

# Broadcasting May 23

Have you noticed  
how much of  
Billboard's 'Hot 100'  
is licensed by ASCAP  
these days?

WEEK OF	% OF BILLBOARD 'HOT 100'
APRIL 2ND	61.6%
APRIL 9TH	66.0%
APRIL 16TH	65.7%
APRIL 23RD	65.7%
APRIL 30TH	66.0%

**ascap**  
Where The Music Is

\* On a weighted basis. #1 song = 100 points. #100 song = 1 point, etc.

36112LIDRAB5184 DIK DEC/85  
A U L I R K A R Y  
U S A I R F O R C E  
S E R I A L A C W S E C T I O N  
A . I .  
2 6 1 1 2

52d Year 1983  
HDTV stars at Montreux  
CBS + affiliates  
Surprise of the week  
on deregulation

# BARNABY JONES STRONG...

In fact, he gets better the second time around!

CHICAGO, WBBM-TV. M-F, 4-5 pm.

YEAR "ONE"

YEAR "TWO"

SEPT '81	9/22%	SEPT '82	10/25%
OCT '81	9/23	OCT '82	10/24
NOV '81	9/21	NOV '82	11/24
DEC '81	9/22	DEC '82	10/23
JAN '82	10/22	JAN '83	11/24
FEB '82	9/21	FEB '83	10/24
MAR '82	9/22	MAR '83	11/25
APR '82	10/24		
MAY '82	9/24		
JUNE '82	9/25		
JULY '82	8/24		
AUG '82	9/24		



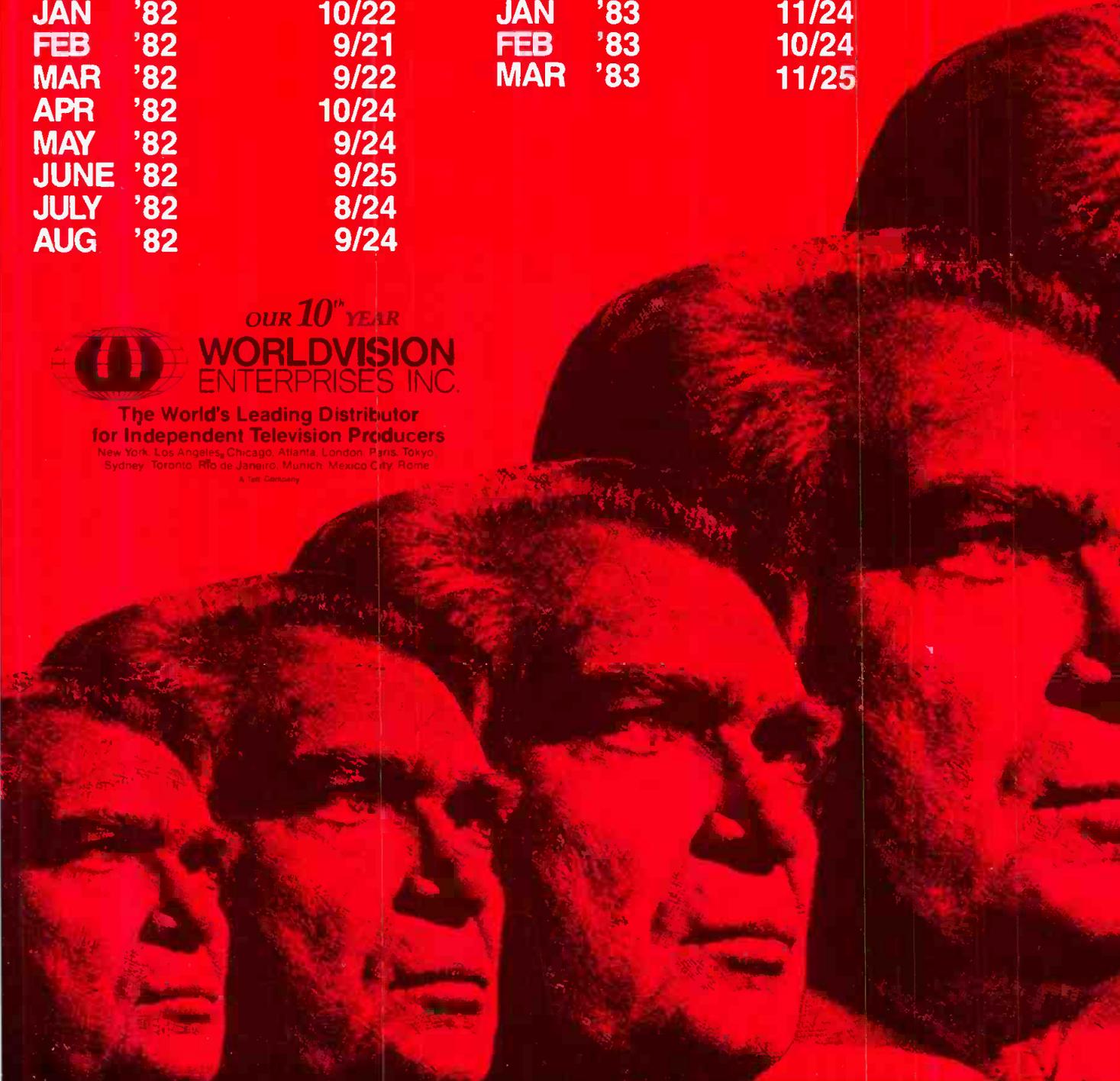
OUR 10<sup>th</sup> YEAR

**WORLDVISION  
ENTERPRISES INC.**

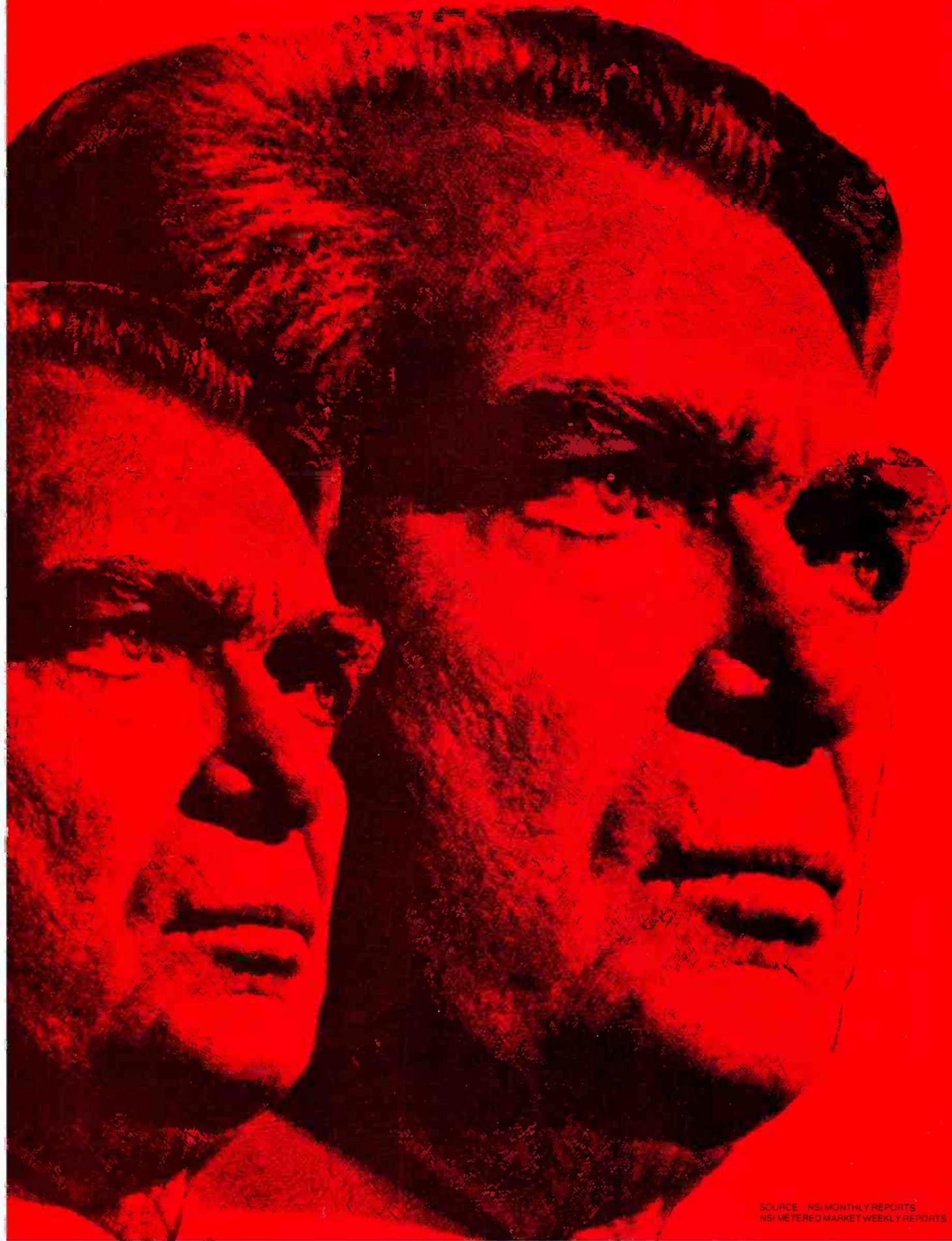
The World's Leading Distributor  
for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A TSN Company



# HE COMES ON



SOURCE: NSI MONTHLY REPORTS  
NSI METERED MARKET WEEKLY REPORTS

# “We expected The Research Group to be helpful, but the results even surprised us.”

“Before we started working with The Research Group at our station—about 3 or 4 years ago—I honestly thought they just did perceptual research like other research firms. We’ve found since then that what has made their clients—and our Katz stations—successful was not just the research; it goes far beyond that.

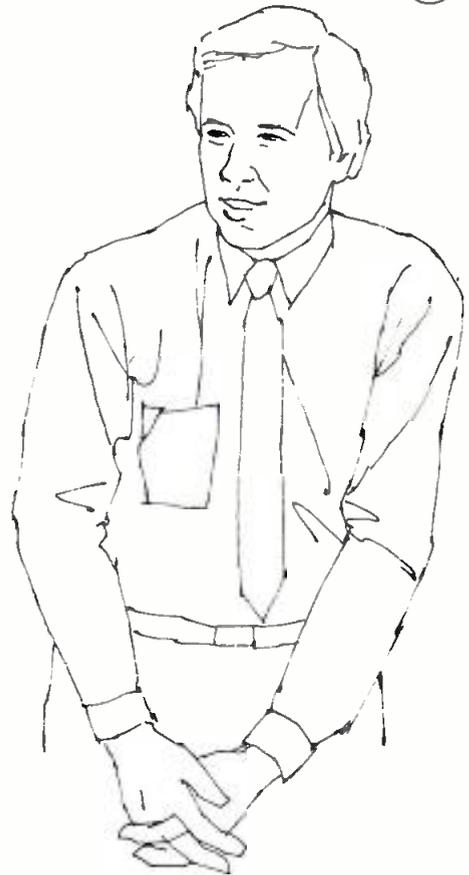
The Research Group has a thorough knowledge of marketing warfare coupled with a strong background in the programming and promotion of a radio station. They have worked with each member of our management team to *properly apply their research* and to *develop a winning strategic plan*.

I had heard that The Research Group was excellent and we expected them to be helpful, but the results even surprised us. Not only in Arbitron shares (like our WZZK in Birmingham going from a 5.3 to a 17.7), but in *bottom line dollars* . . . It’s been *tremendous*.

Now we have The Research Group on an exclusive long term basis in all of our markets—for all of our formats. We consider them partners in the management of the Katz Broadcasting stations. I certainly wouldn’t want them against me at a competing station.”

*DICK FERGUSON, President  
Katz Broadcasting Company*

## Katz Broadcasting



In almost every field there is a company that has *earned* a reputation as the leader.

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*Radio's Strategic Research Team*

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# Broadcasting **May 23**

## Wirth backs down on spectrum fees; NAB forges ahead on dereg bill □ Warner Amex makes bottom line moves □ CBS in L.A. □ 4A's in W.Va. □ HDTV in Montreux

**DEREG HOPES** □ Dingell letter brings dereg measure back to subcommittee; Wirth retreats on spectrum fees. **PAGE 31.**

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A Ron Greenberg Production in association with Alan Landsburg Productions.

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## Shower about to fall

FCC this week takes up docket 80-90, proposal to increase availability of commercial FM broadcast assignments, and word is that Mass Media Bureau will recommend plan making "at least several hundred" new stations available. Under proposal, current FM's will be protected to contours to which they're currently protected under commission rules. Some broadcasters, however, have been arguing that current protection standards developed before stereo broadcasting became commonplace, may have been sufficient for monaural broadcasting but are inadequate to accommodate growth of stereo. FM stations now are generally separated by more distance than required under current separation requirements, they say. Concern is that if more stations are packed in, severe interference problems will arise. Bureau, it is believed, doesn't buy that argument.

## Killed at birth?

Would CBS pull plug on Extravision, its recently launched national teletext service, if FCC refuses to reverse decision to deny broadcasters cable must-carry protection for that part of signal? There has been talk to that effect, according to one member of CBS affiliates advisory board. Saying "there is no question in our minds" that FCC's decision "is not good for development of business," network President Tony Malara said that if must-carry protection is not extended to teletext, CBS and its affiliates will face "tough session" on what to do. Another question to be raised at this week's affiliate convention in Los Angeles: Will network compensate stations for carriage of its teletext signal?

## Review flap

NBC ran its two-part mini-series *V* on cable system in Des Moines, Iowa (with 10% penetration), about two weeks before program aired on network. And, though NBC was unaware at time, cable system ran advertisements promoting program beforehand. At affiliates meeting in Los Angeles last week subject was brought up at closed session. NBC officials were said to have apologized and said it "would not happen again."

Officials also explained that most if not all pilots are tested on cable systems, usually three or four in different parts of country, and then followed by telephone

survey of 100 or more viewers to determine pilot's potential for series development. Usually programs are run on cable channels infrequently used, and cable operators are told specifically not to promote programs.

## Half loaves

FCC this week is expected to act on proposal to reallocate frequencies among instructional television fixed, multipoint distribution and private operational fixed services (BROADCASTING, March 28). According to FCC sources, commission will attempt compromise of conflicting claims. While ITFS interests, for example, will lose some channels, channels currently in use for ITFS will be grandfathered. Item won't directly address plans of CBS or Microband Corp. of America to offer multichannel MDS. While more channels will be provided for MDS, potential multichannel service providers will have to compete for their use.

## Networks split

Proponents of high-definition television, including CBS, want U.S., during CCIR meeting in Geneva next fall, to propose establishment of international interim working party (IWP) to develop world HDTV standard. Proposing IWP would put U.S. in position to be named to chair, which would give it considerable clout in group's deliberations. Although U.S. study group of CCIR charged with HDTV came to consensus in favor of proposing IWP, ABC later did about-face and now opposes move. ABC official said IWP would be premature and its work would duplicate that of Advanced Television Systems Committee. Fear now is that another country will propose IWP and win chair.

## Passing plate

Freedom of Expression Foundation, formed by Senator Bob Packwood (R-Ore.) to promote First Amendment rights for electronic media, has begun major membership drive. National Cable Television Association, National Association of Broadcasters and three major networks have agreed to participate. NCTA has sent mailing to its members urging them to join foundation. Yearly dues for cable companies joining FEF are \$2,500. ABC and NBC, FEF spokesman said, have sent notice to all affiliated

station groups asking them to contribute. Yearly dues for group owners are also \$2,500. FEF spokesman said NAB is also preparing to contact individually owned television station members. Yearly dues for them range from \$100 to \$3,000, based on NAB dues schedule.

## Closed out

Independent television stations, going on air in escalating numbers, are finding problem in consolidations in national representative field. Number of rep firms say they are refusing to take on new independent stations, in some cases because they already have client in market, in others because market is deemed deficient in growth potential and in others out of disinclination to expand support and sales personnel. Television representation appears headed in same direction as that of radio representation, in which number of firms has diminished dramatically.

## Internecine dispute

Sleeper item before FCC this week could be reconsideration of its 1981 decision permitting omnidirectional transmission of variety of services on three microwave channels allocated to private radio service. In wake of decision, Private Radio Bureau received more than 1,300 applications, many of which proposed multipoint distribution-like service to hotels. Bureau has refused to process applications pending reconsideration. It is arguing that there are enough channels for distribution of video entertainment services as it is; these frequencies should be retained for business purposes, it's saying. FCC Office of Plans and Policy, however, has been arguing vigorously for flexible use of frequencies.

## Send-off

In Washington communications law circles they're talking about promotional implications of FCC's press release announcing that Commissioner Joseph Fogarty would join Weil, Gotshal & Manges upon leaving commission at end of term, June 30 (BROADCASTING, May 16). Release described Fogarty's background, asserted he had been "involved in major decisions in every field of telecommunications" and had developed "special interest and expertise in common carrier issues." It also provided details on firm itself.

## Qube hopping

Warner Amex has launched its latest cable technology wrinkle—an interactive Qube network. The new service links six Warner Amex Qube cities by satellite, Cincinnati, Columbus, Dallas, Houston and Pittsburgh and greater St. Louis. Warner Amex said that it is providing an unprecedented opportunity for advertisers interested in market testing new products.

Launched with a base of 210,000 subscribers, the Qube Network is programming one-and-one-half hours per weekday, with specials about twice a month. Programming will be produced by the various Qube systems and sent to the network's headquarters in Columbus before being uplinked on Satcom VI, transponder 11. The one-and-one-half hours of national programming include a one-hour program for soap opera devotees, *Soap Scoop*, while the 30-minute balance will alternate each weekday between special interest programs focusing on sports and rock music, plus interactive game shows.

In addition, Warner Amex Video Ventures has been carved out of Warner Amex Cable's advertising department to operate as a sales and service organization for adver-

tisers. WAVV will assist advertisers in researching, producing and developing commercials for the Qube Network.

A computer in each Qube market will relay responses to a central computer at the Columbus facility which will then uplink the results to the satellite and feed the information to the other Qube systems. The whole process, from the subscriber pushing the response button, to tabulating the network results and displaying them on the screen, takes 10 seconds, Warner Amex said.

## It's OK

Broadcasts of spots over Ted Turner's superstation WTBS(TV) Atlanta opposing the hike in cable copyright fees that went into effect March 15 were not improper, according to the FCC Mass Media Bureau. The spots featured Thomas Wheeler, president of the National Cable Television Association, who said the Copyright Royalty Tribunal-mandated increase would force many cable systems to drop channels and asked viewers to urge their congressmen to help remedy the situation.

The Motion Picture Association of America sought a declaratory ruling at the FCC on the propriety of the broadcasts, which

MCAA alleged were promoting Turner's private business interest (BROADCASTING, Jan. 17).

In a letter to the MCAA last week, the bureau noted that licensees may broadcast editorials that advance their private interests, if proper disclosure of nonbroadcast interests are made and those broadcasts are in line with a licensee's general obligation to serve the public interests. According to the bureau, the record had not demonstrated that the method WTBS had used to disclose its interest was "unreasonable under the circumstances or that the method was selected in bad faith."

## Cable complaint

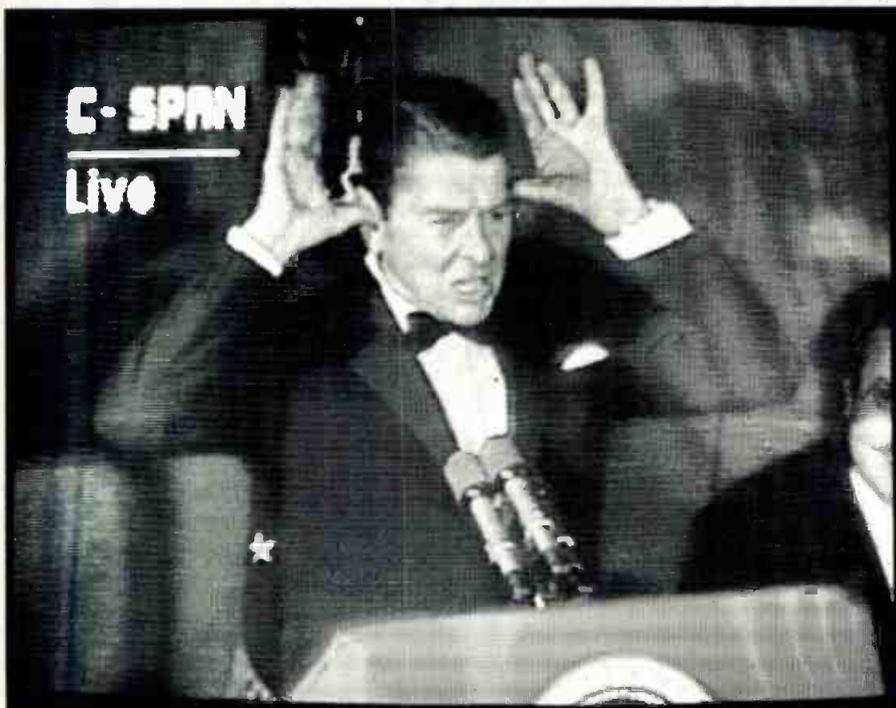
NBC has filed a complaint with the FCC against three cable systems—Athena Cablevision of Corpus Christi, Tex.; Unite Video Cablevision of St. Louis, and Cox Cable, Great Neck, N.Y.—for unauthorized interception and divulgence of the 1983 Super Bowl, in violation of Section 605 of the Communications Act. NBC had exclusive television rights to the Super Bowl. The network is asking the commission to impose fine against the three cable systems and point out that the FCC could also pass the complaint on to the Justice Department for possible criminal investigation. "We know it happened in other places as well," said a NBC attorney, but the network only has evidence against the three systems named in the complaint. The evidence consists of affidavits, press reports and, in the case of Corpus Christi, videotape that was recorded by NBC affiliate KRIS-TV Corpus Christi. The feed used by the three systems was commercial free, complete with private, off-air conversations among technical staff and announcers. "It's not unlike a case where a long-distance phone call is being intercepted without authorization," the NBC attorney said.

## Mass. action

The Massachusetts House of Representatives defeated a bill that would have granted cable franchise operators "a reasonable expectation" of renewal. The House Government Regulations Committee had recommended that the bill be passed. It would have granted operators a 10-year renewal term unless local authorities decided the company had not fulfilled its responsibilities to consumers. Backers of the bill argued that it would protect cable companies from having to leave a community on the whim of public officials, while opponents said it would undercut local control over cable.

