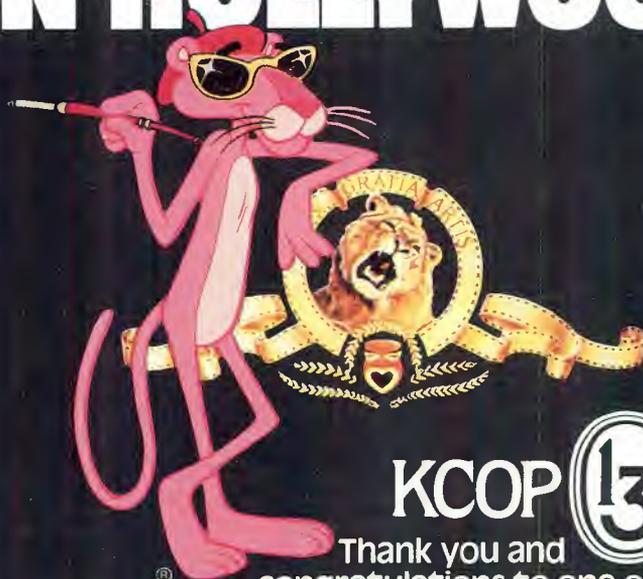


# Broadcasting May 31

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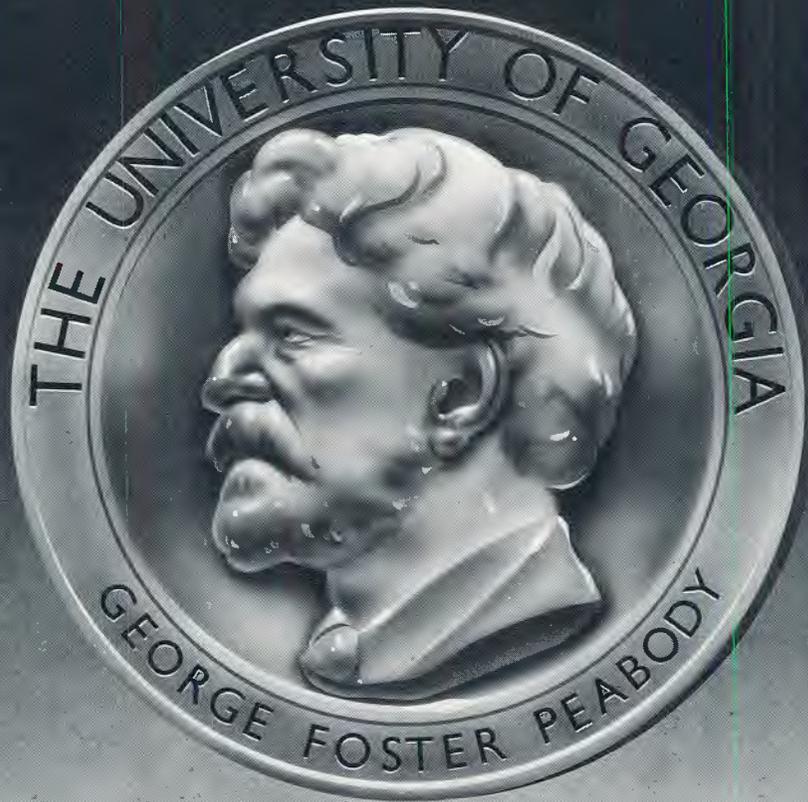
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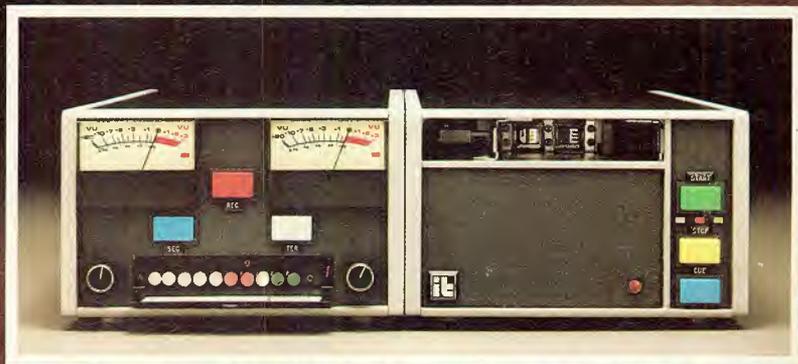
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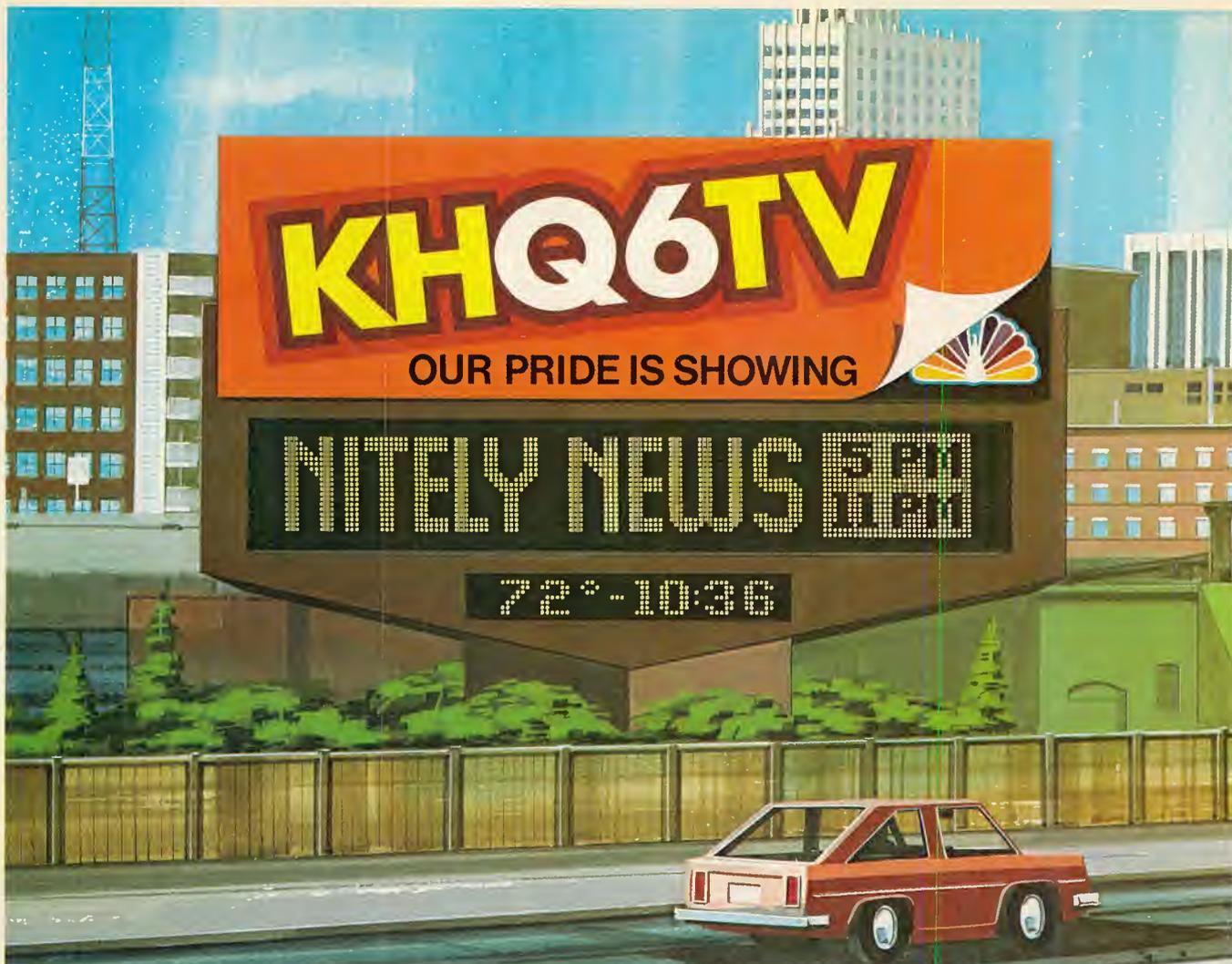


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# Broadcasting May 31

## CBS wins affiliates hearts in San Francisco □ 'TV Guide' levels charges against CBS documentary □ TV's battle to cover the Falklands □ Perspective on the Packwood amendment

**GOOD WEATHER** □ It was mostly sunny both inside and outside the CBS affiliates convention in San Francisco last week. **PAGE 23.** Wyman says there will be less change than expected in future; Moyers places steady hand on stormy sea. **PAGE 24.** Jankowski, echoing Wyman, reminds affiliates there are 81 million basic TV subscribers. **PAGE 25.** Malara reviews network-affiliate relationship. **PAGE 26.** Other reports: CBS to investigate *TV Guide* charges. **PAGE 27.** 1990 research report. **PAGE 27.** And Grant's program review. **PAGE 28.**

**MORE WORDS** □ Players in AT&T-Justice settlement game espouse views at FBA conference. **PAGE 30.**

**FALKLAND FRUSTRATION** □ Distance and restrictions by British and Argentine governments hamper broadcast coverage of South Atlantic war. Nevertheless, it has cost each network \$1 million in first six weeks. **PAGE 34.**

**ACCUSER IS ACCUSED** □ *TV Guide* article criticizes tactics of CBS News in TV documentary that charged U.S. intelligence manipulation in Vietnam War. **PAGE 36.**

**PAY TV IN CANADA** □ Government's green light for subscription service will be major topic at cable operators' national convention getting under way today in Toronto. **PAGE 41.**

**REACTION TO NEW AMIP SHOW** □ Wait-and-see attitude greets new foreign TV marketplace, but most expect to be at first showing in Miami Beach. **PAGE 44.**

**MORE FOOTBALL FOR ABC** □ TV network's two-year rights deal with new pro football league believed to be in \$20-million range. League still dickering for cable. **PAGE 48.**

**ANOTHER REBUKE FOR TV** □ Italian-Americans are

unfairly portrayed, according to study commissioned by antidefamation organization. **PAGE 48.**

**GREENE WANTS MORE INPUT** □ Judge pushes for some specific answers in request for additional comments on AT&T settlement. AT&T sketches in further details on its plans. **PAGE 53.**

**PERSPECTIVE ON PACKWOOD'S AMENDMENT** □ Some may disagree with senator's tactic in seeking constitutional change to assure freedom of expression to electronics media. But most agree it's needed start in battle for equality. **PAGE 54.**

**TV IN SENATE** □ More arguments advanced for camera access as Rules Committee works on ground rules. **PAGE 56.** Goldwater changes his stance. **PAGE 57.**

**CALIFORNIA GOLD FOR CABLE** □ State subcommittee approves bill continuing rate deregulation. It also rejects measure calling for tough rebuild, access provisions. **PAGE 58.**

**MARTI CAVEAT** □ Administration proposal runs into opposition in House; Senate resolution is introduced that would allow jamming in response to Cuban interference. **PAGE 63.**

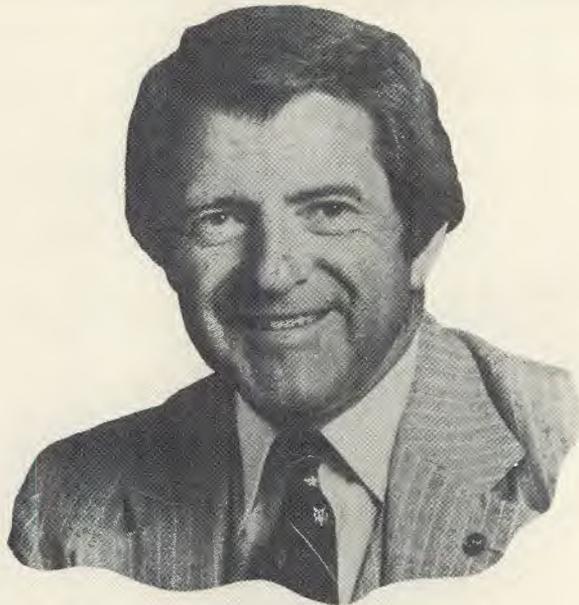
**FCC NEWS** □ Commission rejects DNC petition. **PAGE 63.** Rivera's report on minority ownership entry is released. **PAGE 64.**

**REGROUPING FOR GROUP W** □ Less than six months after taking over as president and chief operating officer of Group W Cable, Chris Derick has already developed myriad of strategies designed to make company greater marketing force. **PAGE 87.**

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## Political candidates

Spirited campaign has been launched for Congressman Marc L. Marks, 55-year-old Republican from Sharon, Pa., to succeed Vincent T. Wasilewski as president of National Association of Broadcasters. Marks recently announced he wouldn't run for third term, at same time denouncing Reagan administration. Several congressmen reportedly called broadcaster constituents in support of Marks's candidacy.

Another Republican congressman, James T. Broyhill of North Carolina, 54, ranking minority member of House Energy and Commerce Committee and long-time friend of broadcasters, is being importuned to seek NAB post. Still another, 50-year-old Tom Railsback (R-Ill.), who loses his House seat through redistricting of his Moline base, has been proposed for NAB consideration.

## Add NAB

There are others running or being pushed for NAB presidency, which may pay \$200,000 a year or so for right person. "Six or eight" are applicants (BROADCASTING, May 24). Also being advanced, without their knowledge or consent, are NAB's joint board chairman, Edward O. Fritts of Indianola, Miss., who chairs NAB presidential search committee, and Dean Burch, former FCC chairman now in private law practice. There's doubt Burch could be enticed.

David Foster, Washington consultant and former president of National Cable Television Association, is actively seeking NAB post. Others suggested as symbolic of stature sought: Richard Leshner, president of U.S. Chamber of Commerce, and Robert Schmidt, also former head of NCTA (he hired incumbent Tom Wheeler), now head of his own Communications Technology Management, McLean, Va.

## Toward consensus?

Direction or directions receiver manufacturers will take in pursuit of AM stereo market may come into focus at Electronic Industries Association's Consumer Electronics Show that opens next Sunday (June 6) in Chicago. They'll all be there, and most will be showing prototypes of AM stereo radios. (Among novel offerings will be Sansui's three-in-one unit that automatically switches to receive Kahn, Harris or Magnavox signals.) Several manufacturers are expected to announce system preferences. Because of ready availability of National Semiconductor chips designed primarily for Magnavox system, enthusiasm for that

system among radio makers seems to be gaining momentum and may become evident in Chicago.

## Questionable

How is U.S. Judge William Jameson of Montana district likely to vote on broadcast deregulation cases argued before U.S. Court of Appeals in Washington last week (see page 58)? With Judge J. Skelly Wright written off as antiregulation and Judge Robert Bork, pro, vote of Jameson, sitting in as third member of panel, is regarded as critical. Wilmer, Cutler & Pickering, law firm that represented broadcasters in case, checked Jameson's votes on earlier visits to D.C. circuit. Results of study, if not conclusive, did not point in direction favorable to FCC and broadcasters.

In each of four cases involving FCC, Jameson was part of unanimous panel ruling against FCC. Perhaps most significant decision, handed down in 1973, ordered FCC to hold hearing on radio station sale listeners had opposed because of loss of favored format.

## Second killing

Sudbrink Broadcasting, Fort Lauderdale, Fla.-based group of four AM's and three FM's, plans to pull out of station ownership to concentrate on its Illinois and Wisconsin cable systems and other "broadcast-related interests." Sudbrink has steadily acquired its current radio portfolio since 1976 for total of \$8,455,000. This is second time Sudbrink has built up and liquidated broadcast group. In 1977 it sold off to different buyers two AM's and five FM's for total of \$24.66 million, keeping only its Miami AM which it bought year earlier. Ted Hepburn is brokering transactions.

## Missionaries

Program syndicator representatives, including Jack Valenti, Motion Picture Association of America president, and Ed Bleier, executive vice president of Warner Brothers Television, paid personal visits to FCC commissioners last week, stepping up lobbying effort against possible repeal of financial-interest and network syndication rules that prohibit television networks from acquiring any piece of exhibition, distribution or other commercial use of any program not produced entirely by network and from domestic syndication. FCC sources have indicated rulemaking re-evaluating need for rule will be proposed in June ("Closed Circuit," May 17), and indications are Valenti and company won't be successful in derailing proposal.

## Price tag

House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) has tentative plans to meet with National Association of Broadcasters joint board chairman, Edward O. Fritts, and Colorado Association of Broadcasters president, Doug Stevens. Purpose of meeting is to discuss broadcast deregulation during 97th Congress and future support for public broadcasting. Wirth has signaled broadcasters that viable plan for continued funding of public broadcasting could be quid pro quo for deregulation (see story, page 58).

## Including networks out?

It may be midsummer before FCC gets around to consideration of proposed rulemaking on Chairman Mark Fowler's project to lift limitation on broadcast station ownerships, now seven AM, seven FM and seven TV (not more than five of last VHF's) by same entity. But FCC members are hearing more and more opposition to expansion of limits for conventional network-owned-and-operated stations. Other owners see affiliations supplanted by new O&O's.

## Comme ci COMSAT

Communications Satellite Corp. is building "bench" in anticipation of greatly expanded operation. Under direction of Joseph V. Charyk, 62, president and chief executive officer, there's been quiet expansion of staff which is presumed to indicate line of successorship in \$600-million corporation. Charyk would succeed to chairmanship next fall when John Hooper, 72, is expected to retire.

Mentioned in line for bigger things (not excluding chief executive post), are three Comsat subsidiary presidents: Irving Goldstein, 43, Satellite Telecommunications Corp.; Richard S. Bodman, 44, Comsat General; and John McLucas, 61, World Systems Co.

## Broader reach

Spadework on restructuring and renaming Broadcast Rating Council to include cable and other media (BROADCASTING, Jan. 18, et seq.) has been going faster than expected and may be completed next week. Council's futures committee, under George Hatch of Standard Communications, meets again June 8-9 and hopes to have recommendations ready for meeting of BRC board, led by Dan Kops of Kops-Monahan, later June 9. Leading candidate for new name: Telecommunications Rating Council Inc.

## Countdown

With an opening night "combination of excitement and anxiety," Arthur Taylor last Thursday taped his personal introduction for the launch of The Entertainment Channel this Friday (June 4). Not much of the cable universe is going to get a chance to see the premiere of this latest entry into the pay cable arena or its president's salutation. Only a handful of cable systems will be carrying the service's first week and the largest of them, the *New York Times's* Audubon, N.J., system will not start carrying the service until June 6.

Nevertheless, Taylor said he's not disappointed with his affiliate roster. It's always been the plan to introduce TEC in six to 10 systems a month, he said. The service now has commitments from systems with a total of 3.1 million subscribers, he said, and by the end of this year the pay package should be available to 800,000 of them.



Taylor

That still doesn't answer the question Taylor called the important one—"who's paying?" Based on the experience of the established pay networks, it takes between 2.5 million and 3 million subscribers to make a national pay network profitable. Taylor will not say what he believes the break-even point for TEC is in terms of subscribers, but, he said, the service will turn a profit by "mid-decade."

Speaking at a gathering of the Washington Metropolitan Cable Club last Tuesday, Taylor gave some idea of what it takes to buy into the pay cable game: "Anybody not prepared to look at \$100 million should not get into the business." One of the things that could crush TEC or any other pay service, Taylor told the Washington crowd, is being forced to accept harsh terms—"low prices"—from cable operators. If system operators use the existing shortage in cable channels to win such terms, Taylor says, it would be "a folly of unimaginable proportions." Taylor called for "economic statesmanship." Instead of backing programmers into a financially untenable position, Taylor says, they should "nurture" the supply of programming.

## Pugilistic population

The cable audience for the Cooney-Holmes heavyweight title fight June 11 keeps growing. Some 175,000 homes are now expected to tune into the pay-per-view event and pay more than \$3 million for the privilege. Rick Kulis, who is putting together the PPV audience for fight promoter Don King, said 70 cable systems are now offering the fight to their subscribers.

Ten addressable systems are expected to get 75,000 (25%) of their 300,000 subscribers to take the fight for \$15. Although the operators will gross \$1,125,000, they are on the short end of a 66/33 split with King, and will only net \$375,000.

Sixty non-addressable systems that have to distribute traps to allow their PPV customers to unscramble the fight are expected to attract about 100,000 homes. They will be charging subscribers more—up to \$20—and paying King less—a flat \$8—than the addressable systems, but because they have to offset the cost of buying and distributing the traps, they will receive about the same return as the addressable systems—about \$5 per home. It all adds up to a gross of \$2 million and a net of at least \$500,000.

Despite the growth of the cable PPV audience, it's no more than half the size Kulis

in importance and become the wave of the future."

One of Qube's talents, which has little appeal to subscribers but which may become attractive to advertisers and marketers, is its ability to determine how many persons are watching what shows. Warner Amex checked up on its 7,525 Qube subscribers in Pittsburgh on Sunday, May 16, at 8:03 p.m. NYT to find out what they were watching. What it found, first of all, was that 3,395 had better things to do than watch television. And it also found that the programming of the three major broadcast networks was only slightly more appealing than the movies offered by the three major pay cable networks (Home Box Office, Showtime and The Movie Channel). Of the 4,130 Qube subscribers who were watching television at the time, 1,681 (40%) were tuned into one of the three network affiliates—most (17%) into WPXI and NBC's *Marco Polo*—and 1,577 (38%) watched the pay movies. The remaining audience was split among other cable channels and local public and independent stations.

## One for two

Cable News Network and the soon-to-be-launched Satellite News Channels are fierce marketplace competitors, and once SNC goes on the air June 21 that competitiveness will surely extend to the editorial side. But when a big story breaks in Atlanta or its environs, both 24-hour-a-day networks may end up with the same coverage.

The common denominator is WSB-TV Atlanta. The Cox Broadcasting station has affiliation and news reciprocity agreements with CNN and SNC that allow the news networks to pick up any of the station's local news coverage. Under its agreement with CNN, WSB-TV will broadcast CNN2, CNN's short-form service, from 2 a.m. to 6 a.m. each day and is permitted to carry live CNN coverage of major breaking stories and pick up excerpts from CNN's round-the-clock coverage. As one of 23 regional broadcast affiliates of SNC, WSB-TV will not only have to provide regional news coverage for SNC, but also produce a five-minute regional newscast for SNC cable affiliates in Georgia.

Despite their common partner, CNN and SNC do not have to worry about any of their international or national coverage showing up on the competition. Fred Barber, vice president and general manager, WSB-TV, stressed: "Any of the material CNN or SNC lift from us can only be our own locally originated material."

One other national news network may air WSB-TV coverage at the same time CNN and SNC do. The station is, before all else, an ABC affiliate.

## Following the franchises

The Chicago City Council adopted a formal request for proposal last Thursday (May 27), copies of which should be available early this week. The deadline for franchise

### Fighting back

*Suburban Cablevision, East Orange, N.J., has won three convictions for theft of cable service in Middlesex county and has a number of other criminal complaints on the way to court.*

*According to an attorney for Suburban, a state law that shifts the burden of proof to the defendants after evidence of tampering has been found has made it easier to prosecute thieves. Fines have been in the \$200-\$250 range. Suburban employs a surveillance and auditing department to go after the pirates. Both individuals and businesses have been among those caught.*

expects from the STV operators. Through 22 STV stations, Kulis will reach 960,000 STV homes and hopes to get 40% to 50% to watch the fight. Since the STV operator gets the same deal as the addressable cable operator, an STV audience of between 400,000 and 500,000 homes would generate revenues of between \$6 million and \$7.5 million and profits of between \$2 million and \$2.5 million.

## Qube report card

Still smarting from criticism of its Qube system in the popular press, Warner Amex Cable Communications has released results of a Louis Harris survey of 500 Columbus, Ohio, Qube subscribers that shows they are happy with the two-way technology and the services it offers. The survey found that 86% were "satisfied" and that almost half were "very satisfied." Slightly more than two-thirds said they or members of their families had recommended Qube to friends or neighbors. Nearly all (92%) said they believed that Qube will "continue to grow

applications is Aug. 31. The RFP divides the city into five franchise areas, four containing 200,000 dwelling units and one with 270,000. Only one of the franchises calls for a substantial amount of underground construction. The RFP calls for a minimum annual franchise fee of 5%; two subscriber cables and one institutional cable, and mandatory offering of a sub-basic package called "universal subscriber service." That service, a 36-channel package containing Chicago's local TV stations, a government-leased channel and public-access channels would be provided to residents for the one-time-only installation fee of \$69.95 (\$79.95 in installments) and no monthly charge thereafter.

□ In Milwaukee, a city subcommittee has narrowed the list of cable applicants to three: Warner Amex, Group W Cable and Viacom. The subcommittee will make its final recommendation to the council in June. The city had considered municipal ownership, but abandoned the idea after such a proposal was defeated by referendum in St. Paul.

□ And in Pinellas County, Fla., the local government has voted to give Vision Cable both halves of the county (100,000 homes).

The formal award is expected by the end of June or early July. Vision plans a 110-channel system with two-way capability. Vision bested Centel and Storer for the northern franchise and Centel, Cross Country and a Booth-Heritage joint venture in the south.

□ Officials of Montgomery County, Md. (Washington suburb), have appointed an independent review panel to insure compliance by franchising authorities with local ordinances in choosing one of four top applicants to supply cable TV service to some 220,000 dwelling units. The chairman of the panel is Ronald Siegel, an attorney with the Washington firm of Cohn & Marks. Other members are Robert Ross, former vice president, government relations, for the National Cable Television Association and now an attorney with Pepper, Hamilton & Scheetz, and Jean Rice, of the Washington-based cable consulting firm of Rice-Richter Associates.

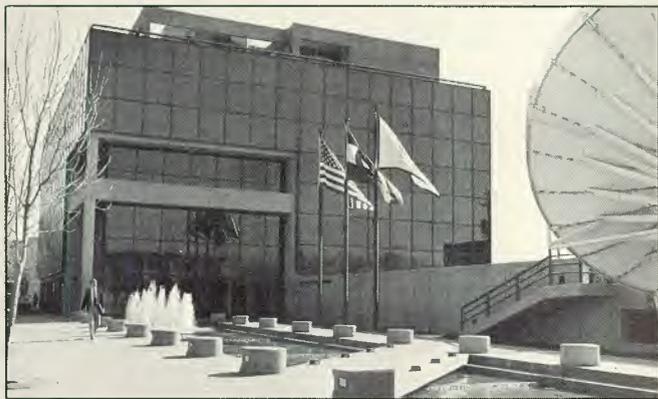
### Ad regulation

A former Federal Trade Commission attorney would like to see one more provision added to the franchise agreements being

drawn up in communities throughout the country—one to make cable operators accept responsibility for the advertising they deliver to their subscribers. Writing in the *Catholic University Law Review* (winter 1982), Dee Pridgen (with the help of 1982 law graduate Eric Engel) says local citizens working with operators during the franchise negotiations should be able to come up with a "mechanism to protect cable viewers from deceptive advertising and abusive marketing schemes."

The broadcasters' responsibility for the commercials they air is well established by various rulings of the FCC and the FTC. Cable has remained beyond the reach of these rulings, Pridgen says, and "there is currently no state law or local regulatory action directed at the responsibility of cable franchisees for advertising or marketing originating on cable channels."

All that is needed, she says, is "a few simple paragraphs in the franchise agreement" to establish the operator's responsibility. The paragraphs would supply the impetus the cable operators need, she says, to regulate themselves and watch closely the local advertising they have sold as well as the commercials they import on the ad-supported networks.



**Denver showcase.** Daniels & Associates, the pioneering cable television organization whose founder, Bill Daniels, is credited by many as being the "father of cable television," opened its \$8.6 million Daniels Communications Center in Denver May 21 to appropriate fanfare. Almost 700 guests from that important cable capital and from across the country were on hand to help mark that event, which included the installation of a time-capsule (to be opened in 2001), several receptions, an elaborate dinner and dancing into the night. Pictured by the time capsule (which features the Bill Daniels motto: "The Best is Good Enough For Me") are (top right, l-r): Chairman Daniels, Vice Chairman and Chief Executive Officer John Saeman and President and Chief Operating Officer Tom Marinkovich. Guests toured the executive offices, including Daniels's own (middle right), which features a coffee-table-height desk (complete with telecommunications system), and a futuristic conference room (bottom right) whose central element is a conference table with six built-in telecommunications receivers. (The table is pictured with the telecommunications unit in the "up" position; it can be lowered for conventional conference use.) Throughout the evening various projection devices around the center—it has its own cable system, complete with earth station and headend—broadcast names of the evening's guests on a continuous scroll. The company, which Daniels founded in the late 1950's, now has 97 employees at the headquarters building and another 400-500 at various systems around the country. (By BROADCASTING's estimate, Daniels ranks as the nation's 20th largest MSO [BROADCASTING, May 3]). Among the other facilities are elaborate employe lounges, a complete exercise facility with locker rooms and a giant jacuzzi.

## TV ONLY

**Genesee Brewing Co.**  Various products. Begins June 28 for 13 weeks in 28 markets. Sports programming. Agency: William Esty Co., New York. Target: men, 18-49.

**American Can Co.**  Brawny paper towels. Begins June 28 for 13 weeks in 15 markets. All dayparts. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

**Home Savings & Loan Associates**  Begins late June for third quarter in Los Angeles, San Francisco, San Diego, Fresno, Bakersfield, Santa Barbara, Sacramento, Palm Springs, and Monterey-Salinas, all California. Day, fringe, news and weekends. Agency: Benton & Bowles, Los Angeles. Target: adults, 50 and over.

**American Home Products**  Various products. Begins June 28 for 13 weeks in over 20 markets. All dayparts. Agency: J.F.

Murray Co., New York. Target: women, 25-54.

**Northwestern Bell**  Business long distance. Begins Sept. 11 for 11 weeks in six markets. Agency: Bozell & Jacobs, Minneapolis. Target: men, 18 and over.

**Times Mirror Publishing**  Various magazines. Begins June 28 for 10 weeks in over 10 markets. Agency: Grey Advertising, New York. Target: men, 18-49.

**Abacus Group**  Mortgage investors. Begins Sept. 6 for seven weeks in six markets. Agency: Shaffer/MacGill & Associates, Chicago. Target: men, 25-54.

**Dunkin' Donuts of America**  Snack food franchises. Begins June 27 for six weeks in Providence, R.I., and Milwaukee. Day, fringe and prime times. Agency: Ally & Gargano, New York. Target: women, 25-54.

**Jeannette Coburn**  Slow Peel facial product. Begins June 7 for five weeks in about 25 markets. Day and fringe times. Agency: Ed Libov & Associates, Chicago. Target: women, 18-49.

**Tonka Toys**  Begins June 21 for four weeks in about 20 markets. Day times and children's programming. Agency: Jordan, Case & McGrath, New York. Target: children, 6-11.

**Simmons**  Mattresses. Begins Sept. 27 for three weeks in about 58 markets. Day, early fringe and weekend programming. Agency: McDonald & Little, Atlanta. Target: adults, 25-54.

**Economic Labs**  Lime-A-Way cleanser. Begins July 5 for three weeks in 65 markets. Day, prime access and prime times. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

**Merryware Industries**  Brushes. Begins Nov. 26 for two weeks in six to eight markets. All dayparts. Agency: Bradham, Hamilton Advertising, Mount Pleasant, S.C. Target: women, 18-49.

**Excel Mineral**  Cat litter. Begins Aug. 2 for two weeks in five West Coast markets. All dayparts. Agency: Larson, Bateman & MacAllister, Santa Barbara, Calif. Target: women, 25-54.

**Eagle Family Discount Stores**  Begins Aug. 3 for one week in five markets. All dayparts. Agency: Sandy Tinsley Advertising, Miami. Target: adults, 25-54.

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RADIO ENTERPRISES abc

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## Rep Report

WCFL(AM) Chicago: To Bernard Howard from Jack Masla.

WTMA(AM)-WSSX(FM) Charleston, S.C.: To Katz Radio from Eastman Radio.

WEAM(AM) Arlington, Va.: To Roslin Radio Sales from HR/Stone.

KTRB(AM)-KHOP(FM) Modesto, Calif.: To Blair Radio from Torbet Radio.

WSON(AM)-WKDQ(FM) Evansville, Ind.: To Major Market Radio from Pates-Walton.

KAEZ(FM) Oklahoma City: To Bernard Howard (no previous rep).

# HERE'S WHAT'S HAPPENING!

ALBANY  
ALBUQUERQUE  
ALEXANDRIA  
AMARILLO  
ANCHORAGE  
ATLANTA  
AUGUSTA  
BAKERSFIELD  
BALTIMORE  
BATON ROUGE  
BEAUMONT  
BIRMINGHAM  
BOSTON  
BUFFALO

WALB  
KOAT  
KLAX  
KVII  
KIMO  
WSB  
WRDW  
KWPR  
WBAL  
WAFB  
KJAC  
WBRC  
WSBK  
WGR

CHARLESTON  
CHARLOTTE  
CHATTANOOGA  
CLEVELAND  
COLUMBIA  
COLUMBUS, GA  
COLUMBUS, MS  
DALLAS  
DAYTON  
DENVER  
DETROIT  
EVANSVILLE  
FLINT  
FLORENCE

WCBD  
WBTW  
WRCB  
WUAB  
WLTX  
WYEA  
WTVB  
KTVT  
WDTN  
KWGN  
WDIV  
WFIE  
WEYI  
WPDE

FT. WAYNE  
FRESNO  
GREENSBORO  
GREENVILLE, NC  
GREENVILLE, SC  
HONOLULU  
HOUSTON  
HUNTSVILLE  
JACKSON  
JACKSONVILLE  
KANSAS CITY  
KNOXVILLE  
LAFAYETTE  
LAS VEGAS

WKJG  
KJEO  
WFMY  
WCTI  
WFBC  
KITV  
KHTV  
WAFF  
WAPT  
WTLV  
WDAF  
WBIR  
KLFY  
KTNV

LEXINGTON  
LITTLE ROCK  
LOS ANGELES  
LOUISVILLE  
MACON  
MCALLEN  
MEMPHIS  
MILWAUKEE  
MINNEAPOLIS  
MOBILE  
MONROE  
MONTGOMERY  
NASHVILLE  
NEW ORLEANS

WTVQ  
KTHV  
KHJ  
WAVE  
WMAZ  
KRGV  
WMC  
WTVV  
KMSP  
WKRQ  
KTVE  
WSFA  
WTVF  
WVUE

NEW YORK  
NORFOLK  
PHILADELPHIA  
PITTSBURGH  
RALEIGH  
RICHMOND  
ROANOKE  
SACRAMENTO

WNEW  
WTVZ  
WTAF  
WPXI  
WPTF  
WWBT  
WSLS  
KRBK

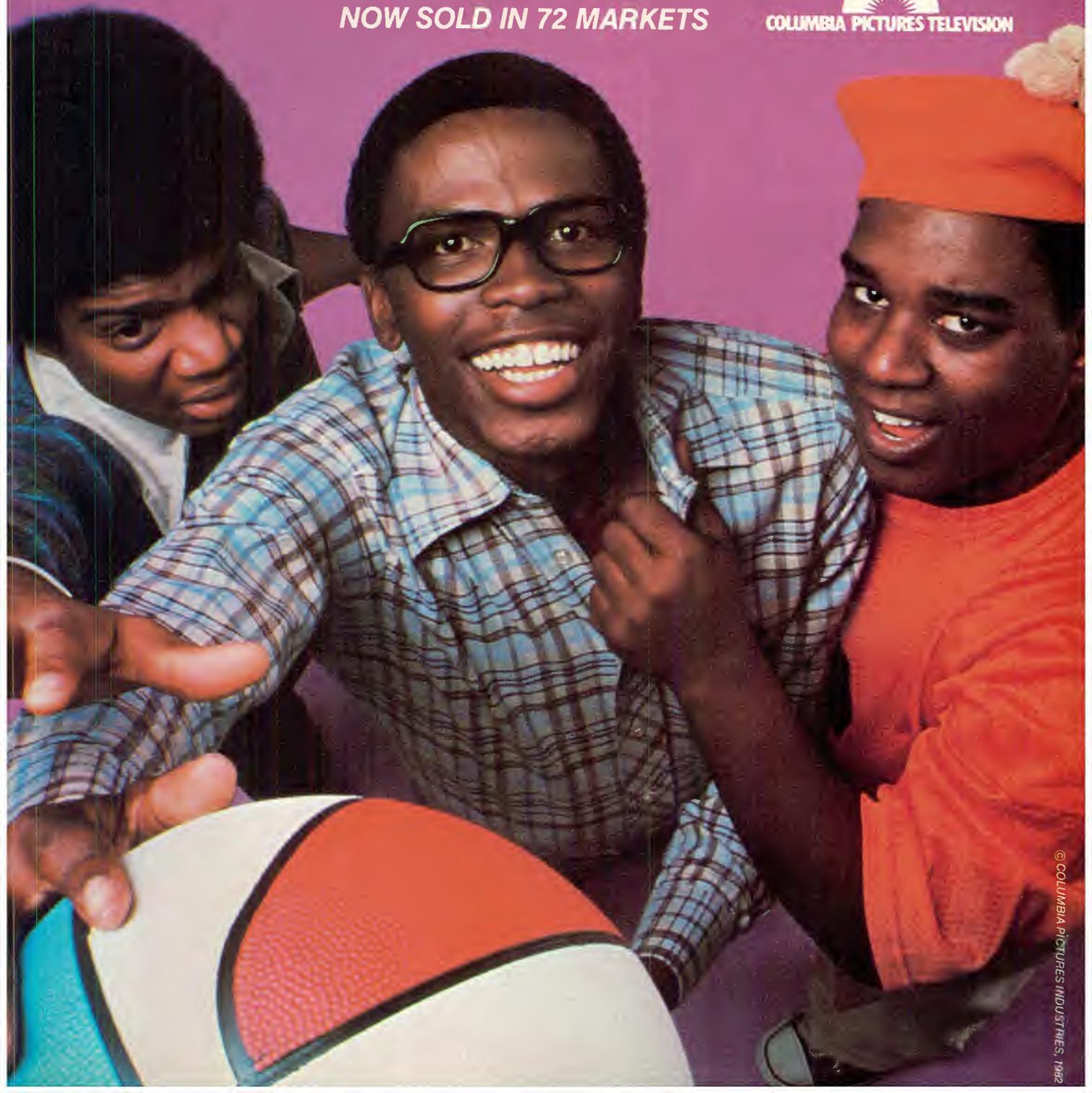
ST. LOUIS  
SAVANNAH  
SEATTLE  
SHREVEPORT  
TAMPA  
WACO  
WASHINGTON  
WILMINGTON

KDNL  
WTOG  
KSTW  
KTAL  
WTOG  
KCEN  
WDCA  
WWAY

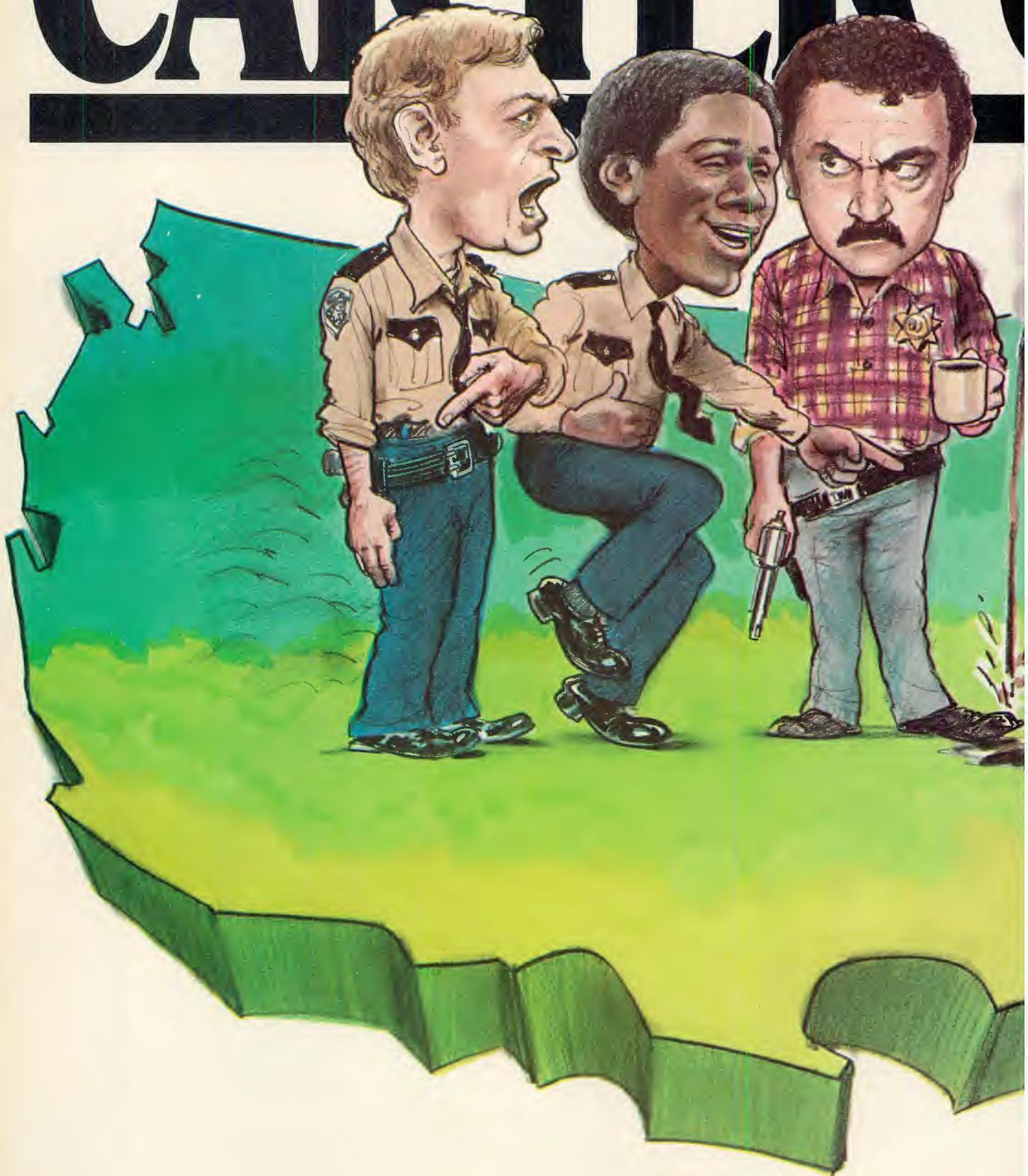
## What's Happening!!

A Toy Production distributed by

**NOW SOLD IN 72 MARKETS**



# CARTER



# COUNTRY



## Carter Country. Now sold in 69 markets.

|                |      |               |      |
|----------------|------|---------------|------|
| ALBANY, GA     | WALB | LAFAYETTE, LA | KATC |
| ALEXANDRIA     | KLAX | LAS VEGAS     | KTNV |
| AMARILLO       | KVII | LEXINGTON     | WTVQ |
| ANCHORAGE      | KIMO | LITTLE ROCK   | KTHV |
| ATLANTA        | WSB  | LOS ANGELES   | KHJ  |
| AUGUSTA        | WJBF | LOUISVILLE    | WAVE |
| AUSTIN         | KTVV | MACON         | WXGA |
| BALTIMORE      | WBAL | MEMPHIS       | WMC  |
| BATON ROUGE    | WAFB | MILWAUKEE     | WTV  |
| BIRMINGHAM     | WBRC | MINNEAPOLIS   | KMSP |
| BOSTON         | WSBK | MOBILE        | WKRQ |
| BUFFALO        | WGR  | MONROE        | KTVE |
| CHARLESTON     | WCIV | MONTGOMERY    | WSFA |
| CHARLOTTE      | WSOC | NASHVILLE     | WNGE |
| CHATTANOOGA    | WRCB | NEW ORLEANS   | WVUE |
| CLEVELAND      | WUAB | NORFOLK       | WTVZ |
| COLUMBIA       | WLTX | ORLANDO       | WOFL |
| COLUMBUS       | WYEA | PADUCAH       | WSIL |
| DALLAS         | KTVT | PEORIA        | WEEK |
| DAYTON         | WHIO | PHILADELPHIA  | WTAF |
| DENVER         | KWGN | PITTSBURGH    | WTAE |
| EVANSVILLE     | WFIE | PORTLAND      | KOIN |
| FLORENCE       | WPDE | RALEIGH       | WTV  |
| FRESNO         | KJEO | SACRAMENTO    | KRBK |
| GREEN BAY      | WFRV | SAVANNAH      | WSAV |
| GREENSBORO     | WGHP | SEATTLE       | KSTW |
| GREENVILLE, NC | WCTI | SHREVEPORT    | KTAL |
| GREENVILLE, SC | WSPA | SIOUX FALLS   | KELO |
| HARTFORD       | WFSB | SPOKANE       | KHQ  |
| HONOLULU       | KIKU | ST. LOUIS     | KDNL |
| HOUSTON        | KHTV | TOPEKA        | WIBW |
| HUNTSVILLE     | WAAY | WACO          | KCEN |
| JACKSON        | WJTV | WHEELING      | WTOV |
| JACKSONVILLE   | WTLV | WILMINGTON    | WECT |
| KNOXVILLE      | WBIR |               |      |

44 half-hours available now for your summer and fall lineup.

A Toy Production distributed by



## AdVantage

**Hoop ads.** Katz Sports has acquired television rights to 34 college basketball games of Big East Conference during 1982-83 season and plans to offer schedule to advertisers on barter basis. Package includes 27 regular season games and seven tournament contests. Regular games will be co-produced by Katz Sports, division of Katz Communications, and USA Network. Katz will produce tournament games. USA Network will carry games on cable in all markets that are not telecasting them over-the-air on particular nights. Games will be carried on Tuesday, Wednesday and Saturday nights for nine weeks, starting Jan. 4. Katz Sports will handle clearing of stations and solicitation of advertisers for over-the-air telecasts.

**Pact finalized.** McGavren Guild Radio, New York, has completed purchase of Bernard Howard & Co., New York, from Viacom International Inc., New York, for undisclosed price ("Closed Circuit," Feb. 22). Howard representative firm will continue to operate as separate, independent company with Bernard Howard as president and chief executive officer. Howard founded firm 23 years ago. Company expects to bill about \$15 million in 1982. Bernard Howard will retain minority interest in firm bearing his name. Howard will develop employes stock purchase plan enabling management and sales personnel to acquire equity in company. It represents 115 stations. Bernard Howard Co. headquarters continues at 800 Third Avenue, New York 10022.

**Olivia's sponsors.** *Let's Get Physical*, Olivia Newton-John hour special, has sold out national advertising to S.J. Johnson, MBM (English Leather), U.S. Army, Frito-Lay, TDK and Universal Pictures. Distributed by MCA TV, prime-time special begins syndicated play this week. More than 100 stations have been cleared. *Physical* originally aired on ABC-TV earlier this year.

**Add three more.** Three more public TV stations participating in proposed advertising experiment have begun airing commercials. That means four of 10 stations selected to partake in experiment are now running ads. WYES-TV New Orleans was first (BROADCASTING, April 5) followed by KCSM-TV San Mateo, Calif., WPBT(TV) Miami, and WIPB(TV) Muncie, Ind. KCSM-TV aired ad May 21 for International Trading Group, national investment broker firm. WPBT broadcast spot for local radio station WYOR(FM) May 24 and Muncie station plans to run commercial for local supermarket this Wednesday.

**Renfield Importers**  Martini & Rossi Asti Spumante. Begins this month for



varying flights in 27 markets. Agency: SSC&B, New York. Target: adults, 25-54.

### RADIO ONLY

**Greater Western Savings & Loan**  Begins June 14 for six weeks in California markets of Bakersfield, Palm Springs, Redding, San Francisco and Sacramento. Agency: Dailey & Associates, Los Angeles. Target: adults, 25-54.

**Schiefflin & Co.**  Blue Nun wine. Begins June 7 for six weeks in San Diego; New Orleans; Toledo, Ohio; Rochester, N.Y., and Baton Rouge, La. All dayparts. Agency: Cunningham & Walsh, New York. Target: adults, 18-34.

**Bennigan's Tavern**  Restaurants. Begins June 9 for five weeks in over 10 markets. Morning drive and afternoon drive times. Agency: SSC&B, New York. Target: adults, 18-34.

**Meiers Wine**  Creme sherry. Begins Aug. 23 for four weeks in about eight markets. Morning drive, middays and afternoon drive times. Agency: Elkman Advertising, Bala Cynwyd, Pa. Target: adults, 35 and over.

**Taylor Wine**  Begins June 7 for three weeks in over 20 markets. Agency: Kenyon & Eckhardt, New York. Target: adults, 25-54.

**Jean Pierre**  Toiletries. Begins June 14 for two weeks in five markets. All dayparts. Agency: Barritt, Larsen, Peck & Farnell, Encino, Calif. Target: women, 25-54.

**Grodins Stores**  Father's Day promotion. Begins June 14 for one week in San Francisco, Sacramento, Fresno and Modesto, all California; plus Las Vegas, Reno and Portland, Ore. All dayparts. Agency: The Wyman Company, Mill Valley, Calif. Target: women, 25-54.

### RADIO AND TV

**American Dairy Association of Wisconsin**  Yogurt and dairy products. TV and radio campaign begins this week for six weeks in Chicago; Minneapolis-St. Paul; Waterloo, Iowa; Duluth, Minn.-Superior, Wis., and all Wisconsin markets. Agency: CreatiCom Advertising, Madison, Wis. Target: women, 25-49.

# The Tanner Musical Spectrum

The TANNER MUSICAL SPECTRUM offers a Rainbow of Programming Services for automated and live assist stations.

RED SATIN ROCK has the big hits.

BRIGHT BLUE is Adult Contemporary or MOR.

SONSHINE brings you MOR Christian programming.

TANner COUNTRY goes from city streets to country roads.

For the pot of gold at the end of the Rainbow, call Dick Denham person-to-person collect at (901) 320-4433.



# Monday Memo

A computer/sales commentary from Lee Facto, VP-marketing services, Station Business Systems, Greenwich, Conn.

## Computer-assisted sales techniques

In today's economic climate, the commercial broadcasting industry is facing major problems brought on by the sluggish economy. Advertisers are cutting back on their advertising schedules, and there is a greater competitive atmosphere in the broadcasting arena.

This situation is probably going to be with us for many months to come, and it seems apparent that the halcyon days of the sixties and seventies will not be repeated in the eighties. Moreover, there is a growing tide of competition from new sources for the sponsor's dollars such as the mushrooming cable networks and even the new practice of extending greater commercial identification of "sponsorship" for public broadcasting programs. It seems certain that the commercial broadcasting industry, which prospered in the last 20 years, will face increased competition in the future from many directions.

In the changed environment, it will be crucial for managers of commercial radio and television stations to make their organizations as efficient and productive as possible in order to maintain and possibly increase their margin of profitability. It is not a time for stations to bow to the problems ahead, but to regroup and analyze their sales methods and their economic profiles.

One key to success lies in obtaining better and more accurate information by the utilization of the station's computer to its fullest extent. Almost every radio station, television station and cable system has its own computer or a leased computer service. The computer records sales, prepares logs, reports on availabilities, confirms orders, bills clients and performs a hundred other business functions that make the station work more efficiently. The computer is the workhorse of the station, but often it has been taken over by the accounting department, the programming department and the financial department. There is no doubt that the computer is invaluable in those departments. However, it can be equally important in sales, where it is often underused. The computer can be the key to maximizing profits when it is used to advantage in forecasting sales and profitability.

In sales there are specific functions that can be programmed into the computer to give the station manager and the sales manager a more precise picture of their sales patterns.

The business computer system is an outstanding way for the sales department to boost revenues by utilizing the invento-



Lee Facto is VP-marketing services for Station Business Systems, Greenwich, Conn., a division of Control Data Corp. He has been involved with business automation systems for the broadcasting and cable industries for more than 22 years. From 1960 until 1974 he was VP-general manager of IGM Inc. In 1974 he became co-founder and part owner of Paperwork Systems Inc., the business system company that was acquired by Control Data and is now Station Business Systems.

ry more effectively, by improving overall sales productivity and by tightening control over accounts receivable.

At a radio or television station, the sales manager can increase revenues by insuring that all available spots are sold at the best possible price. The computer system allows this to happen by providing accurate, up-to-the-minute inventory information.

Computer-produced reports provide station sales managers with information necessary to motivate the sales staff and improve overall sales performance by pinpointing specific revenue opportunities. These reports present analyses of actual performance both by account and by salesperson. For example, a comparison of projected sales for each client with that client's activity for the same period during preceding years can isolate that client's trend in spending and serve as a valuable resource for highlighting new sales opportunities. The salesperson is equipped with a full analysis of the client's buying characteristics as they have been affected by the season of the year, the economic climate, or other relevant factors. The salesperson can track not only what a client has bought, but how he has bought it and how he has paid for it.

Using the same information, the sales manager can track not only what each sales rep is selling, but how it's being sold.

One of the most critical problems stations face in these days of high interest

rates is cash flow. A computer system can be vital in improving cash flow. By producing accurate aging reports on demand, the computer system can help the station tighten up on accounts receivable, frequently reducing outstanding accounts by as much as 30 days. By shortening the cycle between invoice and payment, the computer has been instrumental in increasing the station's available capital and expanding the actual dollar value of the station.

In a cable television facility, the computer system is valuable in conserving overall operational expenses through service tracking and greater accuracy, but it can also contribute directly to increased revenues. At order entry, the salesman or customer service representative is prompted by the computer terminal to offer subscribers all available service combinations.

In marketing, reports can be printed to review and compare the sales performance of each customer service rep so that the manager can quickly spot reps who are not meeting quotas and provide appropriate direction. Other reports enable managers to quickly evaluate the popularity of services by geographic area and to track retention rate of services.

One cable operator uses the computer to print mailing labels for a selected group of subscribers to whom special promotional campaigns are directed. Follow-up call cards and even personalized form letters can be produced by the system, as well.

As with broadcast facilities, the computer at the cable company can improve the cash flow situation dramatically. In addition to easily accessible aging reports, some systems on the market offer collection packages that expedite the company's accounts receivable functions substantially. Particularly with an in-house system, the turnaround time on bills can drop from a few weeks to two or three days. The difference can be worth tens of thousands of dollars, even to smaller cable operations.

The availability of computer hardware and software that can accomplish these objectives has increased enormously over the past few years... at prices that are more and more attractive to broadcast and cable operators. These systems will continue to grow in sophistication, become easier to use, and become more cost effective. The trend today is toward an in-house, stand-alone computer system.

In today's market, a business computer system is a management tool that virtually any broadcast or cable operation can afford and, in fact, is one management tool that no operation can afford to be without.

## This week

**May 30-June 3**—*Canadian Cable Television Association* annual convention. Sheraton Center, Toronto.

**June 1**—Deadline for entries in Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* in cooperation with *National Radio Broadcasters Association*. Information: Armstrong Foundation, 101 University Hall, Columbia University, New York, 10027.

**June 1-3**—Seminar on "Telecommunications Trends and Directions," sponsored by *Communications Division of Electronic Industries Association*. Dunley's Hyannis hotel and conference center, Hyannis, Mass.

**June 2**—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Speaker: Brian Frons, CBS Entertainment. Copacabana, New York.

■ **June 2-4**—*International Radio Festival of New York* first awards competition, recognizing excellence in programing, advertising and promotion. Sheraton Center, New York.

■ **June 3**—*Advertising Club of New York* Andy Awards presentation. Sheraton Center, New York.

**June 3**—*Advertising Research Foundation* conference on "Key Issues Workshop on the New Media and Research Technology" Marriott's Essex House, New York.

■ indicates new or revised listing

**June 3**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Northwest, Columbia, S.C.

**June 3**—*Radio Advertising Bureau's* Idearama for radio salespeople. Marriott hotel-West Loop, Houston.

**June 3**—*Radio Advertising Bureau's* Idearama for radio salespeople. Little America, Salt Lake City.

**June 3-4**—Northeast cable television eighth technical seminar and exhibition. *New York State Commission on Cable Television*. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, (518) 474-1324.

■ **June 4**—*Advertising Research Foundation* workshop, "Effective Frequency: The State of the Art, Current Media Applications, Next Steps from ARF" New York Hilton, New York.

**June 4-6**—NBC consumer press tour. Century Plaza hotel, Los Angeles.

**June 5**—*Radio-Television News Directors Association* region seven meeting. Medill School of Journalism, Northwestern University, Evanston, Ill.

**June 6-9**—National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Film Institute*. Old Town Sheraton hotel, Albuquerque, N.M.

**June 6-9**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco.

**June 7**—Third annual seminar of *Pacific Telecom-*

*munications Council*, headquartered in Honolulu and dedicated to development of telecommunications in Pacific. Manila.

**June 7-8**—*Southern California Cable Club* and *Advertising Club of Los Angeles* seminar, "Advertising and Cable: The Affair Heats Up." Speaker: Kay Koplovitz, president, USA Network; Bob Alter, president, Cabletelevision Advertising Bureau, and Mike Roarty, vice president, Anheuser-Busch. Beverly Hilton hotel, Los Angeles.

**June 7-9**—Great Lakes Conference and Exposition, sponsored by *Illinois-Indiana Cable Television Association*. Indiana Convention Center, Indianapolis.

**June 7-10**—*Washington Journalism Center's* conference for journalists, "The Changing Economy" Watergate hotel, Washington.

**June 7-11**—CBS consumer press tour. Arizona Biltmore, Phoenix.

■ **June 8**—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Inn, Seattle.

■ **June 8**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.

■ **June 8**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Little Rock, Little Rock, Ark.

■ **June 8**—*Northern California Broadcasters Association* luncheon meeting. Fairmont hotel, San Francisco.

■ **June 8**—*Southern California Cable Club* luncheon meeting. Sheraton La Reina, Los Angeles.

■ **June 8**—*Hollywood Radio and Television Society* luncheon. Speaker: Leonard Goldenson, chairman, ABC Inc. Beverly Wilshire hotel, Beverly Hills.

■ **June 8**—*American Women in Radio and Television, Washington chapter, and Washington Women's Network*, forum on "New Communications Technologies." Comsat headquarters, Washington.

## Also in June

**June 9**—*International Radio and Television Society* annual meeting honoring John Chancellor, NBC News, as Broadcaster of the Year. Waldorf-Astoria, New York.

■ **June 10**—*Television, Radio and Advertising Club of Philadelphia* seminar on issue advertising. Holiday Inn, Philadelphia.

**June 10-12**—*Montana Cable Television Association* annual meeting. Sheraton hotel, Great Falls, Mont.

**June 10-13**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

**June 10-13**—*Mississippi Broadcasters Association* annual convention. Royal d'Iberville, Biloxi, Miss.

**June 10-13**—American Film Institute's National Video Festival, sponsored by *Sony Corp.* Kennedy Center, Washington.

**June 10-13**—Seventh annual *Upper Midwest Communications Conclave*. Radisson Inn, Plymouth, Minneapolis.

**June 11**—"The Lawyer and the New Video Marketplace," sponsored by *Forum Committee on Communications Law* and *Forum Committee on Entertainment and Sports Industries* of American Bar Association. Speakers include: Richard Wiley, Kirkland & Ellis, Washington; William Lilley, CBS, New York; Irving Goldstein, Satellite Television Corp., Washington; William Baxter, Department of Justice, Washington; Henry Geller, Duke University; Larry Harris, FCC's Broadcast Bureau; Jack Valenti, Motion Picture Association of America, and Tom Wheeler, National Cable Television Association. Waldorf-Astoria, New York.

**June 11-13**—*Chesapeake AP Broadcasters Association* annual meeting and awards banquet. Henlopen hotel, Rehoboth Beach, Del.

## Major Meetings

**June 6-9**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 22-26, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

**June 24-27**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Crystal City Hyatt, Arlington, Va.

**July 19-21**—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

**Aug. 29-Sept. 1**—*National Association of Broadcasters* Radio Programing Conference. New Orleans Hyatt.

**Sept. 9-11**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

**Sept. 12-15**—*National Radio Broadcasters Association* annual convention, Reno. Future convention: Oct. 2-5, 1983, New Orleans.

