of results while polls are still open is the aspect of exit polling that concerns politicians, voters and voting officials generally.

The complaint does not refer specifically to the projection of results. It speaks of election day voter polls as "the most reliable and accurate method for gathering information from voters themselves on election day about how and why they have voted." But the state law, the complaint adds, bars the media "from gathering and reporting truthful and significant information about the political process to the general public."

The complaint contends that the law violates the First Amendment in "impermissibly" restricting speech and commentary of the media on the electoral process "on the basis of its content," and in being "unconstitutionally overbroad" in prohibiting the media from "gathering and reporting truthful and significant information about the political process." The complaint says the law violates the equal protection clause of the 14th Amendment in prohibiting polling within 300 feet of the polls while at the same time permitting other communications.

The case is bound to be watched closely by voting officials throughout the country who share Washington state's concern about early projection of election results. And Washington officials last week expressed confidence the state's ban would pass judicial muster. "We think it's a good law and not in violation of the Constitution," said Frank Mendizabal, public information officer for the secretary of state. "We intend to defend it vigorously in the courts."
Play ball

CBS Radio has signed a new contract with major league baseball extending the network's exclusive coverage of baseball's All-Star Game, league championships, and World Series over its traditional network for five more years beginning with the 1985 season. The reported $31-million agreement came just three months after CBS announced a one-year extension of its present three-year contract with major league baseball, reportedly worth $3 million, through the 1984 season. To secure the new deal, CBS had to outbid both ABC and NBC.

Arbitron agitation

The Arbitron Radio Advisory Council, after heated discussion with Arbitron officials over the company's proposed computer-delivered monthly ratings, Arbitrends ("In Brief," Dec. 5), passed a resolution calling for cancellation of the new service because it "has the potential of causing severe market confusion." That means, according to council chairman and vice president/general manager of WGGY-AM-FM Washington, Ted Dorf, that any fluctuation in ratings on a month-to-month basis will cause "havoc" for local stations trying to set ad rates for advertisers and ad agency buyers. Arbitron, however, said it will go forward with plans to provide computerized monthly ratings next March in the 23 measured markets for the winter 1984 rating period. Those numbers will represent four demographic categories: persons, 12-plus; men, 18-plus; women, 18-plus, and teen-agers.

The meeting concluded with the election of Edward T. Miller, president of WFGC/AM Altoona, Pa., as the new advisory council chairman for next year.

New from networks

Affiliates of NBC's Source and RKO Radio will be able to choose from a wide selection of new programming packages beginning next year.

On the long-form side, the Source will soon begin variety of recorded concerts via four new 90-minute series: For Rockers Only will feature concert presentations described as "the best in heavy metal groups" such as AC/DC and Iron Maiden; Top of the Rock will feature top AOR acts such as Billy Idol, Heart and Quarterflash; Catch a Star will present hit-oriented contemporary artists including Al Jarreau, Air Supply, Donna Summer and Men Without Hats, and Command Performance will showcase "cross-over" contemporary performers such as The Moody Blues and Hall & Oates. The Source's new program lineup for next year also includes a three-hour weekly nostalgia series called Flashback ("Riding Gain," Dec. 12).

Based on input from its program advisory boards, RKO Radio Networks has revamped short-form Lifesound features on both RKO I and RKO II with the introduction of 10 new weekly programs beginning Jan. 2. The new RKO I features targeted for 18-49-year-olds are: Private Session, a 90-second montage of talk and music from contemporary hit artists; Sound Check, 60-second stories behind the artists and songs topping the CHR charts; Smart Money, a 60-second financial advice program to be aired on Mondays; Wednesdays and Fridays: Beat the System, a 60-second consumer advice feature set for Tuesdays and Thursdays, and Mind Games, a 60-second pop psychology "journey."

Programs for RKO II (25-54-year-old audience) are: Newsline, a 60-second look at a major news or feature story; The Money File, four two-minute reports covering daily business investment and economic news; and Behind the Music and Checkin' In, 90-second profiles of adult contemporary and country artists, respectively.

RKO also announced that John Gabriel, star of ABC-TV's Ryan's Hope, will host the twice-daily 60-second Soap Opera Update series offered to affiliates of both RKO I and II. The feature is one of the first Lifesound programs launched when the network made its debut in fall 1979.

Furniture flap

The owner of furniture stores in Piqua and Troy, both Ohio, has sued WPIT-AM-FM Piqua for $14 million in damages, citing breach of contract and violation of federal antimonopoly laws.

The plaintiff, Coss Inc., which owns two unclaimed freight stores and furniture warehouses, alleges that the stations increased their rates last March by 25% to 100% and notified Coss in August they would not accept advertising from the stores after Nov. 30.

Coss is suing for business it claims the stores could lose. It said radio advertising is more effective than newspaper or magazine advertising and that Dayton radio stations are too far away to be effective advertising vehicles for the stores. Coss contended that WPIT-AM-FM, the only radio station in Piqua, holds a market monopoly.

Mike Carter of Columbus, the attorney representing the stations, said the suit was entirely without merit and said Coss tried to
Dear Fellow Broadcasters,

I am writing to ask your support in the advancement of electronic journalism and, at the same time, to honor the memory of our old friend, the late Sol Taishoff, editor of BROADCASTING.

In his will, Sol bequeathed $25,000 to the National Press Foundation as seed money for an annual award for distinguished electronic journalism. We have chosen to name it the Sol Taishoff Award, and it will take its place alongside the Press Club's annual Fourth Estate Award, which has been conferred upon such eminent journalists as James Reston, Theodore H. White and Walter Cronkite.

A word about the National Press Foundation. It was founded in 1975 by members of the National Press Club of Washington. It sponsors a wide variety of educational programs for journalists, students and journalism educators. Its good works are numerous. The Foundation is a respected and expanding presence in the world of journalism.

The Sol Taishoff Award will emphasize the Foundation's role in both the electronic and print media. It will recognize the high journalistic standards that Sol observed in his own work and vigorously encouraged among others. It deserves the help of others who have a stake in the future of broadcast journalism.

Recipients of the Sol Taishoff Award will receive a cash prize and medal each year at a National Press Foundation dinner.

I hope I have made the case for your support. Your contribution should be made out to "The Sol Taishoff Award" and sent directly to the National Press Foundation, National Press Building, Washington, D.C. 20045. Contributions are tax deductible.

Contributors of $1,000 or more will be registered as Charter Associates of the National Press Foundation and listed on a plaque to be installed in the National Hall of Journalism in the renovated National Press Building.

If you have any questions, please call me at RCA, Washington, (703) 558-4244, or the Foundation's chief executive officer, Joseph Slevin, at (202) 638-6667.

We hope we can count on you for a generous contribution.

Yours,

Ray Scherer
set prices for the advertising and impose conditions under which it could be run.

The complaint was filed with the U.S. District Court of Dayton.

Children's time

Beginning next October, the Columbia, S.C.-based Southern Educational Communications Association (SECA) is planning to launch The Children's Audio Service. The 13 90-minute, noncommercial programs comprising original productions as well as material airing on public radio stations will be targeted to 8-10-year-olds. A major goal of the project, which is being funded through a $125,000 grant from the National Endowment for the Humanities, is to teach children skills related to the humanities, said Virginia Fox, SECA president and project director.

Market By Market sale

Golden West Broadcasters Chairman Gene Autry announced the sale of Market By Market Research System, a market research company specializing in radio, to a new corporation headed by Gil Bond, who will serve as president. Bond had been president of the firm, which he created for Golden West in 1971. Market By Market, which will remain based in Los Angeles, has clients in advertising, trade associations, publishing and broadcast networks, as well as radio. Terms were not disclosed.

Puerto Rican denial

An FCC decision rejecting an application for an FM station — it would have been the first radio station to serve Adjuntas, P.R. — has been affirmed by the U.S. Court of Appeals in Washington. The court upheld the commission's determination that Anibal Sotomayor's application for a station in Adjuntas did not meet the criteria of the commission's 15-mile rule, under which communities not assigned a channel according to its table of assignments could, under certain conditions, apply for a channel assigned to a listed community within 15 miles. In Sotomayor's case, the listed community was Fonce. The court also upheld the commission's refusal either to amend the table or, alternatively, to waive the requirements of the 15-mile rule. The court said both actions were within the commission's discretion.

Sharing down under

The Australian Broadcasting Corp. (ABC) and CBS/Broadcast International have reached an agreement whereby ABC will have access to all CBS Radio News material aired during its regularly scheduled newscasts as well as special reports, public affairs broadcasts, political convention and election coverage and scheduled breaking stories. CBS says it expects an audio closed circuit line to be established between CBS and ABC offices in New York and Washington, allowing newseeds to be made instantly available to ABC correspondents for incorporation in their daily reports to Australia. The arrangement also calls for ABC to make its news stories available to CBS.

Playback

Eastern Public Radio, a nationwide public radio program distributor based in Boston, will shift its headquarters to the offices of WYBC-AM-FM New York beginning next month. "EPR's fundraising activities for the past nine months have been based in New York. The move allows us to consolidate our operations," said Ceci Somers, EPR board chairman and station manager of WQED-FM Pittsburgh. In conjunction with the move, Peter Low, program group manager of WYBC, has been named to the new position of president of EPR.

Akronites remember. Akron, Ohio, long known as the home of major tire companies, the Soap Box Derby, the pro boxing championships and various wave musical groups including Devo, now has a Radio Hall of Fame to add to the list. On Oct. 26, 40 Akron radio pioneers were inducted into the hall. According to C.S. (Doc) Williams, curator of the display and former newsman at WADC(AM) Akron (now WSNR(AM)), a committee will annually select candidates "60 years of age or older... who have excelled and contributed to the development of radio broadcasting in the greater Akron market area."

Those inducted this year include (seated, l-r): Kenneth E. Haiter, former announcer, wahr; Agnes Heinrich, widow of Louis (Lou Henry) Heinrich, both singers on WKNK(AM) and WADC; Eleanor Krannich Taylor, widow of Edgar S. Taylor (program director and announcer at WJWAM), now in Cleveland, and director of a women's orchestra that played on WFJC(AM), WJW and WADC; Fred C. Bock, former program host on WADC and Phyllis Simms, now a vice president with Group One Broadcasting Co., and former secretary and scriptwriter at WWK.

Standing, l-r: Williams; William L. Pierson, former sports broadcaster, WJK; Henry A. Pawlik, former country singer on WJKK and country music disk jockey; Irwin L. Knoppler, former chief engineer at WJK; Johnny Martone, orchestra leader for WADC, WJW and CBS Radio; Walter Heinrich, former announcer at WADC and WENR; Robert B. Wilson, former announcer and station manager at WADC, Bob Wass, former announcer at WWK; Wayne Johnson, former announcer at WADC; Wayne Johnson, former announcer at WADC; Denny Thompson, orchestra leader whose performances were broadcast on various Akron stations, and Samuel W. Townsend, founder of WJW.

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Orion still hanging tough, says its president

Intelsat competitor-to-be may hunker down for long fight if NTIA report becomes policy

Thomas McKnight says Orion Satellite Corp., which is seeking FCC authority to establish a private satellite communications service that would link the U.S. and western Europe, is not considering “throwing in the towel.” McKnight, who is president of Orion, said last week that was not what he meant when he said it might be necessary for Orion to “reconsider” its position if reports of a draft of a National Telecommunications and Information Administration report prove out (“Closed Circuit,” Dec. 12). He said various “options” could be considered. Even moving Orion to a foreign port seemed a possibility.

The draft report that generated talk of “reconsideration” constitutes the NTIA staff’s recommendation of the position the parent Commerce Department might take on the policy implications raised by the applications of Orion and International Satellite Inc. for authority to provide trans-Atlantic communications service by satellite. The document has not been made public. But one aspect that has leaked and is particularly disturbing to Orion is a conclusion that the Intelsat agreements would require the U.S. to coordinate the applications with Intelsat to insure they are technologically compatible with the international organization and would not cause it economic harm. McKnight feels the coordination process would be lengthy and, given Intelsat’s expressed hostility to new ventures like Orion, unsuccessful. Orion insists that since it intends to provide "specialized" services and not operate as a common carrier, as Intelsat does, only its technical coordination is required.

What would Orion “reconsider” if confronted with the technical and economic coordination the NTIA staff is said to feel would be required? McKnight said it would not drop out of the contest and that one option would be enlarging “dramatically” the size of the applicant, to bring in new investors, from the U.S. and Europe, to provide the resources necessary to “endure” what he believes would be “a long-term process.” At present, some 80% of its stock is held by 13 shareholders, many of them with cable television interests.

McKnight also said Orion is convinced Intelsat’s “monopoly” of trans-Atlantic communications satellite service will be broken—he cited France’s Telecom and the United Kingdom’s Unisat, though neither has proposed transocean service—and added, “I want this company to be present when it is.” But he said that if the U.S. requires economic as well as technical coordination with Intelsat, it would “send a signal to both sides of the Atlantic that the U.S. has chilled the ability of its entrepreneurs to prepare and operate a satellite system based in the U.S."

Would Orion consider moving its base of operations abroad? He declined to deal with the question. “I would prefer not to get into whether we would rule it out,” McKnight said.

Meanwhile, a Commerce Department official expressed the view McKnight’s concern over the coordination issue is misplaced. “Coordination is not a great problem,” he said. It need not be lengthy, he said. (The Intelsat Agreements set a six-month deadline for coordination, but it would be possible for member countries, relying on other provisions, to stretch out the process.) And the restrictions that the staff suggested be placed on Orion—that it not be allowed to offer telephone service to the public, which it had not intended in any case—would make successful coordination likely. Message toll service accounts for about 85% of Intelsat’s trans-Atlantic business.

The same source said Orion should be pleased with the staff’s recommendation that the proposed service be considered in the national interest. The alternative, he noted, would be to hold that it is not in the national interest.

Last week, a ripple of interest passed through the international telecommunications community with word from the International Frequency Registration Board, in an “advance publication” notice, that France intends to launch fixed satellites into orbital locations at 37.5 degrees west longitude and 32 degrees east longitude. According to the information provided the IFRB and forwarded to the U.S., the satellites would operate in the Ku band (12/14 ghz) and offer “specialized services” within metropolitan France. On its face, at least, the proposal—which amounts more to a staking out of a claim than to a formal commitment—does not suggest a French challenge to Intelsat’s monopoly position in the Atlantic region. However, Intelsat officials see the announcement regarding the slot at 37.5 degrees west—which is one of two Orion has intended to occupy—as an indication France wants to position itself to enter trans-Atlantic satellite communications service in the event the opportunity presents itself. France, he said, “is reacting to the environment being created” by the Orion and ISI applications. “They are protecting their options on the basis of a remote ‘maybe.’”

All stereo. WTMJ(AM) Chicago and Telesonics Inc. of Glen Ellyn, Ill., have broken new frontiers with the presentation of the channel 11 station’s entire program schedule in stereo sound. The broadcasts began in mid-October and the station claims to be the first in the nation to offer such stereo. The stereo broadcasts will also enable WTMJ and the manufacturer to further test and develop the system on which they have already worked for six years. Initially, the stereo signal is received through set-top converters that can be connected to home stereo systems. Ultimately, the reception equipment is to be built into TV sets at the time of manufacture. At a press demonstration last Monday (Dec. 12), the set-top Converter was demonstrated by Larry Ocker, vice president of engineering for WTMJ and president of Telesonics.
WECA-TV Tallahassee, Fla. □ Sold by Allen Communications to Tallahassee-27 Limited Partnership for $3.8 million. Seller is owned by E.C. Allen, Tallahassee businessman who has no other broadcast interests. Buyer is owned by general partner, U.S. Communications Group, and yet-to-be-named limited partners, who will own up to 40%. U.S. Communications owners are Joseph D. Tydings (43%), Washington attorney and former U.S. senator (D-Md.); Michael S. Cutter, Washington attorney, and Louis Frey Jr., Washington attorney and former U.S. representative (R-Fla.) (20% each), and John A. Janas (17%), who is former vice president, media group, at Atlanta-based group owner Rollins Inc. Frey has 16% interest in WMDO-TV Melbourne, Fla., and Janas is limited partner in three TV's. WECA-TV is ABC affiliate on channel 27 with 1,416 kw and antenna 867 feet above average terrain. Broker: Chapman Associates.

WAMR(AM)-WRAV(FM) Venice (Sarasota), Fla. □ Sold by Venice-Nokomis Broadcasting Co. to Florida Broadcasting Group Inc. for $2.1 million. Seller is owned by Florence Rhodes (80%) and husband, Larry (20%). They have no other broadcast interests. Buyer is owned by James E. Oglesby and Asis Saha (40% each), Doyle Hadden and Bradley J. Davis (10% each). Oglesby and Saha are physicians in Orlando, Fla., area. Hadden is account executive at WBJS(WM) Orlando, Davis is Orlando attorney. WAMR is on 1320 kw with 5 kw day and 1 kw night. WRAV is on 92.1 mw with 3 kw and antenna 315 feet above average terrain. Broker: Chapman Associates.

KIST(AM) Santa Barbara, Calif. □ Sold by KIST Properties Ltd. to Cross Creek Communications for $1,407,750, including assumption of $1.21-million promissary note. Station was previously sold to former owner and holder of promissary note, J.P. Wardlaw (“Changing Hands,” Sept. 5), but before completion of transaction was re-sold to Cross Creek. Seller is owned by Stanley Neimark, president. It has no other broadcast interests. Buyer is owned by James Olerich, account executive for CBS’s KNX(AM) Los Angeles, and yet to be named limited partners. Olerich has no other broadcast interests. KIST is on 1340 kw with 1 kw day and 250 kw at night. Broker: Chapman Associates

WSIP-AM-FM Paintsville, Ky. □ Sold by Big Sandy Broadcasting Co. to S.I.P. Broadcasting Co. for $1,036,000. Seller is owned by Paul G. Fyffe, who has no other broadcast interests. Buyer is owned by Terry E. Forcht who also owns WDBL-AM-FM Springfield, Tenn., and WAIM-AM-FM Columbia and WHCA-AM FM Hardinsburg, both Kentucky. WSIP is on 1490 kw with 1 kw day and 250 kw at night. WSIP-FM is on 98.9 mw with 31 kw and antenna height 600 feet above average terrain.

WHSL(FM) Wilmington, N.C. □ Sold by Jefferson-Pilot Broadcasting Co. to WMFD Inc. for $1 million. Seller is subsidiary of Jefferson-Pilot Corp., Greensboro, N.C., based insurance company, newspaper publisher and group owner of five AM’s, four FM’s and two TV’s. It is also selling co-located WYILL(AM) (see below). Buyer is 80% owned by Carolina Bottlers, local Pepsi Cola bottling company, equally owned by Donald R. Watson and Carl B. Brown. Other owners are Lee W. Hauser and H. Brett On Blazzard (10% each). Hauser is former manager at WCHL(AM) Chapel Hill, N.C.; Blazzard owns Wilmington lighting store. Buyer earlier this year purchased co-located WMYF(AM) for $500,000 (“Changing Hands,” Feb. 21). WHSL is on 97.3 mw with 100 kw and antenna 560 feet above average terrain.

WTNC(AM)-WEYE(FM) Thomasville, N.C. □ Sold by Radio Thomasville Inc. to Hi-Toms Broadcasting for $805,000. Seller is owned by Donald W. Curtis. He recently sold WEOU(WM)-WSIF(AM) Laurinburg, N.C., for stock worth $2.8 million, to Durham, N.C.-based group owner Durham & H. Toms Broadcasting, of which he is now general manager (“Changing Hands,” July 25). He also intends to sell WTAB(AM)-WKS(FM) Tabor City, N.C., of which he owns 90%. Buyer is owned by William C. Boyce Jr. (30%), who is Raleigh, N.C., piano and organ store owner. Other owners are all employed by WBBB(AM)-WPHM(AM) Burlington-Graham, N.C.: Glenn Thompson (30%), as assistant manager; Charles Anderson Poole (25%), as general manager, and George B. Wilkes III (15%), as FM’s sales manager. None have other broadcast interests. WTNC is 1 kw daytimer on 790 kw. WEYE is on 98.3 mw with 3 kw and antenna 250 feet above average terrain.