## Moving on up

The Disney Channel reported last week that within three weeks after its April 18 launch it had become "the fifth largest satellite-feed pay service in number of affiliates." It said



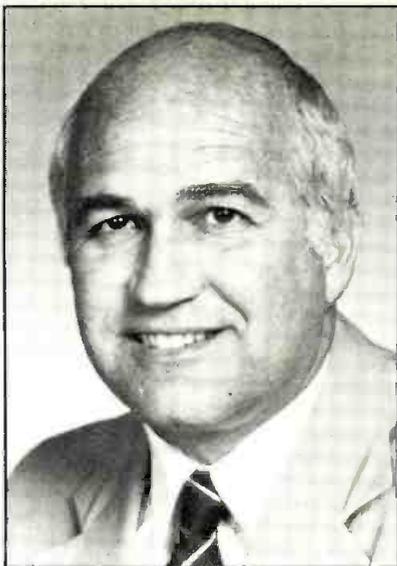
**Mugging for cable.** "I've been told that this is all off the record and that the cameras are off," President Reagan said during his brief speech at the White House news photographers dinner in Washington. "I was told that because I've been waiting years to do this." The President then stuck the thumbs of his open hands in his ears and wiggled his fingers. The gesture brought down the house. But the dinner was on the record, at least as far as C-SPAN, which was televising the dinner, and Richard Lipski, a UPI photographer with the President's traveling press pool, were concerned. C-SPAN's coverage of the incident (above) was seen live by its cable viewers and was picked up, according to C-SPAN, by CBS News and ABC News. According to Lipski, his photo was the only one taken and it made front pages all across the country.

5 affiliates had signed up, putting the Disney Channel behind Home Box Office's 600; The Movie Channel's 2,350; Showtime's 2,000, and Cinemax's 1,600, but head of Home Theater Network Plus, which, at 325, ranked sixth. Disney officials also said the affiliates included 12 of the top multiple system operators: Telecommunications, American Television & Communications, Cox Cable, Warner Amex, Rogers UA Cablesystems, Newsouth Broadcasting, Continental Cablevision, Sammons Communications, TeleCable, Capital Cities Cable, General Electric Cablevision and Heritage Communications. A spokeswoman put the Disney Channel's subscriber count as of May 1 at 100,000 and rising.

### For doctors only

June 29 Cable Health Network will launch a weekly two-hour series directed to physicians. *Physicians Journal Club* will be delivered by satellite from 10 a.m. to noon. September the series will increase to four hours a week.

Eight pharmaceutical companies have agreed as charter sponsors. They are Ciba-Geigy Corp., duPont Pharmaceuticals, Eli Lilly Pharmaceutical Corp., Parke-Davis Division of Warner-Lambert Co., Pfizer Inc. Pharmaceutical Division, Searle & Co., D.R. Webb & Sons and Syntex Laboratories. The series will be available to doctors reached through 1,000 cable television systems carrying the network. CHN estimates at least 120,000 physicians will be able to view the programming. Host will be Dr. Art



**Music maker.** Domenick Fioravanti, vice president and general manager of WNBC(AM) New York is leaving that post for the newly created position of vice president and general manager of Warner Amex's Music Television cable service. He will oversee advertising sales programming and marketing and will report directly to Robert W. Pittman, executive vice president and chief operating officer for Warner Amex Satellite Entertainment Co. Fioravanti had been in the top spot at WNBC since fall 1981.

Ulene, chairman of the Cable Health Network and medical commentator on NBC-TV's *Today* show.

### The magnificent seven

Between February 1982 and February 1983, Arbitron's measurement of cable programming services picked up considerably, providing further evidence of viewer interest in cable fare. Before Arbitron begins measuring a service in a particular market, the service must achieve a 20% net weekly circulation. That is, it must be watched by at least 20% of a market's TV households for at least five minutes each week. As it now stands, Arbitron measures superstation WTBS(TV) Atlanta in 65 markets; superstation WGN-TV Chicago in 15 markets; HBO in 14 markets; CNN in two markets; CBN in four markets, and SIN and ESPN in one market each.

### EEO look

At the request of FCC Commissioner Henry Rivera, FCC Chairman Mark Fowler has agreed to instruct the staff to study the impact of bringing the FCC's equal employment opportunity processing guidelines for cable into parity with those of broadcasting. Under current guidelines, broadcast stations with 11 or more full-time employees are required to have 50% parity with the available work force overall; they're also required to have 50% parity in the top four job categories. Cable operators are required to have 50% parity overall, but only 25% parity in top four categories.

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# Business Briefly

## TV ONLY

**CIT Financial Corp.** □ One-week campaign for second mortgages begins June 16 in Chicago and 10 other markets in Tennessee, Arizona and North Carolina, in news, prime time and weekend sports. Target: men, 25-54, and families with median income of \$25,000 or more. Agency: Wunderman, Ricotta & Kline, New York.

**International Playtex** □ Campaign for new product, Jhirmack Hair Coloring, debuts in July in 22 West Coast markets and runs through end of year. Flight will run in all dayparts. Target: women. Agency: Rosenfeld, Sirowitz & Lawson, New York.

**The Isaly Co.** □ Campaign for Klondike ice cream begins May 23 in 33 markets. Flight will run for 17 weeks in various dayparts. Target: women, 25-50. Agency: W.B. Doner & Co., Baltimore.

**Lennox Dealers** □ Ongoing group effort to promote heating and air conditioning continues through June in over 25 markets in Midwest, East and Southeast.

Flight is running in early morning news slots. Target: adults, 25-54. Agency: Deppe & Associates, St. Louis.

**Longs Drugs** □ Campaign for Photo Bank film processing begins May 23 and will run until September. Flight will run on and off in all dayparts, for total of eight on-air weeks. Markets covered are San Francisco, Fresno, Salinas and Sacramento, all California, and Reno. Target: adults, 18-49. Agency: The Dakis Concern, Orinda, Calif.

**DHL Corp.** □ First major national campaign for courier service is running in prime and late fringe time slots in 17 markets. Target: mid- and upper-level business managers. Agency: Ted Bates Advertising, New York.

**Black & Decker** □ Campaign for Car Vac will begin May 30 for one week in 44 markets. Spots will be scheduled in daytime and fringe periods. Target: men, 25-54. Agency: BBDO, New York.

**Time-Life Books** □ Campaign for "Home Repair" and "Improvement and Repair" is scheduled to begin on May 30 for one

week in 35 to 40 markets. Spots will appear in all dayparts. Target: adult men and women. Agency: A. Eicoff & Co., Chicago.

**Koslow** □ Fur coats will be advertised in two-week campaign, starting in late June in two Southwestern markets. Commercials will be carried in fringe periods. Target: women, 25-54. Agency: State Advertising Agency, Chicago.

**BMW of North America** □ BMW cars will be spotlighted in four-week campaign to begin on May 30 in 45 markets. Commercials will be scheduled in new and sports programs as well as prime time. Target: men, 25-54. Agency: Ammirati & Purvis Inc., New York.

**Fisher-Price Toys** □ Campaign will introduce new building system for children aged 5 to 9 via daytime network television and spot television in 16 markets. Flight starts in October and will run through fourth quarter. Spots will air in prime access as well as early and late fringe periods. Target: adults, 25-49. Agency: Waring & LaRosa, New York.

## RADIO ONLY

**Bob Evans Farms** □ New sausage product will be spotlighted in four-week campaign, starting July 11 and airing in 37 markets. Spots will be carried in

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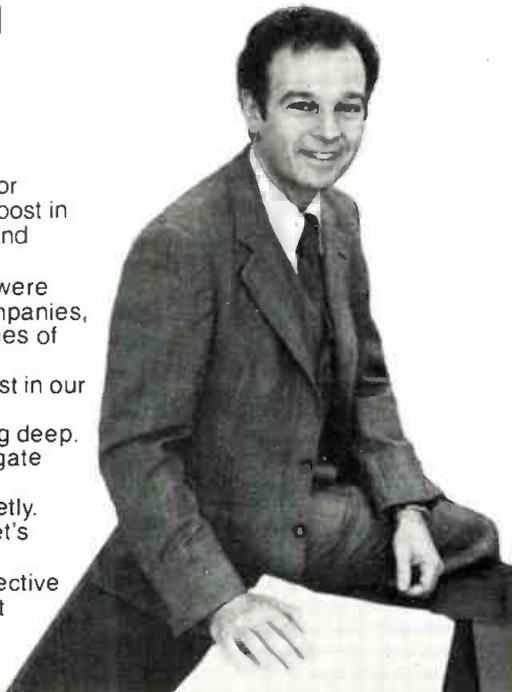
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

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**Now you see it.** New 30-second television commercial shows woman relaxing on lounge chair, sunbathing and applying tanning lotion, reading and filing her nails. But spot, produced by EUE/Screen Gems, isn't what it seems to be. At end, woman describes merits of Olin's HTH Pool Chlorinator and swims off—and it becomes clear she's been underwater throughout spot. To produce commercial, according to EUE, shooting was done through porthole below water level. Everything had to be weighted, including spokeswoman Denise McKenna's hair. Spot was produced at EUE's Burbank, Calif., studio for Grey Advertising.

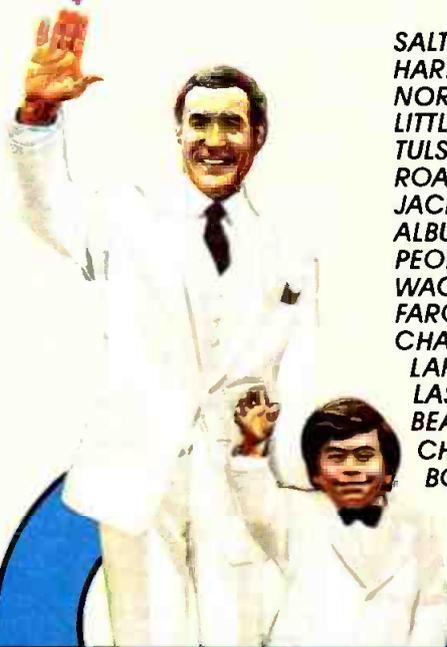
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WAGA-TV, ATLANTA  
KCST-TV, SAN DIEGO  
WITI-TV, MILWAUKEE

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DALLAS  
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WIVB-TV  
KTSP-TV  
WMC-TV  
KOKH-TV



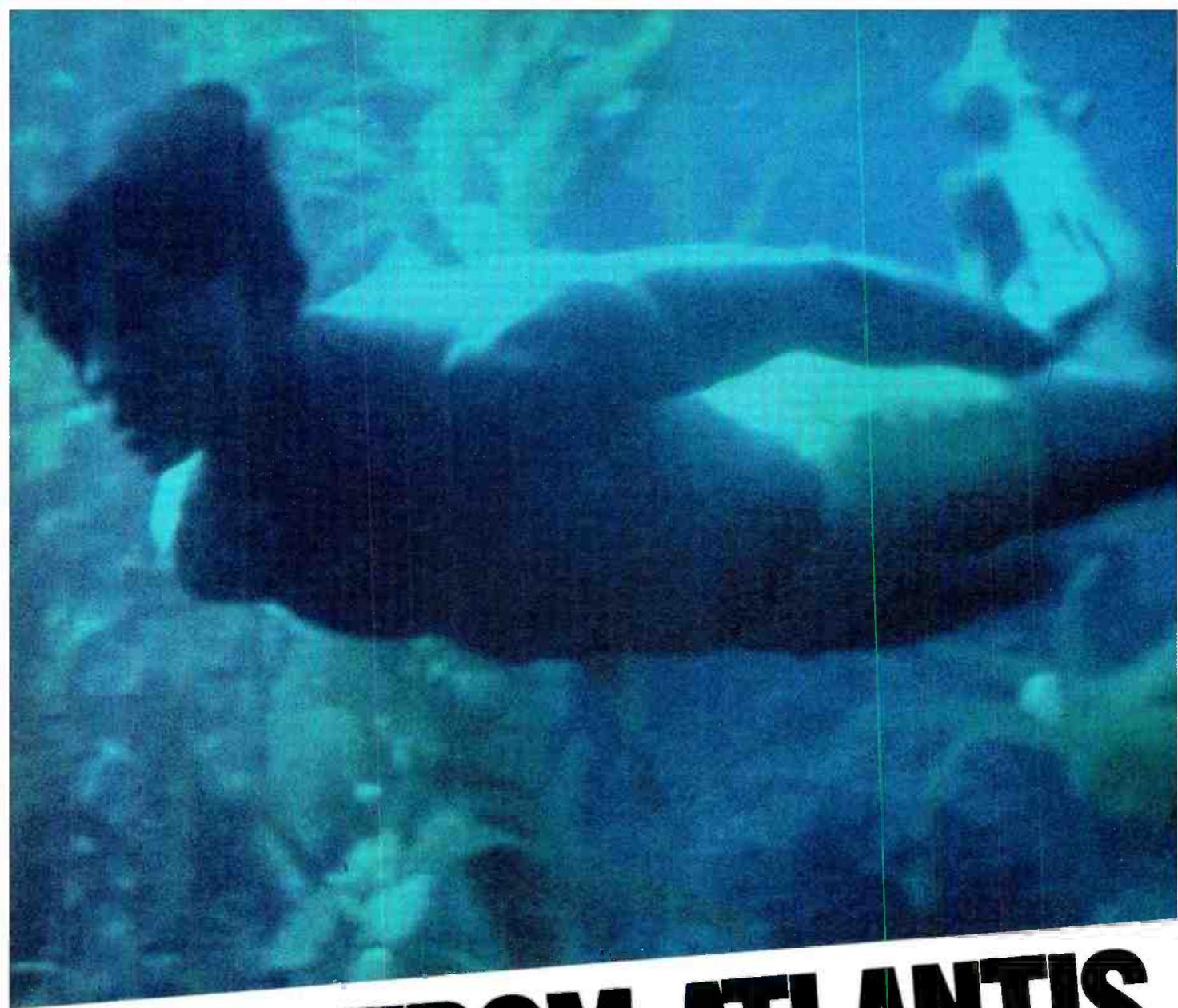
SALT LAKE CITY  
HARRISBURG  
NORFOLK  
LITTLE ROCK  
TULSA  
ROANOKE  
JACKSONVILLE  
ALBUQUERQUE  
PEORIA  
WACO  
FARGO  
CHARLESTON  
LAFAYETTE, LA  
LAS VEGAS  
BEAUMONT  
CHICO  
BOISE  
ODESSA  
WILMINGTON  
BAKERSFIELD  
LAKE CHARLES

KTVX  
WSBA-TV  
WTKR-TV  
KLRT-TV  
KOKI-TV  
WDBJ-TV  
WJXT  
KNAT-TV  
WEEK-TV  
KWTX-TV  
KXJB  
WCBF-TV  
KADN-TV  
KVVU-TV  
KJAC-TV  
KHSL-TV  
KTRV  
KOSA-TV  
WWAY  
KERO-TV  
KPLC-TV

# FANTASY ISLAND

A Spelling/Goldberg Production in association with





# MAN FROM ATLANTIS

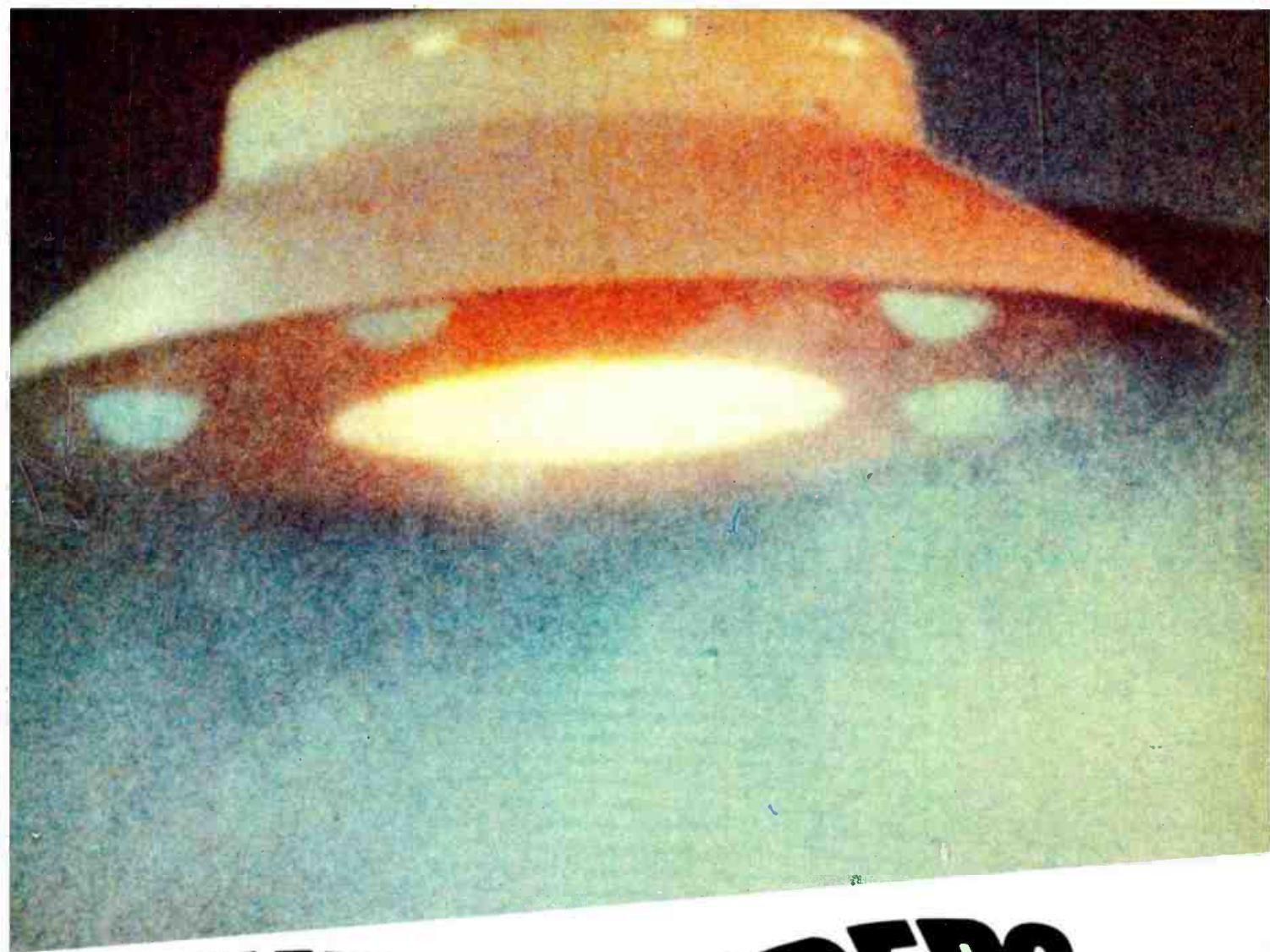
Starring Patrick Duffy

**ACTION...ADVENTURE...FOR FAMILY AUDIENCES**



He emerged from the sea  
this water-breathing alien  
swept from his home—  
the lost city of Atlantis!

**COMBINING TWO SCIENCE-FICTION TV FAVORITES**



# THE INVADERS

Starring Roy Thinnes

**FOR ALL TIME PERIODS.**

A electrifying TV experience. One man has made an accidental discovery that will change his life. He has seen THE INVADERS—the enemy from another world bent on the destruction of mankind.



A DIVISION OF WORLDVISION ENTERPRISES INC.  
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9465 Wilshire Blvd., Beverly Hills, CA 90212 • (213) 273-7667  
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**HOURS...AVAILABLE IMMEDIATELY!**

## AdVantage

**Up, up and away.** Viacom International, New York, announced that its MGS Services subsidiary, which distributes TV commercials to stations on behalf of 80 advertising agencies, plans to move into distribution by satellite. MGS now distributes by air freight. Viacom spokesman said no date has been set for start of changeover. Decision was based on tests conducted since 1980. "We know we'll save time, and we think we'll save money for advertisers and agencies," he said. MGS won't be first to distribute TV commercials by satellite, although no company is doing so now—John Blair & Co. tried it for two years but stopped after absorbing \$7-million loss (BROADCASTING, Jan. 10). Viacom spokesman said he was confident Viacom's satellite expertise and MGS's 20-plus years in TV commercial distribution would prevent repetition of Blair's experience.

**Talent plus.** Exxon Office Systems, New York, has tapped talents of Hollywood director/producer John Huston, *New Yorker* cartoonist Arnie Levin and Emmy-winning composer Ron Frangiapane to produce series of animated commercials to humanize complicated subject of automated office equipment. Huston provides narration behind classical music background in five animated spots which communicate message that Exxon "will continue to provide best value not only in word processing but also in office automation." Included are one corporate spot; two on Exxon 8400 Series office automation system, and one each on company's new Ink Jet Printer and Qwip facsimile transceiver. Target audience includes upper and middle management personnel. Spot TV campaign began last week in key markets, including New York, Chicago, Los Angeles, Houston and San Francisco. Advertising will run in prime time news programing, late news and sports. Agency is Marsteller Inc., New York.



daytime and evening. Target: adults, 25-54. Agency: Marschalk Co., New York.

**Du Pont** □ Lucite paint will be

advertised in two-week campaign starting in early June in 35 markets. Commercials will be used in various dayparts during week and weekends. Target: men, 25-54. Agency: N W Ayer, New York.

**CNA Insurance** □ First corporate campaign will start on radio in late June, consisting of three six-week flights in eight markets in East, Southeast and Southwest. Spots will run in all dayparts. Target: men, 25-54. Agency: Frank C. Nahser Inc., Chicago.

**American Dairy Association** □ Institutional campaign for "Real Seal" will begin on June 6 for two weeks in 148 markets. Radio spots will run in all dayparts. Target: women, 25-54. Agency: D'Arcy-MacManus & Masius, Chicago.

**Odom Sausage Co.** □ Product advertising campaign will begin in early June for six weeks in approximately 40 markets. Spots will run in all dayparts during week and weekend. Target: women, 25-54. Agency: Culbertson King Congiles & Roy Advertising, Brentwood, Tenn.

**Bill-Mar Foods** □ TV campaign for meat and poultry products will start in early June in about 20 markets for three weeks, using all dayparts. Supporting television will be one-day radio blitz in about 20 markets. Target: women, 18-34. Agency: Campbell-Ewald, St. Petersburg, Fla.

RADIO AND TV

### BROADCASTING PUBLICATIONS INC.

Lawrence B. Taishoff, *president*.  
Donald V. West, *vice president*.  
David N. Whitcombe, *vice president*.  
Jerome H. Heckman, *secretary*.  
Philippe E. Boucher, *assistant treasurer*.

## The Fifth Estate Broadcasting

1735 DeSales Street, N.W. Washington 20036.  
Phone: 202-638-1022.

Sol Taishoff, *editor-in-chief (1904-1982)*.  
Lawrence B. Taishoff, *publisher*.

### EDITORIAL

Donald V. West, *managing editor*.  
Leonard Zeldenberg, *chief correspondent*.  
Mark K. Miller, *senior news editor*.  
Kira Greene, *assistant to the managing editor*.  
Harry A. Jessell, *associate editor*.  
Doug Halonen, Matt Stump, *assistant editors*.  
Kim McAvoy, John Eggerton, *staff writers*.  
Anthony Sanders, *systems manager*.  
Susan Dillon, Marcia Klein, *research assistants*.  
Michael McCaleb, *editorial assistant*.