**Sept. 12-15**—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

**Sept. 18-21**—Ninth *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

**Sept. 30-Oct. 2**—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

**Nov. 7-10**—*Association of National Advertisers* annual meeting. Breakers, Palm Beach, Fla. Future meetings: Oct. 2-5, 1983, Homestead, Hot Springs, Va., and Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

**Nov. 7-12**—*Society of Motion Picture and Televi-*

*tion Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

**Nov. 17-19**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

**Nov. 17-19**—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

**Jan. 30-Feb. 2, 1983**—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

**Feb. 6-9, 1983**—*Association of Independent Television Stations* (INTV) 10th annual convention. Galleria Plaza hotel, Houston.

**March 17-22, 1983**—*National Association of Television Program Executives* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

**April 10-13, 1983**—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

**May 18-21, 1983**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-15, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

**May 30, 1983**—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: May 105, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**June 12-15, 1983**—*National Cable Television Association* annual convention, Houston. Future conventions: May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

**June 11-18**—Radio-Television News Directors Association of Canada annual meeting. Sheraton Center, Montreal.

■ **June 12**—"A Primer on Law for Journalists," sponsored by *Dickinson School of Law*. Advocacy Center, Dickinson School of Law, Carlisle, Pa.

■ **June 12**—Seminar on video special effects sponsored by *Videography Co. and Studios*, Los Angeles.

**June 12**—*UCLA Extension* program, "The Video Revolution: Opportunities and Prospects for Pay TV, Videocassettes and Videodisks." Coordinated by James Jimarro, president, Walt Disney Telecommunications. Beverly Hilton hotel, Los Angeles. Information: (213) 825-7031.

**June 12**—"Cable Day" sponsored by *Women In Cable*, for working press only. Sheraton Universal hotel, Los Angeles.

**June 12**—*Cable TV Industry* press tour. Century Plaza hotel, Los Angeles.

**June 12**—Presentation of fifth annual Rocky Mountain Emmy Awards, sponsored by *Arizona chapter of National Academy of Television Arts and Sciences*. Arizona Biltmore, Phoenix.

**June 12-14**—*South Dakota Broadcasters Association* 34th annual convention. Ramada Inn, Sioux Falls, S.D.

**June 12-16**—*American Advertising Federation* annual conference. Omni International, Atlanta.

**June 13**—*TV Critics Association Day* (part of consumer press tour). Century Plaza hotel, Los Angeles.

**June 13-14**—*Radio-Television News Directors Association* board meeting. Sheraton Center, Montreal.

**June 13-15**—*MDS Association* annual convention. Washington Hilton, Washington. Information: Chris Selin, MDS Association, 145 Huguenot Street, New Rochelle, N.Y., 10801, (914) 576-6622.

**June 13-16**—*Kansas Association of Broadcasters* 32d annual meeting. Holidome, Hutchinson, Kan.

**June 13-17**—International Conference on Communications, "The Digital Revolution," sponsored by *Institute of Electrical and Electronics Engineers and Communications Society Conference Board*. Franklin Plaza hotel, Philadelphia.

**June 14**—*PBS* consumer press tour. Century Plaza hotel, Los Angeles.

**June 14-17**—*ABC* consumer press tour. Century Plaza hotel, Los Angeles.

■ **June 14-20**—Oklahoma International Film Festival sponsored by *Oklahoma Film and Television Producers Association*. Williams Plaza hotel and Williams Center Cinema, Tulsa, Okla.

**June 14-24**—"Legal Aspects of the Media" course for attorneys offered by *New York University School of Law's* transitional educational program. Course will focus on copyright and communications law, antitrust and First Amendment. Information: Linda Rollyson, NYU Law School, 40 Washington Square South, New York, 10012.

**June 15**—*Southern California Cable Club* annual dinner. Century Plaza hotel, Los Angeles.

**June 15-17**—*Armed Forces Communications and Electronics Association* 36th international convention and exposition. Sheraton Washington hotel, Washington.

**June 16**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Bob Howard, president, United Satellite Television. Copacabana, New York.

**June 16-18**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Biltmore hotel, Los Angeles.

**June 16-18**—*Oregon Association of Broadcasters* spring conference. Red Lion at Bowmans, Welches, Ore.

**June 16-19**—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton Fontainebleau Inn, Ocean City, Md.

■ **June 17-18**—*Arbitron* radio workshop. Loews Anatole, Dallas.

**June 17-July 15**—*New York University's* Interactive Telecommunications Program, "Summer Institute on Cable Television and Advanced Services" NYU, New York.

■ **June 19**—Seminar on video special effects sponsored by *Videography Co. and Studios*, Los Angeles.

**June 21-24**—*Corporation for Public Broadcasting's* station development workshops. Westin hotel, Cincinnati.

■ **June 22**—*Independent Media Producers Association* seminar, "Doing Business with Trade Associations" Key Bridge Marriott hotel, Arlington, Va.

**June 22-25**—*National Broadcast Editorial Association* national convention. International hotel, Washington.

**June 23**—*Women In Cable, New England chapter's* "The Great Debate" on sex on cable. Moderator: Charline Allen, industry columnist, Paul Kagan Associates. Faneuil Hall marketplace, Boston.

**June 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, president and chief executive officer, Cable Health Network. Copacabana, New York.

**June 23-26**—*Florida Association of Broadcasters* annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

■ **June 24-25**—*Independent Television News Association* annual board meeting. KTTV(TV) Los Angeles.

■ **June 24-26**—*Iowa Broadcasters Association* annual convention. New Inn, Okoboji, Iowa.

**June 24-27**—*Public Broadcasting Service* annual meeting. Crystal City Hyatt, Arlington, Va.

**June 24-27**—*American Film Institute's* National Video Festival, sponsored by *Sony Corp.* AFI campus, Los Angeles.

**June 25-27**—*West Virginia AP Broadcasters* annual convention. Cacapon State Park, Cacapon, W. Va.

**June 25-27**—*American Meteorological Society's* 12th annual conference on weathercasting. Park Hilton, Seattle.

**June 25-27**—*Association of Independent Television Stations (INTV)* clinic for new, independent stations. KWGN(TV), Denver. Information: Sandra Cunningham, (202) 887-1970.

**June 25-27**—*Tennessee Associated Press Broadcasters Association* 11th annual convention. The Read House, Chattanooga.

**June 27-30**—*Virginia Association of Broadcasters* summer meeting. Wintergreen Resort, Wintergreen, Va.

## Errata

Box on **Colony Communications'** local ad sales in May 10 issue should note the system's **top ad premium** is on its own **local nightly news** show, not CNN. Revenues of \$780,000 produced first-year profit of \$77,000.

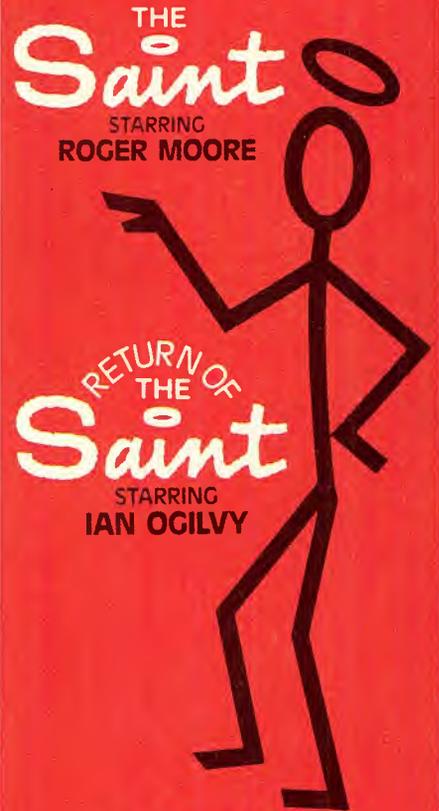
□

**Public Interest Affiliates**, not Public Affairs Affiliates, Highland Park, Ill. (BROADCASTING, May 17), is the name of firm offering public affairs programs to radio stations customized to station's problem list and with individual opening and closing.

□

**International Radio and Television Society's** 1982-83 Newsmaker Luncheon season will begin **Sept. 22** with address by outgoing National Association of Broadcasters President Vincent T. Wasilewski at Waldorf-Astoria hotel in New York. Date reported in May 24 "Closed Circuit" was incorrect.

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**June 28-30**—Videotex '82 conference on videotex and teletext, sponsored by *Online Conference Ltd.* Hilton hotel, New York. Information: (212) 599-6924.

## July

**July 3**—Ad hoc committee organizational meeting to form *National Association of Radio and Telecommunications Engineers*. Red Lion Motor Inn, Jantzen Beach, Portland, Ore. Information: Ray Thrower, P.O. Box 12725, Salem, Ore., 97309, (503) 581-4031.

■ **July 3-6**—*Community Antenna Television Association* convention. Opryland, Nashville.

**July 5-7**—"Televest U.S.A." conference, sponsored by *Televest*, nonprofit organization, and organized by Washington communications law firm, Pepper, Hamilton & Scheetz. Participants include Senator Ernest Hollings (D-S.C.), Representative James Broyhill (R-N.C.), Representative Edward Markey (D-Mass.), FCC Commissioner Anne Jones; Bernard Wunder, head of National Telecommunications and Information Administration; Thomas Wheeler, National Cable Television Association, Maison Des Congres, Montreux, Switzerland.

**July 8-10**—*National Federation of Local Cable Programmers* fifth annual convention. Radisson hotel, St. Paul.

**July 9**—*Society of Cable Television Engineers* "Introduction to Digital Electronics" workshop. Hyatt Regency hotel, Baltimore Inner Harbor, Baltimore.

**July 9-10**—Media Workshop on California Courts sponsored by *California Judges Association* in conjunction with *Radio and Television News Directors Association*, *Radio and Television News Association of Southern California* and *California Newspaper Publishers Association*.

**July 9-13**—*Television Programming Conference*, "New Rules and Regulations for Programming." Radisson hotel, Charlotte, N.C. Information: Clem Candelaria, KTVT(TV), P.O. Box 2495, Fort Worth, 76113.

**July 11-14**—*New York State Broadcasters Association* 21st executive conference. Grossinger's Conference Center, Grossinger, N.Y.

**July 12-Aug. 13**—*Rochester Institute of Technology's* School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

**July 13**—*Southern California Cable Club* luncheon meeting. Century Plaza hotel.

**July 13-15**—*National Federation of Community Broadcasters* annual conference. MacAlister College campus, St. Paul.

**July 14-16**—*Arbitron Television Advisory Council* meeting. Silverado, Napa, Calif.

**July 14-17**—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

**July 14-17**—*Florida Cable Television Association* annual convention. Dutch Inn, Lake Buena Vista, Fla.

■ **July 18-20**—*California Broadcasters Association* membership meeting. Del Monte Hyatt House, Monterey, Calif.

**July 18-22**—*World Future Society's* fourth general assembly. Theme: "Communications and the Future." Presentation Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

**July 19-21**—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

■ **July 19-22**—*University of Southern California* engineering course on "Satellite Communications." University of Southern California, Los Angeles. Information: (213) 743-6708.

**July 20-22**—WOSU-AM-FM-TV Columbus, Ohio, Broadcast Engineering Conference. Fawcett Center for Tomorrow, *Ohio State University*, Columbus, Ohio.

## August

**Aug. 5-7**—*Society for Private and Commercial Earth Stations* first convention and exhibition. Holiday Inn, Omaha.

**Aug. 18-21**—*Michigan Association of Broadcasters*

annual convention. Hidden Valley Resort, Gaylord, Mich.

**Aug. 19-22**—*West Virginia Broadcasters Association* annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

**Aug. 20**—*Kansas Association of Broadcasters* seventh annual sports seminar. Royals Stadium, Kansas City, Mo.

**Aug. 29-Sept. 1**—*National Association of Broadcasters*' Radio Programming Conference. Hyatt Regency, New Orleans.

## September

**Sept. 1**—Deadline for entries in 17th annual Gabriel Awards competition, presented by *Unda-USA* for television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

**Sept. 1**—Deadline for entries for the 1982 Women at Work Broadcast Awards sponsored by *Avon Products, Inc.* in cooperation with *National Commission on Working Women*. Information: Sally Steenland, National Commission on Working Women, 2000 P Street, NW, Washington, 20036.

**Sept. 9-11**—*Southern Cable Television Association's* Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

**Sept. 12-15**—*National Radio Broadcasters Association* annual convention. Reno.

**Sept. 13-17**—*London MultiMedia Market*. Tower hotel, London.

**Sept. 15**—Deadline for entries in 14th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: SBRTC, 6350 West Freeway, Fort Worth, Tex., 76150.

**Sept. 15-17**—*Advertising Research Foundation* eighth annual midyear conference and research fair. Chicago Hyatt Regency, Chicago.

**Sept. 16-17**—*Broadcast, Cable and Consumer Electronics Society of Institute of Electrical and Electronics Engineers* 32d annual broadcast symposium. Hotel Washington, Washington.

**Sept. 18-21**—Ninth *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

**Sept. 19-20**—*CBS Radio* network affiliates board meeting. Arizona Biltmore, Phoenix.

**Sept. 19-21**—*Washington State Association of Broadcasters* annual fall meeting. Red Lion Inn, Spokane, Washington.

**Sept. 19-23**—Sixth International Conference on Digital Satellite Communications. Phoenix Hyatt Regency, Phoenix.

**Sept. 20-22**—*National Association of Telecommunications Officers and Advisers* second annual conference and convention, "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.

■ **Sept. 20-23**—*New England Cable Television Association* annual convention. Dunfey Hyannis hotel, Hyannis, Mass.

**Sept. 21-24**—*CBS Radio* network affiliates convention. Arizona Biltmore, Phoenix.

■ **Sept. 22**—*International Radio and Television Society* opening newsmaker luncheon for 1982-83 season with Vincent Wasilewski, outgoing president of National Association of Broadcasters. Waldorf-Astoria, New York.

**Sept. 24**—*Society of Broadcast Engineers'* regional convention/equipment show. Sheraton Syracuse, Syracuse, N.Y.

■ **Sept. 24-26**—*North Dakota Broadcasters Association* fall convention. Doublewood Inn, Fargo, N.D.

**Sept. 26-28**—*Minnesota Broadcasters Association* fall meeting. Radisson Duluth, Duluth, Minn.

**Sept. 29-Oct. 3**—*Women in Communications* national conference. Brown Palace, Denver.

**Sept. 30**—Deadline for entries in Piero Fanti International Prize, international competition for contributions to satellite communications sponsored by *Telespazio* and *Intelsat*. Information: Gavin Trevitt, Intelsat, 490 L'Enfant Plaza, S.W., Washington, 20024.

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The Newsweekly of the Fifth Estate

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**Sept. 30-Oct. 2**—Radio-Television News Directors Association international conference. Keynote speaker: Ted Turner, Turner Broadcasting System, Atlanta. Caesars Palace, Las Vegas.

## October

**Oct. 1-2**—Society of Broadcast Engineers, chapter 40, convention. Hyatt Rickey's, hotel, Palo Alto, Calif.

**Oct. 1-3**—LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Shoreham hotel, Washington.

**Oct. 3-5**—Tennessee Association of Broadcasters convention. Sheraton hotel, Gatlinburg, Tenn.

■ **Oct. 3-5**—New Jersey Broadcasters Association convention. Tamiment Resort and Country Club, Tam-

ment, Pa.

**Oct. 3-7**—National Broadcast Association for Community Affairs national convention. Warwick hotel, New York. Information: (212) 764-6755.

**Oct. 6-7**—Ohio Association of Broadcasters fall convention. New Marriott North, Columbus, Ohio.

**Oct. 7-9**—Information Film Producers of America national conference. Marriott O'Hare hotel, Chicago.

# Open Mike

## He who hesitates . . .

EDITOR: In the April 12 "Monday Memo," Walter Flynn equated the advertising community's increasing use of cable TV ads as "stampede—the result of carelessness and laxity and threatens the well-being of everybody and everything in the way." Mr. Flynn must be cautioned that attempts to stop stampedes are undoubtedly hazardous to oneself.

Mr. Flynn urges advertisers to "hold your horses . . . wait." And some will. But before they turn around, they'll be, as they say, left in the dust.

The measurement of cable TV audiences is becoming more sophisticated daily. The position of most advertiser-supported channels is that merely "counting heads" will never be a *sufficient* condition of an audience. We admit it is *necessary*. But cable TV is a different animal—it's not programed or used the same way the television Mr. Flynn has been selling for 18 years is programed and used. The cable TV community knows that we've got to teach the Nielsens, the Arbitrons and others new methods.

Let's examine what TV looks like today compared to when Mr. Flynn started selling spots in 1964. When I go home after work tonight I will want some news. But like most people I know I miss the early news because I work late. I get news by pushing CNN on my 36-channel converter. I need not wait until Mr. Flynn's company gives me national news at 11 p.m. When I'm done with news I want a movie. Mr. Flynn's channel has *20/20*—but I want a movie. The Movie Channel has one I like, HBO has one I've seen—so I settle down with Richard Pryor's "Stir Crazy." After the movie ESPN has some tennis on and I'm hooked for one and a half hours, then it's 10 minutes with CBS Cable and some MTV (Music Television). I return to the networks for *Nightline* and then I go to bed.

What I've done is program my own evening's viewing. It was the best of what was available to me—when I was in the mood for each channel. The channels are vertically programed so that I know I'll get just what I expect, so I'm rarely disappointed. I'm much more satisfied with my television viewing experience. The time I've spent with my television is more

rewarding to me.

Yes, the methodology of measuring my viewing is very difficult. My cable system has 36 choices and yours may have 54 or 108. But should the cable industry stop investigating the potentially best methodologies? Each method (meters, diary, phone coincidentals, personal interviews and telephone surveys) does have problems. Some aren't accurate, others are too expensive. But we've been making progress and are committed to major methodology testing.

When the stampede is over we will know more about our viewers than Mr. Flynn will know about his. We won't stop when we get the number of viewers, their age and sex. We already know quite a bit more about our viewers than Mr. Flynn was willing to admit.

First, we know that cable TV households are better demographically for many advertisers. According to Simmons studies, they are more apt to buy many products at a higher rate. Second, we know that some cable channels like MTV home in on segments that are hard to reach on the networks, (12-34), and with little if any waste. A recent NTI, February 1982 study showed that 43% of the audience was from 12 to 34 with 35% over 35 and 22% 11 or under. (Of the top 10 prime-time shows, *Laverne and Shirley* has one of the highest 12-34 audiences.) Finally, we know that many of the cable TV networks are involved in large scale—expensive—research projects, conducted by the best research suppliers in the business in an attempt to discover who is watching us, why, for how long, and how intensely.

Perhaps selling network spots is making Mr. Flynn frustrated. He sees the total network share going down every time it's measured. Yes, they are watching cable TV, and they're watching more all the time. Perhaps it's not the masses, but rather specialized segments who are drawn to specialized programing. If there ever was a targeting tool, cable is it.

Research on cable TV audiences will improve and will have information that will be of value to our programers and our advertisers.

I urge advertisers to get aboard quickly. There's enough good research to make a careful and calculated decision. It will be an exciting ride.

As for Mr. Flynn, watch out for the stampede—it's under way.—*Marshall Cohen, vice president, research, Warner Amex Satellite Entertainment Co., New York.*

## One after another

EDITOR: First you changed your cover page.

Then you do super coverage of the 1982 National Cable Television Association convention along with two editorials that have folks sitting up and taking notice.

Then, to top it off, comes "Cablecastings."

BROADCASTING is really with it!—*Thomas E. Wheeler, president, National Cable Television Association, Washington.*

## Signals crossed

EDITOR: In your editorial of May 17, you made the statement that I had taken the position opposing the nomination of Stephen Sharp [to the FCC]. To tell you the truth, nobody has ever asked me to either endorse him or oppose him, and I don't know him or the circumstances surrounding his appointment at this time.—*Barry Goldwater (R-Ariz.), member, U.S. Senate, Washington.*

**Editor's note.** In a news conference last month, Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, said that he and Senator Goldwater, chairman of the Communications Subcommittee, had agreed that "there will be no hearing if there is no Weatherly," a reference to Packwood's preferred choice of Marvin Weatherly for appointment to the FCC (BROADCASTING, April 12).

## Air war

EDITOR: In reference to the letter from Jeff Miller of WGUL(AM)-WPSO(FM) New Port Richey, Fla. (BROADCASTING, May 10), Mr. Miller is in error in concluding that the "airwaves" do not exist per se. The American public is in joint ownership of the atmosphere above the United States. Hence, the license holders of radio transmitting devices in this country are using public "air."

The only reason the FCC regulations were created was to keep greedy people from abusing the public trust and reduce interference from competing transmitters.—*Don Mussell, chief engineer, KUSP(FM) Santa Cruz, Calif.*

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Audience information based on NSI Chicago Metered Overnights, Mon.-Sun., April 29-May 26, 1982 and Arbitron Chicago Metered Overnights, Mon.-Sun., April 28-May 25, 1982. Subject to qualifications available on request.

# Broadcasting **4** May 31

Vol. 102 No. 22

TOP OF THE WEEK

## CBS's own great moment in San Francisco

**Annual meeting finds network, stations pleased with most aspects of their relationship; 'TV Guide' criticism to be investigated; role and importance of cable downplayed; concern over ABC showing in May**

If there were any clouds on CBS-TV's horizon last week, it was hard to see them from San Francisco. That city blessed the network with a glorious week—in keeping, it seemed, with the tenor of the celebration CBS had mounted for the record number of its affiliates, executives and talent who turned out. By the closing banquet Wednesday night (May 26) they had to make 1,200 sculpted-in-ice swans to hold the sherbert between courses.

And in meeting after meeting, the affiliates heard of their first-place network's confidence about its and their future. Not only did senior executives express themselves as still hot on broadcasting, they also indicated a decided (and comforting to affiliates) coolness about the new media, and particularly about cable.

What affiliate unease there may have been in San Francisco concentrated on two issues: the serious charges of news bias made against CBS in a *TV Guide* cover story that broke coincident with the affiliates meeting (story page 36) and concern that the network's performance during the May sweeps (it expects to finish second to ABC) might foretell a resurgence in that key rival's fortunes.

"We have a good thing going" was affiliate chairman Jim Babb's reaction to it all. "We can regionalize the soft spots" in the program schedule, Babb said, saying that there was general agreement among the affiliates that this was a good time—while the network was ahead—to take some programing risks. He pronounced the management "in good hands."

CBS was taking the *TV Guide* charges seriously, as was evident by the news division's announcing an immediate investigation to be headed by Van Gordon Sauter and Bud Benjamin (story page 27). And that pleased the affiliates, too. "We are confident that Sauter will follow through," Babb said. "If there is any truth to the allegations it shows that a couple of people can put a blemish on an otherwise good organization.

"But CBS News is too big [an organization] for that to undo them," Babb said.

What had been a growing issue with the

affiliates—the news commentaries of Bill Moyers, which many felt went beyond normal journalistic bounds—was defused Wednesday morning after Moyers made a moving address to the affiliates that indicated his own realization of vulnerability (see text page 24). Babb and others were effusive in their praise (Babb called it "the greatest platform presentation I've seen in

25 years"), and said he had made a "great leap forward" in credibility with affiliates. "He's a real asset to CBS News."

The big programing problem in May, and the cause of the affiliates' unease, was the use of reruns against first-run competition on ABC. But the reasoning went that CBS could afford both the risk and the experimentation it went through during



**Promotion production.** The rousing finish to CBS's affiliates meeting last week was provided by Advertising and Promotion Vice President Mort Pollack's "Great Moments" presentation, which started off with a description of the summer promotional campaign and ended with a standing-ovation dance number by wives of affiliate and network executives.

Pollack described the progression from the "Looking Good" through the "Looking Good Together" to the "Reach for the Stars" campaigns to the new season's "Great Moments" idea, which features nostalgic scenes from past CBS attractions along with glimpses of the new season's shows. The campaign "tells a positive and optimistic story about growing up with television," Pollack said. Most of its situations revolve around family viewing, "warm, charming and worth watching," Pollack said.



that period. "It was just more important for ABC to win than for us to," said one network executive.

Whether CBS will repeat the San Francisco experiment next year has yet to be determined (all three networks customarily hold their meetings at the Century Plaza in Los Angeles). But all in-

involved were obviously delighted by how well things worked last week. Said one (the morning after the night before, when CBS had taken over all of downtown Tiburon, to which it ferried affiliates in a fleet of tour boats for an evening of feasting): "Next year, we're taking over Liechtenstein." □

## Putting the revolution in low gear

### Wyman tells affiliates he feels many are moving too fast to embrace new technologies, losing sight of value of broadcasting

Anybody poised for a headlong rush into the new media future will not be led by Tom Wyman. The president and chief executive officer of CBS Inc. made that perfectly clear last week as he addressed affiliates of the CBS Television Network, gathered in San Francisco.

"I am increasingly convinced that there is less change on the horizon than most are predicting," Wyman announced at the beginning of his remarks. "That is a theme that may sound a little different [these days]. I suggest that [changes in the media universe] will be not as large, not as threatening and not as soon as most predict."

That cautionary note ran throughout Wyman's address. Referring to "blizzards of press releases about new alliances being formed on all sides" (including CBS's own co-ventures with 20th Century-Fox and

AT&T) Wyman said he found it all "less intimidating than most believe."

And, at another point, he said: "To be specific, it becomes increasingly clear that the potential impact of cable television has been overrated by many." Yes, "it is going to be an important part of our world . . . incidentally, absorbing great amounts of capital" in the process, he said. "But the advertising economics appear to be another matter," he continued. "As the first ratings numbers begin to emerge we see some cause for reflection. It is going to take longer to develop profitable cable networks than most have imagined, and fewer of them will survive" than most have thought. "Caution has to be the password."

Wyman later insisted to BROADCASTING that his remarks had not been inspired by CBS's experience in launching its own advertising-supported cable network—but he pointed out that only one cable programming service (Time Inc.'s HBO) had so far been conspicuously successful in making money in that medium. Nor would he ac-



Wyman

cept a characterization of his speech as sounding a retreat from the new media. "It's a matter of calibration of the expansion rate," he said. "It's clearly important to proceed at a somewhat more orderly pace."

Along with its cautionary keynote, Wyman's address—enthusiastically received by many who heard it—dwelt on the preciousness of the network-affiliate partnership. His prepared remarks—from which he deviated extensively—indicated that he wanted to correct any misimpress-

## THINKING OUT LOUD WITH BILL MOYERS

### A human hand holding the searching journalistic light

*One of the "Great Moments"—to use CBS-TV's own promotional slogan—of last week's affiliate convention was the appearance of senior news analyst Bill Moyers during the CBS News presentation Wednesday morning. There was a Daniel-in-the-lion's-den character about it all; during several of the affiliate closed sessions, it had been made clear that Moyers's commentaries on the evening news—and especially his April 21 People Like Us documentary that occasioned White House wrath (BROADCASTING, April 26)—had made him a controversial figure. Daniel won hands down.*

*In a hand-written address later characterized by CBS-TV affiliates chairman Jim Babb as "the greatest platform presentation I've seen in 25 years," Moyers brought the affiliates to his side with a moving declamation of the journalist's role—and difficulty—in today's troubled world. After declaring himself to be "proud to be a part of a CBS team whose excellence is like a spur to my flank," Moyers went on to describe his career as a reporter (at age 15), presidential press secretary (at 29) and, "for the last 16 years, publishing, editing and broadcasting." Having established his credentials, he said that "part of me wanted to speak this morning professionally, to share with you some of the questions we all ask about our business in these troubled times. But part of me wants to speak, as well, personally. Not as a paid observer,*

*hovering in a neutral zone, but as a citizen like everyone else." Here, in virtually full text, is the speech that put out the fire:*

These last 20 years have been hard on the gross national psychology and just as hard on the individual discomfort index. Assassinations, inflation, recession, exploding energy costs, defeat in Vietnam, wars and rumors of war, the renewal of belligerent nationalism, the persistence in the world of hunger, scandals in high places and the disarray of politics. Kennedy elected and killed. Johnson elected and discredited. Nixon elected and disgraced. Ford appointed and ejected. Carter elected and defeated. Reagan elected and embattled.

America has been moving in these years left, right and center simultaneously. And so have many of us. I understand the mood of the times. I find myself often afraid, sometimes bewildered, usually cantankerous, battered by a hundred new sensations every month and filled with a sense that either we're on the verge of the best of times or the worst of times. I asked a friend of mine on Wall Street what he thought of the market recently. He replied: "I'm optimistic." "Then why do you look so worried?" I said. And he replied: "Because I'm not sure my optimism is justified."

I know what he means. All my illusions are up for grabs, and I'm constantly discovering not only are things not what they seem to be but they never were in fact what I thought them to have been. . . . This world is hard on believers.

sion left by his year-earlier maiden address to them (Wyman celebrates his second anniversary as CBS president on June 2). "One of my greatest disappointments of the past year," said Wyman, "was the story that there was a sense among the affiliates that I see [CBS's] future in new technologies and relationships that suggest a diminishing interest in the [TV] network. I hope these remarks today confirm the inaccuracy of that story."

But Wyman reaffirmed that the major points of his year-ago speech remain unchanged, including the premise that CBS "must be prepared to assume a leadership role in responding to and shaping changes in our industry." (The first draft had mentioned "the media revolution.") But he repeated his assurance that "no businesses will be developed at the expense of the [TV] network" by CBS Inc.

Wyman said "there is no question that the new communications technologies are blurring the traditional barriers between commercial TV, publishing, music, motion pictures and even the telephone." All of them, however, he noted, "have a common connector . . . and that is television." He said it was within this "framework of communications services" that CBS intends to build its future.

Both the affiliates and the network would benefit, he said, from being "well positioned for the future in a broad range of media businesses. If we are in the vanguard of these businesses today, if we understand them and explore them thoughtfully, we will be among their

leaders tomorrow."

CBS's own participation in these new businesses Wyman described as (a) creative and (b) technological. Among the former, he mentioned dealing with the creative community to tap its resources for entertainment and information (as in the CBS/Fox and theatrical films venture). Among the latter he cited teletext, videotext and high-definition television (which, he said, could be the future of television "in the next century").

The CBS president reminded the affiliates that the last year has seen the network's largest programing investment in history (a figure others later placed in the range of \$30 million-\$35 million, as compared to the \$8 million-range of the early 1970's), and he said he had never watched a bigger poker game than the recently concluded National Football League negotiations. But, "unfortunately," he said, "many of these commitments we have made to the network get lost in newspaper and magazine articles characterizing commercial broadcasters as dinosaurs heading for extinction." Wyman noted that dinosaurs were cursed with low I.Q.'s, a condition for which he exempted his broadcasting colleagues.

All of these things have "tested the glue" that binds the network-affiliate relationship, Wyman said. "But the glue holds," he concluded. "We have passed these tests and I am confident that we will continue to in the future." Speaking for CBS, he said that company intends to approach the relationship "with care, with respect and with great affection." □

## More bearishness toward cable

**Jankowski also reaffirms his belief in broadcast TV, skepticism in many new media predictions**

CBS's increasing corporate bearishness toward the medium of cable television—evidenced in the remarks of President Tom Wyman on Monday and in a research presentation on Tuesday—was amplified still further on Wednesday by Broadcast Group President Gene Jankowski in his speech to the CBS-TV network affiliates. CBS may not yet have written off that medium, but it was sounding less and less friendly toward it.

"I suspect a major re-evaluation of cable is about to take place," Jankowski said, after remarking that "before we get too excited about a cable network having eight million subscribers, let us remind ourselves that if and when the day ever comes when subscribers are more important than viewers, on that basis commercial television has 81,500,000 subscribers. Fortunately," Jankowski continued, "the industry is moving from the world of promise to the world of measured performance"—an evaluation he obviously feels will find cable wanting.

Jankowski's discouraging words went still further. "We hear about the onset of a new era of video abundance. So far the 'abundance'—to use what may be a not-so-popular phrase these days—has been

There was a time when I was sure I was a Democrat. Like Ronald Reagan's father, my own father found great help in the Depression from the New Deal, and that's something hard to forget. But Democrats were in power eight years in the 60's and left an unfinished war in Vietnam, raging inflation and a hypertense body politic. So I thought Richard Nixon would turn it all around, and make of the Republican party what FDR had made of the Democratic party 30 years earlier—the predominant party for a generation or more to come. But that was before Agnew, the tapes and Watergate, and I think we're now in for a succession of one-term Presidents. Millions of Americans, including me, find ourselves increasingly sympathetic with Thomas Jefferson, who said: "I am not a Federalist, because I never submitted the whole system of my beliefs to the creed of any one man, whether in religion, in politics or in anything else where I was capable of thinking for myself. If I could not go to heaven but with a party," Jefferson said, "I would not go there at all."

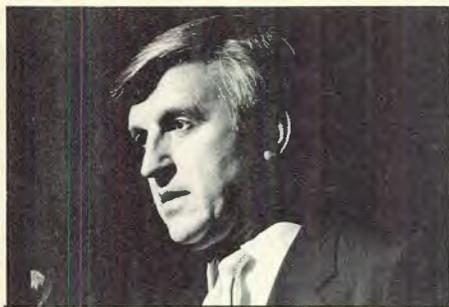
Journalists, you see, are human. When Walter [Cronkite] kept saying: "Oh, boy; oh, boy" as the first astronauts touched down on the moon that was honest journalism. When, after dictating into the radiophone of a speeding car on the streets of Dallas the shooting of a President, that crusty old hard-drinking veteran of 30 years on the White House beat, Merriman Smith, broke down and wept. That was an honest journalist. The professor at the University of Texas who tried over three years to teach me classical Greek was fond of telling how the gods of ancient mythology looked down upon human beings caught in the predicament of the times, and yawned.

Journalists can do that. We can report on the contradictions and paradoxes of modern life and remain unaffected by it. But, ladies and gentlemen, it's one thing to be impartial and another to be indifferent. Unless we are careful, life will come to have no more intimate relationship to the real world of flesh and blood than the centerfold of *Playboy* magazine does to love.

All of this is for a purpose of a final point. It's hard enough these days for a journalist to find the significance of public affairs. For one thing, society makes it hard. It was only a few years ago that students were complaining we were too tough on them and the police that we were not tough enough. Not too long ago that the segregationists were burning us in effigy for refusing to defend their stereotypes, and militant blacks were barring us from their meetings because we refused to tell it their way. Not too long ago that the Kennedy and Johnson administrations were trying to discredit that handful of top-flight correspondents who were reporting from Vietnam the facts as they found them. Or that the Nixon administration was wiretapping some of its own officials, suspected of telling the truth to the press. Nowadays it is coach Chuck Fairbanks hurling obscenities at the local television crew that came last week to cover the ethics hearing of two of his Colorado University football players accused of stealing and selling exams. It is the Argentine government issuing exaggerated versions of the battle and casualties, and British politicians castigating the venerable BBC for not cheerleading the war. Or our own government trying to negate the Freedom of Information Act. Or reporters from the *Los Angeles Times* and the *Philadelphia Inquirer* arrested last week by the Ugandan army and beaten with whips in a military prison. Or our colleague [Bill] Stewart shot in Nicaragua.

Every society resists the searching light. But if the nature of society makes it hard for a reporter to acquire a competent insight into public affairs, our own human nature makes it hard to keep one. Just as the beam of your searchlight strikes the hidden significance, the world tilts, and things change. And because you are human, so do you, and so does the angle of your vision. The searchlight may be strong, as CBS is, but the hand that holds it is human and often shaky. This doesn't spare us from plunging forward into the dark, but it damn sure makes for humility.

Thank you for the chance to think out loud—here, and on your air.



Jankowski

all on the supply side. But now demand is being measured. As actual viewer behavior comes under study, the real world of audience response will replace the promised land of audience claims. This moment of truth will have profound consequences."

Jankowski had set the stage earlier in his remarks by saying "I believe entirely too much time and space has been devoted to the gee-whiz of technological developments and not enough attention has been given to the importance of the message. The medium is *not* the message," he said. "The *message* is the message, just as it always has been and always will be." Shakespeare, Jankowski said, is remembered not for the stages on which his works have been performed but for his words.

Not only did Jankowski declare himself as optimistic about the future of conventional television, he said he was "more and more convinced" about the bright future of "free commercial broadcasting." As had Wyman two days earlier, Jankowski acknowledged that some might find his sentiments surprising. "With all of the happenings in technology, that may seem like an overly optimistic statement to some, or wishful thinking, or hope for a self-fulfilling prophecy." Continuing, he said that "technology does not impart value to mankind; it is people that give value to technology." And, bringing things up to date, he said that "at a time when the press would criticize [the television networks] and emphasize audience erosion, the CBS network audience during the 1981-82 season was larger than it was in 1977."

Jankowski's lack of enthusiasm for cable in general was matched by his lack of regard for the Ted Turner WTBS(TV) Atlanta broadcast operation in particular. "I refuse to call any station that plays reruns of *Leave It to Beaver* and old movies a superstation—that's the world's largest misnomer," he said to affiliate applause.

On the subject of broadcast programing, Jankowski said that "contrary to popular mythology, broadcasting is not a huge and callous industry. We do care about the programs we put on and we do care about being the best at what we do. . . . The elitists may not care for *The Dukes of Hazzard*; nevertheless, viewers in this country put it in the top 10. They find it entertaining and enjoyable, and there is nothing wrong with that."

Whatever happens in the media future,

Jankowski reserves to broadcasters the job of "address[ing] the common denominators—the most widely shared experiences, tastes and interests of our audiences. We will recombine the special interest groups into a community," he said.

Jankowski also expressed concern over pressures that may come broadcasting's way as a result of a proliferation of programing "far more provocative than anything we now associate with a television screen," noting that he included "both information and entertainment" in that remark. "This will produce new and heavy pressures on our traditional ideas concerning freedom of speech. Ironically—for all the talk of the new technologies—it is likely that we will have to bear the brunt of these pressures." While that would present a "severe test," he said that "we will be up to it . . . because we bring to it something available nowhere else: tradition. We have been down that path. We have walked it proudly. We will do so again." □

## More bullishness toward networks

**Rosenfield's answer to the new competitors: 'We do not intend to stand pat'**

"What you will hear again and again this week is of our commitment to the network-affiliate relationship." So said "Terrific Tony" Malara (as he had just been introduced by James Babb, chairman of the affiliates organization) in opening last week's convention of CBS-TV affiliates in San Francisco. He couldn't have been righter.

Malara was followed immediately by keynoter James Rosenfield, executive vice president of the CBS/Broadcast Group, who shortly announced his belief, too, in the certainty that "our relationship with you is stronger than ever, and nothing could be more significant in terms of building for the future."

But Rosenfield also spoke of change, and of the increasing competition for the television audience—particularly from in-

dependent television stations, as well as from cable television. But to Rosenfield it was more a matter of opportunity than of threat: "With more people coming to the set, there are more people for us to go after. During the last five years, CBS audiences have grown about 14%. During this same period, we have witnessed healthy increases in our advertising business with three-network revenues increasing about 60%."

Rosenfield offered this general assessment of what is going on at present in state of the TV art: "The television audience is not eroding, and it is not vanishing. It's just wandering around a bit."

Among the opportunities Rosenfield saw on the horizon was of expanding CBS-TV's reach into dayparts not yet programed, as well as of increasing its performance within those it presently occupies. He spoke retrospectively of *Sunday Morning* and prospectively of the overnight news service (*Nightwatch*, which is scheduled to begin Sept. 13), and reminded the affiliates that "at every moment of the day there is a large untapped potential in homes *not* using television . . . the so-called light viewers who make up a large part of the 30 million homes not using television during an average prime-time minute."

Rosenfield made only an oblique reference to another change that has concerned affiliates: the expansion of commercial inventory in prime time. As he put it: "Because of the cost implications of all these initiatives and our ongoing efforts in program development and acquisition, we have decided to increase modestly network commercial inventory, without diminishing our programing."

But, it remained for Malara to express the most ringing positivism about the network's future. After declaring that "we represent the most successful and dominant source of entertainment to the mass television audience," and saying that the best service of the future will combine "the best in local service with the best in network service," he declared (in tones evocative of John F. Kennedy's inaugural): "Let the competition know, we do not intend to stand pat, or to be complacent. Together we will succeed." □



Malara and Rosenfield

## Taking stock of CBS News

**Sauter assures affiliates that 'TV Guide' charges will be thoroughly examined; is pleased with changes in evening and morning newscasts; promises increased emphasis on promotion**

Van Gordon Sauter, the president of CBS News, lost no time in seizing the nettle as he opened the news presentation at the affiliates meeting Wednesday morning. "When I get back to New York, we will thoroughly examine the charges and respond to management."

Sauter was talking about the controversy raised by *TV Guide's* expose of CBS News practices in connection with a documentary on the Vietnam war (story page 36). He told BROADCASTING that the investigation would be conducted principally by himself and Bud Benjamin, senior executive producer, hard news broadcasts, who, like Sauter, had had nothing to do with the broadcast's preparation and thus could approach the subject disinterestedly. Sauter hopes to complete the investigation within two weeks. He said reports would be made to senior management as the probe progressed.

That out of the way, Sauter described his priorities upon assuming command of the news division this spring. First, to deal with the *Evening News*, then with *Morning News*, then with CBS's overall newsgathering capability and, last but not least, with the promotional efforts necessary to assure appropriate audience shares.

Among the challenges to achieving those goals: ABC's improved news posture over the last year and the continued expansion of cable news coverage (although Sauter said the latter had stimulated more discussion than impact).

CBS will be best served on the news front by a continuation of its tradition and value systems, he said, calling them "our license to broadcast."

Of the *Evening News*, Sauter said:

- Dan Rather had stood "resolute" in the midst of all the commotion attending his taking over the anchor role from Walter Cronkite.

- There had been a graceful transition to a new production team under Howard Stringer as Sanford Socolow transferred to London.

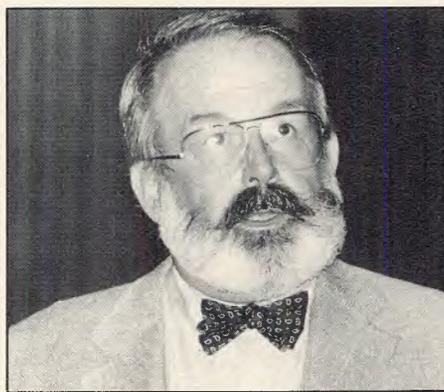
- The broadcast itself was demonstrating greater utilization of graphics and relying less on its Washington bureau while reaching out to other sections of the country for more of its news budget.

The *Morning News*, Sauter said, posed an entirely different challenge. "Infotainment" has been the norm at that hour, he said, and CBS's hard news approach was in the position of swimming against the audience tide. The changes he had instituted in the morning news format—including the replacement of Charles Kuralt by Bill

Kurtis and of executive producer Shad Northshield by George Merlis—were viewed as "unorthodox if not disquieting to some," he admitted. But he said that co-anchor Diane Sawyer was "emerging as a truly natural broadcaster" while she and Kurtis were "developing tremendous rapport." The broadcast is "about six weeks from maturity," Sauter said, indicating that once that point is achieved there will be a basis for promotion and audience growth.

Increased promotion of the news product is essential, in Sauter's view. "We've been outspent and outproduced," he said, adding that he planned to move vigorously into "topical" as well as "generic" advertising.

Referring to the complaints CBS News had received from its affiliates and others over the nature of news coverage—of which the most virulent example until the



Sauter

*TV Guide* article had been the controversy over Bill Moyers (see story page 24)—Sauter said that "much of the news is bad, and ours is a powerful medium." But "we are not advocates" for any point of view and CBS News is simply "telling the reality" of today's circumstances. "The most powerful of the special interest groups—the federal government—is protesting loudly," Sauter said.

The news president was followed by a number of news executives and stars, among them Charles Kuralt, who received a hero's welcome whenever he appeared at the affiliate convention last week, and who remarked that the network "tried hard to make a television star out of me. I did my part—I bought a suit." But Kuralt said that the audience "couldn't take the news seriously when it comes from me." Kuralt will again be featured in his "On the Road" segments on the *Evening News*, beginning tonight (May 31), as well as continuing as host of *Sunday Morning*.

*Morning News* stars Kurtis and Sawyer also appeared during the presentation, she calling it "the decathlon of live broadcasting" and he adding that "it can be a marathon."

Among the largest ovations was that given *Evening News* anchorman Dan Rather, who put in a surprise appearance at the convention. Rather credited Sauter

with bringing a "fighting, savvy spirit" to the news organization, and thanked "Bill Paley, Tom Wyman, Gene Jankowski, Jim Rosenfield" and others for making CBS News "the single best place in the world for a journalist to work." The network stands for "sustained quality." Rather said, adding that it "wasn't born yesterday and won't be gone tomorrow." As to attacks on CBS News, he said that "many times we catch it because we're on top—and when you're on top you have to take your shots." Nevertheless, it's still "the house of heavyweights," he said, and "the front line is strong and the bench is deep. No wonder they call it the dream." □

## 'Continued dominance' for networks seen

**That's word from research chief Poltrack who sees conventional television faring well in face of upcoming new technologies**

Television network affiliates have nothing to worry about. They are now and will remain—at least until 1990—the dominant video medium of the United States. Indeed, in absolute audience and dollar terms, their dominance will be greater than ever eight years from now.

The authority: CBS research, as offered to that network's affiliates last week in one of the annual convention's pivotal presentations, entitled "In the Video Marketplace Today and 1990." It was mounted in San Francisco by David Poltrack, vice president for research of the CBS/Broadcast Group, and appeared to be a principal source from which CBS Inc. President Thomas Wyman and Broadcast Group President Gene Jankowski drew much of the inspiration for their own assessments of the electronic communications competition in this decade (stories pages 24 and 25).

Poltrack began by describing the significant growth in audience for independent TV stations since 1970: up from 12% to 17% of the prime-time audience, for example, and often leading network affiliates in early fringe and in prime-time access periods, particularly in the top 50 markets.

There are independents, of course, the CBS study noted. Perhaps the most conspicuous is Ted Turner's WTBS(TV) Atlanta, which now has a 25% penetration of the U.S. television audience via cable carriage. But Poltrack was quick to note a qualitative weakness among even that quantitative success: "I would only add that WTBS's number-one program attraction, *Saturday Night Wrestling*, is not likely to produce the upscale profile associated with cable television households."

But the worst may be behind network affiliates insofar as competition from inde-

pendents is concerned, Poltrack said. "Future off-network syndicated product may very well generate more money in a tiered, cable home environment than in an independent station environment," he said, noting as well that such local sports franchises as the New York Mets, Islanders and Yankees all have announced multiyear cable deals. Moreover, a number of classic motion pictures are being withdrawn from syndication as companies take aim at both the pay cable and cassette rental markets.

Moreover, he said, those independents that program prime-time news in an attempt to pre-empt late news on network affiliates are themselves being pre-empted by cable's 24-hour news services.

The logical next step under this scenario, as Poltrack put it: "As these independent station program attractions shift from free television to cable, they limit their potential audiences. This, in turn, frees up audiences for the network affiliates."

Summing up CBS's position on independents, Poltrack said "we see little long-term growth for [them] and perhaps even a decline."

Turning to the basic (advertiser-supported) cable services, Poltrack was no more sanguine. "The proliferation of these services seems to know no end," he said. "The audience to these services are small by design [but] the design seems to be working better than their parent companies would like." Altogether, he said, their total audience amounts to only 2% of prime-time viewing.

Moreover, he said, homes capable of receiving 25 channels actually view only eight of that number 10 minutes or more per month. "When you combine the limited viewing menu of the average, 20-plus-channel cable home with the specialized appeal ... it does not seem likely that large audiences will be attracted by many of these services."

Pay cable has been another matter, Poltrack said. Calling it "perhaps the most threatening of the three" network competitors, he termed its recent growth "impressive," and cited a doubling of the pay cable share of prime-time viewing in each of the past two years. Whether that growth will continue, he said, was dependent on the popularity of multipay services and the competition among the various pay possibilities themselves.

On top of all that, Poltrack said, is the competition to pay cable from STV, MDS, SMATV, LPTV and ABC's recently announced HVN (Home View Network), plus videocassettes and disks.

Getting to 1990, Poltrack estimated the TV audience in terms of three types of homes: the pay cable home (also with basic cable) the basic cable home (without pay) and the noncable home. CBS, he said, projects that by 1990 the conventional television networks will have a 63% prime-time share in pay cable homes, a 79% share in basic cable homes and an 86% share in noncable homes. Overall,

that means a 70% network share, "down 10 points from today's 80%."

In absolute terms, however, he said networks will still offer advertisers higher absolute numbers in 1990 than today—up by about 13%.

And if that weren't enough, optimistically speaking, Poltrack said that forecasters are predicting a \$15 billion to \$20 billion network TV advertising market by 1990, compared to a \$6 billion to \$8 billion pay cable market and a \$2 billion to \$3 billion basic cable market. The local and national TV spot market will total \$18 billion, he said, of which affiliates should garner 70% (\$12.6 billion). Another \$2 billion will go to network-owned stations, he said, while independents will get \$5.4 billion on their own.

"In the end," he said, the message for the conventional TV networks and their affiliates: "continued dominance." □

## Programing battleplan

The man with the lion's share of the responsibility for seeing that CBS-TV's entertainment schedule meets the mark opened the programing presentations at last week's affiliate convention on a cautionary note: Pay attention to the content, not the form, he said. B. Donald Grant, president of CBS Entertainment, said: "It's a truism that there are only seven basic plots, but as they have become applied to television forms, some of our critics make them sound like the seven deadly sins."

What CBS is looking for, Grant said, are the "breakthrough" hits that surpass their forms—the *Dallases*, for example, a show that "surpasses its label" and "can turn a whole night around." Among the new series on CBS-TV's 1982-83 schedule he hopes will fall into that category are *Seven Brides for Seven Brothers*, *Mama Malone*, *Square Pegs* and *Bring 'em Back Alive*.

Grant was followed in the programing lineup by Harvey Shephard, vice president for programs for CBS Entertainment, who said CBS was out this year not only to have the most popular schedule but "to reverse a troublesome trend—the loss of network share to independent stations, particularly from 8 to 9 p.m." The approach "had to be fresh, different and represent a real alternative to the other programing choice"—in his estimation, "a risky plan."

Among the principal pieces of that plan:



Grant

*Gloria* on Sunday at 8:30, *Square Pegs*, *Newhart* and *Cagney & Lacey* on Monday, *Bring 'em Back Alive* on Tuesday, *Seven Brides*, *Alice*, *Mama Malone* and the *Good Witch of Laurel Canyon* on Wednesday. *Seven Brides*, singled out for much attention during the affiliate meeting, Shephard described as meeting the audience's desire for "diverting, uplifting" entertainment "focusing on individuals who triumph over hardships"—historically, he said, what people are looking for in difficult economic times.

"All we can say about Friday," Shephard said, "is that it's unfortunate this day comes around only once a week. This past season, *The Dukes of Hazzard*, *Dallas* and *Falcon Crest* trounced the competition as we averaged over a 40 share of audience for the evening." He predicted a repeat performance next season.

□

In addition to the major addresses, the principal presentations on programing and reports on the competition, the CBS-TV meeting featured various sidebar presentations designed to keep affiliates up to date on facts, figures, issues and developments on and off the operational mainstream. Among them:

■ *Vice President for National Television Research Arnold Becker's report on the status quo—*

In terms of prime time, CBS-TV this past season had nine of the top 15 programs and, "equally important," only five of the bottom 35. The network is "competitive on Monday, a winner on Thursday and dominates its competition on Friday and Sunday." Becker said CBS-TV had 69% of the programs with a rating of 25 or more and that it won 19 weeks of the 28-week season, beating ABC on the average by 5% and NBC by "a whopping 25%."

The daytime picture was not CBS's strongest suit, although Becker said the network had five of the top 10 daytime shows and "beats hapless NBC by a margin so great it seems ungentlemanly to mention it." And, never at a loss to make the best of the bad news, Becker said ABC is "third from last" in the daytime.

Saturday mornings go to CBS 4% more than to NBC and 8% more than to ABC. And, in late night, "for the very first time," CBS beat out all the competition. Making a pitch for greater clearances, Becker noted that CBS's late night schedule beat NBC by 21% and ABC by 24% in markets where the three networks compete head to head.

Turning to news, Becker declared that "the transition from Cronkite to Rather has been successful," with the *CBS Evening News* earning an average rating of 13.9 for the season against 12.8's for both ABC and NBC.

Ending his presentation on a massive scale, Becker calculated that the total number of minutes spent by American households viewing CBS programs this past season was (as he spelled it out) "one

trillion, 133 billion, 423 million, 836 thousand and 500."

■ *Vice President for Sales Paul J. Isacson's report on "the jungle out there"—*

Considering the de-emphasis being given cable by senior CBS executives in other forums of the San Francisco convention, it was curious that the sales presentation was devoted almost entirely to the problems of competing with that medium. Granted, the CBS attitude was that it was up against *perceptions* of competition rather than real inroads, but it was clear that something had gotten the network's attention.

"The challenges of the current economy [distinguished by "stagflation"—simultaneous limited growth and high inflation, in Isacson's view] are just one of the many we face in marketing broadcast today," he said. "Another major concern is the emergence of new technologies as competitive advertising vehicles." He noted that a number of advertisers have been experimenting with the new options, using monies initially earmarked for spot or network TV and "with uncommonly light regard for value received." As a result, Isacson said CBS "had to blow some of the smoke away" with its presentation discussing cable realities now and in 1990 and also "had to dispel the hype from the Ted Bates study" (BROADCASTING, Oct. 5, 1981) that proposed diverting broadcast dollars to superstations—a report Isacson labeled "heresy."

■ *Vice President for Engineering and Development Joe Flaherty's report on high-definition television—*

After outlining the general benefits of HDTV (increased picture resolution, improved color rendition, wide-screen aspect ratio and stereophonic sound), Flaherty singled out the problem of transmission as the "critical link" standing between broadcasters and the successful use of the new technology. "Closed systems," as Flaherty referred to cable television, videocassettes and videodisks, can develop HDTV "at will," he said, in that they don't suffer the bandwidth handicap of conventional over-the-air TV (HDTV probably will require 30 mhz for each of its signals, compared to conventional TV's 6 mhz). Broadcasters will need more spectrum.

CBS has attacked the problem in two ways. The first, and longer term, is research to compress the TV signal into "practical" channels. Flaherty cited one study indicating that the use of large scale integrated circuits could produce a "smart" receiver by 1992 that could be teamed with bandwidth reduction transmission techniques and would market for \$150. The second is the attempt to use the 12 ghz band—the same one direct broadcast satellites will use—for terrestrial transmission.

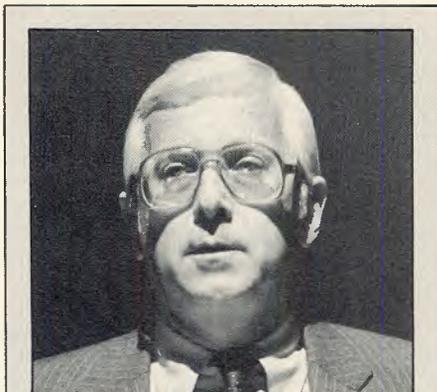
Describing results of first tests of that technology in cooperation with Westinghouse's KPIX-TV San Francisco,

Flaherty said that 75% of locations in the test could receive good pictures up to 30 miles away from the Mount Sutro transmission location. One surprise from the test: Reflections, which had been anticipated to be a problem, turned out instead to be a benefit. Many locations that could not be reached by line-of-sight methods turned out to be reachable by ricochet off other objects. Flaherty seemed optimistic that "solutions [to today's technological problems] will in fact insure that broadcasters will be able to compete in HDTV when it comes."

■ *Teletext Project Director David Percelay's report on that medium—*

In offering one general conclusion concerning the ongoing teletext experimentation at KNXT(TV) Los Angeles, Percelay said: "It's manageable ... teletext has turned out to be a relatively simple operation that now has some 50 advertisers co-operating with it in the Los Angeles test." Marketing data, additionally, suggests that a high number of TV households will make the technological investment necessary for the medium's full implementation, he said.

The biggest problem Percelay described



**No complaints.** The chairman of the CBS Television Network Affiliates Advisory Board declared himself reasonably well pleased with the state of affairs as the annual affiliates meeting began last Monday in San Francisco. It had not been a "stress-free" year, said Jim Babb Jr. of Jefferson-Pilot Broadcasting, Charlotte, N.C., alluding to such difficulties as the network's attempt to expand the early evening news as well as its expansion of commercial inventory in prime time, but he said that although feelings sometimes ran strong, there had been "no rupture" of the relationship and that "the partnership survived intact." Among the positives: "overwhelmingly favorable" reaction to the overnight news. Babb said the "continuation of explosive change" in the electronic media universe was "certain," but found CBS to be in the hands of a "most stable, creative and responsible" management team. His opinion had not changed substantially by the convention's end, when he told BROADCASTING: "We have a good thing going."

as regulatory rather than technological. "It's pointless for broadcasters to develop teletext if cable is allowed to strip it out" when those systems retransmit broadcast signals. That issue is presently under consideration by the FCC. Its successful resolution (from the broadcaster's point of view) should permit broadcasters to proceed rapidly into the teletext future, Percelay said.

■ *Vice President for Administration, Production Facilities and Engineering David White's background on satellite transmission—*

CBS-TV is not yet ready to let go of its 14,000 miles of terrestrial interconnection with affiliates, but the day is approaching reasonably fast. White—acknowledging that CBS is being pushed toward the new technology primarily by anticipation of significant increases in AT&T's terrestrial tariffs—said a pilot test in the Southwest, involving nine affiliates, would begin in late 1982 or early 1983, with a subsequent expansion to the Pacific Coast area and then in stages to other areas of the country. The network is evaluating both C-band and K-band satellites—the latter requiring less elaborate earth receive stations. In C-band operations the receive stations would be 7 meters in diameter, in the K-band perhaps 2 to 3 meters.

White advised affiliates to begin anticipating their own responsibilities in establishing a satellite-interconnected network, including finding suitable sites for earth stations and meeting appropriate zoning requirements. Among the most important considerations: sites free from interference both for downlink and uplink operation. In addition to the site itself, affiliates will have to arrange for road access, antenna foundation, equipment shelter, security fencing and power. The problems will be least severe for the 60%-70% of affiliates CBS estimates will be able to co-locate earth stations with transmitter sites or broadcast studios.

■ *Affiliate Relations Vice President Scott Michels's report—*

The official most responsible for liaison with CBS-TV's affiliates told them two things last week: (a) The times they are a changin' and (b) the more things change the more they stay the same. He reported primarily on the network's new overnight news service, which will require a number of adjustments in network feed patterns (notably of *The Young and the Restless* soap opera and the *Morning News*). Remarking of the plans for satellite interconnection, Michels said AT&T had raised its tariff three times in the past two years and that "the worst is yet to come," with proposed increases that could range from as low as 11% to as high as 86% (from \$1.5 million to \$11.5 million). Although CBS has not yet passed on these tariff increases to its affiliates, the projected hikes would have a "staggering" impact on the network, he said. □

## Taking sides on AT&T decree

**Baxter defends Justice settlement, Geller, Senkowski, Biddle offer objections, Wirth criticizes Bell campaign to defeat his bill**

The proposed AT&T settlement and related legislative proposals continue to provide material for government-industry conferences in Washington. Last week, it was the Federal Bar Association, which managed to corral some of the major players involved for its fifth annual telecommunications conference.

The Justice Department's antitrust chief, William F. Baxter, defended the proposed settlement with AT&T as relatively simple and logical, and in the public interest. In the process, he appeared to question the motives of state public utilities commissions in criticizing the proposed settlement because of the possible effect on the viability of the local operating companies. But a panel made clear the critics of the settlement were not confined to state officials.

Then Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, defended his telecommunications reform bill (H.R. 5158) against the "hogwash" he said AT&T was dispensing in an effort to discredit it. He said the measure was consistent with the settlement, but dealt with issues not included in it. A second panel did little to offset the general expectation there will be no major legislation on the issue in the current Congress.