KELP(AM) El Paso □ Sold by Good News Broadcasting Co. to McClatchey Broadcasting for $590,000. Seller is owned by Gary L. Acker, who owns KHAS(AM) Amarillo, KPAR(AM) Fabens and KFX(AM) El Paso, Laredo,
all Texas, and KRIZ(AM) Roswell, N.M. He also owns 60% of WROS(AM) Jacksonville, Fla. Buyer is owned by Arnold McClatchey, who is former general manager of KYMS(AM) Santa Ana, Calif., and veteran radio announcer. KELP is 1 kw daytimer on 1590 khz. It has construction permit to increase power to 5 kw day.

WWIL(AM) Wilmington, N.C. is sold by Jefferson-Pilot Broadcasting Inc. to Echo Broadcasting Corp. for $450,000. Seller is also selling co-located WSHL(AM) (see above). Buyer is owned by James Capers Jr., who is currently vice president in charge of seller's Wilmington and Greensboro, N.C., radio properties. WWIL is on 1490 khz with 1 kw day and 250 w night.

WYSE(AM) Inverness, Fla. is sold by Oz Broadcasting Inc. to Duke Roberts Broadcast Consultants Inc. for $350,000. Seller is owned by John O'Donnell (51%) and Loren Zimmerman (49%). Neither has other broadcast interests. Buyer is owned by Robert D. Steehr. Florida-based broadcast consultant. He sold WARR(AM) Asheville, Fla., two years ago for $300,000 ("Changing Hands," Aug. 17, 1981). WYSE is 5 kw daytimer on 1560 khz. Broker: Walker Media & Management.

WTJM(AM) Pineville, Ky. is sold by John O. McPherson to Pine Hills Broadcasting Inc. for $300,000, including note for $225,000. Seller has no other broadcast interests. Buyer is equally owned by W.R. (Bud) Carrigan and wife, Janis M., Donald Yoakum and his wife, Ruth. W.R. Carrigan is manager of WTJM, and Janice Carrigan is station's traffic manager. Donald Yoakum is Middleboro, Ky., furniture store manager, and Ruth Yoakum is employed at Middleboro hospital. W.R. Carrigan also is 33% owner of WBCV(AM) Bristol, Tenn. WTJM is on 106.3 mhz with 780 w and antenna 750 feet above average terrain.

WSTR-AM-FM Sturgis, Mich. is sold by Water Wonderland Broadcasting Co. to Communications & Cablevision for $300,000. Seller is group of 12 investors headed by Roy C. Engelhardt, president, and S. Franklin Horowitz, vice president. Horowitz also has 27% interest in WEN-AM-FM Mount Pleasant, Mich. It is also selling its 80% interest in cable TV systems in Sturgis and Paw River, Mich., to same buyer for $1.6 million (see below). Buyer is subsidiary of Michigan Energy Resources Co., public-utility holding company, headed by Paul Schreur, president. It owns 4,800-subscriber cable system in Frenchtown, Mich. WSTR is on 1230 khz with 1 kw day and 250 w night. WSTR-FM is on 93.3 mhz with 1.4 kw and antenna 390 feet above average terrain.

WPUL(AM) Bartow, Fla. is sold by Deco Broadcasting Corp. to Thomas Thornburg for $220,000. Seller is principally owned by John Locke, who bought station out of receivership two years ago for $310,000 ("Changing Hands," Sept. 28, 1981). Locke also owns WBRF(AM) Maccienny, Fla., and is court appointed receiver of WDLD(AM) Deland, Fla. Buyer is general manager of WPC(AM) Lake Wales, Fla., and has no other broadcast interests. WPUL is on 1130 khz with 2.5 kw day.

WZTQ(AM) Hurricane, W. Va. is sold by Cosmic Communications to Miliken Investment Corp. for $200,000, including noncompete agreement and assumption of approximately $125,000 in debt. Seller is equally owned by John M. Thompson, J. Thomas Stanley and Eugene C. Ellison, who bought station last year for $110,000 ("For the Record," Sept. 13, 1982). None have other broadcast interests. Buyer is owned by James S. Miliken and relatives. Miliken is owner and general manager of WSOB(AM), Sutton, W.Va., which buyer also owns. It is also permitted for new FM on 97.1 mhz at Sutton. WZTQ is 5 kw daytimer on 1080 khz.

WFRU(AM)-WXQX(FM) Freeport and WSOY-AM-FM Decatur, both Illinois, and WLAP-AM-FM Lexington, Ky. is sold by Illinois Broadcasting Co. to WSOY Inc. for $8 million. Seller is owned by Lindsay and Shaub families, who are liquidating company. F.M. Lindsay is president. They formerly owned Lindsay-Shaub Newspapers Inc., which they sold to Lee Enterprises in 1979. Buyer of WSOY-AM-FM and WLAP-FM is owned by C.R. Griggs, executive vice president of Illinois Broadcasting. Buyer of WFRU(AM)-WXQX(FM) is owned by Griggs (65%), and James D. McQuality and Larry S. Ward (17.5% each). McQuality is general manager of Freeport stations. Ward is technical supervisor of Freeport and Decatur stations. WFRU is daytimer on 1570 khz with 5 kw. WXQX is on 98.5 mhz with 19.6 kw and antenna 150 feet above average terrain. WSOY is on 1340 khz with 1 kw day and 250 w night. WSOY-FM is on 102.9 mhz with 54 kw and antenna 450 feet above average terrain. WLAP is on 630 khz with 5 kw day and 1 kw night. WLAP-FM is on 94.5 mhz with 50 kw and antenna 640 feet.

WLCS(AM)-WQXY-FM Baton Rouge and KQXY(FM) Beaumont, Tex. is sold by Air Waves Inc. to Louisiana Broadcasting Corp. for $4.1 million cash plus lease of land. Seller is equally owned by Lamar Simmons, president; Gene Nelson, State National Life Insurance Co. of Louisiana, Hans Sternberg and family, and Jessie (J.B.) Chapman. It has no other broadcast interests. Buyer is equally owned by Robert Clark, Kent An-
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.

CONGRESSIONAL LIAISON COMMITTEE □ A chief role for the National Association of Broadcasters is that of industry spokesman before the Congress. But NAB staff cannot do it alone. To ensure the message gets across, the association depends on its grass-roots lobbying network and NAB's Congressional Liaison Committee, which heads that operation.

The committee was formed in 1977, shortly after NAB stopped holding its annual convention in Washington. The convention provided an opportunity for broadcasters to meet with their congressmen, and Eugene Cowen, vice president, Washington, for ABC, and the committee's current co-chairman, was concerned that NAB would lose that important contact. He persuaded the NAB's boards to take action, and the Congressional Liaison Committee was the result.

Since then, Cowen has served as a co-chairman, with Edward Giller, president and general manager, WFGB-AM-FM Altoona, Pa., currently the other co-chairman. Representatives from both the radio and the television sides of the industry are selected to co-chair the committee.

“Our principal function is to bring broadcasters in closer touch with members of Congress,” said Cowen. The committee, however, is not involved in policy. Giller and Cowen stressed. Its job, Cowen explained, is to get people working. “Grass-roots lobbying is crucial,” he said.

Cowen, a veteran lobbyist who has also worked on several congressional staffs, believes NAB’s lobbying efforts have come a long way, but still need to be bettered. “You are always faced with problems when it comes to grass-roots lobbying,” said Cowen. “Sometimes there are no crisis issues and its difficult to get them working when they don’t see the issue.” He believes broadcasters can be more effective than paid lobbyists. People at the stations, he added, can develop close rapport with their congressmen.

Giller also believes grass-roots lobbying can make or break an issue. The defeat of the FCC’s proposal to reduce AM spacing from 10 kHz to 9 kHz is an example, he says, of NAB’s effective lobbying. NAB also launched a successful campaign to gain co-sponsors for the broad deregulation bill, H.R.2382. “We delivered more than half the Congress on the deregulation bill. That’s an indication of what broadcasters can do,” Giller said.

In addition, Giller thinks that TV and radio broadcasters can work together effectively on issues not directly affecting both. Giller, with strictly a radio background, was asked to lobby at the FCC on its DBS decision. He boned up on the issue and pitched in. “The point is, I know my support as a radio broadcaster meant a lot to TV guys and shows that the industry is united,” said Giller.

According to Cowen, “To have the ideal grass-roots organization we need 435 [the number of congressmen in the House] well-placed broadcasters. We don’t have it yet. We’re getting there.”


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Cable system serving Brookline, Mass., municipality is sold by Times Mirror Corp. to Cablevision Systems Development Co. for approximately $12 million, reflecting assets plus remainder of development costs. Seller is publisher of Los Angeles Times and other newspapers and magazines, television station group owner and MGO with 830,344 basic subscribers. Cable division is headed by Ralph J. Swett, president. Buyer is Woodbury, N.Y., based MGO, headed by Charles F. Dolan, chief executive officer, which has 330,000 basic subscribers. It also has franchise for adjacent Boston system. Brookline system will pass 23,000 housing units when completed at end of month with 100 miles of plant and 104 channels.

Cable systems serving Sturgis and Fawn River townships, both Michigan is sold by Water Wonderland Broadcasting Co. (80%) and Michigan CATV (20%) to Communications & Cablevision for $1.6 million. Seller Water Wonderland is also selling WSTR-AM FM Sturgis to same buyer for $300,000 (see above). Michigan CATV is headed by Lee Droeger, general manager. Buyer is subsidiary of Michigan Energy Resources Co., public utility holding company. Systems pass 3,800 homes and serve 5,400 basic and 800 pay subscribers with 16 channels and 60 miles of plant.

CPB study looks at effect of cable on public TV

Growing audience of public TV is attributed in part to cable, which provides clear picture; cable subscribers are also more likely to watch public TV but less likely to contribute money.

What is often perceived as a major competitor of public television — the cable industry — may be helping public television "flourish." According to a study commissioned by the Corporation for Public Broadcasting, cable homes "are more likely to sample public television than are noncable homes." And while cable "programming choices drained away some of the networks' audiences, public television's audiences have increased."

Entitled "The Impact of the Cable Television Industry on Public Television," the study concludes that public television's audience growth in the past few years results from "more attractive programming, the aging of the American population" and clearer reception of public television signals especially those on UHF channels.

On the down side, according to the study, "cable households, especially pay cable homes, are less likely to [contribute to] public television." This is accounted for, in part, because household entertainment budgets go toward cable expenses rather than to public television memberships. Also a factor: the use of cable "tuning pads" that facilitate changing channels (especially during long pledge appeals).

The year-long study was prepared by the co-directors of the Pacific Mountain Network's Television Ratings Analysis Consortium, David and Judith LeRoy, at a cost of $25,000. The report is based on Nielsen ratings; two national mailing surveys (the Electronic Media Tracking Service and a survey by the Benton & Bowles advertising agency); a recent study by CBS of the apparent decline in network television audiences, and a survey of cable system operators and subscribers on their program service preference.

The study of the effects of cable on public television was one of four recent studies commissioned by CPB that examine the feasibility of using new technologies in the public broadcasting universe. The other studies are:

- "Modularization and Packaging of Public Television Programs." This eight-month long study discusses alternative, "secondary" distribution methods such as cable services, videocassettes, interactive video or supplementary personal computer software, that can be used to reach broader audiences and "generate additional ... revenues." Prepared by John Carey, New York consultant, the study is directed at public television stations and licensees who "want to understand the implications" of these additional markets "in order to design occasional productions around potential new uses" and gives a general overview of factors relating to programming for multiple uses. It cost about $20,000.
- "An Assessment of Low-Power Television for the Nonprofit Community." This report, funded jointly by CPB and the Benton Foundation, took about two years to complete and cost about $20,000. It was also prepared by Carey, and provides an overview and introduction to low-power television, with particular attention to nonprofit groups such as community colleges, local government agencies, school districts and civic associations that "cannot afford to own or manage full-power broadcast stations." It concludes that the "strongest opportunities" for LPTV lie in "underserved TV markets," such as rural areas and small towns. An LPTV operation, the study concludes, will require a secure financial base and additional funding sources such as viewer subscriptions, auctions, public institution contributions and underwriting from local companies.
- "Potential Roles for Public Television Stations in the Emerging Interactive Videodisc Industry." This study discusses market opportunities for public broadcasting in videodisks, the "most obvious" being videogames. It concludes that public broadcasting "is well equipped to provide videodisk production services to both training and educational markets. But because the educational market is unlikely to develop before the end of the decade, only training represents a viable market for commercial entry." It took 10 months to complete and cost $68,500.

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□ Broadcasting a Magazine
□ 3 years $160  □ 2 years $115  □ 1 year $60
□ Broadcasting a Cablecasting Yearbook 1983
The complete guide to radio, television, cable and satellite facts and figures — $75 (if payment with order $65) Billable orders must be accompanied by business card, company letterhead or purchase order. Off press April 1983.
4A’s Len Matthews calls for ethics in political advertising

Joined by League of Women Voters and political party committees, 4A’s sponsors clinic in Washington; consensus is mudslinging hurts political process and image of advertising business in general.

Leonard S. Matthews, president of the American Association of Advertising Agencies, has taken the stomp in Washington in an effort to head off a repetition of what he called the all-time “low ethical level” of the 1982 political advertising campaigns.

Taking the occasion to discuss the 4A’s revised code of ethics, “Political Campaign Advertising and Advertising Agencies,” Matthews was joined in an appearance in Capitol Hill by representatives of the League of Women Voters and the Democratic and Republican National Committees. He told a crowd of more than 300 political aides, assembled in the Senate Caucus Room, as well as those watching on the cable public affairs’ network, C-SPAN, that “it’s in the whole democratic process when political advertising declines to the level of mudslinging and graffiti.” He is also concerned “about the impact of unethical and misleading political advertising on the public’s image of advertising.”

Matthews placed part of the blame for the “degradation” of the 1982 campaigns on the growth of political action committees that are more interested in defeating particular candidates than in electing others. He noted the only constraint on political advertising is the “collective conscience” of politicians and their advisers.

Matthews cited the poor showing of politicians in a July 1983 Gallup poll measuring public perception of the honesty of various occupations (advertising people ranked even lower). Noting that actions speak louder than words, Matthews said, “the best way for politicians to move up that Gallup poll in public credibility is to act more responsibly and ethically in their campaign activities.”

In addition to giving guidelines for choosing an advertiser, background on federal laws regulating campaign contributions and media rates, a new 21-page 4A’s booklet includes a code of “fair campaign practices” for the candidates to sign. Among the seven principles of the code, is one that condemns “the use of personal vilification, character defamations, whispering campaigns, libel, slander or scurrilous attacks on any candidate or his personal or family life.” The booklet also urges advertising agencies to

### CBS wins a week of specials

Holiday and other specials and a paid political broadcast were added to the TV networks’ prime time menu for the 11th week of the 1983-84 season (the week ended Dec. 11). But the networks also had an above-average number of subtractions, too, in the form of cancellations due to pre-emptions of network programs by affiliates carrying special syndicated religious and sports broadcasts.

Neither the additions nor the subtractions, however, altered the now familiar outcome: CBS won its eighth week of the season, with a Nielsen average rating/share of 17.7/28, ABC was second at 16.5/26 and NBC was third at 14.4/22.

With the pre-emptions, particularly for the Billy Graham Crusade on Tuesday and Thursday nights and for a USA-USR hockey game Friday night, all three networks ended with below-par ratings. Nevertheless, their combined ratings were up, though just barely, from the comparable week of 1982, which had also been affected by pre-emptions. The three-network total was 48.6/76, compared with 48.3/76 in the same 1982 week.

The highest rated holiday special was Best Christmas Pageant Ever, an original on ABC Monday at 8-9 p.m. NYT, which scored 18.9/28 to tie (with NBC’s Hill Street Blues) for 16th place for the week. But the highest rated special of any kind was All Star Salute to Frank Sinatra on CBS on Sunday, immediately following 60 Minutes, the week’s top-rated program (29.4/45). The Sinatra tribute did a 23.0/33, making it the week’s eighth-ranked program.

Other specials placing in the top half of the week’s rankings were a Barbara Walters Special on ABC Tuesday at 10-11 p.m. (19.7/33), which ranked 15th; Winter of Our Discontent, a Hallmark presentation on NBC Wednesday at 11 p.m. (17.5/27), which placed 25th, and a repeat of Chipmunk Christmas on NBC Friday at 8:30-9 p.m. (15.2/25), which was 34th.

Though not in the top half, an NBC special—NBC White Paper: Journey to the Heart of China—did uncommonly well for a news documentary. Shown Wednesday at 8-10 p.m., it generated a 13.1/20, the highest rating for an NBC documentary since Pleasure Drugs: The American High in 1982 (“In Brief,” Dec. 12).

Of the week’s 69 programs, only one failed to beat a five-minute political broadcast, on CBS Saturday at 8:55 p.m., featuring Presidential candidate Walter Mondale. The broadcast scored a 7.5/12, sandwiched in the rankings between two NBC specials that were trying to compete with 60 Minutes: Mr. T, at 6:10 on the week’s lowest rated program, and Deck the Halls with Wacky Walls, whose 8.2/12 ranked 67th.

ABC won Monday, Wednesday and Saturday nights; CBS won Thursday, Friday and Sunday, and NBC won Tuesday.

The season-to-date standings at the end of week 11: CBS 18.3/29, ABC 17.5/27 and NBC 15.1/24.

In the evening news race for the week, it was CBS 14.1/24, NBC 11.9/20 and ABC 11.3/20.
construction programing

the organizations. The most important figures today's American politics, with those that conceive and produce television ads as "the most important figures in most campaign organizations. The top political advertising specialists can cause a campaign to be taken seriously just by signing on..." he said.

Lemmon showed examples of 1982 political advertising campaigns, which he described as often misleading and in some cases "irresponsible." Lemmon, who said he had reviewed 292 advertisements from that campaign year, said the "idea of the candidate actually appearing on the screen and talking about what he thinks is a thing of the past." He noted a move in 1982 away from scripted "straight talk" ads. Instead, there is the "stand-in" or "disappearing candidate" spot, with professional actors or a friend or relative speaking for the candidate; the "made-up mini-drama" surrounding a political issue, and the ad in which "soft rock" background music and rolling grassy hills replace direct discussion of political issues.

Lemmon said observing a code of ethics is one method of preventing "political ads from being fraudulent and to encourage them to deal more in honest substance." Some alternative actions that have been suggested by campaign analysts, he said, are to limit the amount of time a candidate may buy and require a "talking head" format. One proposal Lemmon personally endorsed is what he called "forced peer review." This, he said, would require political ads to be aired in Washington, as well as home districts, "in hopes that the embarrassment factor" will hold politicians back from some of their "worst excesses."

TV universe expands

Two new television stations are going on the air in different parts of the country within the next month. Low-powered W5SAT Plainview, N.Y., is scheduled to begin operation on ch. 59 at noon today (Dec. 19); KCWS-TV, Corpus Christi, Texas, is planning to go on the air on ch. 3 on Jan. 21, 1984, serving the western slope of Colorado.

W5SAT will be the first low-power station in the New York area. It will begin by carrying a continuous music video format from the Satellite Program Network and will broadcast from 5 a.m. to 2 a.m. the following morning. The station will accept advertising but a spokesman said it has not yet signed any clients. He said the programming may be expanded later to include productions neglected by public television stations: instructional programming from a local college and local cultural news and public affairs shows.

The station is owned by Bogner Broadcasting Equipment Corp., Westbury, N.Y. Michael Bogner is director of broadcast operations.

The on-air date for KCWS-TV is slightly more than a month away. KCWS-TV notes it is the first full-power television station based in the Colorado mountain regions servicing the state's mountain communities.

The station will be on air from 6 a.m. to 1 a.m. Its program schedule will include well-known syndicated series and feature film, as well as children's programs, news and informational programs and local sports coverage.