*Senior Editorial Consultants*  
Edwin H. James (Washington)  
Rufus Crater (New York)  
*Editorial Consultants*  
Frederick M. Fitzgerald (Washington)  
Rocco Famighetti (New York)

### BROADCASTING & CABLECASTING YEARBOOK

John Mercurio, *manager*.  
Joseph A. Esser, *associate editor*.  
Mark Jeschke, *assistant editor*.

### ADVERTISING

*Washington*  
Gene Edwards, *director of sales and marketing*.  
John Andre, *sales manager (equipment and engineering)*.  
Doris Kelly, *sales service manager*.  
Christopher Mosley, *classified advertising*.  
*New York*  
David Berlyn, *senior sales manager*.  
Charles Mohr, Ruth Windsor, *sales managers*.  
*Hollywood*  
Tim Thometz, *sales manager*.

### CIRCULATION

Kwentin K. Keenan, *circulation manager*.  
Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGirr.

### PRODUCTION

Harry Stevens, *production manager*.  
Don Gallo, *production assistant*.

### ADMINISTRATION

David N. Whitcombe, *vice president/operations*.  
Philippe E. Boucher, *controller*.  
Albert Anderson.  
Irving C. Miller, *financial consultant*.  
Debra Shapiro, *secretary to the publisher*.  
Wendy J. Liebmann.

### CORPORATE RELATIONS

Patricia A. Vance, *director*.

### BUREAUS

New York: 630 Third Avenue, 10017.  
Phone: 212-599-2830.  
Kathy Haley, *bureau news manager*.  
Stephen McClellan, *assistant editor*.  
Vincent M. Dilingo, *senior editor: radio*.  
John Lippman, *staff writer*.  
Marie Leonard, Mona Gartner, *advertising assistants*.

Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Richard Mahler, *correspondent*.  
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Telesharing* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

**TELEVISION. Cablecasting.**

Why Accu-Weather?

Because

Accurate forecasts can be your competitive edge.

Accu-Weather gives them to you — exclusively.



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State College, PA  
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814-237-0309

The Leading Weather Forecasting Service

# CAPTURE YOUR MOST WANTED AUDIENCE!

Angie Dickinson is *POLICE WOMAN*, the key to capturing young urban adults 18-49 like no other crime drama on TV!

*POLICE WOMAN*. 91 hours.  
Available now!

## POLICE WOMAN



A David Gerber Production  
in association with



# THE ULTIMATE VTR. FAST, YET GENTLE. SO. PHISTICATED, YET SIMPLE.

## THE REMARKABLE VPR-3.

Twenty-six years ago, we introduced the world's first practical videotape recorder. Through the years, you've been telling us what you wanted in a single "dream VTR." Well, that dream's become a reality. The ultimate VTR. We call it the VPR-3. It's a classic. Light years ahead of the rest in technology. Ideal for teleproduction where time is money. For broadcasting where versatility is expected. And for satellite or cable distribution where dependability is a must.

### More Features For Your Money

VPR-3 gives you a tremendous array of exclusive features designed to deliver more value for your money and help you get the job done better and faster. Our ultimate VTR's uncompromising features include: gentle air-guided and vacuum-controlled tape handling, tape acceleration to 500 inches per second



shuttle in just one second with one-hour reels, "fail-safe" dynamic braking, fast (four fields maximum) synchronous lockup, flexibility to operate with three-hour to one-minute "spot" reels without adjustment, superior built-in audio features, automatic audio and video record optimization, simpler operation using a fluorescent system status display and soft-key-driven menus, as well as extensive and usable diagnostics.

### The Ultimate Type "C" VTR

VPR-3. The ultimate one-inch Type "C" VTR. It's all you ever wanted. In a single machine. For details, call Ampex in New York/ New Jersey 201/825-9600; Los Angeles 213/240-5000; San Francisco 408/255-4800; Chicago 312/593-6000; Washington, D.C. 301/530-8800; Dallas 214/960-1162; Atlanta 404/451-7112. Sales, spares and service worldwide.

## AMPEX

Ampex Corporation • One of The Signal Companies

SETTING  
THE FASHION  
IN BROADCAST  
VIDEO



AMPEX

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196

196

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AUDIO 1 OUT AUDIO 2 OUT AUDIO 3 OUT AUDIO 4 OUT

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CUE SEARCH PREVIEW EDIT REVIEW



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## This week

**May 22-25**—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 23-24**—“Adult Radio Forum” sponsored by *Burkhardt/Abrams/Michaels/Douglas and Associates*, consulting firm. Marriott Airport hotel, Atlanta.

**May 23-24**—“Lighting and Staging for Television” workshop, sponsored by *Nebraska Educational Television Network*. Nebraska Educational Telecommunications Center, Lincoln, Neb.

**May 24**—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

**May 24**—*New Jersey Broadcasters Association* news and programing seminars. Marriott hotel, Somerset, N.J.

**May 24**—*Radio Advertising Bureau “Idearama”* for

■ Indicates new or revised listing

radio sales people. Holiday Inn-Woodlawn, Charlotte, N.C.

**May 24**—*Radio Advertising Bureau “Idearama”* for radio sales people. Holiday Inn Holidome, Sacramento, Calif.

**May 24**—*Radio Advertising Bureau “Idearama”* for radio sales people. Ramada Inn, Evansville, Ind.

**May 25**—*Massachusetts Broadcasters Association* annual spring seminar. Tara, Framingham, Mass.

**May 25**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Joe Stuart, producer of ABC-TV’s *Loving*. Copacabana, New York.

**May 25**—*Advertising Club of Greater Boston* luncheon, featuring panel of sports reporters. 57 Restaurant, Boston.

**May 25-26**—“How to video-teleconference successfully,” sponsored by *Public Service Satellite Consortium*, Washington. Information: (202) 331-1154.

**May 25-26**—“Lighting and Staging for Television” work-

shop, sponsored by *Nebraska Educational Television Network*. Nebraska Educational Telecommunication Center, Lincoln, Neb.

■ **May 26**—*Philadelphia Cable Club* luncheon meeting. Speaker: Chuck Dolan, president, Cablevision Systems Development Co., Woodbury, N.Y. Ovation Club, Spectrum, Philadelphia.

**May 26**—*Women in Communications, New York chapter*, annual business meeting. Tavern-on-the-Green, New York.

**May 26**—*Radio Advertising Bureau “Idearama”* for radio salespeople. John Marshall hotel, Richmond, Va.

**May 26**—*Radio Advertising Bureau “Idearama”* for radio salespeople. Ramada Renaissance, Atlanta.

**May 26**—*Radio Advertising Bureau “Idearama”* for radio salespeople. Hyatt-Airport, Los Angeles.

**May 26**—*Radio Advertising Bureau “Idearama”* for radio salespeople. Hyatt Des Moines-Airport, Des Moines, Iowa.

■ **May 26**—*Chicago chapter, Women in Cable*, program, “Career Strategies for the ‘80’s.” O’Hare Marriott Chicago.

**May 26-28**—*Society of Southern Broadcast Executives* spring conference. Buccaneer Motor Lodge and Spooners Creek Yacht Marina, Morehead City, N.C.

**May 27**—Deadline for entries in 23rd annual Hatc Awards for Advertising Excellence, sponsored by *Advertising Club of Greater Boston*.

**May 28-June 2**—*13th Montreux International Television Symposium and Technical Exhibition*, Montreux, Switzerland. Keynote addresses on high-definition television. Information: International Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland. Telephone: (021) 62 32 20 or 61 33 84, until March 12, 1983.

## Also in May

**May 30-June 4**—25th American Film Festival sponsored by *Educational Film Library Association*. Roosevelt hotel, New York.

## June

■ **June 1**—“Update on Antitrust Compliance for Broadcasters,” designed for medium and small market broadcaster, sponsored by *National Association of Broadcasters*. Sheraton International at O’Hare International Airport, Rosemont, Ill. Information: NAB, (202) 293-3500.

**June 1**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: George Back, president, All American Television, O’Special Interests and Special Audiences—What the Networks Can’t and Won’t Broadcast.” Copacabana, New York.

■ **June 1**—“Information, Propaganda and U.S. Foreign Policy” debate sponsored by *Washington Institute for Social Research and Union for Democratic Communication*. National Press Club, Washington.

**June 2**—*Radio Advertising Bureau “Idearama”* for radio salespeople. Sheraton Nashville, Nashville.

**June 2**—*Radio Advertising Bureau “Idearama”* for radio salespeople. Cavanaugh’s Inn at the Park, Spokane, Wash.

**June 2**—*Radio Advertising Bureau “Idearama”* for radio salespeople. Indianapolis Hilton, Indianapolis.

**June 2-3**—Sixth annual telecommunications conference, sponsored by *Federal Bar Association Telecommunications Law Committee*. Meeting will focus on access charges and interconnection. Hyatt Regency Capitol Hill, Washington.

**June 2-4**—*Arizona Broadcasters Association* spring

## Major Meetings

**May 22-25**—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 28-June 2**—13th Montreux International Television Symposium and Technical Exhibition. Montreux, Switzerland.

**June 11-15**—*American Advertising Federation* national convention. Hyatt Regency, Washington.

**June 12-15**—*National Cable Television Association* annual convention. Astro Hall, Houston. Future conventions: June 3-6, 1984, Las Vegas; June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

**June 13-July 15**—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by *International Telecommunication Union*. Geneva.

■ **June 23-26**—*Public Broadcasting Service and National Association of Public Television Stations’* annual meetings. Hyatt Regency, Arlington, Va.

**June 23-26**—*Broadcasters Promotion Association/Broadcast Designers’ Association* annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew’s Anatole, Dallas.

**Aug. 7-10**—*CTAM ‘83* annual convention. Town & Country, San Diego. Information: (404) 399-5574.

**Aug. 28-31**—*National Association of Broadcasters’* Radio Programming Conference. Westin St. Francis, San Francisco.

**Sept. 8-10**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

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

**Sept. 25-28**—*Broadcast Financial Management Association* 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

**Oct. 2-5**—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans.

**Oct. 2-5**—*Association of National Advertisers* annual

meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

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

**Nov. 7-10**—*AMIP ‘83, American Market for International Programs*. Fontainebleau Hilton, Miami Beach. Information: Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791. (516) 364-3686.

**Nov. 14-16**—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Dec. 13-15**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

■ **Jan. 28-31, 1984**—*Radio Advertising Bureau’s* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

**Jan. 29-Feb. 1, 1984**—*National Religious Broadcasters* 41st annual convention. Sheraton Washington, Washington.

**Feb. 12-16, 1984**—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

■ **April 8-12, 1984**—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

■ **April 27-May 3, 1984**—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

**April 29-May 2, 1984**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

**May 30-June 2, 1984**—*American Women in Radio and Television* annual convention. Palmer House, Chicago. Future conventions: May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew’s Anatole, Dallas.

■ **March 7-10, 1984**—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

# **KATZ AMERICAN TELEVISION**

**People Make The Difference**

Maximizing revenues for a select list of 32 major market affiliates takes an organization structured for high intensity sales, a strong management team and an aggressive sales force. Katz American has them all.

Katz American's 22 offices are staffed by the most effective management team and sales force in the business backed up by specialized sales research, management and information systems.

Katz American is the best because we have the best people—people who are specialists in selling major market affiliates. Goal oriented people fully equipped to deliver maximum sales effort for our strong list of client stations.



**Katz American Television. The best.**

KATZ AMERICAN TELEVISION / A DIVISION OF KATZ COMMUNICATIONS INC.

convention. Sheraton El Conquistador, Tucson, Ariz.

**June 2-5**—Alabama Association of Broadcasters spring convention. Holiday Inn, Sheffield, Ala.

**June 3-5**—Foundation for American Communications conference, co-sponsored by Gannett Foundation, "Economics and the News: An Economics Conference for Journalists." Marriott hotel, Columbus, Ohio. Information: (213) 851-7372.

**June 3-5**—Chesapeake AP Broadcasters convention. Henlopen hotel and Rehoboth Country Club, Rehoboth Beach, Del.

**June 4**—Radio-Television News Directors Association region seven meeting with Illinois State University. Bone Student Center, ISU campus, Bloomington, Ill.

**June 4**—Montana AP Broadcasters Association organizational meeting. Park Plaza hotel, Helena, Mont.

■ **June 4**—San Diego chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Old Globe Theater, Balboa, Calif.

**June 5-7**—Microwave Communications Association annual convention, "MCA '83: Opportunities in New Technologies." Washington Marriott hotel, Washington. Information: Chris Selin, Suite 705, 145 Huguenot Street, New Rochelle, N.Y., 10801, (914) 576-6622.

■ **June 6**—Chicago chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Hyatt Regency, Chicago.

**June 6-8**—Television Bureau of Advertising/Sterling Institute. "Introduction to Television Sales." Georgetown Inn, Washington.

■ **June 7**—Seattle chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Sheraton, Seattle.

**June 7**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jeffrey Reiss, vice chairman and chief executive officer, Cable Health Network, on "Rx for Ad-Supported Cable Networks." Copacabana, New York.

**June 7**—National Academy of Television Arts and Sciences, Washington chapter, meeting. Speaker: Van Gordon Sauter, president, CBS News. National Press Club Ballroom, Washington.

**June 7**—Radio Advertising Bureau "Idearama" for radio salespeople. Marriott Inn-Airport, Cleveland.

**June 7**—Radio Advertising Bureau "Idearama" for radio salespeople. Marriott Inn, Orlando, Fla.

**June 7**—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn, Scranton, Pa.

**June 7**—Radio Advertising Bureau "Idearama" for radio salespeople. Red Lion Inn/Sea-Tac, Seattle.

**June 7-10**—1983 Clio Awards Festival Week. Sheraton Center, New York.

**June 8**—International Radio and Television Society newsmaker luncheon. Charles Kuralt, CBS News, to be honored as "Broadcaster of the Year." Waldorf-Astoria, New York.

**June 8**—WETA(TV)'s annual "Business and Industry Lunch." Mayflower hotel, Washington.

**June 8-10**—CBS RadioRadio affiliates board meeting. New York.

**June 8-10**—Oregon Association of Broadcasters spring conference. Inn of the 7th Mountain, Bend, Ore.

**June 8-11**—National Translator/LPTV Association low power television seminar and open house for studios of K26AC Bemidji, Minn. Speaker: Minnesota Governor Rudy Perpich. Information: (801) 237-2623.

**June 8-11**—"Media Arts in Transition" conference sponsored by National Alliance of Media Arts Center. Walker Art Center, Minneapolis.

■ **June 9**—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn-Lansing, Lansing, Mich.

■ **June 9**—Radio Advertising Bureau "Idearama" for radio salespeople. Hyatt at Civic Center, Birmingham, Ala.

■ **June 9**—Radio Advertising Bureau "Idearama" for radio salespeople. Marriott Inn-Airport, Philadelphia.

■ **June 9**—Radio Advertising Bureau "Idearama" for radio salespeople. Holiday Inn West, Billings, Mont.

**June 9-11**—South Dakota Broadcasters Association

## Stay Tuned

A professional's guide to the intermedia week (May 23-29)

**Network television** □ NBC: *Bob Hope's 80th Birthday Show* (special), Monday, 8-11 p.m.; "Sound of Music" (1965), Friday, 8-11 p.m.; *Celebrate America: A Star Spangled Entertainment Spectacular* (17-hour special presented by the Democratic National Committee), 9:30 p.m. Saturday to 3 p.m. Sunday; CBS: *Movie Blockbusters: The 15 Greatest Hits of All Time*, Tuesday, 8-9 p.m.; ABC.

**Radio** □ (check local times) CBS Radio: *The Honor Roll of Rock and Roll* (countdown of the top 25 rock acts of all time), May 27-30, 6 hours in length; ABC Rock Radio: *A Tribute to Those Who Rocked* (music and interviews); CBS Radio: *Newsmark: America on the Move* [with Charles Kuralt] (exploring the pioneering spirit), Friday, 9:15-9:40 p.m.; *Exploring America* [with Charles Kuralt] (16-part special about the folklore of America's small towns and roads), Saturday and Sunday, three-and-a-half minute segments each.

**Cable** □ HBO: *Red Skelton's Funny Faces III* (comedy special), Sunday, 8-9 p.m.; ARTS: Jos. Papp Presents: *A Midsummer Night's Dream* [Wm. Shakespeare], Tuesday, 9:11:30 p.m.; *A Month in the Country* (play) [I. Turgenev], Wednesday, 9-11 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

\* indicates a premiere episode

annual convention. Holiday Inn, Spearfish, S.D.

**June 9-11**—Utah Broadcasters Association convention. Sun Valley, Idaho.

**June 9-11**—Wyoming Association of Broadcasters annual convention. Casper Hilton Inn, Casper, Wyo.

**June 9-11**—Upper Midwest Communications Conference. Raddison Plymouth hotel, Minneapolis.

**June 9-12**—Missouri Broadcasters Association meeting. Rock Lane Lodge, Branson, Mo.

**June 9-12**—Mississippi Broadcasters Association annual convention. Royal d'Iberville hotel, Biloxi, Miss.

■ **June 10**—Telocator Network of America seminar, "Making SCAs Work for You." Westin hotel, Seattle.

**June 11-15**—American Advertising Federation annual convention. Speakers include Vice President George Bush; Daniel Ritchie, chairman, Group W, Westinghouse Broadcasting and Cable; James C. Miller, chairman, FTC; Allen Neuharth, chairman, Gannett Co., and Ted Koppel, ABC News commentator. Hyatt Regency, Washington.

**June 11-15**—American Newspaper Publishers Association Operations Management Conference and Exposition, "Synectics '83." Las Vegas Convention Center, Las Vegas.

**June 12**—Kansas Association of Broadcasters annual convention. Lawrence Holiday Inn and Holidome, Lawrence, Kan.

**June 12-15**—National Cable Television Association annual convention. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Timothy Wirth (D-Colo.). Astro Hall, Houston.

**June 13-14**—"Home Satellite TV Conference and Exposition," sponsored by University of Wisconsin-Extension. Exposition will include outdoor display of satellite dishes. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512 or (608) 262-8953.

**June 13-17**—National Association of Broadcasters board of directors meeting. NAB headquarters, Washington.

**June 13-18**—"Television and Society: The Effects of the Medium," workshop sponsored by American Film Institute in cooperation with American University, Directors Guild of America, Sony Video Center and Louis B. Mayer Library. American University, Washington. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

**June 13-17**—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by International Telecommunication Union. Geneva.

**June 13-July 25**—Global Village Video Study Center in conjunction with New School of Social Research summer semester of video workshops. Global Village headquarters, New York. Information: (212) 966-752

**June 14-16**—Washington Journalism Center conference for journalists. "The Middle East: Shifting Rivers." Watergate hotel, Washington.

**June 14-17**—National Broadcast Editorial Association annual meeting. Sir Francis Drake hotel, S Francisco.

**June 15**—Deadline for entries in Academy of Television Arts and Sciences prime time Emmy Awards. Information: ATAS, 4605 Lankershim Boulevard, suite 80 North Hollywood, Calif.; (213) 506-7880.

**June 15**—Deadline for entries in 26th annual "Cine awards for documentaries, public service and put affairs, sponsored by Information Film Producers America. Information: Wayne Welss, IFPA, 750 E. Colorado Boulevard, Suite 6, Pasadena, Calif., 9111 (213) 795-7866.

**June 15**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Nancy Littlefield, president of 212 Studios, New York, on "New York's Latest Film and Television Complex: What Modern Technology Means to the Television Professional." Copacabana, New York.

■ **June 15**—"Information, Propaganda and U.S. Foreign Policy" conference sponsored by Washington Institute for Social Research and Union for Democratic Communication. National Press Club, Washington

**June 15-17**—SCC 1983, first Canadian and international satellite communications conference. Co-sponsors: Canadian Department of Communications, Lesat Canada, Teleglobe Canada, University Ottawa, Canadian Petroleum Association and Ontario Ministry of Industry and Trade. Kent Street Hotel Inn, Ottawa. Information: Information Gatekeeper 167 Corey Road, Suite 111, Brookline, Mass., 0211 (617) 739-2022.

**June 15-17**—Television Bureau of Advertising national sales advisory committee meeting. Montauk Yacht Club, Montauk, N.Y.

**June 16**—National Academy of Television Arts and Sciences, New York chapter, "A Night at the Round Tables: New York Television—Our Next 10 Years." Summit hotel, New York.

■ **June 16**—Andy Awards banquet, sponsored Advertising Club of New York. Roosevelt hotel, New York.

**June 16-17**—Broadcast Financial Management Association/Broadcast Credit Association board of directors meeting. Grand Hyatt hotel, New York.

**June 16-18**—Maryland/D.C./Delaware Broadcasters

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Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

**June 16-18**—*Iowa Association of Broadcasters* convention. Clear Lake, Mason City, Iowa.

**June 16-18**—*Montana Broadcasters Association* annual convention and awards banquet. Fairmont Hot Springs, Gregson, Mont.

**June 17**—"Careers in the New Media" symposium, sponsored by *The New School for Social Research*. New School campus, New York.

**June 17-18**—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

**June 17-19**—*New Hampshire Association of Broadcasters and Vermont Association of Broadcasters* joint annual convention. Woodstock Inn, Woodstock, Vermont.

**June 17-21**—*Georgia Association of Broadcasters* annual convention. Ironworks Convention Center, Columbus, Ga.

**June 17-July 22**—"Television Criticism Workshop" sponsored by *American Film Institute* in cooperation with *American University, Directors Guild of America, Sony Video Center and Louis B. Mayer Library*. AFI campus, Los Angeles. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

**June 19-23**—*International Conference on Communications*, sponsored by *Institute of Electronics Engineers and Communications Society Conference Board*. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel. Boston.

**June 21**—*Women in Cable* second annual "Cable Day," during Television Critics Association's summer

press tour. Beverly Hilton hotel, Los Angeles.

**June 21**—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

**June 21-23**—*Institute for Graphic Communication* engineering "workstations." Andover Inn, Andover, Mass. Information: (617) 267-9425.

**June 22**—*Women in Cable, New York chapter*, five-part course, "Basics of Cable Television," in conjunction with School of Visual Arts, New York. Information: (212) 679-7350.

■ **June 23-26**—*Public Broadcasting Service and National Association of Public Television Stations'* annual meetings. Hyatt Regency, Arlington, Va.

**June 23-26**—*Virginia Association of Broadcasters* annual summer convention. Cavalier, Virginia Beach.

**June 23-26**—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans.

**June 23-26**—*Investigative Reporters and Editors* national conference. Downtown Sheraton, St. Louis.

■ **June 24**—*Conference on refranchising cable systems: upgrading systems and renegotiating cable franchise agreements*, co-sponsored by *BPS Associates, telecommunications consulting firm, and Communications Media Center of New York Law School*. New York Law School campus, New York. Information: (212) 966-2053.