Baxter said the settlement, calling for the divestiture of the Bell System's 22 local operating companies (BOC's), would accomplish the principal aim of the antitrust suit brought in 1974—to prevent the system from denying would-be competitors in associated markets equal access to those local companies. All services involved in local exchange would be retained by the BOC's; those that were not would be retained by the parent company.

But he also noted that states that wish to subsidize local telephone users with revenues from long-distance rates would be able to do so under the proposed settlement. A mechanism—interexchange access charges—would be available. But its use would not be hidden from the public, state commissions would be obliged to buck political pressure to make use of it. Baxter noted that states are now accused of such cross-subsidization under existing regulations, a charge he did not say he endorsed.

A panel that followed Baxter's appearance contained three members who found a number of things they would change—the absence of a mechanism for regulating the Long Lines Division, for instance. Henry Geller, director of Duke University's Washington Center for Public Policy, and Michael Senkowski, a Washington attorney who represents a number

of AT&T's users and competitors, noted that, although the Justice Department says AT&T will be regulated by marketplace forces, it now serves 96% of the country's homes. And both said it would be years before competition is sufficient to provide assurance that AT&T would not be able to discriminate against competitors in other services seeking to use its lines.

But Wirth said he could understand the settlement's appeal to AT&T. It allows the company to retain "high revenue, low cost" features while divesting local companies "with their enormous plant expenses and low revenues."

Wirth maintained a show of confidence that Congress will pass telecommunications legislation. But a Senate Commerce Committee aide, Ward White, did not offer much encouragement. The Senate has passed its own bill (S. 898), but White, majority senior counsel on the committee, said that, as far as final congressional passage is concerned, "time is against us." The legislative process could run "into August," by which time members would be anxious to depart for home and election campaigns. And he indicated the Commerce Committee would balk at efforts to resolve hastily differences with the House. It could result in poor bill drafting, he said.

David K. Aylward, chief counsel and staff director on the House Telecommunications Subcommittee, said the political dynamics have changed as a result of the order issued last week by Judge Harold Greene, who presided at the antitrust trial and is now considering the settlement (story, page 53). The questions he posed, Aylward said, "Confused the hell out of the politics." The "certainty" AT&T had "is being lost," he said, with the possibility of modifications of the proposed settlement. "It may change positions on the Hill," he said.

But what would happen if there were no legislation? Would the FCC consider it has the authority to "forbear" from regulating AT&T? asked former FCC Chairman Richard E. Wiley, who was serving as moderator of the panel. "The commission believes we do," said Commissioner Mimi Weyforth Dawson. "We will carry our policy interpretation as far as we can." □

### **Relaxation of crossownership seen needed to ease cable 'credit crunch'; FBA session also debates fairness doctrine**

Lawyers and regulators can talk all they want about regulation of the telecommunications industry, the ideology and politics of it all—even the public interest implications. But it took an economist last week to cut through much of the rhetoric at a Federal Bar Association conference on telecommunications law with some observations that may or may not be valid but that, at a minimum, seemed to bear some relationship to the world outside the Shoreham hotel, in Washington.

The economist was Alan Pearce, a former FCC staff member, who is some-

thing of an anachronism in today's Washington—he is, he says, "an old fashioned regulator." But his subject was cable television, and his argument was that rules barring telephone companies and networks from ownership of cable systems—rules he helped formulate while with the commission in the early 1970's—may have to be lifted if cable is to fulfill its promise of providing a multitude of services.

The industry, he said, is strapped for cash at a time of high interest rates. It "needs billions of dollars to upgrade systems now in place to provide the services being requested." But it must finance that expansion, he said. It's not generating the necessary revenues. He said the industry's debt last year was \$4 billion, and would rise some \$1.8 billion this year. And while industry revenues will top \$4 billion, a \$6-billion debt would mean annual debt service payments of up to \$1 billion, or 25% of total revenues. And if the industry is to reach 50 million subscribers in the late 1980's, as industry members predict, it will need another \$20 billion. "The figures don't compute."

Pearce's suggested solution to what he called "the credit crunch" is for the commission to change its media crossownership rules "and encourage telephone companies and the networks . . . to take a more active role" in cable. He also would open the door to broadcasters now barred from owning systems in markets where they operate television stations.

Pearce was a member of a panel—on regulatory policies to be applied to the electronic mass media "in an age of competition"—that included representatives of the broadcasting and cable industries, as well as the FCC.

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, ticked off some "antediluvian axioms" he said the commission has followed in the past but that are "poorly suited for regulating the electronic mass media in the 1980's." Among them: "Government always knows best," "bigness is always bad," and "act now, think later," as in the case of the commission's order creating the low-power television service.

Thomas Wheeler, president of the National Cable Television Association, spoke of the need for regulation, even in an era of deregulation. But the government activity he said is necessary to "facilitate the marketplace" and then to make sure the competitors operate on "a level field," with no one having an advantage.

Earlier, the lawyers at the conference heard a debate on the question of whether Congress should abolish the fairness doctrine. Floyd Abrams, a lawyer who has gained prominence arguing in behalf of the networks' and newspapers' First Amendment rights, took the pro side. Dean Jerome A. Barron of the George Washington University Law School, a leading advocate of the people's right of access to the media, took the opposing side. □

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# ABC's Daytime Programming

The National Academy of Television Arts and Sciences has announced 139 nominations for Daytime & Children's Emmys.

ABC is very proud to have received 63.

## Outstanding Daytime Drama Series

**All My Children** *Jorn Winther, Producer*  
**General Hospital** *Gloria Monty, Producer*  
**Ryan's Hope** *Ellen Barrett, Producer*

## Outstanding Game or Audience Participation Show

**Family Feud**  
*Mark Goodson, Executive Producer*  
*Howard Felsher, Producer*

## Children's Entertainment Series

**ABC Weekend Specials**  
*Robert Chenault, Executive Producer*

## Outstanding Children's Informational/Instructional Series

**Kids Are People Too**  
*Marilyn Olin, Executive Producer*

## Outstanding Children's Entertainment Specials

**Starstruck**  
*(ABC Afterschool Special) 10/14/81*

## Outstanding Actor in a Daytime Drama Series

**All My Children** **James Mitchell**  
**All My Children** **Richard Shoberg**  
**General Hospital** **Stuart Damon**  
**General Hospital** **Anthony Geary**

## Outstanding Actress in a Daytime Drama Series

**All My Children** **Susan Lucci**  
**The Edge of Night** **Ann Flood**  
**The Edge of Night** **Sharon Gabet**  
**General Hospital** **Leslie Charlestone**  
**One Life To Live** **Robin Strasser**

## Outstanding Actor in a Supporting Role for a Daytime Drama Series

**All My Children** **Darnell Williams**  
**General Hospital** **David Lewis**  
**General Hospital** **Doug Sheehan**  
**One Life To Live** **Gerald Anthony**

## Outstanding Actress in a Supporting Role for a Daytime Drama Series

**All My Children** **Elizabeth Lawrence**  
**All My Children** **Dorothy Lyman**  
**Ryan's Hope** **Louise Shaffer**

## Outstanding Host/Hostess in a Game or Audience Participation Show

**Family Feud** **Richard Dawson**

## Outstanding Direction for a Daytime Drama Series

**All My Children** **Larry Auerbach**  
*Jack Coffey, Sherrel Hoffman, Jorn Winther*

**The Edge of Night** **Richard Pepperman,**  
*John Sedwick*

**General Hospital** **Marlena Laird**  
*Alan Pultz, Phillip Sogard*

**One Life To Live** **Norman Hall,**  
*Peter Miner, David Pressman*

## Outstanding Individual Direction for a Game or Audience Participation Show

**Family Feud** 5/29/81 **Paul Alter**

## Outstanding Individual Direction for a Variety Series

**American Bandstand** 4/18/81 **Barry Glazer**

## Outstanding Individual Achievement in Children's Programming for Directing

**Daddy, I'm Their Mama Now**  
*(ABC Afterschool Special)*  
3/3/82 **Jeff Bleckner**

**She Drinks a Little**  
*(ABC Afterschool Special)*  
9/21/81 **Arthur Allan Seidelman**

## Outstanding Writing for a Daytime Drama Series

**All My Children** **Agnes Nixon**  
*Wisner Washam, Jack Wood, Mary K. Wells*  
*Clarice Blackburn, Carolyn Franz*  
*Lorraine Broderick, Cynthia Benjamin*  
*John Saffron, Elizabeth Wallace*

## The Edge of Night

*Henry Slesar, Lois Kibbee*

**One Life To Live** **Sam Hall, Peggy O'Shea**  
*Don Wallace, Lanie Bertram*  
*Fred Corke, S. Michael Schnessel*

## Outstanding Achievement in Technical Excellence for a Daytime Drama Series

### All My Children

#### Technical Directors:

*Joseph Solomito, Howard Zweig*  
*Associate Directors: Diana Wenman*  
*Jean Dadario, Barbara Martin Simmons*  
*Electronic Camera: Lawrence Hammond*  
*Robert Ambrico, Larry Strack*  
*Vincent Senatore, Jay Kenn*  
*Trevor Thompson*

*Sr. Video-Engineer: Len Walas*

#### Audio Engineers:

*Al Lemanski, Charles Eisen*  
*Videotape Editor: Roger Haenelt*  
*Sound Effects Eng.: Barbara Wood*

### General Hospital

#### Technical Directors:

*John Cochran, David Smith*  
*Electronic Camera: Ritch Kenney*  
*John Rago, James Angel, Barry Kirstein*  
*Jack Denton, David Banks*  
*Jan Lowry, Blair White*  
*Dale Walsh, Carol Wetovich*  
*William Scott, D. J. Diomedes*  
*Sal Folino, Bud Holland*

*Sr. Video Engineers: Sam Potter*  
*Victor Bagdadi, Robert Miller, Zoli Osaze*

#### Associate Directors:

*Hal Alexander, George Thompson*

*Videotape Editors: Bob Lanham*  
*Jose Galvez, Jack Moody*

## Outstanding Achievement in Design Excellence for a Daytime Drama Series

### All My Children

*Scenic Designer: John Pitts*

#### Lighting Directors:

*William Itkin, Donna Larson, Donald Gavitt*

*Costume Designer: Carol Luiken*

#### Make-up Designers:

*Sylvia Lawrence, Scott Hersh*

#### Hair Designers:

*Marie Ange Ripka, Richard Green*

*Music Director: Teri Smith*

#### Music Composers:

*Sid Ramin, Irving Robbin*

*Graphic Designer: Hy Bley*

### General Hospital

*Art Director: James Ellingwood*

*Set Decorator: Mercer Barrows*

#### Lighting Directors:

*Grant Velie, Thomas Markle, John Zak*

*Costume Designer: Jim O'Daniel*

#### Make-up Designers:

*P. K. Cole, Vikki McCarter, Diane Lewis*

#### Hair Designers:

*Katherine Kotarakos, Debbie Holmes*

#### Music Directors:

*Dominic Messinger, Jill Farren Phelps*

*Music Composer: Charles Paul*

### Ryan's Hope

*Scenic Designer: Sy Tomashoff*

#### Lighting Directors:

*John Connolly, Dennis Size*

*Costume Designer: Alex Tolken*

#### Make-up Designers:

*James Cola, Tracy Kelly McNevin*

#### Hair Designers:

*John Keith Quinn, John DeLaat*

*Music Director: Sybil Weinberger*

## Outstanding Individual Achievement in Children's Programming for Writing

### She Drinks A Little

*(ABC Afterschool Special)*

9/23/81 **Paul W. Cooper**

## Outstanding Music Composition/Direction in Children's Programming

### The Unforgivable Secret

*(ABC Afterschool Special) 2/10/82*

*Elliot Lawrence Composer/Director*

## Outstanding Cinematography in Children's Programming

### Daddy, I'm Their Mama Now

*(ABC Afterschool Special)*

3/3/82 **Hanania Baer**

## Outstanding Film Editing in Children's Programming

### My Mother Was Never A Kid

*(ABC Afterschool Special)*

3/18/81 **Gloria Whittemore**

# Sweeps Emmy Nominations

## Outstanding Achievement in Religious Programming—Series

Directions Sid Darion, *Executive Producer*  
Adela E. Lowe, *Producer*

## Special Classification of Outstanding Program Achievement

FYI Yanna Kroyt Brandt, *Producer*  
Mary Ann Donahue,  
*Coordinating Producer*

## Outstanding Achievement in the Coverage of Special Events

The Eighth Annual Emmy Awards for Daytime Programming—5/21/81  
William Carruthers, *Executive Producer*  
Joel Stein, *Producer*

## Special Classification of Outstanding Individual Achievement—Performers

FYI Hal Linden, *Host*

## Special Classification of Outstanding Individual Achievement—Writing

FYI Elaine Meryl Brown, Betty Cornfeld,  
Mary Ann Donahue, Joe Gustaitis,  
Robin Westen

## Special Classification of Outstanding Individual Achievement—Directing

FYI Michael Gargiulo

## Outstanding Individual Achievement in any Area of Creative Technical Crafts—Technical Direction/ Electronic Camerawork

Remote: Switzerland, "All My Children"  
2/11/82, 2/19/82, 2/22/82  
Lawrence Hammond, Nicholas Hutak,  
Thomas Woods, *Electronic Camera*

Remote: Luke and Laura's Wedding  
"General Hospital" 11/15-16/81  
William H. Pope, *Electronic Camera*

## Outstanding Achievement in any Area of Creative Technical Crafts—Associate Direction/ Videotape Editing

Remote: Luke and Laura's Wedding  
"General Hospital" 11/15-16/81  
Nick Giordano, Lou Torino  
*Videotape Editors*

## Outstanding Individual Achievement in the Coverage of Special Events—Music Composition/ Direction

The Eight Annual Emmy for Daytime Programming 5/21/81  
Walter Levinsky, *Composer/Director*

## Outstanding Individual Achievement in Children's Programming—Art Direction/Scenic Design/Set Decoration

My Mother Was Never A Kid  
(ABC Afterschool Special) 3/18/81  
Claude Bonniere, *Art Director*

Daddy, I'm Their Mama Now  
(ABC Afterschool Special) 3/3/82  
Cary White, *Art Director*

## Outstanding Achievement in any Area of Creative Technical Crafts—Lighting Direction

Remote: Gallery Basement  
"One Life To Live" 12/30/81 Everett Melosh

Remote: Switzerland  
"All My Children" 2/11-25/82 James Tetlaw

## Outstanding Individual Achievement in Children's Programming—Costume Design

She Drinks A Little  
(ABC Afterschool Special)  
9/23/81 Jean Blackburn

My Mother Was Never A Kid  
(ABC Afterschool Special)  
3/18/81 Delphine White

## Outstanding Individual Achievement in Children's Programming—Make-up Design & Hair Design

She Drinks a Little  
(ABC Afterschool Special)  
Nancy Ferguson, *Make-up Designer*

My Mother Was Never A Kid  
(ABC Afterschool Special)  
Shonagh Jabour, *Make-up Designer*

My Mother Was Never a Kid  
(ABC Afterschool Special)  
Judi Cooper Sealy, *Hair Designer*

## ABC TELEVISION NETWORK



## The unseen war: Falklands escape the camera's eye

**Argentina and Britain keep tight rein on news from war; most reporters able to get no closer than Buenos Aires; still, networks spend \$1 million each during first six weeks**

The problem newsmen face in covering the war over the Falkland Islands is that the coverage has been sanitized and there's nothing they can do about it. As Jeff Gralnick, ABC News vice president and executive producer of both *World News Tonight* and special events, put it last week, "You've got a war going on that you can't see yourself."

Other newsmen agreed. Unable to get in for a first-hand look, they must provide second-hand coverage. Consequently, this war's guns are seldom seen or heard, its bloody toll evident only in the official announcements of body counts and at the occasional hero's funeral. For broadcast audiences as well as readers, it's a war nobody really sees or hears.

Not only must reporters depend on secondary sources for their information, but the sources are themselves suspect, for the sources are the two warring governments, Britain and Argentina; each has its built-in biases, and they control, directly or through censorship, whatever news gets out.

And not that much news is being let out. As far as visual coverage is concerned, Matthew Brady was sending back more and better war scenes 120 years ago.

Newsmen also tended to agree that television's visual advantage over radio has been reduced to file films, standup reports, coverage of government briefings and, from the United Nations, talking-heads interviews with "experts"—and not much else. One observer suggested that either TV or radio could take the bare-bones reports coming in and reconstruct this war the way Gordon McLendon—or Ronald Reagan, for that matter—used to reconstruct baseball games.

As Gralnick put it, without on-scene coverage the story has to be told to viewers rather than shown.

Broadcast newsmen have been doing what they could to overcome their frustration—at considerable cost. The three broadcast TV network news organizations were spending at a rate estimated "conservatively" at a million dollars per network for the first six weeks of the war. They had installed contingents of 30 to 40 persons each in Buenos Aires, home base for news of the Argentine side, and were relying heavily on their London bureaus for reports from the British side. Cable News Network officials estimated CNN was

spending \$25,000 a day on satellite reports from Buenos Aires and London.

The basic problem was that the only war correspondents anywhere near the action were aboard ships in the British fleet—and those correspondents, from the BBC and Independent TV News, were being heavily censored.

British authorities said there were no facilities aboard for satellite transmission, although films of one event—a British flag raising on the Falklands—reached London quickly enough to convince skeptics they had been right in thinking the facilities were there but were being kept mostly out of access. Pictures arrived slowly and were primarily stills.

ABC's Gralnick said the information, aside from being second-hand, was "passing through a censorship screen" and "there's a lot they're not telling us." Comparatively, however, the British, for the most part, have been "very forthcoming" while the Argentines have provided "very



ABC

little of the real story," Gralnick said. "Each day it's a question of trying to balance [it] out." Despite the obstacles, he claimed to be satisfied with ABC's reportage. "I don't think we've lost track of the story," he said.

Gralnick called the telephone "our greatest tool." He said reporters each day wait "for the set of rumors" and the official briefings and then try to verify the information and put the story in context through their sources.

At one point, ABC had thought about chartering a steamer and equipping it to cover the action. Gralnick said that plan fell apart primarily because it would have been "too dangerous" since the steamer could have been caught up in the fighting. He added that the costs probably would have been prohibitive as well.

Currently ABC has some 30-40 staffers in Buenos Aires, a city normally covered through ABC's Miami bureau. The resources of the 50-60 people in ABC's London bureau are available there. Cor-

respondent Barry Serafin was in Buenos Aires last week, relieving Sander Vanocur after a seven-and-a-half week stint. Vanocur is expected to return there should the war continue. With Peter Jennings in London is Carl Bernstein, reporting primarily for *Nightline*. Over the past several weeks, the Falklands has been *Nightline's* news story for three or four nights.

"Frustrating" is the description CBS News foreign editor Peter Larkin, who's been responsible for that network's coverage, has of the Falklands situation. "You can't be satisfied" he says, with reporting that has had to rely so heavily on file footage and material obtained from third parties. CBS, as did others, considered making attempts to get out to cover the naval situation, rejecting them as impractical. And even if, Larkin adds, one had been "clairvoyant" enough to have put a crew on the Falklands, the Argentines would have thrown them off. As for the discrepancies between the two "official" accounts, Larkin believes "there's a hell of a story to be written when this is all over and we're better able to determine who's been giving us more accurate information."

While acknowledging that the British have held more and more "ordered" briefings, Larkin, who stood a tour as CBS London bureau chief, says he was in no way surprised when the British used their national press to spread misleading accounts of their invasion intentions. "I presumed from the start the British would use disinformation," he recalls adding, "The point for the American public in all this is to say 'look what happens when you don't have a free press.'"

CBS supplemented the diet of official stills and reports with material from freelancers in Argentina and by purchasing exclusive broadcast rights to the photographs of the sinking of the Argentine cruiser, General Belgrano.

Virtually every day of the crisis, *CBS Morning* has used live, two-way reports from London with correspondent Tom Fenton or John Blakestone and either Bob Schieffer or Bob Simon in Buenos Aires. Each morning feed was one of two daily via satellite from those locations. Schieffer has even continued to co-anchor the *CBS Evening News* on Saturdays from Buenos Aires, although one Schieffer report from the makeshift studio in his Sheraton hotel room experienced video problems when a spotlight burned out (he finished the report in the dark). CBS's *Sunday Morning* has used three-way conversations among Charles Kuralt in New York and the London and Buenos Aires reporters.

One set of CBS plans was interrupted by

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the British invasion of the Falklands—Dan Rather had been going to anchor the *Evening News* from San Francisco, where the CBS affiliates were meeting, and from Los Angeles last week—the full plans were scrubbed and Rather did miss one broadcast as a result.

Aside from regularly scheduled broadcasts, CBS has devoted more than 40 special reports since April 25 to the Falklands crisis.

Jerry Lamprecht, director of foreign news, NBC News, says “the Falklands story is mainly one of diplomacy that is being enacted in London, Buenos Aires, Washington and at the United Nations,” and “we have to rely on what Argentine TV and the BBC release in the way of pictorial coverage” of the war itself.

“Basically the story is a reaction story and we do our best to weigh against reality what is passed by the censors,” he said. “In the way of new pictorial material, some pool coverage has just arrived from London, and it’s considered ‘fresh’ even though it was shot about two weeks ago.”

NBC News has about 35 people in Buenos Aires, and Lamprecht said the relatively large contingent must be maintained because “the war is a 24-hour-a-day story.” Covering for NBC News now from Buenos Aires are Steven Delaney, Jim Cummins, Dan Molina and Alan Walden. Previous correspondents there included Richard Veleriani, Kenley Jones and Robin Lloyd. NBC also has beefed up its coverage from London. Reporting there now are John Cochran, James Compton and Bob Jamieson. Others who have reported from London since the crisis began were Jim Bittermann and Fred Francis.

NBC News claims that Robin Lloyd was the only U.S. network correspondent who was on the Falklands before the war erupted. He had a crew with him and for a day and a half interviewed islanders for their views on the mounting crisis.

Cable News Network, like other TV news organizations, is feeling the pinch from the shortage of visual material, according to senior vice president Ed Turner, but has been taking feeds through the day and evening from London, picking up or excerpting ITN’s two daily newscasts, covering the British War Ministry’s daily briefing live whenever live coverage was allowed, doing pickups from Buenos Aires and using material released by Argentine television.

For the past six weekends CNN has been providing live coverage virtually “wall to wall,” with analyses, explainers, UN pickups, and its own experts. CNN’s Mike Boetcher and Jim Clancy are providing coverage from Buenos Aires, normally staffed from Atlanta, while Dick Blystone, CNN’s principal London correspondent, has been joined in the British capital by Tony Collins from the CNN Rome bureau. Two retired military officers, Admiral Thor Hansen and Colonel John Keely, are assisting with analysis in Washington.

Turner, returning to CNN’s Atlanta headquarters from its Washington bureau (BROADCASTING, May 24), says: “We’re

giving it as much coverage as we can find knowledgeable people to do it.” Finding experts on the Falklands, he added, has been surprisingly easy. “In Washington,” he added, “if you said you were going to cover a burning at the stake and needed an expert on witchcraft, I’m sure 700 would surface overnight.”

Among TV stations, one that has had a special interest in covering the war is KPIX(TV) San Francisco. One of its reporters, David Jackson, was in Buenos Aires in mid April gathering material that was used in regular local newscasts and in seven half-hour specials that have aired since May 4. According to the station, they have averaged 6.2 in the Nielsen overnights, often outdrawing ABC’s *Nightline* locally.

Radio networks, unhampered by the shortage of visuals, have concentrated on reporting from wherever news is being released. In some cases they rely on their TV correspondents to file reports for radio, too, bolstering their radio news staffs. Wherever possible, they have stepped up their coverage. ABC News, for example, says that in addition to special reports since early April it has fed well over 3,000 live inserts for regularly scheduled newscasts, drawing primarily on a round-the-clock telephone hookup to link the network’s correspondents in Buenos

Aires, New York and London.

Radio-only networks, too, are providing coverage from the main news bases, both in regular newscasts and in specials as warranted. Mutual says that in addition it has a listening post that monitors material coming in from the BBC and, fortunately, already had its own man, David Welna, in Buenos Aires when the crisis arose. AP Radio has also been supplementing its own reports on material from the BBC, while UPI is using reports from Michael Mickelson, a reporter on the UPITN team with the British fleet. UPITN is co-owned by UPI, ABC and Britain’s ITV.

Nobody involved in the coverage, radio or TV, seems pleased with the result, though all say it’s the best they can do in the circumstances. The British government has taken exception to that claim, criticizing the BBC for giving too much attention to the Argentine side—and drawing the reply that BBC’s job is to give the facts as best it can, not to rally round the British flag (BROADCASTING, May 17). And last week the press had a gripe of its own, claiming it had been used by British government officials who deliberately planted misleading accounts of their invasion plans to catch the Argentine forces off guard. All in all, covering this war is proving to be, as ABC’s Gralnick called it, “damn tough.” □

## TV Guide article blasts CBS documentary

*TV Guide* magazine last week carried a cover article severely criticizing a recent CBS News documentary, *The Uncounted Enemy: A Vietnam Deception*, for its “journalistic lapses” and “distorted accounts of events to support its case.”

In a 10-page article in its May 28 issue, *TV Guide* said the documentary, broadcast last Jan. 23, seemed to prove that U.S. military intelligence forces under General William Westmoreland had “deliberately and systematically underreported the size and strength of the enemy in Vietnam and had conspired to deceive President Lyndon B. Johnson, the Congress and the American public.”

The tenor of the article was advertised in its title, “Anatomy of a Smear,” which carried the sub-title, “How CBS News Broke The Rules and ‘Got’ Gen. Westmoreland.” It was written by staffers Don Kowet and Sally Bedell.

*TV Guide* wrote that the seriousness of the charges in the 90-minute documentary led the magazine on a two-month investigation of the making of *The Uncounted Enemy*. *TV Guide* said its objective was not to confirm or deny the

existence of a “conspiracy” that CBS journalists said existed but to document their charges against military intelligence and General Westmoreland himself.

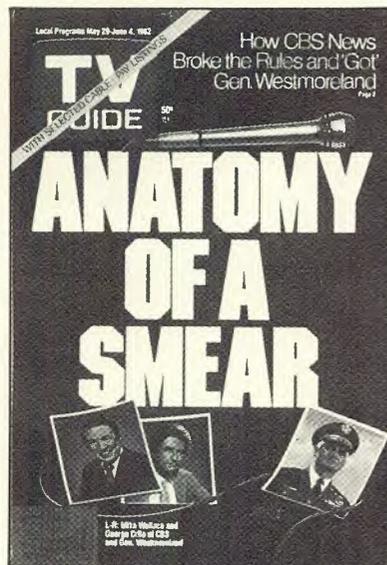
After the broadcast, General Westmoreland called a Washington news conference to denounce the documentary as “an attempt to execute me on the scaffold of public opinion... a vicious, scurrilous and pre-meditated attack” (BROADCASTING, Feb. 1).

*TV Guide* said the documentary claimed that beginning in 1967, Westmoreland had “systematically underreported to his superiors the size and strength of the enemy in order to make it appear that he was indeed winning the ‘war of attrition.’”

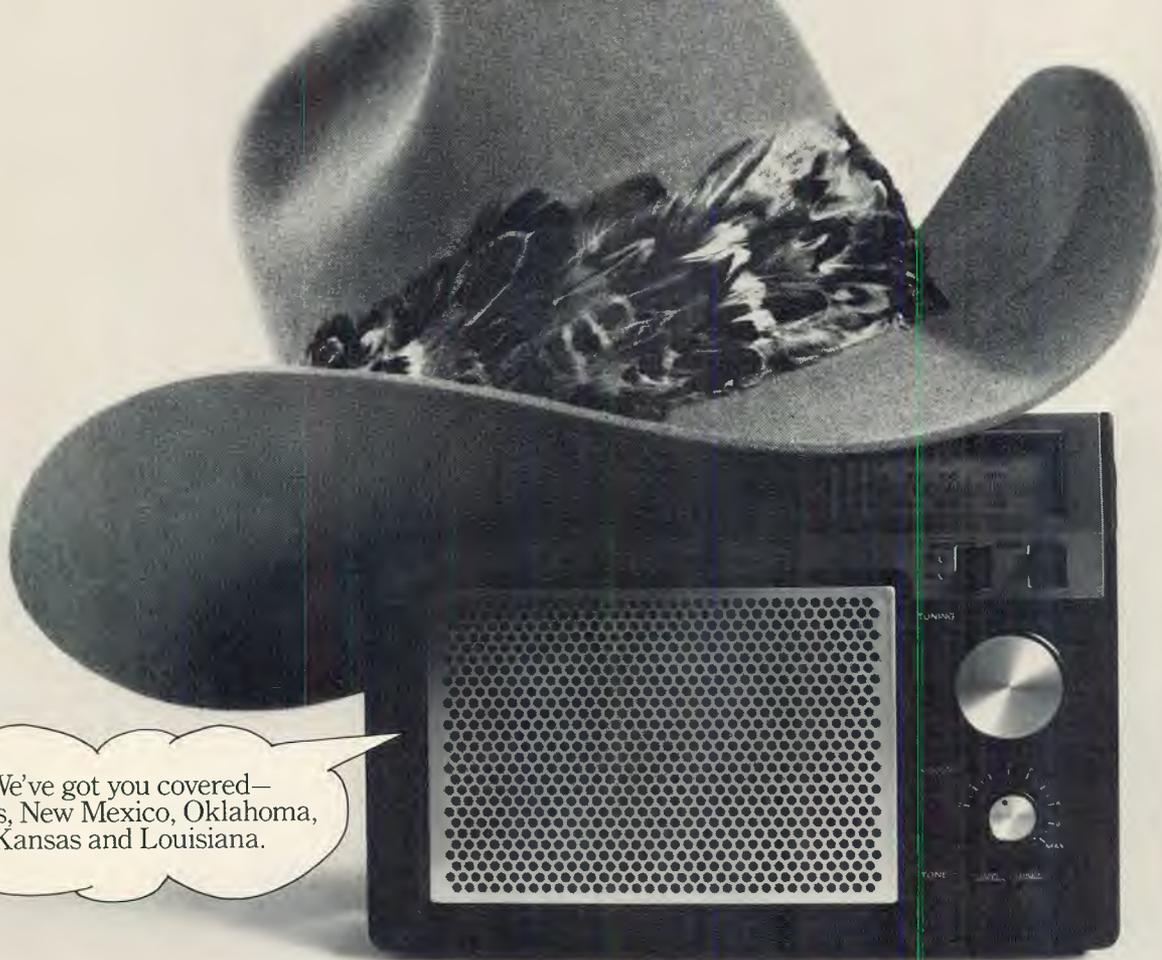
The article said its investigation disclosed eight major points of contention in the CBS documentary. The magazine outlined them as follows:

- CBS began with the premise that a conspiracy had been perpetrated and turned away from evidence that suggested otherwise.

- CBS paid \$25,000 to a consultant on the program without adequately investigating



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KTAR/KKLT, Phoenix; KCBS, San Francisco; KNX, Los Angeles; KSDO/KEZL, San Diego

his 14-year search to prove the program's conspiracy theory.

■ CBS rehearsed its paid consultant before he was interviewed on camera, violating its own official guidelines.

■ CBS screened for a sympathetic witness the statements of other witnesses already on film in order to persuade him to re-do his on-camera interview. But CBS did not offer the targets of its conspiracy charge any opportunity before their interviews to hear their accusers, or to have a second chance before the cameras.

■ CBS asked soft questions of sympathetic witnesses, while "grilling unfriendly witnesses with prosecutorial zeal."

■ CBS misrepresented the accounts of events provided by some witnesses, while ignoring altogether others who might have been able to challenge CBS's assertions.

■ CBS used quotes out of context, in one case to imply incorrectly that Westmoreland was familiar with a meeting where estimates of the enemy were arbitrarily cut. Evidence of familiarity was crucial to prove the conspiracy charge.

■ CBS's own paid consultant now doubts the documentary's premise of a Westmoreland-led conspiracy.

The magazine said that Sam Adams, a former CIA analyst who was paid \$25,000 as a consultant to the program, was the source of much of the material. Adams had long held the view that military leaders in Vietnam had conspired to conceal the real strength of the enemy. *TV Guide* said Adams was acquainted with George Crile of CBS News, who produced the *Enemy* documentary.

*TV Guide* said Adams not only served as a consultant but also appeared on the program. In violation of internal ethical

guidelines, the magazine wrote, Adams was "coached intensively" on the questions he would be asked. Another witness friendly to CBS, the magazine said, was former CIA official George Allen, who was permitted to screen portions of interviews already on film before he was questioned.

Westmoreland was interviewed by correspondent Mike Wallace. *TV Guide* quotes Westmoreland as saying that on at least 10 occasions he had made the point that the relatively small size of the enemy force that attacked during the Tet Offensive proved that "rather than underestimating the strength of the enemy, the military had overestimated it." *TV Guide* noted that this opposing argument never appeared in the program.

The article referred to an interview by Mike Wallace with Walt Rostow, the adviser responsible for providing President Johnson with data about Vietnam. Rostow repeatedly denied that critical intelligence had been kept from President Johnson. *TV Guide* reported that "CBS killed the Rostow interview in its entirety." Wallace told the magazine that Rostow "added nothing" to an understanding of the controversy.

CBS issued a statement last week saying that "*TV Guide* raises serious questions that are being reviewed by CBS. Because of the length of the article and the complexity of the subject matter, it would be inappropriate to respond at this time."

William Leonard, president of CBS News at the time the documentary was produced, said he could not comment on the article since he had not read it. He said the documentary was "carefully researched and it speaks for itself."

General Westmoreland could not be reached for comment. □

the press and labor were the only two institutions in America he could think of that had not attempted internal reform in the last 20 years. And he warned that the sins of the media perceived as "misusing" the First Amendment today would be visited upon the telecommunications technologies that emerge in the years ahead. "It's important to see how the practitioners of the Fourth Estate are doing," he said. "What that is and how people respond will have an influence on what happens."

And there is anything but certainty as to how regulations for the new technologies will be structured. Fowler may favor a pure marketplace approach. But Richard M. (Rick) Neustadt, a domestic policy staffer in the Carter White House who is now practicing law in Washington and specializing in the new technologies, sees a confusion of rules governing the various technologies involved in electronic publishing—telephone, cable and television, among them. Like Fowler, he would like to see the print model emerge as the one that policy makers choose to follow in shaping the new regulatory structure. But he said it would be difficult to avoid the broadcasting model. The aim, he said, should be full competition: Promote diversity and eliminate "bottlenecks" in the provision of service to the public.

Quinn, while concerned about the purity of the First Amendment, was also concerned about dealing with a possible AT&T-created bottleneck, even though the defense might mean infringement on AT&T's freedom of press. He asked questions raised increasingly by newspaper people worried about AT&T's possible entry into electronic publishing. Would AT&T, for instance, discriminate against users of its lines if it were allowed to transmit information over them? And that issue proved tantalizing.

Ithiel de Sola Pool, professor of political science at the Massachusetts Institute of Technology, warned that publishers seeking legislation to bar AT&T from electronic publishing would be building a "house of cards" that would collapse in court. But Tom Rogers, an aide to Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, author of the telecommunications reform bill (H.R. 5158), said that bill would not prevent AT&T from engaging in publishing—except over its own lines. And an AT&T official, Andrew Morrison, director of market strategy and services, said, as AT&T officials have said repeatedly, that the company's principal business is and will continue to be "the transporting of information." It would not be in the company's best interest, he said, to fail to meet its customers' "service expectations."

But it wasn't only the coming generation of technology that is causing trouble. The conflict that now exists between cable television systems and local communities was perfectly illuminated in an exchange between Frank Greif, director of the Mayor's Office of Cable Communications, in Seattle, and Marshall J. Nelson, a Seat-

## Focus on the First Amendment

**For three days in Leesburg, Va., the First Amendment Congress gathered for debate; among the participants: Fowler, Swift and journalists from broadcasting, newspapers and wire services**

Some 60 individuals with varying degrees of expertise and self-interest spent the better part of three days—May 20-22—in the slightly oppressive surroundings of the Xerox International Center (all stone and impersonal in design) in Leesburg, Va., debating the "First Amendment values in a changing information system." There were some who on leaving hoped the First Amendment was in better shape than it occasionally appeared. "Given the solutions I've heard," said John C. Quinn, senior vice president and chief news executive of the Gannett Co., "I'd rather have the problems."

The seminar was sponsored by the First Amendment Congress, which is composed of broadcast, newspaper and professional journalism organizations, as well as the two national wire services. It was formed, in 1979, for the purpose of raising the public's consciousness regarding the First Amendment and the threats to it as

perceived by Congress members.

The threats were aired at the conference. But so were what some participants discussed as abuses of the First Amendment. Indeed, there were those who saw some of the former resulting from some of the latter.

There was no ambiguity or uncertainty in the speech with which FCC Chairman Mark S. Fowler keyed the seminar. He took as his text the command of the First Amendment that "Congress shall make no law" regarding freedom of speech or press. And he would apply that across the board to all technologies.

But the difficulties of attempting to implement that philosophy were quickly apparent. Daniel Schorr, senior correspondent of Cable News Network, stated the obvious when he said, "The people don't love us any more." Indeed, he said the decisions courts hand down that journalists regard as antipress in bias, simply reflect the courts' view of the public will.

Earlier in the program, Representative Al Swift (D-Wash.), a member of the Telecommunications Subcommittee, warned that press rights may be in a downward spiral because of the manner in which journalism is viewed today. He said

the attorney who represents cable television systems. Greif, who is also chairman of the National Association of Telecommunication Officers and Advisers, defended cities' right to impose access and other requirements on the cable systems they franchise. "Cable is a monopoly," he said, "a local service. It's the local cop who knows what the people want." Nelson noted that as soon as the cable system accepts the terms of its franchise it is bound by them. "The procedure at the local level is the antithesis of what we'd expect from the First Amendment," he said.

The new technologies aside, some of the resentment of television that Swift had in mind when he warned about the "sins" of the present being passed down to coming technologies was evident in the seminar. Ann P. Kahn, chairman of the Fairfax county (Va.) school board and a national board member of the PTA, talked of "a total lack of cooperation from broadcasting." In efforts to persuade the networks to present more children's programming, she said, she encountered two reactions—"trust me," or "we have to do what's financially satisfactory. This is a business." This misuse of power," she added, "could lead to government action to take away that power."

Peggy Charren, president of Action for Children's Television, acknowledged that she will use the Communications Act to the extent she can to secure children's programming on television. But she said she is following the example of broadcasters themselves. Stations, she said, while seek-

ing First Amendment protection, "don't mind supporting PTAR [prime time access rule], which benefits them. I want to use my small piece of the law," she said. "Without the Communications Act, I'll have no voice."

And Les Brown, editor in chief of *Channels of Communication*, had no sympathy for the broadcast journalists present who felt they had been shortchanged in First Amendment rights. "You accept a public trustee role in journalism when you take [an FCC] license," he said.

But it was an electronic journalist, Schorr, who at one point appeared to advocate a less than absolutist First Amendment position—to the surprise of those at the seminar. Ernie Schultz, executive vice president of the Radio-Television News Directors Association, had just stated such an absolutist position—he said broadcast and print journalism should be treated exactly alike—when Schorr exploded: "You're living in a dream world . . . You stretch the First Amendment from protecting investigative reporting of Watergate to programs on rape and how it's done, to R- and X-rated pictures on television, and it will collapse." Indeed, part of the broadcast press's problem in First Amendment matters, he suggested, was that it is part of a "vast entertainment empire." "It's time," he said, "for a defensive strategy."

Richard Schmidt, counsel for the American Society of Newspaper Editors, called Schorr's concept "a dangerous one, a self-censorship idea." The First Amendment

feeds on unpopular causes. He noted that the Near of Near vs. Minnesota, the landmark First Amendment case decided by the Supreme Court over 40 years ago, was anything but an attractive person. "Let's be careful about drawing lines," he said.

But Ed Yoder, a columnist for the Washington Post Writers Group, wasn't sure lines shouldn't be drawn—at *Hustler*, for instance. That explicit magazine, he said, "has no redeeming social value," adding, "I realize what I'm saying is provocative."

All of which led Paul Davis, news director of WGN-TV Chicago, to comment, "I hear a lot of us saying we're ready to compromise," and Pool to observe: "This group is a lot less absolutist than I'd thought," which troubled him. "We don't gain anything strategically by conceding."

It was the next morning, Saturday, when Quinn made his remark about preferring the problems to the solutions he had heard. But before the morning and the seminar were concluded, there had been something of a recovery.

Schorr said he hadn't meant "to draw lines around the kind of speech that should be protected. But he expressed the hope that when the networks and others invoke the First Amendment they do so for serious, substantive reasons. He also said it's important that journalists "understand the people's concerns. They think we're pushing them around." Where Americans used to be against big government, he said, they are now against "big media."

Such concerns led Erwin Krasnow,

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senior vice president and general counsel of the National Association of Broadcasters, to suggest a topic for the next congress that the First Amendment group holds: How can the media be made more responsive with a minimum of government involvement? "What can we do to get more respect from the public so we can do better before Congress and the courts?" he said.

A nonjournalist promptly offered a suggestion, one calling for nothing but the exercise of basic journalistic principles by the press.

"The First Amendment is a seamless web," said William E. Lee, professor at the Henry Grady School of Journalism and Mass Communication, of the University of Georgia. Too often, he said, the press will brush off with a brief story an incident

in which a group considered marginal by society—say, the Hare Krishnas—suffers the loss of some First Amendment right. "That's not just a press right," Lee said. "It is a fundamental right. When you create the impression that you're concerned with the liberty of all, then you'll do well with protecting your own."

And Lee came up with that without sitting through another three days of talk. □

## Satellite News Channels claims 2.6 million subs by launch

### Werner announces roster of MSO's and independent systems to carry news service on June 21

Thirty MSO's and 26 independent cable operators have made commitments that will put Satellite News Channel 1, the joint venture of Group W Satellite Communications and ABC Video Enterprises, in at least 7.5 million cable homes by the end of next year. GWSC's Lloyd Werner, senior vice president, sales and affiliate relations, listed the systems already committed (see below) saying that continuing negotiations could edge the number of homes up to 10 million. Operator commitments in hand, according to Werner, will give SNC 1 a subscriber base of at least 2.6 million by its June 21 launch, and negotiations may push the final tally up to five million before Dec. 31.

GWSC had been promising advertisers a "guaranteed circulation" of two million subscribers. While declining to say what

numbers individual systems were delivering, Werner said that a guarantee would have been met without the subscribers committed by GWSC's co-owned company, Group W Cable (formerly Teleprompter). Quick subtraction then puts the Group W Cable SNC subscriber tally for 1982 around 600,000, out of its 1.7 million subscriber total.

Particular system commitments weren't the only things GWSC wouldn't discuss last Monday, when releasing the names of the systems that would carry the news service. Questions regarding advertiser commitments were firmly, if politely, deflected. Word on advertisers will come in "another couple of weeks."

And if it looks to those on the outside as though the battle between GWSC and Ted Turner over the cable news programming turf is getting bitter, Werner said "Who's bitter? I'm happy . . . as a clam at high tide." The GWSC officials on hand last week claimed they weren't selling their service to operators against CNN (or its offspring CNN2), but were instead "selling the value of Satellite News Channels." But that didn't stop them from noting that CNN 2 (the short-form service Turner ostensibly started to compete more directly with SNC 1) "has a lot more tape, a lot longer cycle, it's not the way we do it" and that CNN 2 also repeats a good chunk of some hours in its schedule.

Satellite News Channels President Bill Scott detailed the preparations SNC is undergoing for its launch, saying rehearsals began last Monday, and that on June 4, the staff will start operating on a 24-hour schedule. June 11 will see the start of 24-hour news production, and on June 14 SNC will "go live inside the building, and

we'll never stop." Scott said that at launch on the 21st, "we'll just throw the switch and let cable subscribers see" what the staff is doing.

Right now, Scott said, his attention has been focused "116% on SNC 1," with no time left for the planned longer form of SNC 2. However, Werner noted that "70%" of the affiliate commitments reported on Monday also provided for carriage of SNC 2.

The list of MSO's and independent operators who will carry SNC follows:

**MSO's:** Acton, Adams Russell Co., Adelphia Communications, Alda Group, Americable, Armstrong Utilities, Booth Communications, Cablevision Industries, Century Communications, Columbia Communications, Comcast, Cox Cable, Fetzer, Group W Cable, Gerity, Harmon & Co., Landmark Communications, Liberty Communications, Marsh Media, Multimedia, Palmer Communications, Pencor Services, Service Electric Cable TV, Southern Telecom, Telecommunications Inc., Telemedia Corp., Times-Mirror, United Cable, U.S. Cable Corporation, Viacom.

**Independent operators:** Alsea River Cable, Boone County Cable, Cable TV of Chester, Callais Cablevision, Channel Master Satellite, Clarendon Cable TV, Coldwater Cablevision, Communications & Cablevision, Five Rivers Cable TV Company, Honesdale TV Service, Hopewell Cable, KBLE Ohio, Keby Cable, Lakeside Cable TV, Lawton Cablevision, Maple Shade Cable TV, Microwave Cable TV, Midwest Cable Communications, Millington Cable TV, OVC Telecommunications, Pinehurst TV Systems, Quincy Cable TV, Redwood Empire Cablevision, Southern Cablevision, St. Joseph Cablevision, Thoms Cablevision.

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Scott at podium, Werner looking on.

## Canadian cable convention to examine pay TV

**CCTA begins annual meeting today in Toronto; in wake of Canadian government's recent grant of pay TV licenses, association will 'address every aspect' of pay for its members**

Pay TV and the services that accompany it will be the focus of the Canadian Cable Television Association's annual convention this week. Canadian cable operators are meeting at the Sheraton Center in Toronto May 31 through June 3.

According to CCTA president, Michael Hind-Smith, the convention will "address every aspect of pay TV." He noted that Canadian cable operators have waited 10 years for the government to grant pay TV licenses. In March the Canadian Radio-Television and Telecommunications Commission granted six pay TV licenses. Now, he says, association members are enthusiastic and "want to have at it." Hind-Smith predicted attendance will be the highest ever: from last year's figure of 1,600 to about 2,300.

Also, Hind-Smith said, for the first time ever the convention will include a section of panel sessions devoted to marketing. He emphasized the importance of stepping up marketing for the new pay TV services. Some of those sessions are "Marketing Pay Services—The Pre-Launch," and "Market of the Future: What and How." Technical and management workshops geared to the pay TV market are also scheduled.

The convention marks CCTA's 25th anniversary and is being billed as the "Silver Celebration." Highlights of the four-day affair include a keynote address Tuesday afternoon by Frederick Metcalf, president of Maclean Hunter Ltd., who will talk about the future of cable. Other speakers are Dr. John Meisel, chairman of the CRTTC on Monday morning, and a luncheon address Wednesday by Arthur Taylor, president and chief executive officer of RCTV's The Entertainment Channel. Taylor, a former CBS Inc. president, will speak on "Life after the Networks."

One panel session, "Breaking Out," looks at "how the cable industry can make the most of the challenge thrown down by new service opportunities," featuring William Lilley III, vice president of corporate affairs, CBS.

CCTA also predicts its trade show, "Cable Expo," will be the largest exhibition in its history. Association officials expect 56 exhibitors. Trade members will display state-of-the-art equipment and services

that will "play crucial roles in cable's introduction of pay television and other new services."

One trade show event will be a demonstration by program distributor, Cancom. In January, Cancom began distribution of radio and TV broadcast signals to remote areas. The demonstration will "include examples of video software, a live feed of Cancom signals and participation by hardware suppliers of various delivery system

options."

Exhibitors at the show include: Ampex of Canada Limited; Anixter-Pruzan Canada; Blonder-Tongue Laboratories; Cabledata; Central Dynamics; Ditch Witch; Jerrold Division General Instrument of Canada Ltd.; JVC Canada; Satcom; Scientific-Atlanta (Canada); Sony of Canada; Texscan Communications; Times Electronics Corp.; Tocom Canada Ltd.; TV Data Inc., and Zenith Radio Corp. □

## Overnight in Boston: WNAC-TV turns WNEV

New England Television Corp. ended a 13-year battle for RKO General's Boston license May 22 with a sunrise sign-on ceremony, staff reception and a \$250,000 print promotion campaign.

Three days later, the station named Westinghouse veteran Winthrop P. Baker executive vice president and general manager of the new WNEV-TV.

WNEV-TV, which took over from WNAC-TV (BROADCASTING, May 10) after a fight that ranged in and out of the U.S. Supreme Court, is continuing as a CBS affiliate. It is planning to supplement saturation advertising schedules on 12 Boston radio stations with outdoor and print advertising to boost its fall programs. Its advertising theme: "There's a new day dawning."

Baker, who will take over next month, had been NETV's general manager



Baker

from March 1979 to May 1981, when he left to head General Electric's broadcasting and cable operations. Baker, as vice president and general manager of WBZ-TV Boston from 1968 to 1973 and for six years at Group W in New York, is credited with the development of the evening magazine, PM and eyewitness news concepts. Karl Renwanz has been named director of engineering, a post he held at WGBH(TV) Boston since 1980.

RKO General, which had operated the station since 1948, surrendered the license at midnight Friday, May 21. □



**Early risers.** Both executives and station personnel of WNEV-TV Boston turned out at 5:55 a.m. on Saturday, May 22, to witness the station's official sign-on. L-r: David Mugar, NETV Corp. chairman; Bertram Lee, senior vice president; Edward Fredkin, president; Mrs. Fredkin and son Richard; Dr. Jerome Wiesner, board member, and reporter Mike Taibbi.

# Changing Hands

## PROPOSED

**WXKS-AM-FM Medford, Mass.** □ Sold by Heftel Broadcasting to Pyramid Broadcasting Co. for \$15 million. **Seller** is Honolulu-based group owner of three AM's, four FM's and two TV's principally owned by Representative Cecil Heftel (D-Hawaii), which bought stations three years ago for \$4.25 million (BROADCASTING, Jan. 1, 1979). Heftel Broadcasting also owns 10% of WTFM(FM) Lake Success, N.Y. **Buyer** is general partnership of WXKS-AM-FM employees and group of limited investors headed by controlling partner Richard M. Balsbaugh, vice president and general manager, and includes Arnie Ginsburg, station manager; Janet Karger, general sales manager; Sunny J. White, FM program director; Robert Kline, business manager, and Dorothy Jones, assistant general manager. None have other broadcast interests. WXKS is 5 kw daytimer on 1490 khz. WXKS-FM is on 107.9 mhz with 21 kw and antenna 720 feet above average terrain.

**WFOX(FM) Gainesville, Ga.** □ Sold by Radio Athens Inc. to Shamrock Communications Inc. for \$3,085,000. **Seller** is owned by L.H. Christian Sr., and family who also owns WRFC(AM) Athens, Ga. He bought WFIX 10 years ago for \$140,000 (BROADCASTING, March 13, 1972). **Buyer** is Hollywood-based group owner of three AM's, four FM's and four TV's which re-

cently was granted FCC approval to sell KYOK(AM) Houston for \$1.5 million (BROADCASTING, March 15). Shamrock sold, subject to FCC approval, WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 22, 1981). Roy E. Disney is chairman and Stanley P. Gold is president. WFOX is on 97.1 mhz with 100 kw and antenna 540 feet above average terrain. **Broker: Robert W. Rounsaville.**

**KBAI(AM) Morro Bay, Calif.** □ Sold by Morro Bay Investment Corp. to Alan Everett for \$700,000. **Seller** is owned by Robert E. Darling and Dino R. Fulvio (37.04% each), Larry E. Kelley (15.23%), Michael Cardenas (6.17%) and Darling's father-in-law, Stanley W. Swenson (4.53%), who have no other broadcast interests. Darling and Fulvio bought majority control of KBAI six years ago for \$51,480 (BROADCASTING, Feb. 9, 1976). **Buyer** is Huntington Park, Calif.-based real estate investor and has no other broadcast interests. KBAI is on 1150 khz with 5 kw full time.

**WDKN(AM)-WTNQ(FM) Dickson, Tenn.** □ Sold by Dickson County Broadcasting Co. to American Communications Inc. for \$700,000. **Seller** is owned by C.S. Hawkins, who was majority stockholder in group that bought WDKN(AM)-WTNQ(FM) five years ago for \$500,000 (BROADCASTING, Oct. 31, 1977). **Buyer** is principally owned by Stephen H. Coltrin, who is New

York-based radio consultant and has no other broadcast interests. WDKN is 1 kw daytimer on 1260 khz. WDKN-FM is on 102.3 mhz with 3 kw and antenna 250 feet above average terrain.

**KLID(AM) Poplar Bluff, Mo.** □ Sold by Lucille Lidenton to Poplar Bluff Broadcasters Inc. for \$475,000. **Seller** has no other broadcast interests. **Buyer** is group of 11 stockholders headed by Bruce W. Schneider, president and 20% owner. He is president and principal owner of St. Louis station representative firm and has no other broadcast interests. KLID is on 1340 khz with 1 kw day and 250 w night.

**WZIP(AM) South Daytona Beach, Fla.** □ Sold by Vacationland Industries Inc. to Creative Broadcasting Inc. for \$370,000. **Seller** is owned by Jerry Kieffer, who bought station last year for \$385,000 (BROADCASTING, May 18, 1981) and will seek waiver of three-year rule on financial distress grounds. **Buyer** is owned by Glenn Summers and Frank Canale, on-air personalities at, respectively, WOBM(AM) Lakeland and co-owned WOBM-FM Toms River, both New Jersey, and have no other broadcast interests. WZIP is 1 kw daytimer on 1590 khz with construction permit to increase day power to 5 kw. **Broker: Chapman Associates.**

□ Other proposed station sales include: KVOA-TV Tucson, Ariz. (BROADCASTING, March 15); KBLC(AM) Lakeport, Calif. (BROADCASTING, May 24); WMOI(FM) Monmouth, Ill.; WMDJ(AM) Martin, Ky.; WTGI(FM) Hammond, Ill. (BROADCASTING, May 24) and KMBL(AM) Junction, Tex. (see "For the Record," page 65).

## APPROVED

**KXON-TV Mitchell, S.D.** □ Sold by Gillett Broadcasting of South Dakota Inc. to Dakotaland Broadcasting Co. for \$2 million plus \$200,000 for noncompete agreement. **Seller** is owned by George Gillett, who bought KXON-TV four years ago for \$1.5 million (BROADCASTING, Jan. 30, 1978). Gillett owns KPWR-TV Bakersfield, Calif., and sold WSEE-TV Erie, Pa., for \$4.75 million (BROADCASTING, May 10). Last year he bought WSM-TV Nashville for \$42 million (BROADCASTING, Oct. 5, 1981). **Buyer** is owned by Sherwood L. Corner and Gilbert D. Moyle (50% each), who own KEVN-TV Rapid City and satellite KIVV-TV Lead-Deadwood, both South Dakota. KXON-TV is ABC affiliate on ch. 5 with 100 kw visual, 10 kw aural, and antenna height 1,510 feet.

**WFMR(FM) Milwaukee** □ Sixty percent sold by G. Douglas Cofrin to Thomas Communications Corp. (which owns other 40%) for \$2 million. **Seller** also owns 15% of WAUN(FM) Kewaunee, Wis. **Buyer** is owned by Thomas J. Embrescia (51%) and Fostoria Corp. (49%). Fostoria Corp. is Fostoria, Ohio, investment company headed by Robert F. Bell, president. It has no other broadcast interests. WFMR is on 96.5 mhz with 50 kw and antenna 320 feet above average terrain.

**WYBR(FM) Belvedere-Rockford, Ill.** □ Sold by The Broadcasting Corp. of

## H.B. Radio of New York, Inc.

A subsidiary of Doubleday Broadcasting

has acquired

### WTFM-FM

for

### \$8,700,000

from

### Friendly Frost, Inc.

We are pleased to have served as broker in this transaction.

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Belvedere-Rockford to Sentry Broadcasting Inc. for \$1,050,000 plus \$60,000 for three-year noncompete agreement. **Seller** is owned by John J. Ambrozic (85%), Robert S. Goddertz (10%) and Ambrozic's brother, Robert P. Ambrozic (5%), who have no other broadcast interests. John Ambrozic was principal stockholder in group that bought WYBR six years ago for \$150,000 (BROADCASTING, March 15, 1976). **Buyer** is subsidiary of Sentry Insurance, Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. John W. Joanis is chairman and Don Colby is president. WYBR is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

**WHIC-AM-FM Hardinsburg, Ky.**  Sold by Breckenridge Broadcasting Co. to HIC Broadcasting Inc. for \$500,000. **Seller** is owned by Paul Fuqua, who has no other broadcast interests. **Buyer** is owned by Terry Forcht and wife, Marion, who own WAIN-AM-FM Columbia, Ky., which they bought for \$400,000 (BROADCASTING, Feb. 1). WHIC is on 1520 khz with 1 kw day and 500 w night. WHIC-FM is on 94.3 mhz with 3 kw and antenna 290 feet above average terrain.

Other approved station sales include: KMND(AM) Midland, Tex.; KJKJ(FM) Logan, Utah, and KXLE-AM-FM Ellensburg, Wash. (see "For the Record," page 66).

**Support from high places.** A campaign in support of Thomas Sawyer, executive vice president, Ohio Association of Broadcasters, in his candidacy for the presidency of the National Association of Broadcasters continued last week with two Ohio congressmen sending their endorsements to NAB Joint Board Chairman Edward O. Fritts. During his seven years at the OAB, "membership and income increased, membership services expanded and an effective grass-roots lobbying mechanism was developed," said Democratic Senator John Glenn. "I strongly urged you to give Tom full and thorough consideration."

Representative Clarence J. Brown (R), who identified himself as "a former broadcaster who served several years as the ranking Republican on the House Communications Subcommittee," strongly recommended Sawyer for the NAB presidency, "because he would bring a truly unique combination of successful political, association and broadcasting experiences and personal talents to the role. "As you probably recognized in offering him the NAB senior vice presidency last year," said Brown, "Tom is quite familiar with the Washington world, yet is not wed to any one segment of the broadcasting industry or past association approaches."

Sawyer is one of three leading contenders in a contest that formally began only two weeks ago to find a successor to outgoing NAB President Vincent T. Wasilewski.

## Intermedia

**Solidarity.** Vincent T. Wasilewski, whose retirement as president of National Association of Broadcasters is imminent, racked up another "first." He received pitch for legal representation. Group of Polish extraction in Midwest (Wasilewski was born in Athens, Ill., where his father had been mayor) wanted him to handle low-power TV station application somewhere in Illinois. He deferred answer until he's free agent.

**Still smoke.** Denver city council last week passed ordinance officially granting cable franchise to Mile Hi Cablevision, but award is being challenged. City's election commission last week received first of three petitions it expects on cable issue. First protested award to Mile Hi. Second is expected to ask that United be awarded franchise and third that neighborhoods decide who can wire their areas. Election commission, if petitions are acceptable, is likely to appoint hearing officer to review cases before decision on placing questions on September's primary ballot.

**On consumer side.** Sales of video products to retailers shot up in April 1982 as compared with same month of 1981, according to Electronic Industries Association's Consumer Electronics Group. Increases were led by videocassette recorders and color video cameras. Report shows that 116,170 VCR's were sold to retailers in April, rise of 48% over previous April, and that 19,125 cameras were sold, increase of 87%. Sales of television sets rose by approximately 15% over same periods. Big losers were projection TV systems, which were down 19% from same periods and down 3% for first 17 weeks of 1982 as compared to same period of 1981.

**Viacom win.** Viacom International's Cable Division has won franchise negotiating rights for 82,000-home East Multnomah county, Ore. Viacom promises 108 channels with two-way addressable service to be operational in 29 months. Capital commitment for first five years of 625-mile, dual-cable construction (plus 88-mile institutional cable) is \$44 million. Franchise is subject to completing final agreement.