David Sontag is president and chief executive officer of the station. He is a former television writer and producer who created James at Fifteen, The Paper Chase, and My Father's House and has held executive posts at NBC and 20th Century-Fox Television.

Another new television station—in Anchorage—is already on the air. On Nov. 21, KTBY(TV) made its debut as an independent on ch. 4. It is offering a program menu of syndicated series such as Hawaii Five-O, Cannon and High Chaparral, and also talk shows, movies and children's programs.

The station is owned by Totem Broadcasting Corp. Executives of the station include Mike Parker, vice president; Roy Mayhugh, station manager; Pat Hunstiger, operations manager, and Anne Hazen, sales manager.

Sports menu

Although football is king in late fall and dominates the television airwaves, hockey and golf are edging their way into the TV sports panora...
currently directing the daytime drama, Capitol, for CBS-TV, has been signed to direct the new version of the nationally syndicated hit show created by Hollywood-based Onorato/Franks. According to Miller, Televisa's primary involvement will be providing technical services and facilities in Mexico.

In an unrelated announcement, Western World has disclosed plans to co-produce a two-hour film, The Saint, with Tribune productions of Great Britain. Tribune is headed by actor Roger Moore, who starred in the original Saint television series, and series producer Robert Baker. Moore will appear in the film, which will be released theatrically overseas and to cable and broadcast television in the U.S. probably in late 1984. Casting has not been announced.

Time tunnel

CBS correspondent Bill Moyer's will host a new public television series of documentary specials called A Walk through the 20th Century with Bill Moyers. The program, which debuts Jan. 11 on PBS, will study the "major events, personalities and mores" which shape this century. Originally commissioned by CBS Cable, which ceased operation after only one program was aired, the program has since received a $2 million grant from Chevron. Themes of the specials range from the development of modern weaponry to U.S. world wars to Martin Luther King Jr.'s march on Washington.

Olympic arts coverage

Noncommercial KCET(TV) Los Angeles has signed a contract with the Los Angeles Olympic Organizing Committee to produce three national television specials highlighting events at the 1984 Olympic Arts Festival. The latter runs from June 1 through Aug. 12, and will include 12 world premieres in music, dance and theater. KCET is seeking about $4 million in funding, according to a spokeswoman there.

Full circle

It's almost the return of the native when Floyd Kalber takes up co-anchor duties (with Joan Esposito) on ABC-owned WLS-TV Chicago's 6 p.m. news program in January. Kalber spent 16 years as news anchor in Chicago (from 1960 to 1976) at WMAQ-TV, an NBC-owned station, before moving on to New York, initially as a news anchor on NBC's Today and then as network correspondent for specials and documentaries. In 1981, a year after joining ABC-owned WLS-TV, he spent six months in the Philippines as a stringer. But he has worked on several special projects. WLS-TV is third in Chicago market in 6-7 p.m. period, according to Nielsen, and second, according to Arbitron. Station hopes that Kalber, with both a national and local reputation, can boost the ratings. His salary is "competitive" with other anchors in the area, according to WLS-TV spokesman, and is believed to be in the $700,000 range.

Beefing up news

Boston UHF station WLTI-TV has budgeted $3 million for the first year of a 10 a.m.-10:30 p.m. newscast. The program will begin in the spring and involve a staff of about 20. Gannett, which bought the station last June, will use selections from Cable News Network to compete with the three network affiliates which air Boston news at 11 p.m.

The new program will go head-to-head against PBS affiliate WGBH's Ten O'Clock News.

Nuclear rental

ABC Video Enterprises has licensed the videocassette rights to ABC's The Day After to Emmy Home Entertainment for distribution in the U.S. and Canada. "Preliminary indications from videocassette dealers show a high demand for this title," commented Andre Blay, chairman of Emmy Home Entertainment, in announcing the deal. A theatrical version of The Day After is also being released this month to theaters in France and Germany. The Day After will carry a suggested list price of $39.95 on videocassette, and $29.95 on video disk.

Real ball

A "Double Hundred Celebration," which honored University of Nebraska head football coaches Bob Devaney and Tom Osborne for winning 100 games each in their tenures at the school, was held in Lincoln, Neb. The event drew 3,000 people, including comedians Bob Hope and singer and actor Gordon MacRae, and included a recorded message from President Reagan. The celebration was the idea of A. James Ebel, president and general manager of KOLN-TV Lincoln, and KGIN-TV Grand Island, both in Nebraska, and was broadcast live over those stations. Proceeds from the event went to the Devaney-Osborne Athletic Fund.

Olympic original

Noncommercial KCET(TV) Los Angeles has received authorization from the Los Angeles Olympic Organizing Committee and Olympic Arts Festival to produce three nationally distributed television specials highlighting events from the Olympics Arts Festival during the summer of 1984. The festival, which runs from June 1 through Aug. 12, will include 12 world premieres in music, dance and theater, as well as 12 works never presented before in the U.S. The festival is being produced by the LAOCC, sponsor of the 1984 Summer Olympics in Los Angeles. The only confirmed production is Prelude to the Olympics, featuring a performance of the Los Angeles Philharmonic on July 27, the eve of the opening of the games.

Making deals

The Taft Entertainment Co. and Children's Television Workshop have signed to develop and create original children's and family programming, including specials, network series, syndicated programs and pay television material. The agreement does not cover educational programming for public television.

CTW produces Sesame Street, The Electric Company and 3-2-1 Contact for public television, while Taft's two animation divisions produce programming for the commercial television networks. Terms of the agreement were not disclosed.

In a separate development, Columbia Pictures Television expanded its commitment to daytime television by signing with producers Gary Bernstein and Larry Hovis to an exclusive contract to create daytime projects for the Burbank studio. The pair have already produced a daytime pilot for CPT entitled Show Me in association with Ralph Andrews Productions. CPT currently produces one daytime serial for CBS-TV and another for NBC-TV. According to CPT President Herman Rush, the studio will continue to emphasize long-form programming, with 28 hours of movies and mini-series already committed for the 1984-85 season.

Games plan

Barry & Enright Productions is offering television stations its Inter/Acter System that enables viewers to participate in video games to be carried live by stations. The system is being offered exclusively to local stations initially as a promotional technique to build station audiences and ratings. It may be used locally for as short a time as 20 seconds or expanded into half-hour formats. Barry & Enright is developing its own live half-hour Inter/Acter System format for network and syndicated sales. Licensing arrangements for Inter/Acter Systems are being handled by Colbert Television Sales, Los Angeles.

Sign on

Eight programs, representing 13 hours of programming, will be closed captioned for the Public Broadcasting Service by the National Captioning Institute. These bring the number of hours to be closed captioned by NCI to 52½, with $200,000 in funding allocated by the Corporation for Public Broadcasting. (The CFR grant was matched by the local public television stations.) The new programs are: Eddie Boyd—Bank Robber; The Generic News; Healthier Babies; The Genetic Era; Joint Custody; The Kid Who Couldn't Miss; Making the Most of the Micro; Promises: Profile of an Alcoholic, and The Store. Eddie Boyd aired in mid-October; Making the Most of the Micro aired Nov. 6, and The Kid Who Couldn't Miss aired Nov. 16. The rest will air between Dec. 14 and Dec. 29.

In the marketplace

Group W Productions will offer in syndication 90 episodes of Pat Albert and the Cosby Kids, consisting of 50 new episodes and 40 that have run on CBS-TV. The program is being made available for a fall start via Group W Productions in the U.S., Filmatron, a division of Group W Productions, produces the series and will handle overseas distribution of the 50 new episodes.

Granada Television, based in Manchester, England, has announced plans to produce a 13-part documentary series on the history of television throughout the world, with international distribution planned during 1984. A book chronicking the program's findings will be published simultaneously. Independent producer Sonny Fox is acting as U.S. consultant for the project.

Group W Productions has announced it is planning to introduce an original comedy game show, Every Second Counts, for syndication beginning in September 1984. The daily half-hour show will be hosted by Bill Rafferty, co-host of NBC-TV's Real People, and a stand-up comedian. A pilot of Every Second Counts, produced in association with Charles Colarusso Productions, is now in development for introduction at the NATPE conference in San Francisco next February.
FCC may revise its methods of processing LPTV applications

Commission rulemaking would eliminate opportunity for filing competing applications, remove rules requiring financial data

Low-power television will receive another face-lift if the FCC gets its way.

In a notice of proposed rulemaking last week, the commission proposed to change the way hopeful LPTV'ers would file for new low-power television slots. Under another proposal, applicants no longer would have to file information attesting to their financial qualifications. And the commission, after much public soul searching, also agreed to ask whether it should amend its low-power television rules to process applications for TV translators—that is, low-power television operations that don't originate programming—separately.

Perhaps the most revolutionary proposal was to change the way applicants would file for new LPTV slots. Under current rules, applications the FCC finds to be "acceptable" are placed on a cut-off list that is made available to the public. Then, anyone who wishes may submit a competing application. Under the commission proposal, however, applications for all new LPTV's would be accepted only during a specified, predetermined number of days. No more would be accepted after this "window" was closed. The familiar cut-off list would be eliminated and there would be no opportunity to file competing applications.

Under the same plan, more windows would be opened after applications filed during previous windows were processed. The latter windows would be opened only for applications for channels that had not been claimed in earlier rounds.

In its proposal—which appears to track the commission's procedure for handling cellular radio applications—the FCC asked for comment on how it should define window dimensions. It could, of course, limit the size of those by restricting applications to particular geographic locations, market sizes or channel numbers.

According to Larry Miller, an attorney for the Mass Media Bureau, the main reason the commission wants to get rid of the financial qualification item is to eliminate grounds that could be used bylosers in LPTV contests. The new applications procedure and elimination of the financial showing "will further expedite the processing of LPTV's and translator applications and will further expedite the delivery of this service to the public," Miller said.

The hot topic of debate, however, was whether to ask the public if applications for television translators, or at least certain varieties of those, should be given a priority over LPTV's.

At the meeting, Commissioner Mimi Dawson made clear that she favors asking the question, and Commissioner Henry Rivera came to her support. Both said they thought that since translators are being processed with LPTV applications, and the whole proceeding has bogged down, rural citizens who might benefit from translators might be suffering unduly. Chairman Mark Fowler, who appeared to have the support of Commissioners James Quello and Dennis Patrick, said he thought low-power television had enough "problems" without having to contemplate another change in the ground rules. Dawson and Rivera never appeared to have the votes to force the issue, but Fowler finally backed down, contending the matter didn't warrant "World War III."

After the meeting, Barbara Kreisman, chief of the FCC's LPTV branch, noted that one LPTV rule permits existing translators to change over to LPTV status simply by notifying the commission. That rule would have to be changed if translators are given the proposed priority, she said.

Station ID's still need review, NAB tells FCC

The National Association of Broadcasters has asked the FCC to modify its decision to abandon regulatory oversight over multiplicity identifications by radio and TV stations. In a petition for partial reconsideration, the association recommended that broadcasters be required to provide signal coverage to areas they claim in their identifications. NAB recommended that radio stations be required to serve claimed communities with at least an 0.5-millivolt-per-meter contour for an AM, and 1 mv/m for an FM. TV stations should be permitted to claim only those communities within their Grade A service contours, their areas of dominant influence (Arbitron) or their designated market areas (Nielsen).

The association further recommended that the agency make clear it will examine complaints disputing whether a station's coverage actually extends to an additional community mentioned in a multiplicity identification. NAB noted that now that the FCC has voted to stop refereeing call-sign disputes, stations can employ "sound-alike" call letters and the listing of the same cities in a joint station identification.

Telecommunications roundup. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) appeared on C-SPAN last week (with moderator Carl Rutan, back to camera) to field questions from viewers concerned with communications issues. During the call-in program, Wirth discussed a variety of topics ranging from the AT&T divestiture, the cable deregulation bill (H.R. 4103), electronic mail, direct broadcast satellites and the FCC's multiple ownership rules. On the latter issue, Wirth said that although the "rule of sevens" prevents companies from owning more than seven AM's, seven FM's and seven TV stations, it does not address the size of those seven stations. It is important to consider "how many people one station can reach, not the number of stations."

Wirth also spoke of the need for a uniform regulatory policy for cable television and pointed out how the cable deregulation bill is essential to meeting that need.

He also attacked FCC Chairman Mark Fowler's deregulation policies. "Fowler has gone much too far in the area of deregulation. There are certain fundamental fairness issues that have been pushed to the side because of a dominate ideology of unregulation," he said.
### Stock Index

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**Notes:** A-ASE, N-NYSE, O-OTC and T-Toronto—in Canadian dollars. Some bid prices by Shearson/Amexcean Express, Washington. Common A stock unless otherwise noted. P/E ratios are based on Standard & Poor's estimated new year earnings. If no estimate is available, figures for last 12 months are used. "G" in P/E ratio is for deficit. *Footnote:* Six for five split was payable Dec 15. **Letter of intent has been signed for merger of TOCOM (NASDAQ:TOCM) into General Instrument. Holders of 7,779,000 shares outstanding will be offered $3.50 per share in transaction, which is expected to close by Nov 11, 1984. With letter of intent GI has provided initial financing of $3 million. Stock was at 7 3/4 as recently as four months ago (see "Stock Index" footnotes, Sept. 5).
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Abbreviations: ALI—Administrative Law Judge; alt.—altitude; app.—application; aux.—auxiliary; CH—critical hours; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; HAAT—height above average terrain; kHz—kilohertz; kw—kilowatts; m—meters; MHz—megahertz; MO&O—memorandum of opinion & order; MEA—major environmental action; MDS—mutual desertsion; N.—National; P.—PAC—preambusrieben service authority; RCL—remote control location; SH—specified hours; SL—studio location; T/L—transmission tower; TPO—transmitter power output; U—unlimited hours; vis.—visual; w—watts; w-o—noncommercial.

New Stations

Applications

AM's

- Heflin, Ala.—Broadcast Services seeks 1020 kHz, 500 w. Address: Route 4 Box 26, Heflin, Ala. 36264. Principal is equally owned by Nolene T. Coefield, Elvin Henson and Robert K. Haynes. None have other broadcast interests. Filed Nov. 30.

- Leeds, Ala.—SE/USA Broadcasting Co. seeks 1250 kHz, 10 kw. Address: Route 2, Box 11, Oakville Circle, Gadsden, Ala. 35902. Principal is owned by William T. Denson, William J. Davis and Michael W. Smith. Principal has 46% ownership. Filed Nov. 29.

- Port Lucie, Fla.—St. Lucie Radio Corp. seeks 1250 kHz, 500 w. Address: Route 5 Box 166, Ft. Pierce, Fla. 33460. Principals are Ray L. Sherwood (90%) and Donna C. Sherwood (10%). Filed Nov. 30.

- Westland, Mich.—Sima Birach seeks 690 kHz, 5 kw. Address: 11427 Joseph Campau, Detroit, Mich. 48121. Principal has no other broadcast interests. Filed Nov. 23.

- Altoona, Tenn.—Gerald Roberts seeks 1550 kHz, 250 w. Address: 229 Gullen Dr., Sparta, Tenn. 38583. Principal has no other broadcast interests. Filed Nov. 30.

- Neph, Utah—Timothy H. Bowers-Irons seeks 1300 kHz, 5 kw. Address: 33 South Main St., Neph, Utah 84648. Principal has no other broadcast interests. Filed Nov. 30.

FM's

- Bakersfield, Calif.—Caballero Spanish Radio seeks 107.1 mhz, 3 kw, HAAT: 220.28 ft. Address: 6000-12 Santa Fe Dr., Bakersfield, Calif. 93309. Principal is owned by Catherine M. Swajan Abanthy (55%) and husband, David Mark (20%); Brian D. Boyle (20%) and Douglas D. Rohall (5%). Filed Dec. 2.


- Corning, Calif.—Empire Broadcasting Corp. seeks 107.1 mhz, 62 kw, HAAT: 1,342 ft. Address: P.O. Box 995, Corning, Calif. 96021. Principal is owned by William C. and Doris F. Vigil, president, and six others. It is also filing for new FM at Corning, Calif. (see above). Filed Dec. 2.

- Fort Bragg, Calif.—Grace Through Faith Communications Inc. seeks 107.1 mhz, 5 kw, HAAT: 223.8 ft. Address: 513 Mainsail St., New Haven, Conn. 06511. Principal is owned by Barbara A. Solano, president, Counsel: Roy F. Perkins Jr. (Washington). Filed Dec. 2.

- Mary Esther, Fla.—Contemporary Communications Inc. seeks 105.5 mhz, 3 kw, HAAT: 328 ft. Address: P.O. Box 188, Mary Esther, Fla. 32456. Principal is headed by Barbara A. Solano, president, Counsel: Roy F. Perkins Jr. (Washington). Filed Dec. 2.

- Panama City, Fla.—Marcus D. Sloan and Charles Joseph Thompson seeks 1001 mhz, 3 kw, HAAT: 2,933 ft. Address: 108 Scottland Dr., Georgetown, Md. 20324. Principals equally own the applicant. They are also applicants for new AM at Athens, Ky. Thompson owns 40% of WSMT-AM-FM Sparta, Tenn. and applicant for new FM at Greenville, Ala., and 49% of applicant for TV at Burbin, N.J., 28 LPTV and TV at Milwaukee. Filed Dec. 6.

- Columbia, Ky.—Lindsey Wilson College seeks 91.1 mhz, 3 kw, HAAT: 148 ft. Address: 310 Lindsey Wilson St., Columbia, Ky. 42728. Principal is a nonprofit educational institution affiliated with Methodist church. Filed Dec. 2.

- Smiths Grove, Ky.—J. Barry Williams and Lynn B. Williams seek 107.1 mhz, 3 kw, HAAT: 300 ft. Address: Route 13, Box 323, Bowling Green, Ky. 42101. Principal is equally owned by husband and wife. J. Barry Williams is also applicant for new AM at White Pine, Tenn. Filed Dec. 2.

- Del., La.—Contemporary Communications Inc. seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Principal is equally owned by Larry G. Fuss Sr. and Rebecca R. Barney and has 50% minority ownership. Fuss operates Pittsburgh-based broadcast consulting firm. Barney is Meridian, Miss., retail clerk. Principal also has app. for new FM at Detroit, La. (see below), and Marion, Miss., and for TV at Flagstaff, Ariz. Filed Dec. 1.

- Woodbridge, N.J.—Jerome Gilliam Inc. seeks 100.1 mhz, 370 w, HAAT: 620 ft. Address: Daniel Road, Shady N.J. 07124. Principal is jointly owned by Jerome, Gilliam and wife, Sasha. They also are majority owners of WDST(FM) Woodstock, N.Y. Filed Dec. 1.

- Grand Forks, N.D.—Red River Broadcasters seeks 107.5 mhz, 100 kw, HAAT: 446 ft. Address: 3215 Chestnut St., Grand Forks, N.D. 58201. Principal is headed by Donald H. Pober, who is majority owner of KKBJ-AM-FM(CP) Bemidji, Minn., and KTNY(FM)-KBQF(PM) CP) Minot, N.D. Hober is also general manager of KNKX(AM)-KTNY(FM). Grand Forks, N.D. Filed Dec. 5.


- Beaver Falls, Pa.—Beaver Falls Educational Broadcasting Foundation seeks 90.9 mhz, 100 w, HAAT: 167 ft. Address: 3700 Lower High St, Beaver Falls, Pa. 15010. Counsel: Stuart T. Mitchell. Principal is charitable trust headed by trustees: Waldo Vander Zagga, pastor, Mayfield Bible Bapt.
**Actions**

**AM's**
- Patillas, P.R. — David Nieves Lopez app. for 780 kw, 250 w. Action Nov. 29.
- Webby City, Mo. — Don and Gail Stubblefield granted 1100 kw, 105 w, 20,000 ft. Address: 1924 S. 10th St., Parsons, Kan. 66757. Buyer is joint owner of WJDX(AM) in Madison, Wisc.