**June 24-26**—"Economics and the News" conference sponsored by *Foundation for American Communications and Gannett Foundation*. Arrowwood, Rye Brook, N.Y. Information: 1627 K Street, N.W., Washington, 20006; (202) 659-0668.

**June 25**—*National Academy of Television Arts and Sciences, Washington chapter*, meeting celebrating

## Errata

Top 100 chart in May 9 issue reversed figures for **Cable TV Industries and Gray Communications Inc.** on page 43. **Correct figures** for Gray are: earnings \$1,680,000 in calendar year 1982; \$2,616,000 in 1981; percentage change -36%; profit margin 4.3%; earnings per share \$3.40; P/E ratio 14; ECI 69% and ECI ranking 94. For Cable TV Industries the correct figures are: earnings \$446,000 in year ending Jan. 31, 1983; \$2,191,000 in previous year; percentage change -80%; profit margin 1.4%; earnings per share \$.15; P/E ratio 40; ECI 100% and ECI ranking 92.

chapter's silver anniversary. Wax Museum, Washinton.

**June 26-29**—*Florida Association of Broadcasters* annual convention. Boca Raton hotel and club, Boca Raton, Fla.

**June 28-30**—*Jerrold division of General Instrument Corp.* technical seminar. Hillside Holiday Inn, Hillside, Ill.

**June 29**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ted Turner. Turner Broadcasting, Copacabana, New York.

## Open Mike

### Burning issue

EDITOR: These are some thoughts about Cecil Andrews and television journalists. Who is Cecil Andrews? He's the man in Alabama, out of work, desperate and maybe drunk, who set himself on fire recently to protest unemployment (BROADCASTING, March 14). A television news crew from a local station taped the entire incident. The two cameramen on the scene even waited for the poor soul to light a second match after the first one went out, then waited several more crucial seconds before trying to douse the searing flames.

I've been a broadcast journalist for 13 years now, and when I heard about the Alabama incident, I got sick to my stomach. But the nausea worsened when I heard the mealy-mouthed, half-baked *defense* of the photographers' actions.

Former CBS News President Richard Salant, said, according to BROADCASTING, the story was legitimate to cover and circumstances were beyond second-guessing. A *New York Times* story on the incident said, "When asked why they did not try to stop Andrews sooner, the cameramen said they were not prepared to deal with such an emergency." Their boss, the station's news director, is quoted as saying the cameramen were "paralyzed by disbelief and fright."

Bull! Their paralysis certainly didn't prevent them from making sure their camera, battery pack, light and audio systems were all working properly before the match was

lighted. And I don't buy the argument they were not prepared to deal with such an emergency. They surely must have realized the victim was serious when he tried to light a match and it went out. But they let him light another match!

I truly fear sometimes we in the television news business get so carried away with an almost fanatical goal of beating the competition, getting that great shot, that we forget we are dealing with human beings.

I know some journalists have a legitimate concern over where to draw the line. When should a reporter or photographer cease being a bystander and become a participant? I can tell you when: when it becomes a life or death matter. And that's what it was on that city square in Jacksonville, Alabama.

I don't think some people in this business realize how much damage events like this do to our credibility. Too many people think we're ghouls, and in this case, if we defend the actions of the Alabama cameramen, we're giving them good ammunition.

I feel compassion for those two young men who shot the video. I have a feeling events simply got out of hand and they momentarily lost control of their basic humanitarian impulses. But nonetheless it was a mistake. It was not the proper course for journalists or anyone to take at that point. And unless we disassociate ourselves from such thoughtless action, we will all be tarnished. Rather than wasting our energy defending or debating the action of the cameramen, let's simply resolve to use this as the

example of something that should never happen again.—Rick Fetherston, assistant to station manager, WMTV-TV, Madison, Wis.

### To be or not to be

EDITOR: The May 9 BROADCASTING carried an unfortunate and misleading article with respect to the film and television activities PolyGram in the U.S. ("PolyGram to fold") As it happens, we are indeed disposing certain rights in our inventory, both feature and television films, but not only have we retained other rights but we are continuing the active development of at least two shows with CBS, a pilot development deal for *American Werewolf in London* and *Forever Moore*, a daytime serial. A third project also in discussion with that network.

More importantly, on the feature side, we have just announced the joint production with Embassy of a motion picture version "A Chorus Line." In addition to having one of our most successful films, "Flashdance" which Paramount financed, out in the market now, we have active development deals with Warner Brothers for "Batman," with Columbia Pictures for "Deep II" and "Contact" with 20th Century-Fox for "Dangerous!" and with ABC for "Great Balls of Fire," the Jerry Lee Lewis story.

None of the above would appear to indicate that we are going out of business by the end of the year. I am sure you would agree.—Gordon Stulberg, president, PolyGram Corp., Culver City, Calif.

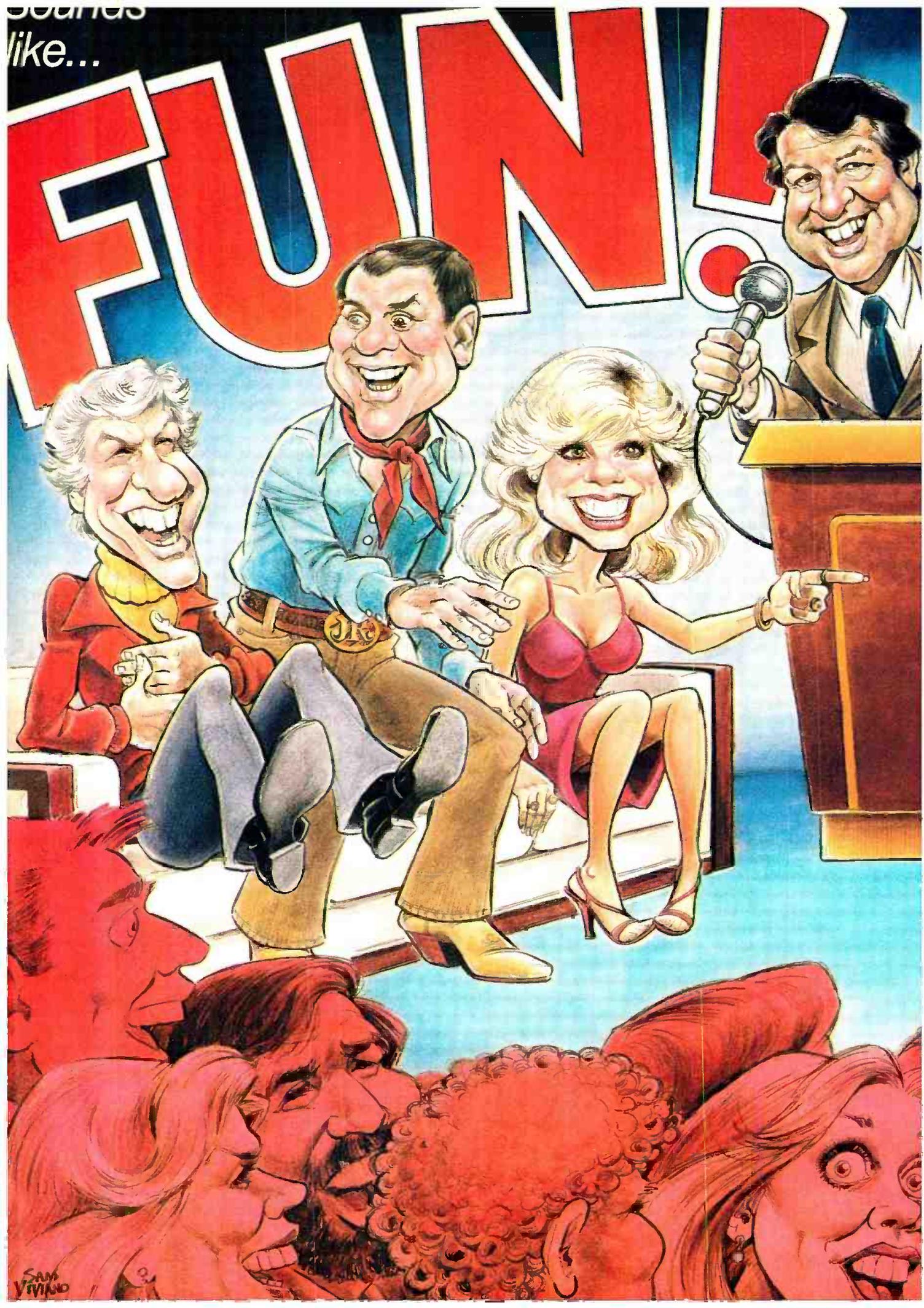
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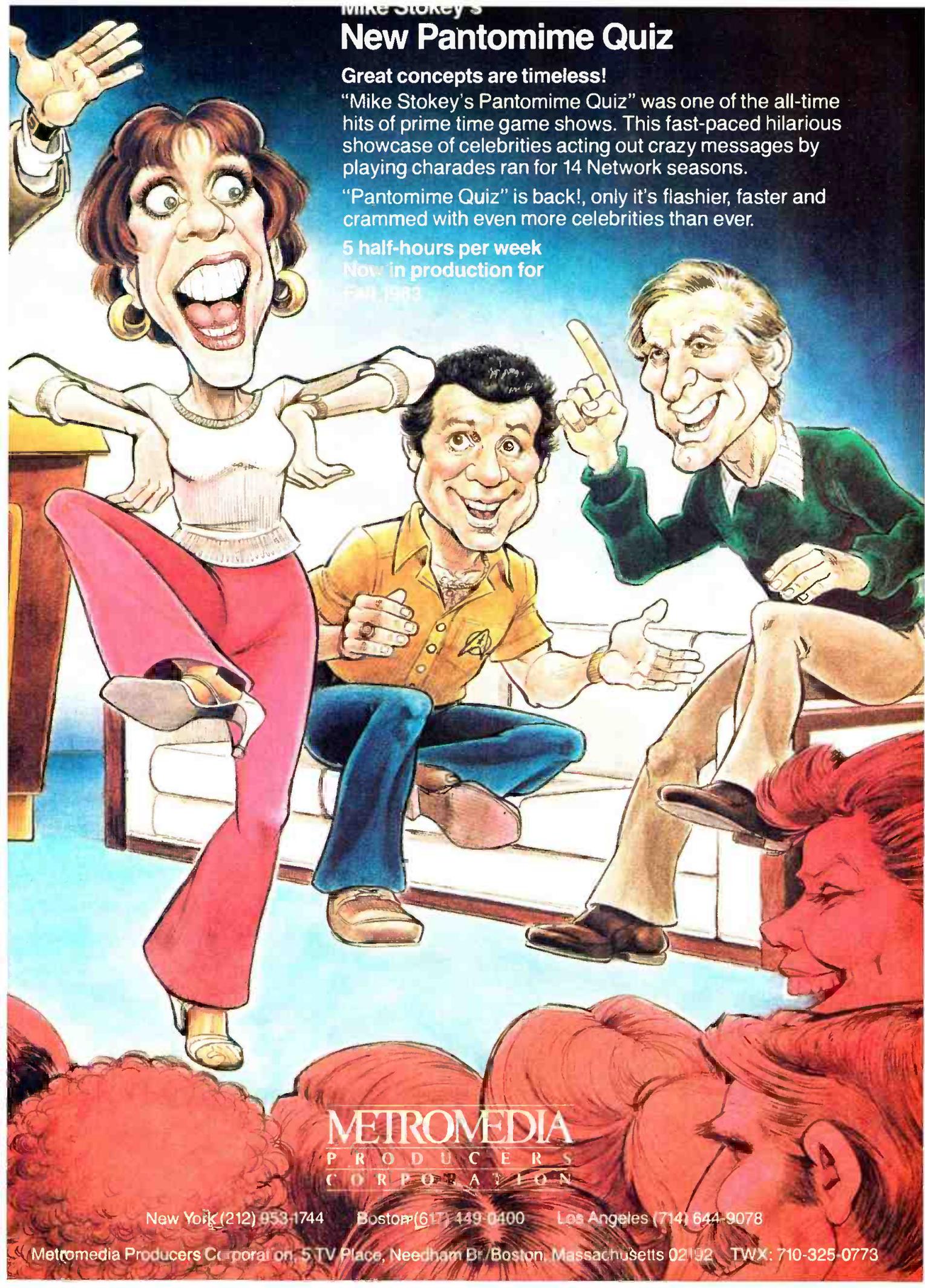
"Mike Stokey's Pantomime Quiz" was one of the all-time hits of prime time game shows. This fast-paced hilarious showcase of celebrities acting out crazy messages by playing charades ran for 14 Network seasons.

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An advertising productivity commentary from Larry Deckinger, St. John's University and Grey Advertising, New York

## Advertising: America's competitive edge

The bookshelves and the magazine racks these days are full of ominous articles about the "decline" in American productivity in the marketplace—particularly vis-a-vis Japan. These articles overwhelmingly insist that we've had it as a world economic leader. We are now entering—or have entered—"The Era of the Pacific." They say, "We won the war with Japan but we 'lost the peace.'" What's going on here?

Europe, too, has had its share of critics. It wasn't long ago that Europeans were being told that the American managerial style and savvy were far ahead of theirs. So far, in fact that we were going to take over Europe in a marketing sense. That didn't happen.

On the contrary, the Europeans have enjoyed a renaissance in some industries—shoes for example. They have made pioneering progress in others—like automobile tires. They've held their own (at least as compared to U.S. industry) in others—like automobiles and aircraft. So they must be doing something right.

American gross national product per capita was once the highest in the free world. No more. Countries like Sweden, Switzerland and Denmark now produce more goods, measured in compatible units per head, than does the U.S. In fact, preliminary estimates made by the Japanese Government's Economic Council argue that by the year 2000, the per capita GNP (in U.S. dollars) in Japan will be \$21,500 versus \$17,700 in the USA and \$11,300 in Europe.

Whether these projections have any real significance, there is certainly no doubt that we're having some problems competitively.

Various reasons have been advanced for whatever loss of American competitiveness has taken place. Among them: (1) a comparative "decline" in American educational effectiveness; (2) the high price, competitively, of labor—at least in some key industries; (3) decline of the American pioneering entrepreneurial spirit; (4) decline of the American work ethic; (5) the adversary relationship between government and business; (6) the adversary relationship between labor and management, with the resultant lack of mutual commitment; (7) our emphasis on short-term profit at the expense of growth; (8) the comparative obsolescence of American plant capacity; (9) specialization in the U.S., leading to a relative immobility of labor from one part of a country to another, or one industry to another; (10) the sovereignty of self-interest over group-interest.

Is the situation hopeless? Should we throw in the towel? Of course not. The U.S. is still a huge and powerful economic force.



Dr. Larry Deckinger is an associate professor of marketing at St. John's University in New York and a consultant to Grey Advertising Inc. He formerly was senior vice president and general manager for international operations at Grey Advertising Inc. Deckinger joined the agency in 1956 as vice president in charge of media strategy and later was named vice president in charge of planning and development. He moved into the international operation in 1966.

The question is: How do we get it moving again?

The answer lies in a great U.S. "competitive edge"—the superior understanding and application of the power of advertising. Approximately \$120 billion is invested in advertising in the world. Just about half of that is expended in the U.S. That's a remarkable statistic for a nation with 5% of the world's population and 22% of its GNP. American marketers consistently invest about 2% of their gross national product in advertising. A figure more in the neighborhood of 1%, or less, is the rule in most countries.

The decline in American competitiveness happened in spite of the enormous advertising weapon at the command of American business. It was caused by unrelated factors. The decline had to do with comparatively distended labor costs, manufacturing inefficiencies and aging production facilities. Just imagine what might happen to the demand for American goods if American advertisers were not spending such large amounts.

Study any 100 random advertisements in the U.S. as opposed to any 100 random advertisements elsewhere in the world. You will find, on the average, more *sell* in American advertising. To a large extent, foreign advertisements are still written largely to entertain, not to sell.

To entertain and sell at the same time is

ideal. And some of the best commercials do that. But, the world's advertisers are not putting their precious profit dollars into advertising solely to entertain their audiences. Their purpose is to sell the merchandise. That's what the advertising is meant to do and that's what it has to do.

In the end, the successful advertising is that which sells. It was the Americans who first understood this; it is the Americans who still understand it best.

In past years, when business was slack manufacturing often tried to "save" the bottom line, if they could, by cutting back on advertising. Some still do; but not the more sophisticated advertisers. They have begun to appreciate that the time they can least afford to cut their advertising is when their business is slow. It is then that they are most vulnerable to the pressure of competitors and the loss of market share.

The U.S. has the world's greatest concentration of marketers who believe in and understand the power of advertising. This sheer power of American advertising is our great "competitive edge." It is the engine of the economy. We need to keep it going. We need to continue to appreciate what it can do. If we continue to maintain that competitive edge, we have a huge advantage over foreign marketers.

Of course, we can't long sell lemons. We can't sell cars if they don't work. We can't sell merchandise that's not competitively priced. If our labor costs are too high, we've got to bring them into line. If our manufacturing process has become inefficient, we need to streamline it.

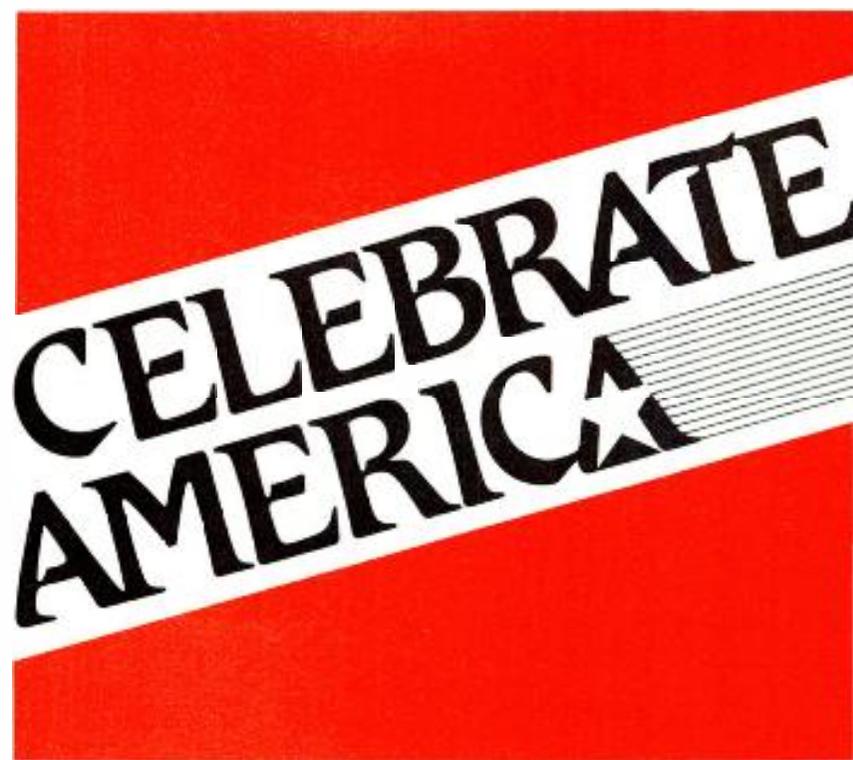
If we give ourselves the chance, we can excel in the world marketplace. We understand the power of advertising in selling, and we use that weapon well. To the extent that we can afford it, we would do well to increase our share of gross national product in advertising even above 2%, our per capita advertising even over our 1979 level of \$241.

Make no mistake, these figures are available to foreign merchants as they are to ours. And they will, in due course, step up their advertising weight as a proportion of GNP also. Those who see how well it works on their own merchandise here, and our abroad, will surely transfer the experience elsewhere. We need to stay ahead of them. We need to sharpen our tools. We need to make our selling efforts all the more effective.

The more of it we do, the better we do it. The more our "competitive edge" will assure that we will come out on top in any key marketing area in which we can develop anything close to parity. And, if we're not on top now, overall, then we will inevitably regain that lead.

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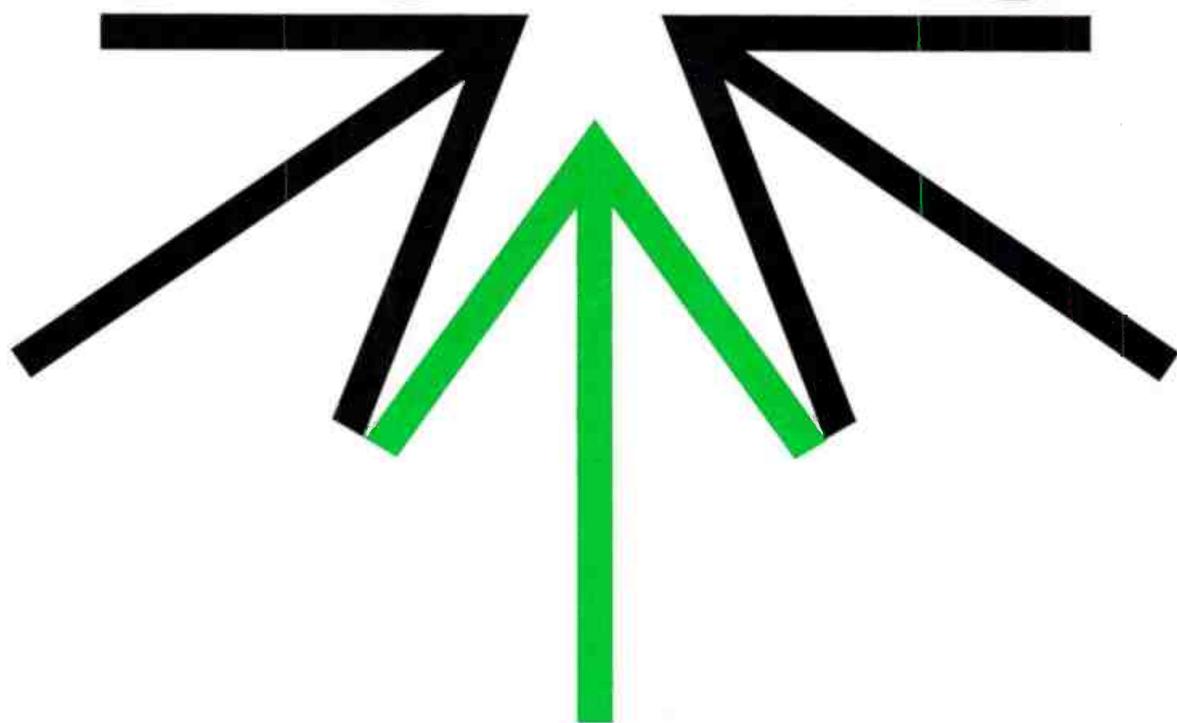


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*A Fund-raiser for the Democratic Party. Produced for the Democratic National Telethon. Governor John Y. Brown Jr., Chairman; Charles T. Manatt, President; Larry G. Townsend, Executive Vice-president. Warren G. Stitt, Executive Producer; Robert Precht, Producer; Bill Davis, Director; Jack Elliott, Music Director.*

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# Broadcasting May 23

Vol. 104 No. 21

TOP OF THE WEEK

## NAB wins big in the House...maybe

**Wirth retreats on spectrum fee but recaptures control of broadcast deregulation bill; 'quantification' becomes the new buzzword in Washington as battle begins to revolve around program quotas as price for legislative relief**

The broadcasting industry's strategy to bypass House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) scored its first success last week. "It's a victory in that Tim acknowledges that there are other ways to effectively deal with deregulation than a spectrum fee. And that is the first time we have seen any movement in that direction and we are certainly glad to see that," said Eddie Fritts, president of the National Association of Broadcasters, after he learned that Wirth had abandoned his effort to impose spectrum fees as the quid pro quo for deregulation.