March 29, 1982

### Affiliated Broadcasting Co.

has completed the sale of the assets of radio station

**WSAI-AM/FM**

Cincinnati, OH

to

**Booth American Company**

*The undersigned initiated this transaction and represented the seller in the negotiations*

**THE  
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## 'Wait and see' attitude greets new foreign TV marketplace

**Reaction to AMIP show set for Miami Beach is primarily some doubt as to its necessity, but most will go at least for the first year**

The plan for a new foreign TV programming marketplace next year in Miami is meeting with mixed reviews—at least according to a sampling of early reaction last week.

Called the American Market for International Programs (AMIP), the event has been scheduled for Nov. 7-10, 1983 at the Fontainebleau Hilton in Miami Beach. Exhibition is to be limited to foreign producers and distributors or U.S. companies selling foreign programming. It's open to U.S., Latin American and Canadian buyers from "every phase of video telecommunications" ("In Brief," May 24).

Organizing the trade show are Bernard Chevry, who runs MIP-TV and other marketplaces in Cannes, France, and Harvey Seslowsky, president of the Broadcast Information Bureau and National Video Clearinghouse. The effort is being backed by Perard Associates, a New York marketing firm.

The key point raised among those critical of the project was whether another marketplace was necessary. Others questioned whether there would be enough U.S. demand for foreign fare to warrant AMIP. Still others, however, said they would support the effort if it could provide a new service and likely would be there to check it out the first year.

William Baker, president of Group W Television Group and chairman of Group W Satellite Communications, claimed not to have "a strong feeling one way or another." He cited a "limited acceptability" of foreign fare in the U.S. and said MIP-TV already provides exhibition. Nevertheless, he added that "we probably would send a person to look it over."

Barry Thurston, vice president, programming, Field Communications, explained that given his company's "enthusiasm" about the international market, he thinks "we would attend if this gets off the ground. We would be supportive."

From the perspective of the ABC-owned TV group, however, Phil Boyer, vice president and general manager, product development and planning, said it would be a "question mark whether or not it is necessary to attend." Boyer, a former

NATPE International president and one who attends MIP, claimed that the currently established marketplaces serve the group's needs "more than adequately" as it is.

Considerably more positive and calling it "a great idea" was Alan Ferris, president, Post Newsweek Productions and Distribution and executive vice president, programming and production, Post Newsweek Stations, at WPLG(TV) Miami. "I think it's worth a try," he said, claiming that unlike MIP, it would enable foreign distributors to concentrate on potential American buyers. The real question, he said, is "how many buyers are there for the product," adding, however, that such exhibitions also are beneficial just to observe programming ideas.

Dean McCarthy, vice president, program services, for the Harrington, Righter & Parsons rep firm, wasn't optimistic about the exhibition's chances for success. "In the long run, my gut reaction is that it's not going to take." He doesn't expect enough U.S. interest by next year, claiming that most stations are "not excited about getting involved in foreign programming." However, he does think that a good number of people will "go for a day or two out of curiosity" the first year. As an "unknown" com-

modity, however, he said there is always the possibility it "might turn out a viable marketplace."

Fred Cohen, director of co-productions, Home Box Office, was another who said: "I'm not sure we need it." Yet, he too didn't rule out that, if pulled together properly, it "could be a worthwhile gathering."

Among three U.S. distributors that sell foreign fare, reaction was diverse.

Mike Gould, president of Gould Entertainment, said that as long as the exhibition is "for the sale of only foreign product," he would support it and expects sellers overseas also would be enthusiastic.

Don Taffner, president of D.L. Taffner Ltd., explained that "my reaction is we've got more than enough of these markets going on." But he added, "If they are successful in getting enough of our competitors, we will be there."

Wynn Nathan, president of Lionheart Television International said flatly that there are too many meetings now and "we will not go."

NATPE President Charles Larsen said. "I don't sense that there's a need there."

NATPE currently is being urged by the

## Monitor

**Controversy simmers.** Public Broadcasting Service and noncommercial WNET(TV) New York became embroiled in controversy last week involving program produced by station that criticized PBS documentary. Program was produced as follow-up discussion for PBS documentary that aired on network May 24. Film, *Americas in Transition*, examined U.S. role in Latin America. Because it was considered controversial, PBS asked WNET to produce follow-up, which included panel of journalists. Both PBS and documentary film producer Obie Benz became alarmed over show, in which moderator Robert Kaiser of *Washington Post* said some facts in film were wrong and that it contained some mistakes. PBS edited remarks but WNET did not. Station maintains it granted network permission to make only minor deletions.

**Sports signing.** ESPN and sports-programming syndicator Metrosports have announced three-year pact giving ESPN exclusive rights to 80 Big Ten Conference basketball games; Notre Dame football and basketball games (11 of each) by delayed tape; Liberty Bowl; Aloha Bowl; eight UCLA basketball games (for 1982-83 season), and Rainbow Classic basketball tournament. Agreement also calls for rights to future events, to be announced later. ESPN has also announced that it will be carrying 10 live regular-season North American Soccer League games from May 15 through Aug. 22.

**Cable for democrats.** Democratic National Committee will use Ted Turner's WTBS(TV) Atlanta June 10 to cablecast around country two-hour "issue-oriented" program. DNC claims this is first use of cable network for political programming. Turner also gave two hours to Republicans which they will use later this summer. Democrat's program will feature segments touching on everything from social security to arms control, with focus on Reagan administration policies and its effect on older Americans. DNC also announced it will begin buying cable time for 28-minute political programs targeted at cities in California and Florida where heavy concentration of senior populations reside.

**Most nominations.** ABC-TV claimed lion's share of Daytime Emmy Award nominations with total of 63, compared to CBS-TV's 34; syndicated shows' 21; NBC-TV's 16 and Public Broadcasting Services's five. CBS-TV will carry ceremony Friday afternoon, June 11.

Association of Program Distributors syndicator group to de-emphasize foreign involvement, Larsen said. AMIP "gives us more reason why we shouldn't exclude anyone." He said that it "demonstrates dramatically what could happen ... if we abdicate portions of the television program industry."

Hal Golden, executive vice president, marketing, Worldvision Enterprises, and APD chief, said of foreign sellers, "I would rather have them there [at AMIP] than at NATPE."

Seslowsky last week maintained that the new marketplace would be "totally different" from others. As for those who say that the programing is available at MIP, he claimed that many buyers might travel to Miami but not as far as Cannes. He added that the market also would be tailored specifically to its buyers with a meeting planned later this year in Paris for representative buyers to outline their needs.

He stressed that a number of key buyers and sellers had been surveyed and were in favor of the new marketplace. "The reason that we decided to do this is because of positive reaction," he said. □

## Turnabout is fair play between programmer organizations

**NATPE, having received advice from Association of Program Distributors, recommends APD try to eliminate giveaways, hype**

Now it's NATPE International with some suggestions for the Association of Program Distributors.

Having received APD's recommendations for changes in NATPE, including a de-emphasis in foreign, cable and home video participation (BROADCASTING, May 24), NATPE President Charles Larsen has responded that discussion will continue with the syndicator group.

Larsen also sent APD head Hal Golden, Worldvision Enterprises executive vice president, marketing, "some suggestions that APD can undertake to maintain the professional atmosphere the members desire of the conference."

Larsen recommended APD seek to eliminate "sweepstakes, giveaways and hype" and also push for "continued reduction of food and beverage service." He also encouraged APD to see that associate members (distributors) don't schedule meetings or social events conflicting with NATPE's agenda.

Other suggestions included "prevention of roaming characters and machines" that cause "a 'circus-like' atmosphere" and "elimination of brochures, pamphlets and papers" in halls and lobbies.

Larsen called for "full registration of associate member delegates," claiming that "almost 40% circumvent the legitimate registration process."

He also recommended that APD set up a committee to "help assure compliance" with conference policies. □

## NBC takes 'Taxi'

**Network is set to order 13 new episodes of Paramount series canceled by ABC**

NBC would not confirm it last week, but all indications are that the network will pick up 13 new episodes of the recently canceled ABC series, *Taxi*, for an estimated \$6 million.

A spokesman would only say that "NBC has had business discussions with Paramount Television regarding *Taxi*," but other sources at the network indicated that acquisition of the situation comedy was virtually assured, and that new episodes could begin appearing on NBC as early as October. Those sources said there was strong affiliate interest in picking up the series expressed at the annual affiliates' meeting in Los Angeles in early May, and that set the ball in motion.

NBC board chairman Grant Tinker told reporters last week the deal is within "the crossing of a couple t's" of being completed, and indicated the network would like to use *Taxi* in its fall schedule, rather than as a midseason replacement.

Paramount Television President Gary Nardino sounded even more definite: "We expect to be closed during the week. It's all set for NBC. They've ordered 13 episodes and we'll start production in the summer."

*Taxi*, which has garnered three Emmy awards during its four-season run on ABC, is a John Charles Walter Production in association with Paramount.

No official announcement is expected by NBC until after June 1, the date on which ABC's contract with *Taxi*'s producers runs out. The contract also covers reruns of the series, which could continue into September on ABC.

Earlier, Home Box Office had negotiated with Paramount for possible acquisition of the series, but those talks apparently ended after NBC's counteroffer was received and questions were raised about post-network syndication of the program to broadcast stations.

Sources at NBC indicated that *Taxi* is the only series canceled by another network that NBC is interested in picking up, although it has asked for a series proposal from MTM Productions, which produced CBS's recently canceled *Lou Grant*. □

## AFTRA ordered to pay antitrust damages totaling \$9 million

A small San Diego radio production house has been awarded \$9,351,810 as the result of a verdict rendered May 20 by a federal court jury against the American Federation of Television and Radio Artists (AFTRA) and three of the union's locals.

A five-woman, one-man jury awarded Tuesday Productions \$3,117,270 in damages in upholding Tuesday's conten-

tion that AFTRA had engaged in a boycott against the nonunion firm, even though Tuesday had agreed to pay AFTRA members their standard contract rates. The damages were automatically tripled because the actions are considered a Sherman Antitrust Act violation. The verdict came after an eight-week trial convened before U.S. District Court Judge Judith Keep.

Tuesday, which is primarily involved in the production of jingles and radio commercials, estimated it had lost about \$1 million in profits, \$1.7 million in future profits, and incurred about \$300,000 in other costs as a result of the alleged antitrust law violations.

Keep has taken under consideration a request by Tuesday for a court order forbidding AFTRA and its signatories from prohibiting its members from working for nonunion companies like Tuesday.

An AFTRA attorney said the 40,000-member union is expected to appeal the verdict if Judge Keep refuses to overturn it. AFTRA has argued that it had no agreements that restrained Tuesday's business, that Tuesday had not shown damages, and that the antitrust laws cited do not apply to the performers union.

Tuesday first took action against AFTRA in September 1978 by filing 12 unfair labor practice allegations against the union, charging that it was pressuring Tuesday to sign an AFTRA contract, intimidating Tuesday employees, and threatening to have the firm's commercials

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During the summer of 1979, the NLRB reacted favorably to Tuesday's charges indicating that AFTRA's contracts were "probably illegal" and suggested the union rewrite the offensive provisions of its contracts. While AFTRA did comply, Judge Keep ruled in July 1981 that the "hot cargo" provisions embodied in the contracts were illegal under the National Labor Relations Act. Those provisions forbid advertising agencies with AFTRA contracts from doing business with nonsignatories. Tuesday argued that the NLRB forbids that practice, as well as the pressuring of unions against third parties, in this instance, advertising agencies.

## Italian-Americans see unfair portrayal on television

Is prime time television detrimental to the image of Italian-Americans? The answer is "yes" according to the Commission for Social Justice, an Italian-American anti-defamation organization, which released findings from a study on the matter conducted at the Italian Cultural Institute in New York.

The study, commissioned by CSJ, was conducted by Dr. Linda Lichter, a Columbia University sociologist and Dr. S. Robert Lichter, a political scientist at George Washington University who surveyed 263 prime-time television episodes in a six-week sample from the 1980-1981 season. The research team concluded:

- Negative portrayals of Italian-Americans outnumbered positive portrayals by a margin of two to one.
- Most Italian-Americans could not speak proper English.
- One Italian-American character out of six engaged in criminal activities.
- Most Italian-American characters held low status jobs; only one in seven worked as an executive, manager or professional.
- Most Italian-American characters were male; only one in six was a woman.

The use of slang or broken English among television characters identified as Italian-Americans appeared to be a major cause for concern by the research team. According to the findings, most of the 96 characters studied, "made obvious grammatical errors, could not comprehend standard English words or phrases, or used broken English to express their thoughts... The 'dese, dem, and dose' school of broken English was a recurring motif, as was the use of 'ain't' and double negatives. The misuse of the language was often put to humorous effect, with the speaker serving as the butt of the joke. At other times, such speech served to remind viewers of the speaker's national origin or, more generally, his status as an 'ethnic' character."

The possible effect this portrayal of Italian-Americans may have on children of that nationality was examined by Carla Seal of Harvard University's Center for Research in Children's Television. Seal

said, "The findings of this study have significant implications for the child audience both because of how much television the child watches and what they watch. The findings, therefore, that television depicts Italian-American characters in such an unflattering and unrealistic manner as uneducated, inarticulate, criminalistic, etc., affect the self image and self esteem of Italian-American children as well as the image other children have of Italian-Americans. This is particularly true if the child does not have experience to contradict the stereotype. Networks should seriously consider the ways in which the roles portrayed on television influence the roles children assign to themselves and others."

CSJ Chairman Matthew Nizzo claimed that the study was undertaken "not to embarrass or begin a feud with the networks" but to "sensitize them as to the imbalanced portrayal of Italian-Americans and the lack of positive role models on television." Nizzo insisted that unlike "certain pressure groups" his organization is not advocating censorship. □

## ABC gets rights for new spring football league

**Deal with USFL said to be in \$20-million range, gives network rights to 20 games; league is still negotiating for cable**

The United States Football League and ABC Sports announced last week that the two have entered into a "firm" two-year network television rights agreement whereby ABC will televise 20 games during each of the newly formed football league's first two seasons. One source indicated that the rights for those two seasons will cost ABC close to \$20 million. Neither the league nor ABC would confirm or deny that figure.

The rights agreement also provides ABC with an option to carry the third and fourth seasons of USFL action at a cost determined by escalator clauses already in place, and a right of first refusal to negotiate a package for the fifth season.

The pact represents the first time that a new professional sports league has been able to negotiate a TV network rights deal for its inaugural year, according to USFL.

A source also indicated last week that ESPN President Chet Simmons is indeed "one of several" candidates being considered for the post of commissioner at the USFL. The final selection will be made within the next two months, league officials maintain ("Cablecastings," May 24).

No blackout provisions are being imposed on the television coverage, which among other things will help to insure that the new league gets as much exposure as possible.

On the cable side of the rights coin, Michael Trager, president of the interna-

## Ratings Roundup

Buoyed by three *Marco Polo* mini-series episodes, NBC-TV came out of the basement for the week ended May 23.

In a week when the prime-time spread among the three networks was only six-tenths of a rating point, NBC-TV moved from its usual third place position to second. ABC-TV had the highest average for the fourth consecutive week. CBS-TV was third.

ABC won with a 15.1 rating/27 share to NBC's 14.7/26 and CBS's 14.5/26.

NBC's 10-hour mini-series (including the Sunday opener counted in the ratings a week earlier) averaged a 31.3/36.

With the May sweeps in progress, NBC's mini-series, not surprisingly, wasn't the week's only special programming. Joining the three *Marco Polo* episodes high on the ratings list was a special CBS *Coming Out of the Ice* movie (21.4/36). CBS also offered a two-hour *Magnum P.I.* episode (17.0/30) and ABC had back-to-back 90-minute episodes of *Love Boat* (17.6/35) and *Fantasy Island* (19.6/37).

Not all the special programming, however, drew high ratings. NBC, for example, earned only 8.4/16 for *I've Had It Up to Here*. *Puff-Incredible Mr. Nobody* was worth only a 9.5/18 to CBS and *Grinch-The Cat in the Hat* only a 10.7/21 to ABC.

In the early-evening network news race, NBC was third with a 9.4/20 to ABC's 10.3/22 and CBS's winning 11.5/25.

### The First 20

|     |   |     |         |
|-----|---|-----|---------|
| 1.  | <i>Marco Polo Part III</i>                      | NBC | 22.0/36 |
| 2.  | <i>60 Minutes</i>                               | CBS | 21.5/40 |
| 3.  | <i>Coming Out of the Ice</i> (movie special)    | CBS | 21.4/36 |
| 4.  | <i>Marco Polo Part IV</i>                       | NBC | 20.8/36 |
| 5.  | <i>Marco Polo Part II</i>                       | NBC | 20.3/35 |
| 6.  | <i>Three's Company</i>                          | ABC | 20.3/31 |
| 7.  | <i>Trapper John, M.D. (R)</i>                   | CBS | 20.1/36 |
| 8.  | <i>Fantasy Island</i> (90-minute episode)       | ABC | 19.6/37 |
| 9.  | <i>Hart to Hart</i>                             | ABC | 19.3/34 |
| 10. | <i>The Concorde-Airport '79</i> (movie special) | ABC | 18.3/31 |
| 11. | <i>Love Boat</i> (90-minute episode)            | ABC | 17.6/35 |
| 12. | <i>Gimme A Break</i>                            | NBC | 17.2/28 |
| 13. | <i>Magnum, P.I.</i> (two-hour episode)          | CBS | 17.0/30 |
| 14. | <i>20/20</i>                                    | ABC | 16.7/30 |
| 15. | <i>The Return Of Maxwell Smart</i> (movie)      | NBC | 16.7/29 |
| 16. | <i>Hill Street Blues (R)</i>                    | NBC | 16.4/30 |
| 17. | <i>Diff'rent Strokes</i>                        | NBC | 16.4/27 |
| 18. | <i>Fall Guy</i>                                 | ABC | 16.2/27 |
| 19. | <i>Dukes of Hazzard</i>                         | CBS | 16.1/32 |
| 20. | <i>Nurse</i>                                    | CBS | 15.8/30 |

### The Final Five

|     |   |     |        |
|-----|---|-----|--------|
| 52. | <i>I've Had It Up To Here</i> (special) | NBC | 8.4/16 |
| 53. | <i>NBC News Special Report</i>          | NBC | 7.6/15 |
| 54. | <i>Movie, Movie</i>                     | NBC | 7.3/14 |
| 55. | <i>Harper Valley, P.T.A.</i>            | NBC | 6.7/14 |
| 56. | <i>One of the Boys</i>                  | NBC | 6.5/13 |

tional sports division of Robert Landau Associates, New York, and USFL representative in the talks with ABC, said that the league was "exploring" all of its options, including negotiations with the USA Cable Network and ESPN. He indicated that USFL intends to have a national cable rights deal wrapped up in time for the first

USFL season, scheduled to begin in March 1983. At the local level, Trager said the franchisees will be allowed to pursue their own rights packages individually.

The agreement with ABC calls for the televising of a game of the week each Sunday afternoon during the regular season as well as one prime time telecast, and

coverage of the league's playoff and championship games. A total of 20 games will be televised during each USFL season, which will run from March to mid-July. □

## FM widens lead over AM

Statistical Research Inc., Westfield, N.J. reports that the FM share of radio listening continues to increase, now consisting of 61% of the audience, up from 59% last year.

Based on the most recent RADAR report, SRI said the FM usage exceeds AM in all dayparts and reported age groups, except persons 50 years or older. For that category, 58% listen to AM and 42% to FM.

According to SRI, FM also leads in weekly reach among persons 12 years of age and older, with those stations reaching

about 75% of the population and AM about 68%. For total radio, the comparable figure is 96% and for stations affiliated with the ABC, CBS, Mutual, NBC, RKO and Sheridan networks, weekly reach is 79%.

The latest results reflect an average of two eight-week surveys in the fall of 1981 and the spring of 1982 by SRI. The RADAR studies are sponsored jointly by the ABC, CBS, Mutual, NBC, RKO and Sheridan radio networks. The reports and special tabulations based thereon are available on a subscription basis to advertisers and agencies. □

Spring 1982 RADAR AM-FM share of national radio usage by daypart and age

|                 | FM | AM |       | FM | AM |
|-----------------|----|----|-------|----|----|
| 8-10 a.m.       | 51 | 49 | 50+   | 42 | 58 |
| 10 a.m.-3 p.m.  | 62 | 38 | 35-49 | 53 | 47 |
| 3-7 p.m.        | 64 | 36 | 25-34 | 68 | 32 |
| 7-midnight      | 69 | 31 | 12-24 | 79 | 21 |
| Midnight-6 a.m. | 59 | 41 |       |    |    |

## Delta makes your deliveries DASH.



Delta DASH® delivers the same day to over 80 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today. DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. . . probably to the destination you have in mind. So give us a ring at the Delta Marketing Office

in the city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

For top priority shipments over 70 lbs., use Delta Air Express. It guarantees your shipment gets on the flight specified. For full details, call your nearest Delta Marketing Office.

**DELTA AIR CARGO. READY ALL-AROUND.**

## PlayBack

**Like old days.** KMPC(AM), for much of its 55-year history leading Los Angeles MOR music and personality station, has abandoned its two-and-a-half-year-old news/talk format in favor of "nonrock" music. On May 17 station introduced Drake-Chenault Enterprises' hit parade format, described by KMPC as "a classic blend of nonrock hits of the 1950's and 60's with compatible music of the 1970's and 80's." Format, introduced at last April's National Association of Broadcasters convention, was designed by Bill Drake, one of Drake-Chenault's founders and programmer generally credited with making KHJ-AM dominant station in Los Angeles market during 1960's. According to KMPC General Manager Ken Miller, Drake will personally direct station's programming transition. "We learned it's hard to change what you are," said Miller, "especially when you've spent a quarter of a century building and nurturing an image." KMPC had been overshadowed in ratings by KABC(AM), which has had news/talk format for more than 10 years.

**Talking business.** *The Jensen Report*, new personal finance feature, will replace *Confrontation* on NBC Radio Network beginning May 31. Program, hosted by NBC News business correspondent, Mike Jensen, will fill 5:30 p.m. (NYT) slot.

**In the marketplace.** MultiMedia Entertainment Corp. is syndicating new radio series, *Musical*, weekly program highlighting American musicals. Two-hour show is hosted by Chuck Southcott. RadioWest Productions of Santa Monica, Calif., is distributing three half-hour documentaries on "electronic church."

**Beatles are back.** London Wavelength, New York-based syndicator with exclusive radio distribution rights to BBC rock music programs, plans to introduce three-hour special, *The Beatles at the Beeb* (BBC), on Memorial Day weekend on some 300 stations. Featured are 48 songs performed by Beatles that were never released commercially in U.S. Don Eberle, vice president and partner of London Wavelength, said that program, which is 65% music and 35% interviews, is derived from material broadcast on BBC I during 1962-65 and culled from its shows, *Saturday Club*, *Teen-Agers' Turn*, *Talent Spot*, *Here We Go* and *Pop Go The Beatles*, prior to band's international success. Distributed by disk, program is being sponsored by Honda motorcycles, Coors beer, Budweiser and Datsun. Andy Peebles is host. London Wavelength syndicates about six specials each year, plus weekly series, *BBC Rock Hour*.

tisers and distribute the programs. Coveny added that the topical nature of material in the program lends itself to satellite distribution and said Blair is considering this method of relaying the pilot to stations.

Coveny said he expects to have at least 40 stations cleared for the pilot's premiere in July.

Somach and Nelson said the program will have a topical news and music structure and added: "Each program will kick off with the hottest news on the rock and roll circuit. The pilot will air exclusive coverage of the sensational Asia group at its pre-tour location. We also plan to include special coverage of the gigantic mid-June outdoor rock concert in Philadelphia's JFK Stadium. And other new rock stories will be filed on videotape by special correspondents we'll have based throughout the U.S., Europe, Japan and Australia."

Blair Video is involved in the development of programming for the broadcast field. One of its components is Starfleet Blair, which originates live rock music concerts in stereo for national radio networks. Starfleet Blair will collaborate with Somach-Nelson Productions on talent relations and production.

Blair has set up a syndication unit within Blair Video that will be headed by Bill Rhodes, formerly senior vice president, Rhodes Productions, Los Angeles, who has been named executive vice president, program sales. Within the next few weeks Blair is expected to announce several other programs in development.

## Advertising & Marketing

### ABC announces issue ad guidelines

**Amount and frequency will be limited; spots won't look like news items; responses will be aired to meet fairness obligations**

ABC Inc. last week released the guidelines under which it will allow advocacy and issue advertising in its television network's upcoming late-night and early morning news and information programs.

ABC-TV affiliates were told that such advertising would be permitted in the new midnight-1 a.m. and 6-7 a.m. broadcasts. The word was given during their annual meeting in Los Angeles (BROADCASTING, May 17).

Some of the guidelines have been carried over from ABC-TV's earlier experiment—which found no takers—begun last year allowing advocacy advertising in late-night entertainment programming. Most of the requirements are new.

Similar guidelines apply to the ABC-owned television and radio stations. Ac-

ording to ABC, the stations have been able to designate dayparts for such advertising individually.

As before, the issue/advocacy advertising must be either in 30- or 60-second form and only one spot would be permitted in each program. No more than two minutes per week in each of the two new programs can present the same side of an issue or have the same advertiser.

Since the ads will be allowed in news programming, ABC said that they "may not appear adjacent to a news item reporting on the same matter." The spots would be preceded by a voice-over explaining that "the following commercial is a viewpoint on a controversial issue" and the words "paid commentary" would be superimposed on the screen through the spot.

ABC will not permit ads to be "presented so as to appear to be news items" and the network will require factual material for "substantiation" before it accepts such commercials.

"If contrasting views are required to meet the obligation of balance and fairness," ABC said it will offer time either on a paid or nonpaid basis in the same

daypart. "If a paid response is unavailable," ABC said, "time for the contrasting views will be provided by the network." ABC would present such contrasting views "within the same week as the initial commercial" unless a request for an extension is granted.

"To allow ABC to fulfill its obligation to present contrasting views, when required," ABC said an advertiser buying time must let ABC give a copy of the commercial, prior to its airing, "to a party or entity chosen by ABC for the purpose of preparing a response." □

### JWT's annual meeting: moving on from its \$30-million problem

The specter of the syndication scandal hovered over the annual meeting of the JWT Group in New York, although only brief mention was made of the \$30-million shortage resulting from accounting irregularities in the Thompson unit

(BROADCASTING, March 8 et seq.)

At the outset of the one-hour meeting, Don Johnston, chairman and chief executive officer of the JWT Group, reported that the accounting firm of Arthur Young & Co., New York, has been retained to review work performed by JWT's independent auditors, Price, Waterhouse & Co., New York, in order to "provide an objective, outside professional perspective to the investigation of account irregularities discovered earlier this year in the TV syndication unit of J. Walter Thompson U.S.A." Johnston noted that the appointment of an independent auditor for 1982 has been deferred pending the submission of a report by Arthur Young.

Johnston told the meeting the company could not reply to any legal questions regarding the syndication unit problems because JWT is still examining legal aspects surrounding the accounting irregularities. He did not elaborate on the legal matters still being pursued. To one stockholder's question, he said legal and auditing fees in the syndication fiasco will amount to about \$500,000.

The main portion of the meeting was devoted to speeches by Johnston and other officers on the basic strength of the various JWT units. Johnston said the syndication difficulty "has hurt the company" but termed it "an aberration." He acknowledged that 1982 "will be a tough year but we expect to give a good account of ourselves." □

## MMT sales expansion

The trend toward regionalization of television advertising has prompted MMT Sales, New York, to add its 14th sales office in Charlotte, N.C., and to increase its sales staffs in Boston and Minneapolis.

Jack Oken, president of MMT Sales, said the advertising pattern is away from New York and to other areas, such as Charlotte and other parts of the South and West. Particularly strong in the past year, he noted, have been Los Angeles and Dallas. Oken said it is important for rep firms to anticipate advertising trends as a prelude to adding new offices or bolstering staffs.

The new Charlotte office is located at 6135 Park Road, 28120, (704) 552-7151. Oken noted that until the last few years, MMT covered the South out of Atlanta but now has offices in Miami, Dallas and Charlotte. Manager of the Charlotte office is Dennis Merritt, formerly local/regional sales representative for WFBC-TV Greenville, S.C.

The growing agricultural business in the Midwest has led to the hiring in Minneapolis of account executive Mary Jane Laidlaw, who previously was with Avery-Knodel Television there. And accelerated business in New England resulted in the appointment of David Rotem to MMT's Boston office, according to Oken.

He noted that the nine-year-old MMT Sales represents 24 stations and serves them out of 14 offices. □

## Bottom Line

**ABC swap.** American Broadcasting Cos. said it will swap 200,000 shares of stock (worth about \$7.4 million) and \$6.2 million in cash for \$18-million principal amount of its 9.35% sinking fund debentures due July 15, 2000, held by Morgan Stanley & Co. ABC won't get any of proceeds from later sale of that stock by Morgan Stanley. Effect of swap for ABC will be gain of 16 cents per share, of \$4.6 million in second-quarter net earnings. □

**Wrather's loss.** Wrather Corp. has reported net loss of \$589,000, or 26 cents per share, for first quarter ended March 31, compared with net earnings of \$32 million, or \$13.74 per share, for same period last year. Revenues for last year were inflated due to sale of Wrather's Teleprompter Corp. stock for about \$33 million. Revenues for quarter increased to \$20.4 million from \$19.1 million in 1981. □

**MCA's plateau.** For three months ended March 31, revenues for MCA Inc. declined slightly from \$339.9 million to \$325.4 million from same period in 1981, yielding slight increase in net income from \$24.2 million to \$24.3 million. Per share earnings rose from \$1.01 to \$1.02 during period. Operating costs fell from \$312.6 million to \$294.9 million. □

**Sales surge.** Warner Bros. Television Distribution claimed new monthly record for worldwide sales—\$30,941,750 in April. That beats earlier sales high of \$28,203,985.

## Bic spots pulled following Gillette complaint

ABC-TV and NBC-TV were still reviewing last week a controversial television commercial for Bic shavers that the networks removed from the air after the Gillette Co. complained the spot was "false and deceptive" in comparing its product with Bic's.

The Bic commercial claims that its shaver performs as well as Gillette's, citing "independent clinical tests" and adding pointedly that Bic costs less. The commercial ran on the networks and was removed in April after Gillette complained.

CBS-TV is not involved in the dispute since it decided not to run the Bic commercial produced and placed by Wells, Rich, Greene, New York.

Gillette has been running network commercials in which the point is made that nationwide shaving tests indicate that its twin blade provides "a closer, smoother and safer shave than Bic." Gillette claims that this commercial is not a response to Bic's, saying it was produced before the Bic commercial in dispute began to run. □

## Shamrock Broadcasting Co., Inc.

has purchased

**WFOX-FM**  
Gainesville, Georgia

from

**Radio Athens, Inc.**

for

**\$3,085,000** cash

We are pleased to have served  
as broker in this transaction.

**Robert W. Rounsaville & Associates**

P.O. BOX 11898 ATLANTA, GEORGIA 30355 (404) 261-3000

# Stock Index

| Exchange and Company | Closing Wed. May 26 | Closing Wed. May 19 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|----------------------|---------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>BROADCASTING</b>  |                     |                     |                    |                        |           |                                 |
| N ABC                | 36 3/4              | 36 7/8              | - 1/8              | - .33                  | 7         | 1,057                           |
| N Capital Cities     | 76 1/2              | 76 1/2              |                    |                        | 13        | 996                             |
| N CBS                | 40 1/2              | 43                  | -2 1/2             | - 5.81                 | 7         | 1,131                           |
| N Cox                | 29 5/8              | 30 1/8              | - 1/2              | - 1.65                 | 15        | 839                             |
| A Gross Telecasting  | 24 3/4              | 24 3/4              |                    |                        | 6         | 19                              |
| O LIN                | 23 3/4              | 23 1/4              | + 1/2              | + 2.15                 | 15        | 243                             |
| N Metromedia         | 204 3/4             | 206 1/8             | -1 3/8             | - .66                  | 14        | 813                             |
| O Mooney             | 4 1/4               | 4 1/8               | + 1/8              | + 3.03                 | 5         | 3                               |
| O Scripps-Howard     | 17 1/8              | 17 1/2              | - 3/8              | - 2.14                 | 10        | 176                             |
| N Storer             | 29 1/4              | 30 5/8              | -1 3/8             | - 4.48                 | 14        | 464                             |
| N Taft               | 30                  | 32 1/2              | -2 1/2             | - 7.69                 | 8         | 287                             |
| O United Television  | 7 7/8               | 8                   | - 1/8              | - 1.56                 | 13        | 94                              |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                      |        |        |        |        |    |       |
|----------------------|--------|--------|--------|--------|----|-------|
| A Adams-Russell      | 20 7/8 | 23     | -2 1/8 | - 9.23 | 15 | 82    |
| A Affiliated Pubs.   | 24 3/4 | 24 1/2 | + 1/4  | + 1.02 | 9  | 128   |
| O A.H. Belo          | 18     | 19 1/2 | -1 1/2 | - 7.69 | 7  | 165   |
| N American Family    | 8 1/2  | 9 1/8  | - 5/8  | - 6.84 | 8  | 114   |
| N Associated Commun. | 11 1/2 | 11 1/4 | + 1/4  | + 2.22 |    | 27    |
| N John Blair         | 32     | 32 3/4 | - 3/4  | - 2.29 | 9  | 119   |
| N Charter Co.        | 8 7/8  | 9 3/8  | - 1/2  | - 5.33 | 7  | 191   |
| N Chris-Craft        | 41 3/8 | 42 3/4 | -1 3/8 | - 3.21 | 10 | 92    |
| N Cowles             | 34 1/2 | 35 5/8 | -1 1/8 | - 3.15 | 22 | 136   |
| N Dun & Bradstreet   | 67 5/8 | 67 3/4 | - 1/8  | - .18  | 16 | 1,893 |
| N Fairchild Ind.     | 13 3/8 | 14     | - 5/8  | - 4.46 | 5  | 174   |
| N Gannett Co.        | 33 1/4 | 34 1/8 | - 7/8  | - 2.56 | 10 | 1,763 |
| N General Tire       | 20 5/8 | 20 3/4 | - 1/8  | - .60  | 8  | 485   |
| O Gray Commun.       | 34     | 34     |        |        | 7  | 16    |
| N Gulf United        | 19 3/8 | 18 7/8 | + 1/2  | + 2.64 | 6  | 519   |
| N Harte-Hanks        | 24 3/4 | 26     | -1 1/4 | - 4.80 | 9  | 240   |
| N Insilco Corp.      | 15     | 15 7/8 | - 7/8  | - 5.51 | 7  | 225   |
| N Jefferson-Pilot    | 26 1/2 | 27     | - 1/2  | - 1.85 | 6  | 571   |
| P Josephson Intl.    | 8 1/4  | 8 3/8  | - 1/8  | - 1.49 | 7  | 32    |
| N Knight-Ridder      | 31 1/4 | 32 1/4 | -1     | - 3.10 | 10 | 1,006 |
| N Lee Enterprises    | 25 1/4 | 25 3/4 | - 1/2  | - 1.94 | 9  | 174   |
| N Liberty            | 13 1/8 | 13 3/8 | - 1/4  | - 1.86 | 6  | 167   |
| N McGraw-Hill        | 53 1/4 | 53 7/8 | - 5/8  | - 1.16 | 14 | 1,323 |
| A Media General      | 38 1/2 | 39 1/8 | - 5/8  | - 1.59 | 9  | 269   |
| N Meredith           | 59 3/8 | 60 1/4 | - 7/8  | - 1.45 | 7  | 189   |
| O Multimedia         | 29 3/4 | 31 3/4 | -2     | - 6.29 | 12 | 301   |
| A New York Times Co. | 38 5/8 | 39     | - 3/8  | - .96  | 10 | 477   |
| N Outlet Co.         | 30 5/8 | 31     | - 3/8  | - 1.20 | 56 | 82    |
| A Post Corp.         | 29     | 28 1/2 | + 1/2  | + 1.75 | 16 | 52    |
| N Rollins            | 14     | 15     | -1     | - 6.66 | 8  | 384   |
| N San Juan Racing    | 22 1/8 | 22 1/8 |        |        | 35 | 95    |
| N Schering-Plough    | 29 3/8 | 30 1/8 | - 3/4  | - 2.48 | 9  | 1,561 |
| N Signal Cos.        | 18     | 18 3/4 | - 3/4  | - 4.00 | 6  | 1,300 |
| O Stauffer Commun.   | 44     | 44     |        |        | 11 | 44    |
| A Tech Operations    | 19 1/4 | 19 3/8 | - 1/8  | - .64  | 9  | 18    |
| N Times Mirror Co.   | 40     | 42 1/4 | -2 1/4 | - 5.32 | 9  | 1,365 |
| O Turner Bcstg.      | 10 1/2 | 11 1/2 | -1     | - 8.69 | 13 | 214   |
| A Washington Post    | 33 3/8 | 35 1/8 | -1 3/4 | - 4.98 | 14 | 469   |
| N Wometco            | 24 3/8 | 24 3/4 | - 3/8  | - 1.51 | 13 | 331   |

## CABLE

|                       |        |        |        |        |     |       |
|-----------------------|--------|--------|--------|--------|-----|-------|
| A Acton Corp.         | 7 1/8  | 7 1/8  |        |        | 238 | 33    |
| N American Express    | 45 1/8 | 45 1/4 | - 1/8  | - .27  | 8   | 4,187 |
| O Burnup & Sims       | 12 1/8 | 12 3/4 | - 5/8  | - 4.90 | 13  | 105   |
| O Comcast             | 19 1/4 | 19 3/4 | - 1/2  | - 2.53 | 18  | 85    |
| N General Instrument  | 34 1/8 | 35     | - 7/8  | - 2.50 | 12  | 1,052 |
| N Group W Cable       | 37 1/2 | 37 1/2 |        |        | 30  | 638   |
| O Heritage Commun.    | 10 1/8 | 11     | - 7/8  | - 7.95 | 28  | 73    |
| O Rogers Cablesystems | 6      | 6 1/4  | - 1/4  | - 4.00 | 120 | 131   |
| O Tele-Communications | 19 5/8 | 20 1/2 | - 7/8  | - 4.26 | 48  | 548   |
| N Time Inc.           | 30 3/4 | 32     | -1 1/4 | - 3.90 | 11  | 1,530 |
| O Tocom               | 9 3/4  | 10 3/4 | -1     | - 9.30 | 12  | 48    |
| N United Cable TV     | 24 5/8 | 24 3/4 | - 1/8  | - .50  | 23  | 268   |
| N Viacom              | 22 3/8 | 22 7/8 | - 1/2  | - 2.18 | 16  | 253   |

| Exchange and Company   | Closing Wed. May 26 | Closing Wed. May 19 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000) |
|------------------------|---------------------|---------------------|--------------------|------------------------|-----------|---------------------------------|
| <b>PROGRAMING</b>      |                     |                     |                    |                        |           |                                 |
| O Barris Intl.         | 2 1/8               | 2 1/8               |                    |                        | 16        | 11                              |
| N Columbia Pictures    | 69                  | 70 1/8              | -1 1/8             | - 1.60                 | 14        | 578                             |
| N Disney               | 57 1/8              | 56 1/8              | +1                 | + 1.78                 | 17        | 1,904                           |
| N Dow Jones & Co.      | 44 3/8              | 45 7/8              | -1 1/2             | - 3.26                 | 17        | 1,393                           |
| N Filmways             | 5 1/4               | 5 1/2               | - 1/4              | - 4.54                 | 1         | 30                              |
| O Four Star            | 2 1/2               | 2 1/2               |                    |                        | 14        | 1                               |
| N Getty Oil Corp.      | 51 3/4              | 51 7/8              | - 1/8              | - .24                  | 5         | 4,251                           |
| N Gulf + Western       | 14 7/8              | 15                  | - 1/8              | - .83                  | 4         | 1,098                           |
| N MCA                  | 54                  | 54 1/4              | - 1/4              | - .46                  | 14        | 1,285                           |
| N MGM/UA               | 7 3/4               | 7 5/8               | + 1/8              | + 1.63                 | 11        | 385                             |
| O Reeves Commun.       | 31 1/4              | 32 3/4              | -1 1/2             | - 4.58                 | 13        | 254                             |
| O Telepictures         | 7 3/4               | 7 7/8               | - 1/8              | - 1.58                 | 15        | 37                              |
| O Video Corp. of Amer. | 9 1/4               | 9 5/8               | - 3/8              | - 3.89                 | 36        | 15                              |
| N Warner               | 48 5/8              | 51 5/8              | -3                 | - 5.81                 | 14        | 2,981                           |
| A Wrather              | 23                  | 24 1/2              | -1 1/2             | - 6.12                 | 19        | 53                              |

## SERVICE

|                        |        |        |        |        |    |       |
|------------------------|--------|--------|--------|--------|----|-------|
| O BBDO Inc.            | 46     | 47     | -1     | - 2.12 | 9  | 122   |
| O Compact Video        | 4 3/4  | 4 5/8  | + 1/8  | + 2.70 | 5  | 15    |
| N Comsat               | 57 3/4 | 62 1/4 | -4 1/2 | - 7.22 | 16 | 462   |
| O Doyle Dane Bernbach  | 15 3/4 | 15 3/4 |        |        | 8  | 87    |
| N Foote Cone & Belding | 31 3/4 | 34 1/8 | -2 3/8 | - 6.95 | 7  | 85    |
| O Grey Advertising     | 67     | 67     |        |        | 6  | 38    |
| N Interpublic Group    | 28 7/8 | 29     | - 1/8  | - .43  | 9  | 133   |
| N JWT Group            | 19 7/8 | 20 7/8 | -1     | - 4.79 | 15 | 104   |
| O MCI Communications   | 36 3/8 | 36 1/2 | - 1/8  | - .34  | 31 | 1,766 |
| A Movielab             | 2 7/8  | 3      | - 1/8  | - 4.16 | 29 | 4     |
| O A.C. Nielsen         | 46 1/8 | 49 1/4 | -3 1/8 | - 6.34 | 13 | 517   |
| O Ogilvy & Mather      | 32 3/4 | 33     | - 1/4  | - .75  | 8  | 140   |
| O Telemation           | 3      | 2 7/8  | + 1/8  | + 4.34 | 18 | 3     |
| O TPC Communications   | 1 5/8  | 1 5/8  |        |        | 2  | 1     |
| O Unitel Video         | 7 1/2  | 7 3/4  | - 1/4  | - 3.22 | 12 | 9     |
| N Western Union        | 31     | 33 1/8 | -2 1/8 | - 6.41 | 10 | 528   |

## ELECTRONICS/MANUFACTURING

|                         |        |        |         |        |    |        |
|-------------------------|--------|--------|---------|--------|----|--------|
| O AEL                   | 12 3/4 | 12 1/2 | + 1/4   | + 2.00 | 5  | 24     |
| N Arvin Industries      | 12 1/2 | 13 1/8 | - 5/8   | - 4.76 | 8  | 85     |
| O C-Cor Electronics     | 20 3/4 | 22 1/4 | -1 1/2  | - 6.74 | 27 | 62     |
| O Cable TV Industries   | 7 1/2  | 7      | + 1/2   | + 7.14 | 9  | 22     |
| A Cetec                 | 4 3/8  | 4 1/8  | + 1/4   | + 6.06 | 9  | 9      |
| O Chyron                | 17 1/2 | 18 1/4 | - 3/4   | - 4.10 | 14 | 47     |
| A Cohu                  | 4      | 4 3/8  | - 3/8   | - 8.57 | 6  | 6      |
| N Conrac                | 23 7/8 | 24 1/2 | - 5/8   | - 2.55 | 18 | 51     |
| N Eastman Kodak         | 71 1/2 | 72 3/4 | -1 1/4  | - 1.71 | 9  | 11,539 |
| O Elec Missile & Comm.  | 13 1/2 | 14 3/8 | - 7/8   | - 6.08 | 50 | 37     |
| N General Electric      | 62 1/8 | 62 1/4 | - 1/8   | - .20  | 9  | 14,155 |
| N Harris Corp.          | 26 1/8 | 27     | - 7/8   | - 3.24 | 9  | 817    |
| O Microdyne             | 13 3/8 | 13 1/2 | - 1/8   | - .92  | 17 | 61     |
| N M/A Com. Inc.         | 21 1/4 | 21 3/8 | - 1/8   | - .58  | 20 | 826    |
| N 3M                    | 52 7/8 | 52     | + 7/8   | + 1.68 | 9  | 6,211  |
| O Motorola              | 59 1/8 | 62 3/4 | -3 5/8  | - 5.77 | 11 | 2,119  |
| N Nippon Electric       | 84 1/2 | 86 1/4 | -1 3/4  | - 2.02 | 30 | 3,274  |
| N N. American Philips   | 36 7/8 | 37 1/2 | - 5/8   | - 1.66 | 5  | 503    |
| N Oak Industries        | 20 3/4 | 22 5/8 | -1 7/8  | - 8.28 | 9  | 294    |
| A Orrox Corp.           | 8 3/8  | 8 1/2  | - 1/8   | - 1.47 | 49 | 18     |
| N RCA                   | 20 3/8 | 21 1/4 | - 7/8   | - 4.11 | 11 | 1,539  |
| N Rockwell Intl.        | 29 3/4 | 31     | -1 1/4  | - 4.03 | 8  | 2,267  |
| A RSC Industries        | 5 1/8  | 5 1/8  |         |        | 43 | 16     |
| N Scientific-Atlanta    | 15 3/8 | 16 1/4 | - 7/8   | - 5.38 | 15 | 357    |
| N Sony Corp.            | 15 1/4 | 15 5/8 | - 3/8   | - 2.40 | 12 | 3,517  |
| N Tektronix             | 53 1/4 | 51 1/2 | + 1 3/4 | + 3.39 | 12 | 996    |
| O Telemet (Geotel Inc.) | 1 5/8  | 1 3/4  | - 1/8   | - 7.14 |    | 4      |
| A Texscan               | 15     | 15     |         |        | 19 | 68     |
| N Varian Associates     | 33 3/4 | 34 5/8 | - 7/8   | - 2.52 | 23 | 271    |
| N Westinghouse          | 26     | 25 1/4 | + 3/4   | + 2.97 | 5  | 2,217  |
| N Zenith                | 12 1/2 | 13 1/4 | - 3/4   | - 5.66 | 15 | 236    |

## Standard & Poor's 400

Industrial Average 126.05 128.80 - 2.75

**Notes:** A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split 2 for 1. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

## Judge Greene wants more information on settlement

**He lists specific questions he would like addressed in additional comments; Bell urges prompt action**

Putting on hold his approval of the proposed modification of the consent decree settling the Department of Justice's antitrust suit against AT&T, U.S. District Court Judge Harold Greene last week issued an order seeking more comments on certain aspects of the proposed modification and scheduled "nonevidentiary" hearings to review those issues during the week of June 28.

In a memorandum issued last Tuesday (May 25), Greene said that while more than 600 comments that had been filed with the Justice Department on the proposed modification, which would require AT&T to divest itself of its 22 Bell operating companies (BOC's), were "thoughtful and informative," many were without legal arguments or factual data of "sufficient specificity for judicial decision making." As a result, Greene called for the submission of legal briefs on "key issues" to assist the court in determining whether the proposed modification is in the public interest.

Greene requested comments on eight major subjects: the powers of the court in the public interest proceedings; the restrictions and demands on the BOC's; the absence of restriction on AT&T; the division of assets and liabilities; the effect of the proposed judgment on existing federal and state regulatory schemes; AT&T's entry into the information field; the status of the Bell operating companies, and judicial supervision of the divestiture.

Among the specific questions Greene asked were: whether the court was "limited" to consideration of the procompetitive or anticompetitive effects of the proposed judgement, "or does the phrase 'public interest' have a broader meaning?"; whether the court had the authority to remove restrictions from the proposed modification that would bar the divested BOC's from offering businesses other than local telephone service; whether AT&T was likely to have a "de facto" monopoly on the electronic distribution of information that would enable it to exercise significant control over the content of information distributed; whether the chief executive officers of the seven regional companies recently appointed by AT&T would be able to represent the views of the

BOC's to the court or a guardian "without interference or pressure from AT&T," and whether "the assurances of the Department of Justice that it will consult with concerned persons, including the FCC and state regulatory bodies, review AT&T's plan of reorganization and monitor AT&T's actual performance [are] adequate to protect the public interest."

While most of the 600 commenters called for changes in the proposed modification, Justice had said that the settlement agreement was fine the way it stood and urged the court to enter it as the final judgment (BROADCASTING, May 24).

AT&T concurred. In a 138-page reply submitted to the court on May 21, AT&T said that while it didn't think that the divestiture of the local exchange companies was "the most efficient way to operate this nation's telecommunications network," it was willing to give up the BOC's "in return for certainty and freedom—certainty against continued attacks based upon bottleneck theories, and

freedom to compete in other markets because the company's perceived source of leverage is gone forever."

AT&T said the proposed modification was "fully consistent" with and promoted the public interest. "Having thus arrived at this wrenching business decision to accept the industry structure advocated by the Department of Justice, AT&T not only supports the [proposed modification] but urges its prompt entry and implementation. Delay holds the most serious consequences for operation of the network and can only multiply the costs of uncertainty that have plagued the industry far too long," AT&T said.

In its comments, AT&T also sketched in more details of its proposed divestiture plan and argued that the states don't have the authority to veto the settlement. AT&T also said that arguments for further divestiture were "without merit" and that requests that AT&T be restricted from offering electronic information services were "unfounded." □

## Miller vs. Weicker on FTC closings

**Agency's chairman defends plan to shut down four regional offices; senator thinks action is too drastic**

The Federal Trade Commission's plan to shut down four of its 10 regional offices was the center of debate during a Senate subcommittee appropriations hearing last week. FTC Chairman James Miller, architect of the plan, defended the agency's decision against criticism from Subcommittee Chairman Lowell Weicker (R-Conn.).

In April, the commission voted to close the four offices, and has been under fire ever since from several House subcommittees (BROADCASTING, April 26, May 17). According to the plan, the Denver, Seattle, Boston and Los Angeles offices would close by July 15. A new six-office regional structure would remain. The agency has maintained that both budgetary and management considerations were the basis for its decision.

Miller testified that his primary motive behind the decision was to improve management. Restructuring, he said, would equalize work loads and keep the offices at a "minimum efficient size." He argued that many cases are too large for the regional offices to handle and that "distance makes communications poor."

Weicker, the author of an amendment to the supplemental appropriations bill being considered by the Senate that would bar closing of the offices, at least in 1982, felt differently. The subcommittee chairman said he and other New England senators were particularly concerned about the Boston office. And he warned that "Con-

gress will not accept the closing of the four offices in this markup."

Weicker accused the chairman of wanting to put the FTC out of business. He asked Miller: "Are you there to close the agency down or make it work?" Weicker noted that the agency ought to be able to cut back, but that Miller's action's are being perceived as "wanting to close the agency down."

Miller replied that the FTC is engaged in a lot of activity. "The regional presence is a good idea, but I believe the regional operation that we have needs to be modified," he added.

Both Weicker and House Appropriations Subcommittee Chairman Neal Smith (D-Mass.), asked Miller earlier not to take action on the regional offices this year until Congress has time to address the issue (BROADCASTING, May 17). Miller said he would not move forward until the hearing. However, it now appears that if the amendment is adopted, the offices will remain open until 1983. There is also a possibility that the Senate subcommittee may approve a larger appropriation for FY 1983 than the current \$60.8 million (down \$7.9 million from FY 1982). The \$60.8-million figure also represents a reduction of 145 in the work force.

Although all the FTC commissioners voted to close the offices, Commissioners Patricia Bailey and Michael Pertschuk based their decision on budgetary reasons only. Pertschuk has also stated that he opposes the \$60.8-million budget and said it "will prevent the commission from adequately carrying out its statutory obligations." □

# The Packwood amendment: going to the heart of the problem

**While some may disagree with the senator's tactic of changing the Constitution, many agree that it's a start in the fight for the same rights for electronic media long enjoyed by print colleagues**

"Our challenge today is to write into our most precious document of freedom—our Constitution—language that continues to guarantee [our freedoms of expression]. It is our obligation to preserve, protect and expand the traditional liberties of our country and to present them to our children more secure than we received them from our parents."

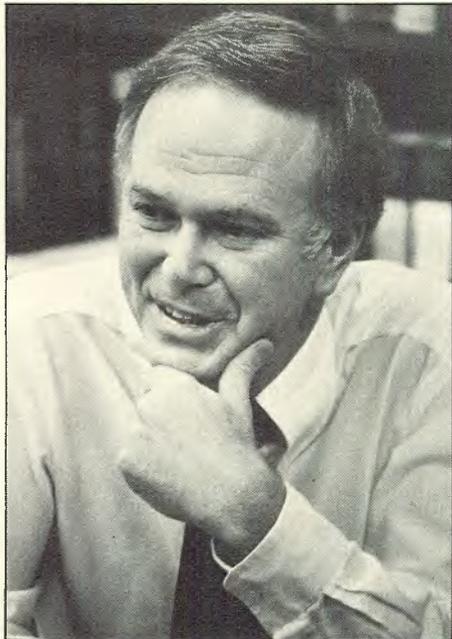
Thus did Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, in his speech to the National Association of Broadcasters convention last month, formally launch his effort to secure a constitutional amendment to assure the electronic media the same degree of protection from government interference as is now enjoyed by the print media. For those paying attention, the speech served notice that Americans are going to be asked to re-examine some of the basic principles on which their nation was founded 200 years ago, in light of the telecommunications technologies that are proliferating as the country heads toward the 21st century.

Certainly no one today can predict the outcome of that examination. But constitutional scholars, including some who operate not in the classroom but in the courtroom in defense of broadcasters' First Amendment rights, are dubious as to the need or wisdom of an amendment. Even some sympathetic to Packwood's goals shy from the proposal as from a hot stove; proposals to amend the Constitution automatically give constitutional lawyers a bad case of nerves. There are other, less drastic remedies, they insist.

Of course, it isn't the scholars who will be Packwood's greatest, or even most immediate, problem in the effort to secure approval of the proposal by two-thirds of the Senate and House and three-fourths of the states—a process the senator expects to take nine or 10 years. Politicians for whom the power to regulate broadcasters—and by extension the new electronic media—is a kind of security blanket, will not be won over easily, if at all. Powerful members of Congress, such as Representative John Dingell (D-Mich.), chairman of the House Commerce Committee, have made it clear they would even oppose bills to repeal political broadcast legislation, including the equal-time law and the fairness doctrine for which it provides the statutory support.

And the nation's voters, on whose opinion Packwood is counting to move the politicians, have not of late demonstrated a readiness to support the media's fight for more freedom. The late Chief Justice Earl Warren several years ago said he did not believe the First Amendment could be

adopted in Bicentennial America. Recent polls offer little reason to dispute that gloomy view: An ABC News *Viewpoint* poll last month showed that while 72% of Americans approve of the manner in which network television covers foreign news, 61% think the government should be free to " censor news stories about El



The architect

Salvador"—and that 79% agree with a suggestion of President Reagan that television news reporters should check with the government before releasing stories that "might interfere with negotiations between the U.S. and other countries." That's hardly the kind of evidence that supports a call for greater freedom for electronic journalism.

Indeed, after the first shock of Vice President Agnew's attack on the media 12 years ago wore off, those who practice journalism discovered to their dismay that Agnew was speaking not only for himself or the White House; over the years, they have found that many of their readers and viewers regard their power as a threat as well as a protection.

Packwood himself did not seem well armed for the fray at the time of his speech to the NAB. He had not drafted language for the amendment. He had not even talked to experts on the subject. Rather, he seemed to be moving out of instinct and visceral feeling. The technological revolution in telecommunications was blurring the distinctions between the print press and electronic communications. ("If we choose to," he said in his speech, "we will [soon] be able to get our daily newspapers . . . through wires running to our homes or from broadcasts directly from satellites.") And the thought of government checking on the fairness, say, of an electronically

transmitted text, was disturbing to him. As a legislator, he knew what he wanted done; he would get the experts to tell him how.

That process will begin this year, with a series of five or six hearings around the country at which Packwood will seek the views of scholars, publishers and others on how the amendment should be drafted. According to present plans, those hearings will provide the testimony on which scholars will be asked to prepare drafts, sometime next year. And those drafts will be tested in the crucible of additional hearings. Only then would Packwood feel sufficiently confident of his ground to present a proposal to colleagues in the Senate. The senator's staff is also working on plans for the creation of a citizen committee or a foundation to explain the proposal—and the need Packwood sees for it—to the public. As a Packwood aide put it, "The people don't understand there is censorship on television."

Not all lawyers would agree with a judgment that strong. They would note that the courts—even as they affirm the right of Congress and the FCC to impose obligations on the broadcasting industry—say the First Amendment applies to broadcasters. And Packwood at the hearings he is planning will hear the argument that those obligations are essential to protect the rights of individuals. (Indeed, the Supreme Court, in upholding the constitutionality of the fairness doctrine, in 1969, said it is the right of listeners and viewers to receive information that is "paramount.") Jerome Barron, dean of the George Washington University law school, is one of the foremost proponents of that view. "There is," he says, a conflict as to "who is the addressee of the First Amendment—individuals or the media. The media have some right, so do the people." So to him, the Packwood proposal is "dangerous—a threat to the individual's claim on the First Amendment." And National Citizens Committee for Broadcasting's Sam Simon says the organization would oppose the proposed amendment if it were designed simply to permit broadcasters to operate as licensees with no obligation to serve the public interest.

But that may be where the issue is drawn. Packwood feels the government has no legitimate role in interfering in the manner in which information is transmitted. And the denial of that role is what Packwood would hope to achieve. Still, even the constitutional scholars sympathetic to Packwood's goal and lawyers who have been in the trenches in First Amendment battles say the goal could be accomplished through legislation. Never mind the "permanence" Packwood says a constitutional amendment would provide. The First Amendment, with its command that "Congress shall make no law . . . abridging the freedom of speech, or of the press . . ." is sufficient, they say.

E. Barrett Prettyman, who has argued a

number of First Amendment cases, including some on a pro bono basis for the Reporters Committee for Freedom of the Press, says Packwood is "essentially correct" in forecasting the merging of the technologies, though he "may slightly overstate what's going to happen." But "what is needed," he says, "is not a constitutional amendment, but a change in perception by the Supreme Court of this development [the merging of technologies] and a different interpretation of the First Amendment. If people are going to get news through electronic media, those media should have the same First Amendment protection as print." What's more, he saw an amendment as possibly a risky way to proceed. "The First Amendment has a lot of case law behind it," he says. "To start fresh with a new amendment could be dangerous."

Other lawyers made a similar point. Richard M. Schmidt, counsel for the American Society of Newspaper Editors, for instance, says he is "bothered a great deal" by the Packwood proposal. "We don't need it . . . We should stick with the First Amendment and persuade the courts to interpret it as covering all media." And if that doesn't work, he suggested the leg-

Schmidt Jr., of the Columbia University law school. "The whole foundation of the way broadcasting is treated is inconsistent with the approach to the print media," Schmidt says. "As soon as you license broadcasting . . . you have departed from the basic principle of the First Amendment. One's right to publish can't be made to depend on permission from a government agency." That's a legal argument. He also made a collateral political point. "When you give valuable licenses away free, there is heavy pressure to make sure people who get enormous benefits do something in return. That is behind the fairness doctrine and all the rest."

But the question of whether technology is, by the force of logic, leading inexorably to equal treatment of all media is not an easy one. Not even scholars who favor the freeing of broadcasters from the fetters that restrict them in their journalistic activities seem to agree.

For instance, Schmidt and Professor Lawrence Tribe of Harvard Law School both talk of what they call the Supreme Court's "unstable doctrine" that newspapers and broadcasting require different treatment under the law. That doctrine "is getting shakier every day," says Schmidt.

on broadcasting?" he asks. "I can't impose a special tax on newspapers . . . You couldn't impose common carrier regulation on cable television systems, because that's not applicable to broadcasting. That makes no sense . . . If the Packwood amendment is for absolute equality, what regulatory authority over cable would be left to the states? Not much."