**FM's**
- Yellitev, Ark. — App. for 97.7 mhz, 2.45 kw, 100 w, 1550 ft. Buyer is owner of KZBO-AM-FM in Joplin, Mo.; KOKA(AM) in Columbia, Mo.; and KZMO(AM-FM) in Mission, Mo.
- Redding, Calif. — Grant of license for 100.9 mhz, 1 kw, 1600 ft. Held by Yellitev.
- Chicago, Ill. — File petition for license renewal for WYCD(FM) in 3.2 kw. 66.2 ft.
- Helena, Mont. — Grant of license for 91.1 mhz, 1 kw, 500 ft. Buyer is owner of KZBO(AM-FM) in Joplin, Mo.
- Omaha, Neb. — Nebraska-Iowa Broadcasting Corp. app. for 240 kw, 5,000 ft. Action Dec. 11. Buyer is owner of KZBO(AM-FM) in Joplin, Mo.
- Newark, N.J. — New City Broadcasting Corp. app. for 137.5 mhz, 2 kw, 1,600 ft. Action Jan. 10. Buyer is joint owner of WJJS-AM-FM in Philadelphia.

**TVs**
- Wichita, Kan. — Arapahoe Silent Majority Inc. app. for 33 kw, 2,503 kw vis., 250 w, 10 kw, 200 ft. Action Nov. 3. Buyer is owner of KZBO(AM-FM) in Joplin, Mo. Action Dec. 9. Buyer is applicant for WPTV in 27 communities and six TV's at Lewiston, Mont.; Fairbanks, Alaska; Ogden, Utah; Pueblo, Colo.; Lilburn, Hawaii and Topkea, Kan. App. for TV at Wichita, Kan., was dismissed (see below).

**Ownership changes**

**Actions**
- Kansas City, Mo. — Grant of license for 102.5 mhz, 2 kw, 1000 ft. Action Nov. 3. Buyer is owner of WJUL(AM-FM) in St. Louis, Mo.
- Raymond, Wash. — Pacific Broadcasting Co. inc. app. for 97.7 mhz, 230 w, 900 ft. Address: 1034 Bradford, Raymond, Wash. 98577. Principal is owned by Mary R. Gaugler and four children of whom have other broadcast interests. Action Nov. 21.

**TVS**
- Pueblo, Colo. — Arapahoe Silent Majority Inc. app. for ch. 26; ERP: 1,500 kw vis., 150 kw aur., HAAT: 480 ft. Address: 1846 S. 10th St., Aurora, Colo. 80015. Principal is subsidiary of Satellite Communications Corp.; Jack Pankoff, president. It is majority owned by Pankoff and nephew, Philip E. Pankoff. Arapahoe and wholly owned subsidiary are applicants for LPTV in 27 communities and six TV's at Lewiston, Mont.; Fairbanks, Alaska; Ogden, Utah; Pueblo, Colo.; Lilburn, Hawaii and Topkea, Kan. App. for TV at Wichita, Kan., was dismissed (see below).
WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. (WISH-TV: ch. 8; 316 kw vis.; 42.7 kw aural; HAAT: 990 ft.; WANE-TV: ch. 15; 144 kw vis.; 28.2 kw aural; HAAT: 600 ft.)—Granted transfer of control of Indiana Broadcasting Corp. from Cornithian Broadcasting Group (100% before; none after) to A. H. Belo Corp. (none before; 100% after) for $104.9 million and working capital. Sellers own claims for an "illegal" (see below). It also owns WFAM-AM-TV and KZEW(FM) Dallas, and recently bought KOA(AM)-Denver for $22 million ("Changing Hands," May 30). It has also sold, subject to FCC approval, WTVG(TV) Chattanooga, and KFDM-TV Beaumont, Tex., for $49 million, to keep from exceeding station ownership limits ("In Brief," Oct. 10). Granted Nov. 28.

WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. (WISH-TV: ch. 8; 316 kw vis.; 42.7 kw aural; HAAT: 990 ft.; WANE-TV: ch. 15; 144 kw vis.; 28.2 kw aural; HAAT: 600 ft.)—Granted transfer of control of Indiana Broadcasting Corp. from Cornithian Broadcasting Group (100% before; none after) to A. H. Belo Corp. (none before; 100% after) for $104.9 million and working capital. Sellers own claims for an "illegal" (see below). It also owns WFAM-AM-TV and KZEW(FM) Dallas, and recently bought KOA(AM)-Denver for $22 million ("Changing Hands," May 30). It has also sold, subject to FCC approval, WTVG(TV) Chattanooga, and KFDM-TV Beaumont, Tex., for $49 million, to keep from exceeding station ownership limits ("In Brief," Oct. 10). Granted Nov. 28.

WOU(AM) and WZWW(FM) Kokomo, Ind. (1350 kHz, 5 kw-D; 1 kw-N; FM: 93.5 mhz 3 kw; HAAT: 340 ft.)—Granted assignment of license from Lake Central School Corp. to Northwest Indiana Public Broadcasting Inc. No consideration; assets will be transferred by receipt as property of the State of Indiana. Seller is headed by Maxyun, Indiana general counsel. Buyer is non-profit group headed by Gerald Fitzgerald, chairman. Nov. 23.

WFLR(AM)-WXXQ(FM) Freeport, Ill. (1570 kHz, 5 kw; FM: 98.5 mhz 19 kw; HAAT: 150 ft.)—Granted assignment of license from Lake Central School Corp. to Northwest Indiana Public Broadcasting Inc. No consideration; assets will be transferred by receipt as property of the State of Indiana. Seller is headed by Maxyun, Indiana general counsel. Buyer is non-profit group headed by Gerald Fitzgerald, chairman. Nov. 23.

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WCLK(AM)-WQFY-FM Baton Rouge, La. (1380 kHz, 1 kw-U; FM: 100.7 mhz 100 kw HAAT: 660 ft.)—Granted assignment of Airwaves Inc. to Louisiana Broadcasting Corp. Sale price of $3.5 million, plus lease of land, also includes KDKZ(AM)-KXZ-KTV(AM) Baton Rouge, La. (Below). Sale is part of station-pack deal (see Decatur, Ill., above). Buyer is a New Orleans group. Seller is headed by David C. Keister, president. It also owns three AM's and three FM's. Nov. 22.

WCLK(AM)-WQFY-FM Baton Rouge, La. (1380 kHz, 1 kw-U; FM: 100.7 mhz 100 kw HAAT: 660 ft.)—Granted assignment of Airwaves Inc. to Louisiana Broadcasting Corp. Sale price of $3.5 million, plus lease of land, also includes KDKZ(AM)-KXZ-KTV(AM) Baton Rouge, La. (Below). Sale is part of station-pack deal (see Decatur, Ill., above). Buyer is a New Orleans group. Seller is headed by David C. Keister, president. It also owns three AM's and three FM's. Nov. 22.

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For and Group Inc.

KZIPPAM (Amariillo, Tex.; 1,130 kHz, 1 kw)—Granted assignment of license from Plains Broadcasting Inc. to Del Norte Inc. for $20,000, including $24,000 cash. Seller is owned by Ken Williams, president and general manager of KZIP. Buyer is owned by Cruz Gillivaldo Lopez, manager and part owner, and Manuel L. Veloz Sr., cook (51%). It has no other broadcast interests. Action Nov. 30.

KHOU-TV Houston (ch. 11; 316 kw vis., 47.9 kw aur; HAAT: 1,440 ft.)—Granted transfer of control of Gulf TV Corp. from Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; 100% after) for $342,000. Two stations are part of six-station deal between the two companies for total $666,000 (see above). Action Nov. 17.

WVEC-TV Hampton, Va. (ch. 13; 316 kw vis., 31.6 kw aur; HAAT: 980 ft.; 1,028 ft. above ground)—Granted transfer of control of Corinthian Broadcasting Group (100% before; none after) to A.H. Belo Corp. (none before; none after) for $40 million. Transfer is part of six-station deal between two companies for total $666,000 (see Sacramento, Calif., above). Action Nov. 28.

WWNRAM (Beckley, W. Va. (620 kHz; 1 kw; D, 500 w-)-Granted assignment of license from Rahall Broadcasting Co. to Martin Broadcasting Inc. for $360,000. Seller is subsidiary of Florida-based insurance conglomerate with additional interests in health care products distribution and group owning the MCM, six FM’s and two TV’s. Sale is part of announced plan to dispose of AM properties in smaller markets and is preceded by sale of WVOA(Jacksonville, Fla. for $600,000 (BROADCASTING, July 12, 1982) and WKAP (Memphis) for $650,000 (BROADCASTING, Feb. 7, 1983). Buyer is owned by Albert Augustus Martine, who was hired as seller's consultant as part-time station manager. He was a former consultant and previously general manager for Cox Cable in New York and Baltimore. He has no other broadcast interests. Action Dec. 2.

KSGI (1340 kHz) Hailey, Idaho—Seeks LPF (BP-800624AE, as mod.) to make changes in ant. sys. and change TL. Action Nov. 5.

KSLA (932 kHz) Bakersfield, Calif.—Seeks LPF to make changes in ant. sys. and change TL. Action Nov. 22.

New (870 khz) Bethany, Mo.—Seeks LPF (BP-820712AE) to change main SL. Requests waiver of section 73.1125(B)(2). Action Nov. 5.

KISO (880 khz) Medford, Ore.—Seeks app. for renewal of op. of CP (800887AC) to change main SL. Requests waiver of section 73.1125(B)(2) of rules. Action Nov. 29.

KAPE (1480 kHz) San Antonio, Tex.—Seeks LPF to change ant. sys. and change TL facilities to 1480 kHz with 2.5-kw wt. with pre-sunrise. Action Nov. 1.

KJET (1590 kHz) Seattle—Seeks LPF (BP-820711AE) to change TL. Action Nov. 5.

WBVK (1470 kHz) West Bend Township, Wis.—Seeks LPF (BP-820702) as mo. to augment nighttime radiation pattern. Action Ann. Dec.

Facilities changes

AM applications

Renditioned

WSAG (1160 kHz) Atmore, Ala.—Seeks CP to increase power to 50 kw and change to DA-D. Action Nov. 18.

WZOB (1250 kHz) Fort Payne, Ala.—Seeks CP to increase power to 5 kw. Action Nov. 29.

KCAB (980 kHz) Dardanelle, Ark.—Seeks CP to increase power to 5 kw. Action Nov. 29.

KQID (1270 kHz) San Francisco—Seeks CP to change hours of operation to unlimited by adding 2.5 kw-N; install DA-2, and make changes in ant. sys. Requests waiver of sections 73.37 (A9) and 73.37(E) of rules. Action Dec. 5.

KAPB (1370 kHz) Marksville, La.—Seeks CP to make changes in tower, increase tower height and decrease radiation. Action Dec. 5.

WXXX (1310 kHz) Hattiesburg, Miss.—Seeks CP to increase power to 5 kw and redesigne TL. Action Nov. 29.

KJFW (1390 kHz) Waynesville, Mo.—Seeks CP to increase power to 5 kw. Action Dec. 8.

Accepted

KNTA (1470 kHz) Santa Clara, Calif.—Seeks CP to make changes in ant. sys. and to change TL. Requests waiver of section 73.37 of rules. Action Nov. 28.

KTS-FT (94.7 kHz) Springfield, Mo.—Seeks CP to change TL; change HAAT to 98.788 ft., and make changes in ant. sys. Action Dec. 7.

WOWFM (94.1 kHz) Omaha—Seeks CP to change TL; change HAAT to 1,538 ft., and make changes in ant. sys. Action Dec. 7.

WSQD (94.5 kHz) Eden, N.C.—Seeks CP to change TL; change ERP to 100 kw horiz., 88.9 kw vert.; change HAAT to 1,532 ft., and make changes in ant. systems. Action Dec. 1.1305. Action Dec. 8.

KXZQ (95.5 kHz) Lake Success, N.Y.—Seeks CP to change ERP to 5.8 kw and change to nondirectional pattern. Action Ann. Dec. 1.

WFUV (90.7 kHz) New York—Seeks CP to change TL; increase HAAT to 500 ft.; change trans. and transmit power to 500 kw, and make changes in ant. sys. Action Nov. 28.

WCSE (92.3 kHz) Ashboro, N.C.—Seeks CP to change ERP to 100 kw horiz., 91.98 kw vert., and change HAAT to 1,010 ft. Mea under section 1.1305. Action Dec. 1.

WBCY (107.9 kHz) Charlotte, N.C.—Seeks CP to change TL; change HAAT to 1,700 ft., and make changes in ant. sys. Action Nov. 28.

WGNI (102.7 kHz) Wilmington, N.C.—Seeks CP to change TL; change HAAT to 1,066 ft., and make changes in ant. sys. Mea under section 1.1305. Action Nov. 25.

WYMI-FM (103.9 kHz) Beavercreek, Ohio—Seeks CP to change ERP to 100 kw; change ERP to 50 kw; change to 329.9 meters; change to 93 ft., and make changes in ant. sys. Mea under section 1.1305. Action Dec. 1.

KKCG-FM (99.5 kHz) Henryetta, Okla.—Seeks CP to change ERP to 100 kw. Action Dec. 8.

KMOM-FM (97.5 kHz) Tulsa, Okla.—Seeks CP to change TL; change ERP to 100 kw, and make changes in ant. sys. Mea under section 1.1305. Action Dec. 1.

KWBE (104.8 kHz) Medicine Hat, Alberta, Can.—Seeks CP to change ERP to 500 kw; change ERP to 500 kw; change ERP to 50 kw; change ERP to 5 kw. Action Dec. 8.

KJHN (92.5 kHz) Klamath Falls, Ore.—Seeks CP to change TL; change ERP to 60 kw; change ERP to 60 kw, and make changes in ant. sys. Action Nov. 28.

PTGT (90.3 kHz) Lancaster, Pa.—Seeks CP to change TL; change ERP to 4.52 kw; change ERP to 4.52 kw; and make changes in ant. sys. Action Dec. 7.

WIOB (99.9 kHz) San Juan, P.R.—Seeks CP to change TL; change ERP to 50 kw; change ERP to 329.9 meters; and make changes in ant. sys. Action Nov. 25.

WQLO (97.8 kHz) Beaufort, S.C.—Seeks CP to change TL and make changes in ant. syst. Action Dec. 1.

WCOS-FM (97.9 kHz) Columbus, S.C.—Seeks CP to change TL; change ERP to 60 kw; change ERP to 60 kw, and make changes in ant. sys. Action Nov. 28.

WPTQ (90.7 kHz) Lancaster, Pa.—Seeks CP to change TL; change ERP to 4.52 kw; change ERP to 4.52 kw; and make changes in ant. sys. Action Dec. 7.

WIOB (99.9 kHz) San Juan, P.R.—Seeks CP to change TL; change ERP to 50 kw; change ERP to 329.9 meters; and make changes in ant. sys. Action Nov. 25.

WLCO (98.5 kHz) Bluffton, S.C.—Seeks CP to change TL; change ERP to 4.52 kw; change ERP to 4.52 kw; and make changes in ant. sys. Action Dec. 7.

WQTC-FM (103.2 kHz) Two Rivers, Wis.—Seeks CP to change city of license to Marinowic, Wis.; change ERP to 50 kw; change ERP to 373 ft.; and make changes in ant. syst. Mea under section 1.1305. Action Dec. 1.

Accepted

WZYP (104.3 kHz) Athens, Ala.—Seeks CP to change HAAT to 1,050 ft. Action Ann. Dec. 5.

Wahr (99.1 kHz) Huntsville, Ala.—Seeks CP to change TL; change ERP to 100 kw; change ERP to 100 kw, and make changes in ant. sys. Action Nov. 28.

KKDI-2 (103.2 kHz) Sheridan, Ariz.—Seeks CP to change TL; change ERP to 3 kw; change ERP to 3 kw, and make changes in ant. sys. Action Dec. 7.

KMKZ (106.3 kHz) Sun City, Ariz.—Seeks CP to change TL; change ERP to 500 kw; change ERP to 500 kw, and make changes in ant. sys. Action Dec. 7.

KZDN (98.5 kHz) Delano, Calif.—Seeks mod. of CP (BP-H810114AL) to change HAAT to 100 ft. and change to directional pattern. Action Dec. 7.

WFMH (90.7 kHz) New York—Seeks CP to change TL; change ERP to 500 kw; change HAAT to 1,532 ft., and make changes in ant. syst. Action Dec. 7.
change TL; change ERP

(BPH- 820803AM)

change ERP

change TL; change ERP to 1.6

(BPH-810313AD)

change ERP


change ERP to TL; change ERP to 1.6


WTKS (102.1 mhz) Bethesda, Md. —Seeks change TL; change ERP to 1.12 kw, and change HAAT to 480 ft. Ann. Nov. 29.

WIRX (107.1 mhz) St. Louis, Mo. —Seeks change TL; change ERP to 1.21 kw, and change HAAT to 345 ft. Ann. Dec. 5.

KJJO (104.1 mhz) St. Louis Park, Minn. —Seeks change ERP (BFH-820312AU) to change TL and change ERP to 97.6 kw. Ann. Nov. 29.

KEEY-FM (102.1 mhz) St. Paul, Minn. —Seeks change ERP (BFH-820312AU) to change TL and change ERP to 100 kw; and increase tower height. Ann. Dec. 5.

KKYY-FM (98.1 mhz) St. Louis —Seeks change ERP to change TL and change HAAT to 644 ft. Ann. Dec. 5.

KATK (92.1 mhz) Seattle —Seeks to change ERP to increase to 191 kw; change type trans., and change FM ant. and transmission line. Ann. Dec. 9.

WBAB-FM (102.3 mhz) Babylon, N. Y. —Seeks change ERP to change TL; change ERP to 1.25 kw, and change HAAT to 235 ft. Ann. Dec. 5.

WDQJ (92.5 mhz) Alliance, Ohio —Seeks change ERP (BFH-820312AB) to change ERP to 50 kw and install DA. Ann. Nov. 28.

WBLZ (105.3 mhz) Hamilton, Ohio —Seeks change ERP to 10 kw, change HAAT to 790 ft., and change TL. Ann. Dec. 8.

WHIZ-FM (102.5 mhz) Zanesville, Ohio —Seeks to change ERP to 30 kw; 49 kw vert., and change HAAT to 495 ft. Ann. Nov. 29.

KTDJ (103.3 mhz) Beaverton, Ore. —Seeks mod. of ERP (BFH-820312AK) to change ERP 95 kw. Ann. Dec. 7.

KKZL (99.5 mhz) Le Mars, Iowa —Seeks CP to change HAAT to 1,000 ft. and change ant. and TPO. Ann. Dec. 5.

KIWT (90.3 mhz) Sioux City, Iowa —Seeks to change TPO and ant. height. Ann. Dec. 5.


WMAR-FM (106.5 mhz) Baltimore —Seeks CP to change from DA to non-DA and change ERP to 31.6 kw. horiz., 28.4 vert. Ann. Dec. 5.

WTKS (102.1 mhz) Bethesda, Md. —Seeks to change TL; change ERP to 1.12 kw, and change HAAT to 480 ft. Ann. Nov. 29.


KJJO (104.1 mhz) St. Louis Park, Minn. —Seeks mod. of CP (BFH-820312AU) to change TL and change ERP to 97.5 kw. Ann. Nov. 29.

KEEY-FM (102.1 mhz) St. Paul, Minn. —Seeks to change TL and change HAAT to 1,294 ft. Ann. Dec. 5.

KKYY-FM (98.1 mhz) St. Louis —Seeks CP to change TL and change HAAT to 644 ft. Ann. Dec. 5.

KATK (92.1 mhz) Seattle —Seeks to change ERP to increase to 191 kw; change type trans., and change FM ant. and transmission line. Ann. Dec. 9.

WBAB-FM (102.3 mhz) Babylon, N. Y. —Seeks CP to change TL; change ERP to 1.25 kw, and change HAAT to 235 ft. Ann. Dec. 5.

WDQJ (92.5 mhz) Alliance, Ohio —Seeks mod. of CP (BFH-820312AB) to change ERP to 50 kw and install DA. Ann. Nov. 28.

WBLZ (105.3 mhz) Hamilton, Ohio —Seeks CP to change ERP to 10 kw, change HAAT to 790 ft., and change TL. Ann. Dec. 8.