Fritts's declaration came toward the close of one of Washington's more active weeks in legislative maneuvering. On Wednesday, May 18, Wirth had written to John Dingell (D-Mich.), chairman of the parent House Energy and Commerce Committee, saying that he would give up the spectrum fees and instead rely upon quantification of a public interest standard as the magic means of releasing broadcasters from comparative renewals and delivering other deregulatory considerations. He would, that is, if Dingell would allow Wirth to regain control of the process in his subcommittee—where Wirth

controls the votes—rather than having the NAB's bill surface in the full committee as an amendment to the FCC authorization. On Friday, Dingell, in a letter to Wirth, said it was OK to proceed in the subcommittee if quantification were understood to be the condition thereof. "Your commitment to moving legislation embodying quantification will undoubtedly be well received," Dingell said to Wirth.

Dingell had another condition as well: that the subcommittee complete its action on the bill by Oct. 31. Wirth is scheduled for a fast start toward meeting that deadline; he has set hearings to begin tomorrow (Tuesday) morning, with the NAB called among the first witnesses.

The Dingell letter also is seen as a clear indication that Wirth has regained control of his subcommittee. "I look forward to working with you and other members of the committee to develop broadcast reform legislation that serves the public interest. It is my expectation that we can achieve our shared goal and that, through our collective efforts, such legislation can be ready for full committee consideration by the end of October," he wrote.

For weeks the NAB and several key subcommittee members have been working on a serious broadcast deregulation package, minus a spectrum fee, over the strong protests of Wirth (BROADCASTING, May 9, 16). The NAB's attempt to "roll" Wirth on the issue (the NAB despises that term and denies that's what it had in mind) was considered high risk. The view within the NAB is that it has proved to have been a risk worth taking.

Although the battle over broadcast deregulation now returns to Wirth's subcommittee, and not to the more hospitable full committee, both the NAB officials and their subcommittee allies felt victorious. "Both of our goals were achieved. We've gotten movement on broadcast deregulation and we have gotten rid of the spectrum fee," said Representative Tom Tauke (R-Iowa), who has been instrumental in the movement against Wirth (see story page 33). He noted that there were some advantages in going back to the subcommittee. There was less chance for conflict, he said, and personal relationships among subcommittee members who must continue to work together would remain intact.

Still, the Iowa Republican has reservations about the move. "We just don't really know what the content of the legislation will be." But two other key players, Billy Tauzin (D-La.) and Thomas Luken (D-Ohio), were

reportedly satisfied with the turn of events.

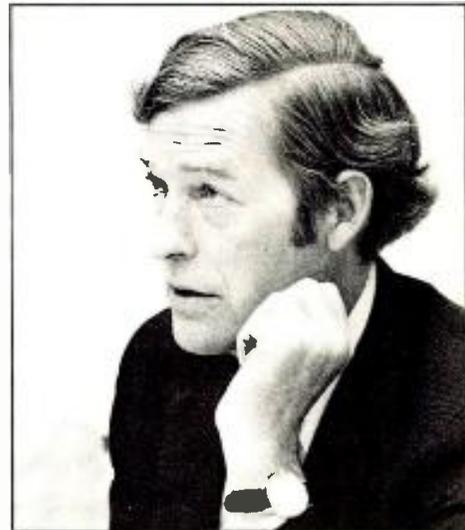
Fritts noted that although the issue goes back to the subcommittee the association continues to "work toward deregulation on all fronts. We will work with all players." A measure of the way things could go at the subcommittee level is indicated by the witness list for tomorrow: Fritts plus FCC Chairman Mark Fowler (who has favored a spectrum fee approach); Sis Kaplan, president of the National Radio Broadcasters Association (which also has been allied with fee proposals); Peggy Charren, president of Action for Children's Television; Pluria Marshall, chairman of the National Black Media Coalition; Henry Geller, director of the Washington Center for Public Policy Research and an early proponent of program quotas, and Karen Jaffe, communications specialist of the National Education Assn.

Fritts prefaced his comments on the deregulatory battle with a general disclaimer that the industry has anything other than the public's interest in mind. "We are not trying to change the face of this industry through a deregulation effort. Broadcasters have long served the public, and we're not proposing to abandon that concept. It's a concept that is deeply rooted in the service the American public receives, and we fully expect to keep providing that service as responsible broadcasters. So what we're talking about in deregulation is not a massive, total relaxation of any rules or regulations that would preclude the public from being served." Fritts said in an interview with BROADCASTING.

And even though the NAB feels it has



Fritts



Wirth

scored a major victory, Fritts said, it still has concerns. One of those concerns is that any deregulation legislation may be "loaded down with punitive amendments." He said the association also wants to insure the hearings lead to an expeditious treatment of legislation. Fritts also noted that the NAB continues to back the Tauke-Tauzin deregulation bill introduced earlier in the year, which, he said, now has over 100 co-sponsors.

(Fritts was not alone in being concerned about what would happen next. Said one Washington wag on Friday, contemplating the hearing tomorrow: "It looks like the NAB has lobbied its way into a paper bag.")

In his letter to Dingell, Wirth said he is willing to set aside his views on spectrum fees and is serious about moving broadcast deregulation quickly through his subcommittee. He does, however, intend to "pursue the approach of quantifying broadcaster programming responsibilities, in an effort to develop legislation while protecting the public's interest in the use of the spectrum." The first hearing will look into the development of a quantification standard, Wirth said, using a proposal put forth by Congressman Al Swift (D-Wash.). Swift has been working with the NAB on the deregulation package. Swift and Tauke have been among the principal figures at odds with Wirth and led the negotiations on the legislation. They are joined by Energy and Commerce Committee members Tauzin, Luken and James Broyhill (R-N.C.).

Attached to Wirth's letter to Dingell was another letter signed by eight members of his subcommittee, Mickey Leland (D-Tex.), Edward Markey (D-Mass.), John Bryant (D-Tex.), Jim Bates (D-Calif.), Cardiss Collins (D-Ill.), Henry Waxman (D-Calif.), Albert Gore (D-Tenn.) and James Scheuer (D-N.Y.), to Wirth asking that he bring the issue of broadcast deregulation back to the subcommittee. "We are concerned that we, as the subcommittee with the expertise on and jurisdiction over this industry, are being shut out of the process," they wrote.

Taken together, both letters are perceived as a victory for proponents of broadcast deregulation, one staff member said. "Wirth has admitted he's been a bad guy," said one.

Now broadcasters will have to wrestle with the issue of quantifying a public interest standard, a concept historically opposed by the industry. Fritts said that if the NAB has to abandon the package it has been working on, "it is unlikely we would find quantification acceptable." It was in the spirit of compromise, he said, that NAB discussed quantification. "We don't like it, but if it was part of a delicately balanced package, which could bring swift and sure deregulation to the broadcast industry, it is something we think the industry should consider."

Fritts also pointed out that the deal on the table never included a quantification of public interest standard for radio. It is in the debate over quantification, Fritts said, "that we will find out whether members of the subcommittee are genuinely interested in deregulation or whether they just want to put it back in a box and just let it sit there... Only as a part of a process where there is a lot of give and take, would we agree to quantifica-

tion in the limited forms that we are talking about."

The NAB president then went on to define that form as follows: "What we are talking about is having a rulemaking proceeding at the FCC, which would have to be concluded within 12 months. That rulemaking would determine what the minimum or maximum requirements might be. That rulemaking would be limited in scope and would not change the categories of service now being offered. We are still negotiating a maximum limit of what those could be. At the end of a year that rulemaking would be effective at the end of each station's next license term. So a station which had just been renewed for five years would not operate under the new guidelines until that renewal period was over. The commission would be instructed not to initiate a rulemaking proceeding prior to the end of five years after the first ruling. Then there could be a proceeding at the discretion of the commission, but the commission would have to take into account the competitive marketplace at that time. It would be up to the FCC's discretion at that time if they wanted to eliminate them." Fritts explained—indicating he thought that a

good possibility.

The issue of quantification will surely remain controversial. Dingell's letter indicates he thinks that broadcasters are committed to the quantification principal. "I am pleased," he wrote, "that key leaders in the broadcast industry have accepted the principle of quantification of a licensee's public interest programming responsibilities in return for elimination of comparative renewal and relaxation of certain other regulatory requirements. This is a significant forward step." The chairman also indicated that the FCC authorization bill—which includes a funding adjustment for the Corporation for Public Broadcasting—will now be presented to the full committee for its consideration.

Nonetheless, Fritts said, the NAB will work with Wirth, as it plans to pursue its push for broadcast deregulation. Fritts also announced, during a speech to Kentucky Broadcasters late last Friday, that the NAB has another plan in mind. "Today, we are calling on FCC Chairman Mark Fowler to expeditiously launch a rulemaking to deregulate television," Fritts stated. It was evident he and the NAB meant to keep the heat turned to high. □

## Rumbles of dissatisfaction

### NAB is taken to task by several major broadcast groups for not meeting needs

The spotlight has been turned on the National Association of Broadcasters by some of its own members who are questioning the association's ability to represent its diverse membership. Representatives of major station groups have scheduled a meeting in Washington June 9 to discuss their dissatisfaction. All station groups listed in the BROADCASTING-CABLECASTING YEARBOOK have been invited to attend.

It all started several weeks ago during an informal meeting in New York, where representatives from half a dozen large group owners (Group W, Outlet Co., and Post-Newsweek Stations, were among those represented) concluded that their needs may not be "properly projected" by the NAB, as one group executive said last week. Principal organizers of the Washington meeting are David Henderson, president of Outlet's broadcasting division, and Joel Chaseman, president, Post-Newsweek Stations. Henderson insisted last week that "in no way are we trying to undermine the NAB," but he said the major groups feel left out in Washington representation. "Our needs are not being put to the people, to the Congress or to the FCC," said Henderson. Television is characterized in Washington by the presence of the networks, he said. Those who have called the Washington meeting want to discuss ways to insure that the groups' "message is delivered unfettered," said Henderson.

The movement is growing. Originally the organizers expected about 20 TV executives to attend. By the end of last week they had

revised their count to about 60.

Henderson repeatedly emphasized that he is not anti-NAB. He said that the "fault lies somewhere with us too. We don't pay enough attention and we haven't gotten on airplanes enough and gone to Washington." But he said he was undecided whether Outlet's five television stations would retain their NAB memberships.

What really "galvanized" the movement, Henderson explained, "was the mismanagement of the NAB's TV trends study." An audience study commissioned by the NAB turned up some viewer disenchantment. The presentation of partial results at the NAB convention last month precipitated considerable criticism among NAB members (BROADCASTING, May 2). Henderson also noted that the FCC's decision not to accord teletext must-carry status on cable was another setback in Washington. "The vertical blanking interval decision went down without a whimper," he said. "We are losing, and we've been losing," Henderson said, adding that even some NAB TV board members representing large groups are concerned about NAB representation. James Sefer, senior vice president of operations, Cosmos Broadcasting, was also absent from the New York meeting, but he is concerned about the NAB's current push for broadcast deregulation in the House. He wondered if "in their anxiety to prove what wonderful lobbyists they are, they may have bitten an animal that is going to bite back." William Moll, president, Broadcasting Entertainment, Harte-Hanks Television Group, will attend the June meeting. But, he said, "I don't think it is healthy to undercut NAB." He wants to hear what his colleagues say. □

# The story behind the Tauke-Tauzin bill

**Or how the chairman of the House Telecommunications Subcommittee was given a run for his money over broadcast deregulation legislation by a junior member**

A relatively junior member of the House of Representatives—and one who sits on the minority side, at that—would not normally be regarded as a safe bet to outflank a powerful subcommittee chairman. But if that young member catches a prevailing political wind, he or she just might do it. Representative Tom Tauke (R-Iowa), who is 32 years old and in his third term as a congressman, last week seemed on the verge of demonstrating just that. He and his Democratic partner on the issue—W.J. (Billy) Tauzin, of Louisiana—appeared to have forced Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, to back down on the one issue—spectrum fee payments—that was blocking action on broadcast deregulation in the House.

The Tauke-Tauzin bill to deregulate radio and television was given little chance of success when it was introduced early in the new Congress. A rerun of the bill then-Congressman James M. Collins (R-Tex.) had introduced in the 97th Congress, it would codify the deregulation of radio that the FCC has written into its rules, extend it to television and protect broadcasters against challenges for their licenses at renewal time. For Wirth, however, the price he would exact for deregulation was a spectrum fee; the revenue would be used to help subsidize public broadcasting and the kind of public affairs programming commercial broadcasters would not be required to offer. That was a price the National Association of Broadcasters thought unfair, and one at which it balked. But with Wirth's letter to Representative John Dingell (D-Mich.), chairman of the parent Commerce Committee, agreeing to "set aside" the spectrum fee issue, the way appeared clear for speedy subcommittee action on new legislation that would owe its parentage to Tauke, Tauzin, Al Swift (D-Wash.) and perhaps some others.

Tauke recalled that the Collins bill had attracted considerable support in the 96th Congress. A majority of the Commerce Committee—including Tauke—supported the bill, and hearings were held on it. But because the subcommittee was bogged down with consideration of a massive common carrier bill, it was unable to move on broadcast deregulation. (It was unable to pass a common carrier measure either, for that matter.)

Meanwhile, the Senate was acting. It passed a radio deregulation bill by an overwhelming vote in the 96th Congress and again early in the 97th. Tauke thought the measure (S. 55) had "substantial merit," but that the old Collins bill was preferable, since it applied to television as well. "So Billy and I introduced it, and began the process of collecting co-sponsors," Tauke said. As of last week, over 100 House members had

signed on. The measure, clearly, was popular.

But when the Telecommunications Subcommittee was formed, it seemed to Tauke to resemble more an instrument to do Wirth's bidding than to reflect the composition of the full committee. Because of the changed composition of the House membership, there were fewer Republicans on the Subcommittee than in the previous Congress. Even among returning Democrats there were changes. Tauzin, who remains on the parent Commerce Committee, for instance, was denied another term on the Wirth panel.

Attention on broadcast deregulation in the House was focused on Wirth's efforts. He was negotiating with representatives of the National Association of Broadcasters and the Senate Commerce Committee on his approach. It was limited to radio but looked to the repeal of the fairness doctrine and the



Tauke

equal time law in all but the smallest markets. The NAB, however, felt such a sweetener was not sufficient to make it swallow the spectrum fee that would be included.

The decision to try to attach the Tauke-Tauzin bill as an amendment to the FCC authorization measure provides an example of how the media can influence as well as report events. On April 27, the day before the subcommittee was to mark up the FCC authorization bill, Tauke received a telephone call "from someone in the media" who said Wirth's talks on a deregulation package had broken down and asked whether he, Tauke, would attempt to attach the deregulation measure to the authorization bill. That, Tauke said, sounded like a good idea.

But, Tauke said, "the last thing we wanted to do was to broadside anyone. One option would have been to spring it [the amendment ploy] in committee. We didn't want to do that. Our desire was to tell all the parties, 'This is what we are thinking of doing.'" So they talked to representatives of the NAB—

its support was essential, Tauke said—to Commerce Committee Chairman Dingell and to Wirth (but not until several days later; he proved hard to reach).

Wirth's letter to Dingell indicates the subcommittee chairman agrees the political winds are blowing against him. Tauke says the head count he and Tauzin made of the Commerce Committee membership on the issue showed half of the 42 members support the amendment. And while some of the 21 favoring deregulation might be reluctant to support the bill as an amendment to the authorization bill rather than as a bill on which hearings were held, the balance appeared to start shifting to the Tauke-Tauzin side when the congressmen began courting Dingell. For that led to Representative Swift, an important ally.

"To be successful, we needed at least the cooperation if not the support of the committee chairman," Tauke said. "He calls up the legislation. He would make the argument for the bill in the Rules Committee. And he appoints conferees for any Senate-House conference on the bill. So if Dingell opposed the bill, it would be a 'futile effort'—then he paused. That was an 'overstatement.'" Rather, "it would be a most difficult effort, and we wanted his cooperation if not his support."

And Dingell, according to Tauke, said he could not support the deregulation bill. "He had concerns about the public interest obligation of the broadcaster." But Tauke and Tauzin were also talking to Swift, another member of the subcommittee, who in the 96th Congress and in the present one had introduced bills to quantify the public interest standard in terms of nonentertainment programming. "We talked to him about our legislation and his, and how we might put the two together," Tauke said. He has reservations about reducing the public interest standard to percentages of programming; markets and the stations in them differ markedly, he feels. Still, the move to Swift was critical.

The success Tauke and Tauzin have had in shaking the deregulation issue loose and putting it on track in the House is bound to win them the appreciation of broadcasters back home. Tauke says "a number of broadcasters" in his district are interested in the issue—"it affects their business"—and have discussed it with him.

Yet, two and a half years ago, when he joined the subcommittee, he was not enthusiastic about the prospect of service on it. It had been the only subcommittee left when it came time for him to make his third selection. But after immersing himself in the issues, he found he was interested in them.

And in the current Congress, he saw broadcasting issues as requiring attention. Deregulation was a case in point. Congressman Collins was not returning; he had failed in a bid to win a Senate seat. No one else was moving on the issue. Tauke said: "I decided someone should take the initiative and put the issue on the table."

That he and Tauzin did. □

## Warner Amex to charge for MTV, put spots on Nickelodeon

**Cable operators will have to pay for music channel, at price still to be set; children's service will begin offering local avails starting in fall**

Warner Amex Satellite Entertainment Co., which produces and distributes the Movie Channel, Nickelodeon (a children's channel) and MTV: Music Television to cable affiliates around the country, announced last week that it would impose a fee on cable operators carrying MTV and that Nickelodeon would begin carrying commercials as early as next fall. The new fee structure applies only to contracts with cable systems signed after May 18. The notice came during the same week that the co-owned Warner Amex Cable Communications said it would lay off more than 50 employees in an effort to stem the tide of profit losses that totaled \$46.6 million in 1982 (see story, page 70).

Currently, WASEC charges cable operators between 10 cents and 15 cents per subscriber for the Nickelodeon service, depending on the number of subscribers delivered. A WASEC spokesman said the fee for MTV would "be in line with" fees charged by other cable program distributors, usually not more than 20 cents per subscriber. WASEC will charge the same fee for both services, meaning that when the exact fee for MTV is determined, the current Nickelodeon fee will be raised or lowered accordingly.

The announcement that Nickelodeon would begin running commercials should

not come as a total surprise. The service currently has two underwriters—Quaker Oats and M&M Mars—which provide funding for various programs scattered through the network's 13-hour daily schedule. MTV now carries commercial spots sponsored by 180 national advertisers promoting about 200 products. MTV, a 24-hour service, carries a total of eight minutes of commercials per hour, with two minutes allocated to the local cable operator and six minutes reserved for national spots.

The commercial spots that are to begin on Nickelodeon in the fall will consist entirely of availabilities made to local cable operators—about 13 minutes a day, or one minute per hour. National spots on the children's channel will not begin until January 1984 and it is yet to be determined how many minutes of national time will be available. A WASEC spokesman said however, that individual programs would not be interrupted with commercials. A rate card has not yet been developed for Nickelodeon spots.

WASEC is now developing a list of standards that advertisers would have to abide by. The spokesman said that groups such as Action for Children's Television, headed by Peggy Charren, would be asked to help develop those standards.

Charren told BROADCASTING last week that she was not pleased with WASEC's decision to put commercials on Nickelodeon. She said that commercials will make the Nickelodeon programming "just as bad as children's programs" on broadcast televi-

sion, and that media that advertise to children less than 5 years old [the group at which Nickelodeon's morning program block, *Pinwheel*, is directed] "are taking advantage of our young people." Nevertheless, Nickelodeon is scheduled to receive four AC awards for quality children's programming in June.

## STC's pre-emptive DBS move

Comsat's Satellite Television Corp. announced last Friday it will jump into the satellite broadcasting business in the fall of 1984 by offering a five-channel pay service in the Northeast. Using five medium-power (20 watt) transponders on Satellite Business Systems' SBS IV, STC plans to beam the service to the 25 million television home (and five million uncabled) homes in an area bounded roughly by Pittsburgh in the west, Norfolk, Va., in the south, and Burlington Vt., in the north.

The service will permit STC to crack whatever direct broadcast satellite market there is prior to the launch of its full-power nationwide service in 1986. STC also will reconfigure its full-power system to increase the number of channels from three to six.

STC's entry into the medium-power DBS business puts it in direct competition with United Satellite Communications Inc., which plans to provide a five-channel service in the Northeast, and Inter-American Satellite Television, which plans to offer nationwide five-channel service.

According to STC, its medium-power service is distinguished from the others by the dish size required. STC President Richard Bodman said at an informal press conference that STC's medium-power service would use the same two-foot or two-and-a-half-foot dishes as the full-power service. Dishes that small, he said, can be installed easily and safely on most rooftops. The STC medium-power service can be received on two-foot dishes, Bodman said, because all the power of the SBS IV transponders will be focused on a relatively small area. By contrast, IAS is using similar transponders on SBS III, but their power is spread out over the country.

The key to STC entry into the medium-power business, Bodman said, is the availability of broadband home receivers that can tune into the fixed satellite frequencies that will be used for the medium-power service as well as the slightly higher DBS frequencies used for full-power service.

Although STC will have to re-aim dishes when subscribers begin migrating from one service to the other, he said, it will "not face the high cost of replacing equipment."

For the full-power service, STC had originally proposed to launch four operational satellites, each equipped with three 200-watt transponders to deliver three channels of service to a single time zone. To double the number of channels, STC now plans to locate two satellites in one orbital slot and spread out the signals of the six transponder to cover half the country rather than a quarter of it.

**Who they are.** The latest unofficial FCC count on competing applications for the 13 RKO General Inc. stations is 166 (BROADCASTING, May 16). According to that list, most parties either applied for one market or just a handful. Three parties—Cozzin Communication Corp., South Jersey Radio Inc. and Stephen E. Powell—applied for all. The applications were scattered more or less evenly among most of the stations. But WGMS-FM Washington drew the most (22); WQBQ(AM) Memphis drew the fewest (six).