To Robinson, the Packwood proposal is "a solution in search of a problem." He says that the commission itself has rendered the fairness doctrine "nugatory" as far as broadcasters are concerned, and notes there seems no inclination to apply it to other technologies. Nevertheless, he would not object to the courts overturning it or the Congress repealing it. "But I'm loathe to go so far as to say there will be a constitutional amendment to apply to all media, not defined, and to all regulations, not fully known, and say all media are equal," he says. "I don't know that all media have the same problems."

If those conflicting views do not pose enough problems for Packwood, Tribe offers another that seems a classic conundrum. He believes members of the public should have a right of access to the electronic media. But it does not follow



Barron



Prettyman



R. Schmidt



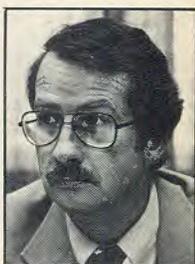
Tribe



Abrams



B. Schmidt



Robinson

islative route—repeal of the political broadcasting laws.

To Floyd Abrams, who has represented the *New York Times* and the broadcasting networks before the Supreme Court, the Packwood proposal is a hopeful sign that the distinction the courts have drawn between the print and electronic media cannot be defended. But, he says, "the first stop should be legislation, rather than a constitutional amendment." That would accomplish all that is required, he says. "Only if that fails should we go the cumbersome and difficult route of a constitutional amendment."

Abrams raises another point that troubles some lawyers pondering the Packwood proposal. "There are differences among the media," he says. "Unless we have a first-come, first-served system [in broadcasting], you have to empower a government agency to make choices [among applicants]. If choices are made, there has to be some component of content regulation." But that intrusion, he says, "has to be kept to the absolute minimum."

Abrams, then, is talking about broadcasting, the licensed medium, and licensed as a means of assuring broadcasters the privilege of using the spectrum without interfering with one another. It's a question that intrigues Professor Benno

Tribe says the Supreme Court is "in mystic thrall to the notion that there's something special in electronic as opposed to print journalism," and adds: "We can't live indefinitely under *Red Lion* [which affirmed the FCC's fairness doctrine for broadcasters] and *Miami Herald* [which overturned a state law requiring newspapers to make space available for politicians whom they attacked]."

Tribe, like many of his colleagues, is made uneasy by proposals for amending the Constitution. ("It's like reaching for the gun," he says.) So he starts with the presumption an amendment would be the "wrong way to go." He thinks a case could reach the Supreme Court in "the new electronic context." But if an amendment is the ultimate solution, he hopes it is written broadly enough to cover all media—"and not be limited to one medium or another, as the court is now doing."

But Glen Robinson, the former FCC commissioner who now teaches at the University of Virginia, continues to see differences among the media—and not only because of the licensing scheme adopted for broadcasting as a result of what was described as the scarcity of the electromagnetic spectrum. Would the Packwood proposal prohibit the government from treating media differently? he wonders. "Could I impose a spectrum fee

that he supports the fairness doctrine. Under the doctrine, he notes, access is dependent on administrative and legislative action. He feels the people should have access as a right.

"It's very difficult to rationalize the two," he acknowledges—"the right of access and the importance of editorial discretion for print and electronic journalists." But it may not be impossible. Tribe recalled that the Supreme Court in 1939, struck down, as a violation of the First Amendment, municipal laws that banned the distribution of handbills, as a means of keeping the city streets clean. The court held that cities must pay to clean the streets in such circumstances as a means of protecting the distributor's freedom of speech and press.

"If the courts could be that imaginative in the late 1930's," Tribe said, "maybe they can be again, in the 1980's." Possibly, too, there is an idea in the 43-year-old decision that some refer to as "the poor man's printing press" case for Packwood.

□

Packwood (who declined to be interviewed for this article, citing the press of other business) and members of his staff are aware of the difficult question the Packwood proposal raises. They are looking to the hearings for answers.

But there are at least answers to one of the political questions—why not seek relief through legislation rather than a constitutional amendment? The permanence of an amendment, as Packwood has said, is one reason. But another is strategic—Packwood does not regard legislation as a realistic possibility. He feels that while most people do not understand the fairness doctrine and the equal-time law, they do know what fairness and equality mean—and would not be inclined to support efforts to repeal laws embodying those concepts. On the other hand, opponents of the Packwood proposal would be forced to defend their opposition to an effort to secure for all media protection from government interference. Packwood would be on the offensive. (There is one

other reason aides give for Packwood's decision not to lead the effort for repeal legislation: There are already people—including FCC Chairman Mark S. Fowler—leading that charge.)

Another question that has been raised is whether Packwood is serious; there have been reports he is not. But aides say those who doubt his seriousness are making a mistake. Packwood spent 50 hours preparing the NAB speech. He even tested it, before the convention, at a small gathering of journalism students, at the University of Oregon, in Eugene. A videotape of the presentation was studied in an effort to improve the senator's delivery. "It's in our best interests to have the nay-sayers think we're not interested," said one Packwood aide. "We'll catch them with their pants

down."

Those political considerations aside, the issues raised by Packwood's proposal go to the heart of the principle of free speech and free press on which, as Judge Learned Hand has said, "we have staked . . . our all" as a nation. Over the next months and years as the fight for ratification goes on, Americans should learn something about themselves and their feelings for that principle in the complicated age of the late 20th century. And while there are some who favor greater freedom for electronic journalists who would rather that Packwood had chosen the legislative route, they are grateful for the effort Packwood is making. "You have to start somewhere," says Floyd Abrams, "and Packwood has done that." □

## Rules Committee hears more pro-coverage remarks for TV in Senate

**Lamb says C-SPAN is alive and well, having survived switch of transponders; Schultz says TV coverage has yet to hamper courts**

The American public has demonstrated it wants to be able to watch Congress in action on TV. What's more, many state courts, legislatures, city councils and school boards around the country have found that televised coverage has not changed the way they conduct their business and have voted to continue televised coverage either experimentally or on a permanent basis.

That, according to witnesses who appeared before the Senate Rules Committee last Tuesday (May 25), is why the Senate should vote to open its daily proceedings to televised coverage. The committee, which received orders from the full Senate over a month ago to recommend regulations and possible rule changes for implementing a broadcast system, plans to finalize its recommendations on June 16.

It must answer by then questions on who will control the cameras, how much of the proceedings will be televised and who, if anyone, will decide how to restrict coverage, if gavel-to-gavel proceedings are not to be made available. Senate Majority Leader Howard Baker (R-Tenn.), who won conditional approval of the proposal to admit TV (S. Res. 20) in late April, is said to be trying to resolve any differences over how coverage can be implemented

before the proposal leaves the committee, so it can be brought quickly to a final vote.

Gavel-to-gavel coverage of the House, which has been available since 1979, now reaches over 10 million TV homes or 25 million to 30 million people daily, said Brian Lamb, president, Cable Satellite Public Affairs Network (C-SPAN), and by 1985, it is likely to reach an additional 15 million homes. This, in spite of C-SPAN's recent switch to a different satellite transponder, has led about 400 systems to drop the public service network.

Many systems that initially dropped C-SPAN have since returned to the network after pressure from their subscribers, said Lamb, who sought to correct what he said "might have been an impression that C-SPAN is going out of business." That impression, which Committee Chairman Charles Mathias (R-Md.) confirmed had been left on the committee, was made during a hearing the week before, when Senator Larry Pressler (R-S.D.) warned that C-SPAN's elimination from hundreds of cable systems signaled a lack of interest in the House broadcasts (BROADCASTING, May 24). Pressler urged the committee to allow broadcasters to control the cameras to make Senate coverage more interesting.

Lamb said C-SPAN had taken "a dip in the number of systems" carrying it, especially in Pressler's state where most of the systems are owned by a single company, but that "in most places, we not only stayed on but were expanded." Since the

transponder switch, which occurred April 1, C-SPAN has expanded its fare from eight hours of programing offered five days a week to 16 hours of programing seven days a week, said Lamb, and "shortly," the network will expand again to provide programing 24 hours a day. "Our audience has increased five- or six-fold simply because we're on at night and weekends," he said, and the rapid growth of cable TV and the upgrading of existing systems will continue to provide C-SPAN with opportunities for future growth.

Mathias told Lamb he'd given the committee "a very different impression" from that offered by Pressler. "You've shown an extraordinary success record rather than a drying up and withering away" of the system, he said.

The American public "should have the opportunity to see everything that goes on" in the Senate, said Lamb, who argued for gavel-to-gavel coverage instead of broadcasts of select debates. "It doesn't disturb us if there's a 15-minute lull in the action," he said. C-SPAN helps to dispell one of the myths about Washington that "every hearing, every day is a headline" by showing the public "that people work pretty hard here."

C-SPAN's viewers "usually say they feel better about Congress" after being able to watch its decision making on TV, said Lamb. "Our audience knows Congress is empty many times . . . people understand that very important statements



Lamb



Schultz



Warner

are sometimes made to an empty chamber."

By the middle of next year, C-SPAN will have a second channel available to it, said Lamb. A Senate decision to televise its proceedings might convince the network's directors to utilize that second channel so it could present both houses of Congress simultaneously, he said. If C-SPAN continues to operate on only one channel, it would sometimes have to air the proceedings of one house on a tape-delay basis. "You'd be surprised," said Lamb, however, "at how often Senate and House sessions don't overlap."

C-SPAN does not subscribe to a ratings service, so it has no exact figures on how many people watch it at any given time, said Lamb, but one ratings firm has estimated that from 400,000 to 500,000 people see some part of C-SPAN's daytime programming. "We figured we'd be lucky to get 1%" of cable TV homes, but "that's 2% or above," he said. "We never thought we'd get so many viewers."

Ernie Schultz, executive vice president, Radio-Television News Directors Association, told the committee that "in none of the states where courts have authorized televised coverage, has the experience not been a success." The impact of TV on the courts "just wasn't that great," he said, and the evidence indicates that "any changes have been for the better."

Televised proceedings would "improve the ability of the TV networks and stations to cover all sides of an issue," said Schultz. Broadcasters are now "hampered by limited visuals."

To limit broadcast coverage of the Senate to radio, as Senator Wendell Ford (D-Ky.) has proposed the Senate do to save money, would be less effective than permitting televised coverage, said Schultz, in part because about 33% of Americans now rely on TV as their only source of news. "People turn to radio to find out if a disaster's happened, but they turn to TV to find out why it happened," he said. What's more, radio's ability to be first with the news "may be being surpassed by cable," with the growth of 24-hour-a-day news networks, said Schultz. "TV may soon become the most immediate medium."

Although Lamb said C-SPAN would have no problem paying the Senate for the right to broadcast its signal, Schultz said some broadcasters "might have First Amendment problems" with such a requirement, even if payment were required only for copies of tapes.

As did Schultz, Robert M. Warner, archivist of the United States, said the Senate broadcasts would have more credibility if presented gavel-to-gavel. Warner, who recommended that tapes of Senate proceedings be stored at the National Archives rather than the Library of Congress, said the Archives is already the depository for all written records of the Senate and for written records of House committees. The Archives would provide permanent storage and maintenance of the tapes, said Warner, and would make tapes available to the public in Washington

as well as at 18 regional centers and presidential library systems around the country. Tapes of the House are stored by the Library of Congress for 60 days and then reused.

Mathias noted that both the Archives and the Library of Congress could make available copies of tapes at a cost less than it now takes to print a page of the *Congressional Record*.

Ford continued his campaign against S. Res. 20 as it is presently drafted last Tuesday. "I favor televised coverage at some point, but don't want to spend the money now," he said.

After the hearing, Ford said he's received indications from radio broadcasters—he would not say whether they were commercial or public or whether any networks were involved—that gavel-to-gavel coverage would be provided if permitted by the Senate. Ford said he would reveal the coverage being contemplated when the committee is ready to mark up S.

Res. 20.

Frank Mankiewicz, president of National Public Radio, said, however, he doubts that Ford is arguing for gavel-to-gavel coverage. "We'd love to cover select debates," said Mankiewicz, but gavel-to-gavel coverage, "with all those quorum calls, would be dull."

Lamb argued, as he has before, that C-SPAN is likely to be the only network willing to carry the entire proceedings of both House and Senate.

Ford also said he'd like the committee to put off its decision on S. Res. 20 until the Senate has heard from a special committee, led by former Senators James B. Pearson (R-Kan.) and Abraham Ribicoff (D-Conn.), that is conducting a comprehensive review of Senate rules and procedures and may recommend changes.

Mathias countered, however, that the committee "has its orders from the Senate" and will report its recommendations by mid-June. □

## Goldwater's TV turnaround

**Arizona senator says he now favors televising Senate proceedings after discovery that practice of revising speeches for 'Record' is 'going too far'**

In a surprising about-face, Senator Barry Goldwater (R-Ariz.) has said he now favors a resolution to permit the televising of Senate proceedings. Goldwater, who previously had promised to use his power as Communications Subcommittee chairman to defeat the proposal (S. Res. 20), said he now believes televising the Senate is the only means of presenting an accurate record of floor proceedings to the American public.

In remarks submitted in writing to the *Congressional Record* on Friday, May 21, Goldwater said he had recently been "shocked" and "disgusted" to learn the extent to which senators edit remarks they've made on the floor prior to their printing in the *Record*. "Senators are not only allowed to correct grammatical errors and correct other such mistakes made during debate," he said, but "entire pages and indeed, entire speeches [are] crossed out of the *Record* before the *Record* [is] completed and handed out the next morning."

The practice of editing the *Congressional Record*—one widely acknowledged and previously discussed in committee and floor debates on S. Res. 20—is something Goldwater said he has known about, but had "never dreamed of the extreme to which [it] has gone and the way the *Record* is being abused." The extent to which senators are availing themselves of the practice, said Goldwater, "is going too far."

Goldwater said he made his discovery a few days earlier, when he went to the office of the Official Reporters of Debate to ask for a copy of remarks made on the floor by a colleague. "I was told that the transcript was in the hands of the senator

and would not be back until later," he said. "This interested me, so I began to ask questions of the reporters."

What he found out "so shocked" him, he said, "that I began to realize that the only way we are going to keep a permanent, accurate, dependable record of every word that is said on the floor of the Senate is if we allow television to record the actions of the Senate."

"Never before have I backed or supported a move to televise the Senate," said Goldwater, who helped lead a filibuster against passage of S. Res. 20 earlier this year, "but . . . I feel that in view of the abuses of the *Congressional Record* and in the interest of keeping the American people accurately informed as to what we said and what we debated and decided, I must remove myself from the list of opponents to television."

Goldwater's turnaround appears to have surprised many of his colleagues and staff as well as those who have been following the debate over TV coverage. Although some have doubted his explanation for the change of heart, others have called the move "vintage Goldwater." "He's always been honest about what he said on the floor and has never tried to change the *Record*," said a member of the Communications Subcommittee staff.

The impact of Goldwater's turnaround on the final vote on S. Res. 20 is difficult to predict, according to Capitol Hill staffers. Representatives of the electronic press, however, believe it is likely to influence other senators, especially those who have been unable to decide how they finally vote. "He's not just another vote," said one such representative. "He's a senior member of the Senate whose opinion carries great weight."

The proposal to permit televising of the Senate is now pending in the Rules Committee and is expected to come to a final vote in the Senate this summer. □

# Legislative victories for California cable

**State subcommittee gives OK to bill continuing rate deregulation; kills another with tough rebuild, access provisions**

Last week was a good one for California cable operators—at least legislatively. The State Assembly subcommittee on cable television effectively killed for the current session a bill that would have imposed heavy regulatory burdens on cable systems in the state and approved another that would extend the state's law deregulating basic cable rates until 1994.

After hearing from a series of witnesses last Monday, the subcommittee referred by unanimous vote the cable regulation bill (AB 2742), introduced last February by Richard Robinson (D-Santa Ana), for "interim study"—a move that should foreclose further action before the final gavel comes down on the current session Nov. 30—and amended and voted out the rate-deregulation bill (AB 3685), introduced by Bruce Young, (D-Cerritos), for consideration by the parent Committee on Energy and Utility this Wednesday (June 2).

Jerry Yanowitz, special assistant to the president, California Cable Television Association, the group that led the fight for the Young bill and against the Robinson bill, was delighted by the subcommittee's actions, but warned that Robinson would probably resurrect his bill or one similar during the next session that opens Dec. 6.

Although Robinson amended his bill once to remove or modify some of what cable operators had considered its more outrageous provisions, Yanowitz said, it is still unpalatable to the industry. Yanowitz cited the "excessive" rebuild requirements, the mandated lease access and the 10% "franchise fee" as some of the bill's more onerous elements.

Under the amended bill, all new systems and old systems up for renewal would have to provide a minimum number of channels, based on the number of residents in the community being served. A cable operator serving a town of 5,000 or fewer persons would be required to have a minimum of 35 channels of capacity, for instance, while one serving a city of more than 200,000 would have to come up with at least 108 channels. In addition, 20% of the channels on all systems would have to be interactive.

Cable operators would retain full control of all channels in operation prior to the effective date of the bill, but half of all channels created as a result of new construction or system expansion would have to be allocated for either commercial or lease access.

Although the bill does not stipulate a franchise fee per se, it does authorize the collection of 10% of the operators' gross revenues and spells out just how that

money is to be disbursed.

The bill, as introduced, declared that cable television was a public utility and brought its regulation under the state's Public Utilities Commission. Under the amended version, the cable operator would come under the regulatory oversight of the Department of Consumer Affairs. Although Robinson views the switch as a major concession, CCTA sees it as cosmetic change. "There's not a whole hell of a lot of difference at all," Yanowitz said.

"Interim study" means that the subcommittee wants more time to examine the issues raised by the bill. Further hearings in such cases are held during Assembly recesses. The Assembly will be out most of July, according to Thurmond White, a consultant to the subcommittee, but as of last Wednesday no hearings had been scheduled.

Opponents of the bill mustered by the CCTA did not have a chance to testify last Monday (the hour was getting late and the subcommittee members knew they were not going to take any definitive action), but one of the CCTA witnesses, Neil McHugh, senior vice president, Viacom Cable, said subcommittee members betrayed an antagonism toward the bill during their examination of the several witnesses who appeared in behalf of it. The general feeling, he said, was summed up by one assemblyman: "If it ain't broke, don't fix it."

The Young bill is expected to meet little opposition at the committee level, Yanowitz said, but it could run into trouble on the floor. Robinson has threatened, he said, to try to incorporate some of his ideas on cable regulation into the Young bill with floor amendments. Despite Robinson's prowess as a legislator, Yanowitz thinks it will be difficult for him to make substantive changes in the bill after it comes out of committee. "It's tough to do," agreed White, "but it has been done."

The bill would supersede one passed into law in 1979 that removed communities' power to regulate basic rates for systems that meet a number of criteria, including having 20 or more channels, a satellite earth station and facilities and three channels for public access. Operators who want out from under rate regulation must also agree to contribute 50 cents per subscriber per year to the foundation that encourages public access programming.

According to Yanowitz, because of a Sunset provision, the bill lapses on Jan. 1, 1984. The new bill, he said, would extend the effectiveness of the rate regulation through Jan. 1, 1994. To placate the California League of Cities, a group representing the state's municipalities, he said, the CCTA has agreed to more than two dozen amendments of the original law. CCTA has agreed, for instance, he said, to add a stipulation that the cable operator must have fulfilled all the obligations of his franchise agreement to escape rate regulation. One sticking point that remains is the length of the extension. CCTA wants the full decade, Yanowitz said,

while the CLC is pushing for a shorter period.

A study by the California Public Broadcasting Commission supports extension of the rate deregulation, Yanowitz said. It found, he said, that deregulation has had an "innocuous" effect on basic rates around the state. In other words, he said, marketplace forces have conspired to keep rates reasonable. The study also found, Yanowitz said, that investors and bankers are more willing to finance systems and operators are more willing to expand channel capacity and services in the deregulated environment. □

## Deciding the fate of deregulation

**That's what three-judge panel of appeals court is doing as it hears arguments from citizen groups that FCC actions, including postcard renewal, violate Communications Act; commission, broadcasters defend action**

The FCC policy of deregulating broadcasting was under challenge last week, in arguments at the U.S. Court of Appeals in Washington. Citizen groups and Henry Geller were urging the court to reverse commission actions deregulating radio and reducing the burden of completing license renewal forms to a requirement to answer five simple questions printed on a postcard. Abandonment of formal ascertainment requirements for small-market television stations was also at issue.

But more than those matters was at stake. On the court's decisions, lawyers attending the arguments noted, hangs the answer to the question of whether the commission can proceed with its program of deregulation—to television, for instance—without changes in the Communications Act.

And the identities of the three-member panel only added to the uncertainty of the outcome. Judge J. Skelly Wright, considered one of the circuit's most liberal judges, presided. Sitting with him was Judge Robert Bork, a former solicitor general and a new member of the court whose reputation as a thoroughgoing conservative preceded him. Some of the questions they asked were regarded as reflecting sympathy, respectively, for the commission's and citizen groups' positions. The third member of the panel was U.S. Judge William J. Jameson, of the Montana district, about whose views on the issues little was known and who asked no questions during the more than two hours of argument.

The three issues were argued separately, but the radio deregulation and postcard renewal cases appeared part of the same basic question—whether the commission is obtaining the information it needs to

make a public interest finding at license renewal time.

In its deregulation order, the commission abandoned commercial-time and nonentertainment programing standards as part of its guidelines for processing license-renewal applications, as well as a requirement that broadcasters follow formal ascertainment procedures. Program logs were also dropped. One new requirement was added—that radio broadcasters each year compile—and place in their public file—a list of five to 10 important local issues along with a brief discussion of programs addressing those issues.

Geller, former head of the National Telecommunications and Information Administration and now director of Duke University's Washington Center for Public Policy, said the commission had "gutted" its traditional requirement that broadcasters run on their records. The commission, he noted, is now limited in the information it receives regarding service to that contained on the postcard renewal form, and that only asks whether various forms have been filed and whether the station has been found guilty in a civil or criminal proceeding.

And he said the order should be remanded to the commission because of an "inconsistency" in it. He noted that the commission had held that because of the five-to-10-issue requirement and the abandonment of the nonentertainment-programing standard, information on the amount of public interest programing, as provided in the logs, is not required. "The

only way the commission can get rid of the public interest standard regarding [quantity] is to say it is irrelevant," Geller said. "But it doesn't." He said the commission in its report and order and in the brief it filed in the case, said quantity is relevant to a public interest finding in renewal proceedings.

Earl K. Moore, counsel for the United Church of Christ, attacked the deregulation order as running counter to the Communications Act's requirement that stations provide local service—a requirement he said is contained in the section requiring an equitable distribution of facilities among the states and communities.

He also said the five-to-10 issue requirement fails to provide a representative sample of programing intended to serve the public interest. But, said Bork, "aren't most examinations of programing started by complaints?" Yes, said Moore. "But the [citizen] groups have to make a prima facie case in their complaint, and there is no way to get the facts. Before, petitions to deny were based on composite week logs."

And Jeffrey Olson, representing the Black Citizens for a Fair Media, focused on the postcard renewal form. He said the commission "cannot presume a public interest finding." Yet, he said, the commission "proposes to make that finding without the information on programing—which is the 'essence' of the broadcast service." But when Olson said the commission is proceeding in a manner that "flies in the face of the statute," Bork challenged him. Cite the provisions, he said. And

when Olson cited court decisions supporting his position, Bork said those decisions simply "put a gloss" on the law.

The defense of the commission's position was led by Daniel M. Armstrong, associate general counsel in charge of the litigation division. He said the commission's aim, in its deregulation order, was to afford stations "flexibility" in programing without ignoring two basic principles—that stations "must respond to matters of concern and that all significant groups in the community must receive programing on matters of concern to them."

And in response to a question from Bork, he dismissed Geller's argument regarding "quantity" of public interest programing as a continuation of a longstanding dispute between Geller and the commission over the importance to be given public interest programing. He said the commission considers other facts as well, including the number and kind of issues covered and when responsive programing is aired. However, in response to a question from Wright as to where that information would be available, Armstrong said the list of five-to-10 issues, which is kept in the public file is not sent to the commission unless it is requested.

Timothy Dyk, representing CBS and broadcaster intervenors, stressed the "responsiveness" required by the commission's order as justification of it. He said the legislative history of the Communications Act indicates the commission acted properly in eliminating the logging requirement. "Logs don't show anything

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# Washington Watch

**Must-carry in Jersey.** National Association of Broadcasters has filed in opposition to New Jersey Office of Cable Television petition requesting that FCC waive its must-carry rules for all state cable systems with fewer than 21 channels for maximum of three years or until those systems have expanded their channel capacities (BROADCASTING, May 24). While state had argued that relief was warranted because of heavy saturation of TV signals in New Jersey, NAB said granting relief would "carve out" substantial exception to FCC's must-carry rules. NAB said New Jersey petition was "procedurally improper" and urged commission to dismiss it, or to defer action and consider it in connection with proceeding on efficacy of must-carry as means to insure local broadcast service in saturated markets.

**Antitrust action.** Justice Department has asked Tribune Co. of Chicago and its subsidiary, Sentinel Star Co. of Orlando, Fla., to divest themselves of five weekly newspapers acquired to Osceola county, Fla., in 1980. In civil antitrust suit filed Wednesday (May 26) DOJ said acquisition may substantially lessen competition for local advertising by bringing under common ownership only significant print media in Osceola County. Before acquisition, Sentinel Star garnered 40% of all advertising sold in county, while five weeklies, owned by Richard L. Luzadder and his wife, accounted for about 20%.

**The cost.** Consumers Union, Consumer Federation of America and Public Citizen's Congress Watch have asked FCC to require rigorous accounting of AT&T's multimillion-dollar lobbying campaign against telecommunications bill (H.R. 5158) that would modify company's proposed consent decree with Justice Department. AT&T has promised campaign would be funded from shareholder revenues, but consumer groups fear ratepayers will be forced to bear costs. House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) is said to be spending much of his time visiting with colleagues to explain merits of controversial bill, which his subcommittee passed unanimously in late March. Parent Energy and Commerce Committee, still embroiled in lengthy stalemate over revisions to Clean Air Act, has not yet scheduled markup of telecommunications bill.

**Relief for daytimers?** Proposal to prevent future protection of clear channel signals has been introduced by Representative Paul Findley (R-Ill.). Bill (H.R. 6306) would prohibit FCC from considering skywave interference to any other broadcast signal when determining whether to grant new licenses for AM facilities. In similar move, Representative Douglas Applegate (D-Ohio) has introduced bill (H.R. 6129) ordering FCC to conduct two-year experiment in which U.S. daytime stations would be permitted to operate from 6 a.m. to 6 p.m. daily. Neither Findley nor Applegate has secured promise of hearings, however, from House Telecommunications Subcommittee, and with tight congressional schedule in coming months, action on bills is considered unlikely.

**Tolerant LPTV.** B'nai B'rith International has filed applications for four low-power television stations: Vail, Colo.; Monticello, N.Y.; South Hampton, N.Y., and State College, Pa. Daniel Thursz, B'nai B'rith executive vice president, said group eventually hoped to have network of 30 to 40 LPTVs. If granted stations, Thursz said organization would offer some general programming and other programming intended to promote racial and religious tolerance "without being preachy."

**Summer reading.** Complex, yet logical pattern of factors and influences that shape U.S. communications policy is again examined in third edition of "The Politics of Broadcasting," published by St. Martin's Press, New York. Its authors are Erwin Krasnow, vice president and general counsel, National Association of Broadcasters; Lawrence D. Longley, associate professor of government, Lawrence University, and Herbert A. Terry, assistant professor of telecommunications, Indiana University. Krasnow and Longley co-authored 1973 and 1978 editions. Current publication incorporates latest developments and trends in regulation of broadcasting (authors maintain broadcasting remains apt word even though newer media and technologies are now concerned). As in earlier editions, authors demonstrate how FCC plays central role in broadcast regulation, but rarely acts alone. Studied in most detail are six major participants in policymaking process: FCC, broadcast industry, citizen groups, courts, White House and Congress. Last interacts with other five so frequently that it is treated in separate chapter of book. Other determiners include various government agencies and trade press. Interplay of these forces in major developments affecting broadcasting since shortly after turn of century is documented by authors. Part two of book focuses on five case histories, in which determiners arm wrestled over program formats, UHF television's quest for comparability, extent of commercialism, comparative license-renewal policy, and congressional efforts to rewrite Communications Act. Foreword to book is written by Newton D. Minow, chairman of FCC in early 1960's and more recently, chairman of Public Broadcasting Service. In it, Minow applauds idea of active practitioners like Krasnow working in harness with academic authorities like Longley and Terry. Result, Minow declares, is "required reading for anyone interested in understanding how government regulation really works."

about responsiveness," he said. He also disputed Moore's view that the Communications Act requires the commission to impose a local-programming obligation on broadcasters. The law, he said, requires only "responsiveness to the local audience."

Gregory Christopher, a commission attorney, and Stephen A. Weiswasser, who represented CBS and broadcast intervenors, defended the commission's order reducing the renewal application forms to postcard size. Christopher noted that additional information is available, though mainly in the case of television. The commission subjects 5% of the television stations to a long-form audit, and, Christopher said, television station logs (though not radio) are available for inspection locally. Weiswasser said the commission "relies heavily on the public to monitor" the performance of stations.

The ascertainment issue centers on the question of whether the commission acted properly in repealing the formal requirement for all stations in communities of less than 10,000 population and outside standard metropolitan statistical areas without examining the results of what it had said, in 1976, would be a three-year test. (The issue now applies only to 29 television stations; the ascertainment requirement for radio had been eliminated in the deregulation order.)

The commission based its decision to act without studying the results on the ground that such an examination would be costly and difficult—and because the lack of a complaint against any of the stations tended to support the commission's original view that operators of small-market stations were sufficiently well informed regarding local needs and interests without following formal ascertainment procedures. Olson, representing the National Black Media Coalition on the issue, said that was "not a rational reason."

Christopher said language in the 1976 order referring to a study "unfortunately complicates the case."

## Dereg trade-off: license stability for revenue fee

**Plan advanced by NRBA and NPR would give radio broadcasters guaranteed renewal in exchange for percentage of revenue to help fund public broadcasting**

A proposal to deregulate radio in exchange for annual fees that would support public radio is still circulating on Capitol Hill. It is only one of several approaches being contemplated, however, as the means of securing deregulation from key members of the House—Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) and Energy and Commerce Committee Chairman John D. Dingell (D-Mich.)—who have promised deregula-

tion will not pass unless accompanied by an alternative means of assuring the public continues to be served by broadcasters.

The fee proposal, advanced by the National Radio Broadcasters Association and National Public Radio, would permit broadcasters to purchase long-term license contracts, lasting perhaps up to 50 years, in exchange for 1%-to-2% of their annual revenues.

Along with the longer license terms, broadcasters would be "substantially deregulated," probably through codification of action already taken by the FCC, according to NRBA spokesmen. Elimination of the fairness doctrine, equal-time rule and other political broadcasting regulations would not be sought, however, because NRBA leaders do not believe that kind of deregulation is feasible in today's Congress.

The National Association of Broadcasters has criticized the proposal as counterproductive to efforts by the Senate and some members of the House to win deregulation at far less cost to broadcasters. Among those efforts is S. 1629 (introduced by Howard Cannon [D-Nev.]), a bill passed by the Senate that would deregulate radio and eliminate comparative renewals for both radio and TV in exchange for license fees meant only to cover the cost of regulating the industry.

"We support that bill and all the others that have been considered," said NRBA President Harriet (Sis) Kaplan, president, Sis Radio, Charlotte, N.C., but "one thing nobody's considered about S. 1629 is that the statute can be changed and the fees raised." With a 50-year contract, fees could not be changed without violating contract law.

Wirth has told broadcasters he would consider supporting radio deregulation in exchange for a plan to fund public radio. In its report on the status of competition in telecommunications industries, the Telecommunications Subcommittee's majority staff found that large-market radio may be sufficiently competitive to justify deregulation, but that broadcasters will always have to use a public resource—the spectrum—to operate, and therefore should pay for that use. Fees to support public broadcasting would compensate the public for the spectrum all radio operators use, said the report.

Statutory fees, whether based on the cost of regulation or the value of the spectrum, could be used by Congress as a tool to threaten broadcasters whose programming is controversial, said Thomas Schattenfield, counsel to NRBA. "We're not fighting the Cannon bill but if there must be fees, we want a contract."

NRBA spokesmen believe their proposal is the one most likely to fly in the Telecommunications Subcommittee. David Aylward, the subcommittee's staff director, said Wirth will prevent passage of the Cannon bill, but beyond that, has not sought consensus in his subcommittee on a proposal to deregulate broadcasting. Work on a proposal to reform common carrier regulation (H.R. 5158) and more recently on a Democratic alternative to

President Reagan's 1983 budget resolution, have kept Wirth preoccupied, said Aylward.

NAB spokesmen take a less pessimistic view of deregulation's chances in the Telecommunications Subcommittee, however, and maintain that other proposals to help support public broadcasting, such as those recently recommended by a special NAB task force, might win some of the reforms they seek. "Commercial broadcasters are among the greatest supporters of public broadcasting," said Cullie M. Tarleton, senior vice president, Jefferson-Pilot Broadcasting and chairman of NAB's radio board, "but to hold commercial broadcasters hostage to financing of public broadcasting would be grossly unfair."

Broadcasters have "gotten a bill out of the Senate" and secured radio deregulation at the FCC, said Tarleton. "I see no reason to toss that out now in favor of some pipe dream."

Kaplan, however, believes broadcasters have grown complacent with the FCC's deregulation of radio and have forgotten the importance of getting that deregulation codified. "Many broadcasters are now in a lull, thinking they're deregulated," she said, "but it is important to work for codification now, because deregulation has some momentum on Capitol Hill."

NRBA first proposed deregulation in exchange for fees to support public broadcasting more than seven years ago, when then House Communications Subcommittee Chairman Lionel van Deerlin (D-Calif.) was trying to draft a rewrite of the Communications Act. It revived the proposal early in April, after the Senate passed the Cannon bill with NAB's support.

Spokesmen from NRBA have continued to advance the proposal on Capitol Hill, even though the NAB executive committee flatly rejected it about a month ago. The proposal, which Kaplan says has drawn no opposition from NRBA members, is still "very much in the discussion stages" and has never even been put down on paper in a formal proposal to Congress.

"We're not wedded to any one proposal," said Kaplan, "but we want to have legislation passed, not just talk about it."

NPR President Frank Mankiewicz said the NRBA proposal is attractive because it would insure a growing fund for public radio, but it is not the only proposal for funding public radio being considered.

"NAB has been very concerned about helping public broadcasting," he said. "There are a lot of avenues that are being explored." □

## Syndicated exclusivity for all distant signals called for by Geller

The FCC should launch a rulemaking proposing the adoption of full syndicated program exclusivity in all markets for carriage of distant TV signals, according to a petition for rulemaking filed last week by Henry Geller, former head of the National Telecommunications and Information Administration.

In his petition, Geller said the FCC's elimination of the syndicated exclusivity rule, which was affirmed by the U.S. Court of Appeals in New York last January, has been shown to be "totally misguided" as a matter of policy. "Far from being deregulatory, it constitutes action against the marketplace, and results in greater government involvement," Geller said.

"The commission cannot properly claim to be marching to the drum of open competition in the marketplace and yet fail to act as it can to significantly promote use of the marketplace in this important respect," Geller said.

Geller said the commission also should launch a rulemaking on expanding the protection afforded sports copyright holders over the carriage of sports events on distant signals.

Geller noted that while the commission has a policy aimed at protecting the "home gate," by preventing importation of a distant signal carrying that home game if it is unavailable on a local signal, the commission also should re-examine beefing up that protection, perhaps through a rule that ran along the lines of S. 2172, the pending bill introduced by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.). That bill would prohibit cable systems from retransmitting into any area within 50 miles of the home stadium of a club that is a member of a professional sports league, the broadcast of any game involving the home club or a member club of that league, unless the cable system obtained the consent of the home club. □

**McGowan says hands off.** By trying to pass major common carrier reform bill (H.R. 5158) this year, Congress is acting as if a "massive disruption" will occur this fall as result of the Justice Department's proposed antitrust settlement with AT&T, said William McGowan, chairman, MCI Telecommunications Corp. last Wednesday, in a speech before the National Press Club. McGowan said effects of the settlement won't be felt for at least two years, when AT&T's proposed divestiture of its local operating companies is to take place. Congress should wait till then, he said, before trying to address the settlement's effects in legislation. As presently drafted, H.R. 5158 would deny consumers the benefits of competition among long distance carriers, by forcing those carriers to subsidize local exchange companies, he said. That subsidy, which McGowan said an MCI survey has found consumers oppose, would prevent local companies from eliminating their inefficiencies and modernizing themselves. MCI, he said, sees its future in a variety of telecommunications services, but will not venture into equipment manufacture. Data communications networking, international voice communications and cellular radio are among markets it is actively pursuing.

## AT&T submits cellular subsidiary plan to FCC

**Capitalization plan for cellular radio given to commission for approval; AT&T subsidiary will require \$288 million through 1983**

Moving to meet the requirement that it offer cellular radio service through a separate subsidiary, AT&T last week submitted its capitalization plan for the new company to the FCC for approval.

AT&T said that after the FCC approved the plan, the cellular subsidiary would be merged with Advanced Mobile Phone Service Inc., the AT&T subsidiary formed in May 1980 to plan and develop cellular technology, with AMPS's directors, officers and employees staffing the new company.

After the merger, AT&T said the cellular subsidiary would incorporate two or more subsidiaries of its own. One would be responsible for the design, engineering and supply of cellular system installations. And one or more subsidiaries would be formed to offer the cellular service itself, AT&T said.

After the divestiture of AT&T's 22 local exchange companies (which would be required under the proposed modification of the consent decree settling the Department of Justice's antitrust suit against AT&T), AT&T said the subsidiaries responsible for providing the cellular ser-

**Cellular disagreement.** The FCC has asked the U.S. Court of Appeals in Washington to dismiss requests from three parties seeking stays of the commission's cellular radio order, contending that the petitioners' arguments were "without merit" and that a stay of the order would be "wholly unjustified."

The cellular order, adopted in April 1981 and modified on reconsideration last March, "set aside" half of the 40 mhz allocated for cellular in each market for the exclusive use of telephone companies, but Millicom Inc., FMI Communications and the Department of Justice sought stays, primarily on the grounds that the action is anticompetitive. While Millicom has asked that the FCC be stayed from accepting any cellular applications on its June 7 filing date, FMI has asked that the FCC be permitted to accept applications but prohibited from granting cellular construction permits to any telephone company before it grants a permit to a non-wireline company in the same market, and Justice has asked that the court stay those parts of the order authorizing the set aside (BROADCASTING, May 24). But the FCC told the court that the set aside could lead to "very effective competition," in assuring that no one entity would control the whole cellular spectrum in each market, and that the set aside "was likely to result in a reduction in the delay in making expanded mobile wireline communications services available to the public." Granting the stay, however, would be contrary to the public interest in that it would further delay the offering of cellular service to the public, the FCC said. Moreover, the FCC said, while the petitioners had not demonstrated that the cellular order would cause irreparable harm, a stay, in causing further delay, would cause those companies that have already made large investments in their cellular plans "substantial harm," the FCC said.

vice itself would be transferred to the divested exchange companies, which would then operate the cellular services through one or more subsidiaries. According to the plan, the subsidiary responsible for the design, engineering and supply of cellular systems would remain with AMPS.

AT&T said detailed plans for the offering of cellular service after the divestiture would be included as a part of the reorganization plan that it would submit to

the Department of Justice if the proposed modification is approved by the District Court for the District of Columbia.

AT&T, which said it has spent \$192.7 million on cellular research and development since 1970, said the cellular subsidiary would be launched with total assets of \$25.8 million, and would require about \$288 million to see it through 1983. The subsidiary, which will be based in Basking Ridge, N.J., will be wholly owned and funded by AT&T. □

## InSync

**Here comes AM stereo.** Despite confusion reigning in AM stereo marketplace, Leonard Kahn, president of Kahn Communications, reports that 14 stations will begin stereo broadcasts using his system as soon as equipment wins type acceptance from FCC. That is expected in June or early July. Kahn's stations: WFBR Baltimore; WBZ Boston; WOWO Fort Wayne, Ind.; KMBZ Kansas City, Mo.; KHJ Los Angeles; WNBC New York; WOW Omaha, Neb.; WFIL Philadelphia; KDKA Pittsburgh; KSL Salt Lake City; KTSA San Antonio, Tex.; KFRC San Francisco; WMAL Washington, and WLS Chicago. "I can't understand why all the other proponents [Magnavox, Harris, Motorola and Belar Electronics] keep bad mouthing the marketplace," Kahn said. "The FCC report and order has been effective less than a month and we expect to be on the air in the major markets by July!" □

**Video controller.** Sony Corp. of America has introduced desktop microcomputer designed primarily to enhance videodisk and videotape recorders/players. "An... important application for the SMC-70," said Robert Mueller, vice president, Sony Video Communications Division, "is its ability to interface with our institutional laser videodisk player and institutional video recorders for interactive video applications." Weighing little more than 10 pounds and priced at \$1,500, basic unit employs Zilog's Z80A microprocessor, contains 64 kilobytes of memory, and 13 ports for ancillary equipment. □

**New quarters.** George Jacobs, radio and television engineering consultant, has moved office of George Jacobs & Associates to 8701 Georgia Avenue, Suite 402, Silver Spring, Md., 20910. Research facilities remain at 11307 Clara Street, Silver Spring. □

**On the road again.** When noncommercial wyes-tv New Orleans isn't using its \$2-million, 43-foot mobile studio, unit is available for lease by other stations and production houses. What's more, 30-member production crew of Yes Productions, wyes-tv division that operates rolling facility, can also be hired. Rental fee includes tractor that Yes Productions leases from Lend Lease Truck Rental and Leasing, Minneapolis. (Yes's deal with Lend Lease includes routine maintenance and emergency repair of tractor.) Meanwhile, John H. Phipps Broadcasting Stations Inc., licensee of wctv(tv) Thomasville, Ga. (Tallahassee, Fla.), hopes to have its mobile studio on road by mid-September. "The Shooting Star," as unit will be christened, will contain five cameras, digital effects generator, Grass Valley switcher, Chyron IV graphics and three one-inch videotape recorders, one portable. □

## FCC FM changes

To speed its processing of FM channel rulemakings, the FCC has voted to streamline its FM channel-assignment policies.

Under the new policy, the FCC has changed its FM priorities, which rank the relative importance of the service to be provided. First aural service will be given highest priority, with second aural service and first local service sharing the same priority.

The commission also changed its preclusion policy, which holds that the assignment of a given channel precludes the assignment of that same channel and adjacent channels in the same general area. Under the new policy, however, if no interest is shown in the community where the preclusion would occur, the proposal will be considered without regard to its preclusive effect.

The commission also deleted criteria that limit the number of FM channels available to a given size community; deleted the policy calling for making only Class A FM assignments to smaller communities and Class B or C to larger ones; dropped its policy against assigning two different classes of FM stations to a particular community; dropped its policy of not assigning a channel to avoid a comparative hearing, and eliminated its requirement for demographic data for cases where the status of a community isn't in issue. □

## Another variable in the Radio Marti equation

### Proposal to ban use of AM band for Cuban service is up for negotiation in House; Jepsen introduces Senate resolution to allow jamming to fight interference to U.S. stations

The debate over what to do about the growing problem of Cuban interference to American AM broadcasting showed signs of heating up on Capitol Hill last week. The House Energy and Commerce Committee, which had been prepared to reject the Reagan administration's proposal to build a high-powered AM station to broadcast information to the Cuban people, decided instead to negotiate with Foreign Affairs Committee members who support the bill (H.R. 5427). At the same time, Senator Roger W. Jepsen (R-Iowa) introduced a resolution urging the administration and Congress to do whatever is necessary—including jamming Cuban signals—to prevent continued interference.

At the request of the Foreign Affairs Committee, Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) agreed to postpone action on H.R. 5427 so leaders of both committees can try to resolve their differences over how the proposed international broadcasting service, to be called Radio Marti, should be implemented. A week earlier, the Telecommunications Subcommittee voted to prohibit use of the AM band for the service, arguing it would provoke retaliation from Cuba and aggravate an already serious problem of interference (BROADCASTING, May 24). The subcommittee's amendment, sponsored by Representatives Al Swift (D-Wash.) and Thomas Tauke (R-Iowa), would force the administration to use shortwave frequencies for Radio Marti.

The Foreign Affairs Committee, which by a vote of 20-5 had previously approved plans to put Radio Marti on 1040 khz, maintains the proposed service will have no effect on the 13-year old interference problem. Shortwave broadcasting, according to a committee spokesman, is almost never used in the Caribbean, and is therefore unacceptable as a substitute for the administration's proposed AM station. Also unacceptable, said Virginia Schlundt, staff director to the Subcommittee on International Operations, is a proposal by the National Association of Broadcasters that Radio Marti be broadcast on rarely-used frequencies at either end of the AM band. Those frequencies are not protected by any international treaty, she said, and if Cuba chooses to jam material transmitted on them, the U.S. would have no right to complain to the International Telecommunication Union or any other international communications coordinating body.

Leaders of both committees hope to resolve their differences by June 11, the new deadline on action by the Energy and

Commerce Committee on H.R. 5427. An earlier deadline, May 26, was waived so negotiations could take place.

As the committees prepare to meet, intense lobbying by the State Department, on behalf of the original Radio Marti proposal, appears to be continuing. Members of the Telecommunications Subcommittee, the objects of most of that lobbying, have openly begun to question the administration's priorities in sending Thomas O. Enders, assistant secretary of state for interAmerican affairs, to spend what appears to be much of his time lobbying for Radio Marti, while war between Britain and Argentina over control of the Falkland Islands escalates.

In the Senate, where a companion bill to H.R. 5427 has been introduced, Foreign Relations Committee leaders continue to plan hearings on the proposal once it has cleared committee action in the House. It is also awaiting release of an administration task force's report on the proposal.

Although it refers to Radio Marti, Jepsen's resolution is entirely separate. Introduced Tuesday (May 25), it points to plans by the Cuban government to construct numerous high-powered AM stations and to the threat those facilities would have to the livelihood of U.S. AM broadcasters and the service they provide to radio listeners.

It calls on the President and Congress to "take all necessary and appropriate action to persuade Cuba not to construct new high-powered AM broadcast stations that would interfere with AM stations in the U.S. or, in the alternative, to pursue legislation authorizing the construction of

radio facilities that could be operated so as to cause interference to Cuban radio operations until such time as Cuban AM stations cease interfering with AM stations in the United States."

The resolution (S. Res. 398) is the result of meetings between Jepsen and Iowa broadcasters, who lead the opposition to an AM frequency for Radio Marti because the frequency chosen, 1040 khz is the same as that used by WHO(AM) Des Moines. Iowa broadcasters fear that any retaliation to Radio Marti by Cuba will result in serious interference to WHO as well as other stations.

"I favor Radio Marti," said Jepsen, "because I believe that it is time to tell the truth to the Cuban people, but I think we should take a second look at any plan which would result in the widespread disruption of commercial broadcasting in this country."

According to a spokesman, Jepsen hopes to meet with administration officials in the coming weeks to urge action on the problem of Cuban interference. He also plans, said his spokesman, to "vigorously pursue" passage of S. Res. 398 by Congress.

A companion to Jepsen's resolution has not yet been introduced in the House. According to Schlundt, any proposal to jam the broadcasts of other countries would have great difficulty passing the Foreign Affairs Committee, where it would have to be initially approved. "The U.S. has never jammed the signals of other countries," she said, and to begin to do so would violate most international communications treaties to which the U.S. is a party. □

## FCC turns down Democrat request for equal time

### Commission finds that CBS and NBC did not err in refusing party time to respond to GOP ads

Contending that the Democrats hadn't demonstrated that the networks failed to provide reasonable opportunities for contrasting views, the FCC last week denied a complaint by the Democratic National Committee that CBS and NBC had violated the fairness doctrine by refusing to provide free time for response to paid advertisements that advocated the Reagan administration's economic policies.

In a 6-1 vote (with Commissioners Henry Rivera dissenting in part and Anne Jones concurring), the commission said that because the Democrats hadn't shown that the networks failed to present those reasonable opportunities, the FCC didn't need to consider the demands for free

time.

The advertisements in question were funded by the Republican National Committee, and other GOP sources, and aired late last year. When they first appeared, former FCC Chairman Charles Ferris, now a lawyer in private practice who represents the DNC, wrote the networks, requesting time for a free response (BROADCASTING, Oct. 26, 1981). Although the networks offered to make paid response time available, DNC filed a formal complaint with the commission, contending that the airing of the ads, along with network coverage of speeches, news conferences and appearances by administration spokesmen, had created an imbalance favoring GOP views (BROADCASTING, Jan. 11). DNC requested the free response time under the Cullmann doctrine, which provides that a broadcaster who presents only one side of a controversial issue of public importance cannot refuse to run a contrasting view on the grounds that paid sponsorship isn't available.

In its order, however, the commission said it didn't believe that the two networks' overall programing was unreasona-

bly out of balance. It said there was no mathematical formula for achieving fairness, nor a requirement that an exact balance of competing viewpoints be aired. "We cannot find the amount of time and frequency afforded each side so disparate as to warrant commission intervention," the FCC said.

While the fairness doctrine could be invoked in cases where there were "significant" disparities in coverage of contrasting viewpoints, the doctrine shouldn't be used "to chill" broadcasters' coverage of controversial issues, whether that be in the form of original programming or in the presentation of paid editorial advertisements, the FCC said.

Although Rivera and Jones agreed with the order's bottom line, both suggested that the Broadcast Bureau item had gone farther than it should have in denying the complaint.

One sentence in the order, for example, read: "We find it difficult to envision a case in which a major political party would raise an issue of public importance ignored by the electronic press." And Jones contended that that sentence could be inferred to suggest that the FCC would never find the networks guilty of a violation of the fairness doctrine, a perception the FCC did not mean to create.

Rivera also argued that such "dicta"

should have been dropped from the order, because it could "create uncertainties or unintended implications" in "this sensitive area of political speech." The majority "should have left well enough alone," Rivera said.

While the commission has proposed that Congress repeal the fairness doctrine, FCC officials have stated frequently that the FCC will continue to enforce the doctrine diligently as long as it remains on the books.

Greg Ballard, a colleague of Ferris's, said the DNC attorneys "felt confident" that they had presented a valid complaint. Ballard, however, said they would hold off on a final decision of whether to appeal until they could read the commission's order.

Ferris has also written the networks to advise them that a more recent round of GOP commercials—which blame the Democrats for the nation's economic problems and credit the Republicans for bringing down the rate of inflation—are "blatantly false." The letter also warns that those broadcasters who run the ads could be forced to offer free response time under the fairness doctrine (BROADCASTING, May 24).

While CBS has rejected the spots, ABC and NBC had not yet decided whether to accept them, Ballard said. □

he sold his interests to the minority shareholders. "This expansion of the tax certificate would enable minority entrepreneurs to attract investors before the transaction is completed, when securing financing is critical, by promising them significant capital gains deferral on the sale of their interest to the controlling shareholder," the panel said.

While current FCC rules prohibit any one entity owning seven AM, seven FM and seven stations from owning more than 1% of any others, the panel contended that that rule could have the effect of limiting the equity financing minority broadcast firms could attract from venture capital investment firms, small business investment companies or minority enterprise, small business investment companies many of which are already involved in the full complement of broadcast properties. To get around that, the panel said the commission should consider waiving the rules for venture capital companies that are providing equity to minority firms.

The committee's financing panel recommended that the FCC grant waivers of its multiple-ownership and regional-concentration rules to permit an "established entrepreneur to acquire an equity interest in a minority-controlled property that otherwise would exceed multiple ownership limits or adversely affect diversification."

The financing panel, contending that "significant opportunities" exist for minorities to purchase existing telecommunications systems, said the FCC should urge Congress to amend the internal revenue code to give minority entrepreneurs a tax break when they buy those stations.

Under the current tax law, the panel said, while investors in new systems receive a tax credit for 10% of their total equipment investments, investors in used systems are limited to a maximum tax credit of \$12,500, 10% of the maximum \$125,000 value of used equipment that can be used for determining the credit. If the limitation on used equipment were raised, perhaps to \$5 million in cases where minority-controlled firms were purchasing an operating telecommunications system, "this would give a needed advantage to minority entrepreneurs competing for tax-shelter funding for the acquisition of existing telecommunications systems."

The committee's management panel suggested that the FCC enter into a formal agreement with the Department of Commerce's Minority Business Development Agency to provide minority entrepreneurs with management and technical advice through one of the about 100 MBDA minority business development centers expected to be in place around the country by the end of the year.

Chairman Mark Fowler said the recommendations would receive quick consideration and action at the commission's first meeting in September. "I'm personally committed to implementing as many of these recommendations as we can," Fowler said. □

## Stimulating minority ownership

### Report of FCC committee studying that goal suggests changes in tax certificates, distress sales

By revising its tax certificate and distress-sale policies, gingerly amending its multiple ownership rules and pushing for tax breaks for minority-controlled firms, the FCC could help increase the number of minority-owned telecommunications facilities, according to the final report of the Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications.

The committee, chaired by Commissioner Henry Rivera, was formed by the FCC last September to explore ways of making it easier for minorities to buy telecommunications properties. The report, "Strategies for Advancing Minority Ownership Opportunities In Telecommunications," was presented formally to the commission at an en banc meeting last week.

As it had indicated it would at a meeting in March (BROADCASTING, March 22), the committee's policy panel urged the commission to revise its tax certificate and distress-sale policies.

Under the tax certificate program, a broadcast station owner is allowed to defer the capital gains from the sale of a station to a minority. Under the distress-sale policy, a licensee that has been designated for hearing can sell his station to a minority at 75% of the station's market value before the hearing begins.

According to the report, however, the

FCC should liberalize its definition of a minority-controlled firm that can take advantage of those policies. While the commission currently doesn't approve distress sales to corporate buyers with less than 50% minority ownership, the panel said the FCC should "clarify" its policy so that minority general partners in limited partnerships that hold more than a 20% interest in the partnership could qualify for those breaks. "The limited partnership offers an avenue to increase minority ownership because it provides an opportunity for another method of financing a broadcast purchase," the panel said.

The commission should also amend its procedures to speed up the processing of petitions for distress sales, the panel said. According to the panel, those petitions are currently reviewed by both the Broadcast Bureau and the General Counsel's Office. To speed that process, the panel said, the FCC should delegate authority to the Broadcast Bureau to process and grant distress-sale requests.

The panel also said that tax certificates, currently of benefit only in the broadcast area, should be made available for the sale to minority entrepreneurs of cable, common carrier and land mobile facilities.

Another recommendation was to modify the tax certificate policy to permit its use as a "creative financing mechanism." Under that proposal, any shareholder in an enterprise partially owned or controlled by minorities would become eligible for a tax certificate when

# For the Record

As compiled by BROADCASTING May 17 through May 20, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### FM applications

- \* Bay City, Mich.—Delta College seeks 90.1 mhz, 100 kw, HAAT: 406 ft. Address: Delta Road, University Center, Mich. 48710. Estimated construction costs: \$249,000; first-year operating cost: \$150,000. Principal: Noncommercial, educational institution which also owns WUCM-TV University Center, Mich. Filed May 7.
- \* Wesson, Miss.—Copiah-Lincoln Junior College seeks 92.9 mhz, 28 w, HAAT: 177 ft. Address: Wesson, Miss. 39191. Estimated construction costs: \$2,226; first-year operating cost: \$100. Principal: Noncommercial, educational institution, formerly licensee of WWCL(FM) Wesson, which expired in June 1979. Billy B. Thames is president. Filed May 10.
- Alliance, Neb.—KLOE Inc. seeks 105.9 mhz, 100 kw, HAAT: 615 ft. Address: 2300 Hall Street, Hays, Kan. 67601. Principals: Ross Beach (60%) and Robert E. Schmidt (40%), who own KCOW(AM) Alliance, Neb. Filed May 10.
- Giddings, Tex.—The Bluebonnet Station Inc. seeks 101.7 mhz, 3 kw, HAAT: 248 ft. Address: Highway 290 West, Giddings 78942. Principals: Bob Dunn and wife, Nancy Dunn (50% each), who also are part owners of KSFA(AM)-KTBC(FM) Nacogdoches, Tex., and applicants for new AM at Giddings. Filed May 10.
- Madisonville, Tenn.—Sunbelt Communications seeks 95.9 mhz, 1.5 kw, HAAT: 400 ft. Address: P.O. Box 518, Madisonville 37354. Principals: Thomas E. Amis, Howard Pack and K. Maynard Head (one-third each), who own WZZI(AM) Madisonville. Filed May 13.
- Farwell, Tex.—Charles M. Wolfe seeks 98.3 mhz, 3 kw, HAAT: 214 ft. Address: 2020 Glenarm, Clovis, N.M. Principal: Charles M. Wolfe (100%), who is resubmitting application with amendment for tower site. He has no other broadcast interests. Originally filed Aug. 28, 1981; refiled May 14.
- Temple, Tex.—Progressive Communications Inc. seeks 101.7 mhz, 3 kw, HAAT: 282.3 ft. Address: P.O. Box 42, Temple 76502. Principals: Steve Cannon, Henry Castillo, Dan Cutrer, Sammy Davis, David Johnson, John F. Sammons Sr., Lynn W. Woolley (12.5% each), Josephine Martin and husband, Robert Martin, president (6.25% each). Cutrer owns 3% of Fina Broadcast House Corp., applicant for new AM at El Paso, Tex. Cannon is program director at KTEM(AM) Temple, Tex., which he will relinquish before grant. Castillo is program host at KTEM. Johnson is program host at KERA-TV Dallas-Fort Worth. Woolley is former news anchor and editor at KRLD(AM) Dallas. Filed May 12.
- Fairmont, W. Va.—Margaret J. Hanway seeks 94.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 683, Fairmont, W. Va. 26555. Estimated construction costs: \$86,000; first-quarter operating cost: \$30,000; first-

quarter revenue: \$20,000. Principal: Margaret J. Hanway (100%), who is former vice president and principal owner of Fairmont, W. Va., common carrier company. Filed May 10.

### TV applications

- Fresno, Calif.—West Coast Communications Group Inc. seeks ch. 59; ERP: 657.66 kw vis., 647.66 kw aur., HAAT: 224.25 ft.; ant. height above ground: 250 ft. Address: 17403 Harvard Avenue, Cleveland 44128. Estimated construction cost: \$173,800; first-year operating cost: \$120,000; first-year revenue: \$350,000. Consultant: Edward M. Johnson & Associates Inc., Knoxville, Tenn. Principals: Eugene Thomas and Edward T. Haggins (50% each), who also have filed 12 applications for new low power television stations. Filed May 14.
- \* Davenport, Iowa—Marycrest College seeks ch. 36; ERP: 16.85 kw vis., 1.69 kw aur., HAAT: 228 ft.; ant. height above ground: 195 ft. Address: 1607 West 12th Street, Davenport, Iowa 52804. Principal: Noncommercial, educational institution. A. Lynn Bryant is president of Marycrest College which has no other broadcast interests. Filed May 10.
- \* Buffalo, N.Y.—Western New York Public Broadcasting Association seeks ch. 23; ERP: 1,009 kw vis., 100.9 kw aur., HAAT: 913 ft.; ant. height above ground: 934 ft. Address: P.O. Box 1263, Buffalo 14240. Estimated construction cost: \$917,000; first-year operating cost: \$697,700. Legal counsel: Schwartz, Woods & Miller, Washington. Consulting engineer: John F. X. Browne & Associates, Bloomfield Hills, Mich. Principal: Noncommercial corporation which owns WNED-FM-TV and WEBR(AM), all Buffalo, N.Y. J. Michael Collins is president. Filed May 10.
- Houston, Tex.—SMJ TV Co. seeks ch. 61; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,145 ft.; ant. height above ground: 1,145 ft. Address: 3301 N.E. 16th Court, Fort Lauderdale, Fla. 33305. Legal counsel: Kirkland & Ellis, Washington. Consulting engineer: Pathfinders Ltd., Jamaica, N.Y. Principal: Susan M. Jaramilla (100%), who is general partner of 39 Broadcasting Ltd., which is permittee for new TV at Miami, Fla., on ch. 39. Filed May 10.