WHIZ-FM (102.5 mhz) Zanesville, Ohio —Seeks CP to change ERP to 30 kw; 49 kw vert., and change HAAT to 495 ft. Ann. Nov. 29.

KTDJ (103.3 mhz) Beaverton, Ore. —Seeks mod. of CP (BFH-820312AK) to change ERP 95 kw. Ann. Dec. 7.

KPRB-FM (102.9 mhz) Redmond, Ore. —Seeks mod. of CP (BFH-820312AK) to change ERP to 392.5 kw. Ann. Nov. 28.


WKZ2 (106.7 mhz) Hershey, Pa. —Seeks CP to change from DA to non-DA and change ERP to 47.3 kw. Ann. Dec. 5.


KOOL (107.5 mhz) Lake Jackson, Tex. —Seeks CP to change ERP to 990 ft.; increase tower height; change pole for mount for FM ant.; change type ant., coaxial cable and trans. Ann. Dec. 7.

KLTD (99.3 mhz) Lampasas, Tex. —Seeks CP to change HAAT to 300 ft. and increase tower height. Ann. Nov. 28.

KPQX (104.9 mhz) Llano, Tex. —Seeks mod. of CP (BFH-820312AK) to change TL and change HAAT to 92 ft. Ann. Nov. 28.

WOLD-FM (102.3 mhz) Marion, Va. —Seeks CP to change TL; change ERP to 1.5 kw, and change HAAT to 1,312 ft. Ann. Dec. 5.

WHAL (105.5 mhz) Bluefield, W. Va. —Seeks CP to change ERP to 100 kw, change HAAT to 2,000 ft., and change TL. Ann. Dec. 7.

TV applications

Accepted


In contest

Legal activities


Commission has authorized post-sunset operation to begin immediately. Such operation is to be conducted in accordance with the terms of the station's permit and may not extend beyond 6:00 A.M. local time pending further international agreement. Release Dec. 2.

General Counsel extended to Jan. 19 and Feb. 21, 1984, for filing comments and replies, respectively, in proceeding involving amendment of rules relating to multiple ownership of AM, FM and TV stations. (General Order 83-1009). Order adopted Dec. 7.

Commission has revised rules pertaining to assignment of calls for AM, FM and TV stations. Commission will eliminate Sections 73.3550 (e) (1) and 73.3550 (g) of rules. Commission will eliminate 15-day period within which all requests for relinquished call letters must be filed and placing such requests on a first-come, first-served basis. It will also eliminate Section 73.3550 (a) proscribed assignment of call letters using initials of President, former President still living, the United States of America or any of its agencies or departments unless suitable clearance is obtained. Other revisions were reported in “Top of the Week,” Dec. 5. (FCC 83-573). Report and Order of Dec. 1.

General Counsel granted request by American Women in
Radio and Television, and extended to Jan. 6 time for filing comments on third notice of proposed rulemaking, which proposed inclusion of women as group entitled to benefit of preferences when initial licensing proceeds in mass media division is completed by lottery. Replies are extended to Jan. 27. (General docket 81-768). Order adopted Dec. 1.

- Commission has adopted plus/multis three degrees phase tolerance for directional AM stations; expanded use of toroidal current transformers as means of deriving current samples in directional AM station antenna systems, and provided case of use of selective elements in sampling element transmission lines. (FCC 83-572). Report and order adopted Dec. 1.

- Commission upheld staff action allowing CBS Inc. to deliver programing to Canadian broadcast stations, despite objections of Broadcasting Inc., licensee of WIVB-TV Buffalo. (see "Telecasts," Dec. 5). MO&O adopted Nov. 23.

- Commission has restructured its Office of General Counsel as follows: name of "Administrative Law Division" is changed to "Legal Counsel Division." Legal counsel division is divided into three functional branches: media branch, common carrier/private radio branch and administrative law branch. Functions and staff personnel of legislative branch are reassigned to legal counsel division, retaining in immediate office position, director, legislative affairs. (FCC 83-340). Order of Nov. 16.

Allocations

Applications


- Belmont, N.C.—Harry C. Powell, Jr. proposes assignment of UHF ch. 46 to Belmont; its first television service. Both Charles Gabriel and Central Broadcasting Co. had indicated intention to apply for ch., if assigned. Site restriction 5.8 miles west of Belmont is required. Assignment will require plus carrier offset. (MM 83-469). Adopted Nov. 21.

- Isabel Segunda, P.R.—Doroteo Laboy requests amendment of FM Table of assignments to assign ch. 240A to Isabel Segunda. Petition for rulemaking will be treated as countervailing petition. (MM 83-1142). Responsive statements will be submitted as reply comments in that docket. Address: Calle 216, H.B-12, 3ra Extension Country Club, Rio Piedras, Puerto Rico 00924. Release of Nov. 28.


Actions

- FCC Erratum, correcting report and order for Sololota,
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 broad area responsibility as our corporation acquires additional broadcast properties. Minimum 5-7 years in radio sales; 3-5 years management responsibilities. Resume and salary requirements to James R. Miller, 2252 Chestnut Street, NW, Washington, DC 20015.

Los Angeles suburban FM-New owner seeks hands-on general manager with strong credentials who is both sales and detail oriented. Must have proven ability to build a team that produces results and increases revenues. Excellent long term growth opportunity Send detailed resume with salary requirements to: Radio, P.O. Box 49650, Los Angeles, CA 90049.


New FM in Texas medium sized city in need of complete staff: general manager, program director, sales manager, salespeople, and announcers. Only those will be considered who can prove background. Please apply only if you desire to be a full time member of a growing organization. EOE/WM: Write Box H-23.

KGDF-FM, Ogden/Salt Lake City, Utah, is currently interviewing for Program Director and Operations Manager. Must have a successful track record of marketing, ratings achievement & management ability. Here is your opportunity to move up to the 42nd meter & position. We are resulting company, service oriented, growing station, looking for an experienced manager/administrator who understands how to make things happen and get things done. Age is not important—but past experience and performance record is very important. No amateurs, please! Excellent salary and benefits. Send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64052.

Proven sales manager for new FM CHR. Rich but competitive market of 250,000. EOE. Dick Fields, 915—263-7326.

Pacific northwest—are you ready to take the step from sales mg. to GM? We offer a win-win situation...strong mid-management experience and effective systems in place. We are a growth and people-oriented group. If you have a proven track record of building sales and motivating a sales staff, please call 209—222-0277.

Station manager: Search reopened. Bachelor's degree and executive management experience is required. Management of a university public radio station preferred. Must have expertise in fundraising and fiscal management, recruitment and supervision of staff, programming for public radio and knowledge of FCC rules and regulations. Substantial benefits package. Application deadline: January 13, 1984. Send application and resume to: N. Eddie Miller, Communications Department, Northern Kentucky University, Highland Heights, KY 41076. Northern Kentucky University is an affirmative action/equal opportunity employer and actively seeks the candidacy of minorities and women.

General manager: Suburban fulltime AM station in most affluent & rapidly growing area of Georgia. Small equity purchase required, with options to buy additional interests. Must have sales & bottom line orientation, some programming creative & willing to take charge of this new facility. Resume, references, salary requirements to WNNP, 4445 Columns Dr., Marietta, GA 30067.

Group owner: Recently acquired regional AM and FM north of Dallas servicing the nation's no. 1 growth area. Compensation package includes salary, commission on market share, and appreciable potential in multi-million dollar property. This could be the ultimate move you've worked for. Tom Gibson, 5924 Royal Lane, Dallas, TX 75230.

Station manager: Delaware Valley Unique opportunity for individual capable of building a results-oriented team for an established AM station. Must have program and/or sales management experience, and skills to execute a meaningful strategy of goals and objectives. Other requirements: Qualifications: enthusiasm, integrity and drive. Send detailed resume with salary requirements to Box H-101.

General manager—Northwest AM/FM. Medium market needs experienced sales-oriented manager. Must have broad industry background, previous strong community involvement. Join a solid group operation in a great community. Send resume and earnings history to Box H-107.

HELP WANTED SALES


Sales account executives needed for Panama City Florida AM/FM broadcast facility both stations top rated. Excellent compensation package with strong incentive 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 Brodeur, Culpeper Communications, Inc., WPMF/WQO, P.O. Box 1430, Panama City, FL 32402.

Major market opportunity! Milwaukee's no. 1 FM, WEZV, has an immediate opening for an experienced, successful salesperson. Send your detailed resume, highlighting your broadcast sales accomplishments, to: Sales Manager, WEZV, 735 W Wisconsin Avenue, Milwaukee, WI 53233.

Growing company seeks experienced, successful salesperson for long term association. Excellent facilities, strong community involvement. Join a solid group operation in a great community. Send resume and earnings history to Box H-107.

HELP WANTED ANNOUNCERS

Virginia AM/FM seeks professional announcer. Good voice and delivery mandatory News capability helpful. Experience preferred. Good opportunity with sharp, competitive operation. Tape and resume to: Program Director, WUAACWUC, 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, PD, WHBM, Box 605, Benton Harbor, MI 49022.

Morning drive announcer. WMN Stardust format. Daytimer. 5000 watts, Production, Remotes. Central Pennsylvania. Resume only to Box H-38.

Immediate openings for experienced newspeople and entertaining announcers. Fulltime position. Send resumes to: WWCN, John Park, Box 359, Middletown, CT 06457, EOE.

Small—medium market FM/AM contemporary country station in the Midwest looking for an experienced morning drive morning announcer. Must be an adult communicator. Salary $14,000 plus to $16,000. Complete resume only with references to Box H-95, EOE.


Mornings. Top 25 market. Your chance to move up with an excellent group owner. Midwest A/C station in need of a new, dynamic group of talent with tremendous one-on-one skills. Must be fun, witty, topical, and adult. Voices and phones are great. We promise a top compensation package and complete support. Your talent will be intensely promoted to make you a household name. No background calls will be made without your approval. Send resumes to Box H-98.

SE Alaska group seeking experienced drive and daytime announcer. Semi-selves. Apply immediately. Send resume and tape to: D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Sales/announcer for small market, country format station. Salary/commission. Resume to: Suzanne Childress, WKGK, Salisbury, VA 24570, EOE.
HELP WANTED TECHNICAL

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.

Chief engineer: Needed by top ten market adult contemporary AM/FM station. Experience in non-commercial FM radio market necessary, to know top quality, competitive sound, and how to get it consistently, and can run a clean technical operation; we would like to hear from you about your position requirements, experience and technical skills. We are a major market group broadcaster operating in nine markets. We offer an excellent salary, benefits, and fast growth opportunities. Qualified applicants should send their resume in confidence to Box H-85.

Chief engineer: Responsible for maintenance and supervision of Lamar University’s NPR radio station, non-broadcast television lab, and electronic media equipment. Must have ability to diagnose, troubleshoot and repair electronic equipment. Salary, competitive and negotiable. Finge benefits. Immediate opening. Send resume, references and audition tape to: Box 10064, Beaumont, TX 77710, prior to January 31, 1984. Lamar is an EEO employer.

Chief engineer: For top DC metro adult contemporary WZLF-FM has immediate opening for highly knowledgeable chief engineer. Direct inquiries to Walt Thompson, 703-661-1900. Equal opportunity employer.

Chief engineer: Needed immediately for AM/FM radio stations in Iowa, salary in the low $20's. Send resume to Box H-102.

HELP WANTED NEWS

Farm director, NAFB voting member preferred. Will accept regular farm broadcaster. Medium size market. Must have 5 years' experience in radio news, and related responsibilities. Position available immediately White Box H-59.


Morning news anchor for leading, adult contemporary AM/FM covering central New Hampshire and Vermont. Attractive rural towns, Ivy League college, outstanding cultural center, skiing, fishing. Must be able to settle near Manchester. Send complete resume, references and audition tape to Terry Boone, WHW/White River Junction, VT 05001. EEO employer.

Ecumenical radio news agency in New York seeking trained, experienced, capable, articulate person to join the National News Collection. Resume to Neil Price, 475 Riverside Dr., #1370, New York, NY 10112. 212-965-8030.

Wanted: a sports/news combo who can do BPB and even sell the sports program. Entry level okay, but must be sports enthusiast. Contact Tom, anytime, to Kevin Doran, WLEA, R. D. #1, Hornell, NY 14843.

Committed to local news: two anchor/reporter positions on the #1 news leader in the market. Competitive salary. Excellent opportunity for individuals with good judgement, writing, creativity, experience. Medium market in foothills with best equipment. 803-565-2711, T/F: Mark Knave, WCHR, Box 3257, Spartanburg, SC 29304.

Newscaster with major market potential for regional AM with coverage of the state's major market. Owner is a well-known TV/AM-FM combo Tom Gibson, 5924 Royal Lane, Dallas, TX 75230.

Newscaster for NJ’s news leader. Must have mature voice and good writing abilities. Resume/tape to WHW, Box 1350, Princeton, NJ 08542.


HELP WANTED PROGRIMAGE PRODUCTION AND OTHERS

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 have the ability to work well with colleagues. Experience must include control overall sound of each station. Must be team player and results oriented. If you’re a broadcast professional fired with the desire to perfect, this is an opportunity for you, and desire to you be a part of Christian broadcasting, send resume and salary history to: Dick Bott, President, Bott Broadcasting Company, 10641 East 59 Street, Independence, MO 64055.

100,000 watt public radio station (BPB affiliate) seeks music director. Responsibilities: music programming, record librarian, including budget and record orders; assists in establishing program goals and schedules; provides material for monthly guide; local, state, and national music program production. Qualifications: BA/BS communications or equivalent; minimum 2 years broadcast experience with satellite service and satellite expertise helpful; strong musical background with classical pro- nunciation experience and announcing needed; production experience helpful. Salary: $15,719. Deadline: January 5, 1984. Send resume, references and three letters of recom- mendation to: Chair, Search Committee, WUFTFM, 2104 Weimer Hall, Gainesville, FL 32611. Non-return- able tapes encouraged. The University of Florida is an equal opportunity/affirmative action employer that encourages applications from minority groups and women.

S.E. Alaska group seeks program director for AM adult contemporary station. Good S & benefits. Experience in broadcasting with a proven track record. Send resume and tape to D. Egan, 3161 Channel Drive, Juneau, AK 99801.

Program director, Baltimore’s premier country music station. WPOC FM93, looking for highly motivated, mature programmer to become part of successful management team. Experience with both on and off air activities required. Attention to detail with clients, audience and community leaders both inside and out of the radio station, as well as possess a demonstrated leadership ability to help station reach new ratings and image heights. Successful candidate will be thoroughly experienced in: audience research methods and their use; music research techniques; program production, air structure, format development, and other programming tools. Also, budget development and control, firewire, EEO recruiting, training and critiquing of mature air personalities. Immediate opening Send resume and cover letter with air check to: General Manager, Radio Station WPOC, 711 W 40th St., Baltimore, MD 21211. Include salary requirements. An EEO employer & Na- tional Communications.

SITUATIONS WANTED MANAGEMENT

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-around, strong collections, good knowledge of FCC, ability to rebuild from scratch. Strong sales back- ground creative. McMinnville, Oregon.太阳B&L, Adams and Sunbelt. A first rate opportunity. Send resume to Box 10064, Beaumont, TX 77710.

EEOC compliance, training and development. A proven track record; budget development and control, firewire, EEO recruiting, training and critiquing of mature air personalities. Immediate opening Send resume and cover letter with air check to: General Manager, Radio Station WPOC, 711 W 40th St., Baltimore, MD 21211. Include salary requirements. An EEO employer & Na- tional Communications.

SITUATIONS WANTED SALES

Two years’ commercial experience in small market. Want to move up. Adult, top 5, MOR. Want to be creative, not just push buttons. Call Dave, Anytime, 210-777-0749.


The Eagle Split. The right stuff you want. DJ, writer, talk, interviews, news. Adrian, 210-773-3492.

Broadcast services graduate looking for entry level position at station which serves adult contemporary market. I was taught by the best, and am always willing to learn more. Steven Yacco, 394 W. Lofts, Hartford, WI 53022 or 414-296-2904.


Staff announcer, six years experience in all types mus- sic (prefer country), P.O. production, interviews, news, some play by play and sales. For tape and resume: Box 522, Cullowhee, NC 28723.


SITUATIONS WANTED TECHNICAL

Engineer. 16 years experience automation. AM FM stereo, construction. Stealing stable, long term employ- ment. 419-236-4793. P.O. Box 126, Jan Welt, OH 45891.

SITUATIONS WANTED NEWS

Ambitious sportscaster with experience can provide expert PBP in football, baseball, basketball, & hockey. Including interview work & sportscasting. II interested, call Mike Kelly. 312-652-2452.


Enthusiastic, experienced, and dedicated young man seeking position as sportscaster, announcer, or news director. Allow me to prove myself. Please call Bill, 513-833-3056. 513-833-4647.


Newscaster, aggressive, innovative, versatile, seeks first professional opportunity Small markets. Larry 213-833-1067.

HELP WANTED TECHNICAL

Assistant chief engineer, 20th ADI TV station has opening for asst. chief engineer. Requires FCC license and studio maintenance ability. UHF transmitter experience a plus. Send resume to Chief Engineer, KCSO-TV, P.O. Box 3669, Modesto, CA 95352.

Broadcasting technician—The New York bureau of a foreign broadcasting organization needs a broadcasting technician. A thorough understanding of broadcasting operational practice and the ability to work under pressure to the highest professional standards is essential. Experience of Sony 3" tape machines would be an advantage. Freeform. Send resume or letter of application to Box H-67.

Top 40 mid-South seeking experienced engineer. Must have 2-3 years experience maintaining studio equipment and VHF transmitters. 1st class or general license required. Send resume to Box H-73, EOE.

Chief engineer—Major group broadcaster in Sunbelt market is seeking chief engineer for a growing television station. Thorough management and technical background required. Excellent opportunity for the right person. Only the most highly qualified people should apply. Please send resume to Mr. Law- rence Nadler, Director of Engineering, F & F Productions Inc., 10393 Candy Blvd., St. Petersburg, FL 33702. 813-566-7767. A division of Hubbard Broadcasting. F & F Productions is an equal opportunity employer, M/F.

F & F Productions is looking for a mobile production maintenance person. The applicant must be able to travel and possess strong written and oral communication skills. The position requires digital and solid state broadcast maintenance background. Familiar with cameras, videotape, switching equipment and audio. Some weekend and holiday work. Competitive salary. Microlite and other company benefits. Call or send resume to Mr. Lawrence Nadler, Director of Engineering, F & F Productions Inc., 10393 Candy Blvd., St. Petersburg, FL 33702. 813-566-7767. EOE.

Immediate open for general assignment television news position. Send resume to: Earl Freudenberg, News Director, WDFT-TV, 3300 Broad St., Chattanooga, TN 37404. EOE.

Weatherperson. Southwest Florida cable company seeking an experienced weatherperson for daily news cast. Send tape/resume to Personnel, Palmer Commu nications Centre, 333 8th Street, South, Naples, FL 33940. Equal opportunity employer.

Co-anchor: medium size market Midwest ABC affiliate needs co-anchor person for early and late news. Will do some reporting. No beginners please. EOE. Send resume and references to CH-108.

General assignments reporter. Two years broadcast experience or equivalent thereof. Send tape and resume to Personnel Director, W214F, 96-16th Street, Wheeling WV 26003, no later than December 30. EOE.

Ready to move up? Send tape and resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203—637-0044.

TV news reporter, with anchor potential, for major market network affiliate. Must be experienced journalist with on-air reporting experience. Resume and writing samples to Box H-98, EOE.

HELP WANTED NEWS

HELP WANTED MANAGEMENT

General manager: The Board of Directors of Community Capital Corporation, 1540 Fourth Street, Suite 1420, McLean, VA 22102-7350, is recruiting for a general manager. Description: chief executive officer for public radio and TV stations in Alaska's capital. Juneau, home of 24,000 people. Obtaining and retaining top rate talent, managing a 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 programming for national cable network. Needs guidance on further expansion. Consultant must know program marketing with networks and syndication and have broad experience with satellite forwarding and scheduling. Replies confidential. Write fully and include resume to: President, Video Company, P.O. Box 103969, 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.