Cozzin Communication, which also is an applicant for about 20 low-power television stations, is 49% owned by Joseph T. Zingale, Gate Mills, Ohio; comedian Bill Cosby owns the rest.

South Jersey Radio is owned by The Green Group, which is co-owned by Howard L. Green and Donald M. Simmons. The Green Group owns WJGM(FM) Atlantic City, WOND(AM) Pleasantville and 50% of WAAT(TV) Wildwood, all New Jersey.

Stephen E. Powell, Jackson, N.H., is also 45% owner of New England Broadcasting Inc., an applicant for a new FM in Berlin, N.H. According to the list, First City Communications Inc. applied for everything except WQBQ-TV Memphis. It is 85% owned by First City Properties Inc. Chester C. Davenport, Silver Spring, Md., is president and 28% owner of First City Properties.

Through limited partnership participation, several parties hold interests in applications for the lion's share of the markets. For example, Wylie H. Whisonant Jr., Wyckoff, N.J., holds at least a 19% limited partnership interest in applications for 11 markets (all but WFYR(FM) Chicago and WQBQ-TV Memphis). Whisonant is 100% owner of Channel 12 Associates Inc., which holds a 5% general partnership interest in Medford Channel 12 Limited Partnership, which owns 20% of the stock of Sunshine Television Inc., permittee of channel 12, Medford, Ore. Russell H. Long also holds at least 19% limited partnership interests in the same 11 stations. He's 100% owner of Long Broadcasting Systems Inc., an applicant for a new TV (channel 11) at South Charleston, W. Va.

Veteran broadcaster R. Peter Straus, owner of WMCA(AM) New York and WFTR(AM)-WIXV(FM) Front Royal, Va., threw his hat into the ring for both WGMS(AM) Bethesda, Md., and WGMS-FM Washington, under the name of Washington's Good Music Station Inc. Straus and his wife, Ellen, each own 32% of Washington's Good Music; Vernon E. Jordan, former head of the National Urban League, owns 8% and seven others each own 4%.

## The first is last

**The last network to hold its affiliates meeting (CBS), is the first in prime time ratings, a fact that will be a topic of discussion in Los Angeles along with CBS's decision to accept split 30's**

Ask any CBS affiliate what is uppermost in his or her mind while heading for this week's annual meeting in Los Angeles and the answer, almost invariably, will be "piggyback commercials." Other than that, the network, which took first place in the prime time ratings for the fourth consecutive year and has gained significant ratings ground in its daytime and early morning news programming, appears destined for a glowing report card from its affiliates this year.

Representatives from more than 200 affiliated stations are expected to attend this week's CBS affiliates convention, which opened today (May 23) Monday at the Century Plaza hotel and extends through Wednesday. Issues of concern, in addition to that of the network's recently announced decision to experiment with split 30-second spots that promote dissimilar products, include what some affiliates see as continued weakness in network lead-ins to local, late-evening newscasts and concern about two major libel suits pending against CBS News.

CBS's decision to try split 30-second commercials was made "without a lot of thought," said Jim Babb, executive vice president, WBTV-TV, Charlotte, N.C., who is immediate past chairman of the CBS affiliates advisory board. Some affiliates, concerned about increased clutter and stepped-up competition to national spot advertising, are threatening to pre-empt the new commercials, he said.

James Rosenfield, executive vice president, CBS/Broadcast Group, believes many affiliates don't understand the change in the network's commercial policy. "We've been carrying integrated 30's for years," he said. CBS will show its affiliates examples of the kinds of commercials it is considering in an attempt to allay their concerns.

Rosenfield also believes CBS has a "strong story" on its ratings for its late-evening news lead-ins, which will be presented to affiliates, along with reports on rating gains in other dayparts.

CBS Television Network President Tony Malara expects the tenor of this year's affiliate convention to be "extremely positive." A libel suit against CBS News by General William Westmoreland is not a major issue among affiliates as it was a year ago, he said. And the other issue that brought considerable dissent to last year's convention—a CBS proposal to expand its early evening

news—has long been dropped by the network.

Last year, CBS promised increases in the ratings for its early morning and evening newscasts and in its daytime programming, said Malara. This year, it can demonstrate that performance followed those promises.

In addition to screening its fall prime time lineup and announcing changes in its Saturday morning program schedule, CBS will update its affiliates on Extravision, its national teletext operation that recently went on the air, and its plans to switch the network to satellite distribution.

The network will also discuss plans for fighting a recent decision by the FCC to refrain from applying its must-carry rules to teletext signals transmitted by broadcasters, said Malara. CBS affiliates recently informed their network they plan to follow its lead and file a petition for reconsideration on the issue at the FCC. □

## S. 66 takes a hiatus

**Senate puts off debate and vote on cable deregulation bill until middle of next month**

The Senate's cable deregulation bill, S.66, came to a screeching halt last week when the legislators agreed to postpone debating the measure until June 13 and not vote on it until June 14. The agreement was reached only minutes before the bill was scheduled to go to the Senate floor when a coalition of Democrats, led by Senators Daniel Patrick Moynihan (N.Y.), Howard Metzenbaum (Ohio) and Frank Lautenberg (N.J.), threatened to filibuster unless the debate was delayed.

Nonetheless, proponents of the measure remain confident that S.66 will eventually make it to the Senate floor. Commerce Committee staff members who drafted the legislation argue that the measure is still very much alive and feel "now the bill will come to a vote." Still others view the delay as a resounding victory for AT&T and the cities opposed to the measure. The postponement, one industry spokesman said, "gives AT&T a lot more time."

The National Cable Television Association stated its disappointment but also remained encouraged. "We are obviously disappointed that a handful of senators was able to prevent the majority of the Senate from working its will on S.66. This kind of procedural ploy works only once, however, and a Senate vote is now firmly scheduled for June 14. We remain confident that the Senate will pass S.66 at that time," said NCTA President Thomas Wheeler.

Wheeler attributed the delay to the lobbying efforts of AT&T and dissident members of the National League of Cities. They have fought the bill since it was reported out of the Senate Commerce Committee, 15 to 2 (BROADCASTING, May 16). "Wednesday's delaying action was orchestrated by AT&T and a group of dissident cities. This strange alliance seeks to change common carrier policy via the cable bill and to permit the

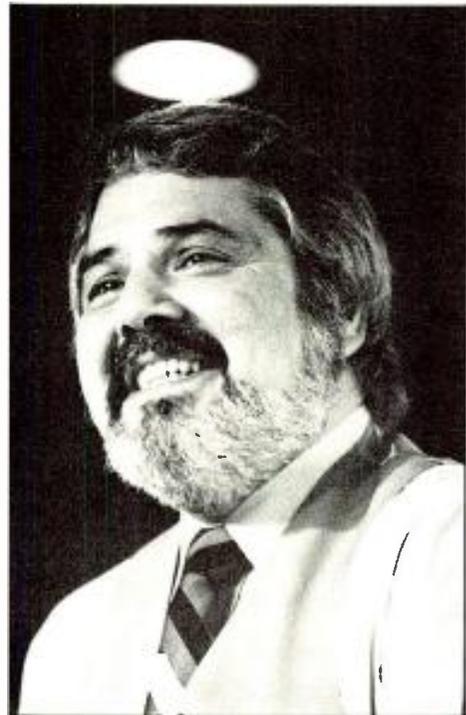
unchecked growth of new local cable regulatory bureaucracies," Wheeler charged.

Wheeler also claimed that amendments proposed by Commerce Committee Chairman Bob Packwood (R-Ore.), and Senators Barry Goldwater (R-Ariz.), the bill's author, and Ernest Hollings (D-S.C.), ranking minority member, "address and solve the legitimate concerns of AT&T and local governments. The continued opposition of these two groups must be seen for what it really is—anticonsumer and anticompetition."

Packwood, Goldwater and Hollings have drafted an amendment that is intended to address AT&T concerns. AT&T, during the bill's markup, asked the committee to provide equal regulation for cable and telephone companies that provide similar services. Bell operating companies complained that S.66 permits cable companies to provide common carrier services, such as data and voice transmissions, without state or federal regulation, with which telephone companies must operate. The amendment deals with that problem, but not in a way to AT&T's liking.

The senators' amendment would offer no immediate deregulatory relief for the BOC's. It would allow deregulation of telephone companies providing local data services when there is "genuine competition." The amendment, however, permits the telephone companies, if they believe such competition exists today, to petition for deregulation after the bill becomes law. The amendment would also permit states to require cable operators to file an "informational tariff" when they provide local data services.

Soon after AT&T began lobbying against the bill, the National Association of Regulatory Commissioners entered the legislative picture. They want to maintain their authority to regulate data and voice transmission services and insure that basic telephone rates won't increase and that universal service is not jeopardized due to competition from cable. Since then both groups along with the Bell operating companies have enlisted the



CBS-TV's Malara

support of Senator James Abdnor (R-S.D.) who has drafted two amendments and is prepared to offer them in June. One of the amendments would alter the bill's definition of basic telephone service, rendering the deregulation awarded to cable in the bill, invalid. Abdnor's other amendment would "insure that all providers of telecommunications services share in the obligation of providing universal service."

A host of amendments also under consideration represent the concerns of the dissident faction of NLC members and the U.S. Conference of Mayors. They drew up their list of amendments two weeks ago (BROADCASTING, May 16.) Regulators and mayors from some of the larger cities, including New York, Philadelphia, Pittsburgh, Milwaukee, St. Paul and Dallas, are leading the fight, and have been working doggedly to gain support for their cause.

They oppose the measure because it would curtail state and local authority to regulate cable television. The measure also grants cable systems full control over the rates they charge subscribers for basic service in large markets, calls for timely consideration of a cable system's renewal application and establishes a renewal test that prevents cities from arbitrarily refusing franchise renewal.

Among the senators who sympathize with the dissident cities are Lautenberg and Alan Dixon (D-Ill.). Lautenberg, an aide said, was prepared to offer amendments. The aide noted that the senator is working with others to iron out their differences. Basically, Lautenberg would amend the bill to place the burden of proof on the cable operator to show why the renewal should be granted. Lautenberg is also concerned about the bill's provision that would prohibit competing franchise applicants.

Like Lautenberg, Dixon intends to offer amendments that would delete the bill's automatic presumption of renewal and shift the burden to the cable companies. Dixon would also like to alter the bill to provide for competing applicants. A Dixon aide said the senator would delete the provision that grants automatic rate increases to cable operators. Dixon also supports Abdnor's amendments.

Neither Moynihan nor Metzbaum has any amendments prepared, but they continue to examine the legislation. Their concerns appear to be a mixture of the interests of the phone company and the cities. Senators Carl Levin (D-Mich.), William Proxmire (D-Wis.), Rudy Boschwitz (R-Minn.) and Mark Andrews (R-N.D.), are also keeping an eye on the measure and could figure in the debate later.

The NLC, which is experiencing a revolt among its ranks, still backs the measure but is remaining on the sidelines. Two weeks ago NLC raised some objections to the bill's renewal provision, charging that it may violate antitrust laws because it bars cities from considering competing applicants. The Senate Judiciary Committee scheduled a hearing on the issue, however, the matter was later resolved. Language on competing applicants was removed from the bill. □



**Greenbrier goes on.** Meeting for their annual gathering at West Virginia's Greenbrier resort, the members of the American Association of Advertising Agencies presented an award to the group's executive vice president, Harry Paster, for his 35 years of service. Shown above are, from left: Paul Harper, newly elected chairman; Paster, and John Bowen, outgoing chairman.

Below, some members of CBS News flew into White Sulphur Springs Thursday morning to share their views with the 4As on the 1984 Presidential campaign. From left: CBS News President Var Gordon Sauter, correspondents Bruce Morton, Jane Bryant Quinn, Diane Sawyer and Lesley Stahl.

But comments were not limited to observations of the political scene. When asked by a 4A member if TV commercials trivialized or compromised TV news, Sauter replied: "TV news has been a part of our lives for more than three decades, and I think our viewers are very sophisticated about it as they are very sophisticated about commercials. They understand the relationship between the two. I don't think that transition from the body counts in El Salvador to the commercial diminishes either the story or the commercial. I think that... it's taken for granted and it's part of the totality of the TV process."



## Somber mood at the Greenbrier

**At 4A's annual meeting, talk turns to lower profit margins and need to improve public's perception of advertising**

Eight hundred and three members and their guests from 570 advertising agencies gathered in White Sulphur Springs, W. Va., at the Greenbrier resort last week for the 65th annual meeting of the American Association of Advertising Agencies. Although the setting was pastoral, the news was hardly idyllic. Harry Paster, 4A's executive vice president, reported that profit margins for 4A's member agencies in 1982 sank to 3.4%, the lowest average net profit in the last 10 years.

Despite most agencies reporting an increase in billings and gross income, "Costs increased at a faster rate than income," Paster said. "I'm sure I don't have to tell you what the cost pressures are in the agency business today," he continued, "when clients are having problems, agencies are having problems, and costs rise even faster than billings and gross income."

The forecast for 1983 does not look much brighter, Paster said. Among 30 of the largest agencies polled last January, 43% predicted their profit margin for 1983 would be down compared to 1982, while 37% reported profit margin would rise, and 20% said it would stay flat. In billings, fully 87% predicted there would be an increase, against 10% that estimated billings would stay even, and 3% that foresee a decline. However, recent signs of economic recovery may change these estimates, Paster said. "If we conducted the study today, I think we'd report better numbers—but I'm just not sure."

The public image—or rather the public's perception and understanding—of the advertising business was again on the minds of agency heads. John S. Bowen, president of Benton & Bowles Inc., New York, and outgoing chairman of the 4A's (see box, below), gave a call to arms on behalf of the advertising business to change its image in the public's eye. "Perhaps you feel as I that this is a better business, a more important, contributing business, to our society than it is given credit for," he said. Bowen said the association's efforts to beef up its Washington lobbying effort so that "the Federal Trade Commission, The Food and Drug Administration and the FCC have become more knowledgeable about advertising and our basic social responsibility... have helped to improve the regulatory climate for advertising in Washington."

Bowen said that the advertising business has shown the world that, through the National Advertising Review Board, it can regulate and police itself adequately. The

**Changing guard.** The rotation of the 4A's chairmanship became official last week with the election of new officers and directors. Replacing the outgoing chairman, John S. Bowen, is the current vice chairman, Paul C. Harper Jr., Needham, Harper & Steers Inc., New York. Elected to the vice chairmanship is John O'Toole, Foote Cone & Belding, New York. Leonard S. Matthews, 4A's president, whose five-year contract expires this December, was offered, and accepted, another five-year term.

AAA's next major project. Bowen explained, is to improve the public's attitude toward advertising and its role in the economy. To that end, the 4A's board of directors passed a resolution last February committing the organization "to this priority need." The board also designated the responsibility of the project to the office of the vice chairman—which this year is held by John O'Toole, chairman of Foote, Cone & Belding, New York. Besides the mandate, and designating the office to carry it out, the 4A's also appointed a permanent standing committee to lay out the strategy. The committee will be headed by Keith Reinhard, chairman of Needham, Harper & Steers U.S.A. Inc., who will be joined by Burt Manning, vice chairman of J. Walter Thompson Co.; Harold Burson, chairman of Burson Marsteller; Alex Croll, president of Young & Rubicam, and Jay Chiat, president of Chiat/Day.

Bowen proposed a five-point plan as a strategy for the project. The first point he recommended was to improve advertising product, because "the more people find our advertising informative, credible and entertaining, the more favorably they will feel about the advertising industry." To measure informativeness, credibility and entertainment, Bowen proposed using 13 questions adapted from the 4A's study titled "Advertising and Consumers: New Perspectives." The 13 questions would be attached to copy research to measure how strongly consumers agree or disagree with the advertisement, Bowen explained.

Bowen's second point was to launch "an aggressive campaign to set the record straight about the advertising business, how it is practiced and who the professionals really are."

Third, Bowen pointed out, the advertising industry needs an eloquent spokesman to drive home the facts of the business. Bowen said a spokesman is needed who can "make lukewarm-to-hostile audiences listen and absorb positive facts about advertising and who is willing and able to take on our media critics and bring facts and reality to their often superficial and oversimplified portrayal of our business."

As a fourth point, Bowen suggested the job of coordinating all the above be assigned to an outside public relations firm.

His fifth and concluding point was to establish a tracking study to keep tabs on its progress.

Bowen noted that the campaign to upgrade advertising's image began with a speech given at last year's 4A's annual meeting by Don Johnston, president and chief executive officer, JWT Group, and, at that time, chairman of the 4A's. "There have been several beginnings before Don's that petered out," Bowen observed, "but his beginning didn't peter out this year. I think 4A's is moving in several ways toward the goal you want reached."

While Bowen was emphasizing the need to change the image in the public's eye of the advertising business, 4A's President Leonard S. Matthews stressed the need for "a crusade for credibility in advertising." Matthews noted that many agency creative leaders compare advertising product in this country

unfavorably to product in the United Kingdom or Europe. "I share their view that the creative level in many agencies could stand some improvement," he said.

Matthews observed that by improving the credibility level of advertising, the public's image of the business would get a free ride. "The fact remains that the reality must match the public relations if we are to achieve real long-term improvement." To bolster the "credibility-consciousness" of the creative people in the business, Matthews suggested a "credibility credo" be written and disseminated among the 55,000 4A's rank and file.

Although the 4A's adopted a Creative Code in 1962, Matthews said, "by the time the lawyers got through with it, it was too long, too complicated and thus easy to forget." Matthews said it must be shorter, able to be read at a glance and easy to remember. "We've got to take a shot at raising the ethical level of our product and to keep on trying if we are to protect ourselves against the next wave of consumerism, which I think is bound to come at some point," he concluded. □

## Broadcast stocks follow CBS dip

### Issues drop after network announcement of soft sales and hiring freeze; most return to old levels by week's end

Leading broadcast stocks took a tumble on Wall Street last week, with CBS leading the dive, in the wake of CBS's disclosure that soft TV sales had forced it to impose a freeze on hiring in its broadcast division ("Closed Circuit," May 16).

CBS share prices dropped \$3.75, to close at \$71.75 on Friday (May 13), the day of the disclosure, while ABC stock fell \$1.50 to end the day at \$66.50, and Metromedia, the New York Stock Exchange's highest priced shares, fell \$8, to \$532. But the broad decline in broadcast issues came last Monday, when any investor concerns about broadcast stocks were compounded by a downtrend in the market generally.

That day, few broadcast issues escaped unscathed. CBS shares fell another \$2.50, closing at \$69.25. ABC was down another \$2.125, to \$63.125. Capital Cities Communications, which had posted a \$1.75 gain on Friday, lost it all and then some, down \$3 for the day to close at \$144. Cox Communications, which had picked up 25 cents on Friday, gave it back on Monday, closing at \$48.875. Metromedia was down another \$20, to \$512. Storer was off \$1.25, to \$28.25. Taft lost 35 cents, to \$52.50, and LIN, after a 50-cent gain on Friday, gave back half of that on Monday.

Among Monday's few broadcast winners were Gross Telecasting, which closed unchanged at \$56.50, and Outlet Co., which had lost nothing on Friday and added 12 1/2 cents on Monday to reach \$41.125.

In line with general market trends, broadcast issues tended to hold steady or move up moderately on Tuesday and Wednesday, in most cases back to about where they were at the preceding Friday's close. CBS was back to \$72 by midweek but ABC was still \$1.875 shy of its Friday mark. Capcities was \$2.50 short and Metromedia was \$12 off.

Wall Street specialists interpreted the Monday declines in two not necessarily contradictory ways. They saw the broadcast weakness as reflecting some reappraisal of the field, particularly by institutional investors, as a result of the CBS announcement, with additional price pressure coming from Monday's general market decline. Some also felt that although it may have been

touched off by the CBS action, "some correction in broadcast stock prices was overdue anyway," as one analyst put it.

Those holding to the correction theory reasoned that broadcast stocks have been good performers during the recession and, continuing the up trend, have been selling at price/earnings multiples far higher than stocks generally.

"What people forget," said Tony Hoffman of Cralin & Co., "is that if a stock does well in a recession it has no 'trough' to come out of when the recession is over." People expect it to "recover," along with poorly performing recession stocks, when in fact it has "nothing to recover from."

What forced CBS to impose its hiring freeze, according to its own internal announcement, were "indications of softer than anticipated sales in the second and early third quarters." What this meant, CBS officials explained, was that they had expected the general economy to be much stronger by now and accordingly had held back inventory for sale at the higher prices they had thought they could get at this time.

"If they had been right," Hoffman observed, "they would have been heroes."

Instead, with demand weakening, they wound up with a lot of unsold time on their hands, and instead of being able to raise prices on it, were forced to cut prices.

James Rosenfield, executive vice president of the CBS/Broadcast Group, said all three networks had been buffeted in a soft scatter market but that "we were getting clobbered more than the others" and did indeed cut prices.

He wouldn't say by how much the prices were slashed. But he said last Thursday that the inventory problem "is about solved now," adding that inventory tends to move when prices are reduced enough. Some sources estimated the cuts averaged about 15% below what CBS had expected to get.

Others attributed CBS's problem to its new policy of not giving advertisers demographic guarantees on their buys. CBS sources concede they probably lost some sales because of this policy, but generally they insist it was not a major contributor to their inventory dilemma.

That, they say, came about primarily because, mistakenly believing the economic recovery would be well under way by now, they set their sights too high.

Some close observers reached the same

## Rockefeller opposes ads on public TV

**A month before conclusion of ad experiment, CPB chairman says that approach is not answer to funding problems; she also comes out against spectrum fee proposals**

The 18-month experiment in on-air advertising in which nine public television stations are participating continues until June. But the chairman of the Corporation for Public Broadcasting, Sharon Rockefeller, does not have to wait until next month to express her views on advertising on television. She "absolutely" opposes it, "as it will inescapably change the nature and character" of the programs public television airs.

Rockefeller, in an appearance before the Federal Communications Bar Association, in Washington, on Thursday, reported that



Rockefeller

"preliminary results" of the experiment show that the advertising has generated money for the stations and that "viewer reaction" has been less than anticipated. But she said her objection is based on principle.

Advertising on public television, she said, "would introduce a new economic consideration into programing decisions that is completely inconsistent with our only reason for being. We desperately need money, but not from advertising."

Rockefeller noted that federal funds were cut 25% this year—that the money appropriated by Congress decreased from \$172 million in 1982 to \$130 million in the fiscal year that will begin in October. And the reduction in federal funds makes it more difficult for the public broadcasting system to obtain funds from other sources: "CPB dollars are the seed money which have the classic multiplier effect."

conclusion, but by a somewhat different path. They reasoned that CBS Inc. Chairman and President Thomas H. Wyman, wanting to make 1983 a major turnaround year for CBS, had set goals that were "very large—huge goals," one said. In this line of speculation, the broadcast division—which accounts for 53% of CBS revenues and 87% of operating profits—was given goals so high that its leaders may have responded by raising their own projections to unrealistic levels in the hope, rather than the belief, that the general economic upsurge would come in time to bring them within reach.