## Ownership changes

### Applications

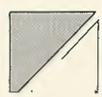
- KVOA-TV Tucson, Ariz. (NBC, ch. 4, 35 kw vis., 18 kw aur., HAAT: 3,610 ft.)—Seeks assignment of license for Channel 4-TV to H&C Communications Inc. for \$30 million (BROADCASTING, March 15). Seller is principally owned by Donald R. Diamond, Richard L. Bloch and Donald Pitt, who have no other broadcast interests. Station was originally part of

Pulitzer Publishing Co. television portfolio, but was sold in 1972 for \$2,725,000 (BROADCASTING, Dec. 11, 1972). Buyer is parent of *Houston Post* and KPRC-AM-TV Houston, WTVF(TV) Nashville, and WTOK-TV Meridian, Miss., last purchased last year for \$11 million (BROADCASTING, March 23, 1981). William B. Hobby Jr., lieutenant governor of Texas, is chairman. Jack Harris is president of broadcast division. Filed May 13.

- KBLC(AM) Lakeport, Calif. (1270 khz, 500 kw-D)—Seeks assignment of license from Lake County Broadcasting Inc. to Visionary Radio Euphonics of Lake County Inc. for \$286,805 (BROADCASTING, May 24). Seller: Robert McDaniels (100%), who has no other broadcast interests. Buyer is subsidiary of Visionary Radio Euphonics Inc., owned by group of seven stockholders headed by John Detz Jr., president and 53.3% owner. They also own KQTE(AM)-KVRE(FM) Santa Rosa, Calif. Detz and two other principals—Lucinda Paulos and James McKeon Jr.—also are principal owners of KOZT(FM) Fort Bragg, Calif. Filed May 13.
- WMOI(FM) [formerly WDRL] Monmouth, Ill. (97.7 mhz, 3 kw, ant. 210 ft.)—Seeks transfer of control of O'Connor Broadcasting Inc. from Michael G. O'Connor (65% before; none after) to Forest J. & Joan D. Mitchell. Consideration: \$29,000 for forgiveness of debt. Principals: Seller O'Connor bought station along with other members of Mitchell family last year for \$225,000 (BROADCASTING, Sept. 14, 1981). Buyer Forrest Mitchell and family are principal owners of KGRN(AM) Grinnell, Iowa. Filed May 12.
- WMDJ(AM) Martin, Ky. (1440 khz, 2.5 kw-D)—Seeks transfer of control of Floyd Country Broadcasting Co. from Mary E. Jones, executor for estate of James A. Jones (50% before; none after) to Dale McKinney (none before; 50% after). Consideration: \$10,171.54. Principals: Seller owns 50% of licensee and is relinquishing interest to new investor. Buyer is announcer at WDOC(AM) Prestonsburg, Ky., and has no other broadcast interests. Filed May 13.
- WTGI(FM) Hammond, La. (103.3 mhz, 100 kw, ant. 600 ft.)—Seeks transfer of control of Tangi Broadcasting from David C. Blossom Trust to Ron Strother and Donald Lobell. Consideration: \$900,000 (BROADCASTING, May 24). Principals: Seller is owned by David C. Blossom Trust (62%), Paul W. Varnado (23%) and Ben O. Bickham (4%). Blossom Trust owns 50% of WARB(AM) Covington, La.; 49% of WRKN(AM) and 25% of WRJH(FM) both Brandon, Miss., and 50% of WWAB(AM) Lakeland, Fla. Buyer Strother is former general manager of WPAP-FM Panama City, Fla., and owns 51% of KROP(AM) Brawley, Calif. Filed May 12.
- KMBL(AM) Junction, Tex. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Heart-of-the-Hills Communications Corp. to Murnic-Mead for \$95,000. Seller: Thomas McCampbell is president of licensee that bought KMBL eight years ago for \$58,000

# Why a broker?

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(BROADCASTING, May 20, 1974). Buyer: J. A. Mike Murphy, Robert L. Meadows and J. Michael Nichols (one-third each), who have no other broadcast interests. Filed May 13.

## Actions

- WYBR(FM) Belvidere-Rockford, Ill. (104.9 mhz, 3 kw, 300 ft.)—Granted assignment of license from The Broadcasting Corp. of Belvidere-Rockford to Sentry Broadcasting Inc. for \$1,050,000 plus \$60,000 for three-year noncompete agreement. Seller: John J. Ambrozic (85%), brother Robert P. Ambrozic (5%) and Robert S. Goddertz (10%), who have no other broadcast interests. WYBR, formerly WKWL(FM), was purchased six years ago for \$150,000 (BROADCASTING, March 15, 1976). Buyer: Subsidiary of Sentry Insurance, Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. (BALH-820325EJ). Action May 12.
- WHIC-AM-FM Hardinsburg, Ky. (AM: 1520 khz, 1 kw-D, 500 w-CH; FM: 94.3 mhz, 3 kw, ant. 290 ft.)—Granted assignment of license from Breckenridge Broadcasting Inc. to H.I.C. Broadcasting Inc. for \$500,000. Seller: Paul L. Fuqua (100%), who has no other broadcast interests. Buyer: Terry E. Forcht (100%), who owns WAIN-AM-FM Columbia, Ky., which he recently bought for \$400,000 (BROADCASTING, Feb. 1). (BAL-820330FR, BALH-820330FS). Action May 12.
- WEED(AM)-WRSV(FM) Rocky Mount, N.C. (AM: 1390 khz, 5 kw-D, 1 kw-N; FM: 92.1 mhz, 1.7 kw, ant. 380 ft.)—Granted transfer of control of Radio Station WEED Inc. from William A. Wynne (51.47% before; 48.97% after) to William A. Wynne Jr. (51.01% after). Principals: Elder Wynne is retiring and is transferring control of station to son. They have no other broadcast interests. No financial consideration is involved. (BTC-820326EU, EV). Action May 11.
- KXON-TV Mitchell, S.D. (ABC, ch. 5, 100 kw vis., 10 kw aur., ant. 1,510 ft.)—Granted assignment of license from Gillett Broadcasting of South Dakota Inc. to Dakotaland Broadcasting Co. for \$2 million plus \$200,000 for noncompete agreement. Seller: George Gillett, who owns KPWR-TV Bakersfield, Calif. and also sold, WSEE-TV Erie, Pa., for \$4.75 million (BROADCASTING, May 10). Last year he bought

WSM-TV Nashville for \$42 million (BROADCASTING, Oct. 5, 1981). KXON-TV was purchased by Gillett four years ago for \$1.5 million (BROADCASTING, Jan. 30, 1978). Buyer: Sherwood L. Corner and Gilbert D. Moyle (50% each), who own KEVN-TV Rapid City and satellite KIVV-TV Lead-Deadwood, both South Dakota. (BALCT-820318GM). Action May 12.

- KMND(AM) Midland, Tex. (1510 khz, 500 w-D)—Granted assignment of license from Tumbleweed Broadcasting Inc. to Bakcor Broadcasting Inc. for \$192,000. Seller: Dale Palmer, Gary Willingham and Thomas L. Schuler (one-third each). Palmer owns 10% of Center Group Broadcasting, licensee of two AM's, two FM's and one TV which also bought, subject to FCC approval, WGTU(TV) Traverse City and satellite WGTQ(TV) Sault St. Marie, Mich., for \$1.8 million (BROADCASTING, March 29). Willingham owns one-third of applicant for new FM at Whitehouse, Tex. (BROADCASTING, Nov. 3, 1980). Buyer is principally owned by George M. Bakke and Michael J. Corey. Bakke is account executive with *Reader's Digest*, Chicago. Corey is Barrington, Ill., management consultant. None have other broadcast interests. (BAL-820325EJ). Action May 11.
- KJKJ(FM) Logan, Utah (94.5 mhz, 25 kw, ant. minus 980 ft.)—Granted transfer of control from Bluejay Broadcasting from stockholders to The Weber Group for \$338,000. Principals: Seller is principally controlled by Randy Morrison who has no other broadcast interests. Buyers are Jeffrey J. Weber and wife, Lisa A. (69% jointly); Richard O. Reuss II and wife, Lori (20.7%) and Jay R. Maddox (10.3%). Jeffrey Weber is Terre Haute, Ind., broadcast consultant. Richard Reuss is Middletown, Ohio, engineer. Maddox is New Richmond, Ind., farmer. None have other broadcast interests. (BTC-820319HD). Action May 11.
- KXLE-AM-FM Ellensburg, Wash. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 1.4 kw, ant. minus 145 ft.)—Granted transfer of control of KXLE Inc. from John R. DiMeo and others (100% before; none after) to Ellensburg Radio Broadcasting Corp. (none before; 100% after). Consideration: \$475,000. Principals: Sellers are John R. DiMeo (75%) and Don L. Downing (25%), who also own KBKW(AM) Aberdeen, Wash. Buyer is owned by Sol M. Tacher, president (57%), Richard R. Gohlman (22%), Tacher's nephew, M. Robert Tacher (18%) and James C. Cummings (3%). They are Seattle station representatives. Tacher also owns 5.8% of KIMO-TV Anchorage, Alaska. (BTC-820326EQ, ER). Action May 11.
- WFMF(FM) Milwaukee (96.5 mhz, 50 kw, ant. 320 ft.)—Granted transfer of control of WFMF Inc. from G. Douglass Cofrin (60% before; none after) to Thomas Communications Corp. (40% before; 100% after). Consideration: \$2 million. Principals: Seller is transferring 60% of stock in licensee to remaining stockholder. Buyer currently owns 40% and is owned by Thomas J. Embrescia (51%) and Fostoria Corp. (49%). Fostoria Corp. is Fostoria, Ohio, investment company headed by Robert F. Bell, president. Embrescia and his brother, James Embrescia, last year sold WBBG(AM)-WWWM(FM) Cleveland for \$6.2 million. (BROADCASTING, Nov. 16, 1981). (BTC-820317GE). Action May 13.
- WTXR(FM) Chillicothe, Ill.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 300 ft.; change type trans. and make changes in ant. sys. Ann. May 13.
- WHTC-FM Holland, Mich.—Seeks CP to change TL; change ERP to 17.78 kw; change HAAT to 753 ft., and make changes in ant. sys. Ann. May 11.
- \*WVMH-FM Mars Hill, N.C.—Seeks CP to change ERP to 248 w (H). Ann. May 13.
- \*WOBN(FM) Westerville, Ohio—Seeks CP to change frequency to 105.7 mhz; change ERP to 28 w (H), and change HAAT to 40 ft. (H). Ann. May 12.
- KZFM(FM) Corpus Christi, Tex.—Seeks CP to change TL; respecify SL/RC; change ERP to 100 kw; change HAAT to 640.3 ft.; change type of transmitter

and make changes in ant. sys. Ann. May 11.

- KGSU-FM Cedar City, Utah—Seeks CP to change frequency to 91.1 mhz; change TL; respecify RC from SL; increase ERP to 10.024 kw; change HAAT to minus 462 ft. and make changes in ant. sys. Ann. May 11.

## Accepted

- \*KABF(FM) Little Rock, Ark.—Seeks modification of CP (BPED-2617) to make changes in ant. sys.; change TL; relocate SL; change type trans.; change type ant. and change TPO. Ann. May 18.
- \*KMAH(FM) Atherton, Calif.—Seeks CP to make changes in ant. sys. and decrease HAAT to -175 ft. Ann. May 19.
- WWDC(FM) Washington—Seeks CP to decrease ERP to 23.5 kw and increase HAAT to 750 ft. Ann. May 19.
- WOOT(FM) Safety Harbor, Fla.—Seeks mod. of CP (BPH-10,367) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 1.7 kw; increase HAAT to 400 ft. and change TPO. Ann. May 14.
- WTYJ(FM) Fayette, Miss.—Seeks modification of CP (BPH-801210AG) to make changes in ant. sys.; change TL; change type trans.; change type ant. and change TPO. Ann. May 18.
- WAKH(FM) McComb, Miss.—Seeks modification of CP (BPH-9302, as mod.) to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; increase HAAT to 490 ft. and change TPO. Ann. May 14.
- WSBH(FM) Southampton, N.Y.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 2.2 kw; increase HAAT to 336 ft. and change TPO. Ann. May 18.
- WDST(FM) Woodstock, N.Y.—Seeks CP to make changes in ant. sys.; change type trans.; decrease ERP to 2.9 kw; increase HAAT to 305.6 ft. and change TPO. Ann. May 14.
- WDJQ(FM) Alliance, Ohio—Seeks CP to change TL; increase ERP to 20 kw; increase HAAT to 500 ft., and change TPO. Ann. May 19.
- WBNS-FM Columbus, Ohio—Seeks modification of CP (BPH-800507AH, as mod.) to change TL; increase ERP to 16.2 kw; decrease HAAT to 783 ft. and change TPO. Ann. May 19.
- WTUE(FM) Dayton, Ohio—Seeks CP to install aux. ant. at main TL; to be operated on ERP of 50 kw; change HAAT to 435 ft. and change TPO. Ann. May 14.
- KNFB(FM) Nowata, Okla.—Seeks CP to make changes in ant. sys.; change TL, SL and RC; change type trans.; change type ant.; increase HAAT to 114 ft. and change TPO. Ann. May 18.
- WTPM(FM) Aguadilla, P.R.—Seeks modification of CP (BPH-810202AP) to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 989 ft. and change TPO. Ann. May 18.
- KQRK(FM) Bandera, Tex.—Seeks modification of CP (BPH-800703AA, as mod.) to decrease ERP to 2 kw; decrease HAAT to 264 ft. and change TPO. Ann. May 18.
- KLMF-FM Fabens, Tex.—Seeks CP to change TL; increase HAAT to 265 ft. and change TPO. Ann. May 14.

## TV applications

### Tendered

- WBBH-TV Fort Myers, Fla.—Seeks MP (BPCT-791016KE) to change ERP to 5,000 kw vis., 500 kw aur.; change HAAT to 1,482 ft. and change ant. sys. Ann. May 11.

### Accepted

- KSHO(TV) Honolulu, Hawaii—Seeks MP to change main SL; change ERP to 99.3 kw vis., 9.93 kw aur.; change HAAT to 2,110 ft. Ann. May 11.
- KQFB(TV) Tacoma, Wash.—Seeks MP (BPCT-791026KL) to change ERP to 2,495 kw vis., 249 kw aur.; change HAAT to 1,800 ft.; change TL, trans., SL, and change ant. sys. Ann. May 10.
- WSWP-TV Grandview, W.V.—Seeks CP to change ERP to 290.4 kw vis., 63.2 kw aur.; change HAAT to

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## Facilities changes

### FM applications

#### Tendered

- WTXR(FM) Chillicothe, Ill.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 300 ft.; change type trans. and make changes in ant. sys. Ann. May 13.
- WHTC-FM Holland, Mich.—Seeks CP to change TL; change ERP to 17.78 kw; change HAAT to 753 ft., and make changes in ant. sys. Ann. May 11.
- \*WVMH-FM Mars Hill, N.C.—Seeks CP to change ERP to 248 w (H). Ann. May 13.
- \*WOBN(FM) Westerville, Ohio—Seeks CP to change frequency to 105.7 mhz; change ERP to 28 w (H), and change HAAT to 40 ft. (H). Ann. May 12.
- KZFM(FM) Corpus Christi, Tex.—Seeks CP to change TL; respecify SL/RC; change ERP to 100 kw; change HAAT to 640.3 ft.; change type of transmitter

995.7 ft.; change TL, also change ant. sys. Ann. May 13.

### AM actions

- **KBNO(AM)** Denver—Granted CP to change TL. Action May 10.
- **WSBR(AM)** Boca Raton, Fla.—Granted MP of CP (BP-810813AO) to change TL. Action May 6.
- **WMER(AM)** Westbrook, Me.—Granted MP of CP (BMP-810819BG) to change TL (move day site). Action May 3.
- **KTWO(AM)** Casper, Wyo.—Granted CP to make changes in ant. sys., and change TL. Action May 10.

### FM actions

- **KJMB(FM)** Blythe, Calif.—Granted CP to change TL; change type ant.; increase ERP to 37.845 kw; decrease HAAT to 208.26 ft. and change TPO. Action May 6.
- **KUDE(FM)** Oceanside, Calif.—Dismissed CP to make changes in ant. sys., and change TL. Action May 3.
- **WGYL(FM)** Vero Beach, Fla.—Granted CP to change TL; change HAAT to 300 ft.; change type transmitter and make changes in ant. sys. Action April 30.
- **WTHI-FM** Terre Haute, Ind.—Granted CP to change ERP to 50 kw; change HAAT to 494 ft.; change type transmitter and make changes in ant. sys. Action April 23.
- **\*WXXM(FM)** Lake Forest, Ill.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 300 w (H); change HAAT to 109.2 ft. (H) and change TPO. Action May 3.
- **WKHQ(FM)** Charlevoix, Mich.—Granted CP to change TL; change type trans.; change type ant.; increase HAAT to 922 ft. and change TPO. Action May 3.
- **WCCA(FM)** McComb, Miss.—Granted CP to change TL; increase ERP to 100 kw (H); change HAAT to 501 ft. (H) and make changes in ant. sys. Action April 30.
- **KWKI(FM)** Kansas City, Mo.—Granted CP to change TL and increase HAAT to 428 ft. Action May 3.
- **\*WBFO(FM)** Buffalo, N.Y.—Granted CP to change TL; decrease ERP to 20 kw; increase HAAT to 253 ft. Action April 30.
- **WHRC-FM** Port Henry, N.Y.—Granted modification of CP (BPH-800813AC, as mod.) showing proposed operation on frequency of 92.1 mhz.; change type trans.; change ERP to 818 w and change TPO. Action May 3.
- **\*WKDU(FM)** Philadelphia—Granted modification of CP (BPED-791227AN) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 110 w (H) and 99 w (V); decrease HAAT to 155 ft. and change TPO. Action May 6.
- **\*KSTI(FM)** Springfield, S.D.—Granted CP to

change frequency to 90.1 mhz.; increase ERP to 1 kw; change HAAT to 61 ft. and make changes in ant. sys. Action April 30.

- **KBFM(FM)** Edinburg, Tex.—Granted CP to change TL; change HAAT to 833.7 ft. (H), 11 ft. (V) and make changes in ant. sys. Action April 30.

## In contest

### Procedural rulings

■ **Des Moines, Iowa TV proceeding** (The Independent Broadcasting Corp., et al.)—ALJ Joseph Chachkin granted joint petition by applicant for approval of settlement agreement which provides that each applicant except Independent Broadcasting Corp. will dismiss its application in return for reimbursement from Independent of expenses incurred in prosecution of its application in amount not to exceed \$25,000; granted Independent's application and terminated proceeding. Independent Broadcasting is owned equally by William J. Trout, Carl G. Goldberry and Raymond Gazzo. Trout and Gazzo are Des Moines attorneys. Goldberry is Des Moines real estate investor. (BC Doc. 81-136-139). Action April 19.

■ **Wilmington, N.C. TV proceeding** (Wilmington Telecasters Inc., and Cape Fear Television, Inc.)—ALJ Joseph Chachkin granted joint request by applicants and approved agreement which provides for Cape Fear receiving option to purchase 30% of Wilmington; dismissed Cape Fear's application with prejudice; granted Wilmington's application and terminated proceeding (BC Doc. 81-791-792). Action April 19.

### FCC actions

- FCC decided to allow ALJ presiding over comparative hearing to decide whether Dale A. Owens and Grant & Spillane, competing applicants for new AM at Beaverton and Miwaukie, both Oregon, respectively, actually intend to serve larger city of Portland. Action May 13.
- FCC instructed staff to prepare for further FCC consideration decision upholding initial decision renewing license for WABZ-FM Albemarle, N.C., and denying competing application of Victor Broadcasting Inc. for same frequency. Action May 12.
- ALJ Joseph P. Gonzales granted Willows Broadcasting Co. CP for new FM at Willows, Calif., and denied application of competitor, OMPC Wireless Broadcast Co., because of intentional misrepresentations in its ascertainment. ALJ found Willows superior on its integration proposal and greater coverage area. Willows Broadcasting is owned equally by Anthony F. Rusnak and Charles and Josephine Stone. They own KIQS(AM) Willows and Stones also own KDAC(AM) Fort Bragg, Calif. Decision becomes effective 50 days after its release unless appeal is filed within 30 days or FCC reviews it. Issued May 7, released May 14.
- FCC denied several petitions seeking reconsideration of its Sept. 9, 1980, decision to allocate additional

VHF channels to Knoxville, Tenn. (ch. 8), Charleston, W. Va. (ch. 11), Johnstown, Pa. (ch. 8) and Salt Lake City (ch. 13). Action May 13.

- FCC designated for hearing mutually exclusive applications of New England Broadcasting Inc., Berlin Broadcasting Inc., and Christina and Joel Martin seeking CP's to operate facilities of WMOU(AM)-WXLQ(FM) Berlin, N.H., together with applications of Sico Communications Inc., for FM facility only. FCC declined to renew former licensee in 1979 because of fraudulent billing conducted by owner. Action May 13.
- FCC denied Hopkins County Broadcasting review of Review Board's Aug. 28, 1981 action affirming ALJ decision to grant Gilbert Group Inc. CP for new FM at Sulphur Springs, Tex., while denying that of Hopkins for same facility. Action May 13.
- FCC amended Parts 2 and 73 of rules to authorize AM stations, including public broadcasting AM's, to use the AM carrier for utility load management purposes. Action May 13.
- FCC denied request by Vincent L. Hoffart seeking Review Board consideration of 1981 staff action dismissing his informal objection to sale of KCKN-AM-FM Kansas City, Mo., from Kaye-Smith Enterprises to KCKN Inc. Action May 13.
- ALJ John H. Conlin granted Communications Properties Inc., licensee of KFGO(AM) Fargo, N.D., CP for new FM at Fargo. He also denied competing application of Red River Broadcasting Corp. for same frequency. CPI received preference for its proposed integration of ownership and management and superior coverage area. CPI is also licensee of KATE(AM)-KCPI(FM) Albert Lea, Minn.; WDBQ(AM)-KIWI(FM) Dubuque, Iowa, and WNFL(AM) Green Bay, Wis. Decision becomes effective 50 days after its release unless appeal is filed within 30 days or FCC reviews case on own motion. Issued May 13.
- FCC rejected challenges to license renewals of KJRB(AM)-KEZE(FM) Spokane, Wash., and KXL-AM-FM Portland, Ore., and granted renewals and assigned licenses from Kaye-Smith Enterprises to Alexander Broadcasting Co. Action May 13.

## Allocations

### Petitions

- Soldotna, Alaska—In response to petition by Peninsula Communications Inc.: Proposed assigning 101.7 mhz to Soldotna as its first FM; comments due July 1, replies July 19 (BC Doc. 82-261). Action May 10.
- Kingman, Ariz.—In response to petition by Mohave Sun Broadcasting: Proposed substituting 107.3 mhz for 92.7 mhz at Kingman and modifying license for station KZZZ(FM) to specify operation on 107.3 mhz; comments due July 1, replies July 19 (BC Doc. 82-262). Action May 10.
- Chinook, Mont.—In response to petition by Rick D. Davies: Proposed assigning 101.3 mhz to Chinook as its first FM; comments due July 1, replies July 19 (BC Doc. 82-263). Action May 10.
- Watertown, N.Y.—In response to petition by 790 Communications Corp.: Proposed assigning 93.5 mhz to Watertown as its second FM; comments due July 1, replies July 19 (BC Doc. 82-264). Action May 10.

### Assignments

- Colorado Springs, Evergreen, Lamar, Monte Vista and Pueblo, all Colorado: Assigned 95.5 mhz to Evergreen as its first FM; substituted 98.1 mhz for channel 95.5 mhz (station KKFM) at Colorado Springs; 96.9 mhz for 97.9 mhz (station KCCY) at Pueblo; 95.3 mhz for 96.7 mhz at Monte Vista and 105.7 mhz for 96.9 mhz, at Lamar; effective July 19 (BC Doc. 81-819). Action May 11.
- Brunswick and Kingsland, both Georgia—Granted motion by Casey Broadcasting Co. Inc., and extended through May 28 time to file reply comments in the matter of amendment of FM table of assignments for Brunswick and Kingsland (BC Doc. 82-143). Action May 13.
- Gallup, N.M.—Assigned 99.1 mhz to Gallup as its third FM; effective July 19 (BC Doc. 81-776). Action May 12.

## Summary of broadcasting

### FCC tabulations as of March 31, 1982

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,644    | 0           | 1           | 4,645        | 127             | 4,772              |
| Commercial FM  | 3,356    | 1           | 1           | 3,358        | 219             | 3,577              |
| Educational FM | 1,122    | 0           | 0           | 1,122        | 82              | 1,204              |
| Total Radio    | 9,122    | 1           | 2           | 9,125        | 428             | 9,553              |
| Commercial TV  |          |             |             |              |                 |                    |
| VHF            | 523      | 1           | 0           | 524          | 9               | 533                |
| UHF            | 262      | 0           | 0           | 262          | 122             | 384                |
| Educational TV |          |             |             |              |                 |                    |
| VHF            | 103      | 1           | 3           | 107          | 9               | 116                |
| UHF            | 160      | 2           | 4           | 166          | 17              | 183                |
| Total TV       | 1,048    | 4           | 7           | 1,059        | 157             | 1,216              |
| FM Translators | 461      | 0           | 0           | 461          | 209             | 670                |
| TV Translators |          |             |             |              |                 |                    |
| UHF            | 2,721    | 0           | 0           | 2,721        | 208             | 2,929              |
| VHF            | 1,608    | 0           | 0           | 1,608        | 378             | 1,986              |

\*Special temporary authorization

\*\*Includes off-air licenses

## Other

■ Chief Scientist extended to June 11 (in lieu of May 21) and July 2 (in lieu of June 11) time to file comments and reply comments, respectively, in matter of inquiry relating to preparations for 1983 Region 2 Administrative Radio Conference of International Telecommunication Union for Planning of Broadcasting-Satellite Service in 12 ghz band and associated uplinks (Gen. Docket No. 80-398). Action May 11.

## Call Letters

### Applications

| Call                 | Sought by   |
|----------------------|---|
| <b>New FM's</b>      |   |
| KXOF                 | Fox River Broadcasting Inc., Bloomfield, Iowa         |
| KKZC                 | West Shore Broadcasting Inc., Scottville, Mich.       |
| KMGM                 | Western Minnesota Stereo Inc., Montevideo, Minn.      |
| WBNY                 | State University of New York, Buffalo, N.Y.           |
| WAES-FM              | Renman Broadcasting Inc., Remsen, N.Y.                |
| WLSN                 | Korin Broadcasting Inc., Greenville, Ohio             |
| <b>New TV's</b>      |   |
| KVHP                 | Lake Charles Electronic Media Inc., Lake Charles, La. |
| WKWR-TV              | Joseph Patrick Williams, Cookeville, Tenn.            |
| <b>Existing AM's</b> |   |
| KZNG                 | KWBO Hot Springs, Ark.                                |
| WEZY                 | WCWR Cocoa, Fla.                                      |
| WBND                 | WLOX Biloxi, Miss.                                    |
| WNYS                 | WWOL Buffalo, N.Y.                                    |
| <b>Existing FM's</b> |   |
| KLSI                 | KWKI Kansas City, Mo.                                 |

WNYS-FM WACJ Buffalo, N.Y.  
**Existing TV**  
 WNVC WIAH Fairfax, Va.

### Grants

| Call                 | Assigned to   |
|----------------------|---|
| <b>New FM's</b>      |   |
| WKYZ                 | Radio Salisbury Inc., Salisbury, Md.                      |
| WUUU                 | Promedia Communications Inc., Rome, N.Y.                  |
| KMHA                 | Fort Berthold Communications Enterprise, Four Bears, N.D. |
| KMTB                 | Constant Communications Co., Florence, Ore.               |
| <b>New TV's</b>      |   |
| KREN-TV              | High Country Broadcasting Inc., Reno                      |
| KLMG-TV              | KLMB-TV Inc., Longview, Tex.                              |
| KLPH-TV              | KLMB-TV Inc., Paris, Tex.                                 |
| <b>Existing AM's</b> |   |
| WPTC                 | WDEN Macon, Ga.   |
| WKGE                 | WDAR Darlington, S.C.                                     |
| <b>Existing FM</b>   |   |
| KSOF                 | KDSA Wichita, Kan.  |

## Addenda to the 1982 'Yearbook'

Following are additions and corrections to the BROADCASTING/CABLECASTING YEARBOOK 1982. They appear by page number in the same order as in the YEARBOOK.

**Page A-10.** Under **Past Members of Federal Communications Commission** add:  
 Robert E. Lee, III, Oct. 6, 1953—June 30, 1981.  
 Margita E. White, Va., Sept. 23, 1976—Feb. 28, 1979.

Charles D. Ferris, Mass., Oct. 17, 1977—April 13, 1981.  
 Tyrone Brown, D.C., Nov. 15, 1977—Jan. 31, 1981.

**Page A-34.** Under State CATV Regulatory Agencies change the address and phone number of the **Public Service Commission of Nevada** to Capitol Complex, Kinkead Building, 505 E. King St., Carson City, Nev. 89710. (702) 885-4180.

**Page B-86.** Under **WPMI** Mobile, Ala. change the channel number from 21 to 15.

**Page B-100.** Under Evansville, Ind. change **WAFC** to **WAFV**.

**Page B-109.** Under Marquette, Mich. change **WNUM-TV** to **\*WNMU-TV**.

**Page B-112.** Under St. Louis insert a new listing for **KTVI(TV)**:

**KTVI**—ch 2, 100 kw vis, 20 kw aur, 1,0851/1,049g. Aug. 10, 1953. 5915 Berthold Ave., 73110. (314) 647-2222. Licensee: KTVI-TV Inc. Ownership: See The Times Mirror Co., also Nwspr. ■ ABC. Rep: Harrington, Righter & Parsons. Wash atty: Wilmer, Cutler & Pickering. ■ A. Wayne Thomas, VP & gen mgr; John McElfresh, dir of sls; Vic Skaggs, dir of progmg & film buyer; Robert Smith, prom dir; Rabun Matthews, dir of news; Roy Wittneben, dir of engrg.

**Page B-119.** Under Greensboro, N.C. insert a new listing for **WGGT(TV)**:

**WGGT**—ch 48, 1,250 kw vis, 100 kw aur, ant 1,750/1,914g. May 9, 1981. 330 S. Greene St., 27402. (919) 274-4848. Licensee: Guilford Telecasters Inc. Ownership: James Thrash, 25.082%; Katherine R. Everett, 15.980%; Jacob H. Froelich Jr., 6.492%; George W. Lyles Jr., 6.492%; Roy O. Rodwell, 5.000%; Thomas O. McCaffrey, 0.499%. ■ Wash atty: Baraff, Koerner & Olender. ■ James Thrash, pres & gen mgr; Kevin Mirek, gen sls mgr; Janet Schoff, natl sls mgr.

**Page B-119.** Under Jacksonville, N.C. change **WUUM-TV** to **\*WUNM-TV**.

**Page B-134.** Under Hartford, Vt. delete the cross reference for **WNNE-TV** and insert a new listing for **WNNE-TV**:

**WNNE-TV**—ch 31, 2,240 kw vis, 224 kw aur, ant 2,272/1,49g. Sept 27, 1978. Box 906, White River Junction, 05001. (802) 295-3100. TWX 710-227-1301. Licensee: **WNNE-TV** Inc. Ownership: Taft Bcstg Corp. (controlling shareholder) and Northern New England Television (a partnership), 100%. Paul E. Taft owns 53.5% of Taft Bcstg Corp. and 54.0% of Northern New England Television. Jerry G. Bridges owns 8.2% of Taft Bcstg Corp. and 5.0% of Northern New England Television. Charles E. Webb owns 0.2% of Taft Bcstg Corp. and 5.0% of Northern New England Television. ■ NBC. Rep: Kettel-Carter. Wash atty: Wilkinson, Cragun & Barker. ■ Charles E. Webb, pres & gen mgr; Brad Worthen, natl sls mgr; Michael T. Harding, opns mgr; Karen Creighton, prog dir; Peter Ross, news dir; Joe Alvin, chief engr. ■ On 55 CATV's—85,000 subs. On 1 trans.

**Page B-137.** Under **WQOW-TV** Eau Claire, Wis. insert an address: 2881 South Hastings Way, 54701.

**Page B-171.** Under TV Transfers delete the listing for **WNYS(TV)** Syracuse, N.Y. and insert a new listing for **WIXT(TV)** Syracuse, N.Y.:

**WIXT(TV) Syracuse (ch 9)**—Licensed to WIXT-TV Inc. (Barry A. Ackerley, principal owner). Previous owner: Transcontinent Communications Corp. (WIXT Disposition Trust, 51%; Larry Israel, 34%; Steven J. Kumble, 6.5%; and others). Sales price: \$13.8 million. WIXT Disposition Trust is administered by former directors of Coca-Cola Bottling Co. of New York, which transferred its interest into trust after merging with Coca-Cola, Atlanta. Proceeds from sale went to former stockholders of Coca-Cola Bottling Co. of New York. FCC approved: April 16, 1982 [for The Record, May 10, 1982]. Note: W.R.G. Baker TV Corp. (W.R.G. Baker Inc., 40%; Six Nations Bcstg Co., 20%; Onondaga Bcstg Co., 18%; Salt City Bcstg Co., 2%) sold station as WNYS-TV to The Outlet Co. (see Outlet Broadcasting in Group Ownership) in 1972 for \$4.8 million. FCC approved: July 19, 1972 (BROADCASTING, July 24, 1972). Outlet sold WNYS-TV to Coca-Cola Bottling Co. of New York, Larry Israel, and others in 1977 for \$11 million. FCC approved: Nov. 15, 1977 (BROADCASTING, Nov. 28, 1977).

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Potomac, Maryland 20854  
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**SADACCA, STANLEY & ASSOCIATES**  
AM FM TV  
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Crestline, CA 92325  
(714) 338-5983

**SHERMAN & BEVERAGE ASSOCIATES, INC.**  
Broadcast/Communications Consultants  
Box 181, R.D. #2  
Medford, N.J. 08055  
(609) 983-7070

**BROMO COMMUNICATIONS**  
Broadcast Technical Consultants  
P.O. Box M. St. Simons Island, GA 31522  
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Consulting Telecommunications Engineers  
AM-FM-TV-CATV-ITFS  
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THIENSVILLE, WISCONSIN 53092  
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ENGINEERING CONSULTANTS  
1444 Rhode Island Ave., N.W.  
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Washington, D.C. 20005  
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EARLY D. MONROE, JR., P.E.,  
PRESIDENT

**LECHMAN, COLLIGAN, LEDFORD & JOHNSON**  
Telecommunications Consultants  
Applications - Field Engineering  
2033 M Street, N.W., Suite 702  
Washington, D.C. 20036  
(202) 775-0057

**Page C-39.** Under Pueblo, Colo. insert a new listing for **KYNR(FM)**:

**KYNR(FM)**—Nov 15, 1975: 99.9 mhz; 68 kw. Ant 2,000 ft. Stereo. Thatcher Bldg., Suite 212 (81003). (303) 544-4961. Radio Colorado Springs Inc. (acq 11-17-78). Group owner: Journal Star Stns. Rep: PRO Radio. Format: East listening. ■ John Slane, gen mgr; Kathy Talbot, sls mgr; Scott Hutchison, prog dir; Fred Periquet, chief engr.

**Page C-46.** Under Cocoa Beach, Fla. insert a new listing for **WRKT-AM-FM**:

**WRKT(AM)** June 22, 1959: 1300 khz; 5 kw-D, 1 kw-N, DA-2. Box 3845, Cocoa, Fla. (32922). (305) 632-1300. Guy Gannett Broadcasting Services Inc. (group owner; acq 10-9-81). Net: NBC. Format: Mass appeal modern country. ■ Robert H. Clarke, gen mgr; Mike Shepard, prog dir; Ken MacKenzie, news dir; Louis Ludovici, chief engr.

**WRKT-FM**—May 8, 1962: 104.1 mhz; 30 kw. Ant 207 ft. Dups AM 100%. Stereo.

**Page C-49.** Under **\*WCIE(FM)** Lakeland, Fla. change the frequency, power and antenna height above average terrain to 91.1 mhz; 100 kw. Ant 415 ft.

**Page C-77.** Under Virden, Ill. delete the listing for **New FM** and insert a new listing for **WRVI(FM)**:

**WRVI(FM)**—May 10, 1982: 96.7 mhz; 3 kw. Ant 300 ft. Box 215 (62690). (217) 965-5670. Virden Bcstg Corp. Net: UPI. Format: News/sports/farm, easy lstrng mus. Spec progs: Big bands 5 hrs, religious mus 12 hrs, rock 6 hrs wkly. ■ Randal J. Miller, pres & gen mgr.

**Page C-78.** Under Crown Point, Ind. change **WFLM(FM)** to **WWJY(FM)**.

**Page C-90.** In the Kansas radio section delete the heading "Highland Springs" and the listing for **WENZ(AM)**.

**Page C-91.** Under Pittsburg, Kan. delete the listing for **WLPQ(AM)**.

**Page C-99.** Under Alexandria, La. change **KIIZ(FM)** to **KTIZ(FM)**.

**Page C-114.** Under **WMAS(AM)** Springfield, Mass. change personnel to Dorothy Lappin, pres; Robert H. Berger, VP & gen mgr; Charles King, coml mgr; Glenn Cardinal, opns mgr; Ron Russell, news dir; Bob Shotwell, chief engr.

**Page C-118.** Under Farmington Hills, Mich. insert a new listing for **\*WORB(FM)**:

**\*WORB(FM)**—May 14, 1978: 90.3 mhz; 10 w. Ant 120 ft. 27055 Orchard Lake Road (48018). (313) 476-9400, ext 510. Oakland Community College. Format: Progressive, AOR, public service. ■ Dr. Dave Doige, staff advisor; Greg Thompson, gen mgr.

**Page C-141.** Under St. Louis change **WWWK(FM)** to **KWK-FM**.

**Page C-179.** In the North Dakota radio section insert the heading "Harvey" and move the listing for **KHND(AM)** from Grand Forks, N.D. to Harvey, N.D.

**Page C-215.** Under **WFIG(AM)** Sumter, S.C. change the president to John D. Marshall, pres.

**Page C-215.** Under **KSDN(AM)** Aberdeen, S.D. change the president to William Laird, pres.

**Page C-222.** Under Memphis insert a new listing for **WRVR(FM)**:

**WRVR(FM)**—Co-owned with **WDIA(AM)**. Sept 12, 1968: 104.5 mhz; 100 kw. Ant 750 ft. Stereo. 5904 Ridgeway Parkway (38119). (901) 767-0104. Rep: Bernard Howard. Format: Adult contemp. ■ Al Greenfield, radio division pres; Terry Wood, gen mgr; Carolyn Craft, gen sls mgr; Jim Robertson, prog dir; Janice Knapp, prom dir; Lacy Rae Miller, bus mgr; Tom Sittner, chief engr.

**Page C-223.** Under Memphis delete the cross reference for **WQUD(FM)** and, in alphabetical order, insert:

**WRVR(FM)**—Listing follows **WDIA(AM)**.

**Page C-236.** Under McAllen, Tex. insert a new listing for **KRIO(AM)**:

**KRIO(AM)**—1947: 910 khz; 5 kw-U, DA-2. Box 3097

(78502). (512) 686-5454. Tippie Communications of Texas Inc. (acq 9-1-81). Rep: McGavren-Guild. Format: Adult contemp. ■ Henry B. Tippie, chmn of the bd & CEO; Bill R. McRae, pres & gen mgr; Earl Rex Henry Rogers III, sls mgr & dir of sls; TK Benford, prog dir; Pat Basler, news dir; Michael L. Hales, chief engr.

**Page C-245.** Under Plainfield, Vt. change **\*WDGR(FM)** to **\*WGDR(FM)**.

**Page C-255.** Under Puyallup, Wash. change **KRPM(AM)** to **KJUN(AM)** and insert a new listing for **KJUN(AM)**:

**KJUN(AM)**—Dec 1, 1951: 1450 khz; 1 kw-D, 250 w-N. 1520 East Main (98371). (206) 848-5588. Monroe Enterprises Inc. (acq 12-18-81). Format: C&W. ■ Wesley L. Monroe, pres; Mike Monroe, coml mgr; Arne Skoog, chief engr. ■ Rates: 12; 11; 12; 6.

**Page C-256.** Under Seattle insert a new listing for **KKFX(AM)**:

**KKFX(AM)**—Aug 20, 1920: 1250 khz; 5 kw-U, DA-N. 1305 Third Ave. (98101). (206) 624-9650. North Star Broadcasters Inc. (acq 5-15-81). Format: Adult contemporary (day), rhythm & blues (night). ■ Lloyd A. Edwards, pres; John L. Hawkins, VP & gen mgr; Steve Goetz, gen sls mgr; Jeanne Banfield, bus mgr; Steve Rood, VP & prog dir; Steve Walker, chief engr.

**Page C-267.** Under Sun Prairie, Wis. insert new listings for **WERU(AM)** and **WMAD(FM)**:

**WERU(AM)**—Jan 12, 1982: 1190 khz, 1 kw-D, DA. 3392 Brooks Drive (53590). (608) 249-9277. Erin Bcstg Inc. Net: APR. Rep: Christal. Format: Music of Your Life. ■ Nancy Chase McMahon, pres & gen mgr; John D. Summerfield, sls mgr & prog dir; Sarah McCann, sls mgr; Patrick O'Brien, news dir.

**WMAD(FM)**—Co-owned with **WERU(AM)**. April 12, 1972: 92.1 mhz; 3 kw. Ant 300 ft. Erin Bcstg Inc. (acq 10-81). Net: NBC's The Source. Format: AOR. ■ Debbie Dalton, prog dir.

**Page C-277.** Under Richmond, B.C. delete the listing for **CFRD(AM)**.

**Page C-338.** In the AM by Frequency section, under **1250 khz Regional**, delete **KYAC** Seattle and insert the following power for **KKFX** Seattle: DA-N-5,000.

**Page D-12.** Under Representatives insert a new listing for **Peters, Griffin, Woodward Inc.**:

**Peters, Griffin, Woodward Inc.** 645 Fifth Ave., New York 10022. (212) 826-6000. Arthur C. Elliot, pres; Colleen Roach, VP/finance & administration; Marc Solomon, VP gen sls mgr; Robert S. Paine, VP rsch/computer resources; Lon A. King, VP spec projects. Atlanta 30305: 3525 Piedmont Rd. N.E. (404) 231-3911. Ed H. May, sls mgr.

Chicago 60601: Prudential Plaza. (312) 372-6373. Lawrence D. Grossman, sls mgr/administration.

Dallas 75219: 3131 Turtle Creek Blvd. (214) 526-5240. J. David Bunnell, sls mgr.

Denver 80206: 231 Milwaukee St. (303) 321-2354. Robert Baila, mgr.

Detroit: 2855 Coolidge Rd., Troy, Mich. 48084. (313) 649-3333. Richard J. Kelly, VP, sls mgr.

Los Angeles 90036: 5455 Wilshire Blvd. (213) 937-0510. Robin Adrian, sls mgr.

Portland, Ore. 97204: 520 S.W. Yamhill St. (503) 228-7284. Darrell Rutter, mgr.

St. Louis 63101: 1 Mercantile Center. (314) 241-3171. David P. Reid, sls mgr.

Salt Lake City 84111: 10 Exchange Place. (801) 521-2177. Bruce Workman, mgr.

San Francisco 94104: 425 California St. (415) 982-9188. Tony McMahon, sls mgr.

Seattle 98119: 220 West Mercer St. (206) 282-3400. Greg Smith, mgr.

**Page D-43.** Under **Sheridan Broadcasting Network** change the network's headquarters address and phone to 1811 Boulevard of the Allies, Pittsburgh 15219. (412) 281-6747.

**Page D-55.** Under Producers, Distributors and Production Services insert a new listing for **Audible Advertising Prods. Inc.**:

**Audible Advertising Prods. Inc.** Desota Bldg., 215 West 91st St., Suite 25, New York 10024. (212) 873-1238. Mary Hurt, exec prod; Jim Vickers, head of prod.

**Page D-72.** Under Producers, Distributors and Produc-

tion Services change the name of the chairman and chief executive officer of **Viacom International Inc.** to Ralph M. Baruch, chmn & CEO.

**Page D-74.** Under Pay Cable and Cable Program Suppliers insert a new listing:

**Warner Amex Satellite Entertainment Co.** 1211 Avenue of the Americas, New York 10036. (212) 944-4250. Robert McGroarty, senior VP of mktg & sls; Robert Pittman, senior VP of progmg; Cy Schneider, VP Nickelodeon; Gary Koester, VP adv sls; Richard Guilmetot III, VP mktg.

**Page E-39.** Under Equipment Makers, Distributors insert a new listing:

**Travis Tower Co.** Box 75041, Oklahoma City 73128. (405) 789-5425.

**Page E-41.** Under Mobile Production Units delete the listing for **Mobile Technical Services** and insert a new listing:

**Mobile Television Services Inc.** 129 Mt. Auburn St., Cambridge, Mass. 02138. (617) 547-3320.

**Page F-5.** Under Brokers insert a new listing:

**R.A. Marshall & Co.** Executive Suite, 200 Professional Building, Hilton Head Island, S.C. 29928. (803) 842-5251. Robert A. Marshall, pres.

**Page F-7.** Under Consultants delete the listing for **Block, Butterfield & Riely Inc.** and insert a new listing for Richard C. Block:

**Richard C. Block, Consultant.** 1438 N. Gower St., Hollywood 90028. (213) 461-2711.

New York 10022: 123 E. 54th St., No. 3A. (212) 355-3010.

**Page F-8.** Under Consultants insert a new listing:

**The Graphic Express Corp.** 3678 Fourth Ave., San Diego 92103. (714) 298-2834. Byron Andrus, pres. (News set design, news graphic slide service, animation.)

**Page F-9.** Under Consultants insert a new listing:

**Tony Lease Tours.** 305 N. Coast Blvd., Laguna Beach, Calif. 92651. (714) 494-0783.

**Page F-17.** Under Engineering and Technical Consultants delete the cross reference for **Lindsay Collins** and insert a new listing:

**Collins, Lindsay.** RFD 1 Box 257, Bradford, N.H. 03221.

**Page F-17.** Under Engineering and Technical Consultants insert a new listing:

**George Jacobs & Associates Inc.** 8701 Georgia Ave., Suite 402, Silver Spring, Md. 20910. (301) 587-8800. George Jacobs, pres.

**Page F-24.** Under Attorneys insert a new listing:

**Buenze, Robert J.**: 1300 19th St. N.W., Suite 404, Washington 20036. (202) 822-8431.

**Page F-25.** Under Attorneys insert a new listing:

**Eagan, R. Russell:** Kirkland & Ellis, 1776 K St. N.W., Washington 20006. (202) 857-5020.

**Page F-29.** Under attorneys insert a new listing:

**Leibowitz, Matthew L.:** Leibowitz & Rice, 3050 Biscayne Blvd., Miami 33137. (305) 576-7973.

**Page F-32.** Under Attorneys insert a new listing:

**Robb, David:** Rickel, Urso, Wokas, Earle & Robb, 100 Renaissance Center, Suite 1575, Detroit 48243. (313) 259-3500.

**Page F-33.** Under Attorneys insert a new listing:

**Silberberg, Steven A.:** 1101 Connecticut Ave. N.W., Washington 20036. (202) 775-0755.

**Page F-39.** Add to list of **NAB Distinguished Service Award** winners. 1980: Donald Thurston; 1981: Arch Madsen; 1982: Walter Cronkite.

**Page F-40.** Under **Radio-Television News Directors Association** delete Len Allen as managing director and insert Ernie Schultz, exec VP.

**Page F-43.** Under **National Cable Television Association** change Washington phone number to (202) 775-3550.

**Page F-53.** Under Unions/Labor Groups change the Washington address of the **National Association of Broadcast Employees & Technicians (NABET)** to Suite 800, 7101 Wisconsin Ave., Bethesda, Md. 20814.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Station Manager** for AM-FM, Rocky Mountain market. Must have leadership and strong sales ability. Great opportunity with group organization. EOE. Write Box A-156.

**Exceptionally strong** General Manager for all news CNN2 10 KW daytimer serving Monterey Bay market, California. Must be local sales-oriented with capacity to oversee station's promotional, programing, technical, financial and FCC compliance operations. Base salary plus incentives. Possible investment opportunity. Resume to KMFO, 519 Capitola Ave., Capitola, CA 95010.

**Sales Manager** for major-market Southeast AM radio station. High motivator with good track record. Send resume to Box A-204. EOE.

**Public Radio Station** Operations Director wanted—University 100,000 watt FM station seeks full-time Operations Director/Adjunct Instructor. Salary dependent upon qualifications. Master's degree preferred or appropriate professional experience. For full description send application letter, resume, audition tape, and three references postmarked by June 24, 1982, to: Craig Beeby, Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74078. An Affirmative Action, Equal Opportunities Employer.

**Sales Manager**, Eastern Mass. AM fulltimer—We need a sales manager who believes that AM radio is not dead and who is willing to get totally involved with the station and the market. He/she would lead by the example set of hard work, enthusiasm, knowledge of radio, personal sales ability, and follow through. Compensation would be based primarily on rewarding increases in what I consider to be an underdeveloped billing. The right person would likely move up to station manager as confidence develops on both sides. If you are interested in learning more, send me a resume and I will call you. E.O.E. Box A-212.

**Excellent Opportunity** for general manager of Minnesota AM/FM in single station market. Ownership available. Resume to Box A-220.

### HELP WANTED SALES

**Local sales manager** to sell country gospel radio in major top 20 market. Must be able to deliver sales and direct people, work with the largest gospel radio chain in the country. Excellent opportunity for advancement. Station about to increase power 400 percent. Contact Dick Marsh, Vice President, Universal Broadcasting, 3844 East Foothill Blvd., Pasadena, CA 91107. 213-577-1224. This is an immediate golden opportunity. E.O.E.

**Experienced professional needed** to sell the number one station in Florida's best market. Retail and agency background preferred. Excellent compensation plan. Send resume, salary requirements, and references to Sales Manager, PO. Box Q-102, Daytona Beach, FL 32015. E.E.O.

**Brand New 100,000 watt FM** covering 7600 square miles in beautiful Washington State. If you can sell retail and can develop a sales staff, we're looking for a pro. One more qualification: You must want to make big \$\$\$\$. Send resume to Box A-222.

**Chicago area FM.** Completely re-staffing. Salespeople: We offer wide-open territory, great incentive, advancement opportunities. DBC Broadcasting, 18037 Torrence Ave., Lansing, IL 60438. E.O.E.

**Sales Manager.** First such opening in nine years at this small market leader. Salary, commission and good fringe benefits. Advertiser and listener acceptance at this Virginia station is phenomenal. We need experienced, conscientious and self-motivated person to help keep it that way. EOE. Excellent market and place to live. Call 804-744-2847, or send complete resume to Box A-202.

**Are you creative?** Want a fulltime sales list and a parttime air shift? Beautiful Napa Valley, California. Send tape and sales experience to: George Carl, KVON, PO. Box 2250, Napa, CA 94558.

**Seven station chain** in Texas has two unusual openings for sales persons. Must be aggressive, experienced and interested in advancement within company. Beautiful locations, excellent for family life. EOE. Call General Manager, 512-278-2556.

### HELP WANTED ANNOUNCERS

**Air personality wanted** for AM and FM in Rio Grande Valley of Texas. Salary: \$1,400 per month. Send tape and resume to Chris Clinton, KSOX, 345 South Seventh, Raymondville, TX 78580. EOE.

**Country Jock** for mature, powerful, small market station in competitive Oregon market. Live audition required. EOE. Nell, 503-882-8833.

**Talk. Talk. Talk.** We want an exciting, unique and witty telephone talk show host, with personality. We're a top-rated, major market station with an unusual talk format. Send resume to Box A-157. EOE.

**WHMQ Findlay, Ohio,** needs experienced afternoon personality with good production capabilities. Modern country music, outstanding facilities, great market. Tape and resume to Dave Glass, PD, 101 W. Sandusky St., Findlay, OH 45840. EOE, M-F.

**Like to join us?** New FM in Sunbelt now staffing programming dept. with emphasis in production. Tape and resume to P. Petko, Box 1029, Whitehouse, TX 75791. We are an equal opportunity employer.

**Radio Announcer.** The University of Missouri-St. Louis is seeking an announcer for its FM radio station, KWMU. Candidates must have high school diploma or equivalent and 1 year announcing experience. Familiarity with classical music and pronunciation of foreign words is a necessity. Application deadline is June 18, 1982. Send letter of application, resume and audition tape to: Personnel Office, University of Mo.-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121. Equal Opportunity Employer, M/F.

**NYC Metro A/C info** seeks PM drive personality. Experienced pros only. Production, community involvement a must. T+R to Bob Recchia, PD, WJDM, 9 Caldwell Place, Elizabeth, NJ 07201.

**Solid one-to-one** communicator needed today for Gulf Coast beautiful music. Beautiful music background not needed, but warm, relaxed, friendly style a must, along with good news and production skills. Rush tape, resume, references, and salary requirements to: Bob Martin/Program Manager, WJQY-FM, 2402 Wolf Ridge Road, Mobile, AL 36618.

**Announcers for adult,** live assist FM, in small market, mid-Atlantic area. On-air early July. Smooth delivery/production, minimum 2 years' commercial experience. Tape and resume to: Operations Director, WKYZ-FM, Route 3, Box 13, Salisbury, MD 21801. EOE.

**Personality with humor** for Tampa Bay's only Oldies station. Tape and resume to John DeHaven, AM-105, 11011 North Florida Ave., Tampa, FL 33612. 813-935-3171.

**Chicago area FM.** Completely re-staffing. Announcers: Send tape, resume. DBC Broadcasting, 18037 Torrence Ave., Lansing, IL 60438. E.O.E.

### HELP WANTED TECHNICAL

**Radio Chief Engineer.** Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, PO. Box 728, Houma, LA 70360. Equal Opportunity Employer.

**Chief Engineer needed** for Midwest daytime AM, fulltime FM (automated). Need good studio and transmitter maintenance person. Control 16 automation system has just been installed. Send resume and salary expectations to Box A-158. EOE. We encourage applications from women and minorities.

**Assistant Engineer.** Perform repair and maintenance studio and transmitter equipment. Some design and construction, studio rebuilding. BA tuning, AM 5 kw, DA-N; FM 50 kw stereo. Contact John Baumann, C E, WONE/WTUE, 11 South Wilkinson St., Dayton, OH 45402. Phone 513-224-1501.

**Chief Engineer.** WVKO/WSNY, Columbus, Ohio. See our display ad under Radio, Help Wanted Technical.

### HELP WANTED NEWS

**News Director** and newsmen sought for Midwest broadcast chain that is expanding rapidly. Investigative reporting skills, one-to-one conversational delivery. We want people who need only to be told once how the job is done. Our staffers respond to good pay, benefits and security with consistent quality performance! Send resume, tape, writing samples and salary history to Greater Muskegon Broadcasters, 506 Muskegon Federal Savings Building, Muskegon, MI 49440.

**News Dir** for NBC/MBS AM/FM in scenic southeast Ohio University City. Experience necessary. WATH/WXTQ, Box C, Athens, OH 45701.

**Eager newsperson wanted.** Writing skills and good delivery essential, plus a "nose for news." Send tapes and resume to KBAT Radio, 3306 Andrews Hwy, Midland, TX 79703. EOE.

**News Director with experience.** Beautiful University city. Staff - equipment - interns. Send tape, resume: Garry Bowers, Box 885, Morgantown, WV 26505. 304-292-2222.

**Radio Assistant.** Experienced journalist assisting in production/promotion of nationally distributed international relations documentary series. Requirements: Bachelor's degree; 5 years working journalist experience - 3 years in radio; strong writing/production skills; ability to interact with variety of people. Salary: \$15,000-17,000, plus generous benefits. Letter, resume, tape to: Jeff Martin, Stanley Foundation, 420 E. Third Street, Muscatine, IA 52761.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**California Metropolitan Daytimer** seeking highly qualified, proven program director, who can do it all. Air shift (optional), on/off air promotions, merchandising, music/audience research; audience, community involvement. Many challenges, many rewards. Resume and references to Box A-13.

**Operations Manager,** WBKY-FM, University of Kentucky; BA and two years of experience or the equivalent combination of education and experience; strong announcing and production skills essential; position includes administrative responsibilities in area of programming-production. Deadline for receipt of resumes including salary history, audition tape and production samples is June 11, 1982, but may be extended if additional applicants are necessary. Send to Lou Procter, Campus Employment Office, East Maxwell Street, University of Kentucky, Lexington, KY 40506-0314. Equal Opportunity Employer.

**Aggressive, promotional FM station** seeking Promotion Director Fun-loving, self-starter. Send resume with past written promotional successes to Box A-201.

**Program Director** for new Public Radio station. Send tape and resume to WBLV, Blue Lake Fine Arts Camp, Twin Lake, MI 49457, or call 616-894-9026.

### SITUATIONS WANTED MANAGEMENT

**Small medium market GM.** Experienced all phases. Track record. Best references. Write Box A-179.

## SITUATIONS WANTED MANAGEMENT CONTINUED

**Radio Station Manager** displaced by station sale. Experienced in administration, sales and programming. Can supervise all phases of operation, or as much as your system requires. Can show ability to turn around losing property, and provide solid references. Prefer small to medium market, West or Midwest. Charles Brogan, 402—362-6509.

**General Manager, 35.** Thirteen years' experience includes sales, cost control, programming, engineering. Excellent references. People-oriented. Prefer East or Midwest. Ronald Miller, 219—879-8201.

**High performing** General Manager with 17 years managing AM/FM. Expertise includes sales and profits, programming, superior leader and motivator. Looking for station owner/group owner who wants quality. Dedicated professional with all the tools. Write Box A-216.

**22-Years Broadcasting.** Nine in sales, 1½ sales manager. Employed. What have you? All areas. Write Box A-215.

**Business flat?** Growth? Expansion? Need shirt sleeve goal, people-oriented organizational leader? I'm seeking permanent career move with positive established company. 8 years GM, network GSM. Strong sales development, administrative, programming skills. Hardworking achiever. Economics degree. Joe, 912—924-4852.

**Remember David and Goliath?** Middle aged manager with proven record of increasing sales and ratings is looking for owners of a small station in a large market who are ready to make waves. Give me complete control of sales and programming, and I'll guarantee 25 to 50% increases in first year. Write Box A-210.

**This highly organized** and competent engineer has the skills necessary to provide good stable management of your station. It's time for a change. Write Box A-225.

**Solid, no-nonsense GM,** compatibly employed, seeks change (station being sold). Over 10 years professional, successful management with full credentials, references. Sales and promotion oriented. Cost efficient, outstanding with people. Family man, active in community. Prefer small-medium market. Write Box A-228.

**Presently employed in management** position with 20 years' experience in sales, programming, production, RAB trained. Firmly believe there's no easy way to make it except through hard work, discipline, and organization. Street fighter with good radio sales knowledge who believes in community involvement. Proven track record in sales with good references; also, can do PBP in football and basketball. Available by August. Let's talk. Prefer South, but will consider all replies. Write Box A-193.