Traffic manager for an independent TV station in major NE market. TV experience and traffic system required. An equal opportunity employer. Send resume to Box H-64.

General sales mgr. Hands-on manager in medium market. SW Demonstrate success in this market, move up to station mgmt. within mt. or move to top 50 mtks. within 2 yrs. Excellent salary and benefits with multi operator. Send resume to P.O. Box 27206, Houston TX 77027.

HELP WANTED SALES

Helped experienced television local sales manager, ready to move into general sales management. Responsible for national sales and all station sales. Excellent opportunity.-box H-27. Immediate opening for local sales manager. Need aggressive person to run with the ball. All replies in strictest confidence. Equal opportunity employer. Box H-60.

General sales manager: UHF independent in beautiful area of Florida is seeking an aggressive, experienced salesperson to recruit, train, and manage sales department. Send resume and resume to: WBSP-TV, P.O. Box 3985, Ocala, FL 32678.

Southwest network affiliate needs GSM to profit from new growth plan under new ownership. If you can guide underdog to top dog and document it, send resume in confidence to James J. Matthews, General Manager, WECA, P.O. Box 13527, Tallahassee, FL 32317.

TELEVISION

Within Video afternoon drive w/49 share. Experienced salesperson seeks small or medium market programming position in southern Westchester, RVA 50+. Prefer to work in a fast-paced, extensive musicology in fields of AOR, AC, MOR, CHR, 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 his age seeks entry radio field. Seeks to start up and host talk-show entitled Reminiscence—a call-in, on-the-air change of true-life stories like The Most Frightening Movie I Have Ever Seen—plus. Mistsakes I Regret, My Greatest Challenge, Premonitions. Topics would cover human lifetimes. Dave Brady, 214—223-7456, Evenings.

Have pipes will travel. 25 yrs. experience. Currently afternoon drive with 9 share, Top 100 mtks. only. Country or MOR. Let’s talk. 512—722-2533.

Account executive, immediate opportunity for an aggressive, self-starter to join one of Kansas City’s top sales teams. Your opportunity to work with a well-established CBS affiliate. Send resume to KMBC-TV, 1049 Central Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. EOE.

Account executive: number one station in market seeking experienced advertising sales person. College degree in marketing or communications preferred. Salary requirements to Personnel Director, WTRF, 96-16th Street, Wheeling WV 26003, no later than December 30, 1983. EOE

HELP WANTED TECHNICAL

Assistant chief engineer, 20th ADI TV station has opening for asst. chief engineer. Requires FCC license and studio maintenance ability. UHF transmitter experience a plus. Send resume to Chief Engineer, KCSO-TV, P.O. Box 3669, Modesto, CA 95352.

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Immediate open for general assignment television news position. Send resume to: Earl Freudenberg, News Director, WDFT-TV, 3300 Broad St., Chattanooga, TN 37404. EOE.

Our meteorologist is leaving for a top 10 market. We are a news leader in the Southeast with a modern weather center and the latest equipment including graphics, radar, and satellite. G.W. is an aggressive, meteorologist, creative, and have at least 2 years on-air experience at a commercial TV station, let us hear from you. Resume to Box H-103. EOE.

News-director-anchor: Experienced mature professional who can motivate/direct news staff. # 1 rated news, good equipment-small market leader. Journalism degree a plus. Resume-Tape to Program Manager, KIFF-TV, Box 2148, Idaho Falls, ID 83403. EOE.

Weatherperson. Southwest Florida cable company seeking an experienced weatherperson for daily news cast. Send tape/resume to Personnel, Palmer Communications Centre, 333 8th Street, South, Naples, FL 33940. Equal opportunity employer.

Co-anchor: medium size market Midwest ABC affiliate needs co-anchor person for early and late news. Will do some reporting. No beginners please. EOE. Send resume and references to CH-108.

General assignments reporter. Two years broadcast experience or equivalent thereof. Send tape and resume to Personnel Director, W214F, 96-16th Street, Wheeling WV 26003, no later than December 30. EOE.

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TV news reporter, with anchor potential, for major market network affiliate. Must be experienced journalist with on-air reporting experience. Resume and writing samples to Box H-98, EOE.
HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art director position. Top 10 market. Experience with Still Store System, electronic graphics; need creative individual to head design department, as well as to service programming, public affairs, and sales. Budget supervision mandatory. Send resume, written samples, and salary history to Box H-41. EOE. Totally confident.

Reporter. 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 relay technical information to mass audiences. Salary open. Send complete resume, salary history, and cover letter with videotape samples of work to Jeff Clarke, Executive Producer, The New Tech Times. P.O. Box 821 University Avenue, Madison, WI 53706. Previous applicants need not apply. TNT is an EEO employer.

Commercial writer/producer. Top 25 market network affiliate seeks a self-motivated, organizer who can write copy and develop creative concepts for our local advert, network, and syndicated programming. Must have field produce and sell his/her ideas, and complete projects within specific budget constraints. Experienced persons should send confidential resumes, commercial samples (non-returnable), demo tapes and salary requirements to General Sales Manager, WVT, 1422 New Britain Avenue, West Hartford, CT 06110. No phone calls please. WVT is an equal opportunity employer.

TV producer/director - seeking mature individual with 2-4 years experience to direct 6PM and 10PM newscasts. Send resume and U-mat of work to Production Manager, WLKU-TV, Box 7711, Green Bay, WI 54303. EOE.

TV host/producer. Daily AM public affairs format. Top 50 market. Must be skilled in writing/editing/producing. Experienced only. Send tape and resume to Program Manager, 613 Woodsford Avenue, Norfolk, VA 23510. EOE.

TV promotion producer. Major market TV station seeking individual responsible for writing, editing, and producing of on-air promos, features, satellites, presentations and program elements. Experience in copywriting and production is required, as well as ability to train and direct on-camera producers. Salary open, dependent on production scheduling. Two to three years TV station experience required. An equal opportunity employer. Send resume and salary requirements to: PO Box 1405, Grand Central Station, New York, NY 10163.

TV art director - design and production of on-air and print graphics, sets, animation, department administration. College degree and 2-3 years TV graphics experience is required. Experience in network production. Knowledge of on-camera, audio, editing, and transmit is desirable, but good people handling skills and management experience are essential. Qualified applicants should submit a resume, and brief written description of how you meet the requirements and your qualifications for the position, to Etereke Lyle, Personnel Coordinator, Box 4, Naples, NY 14060.

WSMV-TV is accepting applications for a management position to head up the newly created department of production and support services. This individual will have responsibility for the writing, editing, and producing of on-air promos, features, and satellite presentations and program elements. Experience in copywriting and production is required, as well as the ability to train and direct on-camera producers. Must be independent and self-motivated. Box 1072, Nashville, TN 37202.

Video program producer. $27,227. The City of Miami seeks an experienced video program producer to assume technical responsibilities in the development, training and Information programming for the City’s fire department. Candidates should have an associate degree with coursework in television production or communication of which you have experience. Responsible for audio and video experience in video development, production or program management. An equivalent combination of training and experience is acceptable. Send resume, cover letter, and references to Personnel Dept., P.O. Box 30753, Miami, FL 33107.

Producer-director. minimum 1 year’s experience directing fast paced news cast and commercial production. Applicant must be knowledgeable in all phases of television studio production and have grown for graphic design and editing. Send resume and two 15” videotape resume to Irvin Johnson. Production Manager, KOTV, P.O. Box 6, Tulsa, OK 74101. M/F, EOE. No phone calls, please.

Television director: to direct 6 & 10 p.m. newscasts; supervise part-time crew, assist production mgr. and news dir. in producing station and prog. promos. Minimum one year experience directing helpful. Send resume and tape to: Randy Mahoney. P.O. Box 4929, Victoria, TX 77903.

Director/producer. 2 years’ commercial and agency experience. Hands-on switching and editing. EFP experience desired. Appointing opening in 303 market. Resume to Box H-97.

SITUATIONS WANTED TECHNICAL

Experience in management and hands-on engineering, including VTR’s, cameras, transmitters, and microwave. Call 601—366-7526.

SITUATIONS WANTED NEWS

Sportscaster in medium market looking for a station with a true sports commitment. Call 914—753-4432.


On-camera pro: recent co-host of 40s market PM Magazine. Looking for challenge of bigger market as reporter, on-camera and producing skills. Call Josh, 717—737-6322.


Female anchor. 9 years’ professional experience. Looking to return to the business after sabbatical. Call Cheryl, 915—827-2094.

New year’s resolution. Hire a dedicated, professional newsman with minimum 3½ years reporting & anchoring experience. Live shots. Journalism grad with 5 years experience. Thinks he can fill your needs. Send resume. All inquiries welcome. Tape and resume available on request. Box H- 86.


5 years’ radio and 1 year TV experience as reporter/ anchor in Los Angeles, San Francisco, and Rome, Italy. Sharp and attractive writing, editing, and delivery. Let’s talk! Christopher, 213—879-5460:997—7999.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ENG photographer-editor-videotape operator seeks full-time position. 7 years TV-radio experience. Call Charles Rakestraw, 615—272-4825.


I’m the person you’re looking for. BA graduate and beaming to add to your creative team. Intermediate experience in writing and directing. Call Elliott Mann, 213—942-5460.

Talented young person wishes television promotion/ sales experience. Innovative new ideas. All need is chance, any market. Wille Tom Stettle, 1101 Third Avenue, Altona, PA 16602.


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. Auditor should have good people handling skills and must possess good communicative skills. Reports directly to the general auditor and will be responsible for reviewing company operations, writing audit reports and assisting travel throughout U.S. Excellent career opportunity. Salary will be commensurate with experience. An equal opportunity employer. Send resume to Box H-58.

HELP WANTED INSTRUCTION

Tenure track position in broadcast production and direct TV production experience in television production. Must show potential as teach- er and researcher. Rank and salary dependent upon qualifications. Deadline for application is Jan. 13, 1984. Please submit letter of application via: Dr. Mary I. Blue, Chair, Search Committee, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University is an 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 full-time faculty positions. Qualifications include: availability Fall, 1984. Rank and salary are open and highly competitive depending on qualifications, and senior, experience, and credentials. One position is in the area of telecommunications research and programming. It includes teaching graduate and undergraduate courses in audience research and telecommunications programming. The second position is conducting and directing graduate students. Position two is in the area of telecommunications technology. It includes teaching graduate and undergraduate courses in cable television, cable marketing and management, new technologies, and telecommunications policy. Also, responsible for scholarly research and directing master’s student writing. The Ph.D. candidate will provide evidence of successful teaching in large and small classes, and evidence of research capabilities and in- terests. Send letter of application, curriculum vitae, and three letters of reference to: Chairman, Department of Radio-Television, SIUC, Carbondale, IL 62801. SIUC is an equal opportunity/ affirmative action employer. Females and minorities are encouraged to apply.

Memphis State University has tenure-track opening for Fall, 1984, in broadcast news. Five years RTV news experience, Ph.D. preferred. Years of newspaper writing/editing experience preferred. Some RTV news background. Application letter by Jan. 15 to: Dr. Gerald Stone, Journalism Department, Memphis State University, Memphis, TN 38162. An EOA university asking letters from women and minority professionals.

Graduate assistant — person to study for MA in communications, beginning Summer term 1984. Annual stip- end of $9,169. Individuals with an undergraduate degree in broadcasting or related field, a 3.0 grade point average, and professional experience in radio or TV broadcast production, writing, and announcing are in- vited to apply. Should Take Graduate Record Examina- tion in February. Send resume to Mr. Carl Breed, Extension Communication Specialist, G022, McCary Hall, University of Florida, Gainesville, FL 32611. Acceptable applicant must be approved by the University of Florida and College of Journalism and Communications.

Dean. College of Journalism, Marquette University. Marquette University invites applications for the position of Dean of the College of Journalism. The College offers programs in advertising, broadcast journalism, news-editorial, and public relations with degrees at both the Bachelor’s and Master’s level. Candidates must have a doctoral degree, professional experience, and significant administrative experience at the department level or its equivalent. Other requirements are leadership abilities, the ability to develop and maintain rapport with the professional community, and communication and coordination with the University’s office. A person characterized by this is essential. Applicants should be sent by February 1, 1984. To: Dr. Jerry R. Lynn, Professor and Chair, Dean’s Search Committee, College of Journalism, Marquette University, Milwaukee, WI 53233. Marquette University is an affirmative action/equal opportunity employer.
California State University, Los Angeles, is seeking an assistant, associate or full professor to teach courses in mass communication theory and research; secondary teaching interests in public relations, broadcast journalism, empirical and/or qualitative research methods. Candidate should be expected to provide leadership in developing mass communication program. Doctorate required. Research and curriculum development experience essential. Salary: $19,044-$35,540, depending on qualifications. Send vita and three letters of recommendation to: Dr. Margaret Fieweger, Chair, Department of Communication Studies, California State University, Los Angeles, 5151 State University Drive, Los Angeles, CA 90032. Closing date: January 5, 1984.

University of Maryland anticipates four positions: production, effects, writing, policy. Rank and salary negotiable. Ph.D. or equivalent. Applications or information: Lawrence Lichty, RTFV, Tawes Hall, College Park, 20742.

The mass communication department of the University of Wisconsin-Milwaukee is inviting applications for a probationary track, 1984 opening at the assistant professor rank in broadcast journalism. Ph.D., or significant and lengthy practitioner background is pre-requisite for consideration. Minority and female applications are especially and specifically invited. Letters stating interests, with vita, should be addressed to Chair, Broadcast Journalism Search Committee, at the department, Milwaukee, WI 53201. Deadline for receipt is January 30, 1984. The University of Wisconsin-Milwaukee is an equal opportunity employer.

California State University, Los Angeles, is seeking an assistant professor to teach courses in broadcasting rules and regulations, broadcast policy, history and management. Ph.D., teaching, professional and production experience preferred. Salary: $19,044-$22,896, depending on qualifications. Applicant deadline: January 5, 1984. Send vita and three letters of recommendation to: Dr. Margaret Fieweger, Chair, Department of Communication Studies, California State University, Los Angeles, 5151 State University Drive, Los Angeles, CA 90032.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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

Instant cash-highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

Thomson CSF hip pack for 602 micromac in good condition. 404-874-2252.

Quantel 5000 digital special effects unit. Television Graphics, 556 Broad St., Glen Rock, NJ 07452. 201-444-2911.

FOR SALE EQUIPMENT


Quality broadcast equipment: AM-FM-TV new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, 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.

Amplex ATR 800-2 audio recorders in stock-your Amplex AG440-351 trade wanted. We stock Amplex, Cap- lito, 3M tape and carts. Call us for your best price. NorthWestern, Inc., 800-547-2252.

RCA TCR-100 cartridge tape machine, good condition. Contact Bill Orr, 614-460-3700.

Approximately 2000 A/C 45s and 300 A/C albums. Excellent condition. Used to make automation tapes. 419-228-4793.

Help Wanted Management

THE ARBITRON RATINGS COMPANY

A rare opportunity . . .

. . . with Arbitron in our Chicago office, as Central Division Manager. As one of three Division Managers, you will be reporting to the V.P. of National Radio Sales. You will be working in an exciting environment, calling on major market broadcasters and group heads, handling the day-to-day challenge of your regional sales staff, while maintaining contact with your Southeast regional manager in Dallas.

Prior management experience a must. The person we are seeking should have at least 3-5 years experience as a radio sales manager and/or general manager. You should be a self starter, possess good management skills, be ready to travel, committed to hard work, and ready to meet the challenge of a competitive environment.

We offer an excellent salary plus incentive plan, generous and comprehensive fringe benefits, and an atmosphere conducive to professional advancement. To explore this rare opportunity, send your resume to:

Richard Lamb

THE ARBITRON RATINGS COMPANY

A Control Data Company

1350 Avenue of the Americas

New York, NY 10019

An affirmative action employer.

RADIO Help Wanted Management

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.

Broadcasting Dec 19 1983 101
OUR CLIENT OWNS
A major market East Coast AM and needs a selling GM. The right person can make a good living and pick up a piece of the equity by making a good station better. We're frankly looking for a real gunslinger who can carry his/her own weight and likes the sound of the word "owner". Reply in confidence to Redwing Communications Management, 216 Wolfe, Alexandria, VA 22314.

Help Wanted Management
Continued

Situations
forms, etc. Wish to relocate. Box and satellites.

Help Wanted Programing, Production, Others

WDLW
BOSTON'S #1 COUNTRY STATION
is looking for a 1st class program director. Tapes/resume/salary history to Jim Murphy. Operations Mgr., WDLW Radio, PO Box 1330, Boston, MA 02254. No calls. EEO.

Situations Wanted Management

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
617-569-5538

MGT. TEAM
Two programming/sales professionals available for small/medium market. Currently employed at top-rated AM/FM in medium market. Perfect opportunity for absentee owner. Over 40 years combined experience in small, medium & major markets. Serious, profit-oriented inquiries only. Write Box H-94.

Situations Wanted Technical

DIRECTOR OF ENGINEERING
Currently with radio group. Experienced all phases engineering and technical management; technical improvements, construction and satellites. Analyze data, prepare FCC forms, etc. Wish to relocate. Box H-79.

TELEVISION
Help Wanted Management

PRESENET AND GENERAL MANAGER
South Central Educational Broadcasting Council (Pennsylvania) announces opening of search for President and General Manager of WITF-TV/FM, Harrisburg, and invites nominations and applications of highly qualified individuals. Desirable attributes include: demonstrated leadership and executive ability, proven management skills. Experience considered important. Comprehension of dimensions of public broadcasting essential. Position viewed as exceptional opportunity, requires dedication, high level of energy, ability to relate to public, community, dedicated staff and Board. Compensation competitive. Committee will respect confidentiality in consideration of candidates. Inquiries, nominations, resumes and letters of application may be addressed to Dr. Keith Spalding, Chairman of WITF Search and Selection Committee, c/o Franklin and Marshall College, P.O. Box 3003, Lancaster, PA 17604. To assure fullest consideration, complete information should be received no later than Jan. 15, 1984. WITF is an EOE.

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

IMMEDIATE LOCAL SALES MANAGEMENT OPPORTUNITY
New independent TV station needs dynamic, aggressive local sales manager with proven track record. All candidates must have local sales management experience and have sold independent TV. Ground floor operation with tremendous benefits and salary. Fabulous growth opportunity. Contact: Steve Friedman, Director of Sales, WNOL-TV P.O. Box 50069, New Orleans, LA 70150-0069. 504-525-3838. EOE/M/F.

VICE PRESIDENT OF TECHNICAL SERVICES
Responsible for the planning and operation of Engineering and Production areas. Lead role in planning, design and implementation of new production and transmission facilities. Monitoring of FCC compliance, coordination of station equipment and facility use. Budget and administrative management. BS in Engineering or related field, 10 years broadcasting experience including 5 years in an engineering and administrative capacity. Position reports to the president. Resumes only to:

KERA TV/FM Personnel
300 Harry Hines Boulevard
Dallas, Texas 75201

Help Wanted Technical

VIDEO MAINTENANCE TECHNICIAN
Miami area cable company seeks full-time maintenance technician to install, maintain and repair all studio associated equipment. Knowledge in Sony BOU A 2000's, 8000's, 50's, Sony 5850's, 5800's, 4800's. ¼ inch studio tape systems, Knowledge of studio systems and associated equipment along with cable production van. Also knowledge needed in both studio and ENG Telecamera systems. Send resume in confidence to Robert Palmer, P.O. Box 969, Providence, RI 02901. EOE.

Help Wanted Sales

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.

SPECIAL NOTICE: ALTED 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.

Broadcasting Dec 19 1983 102
We’re still looking for the right person to complement our female co-host. If you have three years’ experience, and can write, produce, and present material that will keep us #1 in access, please rush your tape and resume to:

Cyndy Cerbin
KWWL-TV
500 East Fourth Street
Waterloo, IA 50703
An equal opportunity employer.