There was also speculation that CBS went public with its hiring freeze, and the reasons for it, primarily as a signal to Wall Street that the company's second and possibly its third quarters were not going to be anywhere near as robust as Wall Street expected.

The overload of inventory was entirely in prime time, Rosenfield said, but neither he nor other CBS officials would say how big it was. Some Wall Street sources speculated that in terms of prime time sold, CBS might be 30% below NBC and 40% below ABC. Both those networks sold more time in the up-front market, holding back less for second- and third-quarter sale in the scatter market.

Another factor added to CBS complications. In addition to being much closer to sell-out positions, NBC and ABC found extra inventory to put on the market in March and April. The extra units were said to have come out of time normally held in reserve for use as make-goods for advertisers whose buys fell short of their demographic guarantees. NBC's improving demographics, particularly in urban markets and, apparently to a lesser extent ABC's success with *Winds of War* and *Thorn Birds* mini-series, reportedly freed portions of these reserves for sale, adding softness to the market. By that time, CBS had slashed its prices, and the other networks reportedly were selling on competitive terms, which would mean that they had cut theirs, too.

Meanwhile, ABC sources say their prime time is virtually sold out for both the second and third quarters—98% sold in the second, 93.5% in the third.

Leonard H. Goldenson, chairman of ABC, was drawn into the issue by a shareholder's question at ABC's annual stockholders meeting last week. He said, in effect, that ABC is not in the same boat as CBS. Replying to a question about CBS's hiring freeze, he said ABC is "administered on a low-cost basis" and does not have to go to the same lengths that CBS does to hold the line. He also said that ABC "doesn't have the heavy inventory problems that CBS does."

While CBS's inventory plight made headlines, nobody suggested that its dollar sales were running behind those of a year ago. "They're just not as far ahead as they had expected," one long-time observer noted. And the expectation among outsiders was that CBS would come through the year with a 10%-11% growth in time sales—which, as one analyst put it, "ain't shabby, except that they've been talking about 15%-16%." □

Not only does she not favor advertising to generate needed funds, she does not advocate the imposition of a spectrum fee on broadcasters to help defray public broadcasting's costs, as Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, has proposed. In answer to a question from the audience following her remarks, Rockefeller said "All we need is a stable source of funding. The federal government has a major role to play." She also said CPB is considering a variety of options, "all more doable than the spectrum fee the Congress is considering."

Rockefeller did not elaborate on the other options being considered. Neither did she suggest any answers to a number of other challenges she said confront CPB: How can CPB locate and pay for programs for youngsters between the ages of 8 and 16—whom she call "middle-aged" children? How is the last-mile dilemma to be solved? (Ten percent of the population does not receive a public television signal, and 30% does not receive a public radio signal.) Why does only \$1 in \$8 come from public broadcasting's "clients" or "customers?" Viewers and listeners, she said "must realize they must pay more if they want to receive the service."

The litany of problems did not end there. She said CPB will oppose efforts to persuade the FCC to reallocate UHF channels from television to other services, such as land mobile telecommunications, as well as proposals to reallocate instructional television fixed service channels to MDS.

Then there is the question of cable. But unlike the other matters Rockefeller discussed, she does not regard cable television as a problem. She noted that while CBS Cable and The [Rockefeller Center's] Entertainment Channel folded in the past several months at a cost to the entrepreneurs of \$80 million, various cable services—such as movies, sports, news, adult entertainment—are likely to survive. But, she said they will not compete with the programing of public broadcasting. She said public television is watched 50% more often in cabled homes now, and added "A wired nation would finally solve the 'UHF handicap' for two-third of our stations." She also said the FCC's must-carry rules have been "extremely helpful to public television." Efforts to repeal those rules will not go unanswered, she said.

But the burden of her speech was the difficulty—and importance—of preserving the character of public broadcasting. "In a time of reduced federal appropriations, and in an economy that makes private support harder to find, our system faces many pressures and temptations to move away from its fundamental noncommercial education mission." She noted that, two years ago, Congress encouraged public stations to engage in commercial activities to make up for cuts in federal funding. But she said, "We must insure that any new commercial activities always play a secondary role to the primary noncommercial missions they are intended to support." □

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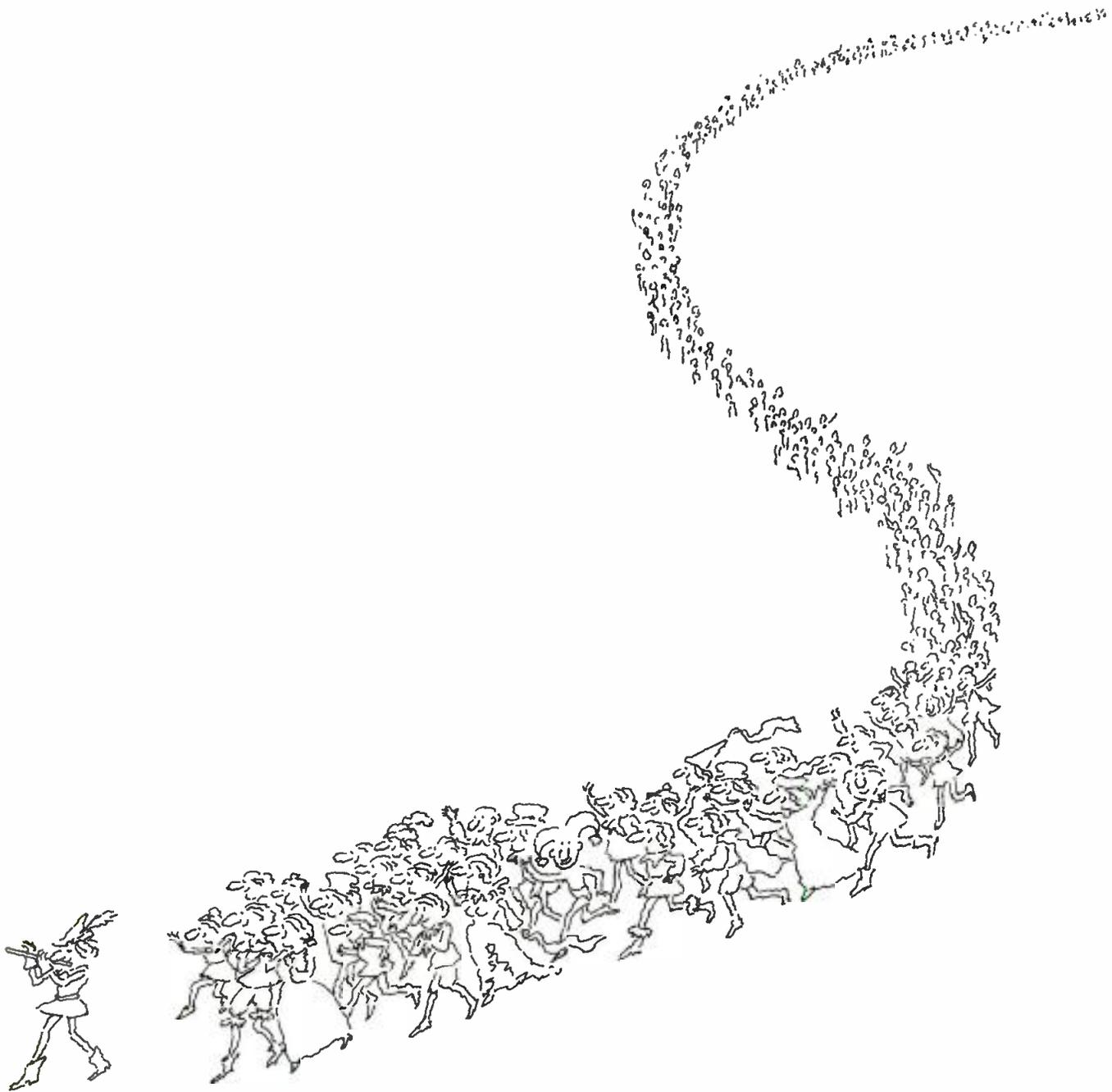
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Sacramento, CA	CBS	10
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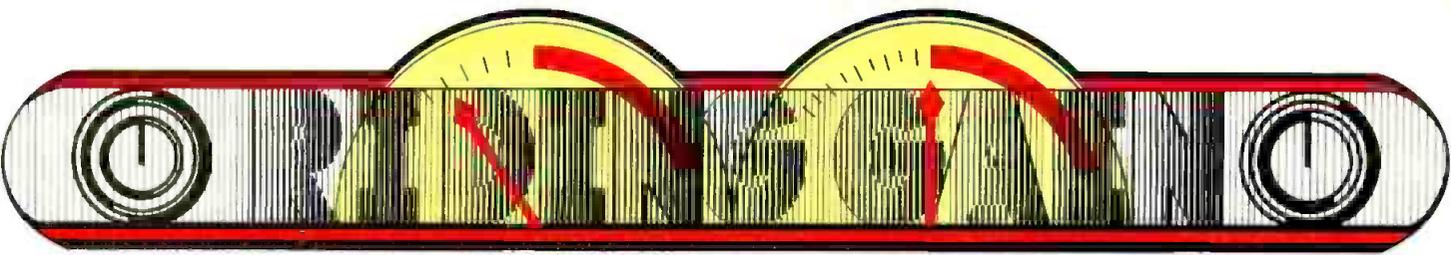
There's a proven way to attract and hold today's demanding and discerning audience — give them the music they want to hear. The music licensed by BMI.

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## NPR budget cuts

National Public Radio's board of directors last Tuesday (May 17) put its stamp of approval on a proposed fiscal 1984 budget of \$17.65 million, and at the same time, placed an emphasis on retaining a strong level of news and information programming. The new budget proposal, which is substantially down from this year's budget of \$26 million, was recommended by the network's finance committee after a closed door meeting last Monday evening.

For news and information, which primarily consists of *All Things Considered* and *Morning Edition* programs, the finance committee has proposed a budget range for the next fiscal year (beginning Oct. 1) of \$4.5 million to \$4.8 million—down from its current level of \$5.1 million. Ronald Bornstein, NPR's new acting chief operating officer, discussed one proposal two weeks ago that placed the news and information programming budget for 1984 at \$3.3 million ("In Brief," May 16).

What could virtually disappear from the airwaves or, at best, be cut back to one regular series is NPR's arts and performance programming, which has a suggested 1984 budget ranging from zero to \$400,000—down from 1983's fiscal count of \$1.8 million. According to Bornstein, NPR's programming committee will meet today (May 23) and tomorrow to decide on cutbacks.

## AC on top

Based on the fall 1982 Arbitron report, the adult contemporary format is the most popular among 12-plus listeners nationwide (Monday to Sunday, 6 a.m. to midnight) for both the AM and FM bands, according to a McGavren-Guld Radio study which uses a sample size of 30 metro markets. In the West the study found news/talk to be the dominant format for AM radio, and album rock the winning sound on FM, while MOR and adult contemporary topped other formats on AM and FM, respectively, in both the Midwest and East.

The rep firm's study also shows AM listening losing 80.1 share points in the audience of ages 12 and more when comparing the 1982 spring and fall Arbitron reports for the 30 markets with the same periods in 1981. FM listening, on the other hand, has increased by 110.9 share points.

## Cuban moves

The counsel for WHO(AM) Des Moines, Iowa, has turned up a Voice of America report that Cuban leader Fidel Castro has threatened retaliation in the event the U.S. puts Radio Marti on the air. The VOA report, dated Aug. 19, 1982, was among a number of documents the Washington firm of Dow,

Lohnes & Albertson obtained from the U.S. Information Agency through a Freedom of Information Act request. The report quotes Castro as saying Cuba will "do something about Radio Marti," which the Reagan administration hopes to establish as a means of breaking what it says is the Castro government's monopoly on news in Cuba. Castro reportedly rules out direct interference with Radio Marti. Instead the report quotes him as saying, "he would be broadcasting some good Cuban music to Florida, and maybe some news." Later in the report, "Cuban officials" are quoted as saying that, if Radio Marti is activated, "there will be a radio war across the Florida straits" and that U.S. commercial stations "will be paying the price."

## 'How to' sessions

"How To Use Radio As a Sound Alternative" is the theme for the upcoming Association of National Advertisers and Radio Advertising Bureau's annual co-sponsored workshop set for June 14 at New York's Waldorf-Astoria hotel. Keynoting the event will be

Philip Dusenberry, vice chairman and executive creative director of BBDO. Other speakers for the morning portion of the program include Joseph A. Campana, vice president, marketing, Chrysler Corp., who will deliver a case history on how radio "helped power the Chrysler turnaround"; Henry Hayes, director of media, Pepsi Cola, will explain why his company increased radio advertising for a number of its products, and Dick Orkin, a producer of radio commercials.

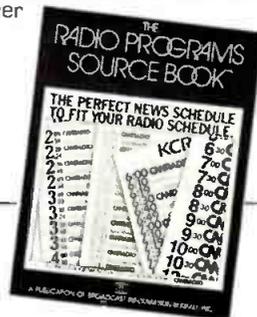
In addition, entertainers Jerry Stiller and Anne Meara, whose voices currently are heard on the United Van Lines ad campaign, will appear with executives from that company to discuss how advertisers and agencies can work most effectively with a comedy team. Scheduled luncheon speaker is ABC-TV and radio sportscaster, Howard Cosell. Two panel sessions are slated to run concurrently in the afternoon: one staffed primarily by creative ad agency executives and described as a "free-wheeling exchange" of ideas, and the other a meeting of rep executives Roy Lindau (Major Market Radio); Robert Lobdell (Blair Radio) and Ger-



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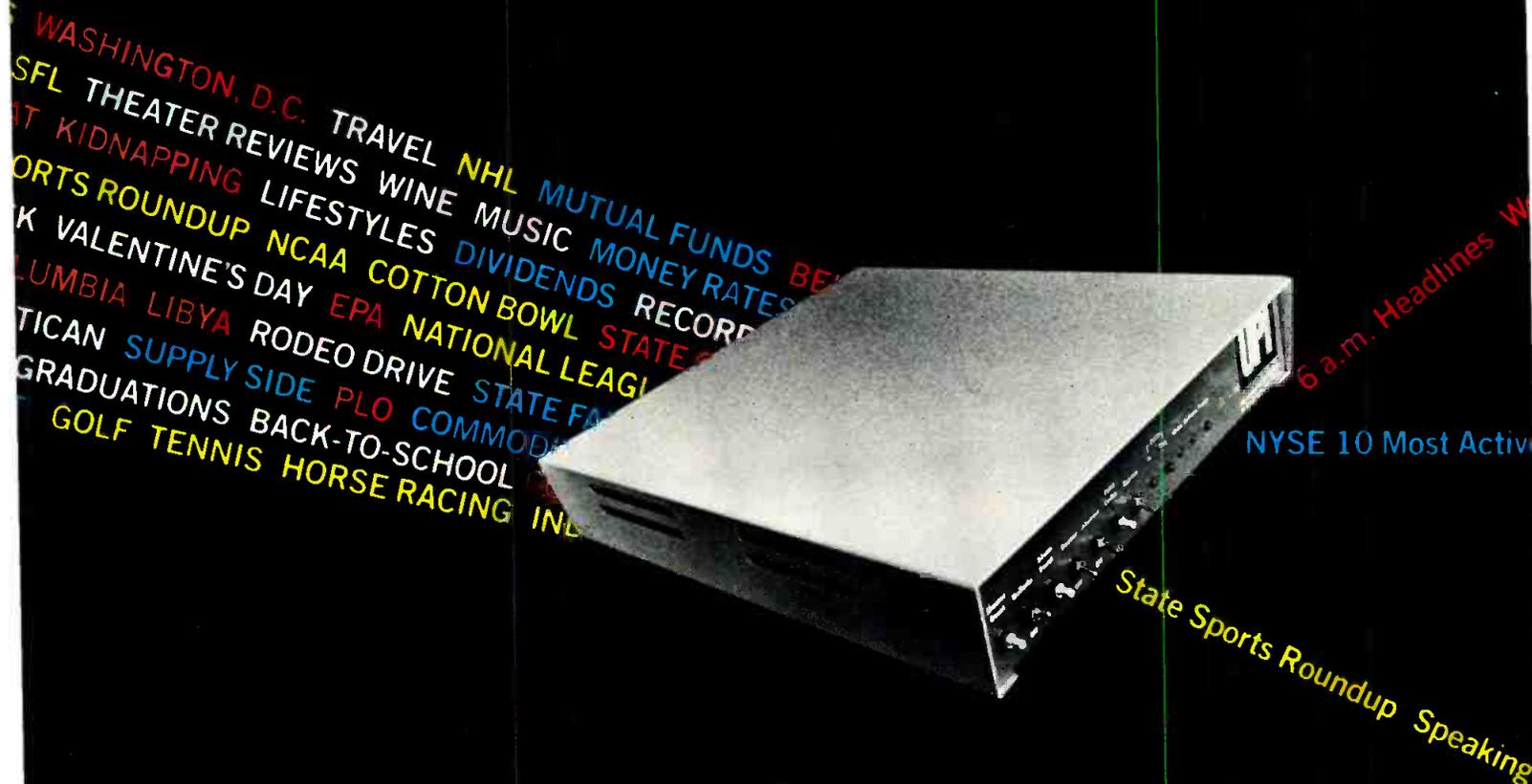
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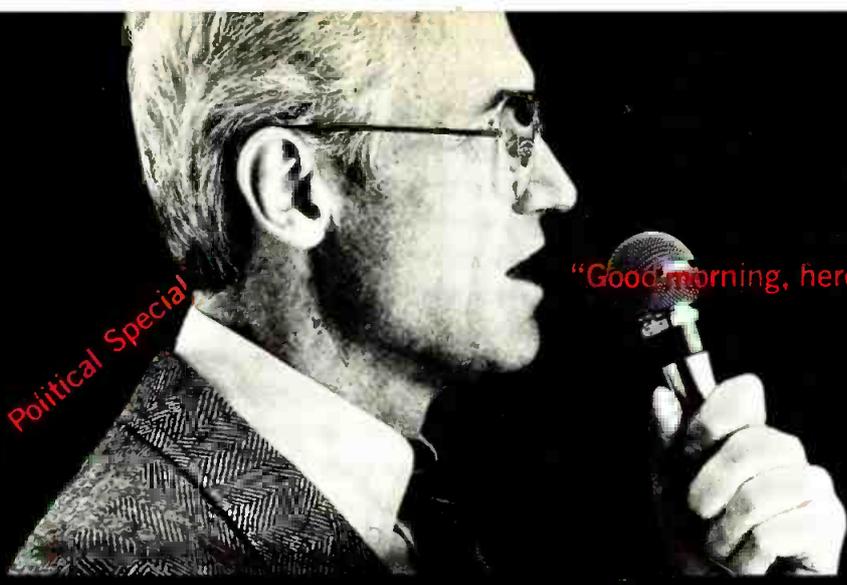
Here's a broadcast service that gives you your money's worth. No wading through copy, no waiting for stories. All your news is there, how and when you want it. So you save time. And time, as we all know, is money.

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State Overnight 'Today's Topic' Political Special



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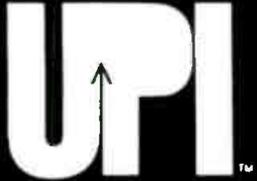
"Wall Street went through the roof..."

Sports Preview Scorecard Great Moments



"Big news in football today..."

UNITED PRESS INTERNATIONAL



One Up on the World

ald Cregan (Katz Radio) as well as Lew Greist of the RAB. The latter session will focus on different strategies for planning radio buys in a broadcast mix.

Attendance is expected to range between 700 and 800 advertising and radio executives.

## Bridgework

WMCA(AM) New York will help celebrate the 100th anniversary of the Brooklyn Bridge on May 24 with a special two-hour live broadcast of *The Barry Farber Show* from Junior's restaurant in Brooklyn. Guests on the program will include: Brooklyn Borough President Howard Goldin, Representative Steve W. Solarz (D-N.Y.), Brooklyn College President Robert Hess and entertainers Lainie Kazan and Tony LoBianco.

## Commission activity

The FCC Mass Media Bureau has fined Stereo 97 Inc., permittee of KAVV-FM Benson, Ariz., \$10,000 for operating under automatic program test authority at an unauthorized antenna height and location at "substantial variance" from the terms and conditions of its construction permit.

□

The FCC has affirmed its decision denying the City of New York Municipal Broadcasting System limited nighttime authority for WNYC(AM) New York (BROADCASTING, Oct. 11, 1982). At the same time, the commission reaffirmed its decision not to permit clear channel WCCO(AM) Minneapolis-St. Paul,

which also operates on 830 khz, to relocate and increase the height of its antenna tower. The request for limited nighttime authority had been rejected on the grounds that it would cause interference to WCCO(AM). WCCO's request had been denied on the grounds that the proposed relocation of its antenna would create a hazard to air traffic.

## Pushing books

A proposed CBS Radio series of brief features promoting the reading of books was formally announced last Thursday (May 19)



by Richard Brescia, senior vice president, CBS Radio Networks, at the Center for the Book, a division of the Library of Congress, in Washington. The features, called *Read More About It*, "would tap the contacts, knowledge and expertise of the Library of Congress in determining the editorial content," Brescia said. The programs would be made available to the CBS Radio Network

affiliates, Brescia added. Pictured at the event are (l to r) Brescia, Dr. Daniel Boorstin, Librarian of Congress, Himan Brown, radio producer, and Charles Osgood, CBS News. Also in attendance at the symposium were network officials from ABC, NBC, Mutual and National Public Radio. The *Read More About It* concept first originated at the CBS Television Network in 1979.

## Gospel Boone

*The Pat Boone Show*, a new 60-minute weekly syndicated contemporary gospel music program airing on more than 100 stations, is being billed as the first gospel radio show to attract major national sponsorship with the signing of Bayer aspirin as a primary corporate sponsor. "Companies are becoming aware that gospel music is rapidly growing in popularity... with wide demographic appeal," said Boone. The show is produced by Los Angeles-based Edward Lubin Productions.

## Coming and going

KABC(AM) Los Angeles has fired the winner of its highly publicized talent hunt for a sportscaster, less than six weeks after Merrie Rich was selected by the station from among 2,000 applicants. Rich, who joined the station's afternoon *SportsTalk* program early last month, was replaced by Lisa Bowman, first runner-up in the talent search. KABC attributed the parting to philosophical differences between Rich and the station. Bowman will take over the slot beginning May 27.

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With a single phone call, you can now record broadcast-quality interviews from Merrill Lynch financial specialists. The cost is only 50¢, regardless of when or where the call originates. And weekly topics cover personal finance, investment and economic issues that will appeal to a broad spectrum of listeners.