## SITUATIONS WANTED ANNOUNCERS

**9 years' experience.** PD, MD, copywriting, MOR, EZ. Married. Prefer Carolinas, Virginia, Maine, Pa. Geoff Stellpflug, Box 61, Mifflin PA 17058. 717—436-8809.

**Attention Florida,** small/medium market. Contemporary, Top-40, Personality. 5 years' experience. Solid references, dependable. Let's talk. Call 305—721-0582.

**Multi-talented** sportscaster, DJ (all formats), engineer, looking for work in SE PA, NJ, Delaware, Long Island, Baltimore, Washington, D.C. B.A. in Communications, experience. My break is your break. Mitch, 280 North Bowman Ave., Merion, PA 19066. 215—664-7644.

**Successful Country radio pro,** currently programming a Midwest medium market station, would like to move up. If you're seeking proven ability, dedication and over 15 years' experience, I'd like to hear from you. Write Box A-192.

**College and broadcast school** graduate looks for entry level announcer position with station in tri-county Michigan area (or Flint, Ann Arbor, Lansing). What I lack in experience, I make up in zest and enthusiasm. 313—868-3467, Rhodney.

**Announcer/Salesman.** Can sell on-air and off. DJ—I'm up, Sports—I'm exciting. Intelligent, with looks and personality. J. Howard, 212—371-2356.

**Experienced young announcer** looking for progressive FM rock or AOR station, any shift. Experienced at two major stations as Asst. Music Dir., production coordinator. For tapes and resume, call Todd Bond at 201—224-2539 after 6 p.m.

**I want broadcasting** as my career. I am a graduate of the Broadcasting Institute of Maryland. I have served my internships and am ready to work. I can follow directions and I can read. If you need someone for your station, please contact me at 301—486-8516. Neil Klutzman, 106 Swanhill Court, Baltimore, MD 21208.

**Versatile 3rd wr/w,** C&W or rock. 313—277-5062; Jay Dubb, 415 Brentwood, Inkster, MI 48141.

**Talking head** with a nose for news. Matching tonsils. Brain goes in gear before mouth opens. News, talk, interviews, discussion. Published writer. My nine billion brain cells are for rent to you. Let's talk business. 201—773-3492.

**Wait till you hear** my play-by-play. Sports-director, good on board. 3 years' experience. 516—437-2688.

**Young, experienced, medium market** announcer from Wisconsin, willing to relocate; small or medium market. Especially willing to work midnight shift. C&W, MOR, or top 40. Gary Mueller, 715—752-4217.

**Talented professional** air personality. 17 years' experience to work for you. Randy Galliher, 3907 Angol Place, Jacksonville, FL 32210, 904—771-7386.

**Beginner seeking** first DJ position. Prefer Ohio. Evenings or overnight. Rock, oldies or country format. Accept liveable salary. No automation. Doug Hendricks, 419—387-7761, evenings.

## SITUATIONS WANTED TECHNICAL

**Veteran (12 year) Chief** engineer seeking new challenge. Experienced: AM 250 w to 50 kw, Ampliphase, Doherty, PDM, critical DA; FM 10 w to 100 kw, stereo, SCA. Automation. High-performance audio. Heavy construction, rehabilitation. Supervision, administration, budgeting. Programming-oriented. 30, single, stable. Now at \$23K. Medium-major markets, East. Available August. Box A-226.

**Available in September.** Well-organized Chief Engineer with first phone and advanced ham licenses, experienced in AM, directionals, FM, stereo, automation, studio construction and maintenance, proofs and record keeping. Presently rebuilding entire station on contract basis, will have project completed by September and will be ready for the next opportunity; permanent position or for duration of project. Write Box A-221.

## SITUATIONS WANTED NEWS

**Health Reporter.** Research shows medical reporting is a must. I have the experience, knowledge and talent to make the beat come alive for your major market station. Box A-96.

**Public Radio News Director** position sought. Ten years public and commercial radio with three years news management, M.A. Journalism. I'll build you a distinctive, high profile news sound, compatible with public radio philosophy but competitive with commercial operations. I'll become totally involved in your community to maximize coverage and development dollars. My high efficiency will stretch your low budget. My creativity will motivate your staff. I love public radio. In this age of Reaganomics, it needs people like me. Major market preferred. Reply Box A-95.

**Career-minded professional** looking for right opportunity. Award-winning communicator with six years experience in writing, digging, and reporting news. Self-starter with News Director exp. Terry, 215—777-5515.

**If King's the best,** I'm coming back. Progressive brain atrophy after seven years of news anchoring. Extensive major market talk experience. Not cheap. Dennis, mornings: 614—486-1037.

**News, sports DJ** looking for first job. Call Larry, 313—732-1262.

**Your look is over.** Energetic, experienced producer, copy writer, and street reporter-anchor. Three-years major market. Prefer Gulf Coast, but will consider all serious offers. Write Box A-218.

**He scores!** Here's my line-up: PBP and reporting of NHL and AHL hockey, NCAA basketball/baseball, Sports intern in a top 50 market, and a 4-year degree for icing on the cake! Willing to relocate for right opportunity. (Prefer East). T/R upon request. Write Box A-187.

**Reporter/Writer**—Position with consumer/health areas included. B.S.-English; M.S.-Safety. 2 years radio, 1 year newspaper. Creative, hard-working. Steve 715—235-2296.

**Crisp, accurate, creative** coverage of breaking news and legal beat my specialty. 5 yrs' experience. Looking for position in medium to large market (350,000+). Doug, 217—546-9389.

**Ace female anchor** personality, features my specialty. 8 years solid experience. Top 20 only. 317—924-4812.

**Capra award winner** two consecutive years for PBP and sports reports. Nine years' experience. College or pro PBP or opportunity with sports oriented station. Write Box A-208.

**Still looking.** Sportscaster/announcer, 5½ years' experience, know A/C format. West Coast, southern Rockies preferred. Anytime, 303—651-3549.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Going big band?** Experienced programmer with high quality Big Band library. Let's talk about it. Box A-163.

**Experienced, creative professional.** Ten years, excellent production, seasoned air talent, B.A. degree. Copywriter, producer, management background. Seeking creative services, production, operations, air shift. Knowledgeable, responsible, dedicated personality. Write Box A-207.

**14-year pro**—experienced PD. currently in major market seeking solid company to advance with. Great references and track record. All markets considered. 301—249-6578.

# TELEVISION

## HELP WANTED MANAGEMENT

**Program Director** for KING-TV in Seattle, Washington. Must have substantial experience as a television Program Director with a proven record of conceiving, developing and producing local programming. The ability to manage and motivate a large and diverse department is essential. Send resume to: Kathleen M. Hughes, Personnel Director, King Broadcasting Company, 333 Dexter Avenue, N., Seattle, WA 98109. EOE.

**Director of Broadcasting.** Responsible to the GM for directing and supervising program, production and engineering personnel and activities. Must be well-organized TV broadcast operations manager and programmer with minimum of two years' experience in each of the following: TV producing and directing, programming and TV operations management including budget development and control. Effective marketing of production services is a key responsibility. Qualified candidates send complete resume and salary requirements to Box A-165. An Equal Opportunity Employer.

**Local Sales Manager**—Small market in Rockies/Sunbelt. New ownership with excellent upward potential. All applications considered. KIVA-TV, Farmington, NM 87401. 505—326-1141.

**Director of marketing-development.** Growing PTV station needs marketing and development head to direct and supervise subscriptions, auction, program underwriting, and public information departments. Thorough knowledge, track record and management experience in public TV fundraising required. Send complete resume and salary requirements in confidence to President; WNIN-TV-FM, 9201 Petersburg Road, Evansville, IN 47711. An Equal Opportunity Employer.

## HELP WANTED SALES

**We need a heavy weight.** Major Western market, CBS affiliate, solid group-owned station. Strong sales/marketing department needs a salesperson with at least 2 years television sales experience. Major list of agency, in-house and direct accounts. Great earnings potential. Super life style. We are looking for a self-starter who will be here to stay. Solid sales and station management team with in-depth experience. This is a once-in-a-lifetime opportunity. Equal Opportunity Employer. Send Complete resume to Box A-132.

**Cable Advertising Sales.** Career opportunities nationwide. Send resumes-Spectra Com Cable Advertising, 24867 Harper, St. Clair Shores, MI 48080.

**Local Sales Manager** to work with number one local sales team in growing Sunbelt market. Applicant should possess outstanding written and verbal sales presentation skills and experience in development of vendor support programs and co-op campaigns. Send resume to: William J. Kemple, Vice-President and General Sales Manager, WRDW-TV, Drawer 1212, Augusta GA 30903. An Equal Opportunity Employer.

**Account Executive**—WTVD, the CBS affiliate in Raleigh/Durham, is seeking a team-oriented person with a proven record of excellence in television sales. A Capital Cities Communications station, WTVD offers major benefits and an opportunity to grow with one of the industry's leading groups. Apply in writing to: Peter J. Celentano, Local Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

**Account Executive**—If you are a team player and a goal achiever with 2 years or more successful sales background, Contact: Bob Peretich, General Sales Manager, WECA Television, P.O. Box 13327, Tallahassee, FL 32308, or call 904-893-3127 E.O.E

## HELP WANTED TECHNICAL

**Maintenance Engineer** for station with number one top-rated local news operation, in beautiful Southwest Florida. No snow guaranteed. New Harris transmitter, 9-meter Harris satellite receive system, and Grass Valley master control and production switching equipment installed this year. Minimum three years' experience in TV studio and/or VHF transmitter maintenance. Salary commensurate with experience and abilities. Excellent company benefits, including profit sharing plan. Contact Clarence Mosley, WINK-TV, P.O. Box 1060, Fort Myers, FL 33902. 813-334-1131. EEO.

**Technician for maintenance** of state-of-the-art TV broadcast equipment, at new videotape post production facility. Must have digital and analog background, familiar with quad, 1 inch, computer editing and Telecine equipment. Engineering degree or technical school grad. with 2-3 years' experience required. Positions are open at all levels. Competitive salaries and benefits. Reply to Box A-152.

**Midwest network television** station needs maintenance engineer with First Class license or equivalent. Must have at least 5 years' experience. State salary requirements first letter. Write Box A-108.

**Hands-On VHF Chief**—Proficient in areas of: RF, Digital, Ampex Quad, RCA Telecine, BVU, Vidifont. Two year old ABC affiliate with new owners undergoing upgrade. Eastern Shore market adjacent to summer resort. Offering \$30-35,000. Resume and references to: Frank Pilgrim, General Manager, P.O. Box 321, Salisbury, MD 21801. AA, EOE/MF.

**WOFL TV 35 in Orlando, Florida,** is seeking an experienced Maintenance Engineer. Immediate opening—First phone or equivalent. Salary negotiable. Apply to C.E., Box 5729, Orlando, FL 32855.

**Television Engineer.** CBS-TV affiliate seeks hands-on pro ready to take on supervisory responsibilities. Req: FCC lic., digital knowledge, background in operation and maintenance of UHF-TV. Exc. salary & benefits. Send resume or call C.E., KPWR-TV, 2831 Eye Street, Bakersfield, CA 93301. 805-327-7511.

**Assistant Chief,** transmitter and studio engineer needed for new NBC affiliate in the Gulf Coast region of Texas. Positions require 3 to 5 years of broadcast experience and FCC licensing. KAVU-TV Channel 25 offers competitive salaries and benefits. Please send resume and salary requirements to Harlan Mumme, Chief Engineer, KAVU-TV, 2710 Hospital Drive, Suite 106, Victoria, TX 77901. No phone calls. An Equal Opportunity Employer.

**Assistant Chief Engineer** needed for state-of-the-art broadcast facilities. Applicant must have extensive maintenance experience in AM/FM/TV/Microwave. In addition, be able to supervise and lead operating and maintenance engineers in daily operations and maintenance. Assistant Chief Engineer will report directly to Director of Engineering. Salary: D.O.E. Send resume to Walter Konetsko, Director of Engineering, WMBD TV/AM, WKZW-FM, 3131 N. University Street, Peoria, IL 61604. Equal Opportunity Employer, M/F.

**Midwest videotape production** facility is seeking chief engineer well-versed in set-up, maintenance, trouble-shooting and repair of 1" type "C" VTR's; 2" Ampex VTR's; CMX editing systems, Vital "Squeezezoom"; broadcast cameras and audio systems. Minimum 5 years' experience with one year supervisory experience preferred. Excellent benefits with progressive, expanding company. Send resume and salary requirements to: Telematrix Videotape Productions, 5635 W. 80th Street, Indianapolis, IN 46278.

**Executive Engineer** with high technical qualifications and ability to train and supervise. Important Texas market. EOE. Box A-224.

**WXXI, Public Broadcasting** in Rochester, N.Y., is looking for a qualified maintenance engineer. Repair and maintenance of television equipment, including 1" Ampex VTR, Sony BVU, Ikegami portable field cameras. 1 year experience plus FCC general class license required. Excellent benefits. Send resume to: WXXI Personnel Dept., P.O. Box 21, Rochester, N.Y. 14601.

**Want to hire:** Director of Engineering—medium market—sunny South. Most modern television equipment. Requires leadership, planning, supervisory ability, good with people. Some "hands-on" required. Excellent opportunity. Send resume and salary requirements. Strictly confidential. Write Box A-198.

**Assistant Chief Engineer.** Studio/remote engineering. No transmitter work. Previous operating/strong maintenance experience with RCA 46's, 600's, AE600's required. Other equipment includes Sony 1-inch, Vital switchers. Top equipment/facility/working conditions. 1st Phone required. Resume to WDCN-TV, Box 120609, Nashville TN 37212. 615-259-9325 weekdays. AA/EEO Employer.

**Maintenance Engineer**—for Southeastern group-owned station in 56th market. Must have FCC. General class and 3 to 5 years' experience in all phases of studio maintenance. Experience with Ampex Quad, TCR-100 and Sony BVU helpful. Salary commensurate with experience. Contact Bill Vanscyoc, WTVR-TV, 3301 West Broad, Richmond, VA 23230. 804-254-3630. An equal opportunity employer.

**Broadcast Engineer Supervisor.** Public VHF station in Southwest anticipates a need for a supervisor with a broad background in master control, VTR, and transmitter operation. Must have ability to manage, train, and schedule personnel effectively. B.S. or technical degree with 5-7 years of broadcast television experience required. FCC General (2nd Radiotelephone license and working knowledge of FCC regulations.) Equivalent education and experience will be accepted in lieu of the degree requirement on a one year for one year basis. Send resume to Tom Deyo, Director of Engineering, KNME-TV, 1130 University Blvd., N.E., Albuquerque, NM 87102. Equal Opportunity Employer.

**Asst. Engineer/Equipment Mgr.**—Assistant to the Chief Engineer of Richardson Communication Center. Knowledge of broadcast level studio and portable TV equipment required. Should be strong in audio with an understanding of film and photography. Five years' experience with a minimum of two years technical education or equivalent engineering experience. Hold a valid FCC General Class License and/or S.B.E. certification. Salary range \$19,000-\$21,000. Send resume to Dr. Manfred K. Wolfram, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. Closing date: June 15, 1982. Trinity University is an Equal Opportunity Employer.

**Engineer.** WFUM-TV has technical staff opening. Seeking individual with 1-2 years' experience in operation/maintenance of TV equipment. General class radio-telephone license preferred. Opportunity to grow and learn in all new facilities. Send resume to: Guy Beverlin, WFUM-TV, University of Michigan, Flint, MI 48503. Equal Opportunity/Affirmative Action Employer.

**Need operating Engineer** with FCC license. Good place to live. Good growing company. EOE. Contact Ken High, KAMR-TV, 806-383-3321, or Box 751, Amarillo, TX 79189.

**KMGH-TV, a CBS affiliate** in Denver, Colorado, seeks applications from experienced career minded operations engineers in the areas of ENG, switching, audio, master control, and video. Applicants should have solid operations skills and a good technical background. A First Class or General Class FCC license is highly desirable. We offer excellent pay, benefits, and working conditions for the right professional. Send resume to: John Hellyer, Director of Engineering, KMGH-TV, P.O. Box 5007, Denver, CO 80217. KMGH-TV is an equal opportunity employer (M/F).

**Director of Engineering.** For new public TV station. Responsible for overall supervision of technical operations for TV-FM-ITV broadcast system. Capable of employing staff, managing department, and maintaining highest quality broadcast standards. Should have TV and FM transmitter and studio experience. BS degree and/or comparable work experience in desired areas. Salary range \$22,000-\$26,000, with excellent fringe benefits. Send resume to General Manager, South Florida Public Telecommunications, Inc., 505 South Congress Avenue, Boynton Beach, FL 33435. EOE/AA.

**Engineering Supervisor.** Four-station network serving New Jersey and the New York/Philadelphia markets has an immediate opening for a supervisor with 5 years' experience in news operations or on-line CMX editing. This position is based in our Trenton headquarters. Salary range to mid \$20's. Send resume and salary history to: George Hoover, Director of Engineering, New Jersey Network, 1573 Parkside Avenue, Trenton, NJ 08638. Deadline: June 15, 1982. EOE/M/F. No phone calls, please.

**Duplication facility** has immediate opening on third shift (1:00 a.m.—9:00 a.m.). Experienced in all formats desirable: 2", 1", 3/4" and 1/2". Salary commensurate with experience. Send resumes to P.A.T. Film Services, 630 Ninth Ave., New York, NY 10036.

**Transmitter Supervisor.** Maintain 2 UHF transmitters in Southwest Iowa. FCC license and 4 years' experience maintaining TV transmitters. Salary range: \$20,342-\$25,500. Phone 515-281-4498 for application materials. Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, Iowa 50306. EOE/M-F.

**Chief Engineer,** full responsibility 55 kw transmitter and studio, rebuild, troubleshooting experience required. Immediate. Ron Moore, 205-749-5766.

## HELP WANTED NEWS

**Eleven PM Producer**—for progressive, fast-growing station in a top fifties market. Must know how to write with imagination and flair. A willingness to be innovative is also essential. We are not looking for just a show stacker, but a creative news person who wants to grow with an excellent broadcast group. Please send resumes to Box A-166.

**Assignment Editor.** Solid news background and creative production sense are musts. Help direct highly competitive staff of 30. Send resume to News Director, WBRC-TV, Box 6, Birmingham, AL 35201. We are an equal opportunity employer.

**ENG photographer/Editors** needed by one of our major market clients. Quality work and FCC General Class License required. Females and minorities encouraged to apply. Tape, resume to: Bruce Williams, Broadcast Consultants, Box 60, West Hartford, CT 06107, 203-233-6291.

**News Photographer**—ENG shooter/editor for Virginia's capital city CBS affiliate. One year experience required. Resumes and tapes to: Jay Moore, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

**Executive Producer** for San Diego NBC affiliate. We want the hard work of fifty-five news pros presented in a crisp, cohesive and watchable manner. A leader and spark plug with a minimum of five years news experience. Please send resume to Tom Mitchell, KCST-TV, 8330 Engineer Road, San Diego, CA 92111. Equal Opportunity Employer.

## HELP WANTED NEWS CONTINUED

**Small market Rocky Mountain** station looking for assistant news director with ability to move into top spot in near future. Duties include reporting, anchoring. Write Box A-223.

**Field Producer.** This spot calls for very high production and writing skills, someone who can make television sizzle. Send a resume and a tape, with at least 3 year commercial TV experience required. Send resume to Rod Neaveill, Managing News Editor, WBLN, 1328 E. Empire, Bloomington, IL 61701.

**Experienced news reporter/photographers** wanted for new Midwestern TV. Salary range \$11-13,000. One year commercial TV experience required. Send resume to Rod Neaveill, Managing News Editor, WBLN, 1328 E. Empire, Bloomington, IL 61701.

**Weathercaster** for progressive, 40th market Capital Cities station. Only two requirements are essential: a genuine fascination with weather, and an ability to make it relevant and interesting to the viewers. Send tape and resume to: News Director, WTVD, PO. Box 2009, Durham, NC 27702. EOE.

**Reporter.**—Cover state capitol and government beat. Top 50's market. Immediate opening. Only experienced apply. E.O.E. Write Box A-197.

**Our search continues** for a dynamic, aggressive co-anchor. Send cassettes to News Director, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. An Equal Opportunity Employer, M/F

**KMPH-TV has opening** for sportscaster who is interested in community sports and features. Must be able to gather, write and produce good work. No beginners. Must have at least 2 or 3 years prior on-air experience as anchor or number two sports reporter. Send tape and resume to Dick Carr, News Director, KMPH-TV, 5111 East McKinley, Fresno, CA 93727. An EOE/M-F Employer.

**Experienced Anchor/Producer** for 6 & 11 PM news needed for top-rated Sunbelt market. No beginners. EOE. Rush resume to Box A-213.

**TV news anchor.** Northeast market leader seeks anchor for noon news program. Experience necessary. Send resume to: Box A-196.

**Producer**—Experienced broadcast public affairs producer with on-air experience wanted for statewide public TV network. Background in legislative programming desirable. Resume by June 18 to: Ken Horseman, Florida Public TV, c/o House of Representatives, Suite 901, The Capitol, Tallahassee, FL 32301. Equal Opportunity Employer, M/F.

**Sports Anchor**—for NBC affiliate in top 50 market in the East. Looking for a real sports journalist who can write well, knows how to use short readers, can stay away from packaged net feeds and will appeal to all viewers. Heavy emphasis on local sports. Must be able to edit tape. Send resume to Box A-185. An equal opportunity employer.

**Reporter/anchor needed** for the Post-Newsweek station in Jacksonville, WJXT. Candidates should have two years of commercial television reporting and anchoring. Tapes and resumes (no phone calls) to Rick Gevers, Executive Producer, WJXT-TV, PO. Box 5270, Jacksonville, FL 32207. WJXT is an equal opportunity employer, M/F.

**Meteorologist.** WFRV-TV, Green Bay, is looking for a qualified meteorologist. Strong presentation a must. Fully equipped weather facility, including computer graphics and color radar. EEO. Rush tape and resume to Ray Wilck, News Director, WFRV-TV, PO. Box 1128, Green Bay, WI 54305.

**Reporter/Producer**—State-of-the-art Public TV station seeks self-motivated documentary producer for weekly public affairs series. Minimum two years' experience—documentaries preferred. Salary hiring range: \$14,000 to \$19,000. Send resume and tape to WXXI-TV, Personnel Dept., PO Box 21, Rochester, NY 14601 EOE.

**Sports Reporter** with a flair for packaging more than highlights. Excellent writing and editing skills required. Tape and resume to News Director, WOKR-13, Box L, 4225 W. Henrietta Rd., Rochester, NY 14623. EOE.

**Executive Producer**—Need a person with leadership qualities and high production skills to help run the top-rated and expanding newsroom in this central California market. Experience with ENG, satellites and live shots a must. Send resume to News Director, KFSN-TV, 1777 G St., Fresno, CA 93706. We are a Capital Cities Communications Company, an Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Art Director.** First class working designer, competent in administrative detail to supervise small staff for position which includes TV graphics, print, and scenic designs. Applicant should be especially strong in design, typography, and illustration. Bachelor's degree required; TV design experience preferred. Send resume, samples, and salary requirement to Wiley Hance, Drawer B, WNED-TV, PO Box 1263, Buffalo, NY 14240. Equal Opportunity Employer.

**Production Manager:** Must have hands-on abilities for medium market station; news directing, commercial production. Write Box A-175.

**Scenic Carpenter.** WDIV, a Post-Newsweek station, has an opening in the graphics department for a scenic carpenter. Applicants must have finished carpentry skills, drafting and design skills, knowledge of material used in TV set construction, simple electrical wiring and painting experience and be able to specify materials and costs. Two years' experience in TV scenic design required. Send resume to: Merle Robinson, Personnel Manager, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.

**Promotion Manager.** Mississippi's number 1 station is looking for an innovative, creative promotion manager. Must be self-starter who is capable and experienced in on-air and sales promotion with knowledge of radio and print advertising. Send resume, tape and salary requirements to: Personnel Director, WLBT-TV, Box 1712, Jackson, MS 39205. (No phone calls, please). An Equal Opportunity Employer.

**KUAC-TV, Fairbanks, Alaska,** needs a producer/director. With a starting salary of \$30,285, we aren't looking for beginners. We're small, so versatility is a plus. Catch the excitement of life on the last frontier. Applications should be sent to: KUAC-TV, University of Alaska, Fairbanks, AK 99701 and postmarked by June 4, 1982. The University of Alaska is an EO/AA employer and educational institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

**Director**—Immediate opening for person who can switch and direct. Minimum two years' experience directing news and commercial production. Must be creative. Send demo tape, resume and salary requirements to: Production Manager, WLEX-TV, PO. Box 1457, Lexington, KY 40591. An equal opportunity employer.

**Researcher to two producers** on well-known TV news magazine show. Must have ability to recognize a news story, experience in news researching, knowledge of film and background information sources and good judgment of people. Please send resume to Box A-188.

**Producer.** Nation's number-one independent seeking creative producer for nightly newscast. Must be innovative in use of visuals, especially computer graphics, and know how to produce comprehensive news blocks on complex topics. Send sample tape, resume and salary requirement immediately to: Tony Burden, News Director, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435. An EOE. (No phone calls).

**Promotion:** Top 50 Southeast NBC affiliate looking for a strong No. 2 person. Must be experienced in TV production, 3/4" editing and creative writing. Also, prefer prior experience in promotion: print, producing and campaign planning. Want a creative, enthusiastic, career-minded individual to complete our creative team. Send resume to Box A-203. We are an affirmative action, equal opportunity employer, M/F.

**Co-host wanted** for weekly magazine program at ABC-owned station. Experience required, on-air and in production of news, talk shows, and magazine programs. Send tapes and resumes to Elizabeth Richter, Executive Producer, WLS-TV, 190 N. State St., Chicago, IL 60601.

**Media Development Director,** Mark Taper Forum, Los Angeles. Dynamic individual with entrepreneurial skills sought to develop material for television production. At least three years' experience in both theatre and television required. Submit resumes and salary history in strictest confidence to exclusive agent for the search: Opportunity Resources, Box FB, 1501 Broadway, NY, NY 10036.

**Senior Producer** for special programs—National award winning major market Pacific Northwest public television station seeks highly creative Senior Producer for Special Programs to conceive and/or be assigned specific local, regional and national documentaries, performance and other major station productions. MQ: BA in communications or closely related field. May substitute work/training equivalent. Five years' experience as producer/director/writer in broadcast television with verifiable national credits in these roles; recipient of broadcast award for national production work; producer experience in film and video tape (3/4" and 1" field work and off-line editing). On-air talent experience desirable. Salary: \$19,752-\$30,864 plus liberal benefits. Deadline: June 21, 1982. Send resume and cassette to: Selection Committee 82-P-3E, c/o Fujita, KCTS/9 University of Washington, 4045 Brooklyn Ave. NE, Seattle, WA 98105. EOE/AA.

**Retail radio & TV producer.** Excellent opportunity for a commercial producer with a minimum of three years' experience to join growing retail agency in Columbus, Ohio. Responsibilities include all aspects of radio and television production/direction for leading department stores in the Midwest, including film, video tape, studio and location shooting. Eye for detail and aesthetics important. Send resume to: Ron Foth, Ron Foth Retail, 130 E. Wilson Bridge Rd., Suite 240, Columbus, OH 43285.

## SITUATIONS WANTED MANAGEMENT

**Major market anchor/manager** looking for right growth opportunity. Proven abilities also in producing, troubleshooting. People-oriented. Market size not as important as position. Box A-206.

## SITUATIONS WANTED ANNOUNCERS

**Sportscaster-Knowledgeable,** hardworking, eager. Prefer Northeastern locale. B.A. in Communications, experience. Mitch, 280 North Bowman Ave., Merion, PA 19066, 215—664-7644.

## SITUATIONS WANTED NEWS

**Female sportscaster**—edit/report/anchor, plus one year sports production. Enthusiastic, willing to relocate anywhere. Write Box A-154.

**Conscientious 9-year news** photographer/reporter seeks news photographer position. Also 16 and 35 MM film experience. TK-76 and Sony 1600 series camera and editor qualified. Request tape. Write Box A-178.

**Aggressive Investigative Reporter:** 3 years' experience, award-winner with management expertise seeks opening on investigative team. Write Box A-181.

**December 1981 Honor** graduate, Southern Methodist University, speaking English, French, Spanish fluently, knowledge of Italian, seeking job as beginning TV reporter. 212—744-3484.

**Army Officer** who was at the Pentagon is now available for sports or news reporting position. I have over 3 years on-air experience. Call Jack, 914—783-4432.

**News Directorship wanted.** Creative reporter, adept administrator seeks small market for first effort. Ron, 415—843-9525.

**Man brandishing shotgun**—microphone holds strong delivery, writing. Interviewing skills hostage for right offer. Box A-186.

**Writer. Princeton grad.** Features, documentaries. Looking to start. Prefer NY independent. For salary, will turn out script after script for your budget and market. Barbara, 201—642-7406.

**Young, good looking, aggressive sports anchor/reporter** currently at small medium market station would like to work for station dedicated to a good sports show. Reply Box A-209.

## SITUATIONS WANTED NEWS CONTINUED

**Sports anchor/reporter** with impressive resume and references but no job. I have producing and writing experience at no. 1 ranked TV station in Top 10 market and covered sports for Top 10 newspaper for four years. Energetic. Ambitious. Great camera presence. Call Mark, 305-661-7329.

**Meteorologist**—Environmental reporter. Woman looking for position in small to medium market. Experience in medium Midwestern market; forecasting, broadcasting, writing, editing & reporting for radio & television. 828 South Tennessee Place, Mason City, IA 50401. 515-292-2908.

**T.V. news video** cameraman and news production. Knowledge of TV operations and news gathering. College background. Looking for start. Will relocate. Art Benger, 390 Wadsworth Ave., N.Y., N.Y. 10040. 212-927-6197.

**Top 50 television sports** internship, 4 year degree and lots of radio sports experience. I learn as fast as Guy LaFleur skates! Prefer East, but will go as far as Mars for right chance. Mark Webster, 57 Beethoven Street, Binghamton, NY 13905. 607-722-9467. PBP my best asset!

**Three years' experience** reporting strong political, governmental and investigative stories. Seeking top 60 market. Box A-115.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Promotion Writer/Producer** looking for innovative major market station. Have received more than a dozen national/international awards in last two years. For resume and reel, write Box A-180.

**Available in August.** M.C. with experience in daily children's shows and variety specials. Singer and entertainer. Top ratings and credits. Reply Box A-160.

**Experienced Continuity Director.** Radio-TV. Willing to learn other areas of broadcasting. Looking for a challenge and diversity. Write Box A-189.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**The West Virginia Educational Broadcasting Authority** is seeking an executive secretary. Qualifications: The candidate should have extensive experience in executive leadership, demonstrated administrative ability, knowledge of budget preparation, experience in and knowledge of broadcasting and an understanding of the problems of minorities. The candidate must be familiar with FCC rules and regulations and must possess a Bachelor degree from an accredited university. Responsibilities: The executive secretary will deal extensively with the state legislature and other state agencies and be responsible for statewide planning for public television and radio. He or she will be responsible for supervising the activities of two public television and six public radio stations and represent the Authority at national agencies dealing with public broadcasting. Closing date: June 12, 1982. Applications should be submitted to: Executive Secretary, West Virginia Educational Broadcasting Authority, Suite B-424, State Building No. 6, Capitol Complex, Charleston, WV 25305.

### HELP WANTED SALES

**Sales-Publishing** account executive. Major publishing company with international reputation in fast-paced cable television and broadcasting industries seeking an account executive based in Los Angeles. The ideal candidate will possess a college degree, be highly motivated and capable of working with a minimum of supervision. Extensive advertising sales experience necessary. Good benefits, salary commensurate with background and experience. Send resume in confidence to: Box A-230.

**Technical Salesperson** needed for growing radio broadcast equipment company. Send resume and salary requirements to: P.O. Box 356, Edgemont, PA 19028.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Writer/Producer.** Creative individual with two years' production experience to work in a fast growing in-house ad agency in Southeast. Salary commensurate with ability. Send resume, stating salary requirements, to: Carolyn McGinnis, P.O. Box 31788, Charlotte, N.C. 28231.

### HELP WANTED INSTRUCTION

**Instructor or Assistant Professor** to teach twelve hours each semester. Instructional responsibilities to include teaching Fundamentals of Telecommunications, Advanced Video Production, Mass Communications, Cable and Satellite Management, and Communications Law. To serve as television unit manager responsible for oversight of TV studio production. Assist the Director in oversight and operation of a new 5000 watt public FM station and in coordinating the practicum and internship programs. The candidate must hold the Master's degree and have awareness of recent technology such as EG/Cable Satellite. Nine-month appointment with probability of elective summer teaching. Appointment effective August 23, 1982. Application deadline: June 9, 1982. Send resume, transcripts and references to: Dr. Donald D. Douglass, Dean; Kentucky Wesleyan College; Owensboro, KY 42301. Equal Opportunity Employer.

**Opening for Assistant/Associate Professor** of Speech with a concentration in Radio/Television; must have MA or PhD. For information, call or write: Dr. William Johnson, Department of Languages and Literature, Augusta College, Augusta, GA 30910. Deadline: June 15, 1982.

**Tenure-track position** for Assistant/Associate Professor to teach undergraduate courses in print and broadcast journalism. August 16, 1982. Salary negotiable: \$18,000 minimum, 9 months. MA required. PhD preferred. Publication in scholarly journals and college teaching experience desirable. Apply by June 15, 1982, to: Voncile Smith, Department of Communication, Florida Atlantic University, Boca Raton, FL 33431. Affirmative Action/Equal Opportunity Employer.

**Tenure track assistant** professorship to teach courses in mass communication theory and empirical research methods at both the graduate and undergraduate levels to begin mid-August. Candidates should have Ph.D. (or be very near completion) and show strong promise of scholarly productivity. Teaching and/or professional experience is desirable. Send resume and three letters of reference by July 1, 1982, to Denise Trauth, Chair, Radio-Television-Film Program, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. AA/EO employer.

**Radio-Television:** Two broadcast faculty positions (readvertised). One to teach announcing, TV production and either broadcast news or introduction to broadcasting. The other to teach TV production, news (with ENG equipment), and work with TV students in producing 30-minute newscast (Mon-Thur) over local cable channel. Ph.D. preferred, Master's required. Strong media and teaching experience essential. Rank and salary commensurate with qualifications. Growing department (300 majors, 20 graduate students) is currently revising curriculum to seek accreditation. Position open beginning Fall, 1982. Application deadline: June 14, 1982. Send up-to-date resume, college transcript and three current references to: Dr. Bob McGaughey, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. An Equal Opportunity/Affirmative Action Employer.

**Radio-TV:** Faculty position available Fall, 1982, to teach courses in broadcast management, programming, sales, or radio production. Instructor or Assistant Professor rank, 9-month tenure track appointment. Qualifications: For Instructor: M.A. and professional experience. For Assistant Professor: Ph.D. with professional experience. Salary competitive. Deadline for application: June 15, 1982. Send letter of application, curriculum vitae, and references to: Dr. Sam Swan, Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901.

### WANTED TO BUY EQUIPMENT

**Wanted:** ITC 3-D and R-P cart machines. 313-285-9700.

**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.

**Westrex, Western Electric** tubes, microphones, mixers, amps, tweeters, drivers, speakers, others. 213-576-2642, David Yo, Box 832, Monterey Park, CA 91754.

**\$500 Reward for UHF Transmitters:** for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271.

**Instant Cash for Broadcast Equipment:** Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Wanting 5 kw AM transmitter.** In good condition. WAQE Radio, Box 703, Rice Lake, WI 54868. Tom Beschta, 715-234-9059.

**Equipment wanted:** Four, six or eight bay Batwing antenna on Channel 8 with 3 1/8" input fitting. Must be capable of handling average input power of 20 kw. Contact E. Doren, Director of Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89125, or call 702-452-2060.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**RCA BTF-5D,** 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215-379-6585.

**1 KW AM RCA-BTA-1R,** on air. Many spares. M. Cooper, 215-379-6585.

**Color cameras-new: special purchase!** Brand new Thomson CSF MC-301, 3 tube Saticon cameras with 14:1 Fujinon F1.7 lens, 1.5" viewfinder, AC supply \$6,950. Studio accessories available. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

**VTR's.** RCA TR-70, full Cavec, SS Rec amps, doc, (3) RCA TR-60 record only units 1000 hrs. total time each. Ampex 1200B Amtec, Colorcrt, Auto Chroma, Vel Comp, RCO, DOC, Ampex VR 3000 with metering and charger, IVC 870. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Color Cameras-Used:** GE Film Chain with Eastman 285 Projectors, Multiplexer, RCA TP-7, BEI Auto Light Controls, Cohu Encoder, CBS Enhancer, excellent condition; (1) Norelco LDH-1, RCA, 50' Cable; (1) GE PE-350; (3) GE TE 201 good operating condition; Ikegami HL-33, HL-35; Hitachi FP1020/JVC 2600 Battery Belts Charger-AC Supply, 100 hrs. total; Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Used TV Transmitter Bargains:** GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE-transmitter 30kw (low UHF Ch. 14-34), operating with good useable klystrons; RCA-1kw Ch. 40, complete & operating; RCA-10kw Ch. 42, excellent condition; RCA 30 kw Ch. 57, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Visual 55 kw transmitter on Ch. 47, ready to go! Most of the above can be retuned! (4) Varian 30kw klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

**For sale:** General Electric type TT-535B1 35 kilowatt high band VHF transmitter. Will sell as is -or- modified with new solid state exciter and drive system. Townsend Associates, Inc., 79 Mainline Drive, Westfield, MA 01085. 413-562-5055.

**Complete 2 camera system** for sale with switcher, character generator, 2-3/4 VTRs, TEK 528, 1420, racks. Call Jim Hyder, 404-255-1181.

**10KW FM transmitters,** Harris 10H1 (1969), RCA BTF-10E (1970), CCA 12000E (1978), Collins 831-F2 (1977) M. Cooper, 215-379-6585.

**FOR SALE EQUIPMENT  
CONTINUED**

**Videotape editing system:** Two Sony BVU-200A broadcast editing U-matic videocassette recorders. These VTRs include separate time code track, frame-lock servo and standard broadcast audio levels and impedance; one Cezar "Editing Centre". This micro-processor based editing system features SMPTE time code Interface, CMX Decision Lister, CRT Display, Source Reader and Record Reader. \$20,000, or best offer. Video production switcher: Vital 114-10A featuring downstream keyer and AFV package. \$11,000, or best offer. Videotape recorder: Sony BVU-100 3/4" portable VTR. \$3700, or best offer. Contact National Video Industries, 15 West 17 St., NY, NY 10011. 212-691-1300.

**Chyron IIIB titling system:** 16K memory 4 fonts, colorizer/keyer disc drive with insteel rack mounted cases and a set of foam-lined shipping cases. Very good condition. \$15,000. TV Graphics, 201-444-2911.

**For sale:** Panasonic 2150 cameras, cables, lenses; 4600 switcher; IMI video projector; McMartin Stereo Board. Call Vernon Cramer, 305-644-1199.

**FM Optimods 8100A, \$4195!** Two week delivery. Call Kidd Communications, Authorized Urban Dealer, 916-961-6411 8534 Hayden, Fair Oaks, CA 95628.

**Two Ampex AVR-3's** c/w auto chroma, colour framer, DOC, narrow blanking kit, edit controller, time code encoder/reader, character generator, monitoring, Phase II updates, service kit, spare heads, tape guides, bearings, thread motors, editor keyboard and remote control interconnect. Call Joe Colson, 416-928-6170.

**Quantity 4 HME System 25E** hand-held wireless mic systems. Like new, 6 months old. 612-890-8920.

**Low power TV**—Television technology 10 watt VHF 20,100, 1000 watt UHF Complete low power RF packages! Call Kidd Communications, 916-961-6411. 8534 Hayden, Fair Oaks, CA 95628.

**New and used equipment:** Sony; CVM-2150—\$1,100.00, LDP-1000—\$2,300.00, SLO-383—\$2,650.00, JVC; AAP-44U—\$100.00, Hitachi; used HR-200 w/HST—\$48,000.00, used SK-80 w/12 x 1—\$9,000.00, used FP-1011 w/10 x 1—\$4,900.00, used FP-1011 w/10 x 1—\$4,900.00, CEI; used 310 w/12 x 1 100 FT Cable—\$30,000, Fortel; CCD-2H3 TBC—\$6,700.00, Cezar; EA-3X (executive)—\$3,000.00, Tektronix; 1480—\$3,580.00, R-520—\$5,655.00, 650HR—\$3,880.00, Anvil; FP-40s case—\$150.00, Crosspoint Latch; 6134—\$1,700.00. Prices are limited to in stock items. Call 512-451-0138, X 15 or 16.

**COMEDY**

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

**Hundreds Renewed Again!** Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Try Lone Star** comedy service/newsletter. Write for sample and information; 12216 White Cap, Houston, TX 77072.

**MISCELLANEOUS**

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade-better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312-944-3700.

**RADIO PROGRAMING**

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

**CONSULTANTS**

**Job-Seekers:** Our new approach gets you hired. For catalog, send \$3.00 postage and handling to Broadcast Careers, Inc., 5248 Downs Way, Atlanta, GA 30093.

**RADIO**

**Help Wanted Management**

**BROADCAST EXECUTIVE SOUGHT**

Northern California Broadcasters Association seeks a special executive as President. Individual to manage, promote and represent San Francisco-based regional radio association of over 50 members.

Requirements demand an individual with extensive broadcast experience, knowledge of radio, sales orientation, management skills.

Salary open and commensurate with top management position at a Bay Area radio station. E.O.E. Send inquiries and resumes to:

Northern California Broadcasters Association  
P.O. Box 910  
Oakland, CA 94604.

**GENERAL SALES MANAGER**

Aggressive, growing group owner has immediate opening. If you plan to be a general manager, we want you now. Excellent incentives and bonus for your performance. No limits to earnings if you fit the bill. Call or write immediately: Robin B. Martin, Pres., Deer River Broadcasting Group, Suite 1001, 141 E. 44 St., NY, NY 10017. 212-599-3303.

**Help Wanted Announcers**

**DJ  
MORNING DRIVE**

If you have a terrific personality and a desire to relocate, opportunity knocks.

Individual selected will work with a renowned program director and complement some of the best on-air talent in the country.

You must have 3-5 years experience in Top 40 or A/C morning drive (evening drive an added plus).

Qualified individuals seeking confidential interview should send tape and resume to:

**Drive Time DJ**  
P.O. Box 1269  
Radio City Station  
New York, NY 10019

**Help Wanted Programing,  
Production, Others**

**PROGRAM  
DIRECTOR**

We're looking for a PD to work in a sophisticated, technologically advanced environment.

This individual must have 3-5 years winning track record with Top 40 or A/C format and have a willingness to relocate.

For confidential consideration,  
please send tape and resume to:

**Program Director**  
P.O. Box 1396  
Radio City Station  
New York, NY 10019

**Help Wanted Sales**

**WDBO AM & FM  
ORLANDO, FLORIDA**

Now interviewing for current and future openings for Sales, Programming and office personnel.

Work in an environment that's both performance-oriented and people-oriented, and share in the hard work, the excitement, and the profits of building America's employee owned radio station group.

If you're bright, enthusiastic, creative and self-motivated... if you're experienced, systematized, and a good communicator... this is your chance to move to Katz Broadcasting. Send your resume to Janice R. English, VP/Administration; Katz Broadcasting Company, Inc., Park City Plaza, Bridgeport, CT 06604. EOE/MF

**KATZ BROADCASTING COMPANY**  
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



**Katz. The best.**

**Help Wanted Technical**

*Josephson*  
RADIO STATIONS

**CHIEF ENGINEER—WVKO/WSNY  
COLUMBUS, OHIO**

Full charge Chief Engineer skilled in studio design and construction, AM directional array, FM technical and audio. The proper candidate should be a motivated self-starter who wants stability in a group-owned environment in an outstanding community. Send letter and resume to Jerry Martin, Director of Engineering, Josephson Radio Stations, 15001 Michigan Avenue, Dearborn, MI 48126. E.O.E. A Josephson station.

## Help Wanted Technical Continued

### AUDIO ENGINEERS

We're looking for a few of the best audio engineers in the business.

These individuals should be able to maintain a full range of broadcast audio equipment and systems, including: consoles, intercoms, multitrack recorders, computerized editing systems and distribution facilities.

Applications with minimum of five years of broadcast or recording studio maintenance experience and college/technical school degree may apply in confidence by sending resume to:

**Audio Engineer**  
P.O. Box 1377  
Radio City Station  
New York, NY 10019

### AFFILIATE ENGINEER

We are looking for an individual with extensive engineering and/or operations background.

This person's main area of responsibility will be to evaluate affiliate stations to assure the highest quality of audio product availability.

For confidential interview, please send resume, including salary requirements to:

**Affiliate Engineer**  
P.O. Box 951  
Radio City Station  
New York, NY 10019

## Situations Wanted Management

### HAVE MBA WILL TRAVEL

to your growth-oriented broadcast group, network (radio, television, cable) or programing service for a challenging position in programing, marketing, corporate development, or public relations. I'll arrive with my new MBA from Tulane, having concentrated in marketing and organizational behavior. One suitcase of experience holds former radio positions as a network news stringer, asst. public affairs director, announcer, newscaster, commercial producer, and asst. sales manager. The other bag holds my TV experience as a producer of three on-location documentaries, news correspondent, live talk show co-host, weathercaster, and news production assistant. In my attache are the lessons learned as a Congressional press liaison on Capitol Hill. Check my travel papers (my resume and references) or arrange an interview by writing Box A-229. I'm ready to come on board.

## Situations Wanted Management Continued

### RADIO GENERAL MANAGER

Extensive background in sales (RAB/Welsh trained), programming (major market PD), engineering (general license), financial planning (self-employment), training and motivating staff (pace course). Presently employed as GM in West Coast market seeking long term association with stable operation or with operation that would like to become stable in Washington, Oregon or California. Reply today to Box W-182.

### DIVERSITY

Vice President, sales of major broadcast automation firm looking for new challenges. Considering wide range of demanding positions. Please write Box A-112.

### EXPERIENCED

but young general manager. Have increased revenue and ratings consistently. Have extensive sales background, insights and judgmental capacity to lead. Group experience within top 50 markets. Stable. Excellent references. Write Box A-219.

### SUCCESSFUL

AM/FM group radio manager seeks new opportunities. Excellent references. Over 12 years with same company. Still employed. I manage winners. I will do the same for you. Midwest or Southwest. Please indicate salary. Will consider all serious offers from owners and C.E.O.'s. Box A-227.

## Situations Wanted Announcers

### FLORIDA ONLY

Tampa to Orlando, or anywhere in between. Talented announcer with 5 years' experience, good voice, drive time, music knowledge 40's-80's. Florida resident seeks opportunity. Experienced announcer, programmer, production, & sales. Medium market experience with No. 1 S. Jersey station. Will consider all. Call Al Brady, 813-422-9148 or 201-739-1777.

## TELEVISION

### Help Wanted Management

### MANAGER, CABLE ADVERTISING SALES

An opportunity presently exists to head-up the sale of advertising on a cable television system in a desirable university town located in the Midwest. The incumbent will be responsible for starting up cable sales operations and will have operational responsibility for production and traffic. The position is with a long-established company in the communications business and offers a competitive compensation package along with excellent benefits. The quality of life in this medium-sized university town is outstanding. The ideal candidate should have concentrated experience in broadcasting sales (radio or TV), possess a thorough understanding of the broadcasting business, and must be a quick learner ready to prove him or herself as an entrepreneur. Persons interested in this excellent opportunity should submit a resume to Box A-195.

### LEADING, PROGRESSIVE, INDEPENDENT

Broadcast chain looking for innovative station manager in major market to take over and guide local operation. Aggressive, heavy sales background a must with proven track record in sales and creative programing ideas. Excellent salary, including good fringe benefits plus generous year-end bonus available for right person. Send resume to Box A-100. EEO, M/F.

## Help Wanted Management Continued

### PROMOTION AND PUBLIC RELATIONS MANAGER

Puerto Rico Broadcasting, Inc (WAPA-TV) is seeking a professional T.V. Promotion and Public Relations Manager. The individual we need must have a thorough understanding of T.V. promotion and publicity, as well as managing. Must motivate creative people and be knowledgeable in budgeting. Bilingual (English/Spanish) desirable. Minimum of two (2) years experience in promotion and advertising preferably. Interviews will be conducted at the Broadcasters Promotion Association 1982 Seminar, St. Francis Hotel, San Francisco, California, from June 6 thru June 10. Please contact Mr. James Pratt, Jr. at the Hotel reservation desk or send confidential resume with salary history to:

Industrial Relations Director  
WAPA-TV  
G.P.O. Box 2050  
San Juan, PR 00936  
Equal Opportunity Employer, M/F

### BUSINESS MANAGER

WNEV-TV, Channel 7 Boston, seeks executive to manage WNEV-TV business affairs activities. Responsible for directing all financial activities. Position requires a dynamic, creative, and assertive individual. Major market experience preferred. This position will report to the VP of Finance & Administration. WNEV-TV is an equal opportunity employer.

### EMPLOYEE RELATIONS MANAGER

WNEV-TV, Channel 7 Boston, seeks Employee Relations Manager to direct personnel and labor relations activities. Major market experience at a broadcast station highly preferred. WNEV-TV is an equal opportunity employer. Send resumes to WNEV-TV, Personnel Dept., 7 Bulfinch Pl., Boston, MA 02114.

## Help Wanted Technical

### ENG MAINTENANCE TECHNICIAN

New York network O and O television facility looking for an ENG Maintenance Technician with heavy experience (not entry-level) to join its staff. A strong background in 3/4" VTR's and digital equipment is a definite plus. Please send resume and recent references in confidence to:

Box BM 224  
810-7th Ave, NYC 10019

An Equal Opportunity Employer, M/F

### For Fast Action Use BROADCASTING'S Classified Advertising

# Transmission Quality Control & Earth Station Technicians

With our recently developed 24-hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable Company, is fast becoming a recognized cable industry leader.

Currently, we have several outstanding opportunities for highly skilled individuals experienced in audio/visual QC, technical field work, network control/trafficking and earth station operations and maintenance to join our newly constructed network operations center. A broad knowledge of television and cable technology along with an understanding of computers are highly desirable qualifications.

Located on an extraordinary waterfront location convenient to New York City, GWSC provides a highly supportive environment that recognizes talent and rewards contributions. You'll also receive competitive salaries and generous fringe benefits. For prompt consideration, please forward resume and salary history, in confidence to: Dept B17.

Manager, Technical Operations

**GROUP**



**Satellite  
Communications**

41 Harbor Plaza Drive  
P.O. Box 10210  
Stamford, Connecticut 06904

An Equal Opportunity Employer, M/F

## TOP 50 MARKET VIDEOTAPE OPERATOR

Must have 2 inch experience.  
EOE. Send resume & salary  
requirements to Box A-161.

## Help Wanted News



**NEWSWRITERS** 1010-09  
**WXYZ-TV**

ABC's O & O in Detroit is looking for television newswriters to join its number one rated news department. If you have a minimum of two years of television newswriting experience, working knowledge of ENG tape and live production, and good journalistic instincts, send your resume to Tom Rosenbaum, News Director, WXYZ-TV, 20777 West Ten Mile Road, Southfield, Mi. 48075.

An Equal Opportunity Employer M/F

## ASS't ENGINEERING MANAGER

Group W Station  
WJZ-TV, Baltimore

An immediate opening is currently available for an individual with at least 5 years major market technical supervisory experience, working with a minimum staff of 5. Qualified candidate should possess a BSEE or equivalent experience and be familiar with all phases of budgeting (including preparation & control). Your responsibilities will include:

- Assisting the Engineering Manager in preparing & administering the operating budget
- Supervising engineering operations
- Serving as liaison with other Departments
- Assisting in planning the purchase and installation of new equipment

Send resume to:  
Human Resources Department  
**WJZ TV**  
Television Hill, Baltimore, MD 21211  
an equal opportunity employer, m/f/h

## CO-ANCHOR

CBS affiliate in San Diego seeking top-notch co-anchor for number one station. Must have anchoring and reporting experience. Send tapes and resumes only to Jim Holtzman, Exec. News Dir., KFMB-TV, Box 80888, San Diego, CA 92138. EOE.

## PRODUCER

Top 25 NW station looking for experienced person to produce main hour news program. Must have thorough knowledge of all ENG facilities and DVE. Only those with serious commitment to news need apply. Send resume to Box A-199. We are an equal opportunity employer, M/F

## Help Wanted Programing, Production, Others

## COMMUNITY AFFAIRS DIRECTOR

Top 10 independent looking for community affairs director to handle all public service and community ascertainment projects. Must have broadcast experience and be interested in community activities and problems. Typing, copy writing and production knowledge necessary. Send resume to Box A-191. Equal opportunity employer, M/F

## Help Wanted Programing, Production, Others Continued



Top-rated major market PM Magazine is looking for co-host with television on-air and story producing experience to work with male co-host already on staff. Please send a tape and resume to: Ken Rees, WCCO-TV, 50 S. Ninth Street, Minneapolis, MN 55402, or call 612-330-2498. An equal opportunity employer.

### PRODUCER/DIRECTOR

Top 40, group-owned network affiliate needs a strong producer/director experienced in news, public affairs, commercials, and EFP. Send resume to Box A-200. EOE, M/F.

### ALLIED FIELDS Help Wanted Sales

#### ADDA Corporation Is Looking For Three District Sales Managers

ADDA Corporation, a leader in digital video technology, has openings for three district sales managers responsible for opening new offices. Reporting to the National Sales Manager, duties will include planning, reporting and budget functions related to district office operations and responsibility for fulfilling sales quotas. Applicants must currently live within respective sales districts.

Southwest District Manager — sales territory to include Texas, Oklahoma, Arkansas, Louisiana and New Mexico.

Midwest District Manager — sales territory to include Illinois, Wisconsin, Iowa, Minnesota, South Dakota and North Dakota.

Capital District Manager — sales territory to include the District of Columbia, Virginia, South New Jersey, Maryland, Delaware and Pennsylvania. Applicant must have familiarity with the sales process to the Federal Government for products covered by a GSA contract

Prospective candidates should have a proven track record of 6-10 years experience in selling video equipment to the broadcast industry in the price range of 20K to 150K, a BA or BS or equivalent preferably in a technical field, and a thorough knowledge of the broadcast industry within the district.

ADDA Corporation has a comprehensive employee benefits package, including fully paid health, dental and life insurance plus profit sharing and competitive salaries. Please forward your resume in confidence to the Director of Human Resources or call (408) 379-1500, ext. 211.

Come Grow With

**ADDA CORPORATION**

1671 Dell Avenue  
Campbell, California 95008  
EOE M/F/H

## Help Wanted Technical

### NEW TECHNOLOGIES

Fortune 500 communications company is seeking an uncommon technical talent to advise and assist its broadcast, cable and publishing divisions as they move into new technological areas, including teletext, videotext, interactive services and satellite distribution. The individual chosen for this position will be the corporate technical expert in these areas. Requirements include (a) a broad technical background that crosses between data processing, data communications and RF technologies, or (b) a depth of technical expertise that will allow you to cross over the technologies. Excellent compensation. Relocation to Southwest would be required. Reply to Box A-190. An equal opportunity employer, M/F.

## Help Wanted Technical Continued

# Field Service Engineers

We have outstanding opportunities for experienced Field Service Engineers with our dynamic company in the exciting video broadcast equipment industry.

These positions require 3-5 years' experience installing and servicing VTRs, editors, and related digital video equipment.

We have an immediate opening in our Saddle Brook, New Jersey office and possibilities at other locations in the near future.

For immediate consideration, send your resume or call Ken Oswald, Manager of Human Resources, Fernseh Inc., (801) 972-8000, PO Box 15068, Salt Lake City, UT 84115. An equal opportunity employer m/f.

# FERNSEH

## THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms  
International

300 North Zeeb Road, Dept. PR., Ann Arbor, MI 48106

## Help Wanted Technical Continued

# STARTEXT

THE NEXT STEP IN NEWS

### VIDEO TECHNICAL SPECIALIST

The Fort Worth Star-Telegram, a Pulitzer Prize-winning newspaper daily with the largest combined daily circulation in Texas, seeks a data communications specialist to develop future phases of its pioneering videotext information service already introduced. Requirements include programing experience in a wide range of languages, including COBOL, FORTRAN and BASIC, with an intimate knowledge of DEC, TMS and RSTS operating systems preferred. The specialist would be centrally involved in specifying and introducing hardware needs and developing a videotext technical staff. Compensation ranges up to \$30,000, plus benefits. Send resume to: Fort Worth Star-Telegram, Personnel Department, 400 W. 7 St., Fort Worth, TX 76101. EOE, M/F.

### Consultants

## OWN YOUR OWN LOW POWER TV STATION

Applications Now Being  
Processed for  
Tier I Cities

**FREE LIST OF TIER I CITIES  
AVAILABLE ON REQUEST**

Investors view low-power TV as the new broadcast frontier. Construction as low as \$10,000. Total Application Preparation \$4,000. Radio stations can own LPTV in their own city. We can prepare your complete application. Two week delivery. Call for more information.

Full application, we find tower site, computer available now for your area.

2 WEEK DELIVERY



**Edward M. Johnson  
& Associates, Inc.**

Suite 450, One Regency Square,  
Knoxville, Tennessee 37915

[615] 521-6464

Washington, D.C. [202] 775-1802

### LOW POWER TELEVISION SPECIALISTS

Channel searches & complete application preparation. Full service planning/reasonable rates. Have a question? Call 305-981-8480

**TRA INC.**  
(Since 1975)

Communications Consultants  
3590 S. 60th Avenue, Suite 9  
Hollywood, FL 33023

**Miscellaneous**

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**The MEMORABLE Days  
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National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Programming, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write: National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144.

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10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

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**BE YOUR OWN BOSS**

Southern Oregon coast, profitable ad agency for sale. Unique opportunity for radio pro. Production, weekly Big Band radio shows on 3 stations. Office and recording equipment, record library, large happily active account list under retainer. Health forces immediate sale. Will pay for itself in less than one year. \$23,000; terms. Broadcast Productions, 503-469-5873.

**SOUTHERN CALIFORNIA**

Television opportunity available now. Excellent tax advantages. Principals only. Reply Box A-217.

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**WANTED TO BUY**

Small religious, talk or non-commercial educational radio station. Reply S.A.C.E., 2210 Wilshire Blvd., Suite 628, Santa Monica, CA 90403. 213-838-3614.

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KEITH W. HORTON  
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For prompt service  
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24 hr Phone: (607)733-7138

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**FOR SALE AM RADIO STATION  
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Sale of AM radio station pursuant to direction of U.S. Bankruptcy Court for District of Connecticut and subject to approval of Federal Communications Commission and U.S. Bankruptcy Court for District of Connecticut. WNHG/AM, Radio 1340, khz, 1000 watts day, 250 watts night, New Haven, CT. Inquiries from prospective purchasers should be in writing and addressed to Daniel Meister, Trustee, 71 East Avenue, Norwalk, CT 06852. (Telephone: 203-866-5531). Date of sale: June 21, 1982 at 10:00 a.m. (EDT); place of sale: U.S. Bankruptcy Court, 915 Lafayette Boulevard, Bridgeport, CT 06604.

**IOWA CLASS A FM**

Priced right for owner/operator. Terms, less for cash! All new equipment, real estate. 515-732-4761 or 732-5591.

**SUNBELT**

Only FM in growing city of 20,000. 50 miles to major markets. Great equipment. Last two years grosses average \$160,000. \$240,000 cash, or \$275,000 terms with \$95,000 down. Write Box A-172.

**Books  
For  
Broadcasters**

**T5213 HANDBOOK OF RADIO  
PUBLICITY & PROMOTION**, by

Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

**T5819 JOURNALIST'S NOTEBOOK OF  
LIVE RADIO-TV NEWS**, by Phillip

Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29ill. **\$12.95**

**T5769 HOW TO MAKE NEWS AND IN-  
FLUENCE PEOPLE**, by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

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Please send me book(s) number(s) \_\_\_\_\_ My \_\_\_\_\_ payment is enclosed.