PROGRAM/PROMOTION
WPDS-TV Indianapolis’ new independent, is looking for a program professional who is also interested in promotion, or a promotion professional who is ready for the step to programming, WPDS-TV is a full service, full power UHF station, equipped with the finest state-of-the-art equipment and committed to local programming, quality syndication and success. Talk to us; we’re building careers, not filing slots. Five-to-ten years experience in television necessary. Salary commensurate with experience. EEO, M/F. Send resume to:

Christopher Outly
President & Chief Exec. Officer
USA COMMUNICATIONS, INC.
1440 N. Meridian St.
Indianapolis, IN 46202

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. Journalism background a strong plus. Beginners need not apply. Send resume and non-returnable cassette to: Sportscaster, PO Box 825, Gracie Station, NY, NY 10018. An equal opportunity employer. Female candidates encouraged to apply.

SPORTS PRODUCER
WLWT, Cincinnati, is looking for a sports producer/assignment editor. Someone who knows more than just traditional pro sports: i.e., participatory sports, hunting, fishing, etc. If you have what it takes to be part of a growing, distinct news and sports team, send resume to WLWT, 140 West 9th, Cincinnati, OH 45202, Attn. Personnel. Equal opportunity employer, M/F.

NEWS PRODUCER
Number one news operation in top ten market seeking a producer for a major program. Exceptional writing and leadership skills a must. Significant experience as a major market news producer required. All responses will remain confidential. Send resume and writing sample to Box H-84. Equal opportunity employer, M/F.

INDEPENDENT TELEVISION MANAGER
18 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.

SALES ENGINEERS
Television Products

The Communications Industry has never been greater and competition for your talent has also never been greater. Tektronix continues its leadership position in the Television broadcast industry.

We are the industry standard—the company other manufacturers try to compare themselves to; and for all the right reasons. We’ve built our company on excellence of product and the belief that our people are our greatest asset. We’re looking for an individual to be part of that commitment.

We have an immediate opening for a professional with a BSEE or equivalent with a strong technical background in broadcast television sales, measurements, and systems integration. This major opportunity located in our Rolling Meadows office offers significant opportunity for advancement for the right candidate.

TEK offers an excellent salary, company car, commissions and advancement potential. For immediate consideration, please send resume or call: Bonnie D. Roelofs, Dept. B1219, 1551 Corporate Drive, Irving, Texas 75062, 214/258-0525.

For Fast Action Use
BROADCASTING’s Classified Advertising

ALLIED FIELDS
Help Wanted Sales

Supporting your Tektronix sales force, your technical sales support will:

- Build close relationships with your sales representatives
- Provide immediate, technical telephone help
- Provide troubleshooting support
- Answer questions on product specification
- Answer inquiries with specific application advice
- Guide sales representatives in solving technical problems
- Support the sales team during major presentations
- Assist with sales training
- Promote Tektronix products

Requirements:

- Bachelor’s degree in engineering, physics, or electrical engineering.
- Experience in field application, technical sales, and electronic sales.
- Familiarity with Tektronix products and equipment.
- Proficiency in basic electronics and troubleshooting.
- Excellent telephone communication skills.
- Ability to work independently and manage time effectively.
- Strong organizational and project management skills.

This position offers a competitive salary, a comprehensive benefits package, and an opportunity to work with a dynamic and innovative company.

Contact: Bon Cosmetic Corp., 123 Main St., Rolling Meadows, IL 60008, Attention: Human Resources

An Equal Opportunity Employer m/f/h/v
Help Wanted Instruction

THE AMERICAN UNIVERSITY
WASHINGTON, DC
DEAN, SCHOOL OF COMMUNICATION

The American University invites applications and nominations for the position of Dean of the School of Communication, which is part of the College of Arts and Sciences. The search is for an outstanding professional with significant accomplishments in the journalism/communication industry or for a well established educator in the field. The School is entering a developmental period and the prospective Dean must be willing and able to develop and maintain programs and resources while giving emphasis to increasingly higher standards. The School offers a four program track at the undergraduate level: broadcast journalism, print journalism, radio/TV production, and public communication, and visual media. At the graduate level, the School offers degrees in journalism and political affairs, media studies and film and video. With almost 700 majors, it is one of the largest academic units at the University. This faculty are prominent professionals with extensive experience as well as accomplished communications educators. Letters of application or nomination should arrive by January 30, 1984. Address them to Frank Turly, Dean, College of Arts and Sciences, The American University, Washington, DC 20016. AA/EOE.

Help Wanted Management

MARKETING MANAGER
BROADCAST EQUIPMENT

Manufacturer of AM, FM, TV (RF), and studio hardware. Involves future planning and supervision of current sales. Strong technical background and international sales experience required. VP potential. Full benefits including stock options. Your employees know of this ad.

Please reply Box H-93.

Radio Programming

OLDIES ON TAPE
A/C CHR/TOP 40 COUNTRY

Write:
Burkhart/Abrams/Michaels/Doyle and Associates, Inc.
6500 River Chase Circle, East Atlanta, Georgia 30328

Consultants

DO YOU REALLY WANT TO SELL?

8453 BAYRIDGE RD.
CLAY, NY 13041

For Sale Equipment

FOR SALE OR LEASE

Ikegami HK-312E Studio camera complete with Fujinon P16x17EBM lenses. Weston Mark III-A head, tripod and dolly for TV-81 cable. Also, Ikegami HK-302 studio camera w/Canon 15:1 lens. Both in excellent condition. Also, Ampex VTR-20 1" portable VTR w/TCC, P.S. and batteries and Ikegami ICT-730 color cameras. new Cal JI Landy, 505-424-4660 or Brad Reed, 817-877-9570.

Broadcasting Dec 1983

104
WALKER MEDIA & MANAGEMENT, INC.
Our Arlington VA office will be closed for holiday vacation until Jan. 2, 1984.
Call John Hurlbut, 813—778-3617, or Dave Hurlbut, 618—263-3380.

For Sale Stations Continued

For Fast Action Use
BROADCASTING’s Classified Advertising
Spartanburg, MILTON
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 1135, Memphis, TN 38157

For Sale Stations Continued

CHAPMAN ASSOCIATES®
nationwide mergers & acquisitions

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To receive offerings within your area of interest, or to sell, contact Janice Blake, Media Administrator, Chapman Associates Inc., 1835 Savoy Dr., Suite 208, Atlanta, GA 30341. 404-459-9226.

DOMINANT, PROFITABLE
AM/FM BY OWNER

NORTHEAST FLORIDA FM
radio station class A. Greater metropolitan population over 600,000.
$750,000. Call Mr. Wilson, 904—252-1498, evenings only.

GREAT POTENTIAL AM
5000 watt daytime. $65,000 down.
$210,000, at great terms. Paul A. Stewart, Broker, 616—363-6991.
4056 Plainfield Ave, Grand Rapids, MI 49505.

BROADCASTING’S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

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

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

 Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

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

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

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

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: $40 per inch. All other classifications: $7.50 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

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.

DOMINANT, PROFITABLE
AM/FM BY OWNER

William R. Rice
William W. Jamars
(503) 327-8570
560 w 7th Lake High Dr. Suite F03 Austin, TX 78746

JAMAR-RICE CO
Media Brokers & Appraisers

Reminder: If you make transcriptions, films, audio or VTRs to be returned, send to BROADCASTING Blind Box numbers: $3 per issue.

BROADCASTING Classified Department, 1735 DeSales St., N.W., Washington, DC 20036

For Sale Stations Continued

Wilkins and Associates
Media Brokers

NJ AM $500,000 30%
WV AM/FM $850,000 30%
IN AM/FM $500,000 20%
MI FM $310,000 20%
AL AM $360,000 20%
CR AM $15,000 downpayment
CD FM $30,000 downpayment
MS AM $30,000 downpayment
NC AM $7,500 downpayment
KY FM $50,000 downpayment
MO FM $50,000 downpayment
FL Class C FM

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

For Sale Stations Continued
Media


W. David Chandler, general sales manager, WTPAM-WVSR(FM) Charleston, W.Va., named general manager.

George Stantis, general manager, KTTY(TV) San Diego, named executive VP of parent, San Diego Television.

Paul Aaron, general manager, KBKJ(AM)-KAER(FM) Sacramento, Calif., named broadcasting director for parent, McClatchy Broadcasting Stations.

Peter Friden, general manager, KPAX-TV Missoula, Mont., joins KRTV(TV) Billings, Mont., in same capacity.

David Sample, sales manager, KPAX-TV succeeds Friden.


Harlan Reams, from KGMC(TV) Oklahoma City, joins KCWS-TV Glenwood Springs, Colo., as general manager and VP, sales.

Barbara Sitkin, VP and general manager, California cable operations. Continental Cablevision, Boston, assumes additional responsibilities as VP and general manager of its Minnesota cable systems.

Donald Schrack, general manager, KASH(AM)-KSDN(FM) Eugene, Ore., joins KMJ(AM)-KNAX(FM) Fresno, Calif., as station manager.


Robert Lewis, VP, marketing. American Cable Connection Co., Denver, joins Jones Intercable there as VP, marketing.

Vivian Stein, writer, special projects and awards. ABC, New York, named supervisor, special projects and awards.

Diane Schilly, from First Interstate Bank, Denver, joins Daniels & Associates there as customer relations manager.

Catherine Deely, West Coast public affairs manager, Colony Communications, Providence, R.I., named program guide manager.

Marketing


Alec Gerster, senior VP, director of media and programming, Grey Advertising, New York, named executive VP.

Richard Fitzhugh, group creative director, N W Ayer, New York, named senior VP.

Constantine Pitsikoulis, associate creative director, D'Arcy-MacManus & Masius, New York, elected VP.

Barbara Crooks, senior VP, Western region, Selcom Radio, Dallas, named president, Selcom Radio, based in New York.

Donn Winther, senior VP, Eastern division, Chicago, named executive VP, also based in New York.


Robert Lee Brilliant, from Touche Ross & Co., New York, joins Benton & Bowles there as senior VP and controller.

Michael Provenzano, VP, management supervisor, Marstellar Inc., Pittsburgh, named senior VP, associate general manager.

Joseph Nicholas Curl, director of sales development, MTV and Nickelodeon, Warner Amex Satellite Entertainment, New York, joins Country Music Television, Englewood, Colo.-based 24-hour satellite-delivered country music programing service, as VP and director of advertising sales.

Kenneth Bofinger, VP, director of production and traffic, Spiro Associates, Philadelphia, joins Lewis, Gilman & Kynett there as director of production and traffic.

Named VP's, Grey Advertising, New York: Barbara Barrow and Nicholas Lemesh, television producers, and Doug Bartow, art director.

Carl Le Vander, VP, associate creative director, Brouillard Communications, division of J. Walter Thompson, New York, named senior VP.

Stanley Greenberg, account executive, Blair Radio, St. Louis, named VP, office manager, succeeding Thomas Cinqua, retired.

Gary Epstein, president of own media representation, consulting and television production firm, Audiovid Marketing, New York, joins Satcorp., New York, as director of advertising sales. Satcorp is communications management and holding company for Campus Network, satellite-delivered, advertiser-supported network serving college campuses.
YOU'RE KNOWN BY THE COMPANY YOU KEEP

Shouldn't your company be advertising in Broadcasting™?

Even if you've been in the business for only a week, you know that Broadcasting™ is the newsleader. It's by far the most widely quoted publication in its field. It is the recognized authority on advertising, management, broadcast journalism, programming, technology, operations, finance, and government regulation of radio, television, cable and satellite broadcasting.

Advertising deadline is 10 days prior to each Monday publication. Call today to reserve your space.

Broadcasting™ The News Magazine of the Fifth Estate

New York 630 Third Ave., 10017 (212) 599-2830
Washington Headquarters 1735 DeSales Street, N.W. 20036 (202) 638-1022
Hollywood 1680 N. Vine St. 90028 (213) 463-3148

Michael Lambert, senior VP, pay television, Viacom Enterprises, New York, joins Home Box Office there as senior VP, HBO Enterprises.

Ronald Geagan, business administrator, Metromedia Producers Corp., Boston, named sales representative, telemarketing, responsible for sales of syndicated properties.

Chuck Price, director of sales, Rocky Mountain region, Warner Amex Satellite Entertainment Co., Denver, joins Showtime/The Movie Channel, Dallas, as sales manager, south central region.

Frederick Kuperberg, director, legal and business affairs, television distribution division, Paramount Pictures, Los Angeles, joins Group W Productions there as VP, business affairs.

Bill Geddie, producer, PM Magazine, San Francisco, joins Good Morning America, ABC News, New York, as field producer.

Alan Cohen, from NBC Entertainment, New York, joins Jack Hilton Productions there as president.
Ray Klingen, manager of advertising sales, Tulsa (Okla.) Cable Television, joins Satellite Program Network there as VP, sales.

Drew Hallman, associate media supervisor, Grey Advertising, New York, joins Group W Productions there as research manager.

Ed Stecher, from Home Box Office, New York, joins Madison Square Garden Network there as director of marketing. Cheryl Ione Brown, manager, television operations and traffic, MSG, named director, research and sponsor relations.

Jeff Kauffman, program director, WTPA-TV Providence, R.I., named group program director for parent, Sky Corp./Foster Media. owner of six AM's and four FM's. Steve Zampana, assistant program director, WTPA-TV, joins co-owned WZQI(AM)-WSCY(FM) Syracuse, N.Y., as program director. Bruce Bond, music director and promotion coordinator, WZQI(AM)-WZOF(FM) Bethlehem, Pa., joins WTPA-TV, succeeding Bond.


Patricia Dean, director, special projects, news, WBBM-TV Chicago, named manager of programming. Oprah Winfrey, from WJZ-TV Baltimore, joins WBBM-TV as host, A.M. Chicago.

Ron Swoboda, sports director and anchor, WVUH(AM)-WVUH-TV New Orleans, and former professional baseball player, joins KTVK(TV) Phoenix in same capacity.

John Dennis, sports reporter, WNEV-TV Boston, named sports director and anchor.

LeRoy Czaskos, producer-director, noncommercial WSBE-TV Providence, R.I., named production manager.

**News and Public Affairs**

Appointments, Associated Press: Walter Mears, VP and Washington bureau chief, to VP and executive editor, New York, succeeding Louis Boccardi, named executive VP, chief operating officer (Broadcasting Dec. 5); Robert Johnson, assistant to president, New York, to chief of bureau, Albuquerque, N.M., succeeding Kent Walz, who assumes same duties at Portland, Ore., bureau: Kathleen Carroll, day supervisor, Los Angeles bureau, to assistant bureau chief; John Seidel, business manager, broadcast news center, Washington, to broadcast executive, Iowa, Nebraska and South Dakota, based in Des Moines, Iowa; Rich Finlinson, anchor, KALL-AM-FM Salt Lake City; to writer-producer, Washington, and Pat Brensil, correspondent, Trenton, N.J., to news editor, Baltimore.

Appointments, NBC News: Donald Bowers, senior producer, NBC News Overnight, named political assignment manager, responsible for all political coverage; Barbara Cohen, member of news staff since June, and before that VP, news, National Public Radio, Washington, to political manager, Washington, and Andrew Franklin, assignment editor, Washington, to political assignment manager, New York.

Bill Vance, news director, KXAS-TV Fort Worth, joins WJBK-TV Detroit in same capacity.

Emilio Lopez Mendez, from International Broadcast Services, London, joins Spanish International Network there as bureau chief and correspondent for newly opened bureau.


Dean Phillips, from WREBT(AM)-WREBT(V) Wilkes-Barre, Pa., joins KCWS-TV Glenwood Springs, Colo., as news director and anchor.

Rick Gevers, executive producer, WXTT(TV) Jacksonville, Fla., joins WTOL-TV Toledo, Ohio, as news director.

Jay Moore, managing editor, WTTG(TV) Washington, joins WXTT(TV) New Bern, N.C., as news director.

Wendy White, producer, 11 p.m. news, WRC-TV Washington, named executive producer, newscasts, for station. Charles Norton, producer, midday news, WRC-TV, succeeds White.

Neal Stevens, from WIOD(AM)-WHAAT(AM) Miami, joins WINZ(AM) there as assignment editor.


Janis Kincaid, from Pikes Peak Broadcasting's KJCT(TV) Grand Junction, Colo., joins co-owned KRDO-TV Colorado Springs as assignment editor.

Jan Thompson, executive producer, Reel to Reel, nationally syndicated Catholic magazine program, joins WDVM-TV Washington as senior producer, Saturday Magazine. Susan Greenstein, freelance director, WDVM-TV, joins station as full-time director.

Appointments, KXAS-TV Fort Worth: Barbara Griffin, from WDTN(TV) Dayton, Ohio, to 10 p.m. producer; Ron Trumbia, from WGBK-TV Detroit, to reporter; Ed Martelle, reporter, to new position of "high tech" reporter, and Marcie Cowlshaw, from KTVY(TV) Oklahoma City, to photographer.

Appointments, KCTV-TV San Diego: Bob Rockstroh, producer, Newscope, to produce Newscenter 39; Mark Haslet, from KSBY-TV San Luis Obispo, Calif., and Jeff Haaland, reporter, KNOP-TV North Platte, Neb., to assignment editors, and Gene Cubbison, anchor-reporter, KGO(AM) San Diego, to reporter.

Appointments, WKYT-TV Lexington, Ky.: Keith Ward, noon co-anchor and 5 p.m. anchor, to co-anchor, Newscope: Barbara Bailey, noon co-anchor, to co-anchor, Newscope, Brad Sprayberry, east Kentucky bureau chief, to early morning anchor and reporter; Ray Keaton, member of news staff, succeeds Sprayberry.


Appointments, WBOQ-TV Memphis: Howard

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Bailou, from WIS-TV Columbia, S.C., to 5 p.m. anchor; Russ Geller, weekend news producer-reporter, to 10 p.m. producer. and Denene Driskell, from WAFV-TV Huntsville, Ala., to weekend producer.

Marlene Mc Clinton, anchor-reporter, KDFW-TV Dallas, joins KATU-TV Portland, Ore., as 6:30 and 11 p.m. co-anchor.

Suzanne Michaels, from KCBQ-TV Lubbock, Tex., joins KTSN-TV El Paso as anchor.

Appointments: WLS-TV Chicago: Mike Jackson, from WMAG-TV Chicago, to political reporter and substitute anchor; Vernon Jarrett, host, Vernon Jarrett: Face to Face, to news commentator; Lonnie Lardner, anchor, WSMV-TV Nashville, and Tim Ryan, reporter, KTRK-TV Houston, to reporters, and Steve Desher, meteorologist. CBS Morning News, New York, to weather anchor.

Timothy Tomastik, news director, KUHL(AM)-WXFM(FM) Santa Maria, Calif., joins KSBY-TV San Luis Obispo, Calif., as reporter.

Jerry Price, police officer, traffic division, Atlanta, joins WCNV(AM) there as traffic reporter.

Neil McNeill, from WKF(TV) Fayetteville, N.C., joins WGHP-TV High Point, N.C., as reporter.

Ed Bates, from Newsweek, Los Angeles, joins WCPIX-TV Orlando, Fla., as executive news producer. Ron Davis, from WXL(AM) Tampa-St. Petersburg, Fla., joins WCPIX as reporter.

Gary Shapiro, anchor-reporter, KAKE-TV Wichita, Kan., joins KBTV(AM) Denver as reporter, Boulder county bureau.

**Technology**

Marvin Eisner, executive VP, Arrow Communications, New York, joins S.A.L. Communications. Melville, N.Y., manufacturer of cable equipment, as president and director, succeeding Alan Scheinman, who remains chairman and chief executive officer.

Dan Liberatore, director of engineering, Warner Amex Cable, Cincinnati, joins Tribune-United Cable of Montgomery County (Md.) as director of engineering.

Gordon Gummell, field engineer, broadcast systems division, Harrison Systems Ltd., Hyattsville, Md., named to newly created position of supervisor of field operations.