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**For Sale Stations Continued**



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media brokerage service

| STATION |           |          |         | CONTACT |                  |                |  |
|---------|-----------|----------|---------|---------|------------------|----------------|--|
| E       | Metro     | TV-UHF   | \$400K  | \$200K  | Elliot Evers     | (213) 366-2554 |  |
| MW      | Met & Med | AM&AM/FM | \$3250K | \$1500K | Bob Thorburn     | (404) 458-9226 |  |
| SE      | Metro     | Fulltime | \$1500K | Cash    | Bill Cate        | (904) 893-6471 |  |
| S       | Medium    | AM/FM    | \$950K  | \$250K  | Bill Chapman     | (404) 458-9226 |  |
| SW      | 3 systems | CATV     | \$728K  | Cash    | Bill Whitley     | (214) 387-2303 |  |
| SW      | Metro     | Fulltime | \$600K  | Cash    | Bill Hammond     | (214) 387-2303 |  |
| NW      | Small     | AM/FM    | \$428K  | Terms   | Greg Merrill     | (801) 753-8090 |  |
| MW      | Small     | FM       | \$400K  | Cash    | Paul Crowder     | (615) 298-4986 |  |
| MW      | Medium    | FM       | \$395K  | \$60K   | Peter Stromquist | (612) 831-3672 |  |
| S       | Small     | FM       | \$325K  | Cash    | Ernie Pearce     | (615) 373-8315 |  |

To sell, for appraisals, feasibility studies, or financing—contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.



**Wilkins  
and Associates**  
Media Brokers

|    |       |        |     |        |
|----|-------|--------|-----|--------|
| IL | FM    | 400K   | 20% | Small  |
| NE | AM/FM | 1,100K | 30% | Small  |
| AZ | AM    | 350K   | 50K | Small  |
| MN | AM    | 220K   | 30% | Small  |
| IA | FM    | 300K   | 20% | Small  |
| WI | AM    | 495K   | 75K | Small  |
| MO | AM/FM | 275K   | 50K | Small  |
| KS | AM    | 410K   | 75K | Small  |
| SD | AM    | 260K   | 22% | Small  |
| IN | AM    | 240K   | 17% | Small  |
| MT | AM    | 160K   | 40K | Small  |
| MI | AM/FM | 930K   | 30% | Small  |
| MI | AM    | 550K   | 50K | Small  |
| GA | FM    | 170K   | 15K | Small  |
| VA | AM    | 325K   | 50K | Small  |
| OK | FM    | 380K   | 20% | Small  |
| MS | AM    | 300K   | 50K | Small  |
| AR | AM    | 150K   | 20K | Small  |
| NE | FM    | 550K   | 40% | Medium |
| NC | AM    | 235K   | 35K | Small  |
| CO | FM    | 275K   | 18% | Small  |

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**CALIFORNIA**

Established FM in growth market, coastal area. \$750,000. Serious inquiries only. Proof of financial, operating ability required. Write Box A-168.

**RECESSION-PROOF**

Rocky Mountain fulltime AM. Single station market of 15,000. Energy center. FM possible. 1981 collections \$400,000. \$600,000 cash or \$750,000 terms with \$200,000 down. Write Box A-173.

**FULL-TIME AM STATION**

in Southeast U.S. county of almost 100,000. Only full-time AM in market. Valuable real estate. Good multiples—\$550,000, with \$175,000 down. Write Box A-194.

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**GLAMOUR MARKET FM**

Unusually attractive opportunity to add a Class C FM in a top fifty market, and a glamour market at that. Station already billing in excess of \$125,000 monthly and is well-developed. Owner must raise cash and has chosen the station which will sell the quickest. Priced to minimize the arguments over value. Write Box A-234.

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**SOUTHWEST FM**

Attractive top 100 growth market. Minimum competition. 100,000 watts, excellent real estate & equipment. Price: \$1,650,000 cash or \$1,950,000, terms. Write Box A-205.

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\$250,000

Owner will carry paper

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Fulltime, ethnic class IV, profitable station under absentee ownership. \$1,000,000 cash, plus \$300,000 in terms. Write Box A-214.

**SUNBELT FM/AM COMBO**

Owner retiring after three decades of ownership and management in radio industry. Plant is owned and in excellent condition. No unions. Good growth prospects for both the FM and the AM. FM is Class C and AM is fulltime. Cash buyers only. No terms available. Price is slightly over Bx 1981 "cash flow." No brokers. Write Box A-231.

**NORTH AMERICAN MEDIA BROKERS**

FL: West Coast AM-FM, 1.65 M; major market AM, 400K; coastal med mkt AM, low dial position, 600K; small mkt. AM, excellent turnaround, 350K; Small mkt. fulltime AM, 285K; CA: fulltime Pacific Coast AM, 1.5M; coastal AM-FM, 1.2M; ID: fulltime profitable AM, major mkt, 835K; WY: Class C FM, 1.2M; GA: small mkt FM, 170K; MO: AM-FM combos, 525K and 315K; NM: med. mkt FM, 450 K; OH: AM-FM combo, 750K; IA: med mkt FM, 735K; IL: fulltime AM, 675K; TN: adj. maj. mkt AM, 500K; Sunbelt: maj. mkt. AM-FM, 7M. In-house legal services available without charge.

WEST: 29147 FERN CANYON RD., CARMEL, CA 93923;

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AM-FM-TV-Appraisals  
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**CLASS C FM  
LARGE SOUTHEASTERN MARKET**

Station in early stage of development. Already top rated. Great opportunity for group broadcaster to grow with the market and station audience. Asking price of \$3.5 million must be cash due to owner's need to reduce corporate debt. Priced for quick sale to qualified buyer. Station presently has positive cash flow. Price is based on approximately twice 1982 revenues and less than eight times 1982 cash flow. Write Box A-232.

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

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West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750  
East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**Books For Broadcasters**

**T5793 TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly-needed technicians and acquaint producers, directors, and anyone involved in production with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out, for both color and black and white television. 228 pps., 230 illus., including 4-color section.

**\$12.95**

**T5845 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE—2nd Edition**, by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, personnel—creative, technical, and talent—scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, etc. 196 pps.

**\$12.95**

**T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES**, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing, how to actually direct a firm shooting, photography, dialogue development, and how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pps., 32 illus.

**\$14.95**

**T5518 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING**, by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pps.

**\$9.95**

See Order Form on Page 80

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders 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 VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified Listings (non-display) Help Wanted: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

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.

**Word Count:** Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media

**Al Boettner**, news director, WEZN(FM) Bridgeport, Conn., named to newly created position of assistant to president for parent Katz Broadcasting there. **Joy duTrieuille**, executive secretary to president of Katz, named personnel administrator.



Herbst

**Richard Herbst**, VP and general manager, Teltron, Inc., Milwaukee-based operator of 20 Wisconsin cable systems, named executive VP.

**Thomas Scanlan**, VP, general sales manager and general manager, WKFT(TV) Fayetteville, N.C., named executive VP and general manager.

**David Barnett**, station manager, WTAW(AM) College Station, Tex., named executive VP of parent Radio Brazos, Inc.

**William Cloutier**, station manager, KJJY(FM) Des Moines, Iowa, named general manager.

**Brian Danzis**, general manager, KWTO-AM-FM Springfield, Mo., joins WCMB(AM)-WSFM(FM) Harrisburg, Pa., as VP and general manager.

**Art Fishler**, general manager, KFTN(AM) Provo, Utah, joins KIOQ-FM Bishop, Calif., in same capacity.

**Robert Cook**, director of marketing, Association of Independent Television Stations, joins KECH(TV) Salem, Ore., as VP and station manager.

**Joseph Battaglia**, general sales manager, WWDJ(AM) Hackensack, N.J., named general manager.

**Lloyd Parker**, operations manager, WLIX(AM) Islip, N.Y., named station manager.

**Adriane Gaines**, director of corporate administration, Unity Broadcasting Network, New York, named acting general manager of group's KATZ(AM)-WZEN(FM) St. Louis.

**Mary White**, district manager, Camelback Cablevision, Peoria, Ariz., joins United Cable Television Corp., as marketing manager, Scottsdale, Ariz., division.

**Gary Zelamsky**, senior financial analyst, Warner Cable, joins Viacom Cablevision of Long Island, N.Y., as manager of financial control.

**Pete Salant**, manager of programming, WYNY(FM) New York, named director, operations and programming.

**Joseph Giaquinto**, VP, affiliate planning and special projects, ABC-TV, New York, named VP and director of affiliate development planning.

**Mary Daugherty**, sales executive, A.C.

Nielsen, New York, joins WGN-TV Chicago as research director.

**Gary Small**, attorney, NBC Law, New York, named senior attorney.

**John Daly**, director, financial planning and control, NBC Enterprises, New York, named VP, finance and administration.

**Marion Gittleman**, research director, KRLA(AM) Pasadena, Calif., joins KFWB(AM) Los Angeles as marketing research director.

## Advertising



Bell-Masterson

**Peggy Bell-Masterson**, VP, creative group head, Benton & Bowles, New York, named creative director.

**James Driscoll**, and **John Meskil**, group senior VP's, Warwick, Welsh & Miller, New York, named executive VP's.

**Ethel Rosner**, VP, accountant manager, spot broadcast buying unit,

Ted Bates, New York, named director of unit

**Lucia Blinn**, VP and creative director, Needham, Harper & Steers, Chicago, named executive creative director.

**Jeff Boehme**, research manager, ABC group, Seltel, joins NBC, New York, as manager, network sales research.

**Lisa Phillips**, account executive, *Cincinnati Business Journal*, joins Paragon Advertising, Florence, Ky., as creative director.

**Maria Vasiliou**, area marketing manager, Storer Cable Communications, Minneapolis, joins Bozell & Jacobs there as media planner and account executive.

**Marguerite Teevan**, assistant credit and collection manager, HRP Television Station Representatives, New York, named manager.

**Sama Rubin**, programing associate-research specialist, Katz, New York, joins Petry Television there as program research supervisor.

**Robert Blumer**, director of media computer systems; **James Moag**, manager of systems development, and **Linda Reynolds**, associate creative director, Leo Burnett, U.S.A., Chicago, elected VP's.

**Gloria Dickler**, manager of systems training, Interactive Marketing Systems, New York, joins Mutual Broadcasting System there as

## ATTENTION GENERAL MANAGERS AND PROGRAM DIRECTORS!

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**WABC New York  
(212) 887-7866**

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2PM-6PM Mon.-Fri.  
12Mid-5AM Tues.-Sat  
Eastern Daylight Time

**KGO-FM San Francisco  
(415) 565-7856**

9AM-4PM Mon.-Fri.  
9PM-5AM Tues.-Sat.  
Pacific Daylight Time

## ABC TALKRADIO

ABC RADIO NETWORKS • 1345 AVENUE OF THE AMERICAS • NEW YORK, N.Y. 10019

director of sales administration.

**Dan Lawlor**, general sales manager, WBZ-TV Boston, joins USA Cable Network, as Midwest sales manager, based in new Chicago office.

**Daniel Wachs**, sales manager, WAVA(FM) Washington, named general sales manager.

**David Singer**, account executive, KKJY-FM Albuquerque, N.M., named general sales manager.

**Tim Gilbert**, local sales manager, KTLA(TV) Los Angeles, joins KWGN-TV Denver as general sales manager.

**Bob Bordonaro**, sales manager, RKO Radio, Los Angeles, joins KGO(FM) there as general sales manager and as national sales manager for co-owned KSHO-FM Kailua, Hawaii.

**Albert Lucero**, sales manager, Group W's WJZ-TV Baltimore, joins group's WPCQ-TV Charlotte, N.C., general sales manager.

**Patrick Mullen**, general sales manager, WGTU(TV) Traverse City, Mich., joins WKFT(TV) Fayetteville, N.C., as general sales manager.

**Alan Cartwright**, from WTVG(TV) Toledo, Ohio, joins WTOL-TV there as national sales manager.

**Vance Harrison**, account executive, WBBM-FM Chicago, joins WXRT(FM) there as national sales manager.

**John Fennell**, Midwest sales manager, WPAT(AM) Paterson, N.J., named national sales manager.

**James Baral**, sales manager, KUTY(AM) Palmdale, Calif., joins Petry Television, Los Angeles, in same capacity.

**Sallye Houcek**, senior media buyer, Bernstein Rein Advertising, Kansas City, joins KMBC-TV there as sales development executive.

**Lin White**, general manager, KCOY-TV Santa Maria, Calif., joins KETV(TV) Omaha as local-regional sales manager.

**Stan Hubert**, co-op coordinator, KATU(TV) Portland, Ore., named local sales manager.

**James Thompson**, president and owner-operator, Sel-Thom Communications, joins KYW-TV Philadelphia as national sales manager.

**John Bailey** account executive, KUTV(TV) Salt Lake City, named local sales manager. **Joel Morris**, account executive, named local sales development manager.

**Donna Kirner**, traffic manager, WISC-TV Madison, Wis., named local sales manager.

**Bruce Sohigian**, account executive, WJAR-TV Providence, R.I., named regional-local sales manager.

**Chris Odee**, account executive, WKRG-TV Mobile, Ala., joins noncommercial WUWF(FM) Pensacola, Fla., as development director.

**Marion Gittleman**, from KRLA(AM) Pasadena, Calif., joins KFWB(AM) Los Angeles as marketing-research director.

**Dale Hopkins**, senior sales assistant, KNXT(TV) Los Angeles, named manager, retail marketing and media research.

**Rory Clark**, account executive, WBBM(AM) Chicago, joins WLS-AM-FM there in same capacity.

**Richard Tedesco**, from WJAR(AM) Norris-

town, Pa., **Carol Mulone**, from CBS Spot Sales, Philadelphia, and **Greg Reed**, from WIFE(FM) Philadelphia, join WCAU(AM) Philadelphia as account executives.

**Kim McFadden**, from Kettel-Carter Inc., Boston, joins WEEI(AM) there as account executive.

**Dennis McCauley**, account executive, Blair Television Division, John Blair & Co., Detroit, joins KABC-TV Los Angeles, in same capacity.

**Bernadette Costello**, account executive, WPAT-AM-FM Paterson, N.J., joins WHN(AM) New York in same capacity.

**Raymond Creamer**, local sales manager, WTVN-TV Columbus, Ohio, joins WPEC(TV) West Palm Beach, Fla., as account executive.

**Peggy Shephard**, account executive, KTVH(TV) Wichita, Kan., joins KGUN-TV Tucson, Ariz., in same capacity.

**Tim Patterson**, media director, account coordinator, Donald Taylor & Associates, Dallas, joins KIXK(FM) Denton, Tex., as account executive.

**Wendy Reiss**, assistant producer, WDIV(TV) Detroit, joins WVBF(FM) Framingham, Mass., as account executive.

**Anne Carlyle McGhee**, sales manager, WHSL(FM) Wilmington, N.C., joins WWAY(TV) there as account executive.

**David Brandeburg**, sales manager, KBRD(FM) Tacoma, Wash., joins KXL-AM-FM Portland, Ore., as account executive. **Michael Bumb**, from KMJK(FM) Lake Oswego, Ore., joins KXL-AM-FM as account executive.

**Paul Kelley**, account executive, WHUE-FM Boston, joins WLVI-TV there in same capacity.

**Judi Cohen**, from WCAU(AM) Philadelphia, **Linda Ravitz**, from WRCP(AM) there, and **Peter Spitalnick**, from WJDM(AM) Elizabeth, N.J., join WEAZ(FM) Philadelphia as account executives.

**Jodi Muselin**, from WUSN(FM) Chicago, joins WCLR(FM) Skokie, Ill., as account executive.

**Ron Garfield**, from KARA(FM) Santa Clara, Calif., joins KNTV(TV) San Jose, Calif., as account executive.

**Judith Office**, from *Discover* magazine, Chicago, joins Sive Associates, Cincinnati, as account executive.

**Deborah De Maria**, account executive, WIOQ(FM) Philadelphia, joins Radio Advertising Representatives, New York, in same capacity.

**Deborah Burfisher**, broadcast supervisor, Foote, Cone & Belding, Chicago, joins WGN-TV there as account executive.

**Joan McMahon**, from WISH-TV Indianapolis, joins Petry Television, Chicago, as account executive.

**Beverly Brewton**, from WWSW(AM) Pittsburgh, joins KPLZ(FM) Seattle as account supervisor.

**Stan Walderhaug**, account executive, KIRO(AM) Seattle, named sports account manager.

**Bernadette Costello**, account executive, WPAT-AM-FM Paterson, N.J., joins WHN(AM) New York in same capacity.

**Paul Courtney**, from WBCN(FM) Boston, joins WEEI(AM) there as account executive.

**Stephen Roll**, from WPEN(AM)-WMGK(FM) Philadelphia, joins KYW(AM) there as account executive.

## Programming



Barry

**Ben Barry**, president, Gold Key International, Hollywood, named president of parent Gold Key Entertainment there.

**Mark Ovitz**, VP, current programs, Paramount Television, Los Angeles, named senior VP, creative affairs.

**Jeffrey Schadow**, director of marketing, 20th Century-Fox

Television, Beverly Hills, Calif., elected VP, marketing.

**Charles (Chip) Morris**, senior VP, American Television & Communications Corp., joins Rifkin-Fox Communications, Denver, as VP, development.

**Mario Dieckmann**, marketing and operations adviser, subscription television operations, Oak Communications, San Diego, named VP, marketing.

**Ed Scharlach** and **Tom Tenowich**, producers, NBC, Hollywood, join Metromedia Producers Corp. there in same capacity.

**J. Patrick Bovino**, from Heublein, Inc., Farmington, Conn., joins Group W Satellite Communications, Stamford, Conn., as director of market research.

**Jim Morris**, producer, FCB/Honig, San Francisco, joins Group One Productions there as head of production.

**Burt Rosenburgh**, general sales manager, Evergreen Programs, Worldvision Enterprises, New York, named VP.

**Jan Thomas**, assistant operations director, WNSI(AM) St. Petersburg, Fla., named program director.

**Tom Rich**, sports director, WEVE-AM-FM Eveleth, Minn., named program director.

**David Ludwig**, general sales manager, KATU(TV) Portland, Ore., joins ON TV, subscription television service there, as VP, marketing.

**Karen Creighton**, producer-director, WNEE-TV Hartford, Conn., named production manager.

**Rob D'Allessandro**, producer-director, WKFT(TV) Fayetteville, N.C., named production manager.

**Tom Richards**, producer-air personality, WMGK(FM) Philadelphia, named to newly created position of producer-director.

**Bernie Hayes**, air personality, KATZ(AM) St. Louis, named music director.

**Don Garrard**, from WBBF(AM) New York, joins KPRI(FM) San Diego as air personality.

**Lonny Haskins**, sports director, KXTV(TV) Sacramento, Calif., joins WTVN-TV Columbus, Ohio, in same capacity.

**Don Eicher**, from WTCN-TV Minneapolis-St. Paul, joins KPXX-TV Phoenix as sports producer-editor.

**Jim Brinson**, sports director, KXAS-TV Fort Worth, joins Satellite News Channel 1, Stamford, Conn., as sports anchor.

**Keith Olbermann**, sports reporter, WNEW(AM) and RKO Radio Network, joins Cable News Network, New York, in same capacity.

**Mark Anderson**, network operations and traffic coordinator, Entertainment and Sports Programming Network, Bristol, Conn., named senior network operations and traffic coordinator.

Appointments; KMPC(AM) Los Angeles: **John Fels**, assistant program director and senior producer, to program director; **Eric Tracy**, co-host, *America Overnight* talk show, RKO Radio Network, to air personality; **Larry McKay**, air personality, KFI(AM) Los Angeles, to same post; and **Deanna Crowe**, air personality, KLAC(AM), to same post. Appointments follow format change from news/talk to hit parade format.

**Craig Haffner**, assistant director, creative services department, KABC-TV Los Angeles, named assistant program director.

**Donnell Jones**, weekend sports anchor-reporter, WRDW-TV Augusta, Ga., named sports director.

**John Mrvos**, air personality, WXRT(FM) Chicago, named music director.

**Anna Bernal**, P.M. *Magazine* co-host, KFDM-TV Beaumont, Tex., named host, *L.A. Morning*, KNXT(TV) Los Angeles. Other additions to *L.A. Morning*: **Richard Valesquez**, associate producer trainee, Paramount Television, to associate producer and **Frances Omori**, assistant casting director, *Hawaii Five-O*, to associate producer.

**John Gilbert**, film director, WAFF(TV) Huntsville, Ala., joins WGXZ(TV) Macon, Ga., as graphic artist, film director.

**Billy Juggs**, air personality, WSPX(FM) San Francisco, joins KLOS(FM) Los Angeles in same capacity.

**Jim Rose**, sports reporter, WLS-TV Chicago, named weekend sports anchor.

## News and Public Affairs

**David Fitzpatrick**, producer, CBS News, London, named manager, CBS News, Chicago bureau. **Bill Lynch**, general assignment correspondent, CBS News, Washington, named CBS News Pentagon correspondent, succeeding **Ike Pappas**, named labor correspondent.

**Bob Berkowitz**, senior White House reporter, Cable News Network, **Marilyn Berger**, from PBS, New York, and **Stone Phillips**, from ABC's *Closeup* documentary unit, named correspondents, ABC News, New York.

**Dennis Neubacher**, anchor-reporter, WTWR(FM) Detroit, joins UPI Audio Network, New York, as anchor, succeeding Peter Donnelly, named director of news and operations (BROADCASTING, April 26).

**Al Kamhi**, news director, WSPA-TV Spartanburg, S.C., joins WATE-TV Knoxville, Tenn., in same capacity.

Appointments, news department, WBBH-TV Fort Myers, Fla.: **Gregg Smith**, senior reporter, to assignment editor; **Chere Avery**, anchor, WINK-TV Fort Myers, to same capacity. **Ben Fugitt**, from WRBL(TV) Columbus, Ga., to reporter. **Er-**

**nie Sadashige**, from CNN, Philadelphia, to staff photographer.

Appointments, news department, WJTV(TV) Jackson, Miss.: **Keith Elkins**, reporter-anchor, to executive producer-anchor; **Tina Horton**, staff assistant, to assignment editor; **Dixon Lovvorn**, photographer, to associate producer; **Randy Tinney**, from WBBM(TV) Panama City, Fla., to anchor-reporter; **Carl Jones**, photographer, WHBF(AM) Rock Island, Ill., to chief photographer; **Eugene Moore**, from WQAD-TV Moline, Ill., and **Michael Speltz**, from KNDO(TV) Yakima, Wash., to photographers, and **Linda Rush**, reporter, Mississippi News Network, Jackson, to reporter.

**Steve Minium**, from KTTV(TV) Los Angeles, joins KPNX-TV Phoenix as assignment editor.

**Hunter Hayes Willis**, general reporter, WKFT(TV) Fayetteville, N.C., named assignment editor.

Appointments, news department, WOWT(TV) Omaha: **Kathleen O'Hara**, anchor-reporter KYNN-FM Omaha, to night reporter-photographer. **Bryce Anderson**, farm editor, KFEQ(AM) St. Joseph, Mo., to assistant farm director. **Geoffrey Crunick**, managing editor and associate news director, to 10 p.m. news producer.

**Al Augustine**, news director, WLVA(AM) Lynchburg, Va., joins WDBJ-TV Roanoke, Va., as bureau chief, central Virginia bureau.

**Mike Geschwind**, anchor-reporter, NET New England, Portland, Me., joins WPOP(AM) Hartford, Conn., in same capacity.

**Wade McNeil**, production-sales coordinator, WLTZ(TV) Columbus, Ga., named reporter.

**Stephen Gasque**, from WWLP(TV) Springfield, Mass., joins WPCQ-TV Charlotte, N.C., as reporter.

**Drew Bracken**, anchor-reporter, KTHV(TV) Little Rock, Ark., joins WDTN(TV) Dayton, Ohio, in same capacity.

**Mark Wile**, anchor-reporter, WLUK-TV Green Bay, Wis., joins WPRI-TV Providence, R.I., in same capacity.

**Valli McDougale**, communications consultant, University of California (San Francisco) school of medicine, joins KCBS-FM there as public affairs coordinator.

**Paul Barys Edmunds**, meteorologist, WANE-TV Fort Wayne, Ind., joins WKYC-TV Cleveland as weekend meteorologist.

**Velma Cepero**, from WHME(FM) South Bend, Ind., joins WTOL-TV Toledo, Ohio, as public affairs director.

**Jim Gately**, from WTCN-TV Minneapolis, joins WCCO-TV there as Washington correspondent.

**Gerald Harrington**, anchor-reporter, KHOU-TV Houston, joins WDIV(TV) Detroit as reporter.

**Neal Moore**, from WIFE(AM) Indianapolis, joins WANE-TV Fort Wayne, Ind., as reporter.

**Harvey Levin**, attorney and talk-show host, KMPC(AM) Los Angeles, joins KNBC(TV) Los Angeles as legal affairs reporter.

**John Roberts**, from *Springfield* (Mass.) *Morning Communicator*, and **Lou Fontana**, from WCIV(TV) Charleston, S.C., join WIS-TV Columbia, S.C., as reporters. **Dan Maly**, meteorologist, WHNT-TV Huntsville, Ala., joins

wis-TV in same capacity.

**Arthur Wisot**, practicing obstetrician/gynecologist, joins KHJ(TV) Los Angeles as medical reporter.

**Kevin O'Connell**, weathercaster, WIVB-TV Buffalo, N.Y., joins KNBC(TV) Los Angeles in same capacity.

**Stephen Freifeld**, account executive, WNYI(TV) Albany, N.Y., joins Petry Television, New York, in same capacity.

**Randall Braun**, account executive, KWIZ(AM) Santa Ana, Calif., joins Major Market Radio, Los Angeles, in same capacity.

## Technology



Fox

**Paul Fox**, assistant chief for technology, Office of Plans and Policy, FCC, Washington, joins Home Box Office, New York, as director of network engineering.

**Peter Vlahos**, president, Vlahos Gotschalk Research Corp., Reseda, Calif.-based developer of video technology, named

chairman of board. **Paul Vlahos**, VP, elected president. **Pat Smith**, sales manager, named VP.

**Walter Hebb**, VP, strategic planning, Dic-

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**Restructuring.** Robert Lobdell, senior VP of creative sales, Blair Radio, New York, assumes additional responsibility as assistant to president, as part of major restructuring of representative firm. Thomas Turner, VP and New York office manager, named to new post of senior VP of mid-Atlantic area, with responsibility for New York and Philadelphia sales offices. Robert Ferraro, VP and San Francisco office manager, named senior VP of new Western region, covering Los Angeles, San Francisco, Dallas, Houston, St. Louis, Chicago, Minneapolis, Seattle and Portland, Ore. Michael Horn, VP and Boston office manager, named senior VP of new East/South territory, including Detroit, Atlanta and Boston. Robert Galen, senior VP and director of research and media planning, adds responsibilities as senior VP of research and marketing, directing station programming consultancy operations.

taphone Corp., joins Pioneer Video, Montvale, N.J., as VP, business development.

**Bruce DeBree**, product planner, General Electric, Syracuse, N.Y., joins Times Fiber Communications, Wallingford, Conn., as product planner, new product development department, R.F. cable products division.

**Lauchy McMillan**, chief engineer, KPLZ(FM) Seattle, named engineering manager for KPLZ and co-owned KVI(AM) there.

**Tom Sittner**, assistant engineer, WRVR(FM) Memphis, named chief engineer.

**John Hegeman**, head of own engineering firm, joins Woc Broadcasting Co., Davenport, Iowa, as director of engineering. **Coy Bullard**, chief engineer, Woc Broadcasting, named RF engineering supervisor.

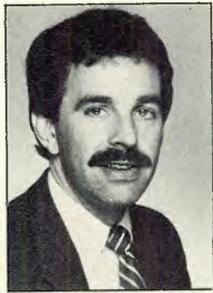
**Roland Charles**, from WCWB-TV Macon, Ga., joins WGXA(TV) there as assistant chief engineer.

## Promotion and PR

**Thomas Little**, executive VP, Carl Byoir & Associates, New York, joins public relations group, Tracey-Locke/BBDO, Dallas, as president.



Little



Weidner

**Rick Weidner**, director, advertising and promotional services, Paramount's television and video distribution division, Los Angeles, named VP.

**William Wells**, managing director, Hill & Knowlton, Minneapolis, elected senior VP.

**David Williams**, director of corporate communications, N W Ayer, New York, joins SSC&B there as VP, director of agency communications.

**Becky Sturm**, account executive, Sive & Associates, Cincinnati, named associate director, public relations.

**Dennis Higgins**, from Pickwick/Maslansky/Koenigsberg public relations, New York, joins WNBC-TV there as publicity administrator.

**Paige Grissette**, media buyer, T. Gardo & Associates, Hilton Head, S.C., joins Austin Kelley Advertising, Atlanta, in same capacity. **Karen**

**Segal**, media buyer, Austin Kelley, named media planner. **Maureen Cairns**, media secretary, named media assistant.

**Joel Canfield**, audience promotion manager, Group W Productions, Los Angeles, joins WTAE-TV Pittsburgh as producer-director, promotion department.

**Susanne Whitehead**, production assistant, KYW(AM) Philadelphia, named promotion assistant.

**Sue Baron**, director of public relations and community events, Biscayne (Fla.) medical center, joins WTVJ(TV) Miami as public service director.

## Allied Fields

**Jerry Weintraub**, chairman of Management III Ltd., Beverly Hills, Calif., and **Don Ohlmeyer**, chairman and chief executive officer of Ohlmeyer Communications, New York (BROADCASTING, May 24), have formed separate company, Intercontinental Broadcasting System, to produce programming combining talent and events from entertainment and sports fields for cable, pay television and pay-per-view TV.

**James Quello**, commissioner, FCC, Washington, awarded Distinguished Service award by Central Educational Network, Chicago-based regional public and educational television association.

**Leo L. Beranek**, chairman of board, Boston Broadcasters Inc., has been awarded honorary doctor of laws degree by Emerson College, Boston.

**William W. Marsh**, Voice of America's correspondent in Munich and chief of VOA's European branch, named director of VOA's news division. He succeeds Bernard Kamenske, who left in December to join Cable News Network (BROADCASTING, Jan. 4). Marsh joined Voice as chief of its Worldwide English Division, in 1973. Earlier, he was managing editor of Radio Free Europe's newsroom.

**Barbara Cohen**, National Public Radio's vice president for news and information, has received 1982 Columbia Journalism Alumni Award.

**Claude Hall**, former radio-TV editor of *Billboard* and later publisher of his own trade publication, named adjunct professor of communications and director of information services, Phillips University, Enid, Okla.

Elected officers, Pennsylvania Associated Press Broadcasters Association: **Bob Feldman**, wptv-TV Philadelphia, president; **Sam Altdoerffer**, WLAN-AM-FM Lancaster, first vice president; **Jay Cessna**, WAYC(AM) Bedford, second vice president; **Karl King**, WYAM(AM) Altoona, third vice

president; **Dick Lawyer**, Associated Press, Philadelphia, secretary-treasurer, and **Tim Cain**, WEST(AM) Easton, immediate past president.

**Jane Pauley**, co-anchor, NBC's *Today* show, last week received annual Rita V. Tishman Human Relations Award from Anti-Defamation League of B'nai B'rith. Pauley was honored for "exemplifying the outstanding accomplishments of American women."

Elected officers, Iowa Associated Press Broadcasters Association: **Kirk Leonard**, KBIZ(AM) Ottumwa, president, **Randy Renshaw**, KLGAA-AM-FM Algona, vice president president-elect.

Elected officers, Massachusetts Associated Press Broadcasters: **Dave Scott**, WHYN-AM-FM Springfield, president; **Rod Fritz**, WROR(FM) Boston, vice president; **Hugh Massey**, WHMP-AM-FM Northampton, secretary.

Elected officers, board of trustees, National Academy of Television Arts and Sciences: **Lee Polk**, Polk Communications, chairman; **Jack Moffit**, WUAB(TV) Cleveland, vice chairman; **Paul Rich**, Boston Broadcasters Inc., vice president; **Michael Collyer**, law firm of Fulop & Hardee, treasurer, **Richard Rector**, from PBS's *Over Easy*, re-elected secretary.

Elected officers, Georgia Associated Press Broadcasters: **Lou Giserman**, WGST(AM) Atlanta, president, **Andrew Fisher**, WAGA-TV Atlanta, vice president.

**Rod Fritz**, news director, WROR(FM) Boston, elected VP, Massachusetts Associated Press Broadcasters.

## Deaths

**Craig Lawrence**, 76, VP in charge of CBS Owned Television Stations until his retirement in 1967, died of cancer on May 21 in Venice (Fla.) hospital. He joined CBS in 1952 and also had served as general manager of WCBS-TV New York and director of station administration, CBS Television Network. Lawrence is survived by his wife, Stella, and two sons.

**Harvey Levin**, 38, president and owner of KUCI(FM) Vacaville and KFAT(FM) Gilroy, both California, died of cancer May 19 at Stanford University medical center in Palo Alto, Calif. Levin moved into station ownership with purchase of KUCI in 1977 after previous service with KNEW(AM) Oakland, Calif. He is survived by his mother and sister.

**George Berryman**, 69, retired editor, news department, Voice of America, Washington, died of cancer May 19 at Flagler hospital, St. Augustine, Fla. He is survived by his wife, Louise, and two children.

**Jay Francis**, 33, former VP and director of information services, Group W, New York, died on May 23 in St. Francis hospital in San Francisco of hepatitis. He had been with Group W for seven years until last year, joining company in 1974 as director of information for WBZ-TV Boston. He is survived by his mother Annie D. and brother.

**Joe Sawyer**, 75, television and film actor who played "Sergeant Biff O'Hara" in ABC television series, *Rin Tin Tin*, in 1950's, died of cancer April 21 in Ashland, Ore.

**Earl Strine**, 64, retired station manager of WCHA(AM) Chambersburg, Pa., died of cancer May 6 at Chambersburg hospital. He is survived by his wife, Ruth.

## Group W's Chris Derick: making a marketing force

In the last 10 months, Group W Cable, the third largest MSO, has undergone a number of significant changes, including new ownership, a new name (from Teleprompter), and, as of last January, a new president and chief operating officer.

And if Chris Derick has his way, the company will also take on a new image, that of the premiere marketing force in the cable industry, and not just another company in the "hardware business" which he says is how cable has been perceived for many years.

That goal, he says, stems from Group W's decision to upgrade all of its 12-channel systems (31 of its 132 current systems) by the end of 1983. The marketing approach involves many facets. First, he asserts, "we must take a look at all the available programming and develop the kind of programming mix that will enable us to take advantage of that large portion of the marketplace that hasn't taken cable television." Second, "other business opportunities" will be developed.

And the way Derick sees it, the greatest of those opportunities may well be cable advertising. Exploiting that function, he notes, will mean the construction of regional (microwave) interconnects among the company's systems, which are clustered in a number of areas throughout the country, including the Southeast, Northeast, Los Angeles basin and Great Lakes region and to a lesser degree in the Southwest and Northwest. Once that's accomplished, suggests Derick, the company will possess "tremendous advertising leverage."

He notes also that a companywide program package, such as the 12-channel block being assembled by Tele-Communications Inc., would further strengthen that leverage, with the ability to insert national advertising via satellite. While Group W has no immediate plans for putting together such a package itself, says Derick, it's an option that "certainly merits" consideration. Nevertheless, he expects that by 1983 the company's advertising revenues will "really start to take off," into the millions, compared with the thousands it squeezed from that revenue source in 1981.

Another enterprise that Group W intends to exploit is business data. The installation of dedicated data links, for the most part a given in the company's newer systems, will be carried out in the overall upgrading process, "but our efforts there will be more selective," says Derick. The cable industry, he believes, "has a tremendous opportunity to become involved in



Michael Christopher Derick—president, chief operating officer, Group W Cable; b. Sept. 4, 1942, Newark, N.J.; BA in finance, 1964, and MBA, 1966, University of California at Berkeley; accountant, Arthur Andersen Inc., 1966; U.S. Army, 1966-1969; accountant, Tele-vue Systems Inc., 1969-1971; accountant, analyst, system manager, regional manager, Viacom Communications, 1971-1978; president, Viacom Communications, 1978-1980; president, Premiere (proposed national pay-cable service), 1980-1981; president, cable division, Comcast Cablevision Corp., March 1981-December 1981; present position since January 1982; m. Dana Diehl, October 1978; children (from previous marriage)—Christopher Aaron, 14; David Andrew, 11.

[providing] other forms of communication beyond entertainment."

"Underlying all of this," contends Derick, "is an understanding that we are essentially in a marketing business." Within his own company, he talks about "a transformation that is taking place" whereby Group W Cable will become a "professional marketing organization . . . particularly in direct marketing and direct sales." When he went to Group W Cable at the beginning of this year, the sales staff totaled under 500; by the end of 1982 it will have been expanded to 1,200.

Derick's philosophy, with its emphasis on marketing and the exploitation of emerging opportunities, might easily be perceived as the natural inclination of an individual with a BA in finance and an MBA. Derick's outlook, however, has also been shaped by hands-on experience in the cable industry. His entire career, which began only 13 years ago after a tour of duty in Vietnam, has been devoted to companies in that business, although had he followed his intended career path, he

would now probably be working for a bank.

"It started out on the basis of a friendship and a man who told a good story about an exciting business," recalls Derick, describing his entry into cable. "And he was right, absolutely right. I've had more fun than I can imagine."

That friend was John Goddard, current president of Viacom Communications (the 10th largest MSO), with whom Derick attended the University of California at Berkeley in the mid-1960's.

At the time, Goddard was controller of Tele-vue Systems Inc., then a subsidiary cable operation of CBS Inc. but later spun off as part of a new company, Viacom International, formed when the FCC adopted a rule banning cable ownership by the networks.

After he was discharged from the Army in 1969, Derick received a call from Goddard. "He said, 'Come on, Chris. I need someone to run my accounting operation,'" recalls Derick. A subsequent meeting took place between the two and "he convinced me and I joined in." It wasn't long before a successful cable career became a reality and the intended banking career a faded dream of the past.

Derick remained with Tele-vue after its transformation into Viacom, serving as an accountant, analyst, system and regional manager, and eventually president of the communications division, with responsibility for running all of Viacom's cable systems. That was in September 1978, and he held that position until July 1980 when he assumed the presidency of Premiere, the ill-fated national pay-cable venture among Getty Oil, MCA Inc. (Universal), Columbia Pictures, Paramount and 20th Century-Fox, which eventually lost its battle for survival against government anti-trust charges.

When it was evident which way the decision was going to go, Premiere operations were shut down (in early 1981) and Derick joined Comcast, the 18th largest MSO, based in Bala Cynwyd, Pa., as president of the cable division. He finished out 1981 at Comcast, assuming his present post last January.

How can a man who works seven days a week and has no spare time consider himself the "luckiest man" in the business? Yet that is the pace to which Derick adheres and the way he characterizes his fortune. Why? "[Because] I'm sitting here with all the things that I need," says Derick, including the "high technology background" of parent Westinghouse Electric and a "highly respected" communications business on the other side. "And I'm right here when cable television is about to become the future . . . about to make the communications age a reality."

# In Brief

National Association of Broadcasters Joint Board Chairman **Edward O. Fritts sent mailgram** to all members of **NAB board** last week, **asking them to recommend potential candidates for NAB presidency**, whether or not candidates have expressed interest in job. "We want to develop the longest list possible," said Fritts, who chairs search committee charged with finding successor to outgoing president, Vincent T. Wasilewski. Campaigning by already announced candidates continued last week with latest endorsement coming from Massachusetts Broadcasters Association, which supports former NAB Chairman Donald Thurston, president, Berkshire Broadcasting Co., North Adams, Mass. In addition to new candidates surfaced last week (see "Closed Circuit"), announced candidates are John Summers, NAB executive vice president, general manager; Thomas Sawyer, executive vice president, Ohio Association of Broadcasters; John Sodolski, Electronic Industries Association; Jay Robert Brouse, Jay Robert Brouse & Associates; Lloyd Golding, American Truck Stop Operators Association, and John Harrelson, manager, Lansing, Kan.-based construction firm.

**General William Westmoreland**, reached last Friday (May 28), called **TV Guide's article**, "Anatomy of a Smear," "accurate in dealing with portions of documentary in which I appeared" (see page 36). He said he found article "constructive" and "factual, not based on perceptions or rumors." He said he would be "interested" in CBS's response.

**KHQ Inc. is challenging** Washington state court order barring broadcast of audio tapes that had been played in **murder-for-hire trial in Spokane**. Superior Court Judge Robert C. Bibb held KHQ in contempt for ignoring his order and broadcasting tapes on KHQ-AM-TV and said he was considering imposing \$10,000 fine. KHQ promptly announced plans for appeal. Tapes were of conversations between undercover policeman and Ruth Coe, accused of attempting to hire someone to kill judge and prosecutor responsible for imprisonment of her son after his conviction on rape charge. Judge issued order banning broadcast because Coe's attorneys said public airing would make her suicidal. But Dean Mell, KHQ news director, said stations played tapes, on May 21, because they had been legally obtained from prosecuting attorney before order was issued and because court had distributed transcripts to press. Mell said KHQ viewed order as raising First Amendment issue. "We felt this was a case of prior restraint," he said.

**ABC-TV won May prime-time sweeps**. For Arbitron period (April 28-May 25), ABC scored 15.4 rating/27 share to CBS-TV's 14.7/26 and NBC-TV 14.0/25. For Nielsen period (began and ended day later), ABC had 15.2/27 to CBS's 14.7/26 and NBC's 13.9/25. **All three networks were down from last year's May sweeps**, with large rating losses for CBS and NBC. For both Arbitron and Nielsen counts last year, CBS had 16.3/28 and ABC 15.7/27; NBC had 15.3/27 and 15.2/26.

**Republicans appear to be making progress in placing new round of two political commercials on networks**. Official of National Republican Congressional Committee on Friday said ABC has accepted two spots but that availabilities remain to be negotiated. And he expects CBS, which had rejected spots earlier, to consider them. He said negotiations had been "pending" FCC decision on Democrats' fairness doctrine complaint against CBS and NBC for refusing to grant free time to respond to paid spots Republicans had run late last year. In view of commission decision denying complaint (see page 63), he said, he expects talks with CBS to resume. NBC, however, will not run spots. Committee official said network had requested modifications in commercials which Republicans were unwilling to make.

Corporation for Public Broadcasting received helping hand last week (May 27). **Senate passed "urgent supplemental**

**appropriations bill"** (73 to 19) **boosting CPB fiscal 1982 budget by \$24.4 million**. Additional funds restore budget to \$130 million instead of \$105.6 million as originally appropriated in continuing resolution. Senators Ted Stevens (R-Alaska) and Robert Byrd (D-W.Va.) proposed amendment in April (BROADCASTING, April 5). Bill must now go to conference where chances are slim House will be as generous.

**One out of every five dollars taken in by typical, modern cable system is needed to cover costs of regulation** and to fulfill promises made in franchise agreements, according to study commissioned by National Cable Television Association. Ernst & Winney, Tacoma, Wash.-based research firm, analyzed book on new (90%-built) cable system in top-50 television market and found that "approximately 22% of total subscriber revenues are used to cover costs which the cable system would not have incurred without the franchise requirements." To enjoy 20% rate of return, E&W study said, monthly revenue required by cable operator would be \$25.83 per home, \$5.5 more than would be required without "regulatory costs." These costs, study said, include franchise fees, free services to government and schools and investment in nonrevenue generating local-origination facilities and public access channels. E&W points out "the ultimate" justification for imposing regulation "is, of course, that benefits derived . . . outweigh its costs." Study made no attempt to identify or balance benefits of cable regulation, leaving that chore for "policy level" assessment.

**Group W Cable has pulled out of bidding for Sacramento Calif., franchise**, and has completed internal review and ranking of existing addressable equipment to guide converter purchase for ongoing rebuild program. That was some of news that team of Group W Broadcasting and Cable Inc. executives, headed by Chairman Dan Ritchie, had for security analysts in New York last Thursday. Ritchie said company is already "changing the culture and direction of a significant part of the cable industry" by bringing marketing orientation to industry that "was doing so well they didn't have to get out and hustle." Hustling is evidently paying off—Group W Cable Chairman William Bresnar said first quarter saw basic subscriber count grow 5% and pay subscriptions climb 20%. Bresnar also sounded bullish note on future of cable advertising. Group W Satellite Communications even went step further for analysts than projections given press last Monday (see page 40): By 1985, GWSC said, Satellite News Channel will reach 20 million cable subscribers.

As of Tuesday (June 1), **NBC Radio Network and The Source** will transmit both services by **satellite and land lines** until NBC's satellite system is converted from analog into digital mode in early 1983. Completion of satellite conversion is expected by year end 1983.

William B. Tanner Co., Memphis, reports it is holding **discussions** with Media General Inc., Richmond, Va., group station owners, **looking toward acquisition of Tanner by Media General**. Official at Tanner said last week that "negotiations are going well" and decision should be made "in near future." He declined to discuss proposed purchase price. Tanner, which is active in barter advertising, merchandising and commercial production for stations, has about 450 employees located in seven offices. Tanner spokesman said proposal calls for retention of William Tanner as president and chief executive officer and of company's management staff.

**New York City Board of Estimate** last week adopted resolution authorizing chief franchise negotiator, Morris Tarshis, to **explore readjustments of initial franchise areas allotted Cablevision and Warner Amex** in Brooklyn in attempt to placate Cablevision, which has maintained since initial targeting that Bronx and northern and central Brooklyn alone were not finan-

ally viable. To that end, resolution also authorizes Tarshis to explore possibility of developing consortium of companies currently involved in process to wire Bronx. However, Cablevision already on record as saying that realignment of Brooklyn one is not enough, but its counterproposal that it be allocated piece of Queens, portion carved out of southern Brooklyn as well as Bronx, has been rejected by city. Cablevision is still not willing it quits. John Tatta, president and chief executive officer of Cablevision, told BROADCASTING that there is still "50-50" chance that satisfactory arrangement can be worked out. "[The city] can ask for whatever it wants to," he said, but "ultimately it is the financial community" that will decide what cable operators are able to provide. Also yet to be worked out is division of Staten Island into two franchises. One source on company side of negotiations said "it's crazy" to break that borough into more than one franchise, given its relatively small size.

Federal district court in New York last week ordered ABC-TV to pay American Society of Composers, Authors and Publishers, on interim basis pending final decision by court, higher rates for use of ASCAP music: total of \$666,666.66 per month from last Sept. 11 through end of last year and \$708,333.33 monthly (\$8.5 million per year) starting last Jan. 1. These are essentially same rates CBS-TV is paying under agreement negotiated with ASCAP (BROADCASTING, July 6, 1981).

Markup of legislation to revise law authorizing FCC to use lotteries in awarding new licenses and to make minor amendments in Communications Act (H.R. 5008) was postponed by Energy and Commerce Committee last Thursday (May 27) because of feverish if unsuccessful efforts by House to pass 1983 budget resolution. Committee is expected to approve legislation, perhaps this week, in spite of opposition by some groups that argue present law, passed as part of Budget Reconciliation Act last August, better promotes diversity of ownership.

U.S. and Canada, frequently at odds over international telecommunications issues, were reported to have made considerable progress in resolving number of issues over past two weeks. Last week, U.S. and Canadian teams were said to have made breakthrough in resolving conflict over orbital-slot spacing—U.S. has called for narrower spacing than Canada says is feasible for its purposes—and that in turn helps clear way for resolution of transborder satellite service, at least in business area. Entertainment services are said to pose thornier problems. Work on both issues remain; Canadian team will visit Washington to discuss them on June 7. Two weeks ago, Americans spent five days in Ottawa identifying areas where Canadian and U.S. plans for stations along border conflict many can be resolved easily, but about 15 problems have been discovered thus far that are regarded as difficult) and beginning work on bilateral agreement that will replace North American Regional Broadcasting Agreement that Canada has abrogated. Work went well, U.S. said last week. But talks will continue, in Washington, on June 9.

Federal Trade Commission is opposing provision in Senate bill that would exempt advertising from regulation under agency's "unfairness" standard. Bill (S. 2499) was adopted by full Commerce Committee despite objections from its chairman, Bob Packwood (R-Ore.), three weeks ago (BROADCASTING, May 7). In letter sent last week to Packwood, FTC Chairman James Miller said commission opposes the bill's exemption of commercial advertising from FTC's jurisdiction over unfair acts or practices. In addition chairman wrote: "We believe that the commission's unfairness authority, articulated clearly, should be applied across the board and that groups who engage in otherwise prohibited conduct should not be singled out for special treatment."

CBS Inc. announced registration with Securities and Exchange Commission for offering of \$150 million principal amount of 10-year notes. Underwriting group is led by Morgan Stanley & Lazard Freres. Move is part of restructuring of corporate debt.



Leonard H. Goldenson (center), chairman, ABC Inc., received the Fund for Higher Education's Flame of Truth Award at a dinner-dance in his honor last Monday evening at the New York Hilton hotel. He is flanked by former Secretary of State Henry A. Kissinger, who presented the award, and ABC President Elton H. Rule.

Stage has been set for hearings Copyright Royalty Tribunal will hold starting June 15 to determine how much cable operators should pay for distant signals they added after FCC dropped its distant-signal and syndicated exclusivity rules. Program producers and syndicators, broadcasters and sports interests who will argue for higher rates for new signals and cable operators who will argue against any increases, dropped off at CRT Washington offices last week before Friday afternoon deadline witness lists and summaries and economic-impact studies. According to summary of testimony of National Cable Television Association's Michelle Minarcin, lifting of rules has not had major impact on cable industry. Only 4.7% of systems added formerly prohibited signals, she will testify, and only 10% of them reported increases in rates or penetration after adding new signals.

Wayne Godsey last week resigned as president of Radio-Television News Directors Association after being promoted out of his news director job at WTMJ-TV Milwaukee. He has been named vice president of WTMJ Inc. and general manager of WTMJ-TV. Godsey who was elected at RTNDA convention in New Orleans, in September, will be succeeded by president-elect Dean Mell, news director of KHQ(TV) Spokane, Wash.

Charles Z. Wick, director of U.S. Information Communication Agency, has retained Sherril Taylor as consultant in developing private-sector committees. Taylor, consultant to Bonneville Broadcasting in New York and former CBS vice president, is expected to spend one day per week in Washington on project. Leonard Matthews, president of American Association of Advertising Agencies, is chairman of Wick's marketing committee.

Dow Smith, executive news director, WJLA-TV Washington, named station manager. He succeeds Jim Boaz who left in February to become president, general manager and part owner of WXXA-TV Albany, N.Y. (BROADCASTING, Feb. 22).

## The right response

CBS News officials have correctly elected to conduct what they say will be a serious investigation of charges in a *TV Guide* article last week that a CBS documentary was slanted to make it come out the way its producer promised it would. The documentary, "The Uncounted Enemy: a Vietnam Deception," had already drawn return fire from its principal target, retired General William Westmoreland. Until last week, however, CBS had rejected all criticism.

The *TV Guide* piece cannot be rejected out of hand. It quotes from internal memorandums and transcripts of unused interviews to make its argument that the documentary was intentionally distorted. Believers in broadcast journalism will hope that CBS's investigation will turn up countervailing evidence.

In an eloquent statement to CBS-TV affiliates on the general burdens of journalism, reported in detail elsewhere in this issue, Bill Moyers of CBS News said last week: "Every society resists the searching light. . . . The searchlight may be strong, as CBS is, but the hand that holds it is human and often shaky. This doesn't spare us from plunging forward into the dark, but it damn sure makes for humility."

Moyers has, of course, precisely identified the condition of the right-minded journalist, but not always has humility been in such abundance as he suggests. As has been observed on this page before, not humility but arrogance has occasionally been on display in the major newsrooms of this country when questions were raised about the reliability of their work.

It is to the credit of the management of CBS News, an organization with a long and honorable history, that humility was put on public view last week. Humility can sometimes head off humiliation.

## Give and take

In the unpredictable world of television programming, one of the constants is that, given suitable public occasions, producers and network officials do not hesitate to instruct each other on how their business relationships, and television in general, might be improved. Inevitably—another constant—it's the other fellow who is mostly in the wrong. But it's also a good bet, if not a constant, that the instruction being offered, by whichever side, will have a fairly decent footing in common sense, although self-service can hardly be ruled out.

In the most recent instance, reported in these pages a week ago, three well-credentialed producers—Lee Rich, Aaron Spelling and David Gerber—offered their diagnoses. Among them, they attacked the pilot production system, deplored the rising salary demands of series stars and condemned the networks' race for first place in the ratings. Together, they said, these are ailments that debilitate and, if left unattended, may prove terminal for network television.

None of these complaints are new—another constant. One, the argument against producing so many pilots, is so old that networks have begun to heed it, particularly NBC. Networks as well as producers have condemned the escalating salary demands of talent—which, of course, are contract matters between the talent and the producers themselves. The pressure for ratings performance can lead to many side effects, including a weakening of producers' resistance to those escalating salary demands. But competition is the heart of this business, and who would favor eliminating it altogether? The networks might more carefully

control their competitive urges, of course, but at some competitive risk. Whether to do so, or to what extent, is for each network alone, and certainly not the producers, to decide.

These are rather large, philosophical questions having little to do—but eventually having everything to do—with nitty-gritty haggling over individual projects. We wonder whether producers and networks have addressed them as forthrightly and forcefully in their private talks as they do, either side, when speaking from public platforms. If they haven't, and if they're serious, perhaps they should.

## No easy answers

The acceptance of liquor advertising by a Boston radio station has given the Media Access Project and National Citizens Committee for Broadcasting new leases on lives that were expiring in deregulatory Washington. The two groups and others they recruited have petitioned the FCC to take the advertising off the air (BROADCASTING, May 24).

Alcoholism is indeed a deplorable disease, but it is no more apt to be spread by the judicious advertising of liquor on the air than cancer was arrested by the prohibition of broadcast cigarette advertising. Surely the FCC will say that this is none of its business.

## Convert

Senator Barry Goldwater (R-Ariz.) has changed his mind about television coverage of the Senate. He's for it. He has decided it would counteract the corrupted version of Senate history provided by a *Congressional Record* that, after senatorial editing, often bears little resemblance to what was said on the floor.

For a man who has been in the Senate 22 years, Goldwater's discovery of the extent of his colleagues' tampering with the record comes a little late, but it is timely for the cause of television in the Senate. It gives Howard Baker (R-Tenn.), the Senate majority leader, a powerful ally instead of antagonist in Baker's valiant campaign to let the cameras in.

The historical "correction" of the *Congressional Record* is, for senators less principled than Goldwater, a cherished indulgence that will be denied if a television tape is there to be watched for the real goings-on in the Senate. Its denial is one big reason that some senators hate the prospect of exposure to a faultless eye. It is one big reason that the electorate needs TV in the Senate.



Drawn for BROADCASTING by Jack Schmidt

"'New Wave' News? You're kidding."

# IN CONSTANT PURSUIT OF EXCELLENCE



## JAMES E. SCRIPPS AWARD

John Goldsmith  
Mark Seeger  
Al Calogero  
WDVM-TV Washington, D.C.



## SPECIAL CITATION

David Ashenfelter  
Sydney Freedberg  
Detroit News, Detroit

In recognition of extraordinary accomplishment, The Evening News Association recently awarded John Goldsmith, Mark Seeger and Al Calogero a \$5000 grand prize. Their incisive year-end report won both the mixed-media program for journalism and Best Individual or Team Effort. David Ashenfelter and Sydney Freedberg were also awarded \$5000 and a Special Citation for distinguished journalism and the Best Writing Award, broadcast or print.

It's not surprising that the James E. Scripps award winners went on to win the coveted George Foster Peabody Award for Excellence in broadcasting. And, that the Detroit News received the prestigious Pulitzer Prize Gold Medal for Meritorious Public Service for the work of the Special Citation recipients. The award was in recognition of their outstanding series on peacetime deaths in the U.S. Navy. And it's this kind of first-rate effort that exemplifies the 109-year tradition of excellence at The Evening News Association.

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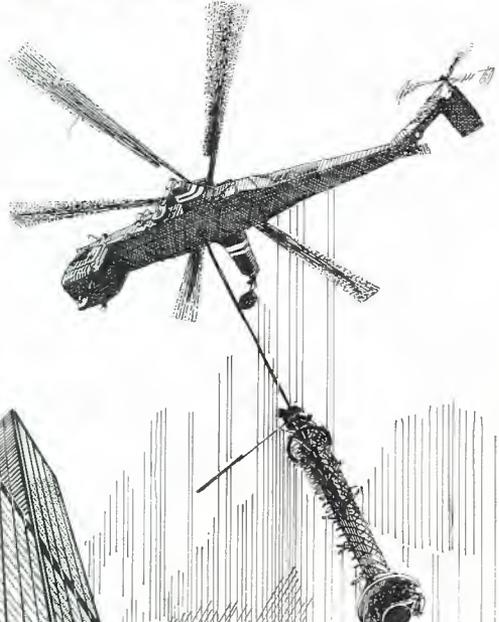
The CETEC Spiral CPTV antenna was patented in 1975 by Dr. Raymond DuHamel after three years of extensive developmental research at our factory and antenna range in Sacramento, California. The WLS Spiral CP utilizes a series of tapered, spiral-wrapped radiators which yield extremely uniform coverage as well as excellent axial ratio. And this is precisely what ABC station WLS needed. They've been recognized by the broadcast industry as the pioneers in CP broadcasting since their first regular schedule of full-time CP transmission in 1974. Cetec Antennas too, has been pioneering right along with ABC.

Once testing was completed on the WLS Spiral, it was transported fully-assembled to Chicago and then placed on the world's tallest building—by helicopter.

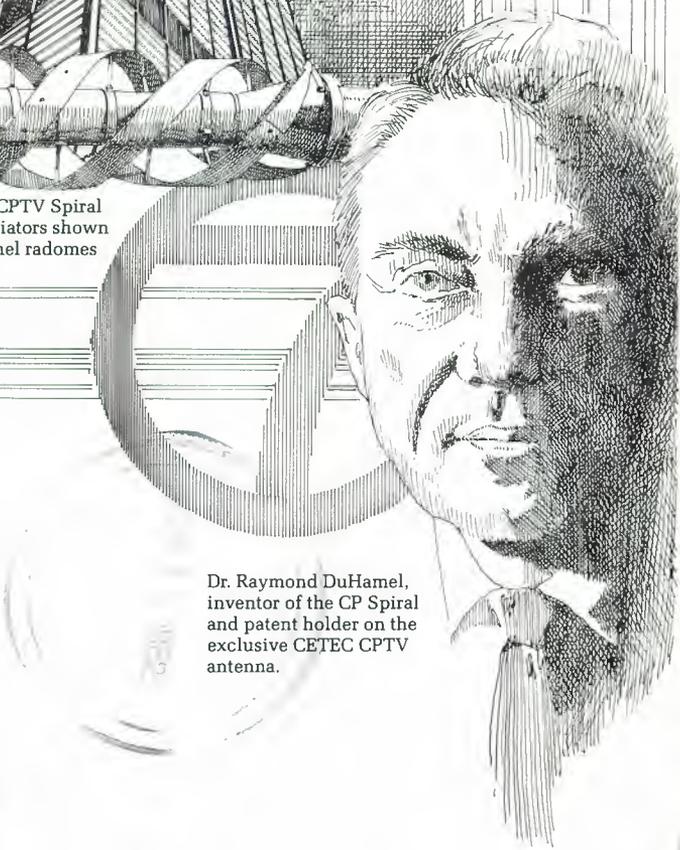
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Dr. Raymond DuHamel, inventor of the CP Spiral and patent holder on the exclusive CETEC CPTV antenna.

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