Anthony Illacqua, manager, Radio Shack, Fayetteville, N.Y., joins Magnavox CATV Systems, Manlius, N.Y., as senior account specialist.

Edward Juaire, chief engineer, WICE(AM) Providence, R.I., named VP, engineering, for parent, Knight Quality Group Stations.

Edward Hippe, engineering manager, KCOP-TV Los Angeles, joins KBBK-TV San Francisco in same capacity.

**Promotion and PR**

Kelly Smith Tunney, director of corporate communications, Associated Press, New York, named assistant general manager, responsible for corporate communications, public relations, promotion, advertising and special projects.

David Maciolok, researcher, ABC Spot Television Sales, New York, named manager, promotion, ABC Radio Networks there. John Goodman, associate producer, planning and promotion, Good Morning America, ABC, New York, named producer, planning and promotion.


DeWitt Helm, senior VP, Jack Morton Productions, Washington videoconferencing and business communications firm, joins Association of National Advertisers, New York, as executive VP. Helm is seen by some industry observers as successor to ANA president, Peter Allport, scheduled to retire by mid-1985.

John Hurlbut, VP, Walker Media & Management, Arlington, Va., becomes chief operating officer and has signed agreement to purchase firm, following death of founder and president, William Walker (Broadcasting, Dec. 12).

Dave Brewer, program director, KATT(AM) Oklahoma City, joins Jeff Pollock Communications, Los Angeles broadcast consultant, as director of programming-research.

Gary Shapiro, legislative and regulatory counsel, consumer electronics group, Electronic Industries Association, Washington, named staff VP, government and legal affairs. Elected trustees, Museum of Broadcasting, New York: Barry Diller, chairman and chief executive officer, Paramount Pictures Corp.; Edward O. Fritts, president, National Association of Broadcasters; Norman Leventhal, writer-producer, Embassy Television; Michael Ovitz, president, Creative Artists Agency; and Sidney Sheinberg, president and chief operating officer, MCA Inc.

James Palmer, chairman and chief executive officer, C-Cor Electronics, State College, Pa., elected to Pennsylvania Cabinet Hall of Fame.

**Deaths**

Michael (Mick) Colgen, 42, director of Public Broadcasting Service's MacNeil-Lehrer NewsHour, New York, died Dec. 15 of injuries suffered day before in multi-car accident while driving to work. Colgen was co-director, with Robert MacNeil and Jim Lehrer, of PBS coverage of 1973 Watergate hearings, and had been director of NewsHour and its predecessor, MacNeil-Lehrer Report, since 1979. Survivors include his wife, Ann, and two children.

Forest L. Mc Clenning, 74, former administrative law judge and senior attorney, FCC, Washington, died Dec. 13 of injuries suffered in automobile accident Dec. 2. McLenning joined FCC in 1947 and was appointed administrative law judge in 1958, serving in that capacity until his retirement in 1975. Survivors include his wife, Ruth.

All in the family

Dudley S. Taft is the product, both personally and professionally, of a distinguished heritage. "It goes back several generations to the first member of the Taft family who came to Cincinnati," he explains. "There were two branches, because his first wife died, and he remarried."

The family descending from his second wife went into politics, or public service, as its members prefer to call it, starting with President William Howard Taft and continuing through the President's son, the late Senator Robert Taft, himself a presidential contender, and now Robert Taft Jr., who has served in both Senate and House.

The other branch of the family, descending from the original Cincinnati Taft's first wife, went into news and communications, starting with a paper that evolved into the Cincinnati Times-Star. That's Dudley Taft's side. His grandfather, the late Hubert Taft Sr., was editor and publisher of the Times-Star, and branched out into broadcasting early on, acquiring WKRC(AM) Cincinnati in 1939 at the urging of his son, the late Hubert Taft Jr., Dudley's father, who later was instrumental in moving the company out of publishing and fully into broadcasting.

"We like to kid the other guys about going into public service," Dudley says. "We tell them that we try to make the money, and they spend it." But, "That's not really fair," he adds, family loyalty showing through. "There's been a close alliance between the two sides of the family. And Bob Taft is now on our board. We work very closely together."

Given a family tree with such impressive branches, it would have been surprising if Dudley Taft had failed to go into Taft Broadcasting

Growing up the son of one of broadcasting's pioneers, Dudley Taft took naturally to the business, working summers in sales, engineering and assorted other jobs for the company during his college years. He also pulled a six-month hitch in the Marines and remained in the Marine Corps Reserve while studying law. He did not, however, go directly to Taft Broadcasting when he got his law degree. Instead, he practiced law in Washington with the firm of Koteen & Burt, which had Taft Broadcasting as a client.

He moved back to Cincinnati and into the corporate fold in October 1967 to do general legal work. But when his father was killed in a propane gas explosion a month later, Dudley Taft was elected to replace him on the board of directors and was named secretary as well. "Obviously," he says, "I became involved faster than I would have otherwise."

By that time, Taft Broadcasting had reached the FCC's television limit of seven stations, and was deciding where to go next. "The general philosophy at the time, which was my father's philosophy," Dudley Taft says, "was that programing was the place to be in the long pull. He could see that methods of delivery would change — cable was coming along — but he felt that instead of chasing all those other methods of delivery, we'd be better off in programing, which would be in great demand."

Except for a few limited co-ventures in cable ownership, the company has continued that philosophy, concentrating its resources on programing and entertainment. It had acquired Hanna-Barbera Productions the year before Dudley Taft returned to Cincinnati. In the years since, it has added an impressive list of others and diversified into substantial holdings in amusement parks.

The parks were Dudley Taft's first major responsibility. In 1979 he arranged the purchase of the first one, Coney Island of Cincinnati. Then, under his guidance as corporate vice president for development, the company built King's Island, near Cincinnati, and King's Dominion, near Richmond, Va.; bought Carowinds, near Charlotte, N.C., and was co-builder of Canada's Wonderland, near Toronto.

As the parks portfolio grew, Taft became corporate executive vice president in charge of it. Then his responsibilities were extended companywide with his election, in 1976, as president and chief operating officer, number two to Charles Mechem Jr., then and now chairman and chief executive.

With the parks group established, Taft's attention turned to upgrading existing properties, both in TV and in radio, with a series of acquisitions that, assuming the FCC approves the pending purchase of KEK(AM)-KQFM(FM) Portland, Ore., will give the company seven FM's and six AM's in addition to its seven TV's. Taft Broadcasting's expansion in programing, aside from its acquisition of Hanna-Barbera in 1966, has taken place entirely during Taft's presidency. In the late 1970's the company bought QM Productions (Barnaby Jones, among others), and then Worldvision Enterprises, the TV syndication firm. Other additions have included Sun Classics (Grizzly Adams, among others) and Herb Brodkin's Titus Productions.

"We looked hard at the programing side of cable," Taft says, "and fortunately, I think, decided not to get into it. There's a lot of blood on the floor, and more to come, I'm afraid."

This doesn't mean that he shies from new ventures, but that he wants to approach them realistically — one of his talents, Mechem says, is "being able to deal with tough issues in a dispassionate way."

"We want to explore and enter new communications areas," Taft says. "And the company has acquired minority interests, "to get our feet wet," in a cellular radio company and in a company that provides satellite hookups for business teleconferencing. He says Taft Broadcasting also wants to improve its basic broadcast holdings and is gearing up to expand them if the FCC relaxes its rule of sevens. He also wants to continue to develop the program side and especially to "become a force in prime time television."

Taft puts in 10- or 11-hour days at his Cincinnati office when he's in town, where a lot of the time he isn't because he averages two or three days a week traveling, visiting company properties, attending meetings, exploring new development prospects. He has also become more active in industry affairs; he's a founding member of the Television Operators Caucus and serves on the board and the executive committee of the Association of Maximum Service Telecasters.

And oh, yes. He's also on enough civic, business and governmental boards to risk getting himself confused with the "public service," side of the family.
Paramount Pictures and Showtime/The Movie Channel Inc. signed five-year pact last Friday (Dec. 18) that would give pay cable company exclusive right to theatrical films produced by Paramount during that time. Deal is valued at $700 million range. Exclusivity would extend to 11-film package that Showtime/TMC recently gained rights to from Paramount, including four of top 10-grossing films of 1983: "Flashdance," "Trading Places," "48 Hours" and "Staying Alive." Total package will include average of perhaps 15 films per year or 75 in all.

**NCAA football ratings for 1983** regular season play are at ABC and CBS and pattern is similar to NFL results so far this year—significant audience erosion. On average, ABC's rating for its 14 telecasts was down full point, while share was down two full points, to 9.9/26. Similar story at CBS. 9.6/23 average this year compared to 10.5/28 in 1982. On NFL front, both ABC and NBC are headed for record low ratings. After 22 telecasts, NFL rating for NBC is down about 8% and expectation is network will end up with average 12.1 rating. **Monday Night Football** rating is down about 14%, with average 17.7 rating after 15 telecasts. Lowest rated year was 1970 debut season when average rating was 18.5. **CBS is suffering least** with 18.4 rating after 22 telecasts, compared to 17.2 rating year ago.

News at Metromedia was not all good last week in wake of proposal by Metromedia's senior management to take company private in leveraged buyout valued at $1.1 billion (Broadcasting, Dec. 12). Subsequent to announcement, Standard & Poor's moved Metromedia onto its "credit watch" list, citing increased debt firm would incur as result of borrowing to finance acquisition. Separately, Metromedia announced that stockholders law suits have been filed in Chancery Court in New Castle county, Del., where Metromedia is incorporated, against Metromedia and certain of its directors and officers, seeking to block proposed transaction. Metromedia said complaints alleged that formal proposal "constitutes an unlawful attempt to acquire Metromedia in violation of state laws." Plaintiffs seek injunction against proposed acquisition, damages and other relief. Metromedia said, and if deal is consummated, plaintiffs want it reversed.

Security analysts may soon have another broadcasting stock to follow. Malrite Communications Group Inc., Cleveland-based group owner of six AM's seven FM's and four TV's, filed registration statement with Securities and Exchange Commission for initial public offering of 1,850,000 shares of common stock. At present, MCG is owned by Milton Malitz (96.88%), Carl Hirsch (2.68%) and John R. Wilson (0.32%). After offering, current stockholders will keep 78.12% interest in MCG and balance 21.88% will be offered to public. Initial public offering will be between $14 and $16 per share. MCG said most of $259.9 million to $296.6 million raised by offering will be applied to reduction of long term debt incurred in pending acquisition of Metromedia's WXIX-TV Newport, Ky. (Cincinnati) for $46 million, which closed last Thursday (Dec. 15).

**National Cable Television Association** added nation's sixth largest multiple system operator to its membership last week during Western Cable Show. Storer Communications' cable communications division operates systems in 18 states and claims approximately 1.3 million subscribers. According to association, all top 20 MSO's are now members.

**WMAR-TV Baltimore** has severed 36-year relationship with Katz Communications by switching its representation from Katz Television American to TeleRep Inc., New York, effective today (Dec. 19). Katz declined to comment on move.

**Baltimore**, starting over, issued new cable television RFP last week, offering 20-year renewable franchise and specifying addressable and interactive system with at least 74 residential channels, plus institutional loop with 20 upstream and 20 downstream channels. Original RFP last year called for 100-channel residential system and 15-year franchise, among other differences, and drew applications from Caltech Cablevision, which operates system in surounding Baltimore county, and Cox Cable PortVision Baltimore City. Board of Estimate recommended Caltech proposal but city council rejected it. Caltech representative declined comment on new RFP proposal last Friday (Dec. 16); Cox Cable representative could not be reached.

**Second annual National Radio Broadcasters Association programing survey** based on 3,497 responding commercial radio station nationwide, shows **adult contemporary as year's most popular for** mat (23% of respondents) followed closely by country music (28%) According to survey, majority of responding stations seem content with their current formats with only 4% indicating change shortly. As for AM stereo, NRBA's survey reveals only 4% of responding 1,286 full-time AM outlets and 5% of 526 AM daytimer respondents had begun to broadcast in stereo. However, 23% of full-time and 20% of daytimers said switch from monaural to stereo transmissions is in future plans.

**FCC** last week announced it will beef up its equal employment opportunity processing guidelines for cable television, effective Jan. 1. Under new guidelines, cable units with five to 10 full-time employees will be expected to have at least 50% parity with labor force, and 25% parity in upper four job categories. Units with 11 or more full-time employees will be expected to have 50% parity over all and in top four job categories.

In interests of clarity, FCC should direct Bell operating companies and AT&T to limit set of tariff proposals to factors necessary to implement divestiture and access charge decision, according to cable television networks in letter to commission last week. Network also said those tariffs should not be permitted to recover monies from interstate revenues but can be recovered under current tariffs. Telco tariffs addressing interstate rate increases, or other considerations, could be filed separately and "considered on an individual basis in accord with normal tariff review procedures," net works said.

**National Radio Broadcasters Association and National Association of Broadcasters** have said they will petition FCC to reconsider decision to stop arbitrating call-sign disputes. "The commission's action is not deregulation; it is abandonment of a proper FCC responsibilities," said Bernard Mann, NRBA president. NAB's executive com
Tom Brookshier, NFL football announcer for CBS Sports, was relieved of duties for last weekend of regular season action, when he was to have announced Philadelphia-St. Louis game (Dec. 19). Suspension came following CBS statement made previous week during New Orleans vs. Philadelphia game, when he referred to University of Louisville basketball team as having "collective I.Q. of about 40." His status for 1984 at CBS is as yet undetermined. "We are treating this as an isolated instance," said Jim McKenna, vice president, CBS Sports. "After 19 years, or even after a full season, you don't take this kind of isolated comment and judge a guy on that alone." CBS Sports President Neil Pinson sent a letter of apology to the University of Louisville, saying that network was "embarrassed" by incident and that Brookshier's comment "did not reflect views of CBS Sports." Brookshier could not be reached for comment, but was quoted early last week as having said, "It was a stupid statement not to qualify. It was just dumb and a little flippant on my part. I kid myself sometimes about having a 40 I.Q."

National Association of Broadcasters has begun nomination process to fill 12 radio board seats and six TV board seats. Nominees, selected by elimination through mail ballots, will be announced in January and election by mail ballots will be held next month. Among candidates for radio board are six incumbents and host of new contenders for other six seats to be vacated by members ineligible for re-election. Among candidates for radio board's sixth district seat is National Radio Broadcasters Association President Bernard Mann, Mann Media, High Point, N.C. On TV board, five incumbents have been re-nominated, and list also includes name of Donald D. Wear Sr., president and general manager, WTV, Harrisburg, Pa. Wear is father of Donald D. Wear Jr., current CBS representative on NAB television board.

National Association of Broadcasters executive committee last week endorsed resolution calling for establishment of two additional seats on NAB's radio and television boards. Resolution would permit executive committee to appoint woman and member of minority group to fill seats on each board. If plan is adopted by NAB's joint radio and television boards when they meet in January, seats become effective in June 1984.

NAB began filling some of its staff vacancies last week when it appointed new radio senior vice president, David Parmigoni, NAB's Northeast regional manager for last two-and-a-half years ("Closed Circuit," Dec. 12). He succeeds Wayne Cohnils who resigned to join Radio Advertising Bureau as executive vice president. Former radio broadcaster, Parmigoni has owned and operated stations in Vermont and Connecticut and served as past president of Vermont Association of Broadcasters and chairman of NAB's now defunct radio code board.

Jim Lehrer, co-anchor of Public Broadcasting Service's MacNeil-Lehrer NewsHour, was reported recuperating late last week in Georgetown hospital in Washington after "very mild" heart attack. NewsHour spokesmen said prognosis for full recovery was good and that Lehrer was expected to return to program after unspecified period of "rest and recuperation." Lehrer is 49. NewsHour correspondent Judy Woodruff was substituting for him at Washington anchor desk. Last week, NewsHour director Michael (Mick) Colgan was fatally injured in auto accident in New York (see page 110).
Identity crisis

Among the myriad other questions occupying the cable television industry these days, there is one that may, at first glance, seem minor and yet in the final analysis be crucial indeed. It is the question of what cable is all about, anyway.

For example, is it television? Or is cable more than television, or other than television?

The answer is important to the Council for Cable Information (CCI), which is preparing—in association with McCann-Erickson, its agency of choice—cable's first massive, national advertising campaign to position itself in the minds of the nation's consumers and, not incidentally, to sell a few subs. Indeed, it's CCI's mission to help carry cable beyond the 50% penetration of homes passed that has proved to be the locked door. The cable leaders who have been so aggressive in launching this worthwhile effort will want to make sure they've aimed it down the right way.

Readers will suspect—rightly—that the subject is raised on this page for more than casual reasons. The strong suspicion here is that cable is not more than television, or other than television, and that to try to sell it as such could be, at the least, counterproductive. Research on the subject says that cable is television and that the medium is at its most useful—and the satisfaction of its customers at the greatest—when it pursues a course of enhancing all the other qualities about television that the consumer holds dear. Speaker after speaker, and writer after writer on the subject, have said that the viewer is "medium insensitive," caring not where a signal comes from, but only that he gets it when he wants it and in good order.

It is not simply concern that CCI and company get off to a right start that prompts these musings. There also is the echo of other speakers at this last week's Western Cable Show and National Cable Programming Conference who kept saying that cable must return to basic (in terms of selling the bare-bones service that goes into the home) and forget the concentration on multipay and tiering that has occupied the industry in the recent past. The wrong turn taken in that regard may have cost the medium dearly, as witness the doldrums out of which cable is trying to bestir itself today. As the saying goes, one wrong turn surely does not deserve another.

Target of opportunity

The three radio-television networks, the New York Times and The Herald of Everett, Wash., are taking something of a risk in challenging the constitutionality of a Washington state law that bans interviews with voters within 300 feet of polling places. If the plaintiffs lose, other states, especially those in Western time zones, will be encouraged to adopt similar restrictions. Still, the media had no alternative. Unchallenged, the Washington law provided the same incentive to imitation.

The principal purpose of the Washington law is to discourage broadcasters from projecting election results while some polls are still open. By the prohibition of exit polling, the legislative theory goes, broadcasters would be denied the information they need to calculate projections. What the law fails to note is that exit polling is but a recent ingredient in the projection process. Computerized massaging of actual results has been and still is the basic ingredient.

Aside from failing in its principal purpose, the law can be faulted on another count: It shuts off the voter interviews that are essential to identify the composition of the vote, knowledge that is vital to the political process. Do the politicians really want to give that knowledge up?

Nobody has yet proved that the projection of results has made any difference in the outcome of any election, but broadcasters have been willing to concede that the mere possibility of cause and effect is reason for action. For years broadcasters have argued that the way to conduct elections in an age of instantaneous communication that cannot be cut off is to adopt a common closing hour for polls, coast to coast.

Critics of the proposal say the exit polling would defeat the purpose of the common closing. They forget that projections based on exit polling alone can be shaky indeed. With a common closing hour, broadcasters might report voting trends on the strength of exit polling while voting was still going on, but the projection of results, except in landslides, would have to await the tabulation of returns in sample precincts. The common closing remains the one sensible way to eliminate the problem that the Washington law fails to solve.

Meanwhile, the lawyers go to work in the state of Washington on a law that is both damaging and ineffective. Broadcasters will hope that it is unconstitutional too.

Some other day

The National Association of Broadcasters' structure committee has chosen the right word, "modest," to describe the changes it has proposed in the NAB's management chart. The changes, explained elsewhere in this issue, may be summarized in two other words, "window dressing."

Going in, the committee was confronted by evidence of disarray in broadcasting representation in Washington. Major television groups had decided to form an organization to represent their interests. Radio members of the NAB were worrying that misnamed deregulatory legislation, with television on its drafters' minds, would hobble radio with new restraints. Conditions are unchanged.

Yet, if the structure committee's research can be trusted, there is general satisfaction among NAB members about the way things are. Obviously, that is the way things are going to be for a while, absent an unexpected decision by the NAB boards to take stronger measures.

An NAB futures committee is empowered to deal with long-range planning. Its work has been given new immediacy by the structure committee's report.
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