Our new program is called "Money Sense," and each broadcast lasts from 45 to 60 seconds with a 5-second countdown to cue recording equipment.

The format allows total programming flexibility, since the tape can be slotted either singly or in

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Interviews are changed weekly, and the only requirement is that calls be made anytime on Mondays, beginning June 6, 1983.

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We've supplied you with all eleven figures: 1-900-210-3030. The call is just 50¢.

And best of all, the information is free.



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# Joan Morse on WTVT Tampa/St. Petersburg.

*"A lot of people say that Gaylord's CBS affiliate, WTVT, is a tradition in Tampa/St. Pete. And it's true, they do have the numbers. But that's not the only reason WTVT is a major factor in my buys.*

*"I appreciate the fact that the people at WTVT are very careful, and very professional. Everything is watched closely.*



*Joan Morse is Senior Media Buyer, W. B. Doner & Co., St. Petersburg.*

*"You have to understand that all the accounts I work on are retail. That means my flights are very short. I'm only on for three or four days at a clip.*

*"What I order has to run, and it has to run right, because I have no time left to make a schedule good. With WTVT, when the buy is done, I know I can put it to bed and not worry about it.*

*"What WTVT says they're going to do, they do. And it's the same with all the Gaylord stations I work with. They seem to treat my account as something very special."*

## Gaylord Broadcasting



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WUAB-TV Cleveland/Lorain • KHTV Houston • WVUE-TV New Orleans • WVTM Milwaukee*

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## NBC to affiliates: "Be there"

**That's the theme the network has chosen for the fall; it's also plea for greater clearance, especially during daytime; new program and promotion plans spelled out**

"Be there." That's the new theme NBC will use to promote its upcoming season. But NBC executives at last week's television affiliates meeting in Los Angeles made it clear that "be there" was more than a message to viewers to sample the network's new program schedule. It was also a plea to NBC's 212 affiliates to get their clearance rates up—especially in daytime. Officials emphasized that the network cannot lift itself out of third place in the ratings if it doesn't get coverage comparable to that of ABC and CBS.

During Monday's opening session, Pierson Mapes, president of the NBC Television Network, noted that during the 1982-83 season NBC's prime time clearance rate was about 97%, compared with about 98% for both CBS and ABC, and the difference costs NBC about one-half of a rating point. But in daytime, he added, NBC's clearance rate lagged considerably behind the competition at 89% while ABC's was 95% and CBS's 94%. "That puts us at an extreme disadvantage," said Mapes, while pleading for improvement so that NBC's \$1 billion program investment for the coming year will pay off. Bill Rubens, vice president, research, NBC, said that the lack of clearances in daytime, although not precisely calculated at this point, could mean a loss of as much as one full rating point.

Ray Timothy, group executive vice president, NBC, also touched on the clearance problem. Last year, Timothy said, patience and performance were established as themes for NBC. This year, he said, "action and results are the two operative words... We've renewed quality shows and added others for strength and ratings growth." But, he added, "We need your confidence and clearance to make the plans work."

Robert Mulholland, NBC's president and chief operating officer, opened Tuesday's morning session with a pitch that was also directed at the clearance issue. He noted that the previous Sunday (May 15), NBC's Sunday night movie, "Urban Cowboy," was cleared by all 212 affiliates, and that it won every half hour for the three hours it aired—from 8 p.m. to 11 p.m. "If you are to count on us," Mulholland told the affiliates, "we must be able to count on you—and not just during the sweeps. You have to demonstrate your belief more than three months a year."

RCA Chairman and Chief Executive Officer Thornton Bradshaw made an appearance at Tuesday's session and reaffirmed the parent company's commitment to its subsidiary

network. Two years ago, when Bradshaw first arrived at RCA, he noted that some in the industry were saying that NBC's downward trend probably could never be reversed and that the time was ripe for RCA to rid itself of an unproductive and burdensome subsidiary. "I never bought that for one moment," he said. And now that NBC has "a professional management team in place," as well as the "understanding and in some cases forbearance" of affiliates and some cash from RCA, Bradshaw said, "it is now obvious that NBC is turning around."



Tartikoff and Carson

RCA was going through a pretty rough period itself back then, Bradshaw added. The company was "overexpanded" too diversified, "and financially strapped." And though the company's financial picture now is far from rosy, "things improved in 1982," Bradshaw said. "When NBC turns around," he added, "RCA wants to be there." And when RCA turns around, he told the affiliates, "be there."

Given NBC's performance in daytime, which network officials admit has been pretty dismal, why shouldn't affiliates use the best alternative programming they can get their hands on? The answer appears to be that the network is taking serious steps to address the problem, the most significant being the appointment of Steve Sohmer, who has earned respect from affiliates during the past year for the program promotion strategy he has developed, with overall responsibility for daytime.

Sohmer delivered a presentation of his plans for renovating daytime in which he labeled specific programs as ripe for cancellation if they don't respond to a promotional campaign this summer. It was the kind of talk affiliates have wanted to hear for some time. "Repair, promote and develop." are the

catchwords of the new daytime strategy, he said, but he cautioned that "I've got to have the clearances. You've got to give me a shot."

Sohmer said that his plan for rehabilitating daytime, spearheaded perhaps by what he termed "intensive management," should make that daypart competitive "in our lifetime," and, he hoped a lot sooner. "We're working very closely with the producers," he said, and they have been given the message "in words that cats and dogs can understand" that their programs must perform better in the ratings. "Any show not carrying its weight will get thrown out of the boat," he said.

The network's *Fantasy* game show is perhaps the closest of all daytime programs to cancellation. He described that program's predicament as "two out in the bottom of the ninth, down by six runs and no one on base." If it doesn't improve its ratings by the end of this summer, it will be gone, he said.

*Search for Tomorrow* and *Another World*, two of NBC's afternoon soap operas, are also being scrutinized very closely, said Sohmer, noting that other options were being developed for *Search*. "We have the resources to develop six new soaps in the coming months," he said. And Jake Tauber, the network's vice president, game shows, is currently overseeing the development of five new game show pilots. Also in development is a new daytime magazine with the working title, *Personal and Confidential*, which Sohmer described as "*Cosmopolitan*, *Vogue* and *People* [magazines] and *Entertainment Tonight* all rolled up into one."

Brian Frons, vice president, daytime programs, NBC Entertainment, told the affiliates that the "key to rebuilding daytime" is to recruit the best creative talent available. He said that NBC now has agreements with Bob Stewart (creator of *The \$25,000 Pyramid*), Jay Wolpert (former producer of *The Price is Right*) Merrill Heatter (creator of *Hollywood Squares*) and Allen Funt, who is developing the *Candid Camera Game*, to work on game show development. Frons said one approach to game show development will be to revive past successes. "You all know how *The Price is Right* came off the shelf, blossomed to 60 minutes and made the morning for CBS," he said. "There are two other properties that we're looking at that might turn the same magic for us." As to daytime serial development, Frons said the hope is to give NBC "a completely different look and feel from anything that's on the air today." He said that recently acquired talent, most notably John Conboy (*The Young and the Restless* and *Capitol*) and Doris Quinlan and the existing staff will be called upon to "develop a whole new generation of soaps designed to attract mature women, teens and young adults."

The old axiom, "If it ain't broke, don't fix

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it," is a favorite of many programming executives in the television industry, although NBC appears to be bucking that advice, to some extent, as it applied to the network's Saturday morning lineup. The network has ranked number one on Saturday mornings for 25 of the last 26 weeks. Nevertheless, three new shows will be introduced in the coming season, including *Mr. T*, a half-hour cartoon series based on the hulk-like star of *A Team* which became an immediate hit series when it was introduced in January. The cartoon is scheduled for 11 a.m. and will anchor two other new series, a revamped *Alvin and the Chipmunks*, to air at 10:30 a.m., and *Going Bananas*, a nonanimated half-hour series slated for 11:30 a.m. and described by NBC's promotional literature as a "zany comedy-adventure show about a female orangutan superhero who travels around the country with a teen-age boy." *Flintstone Funnies*, *Shirt Tales* and the popular *Smurfs* will start off the first 90 minutes of NBC's Saturday lineup, beginning at 8 a.m. Rounding out the schedule from noon to 1 p.m. are *Spiderman and his Amazing Friends* and *Thundarr the Barbarian*.

The affiliates also heard from Reuven Frank, president of NBC News at Monday's general session, and later, some affiliates privately expressed amazement and concern that Frank opened his address by stating that "We've delivered what we promised a year ago... a reliable 24-hour [news] service." The sentiment among affiliates at a closed meeting later in the day appeared to be that Frank was not devoting enough attention to *Today's* declining ratings. The perception is, said one affiliate manager, that Frank "is from the old school" and as such is too preoccupied with covering the news in a substantive manner to care about developing the pizzazz and flashy delivery that are presumably essential to attract viewers. At a meeting between affiliates and network officials last Tuesday, concerns about news ratings were raised, and Frank indicated that changes were on the horizon. But he said that it would be inappropriate to discuss most of those changes now and did not say when the changes would be implemented or announced.

There was some sentiment within the affiliate ranks that perhaps the news division's problems were not all cosmetic. NBC Chairman Grant Tinker said through a spokesman

that while news has "several problems," they related to the ratings and not journalism. He added that the problems were "inherited by the present news management. All of us within NBC's top management are working with Reuven Frank and Tom Pettit [executive vice president, NBC News] to find the answer to those problems."

In his formal presentation to affiliates, Frank announced some major changes for *Monitor*, the network's weekly news magazine program introduced earlier this year, which has been consistently near the bottom of the ratings barrel. As announced two weeks ago, the program is being moved from Saturday nights to Sunday at 7 p.m., head to head against CBS's *60 Minutes*. A major investigative unit is to be added to the *Monitor* staff, Frank said. And some of the network's most heralded correspondents will be contributing occasional pieces to the program, including Marvin Kalb, Jack Reynolds and Ken Bode.

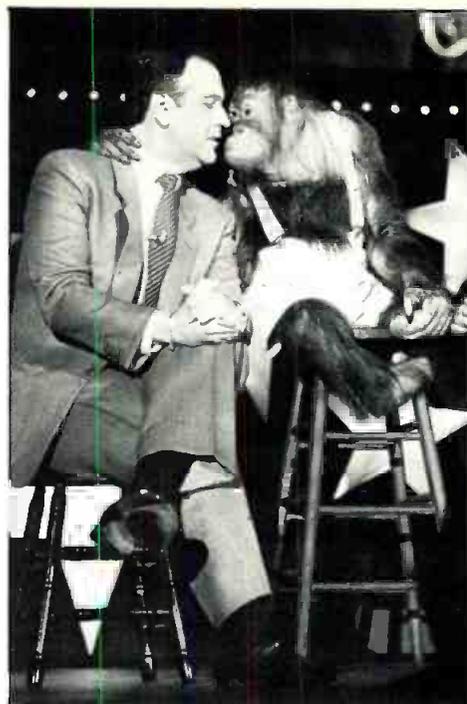
Frank said that *Monitor's* move to Sunday was made in large part so that the program, like *60 Minutes*, can take advantage of the huge lead-in audience provided (every other Sunday at least) by NFL doubleheader coverage. Affiliates responded with applause as Frank also noted that *Monitor* will be collapsed to fit within its 7 to 8 p.m. time period if NFL games run past 7 p.m. so that the hit series, *Knight Rider*, which is moving from Fridays to Sundays, can begin promptly at 8 p.m.

The big news on the late-night programming front was that on Aug. 5 NBC will introduce *Friday Night Videos*, based on the MTV program format and featuring musical video clips of contemporary recording artists. The program will be produced by *Saturday Night Live* producer Dick Ebersol, and will be simulcast by NBC's The Source radio network.

Johnny Carson made an appearance before the affiliates in an attempt to quell concerns about his program's declining ratings. "We're not buried yet," Carson told his audience, and "we'll keep trying to make it better." Privately, affiliates expressed concern



Frank



Sohmer and friend

that NBC does not seem to be doing anything to halt Carson's downward trend (although the program still leads its time period against network competition). However, an NBC spokesman confirmed that the network is negotiating with Joan Rivers to be Carson's permanent guest host on Monday nights.

Brandon Tartikoff, president, NBC Entertainment, confirmed that Eddie Murphy, one of the stars of the *Saturday Night Live* troupe, had been signed for another season on the show.

Arthur Watson, head of NBC Sports, told the affiliates that his division has spent more than \$1 billion acquiring sports events this year, notably more than \$500 million for a new six-year major league baseball pact. Among other acquisitions: the French Open Tennis Championship, the World Championship of Track and Field, to be held in Helsinki, Finland, in August, and the U.S. television rights to the World Cup soccer games in 1986. "You've wanted us to be more aggressive in getting events," said Watson. "We have been."

After Tartikoff introduced next season's proposed prime time schedule (BROADCASTING, May 16), Steve Sohmer described the network's upcoming five-month "affiliate promotion action plan," centered on the "Be there" theme.

"News is our number-one priority," said Sohmer. Affiliates can participate in a tie-in campaign featuring two prime time spots per night that promote the following night's *Nightly News* and the affiliates' local evening news programs. Sohmer said the closing date for participating in that campaign is May 31. Sohmer and company have also developed several promotional spots for *Today*, with the theme, "Be the first to know."

And to promote next fall's prime time season, eight spots have been developed that focus on particular shows, such as *A Team*, *Knight Rider* and *Tonight*, instead of the network promotions traditionally used. □



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# Tinker expresses NBC's impatience with third place

**In speech to affiliates, chairman says network is eager to change its status but notes there is evidence tide is turning for NBC; he singles out daytime programming as top priority**

"We are not a laid-back group of losers," Grant Tinker, NBC's chairman of the board and chief executive officer, assured more than 700 affiliates representatives during a luncheon speech last Tuesday at the network's annual affiliate meeting. "Our company impatience with the state of things is a palpable, positive, motivating force."

Tinker declared he is still "angry" because the network's return to good health has taken longer than anticipated. "Ours is a formidable task," he explained, "which does not lend itself to a quick fix." The network's chief executive said he and other NBC officials share "a great weariness, fueled by the same kind of anger, with playing catch-up, with being third."

In a candid appraisal of the network's strengths and weaknesses, Tinker labeled improvement of NBC's third-place daytime standing "our number-one priority" in terms

of urgency. "If I had one prediction about turnaround—before we meet again—it would probably be in this important daypart." He noted that daytime programming is getting attention "from all of us."

The network is not "as competitive in news as [it] must be," Tinker continued. The division's most pressing problem concerns the slipping fortunes of its *Today Show*.

"Here we are not only not picking up ground on the leader—ABC—but CBS is breathing down our necks," he said. "This is a franchise we cannot and will not allow to erode." Tinker indicated the daypart is getting special attention from NBC News President Reuven Frank and Tom Pettit, executive vice president for news, but offered no specifics on what steps might be taken to revive the program's ratings. "We'll get the job done," he assured his audience.

Commenting on other news operations, Tinker conceded *Nightly News* is "not yet challenging the front-runner. A tie for second is not good enough." He said the network's news magazine, *Monitor*, "will have to evolve into a worthy adversary more quickly" in its new slot opposite CBS's *60 Minutes*.

Acknowledging that *Tonight* with Johnny Carson has begun to show signs of rating slippage, Tinker reported he and NBC Entertainment President Brandon Tartikoff "have been spending time with Johnny, and we're talking about how we might refresh the show." Again, Tinker declined to provide details of the revitalization, but said Carson, "is even prouder of the *Tonight* record than

we are. He wants to build on the lead we have."

On the positive side, Tinker stressed improved financial performance by the network and the ability to sell NBC's upscale demographics at premium rates.

"We want quantity of audience, as well as quality," Tinker emphasized. "A *Team* will not be the only popular show on NBC this fall... It's just fine that almost half—four out of 10—of the top new series this season are on NBC. We want to do even better."

Other strengths on the schedule, Tinker pointed out, are in children's programming and sports.

"We now have tangible evidence—a little here, a little there—of progress," he said. "The tide is beginning to turn... It's taking longer than we thought but it's happening."

In an attempt to allay the fears of some affiliates that NBC may be settling for less than it should, Tinker said he doesn't care if he ever hears the word "stability" again. When used in reference to NBC's management team, Tinker declared, "it suggests that we are satisfied with the status quo. Nothing could be further from the truth."

"Let me say it straight out: We are satisfied with nothing. Program, people, policies, plans—all are subject to review and change—not capriciously, not thoughtlessly—but there are no sacred cows, nothing is set in concrete. We are a network in progress. I want to put the word stability in its proper lower-case place. It works for us; we don't work for it," Tinker concluded. □

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## Analyzing popularity of 'The Winds of War'

**JWT survey examines viewers' reasons for watching as well as their commercial recall**

Why did *The Winds of War* work so well, becoming the second-highest rated mini-series of all time when it appeared on ABC-TV last February? The short answer, J. Walter Thompson USA says in a report on the subject, is: "It was very good television and a standout in an otherwise very dreary season."

The report, by the agency's media resources and research unit, includes findings from a special national telephone survey of 192 adults to assess the scope of viewing and gain insights into why they watched and what they saw, including commercials. JWT had done a similar survey following NBC's 1980 presentation of *Shogun*, which was the second-ranked mini-series in the ratings until *Winds* came along.

*Winds* had several things going for it from the start, the report says. Like *Roots*, the highest rated mini-series of all time, and *Shogun*, it was based on a best seller. It also benefited from "ABC's massive advertising and promotion effort," which included \$10 million in out-of-pocket promotion and \$5 million in on-air promotion and was supplemented by "several millions more in magazine and newspaper stories." In addition, the historical subject matter "made it easy for

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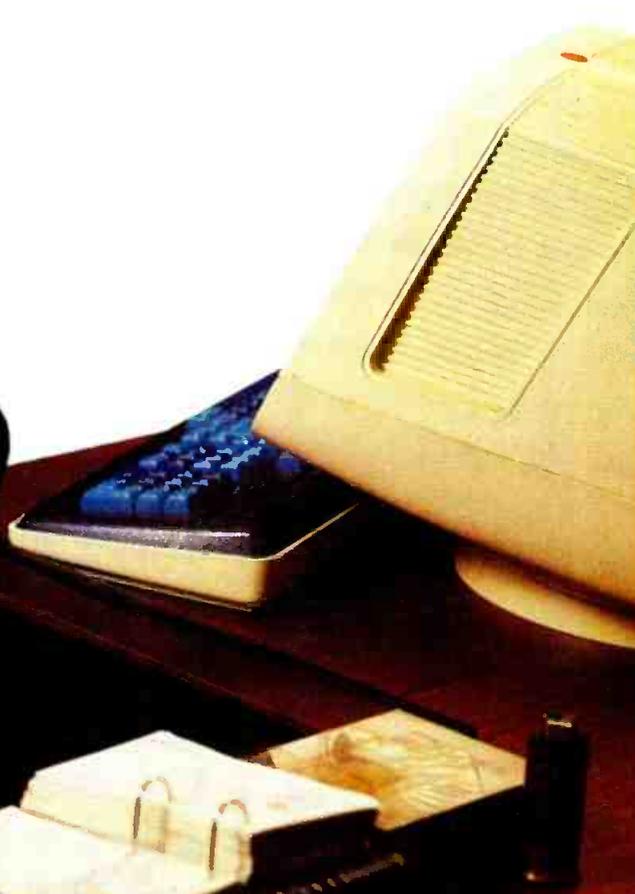
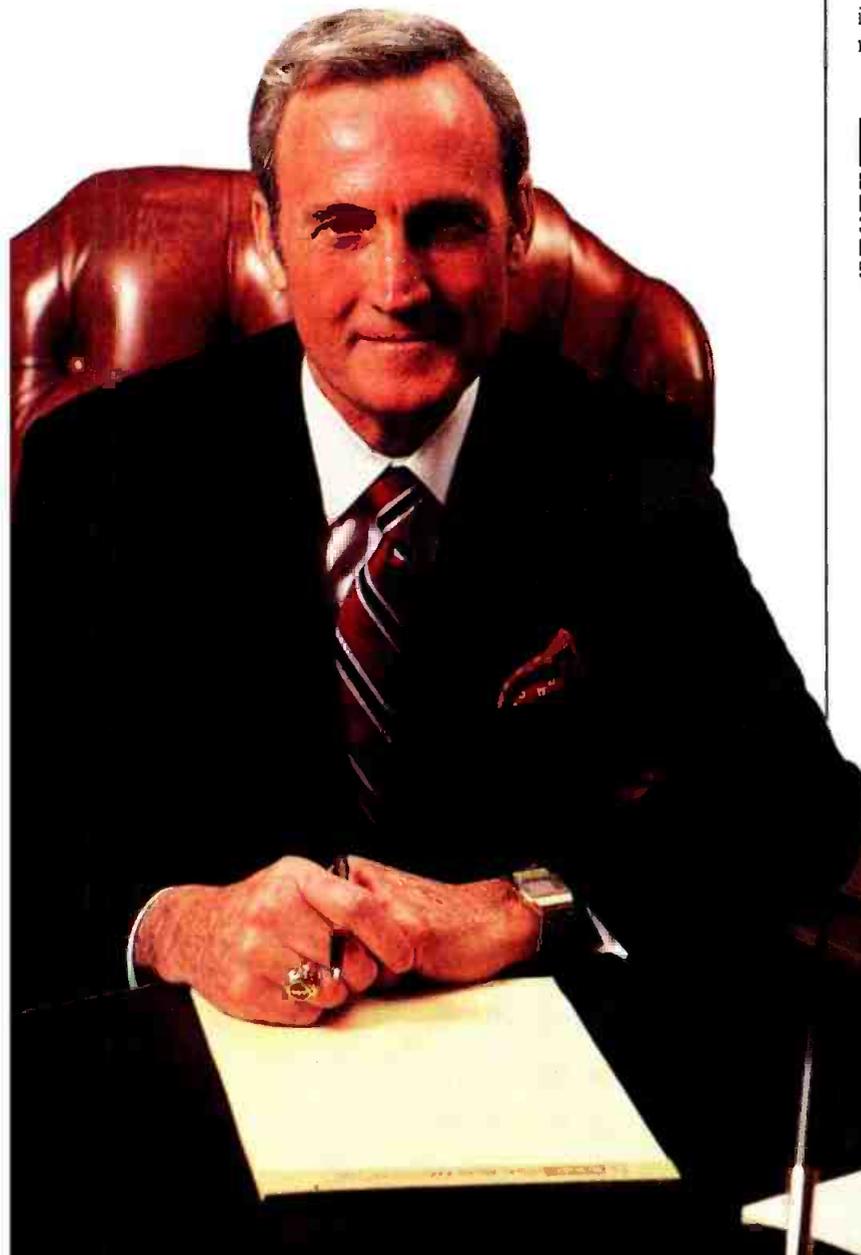
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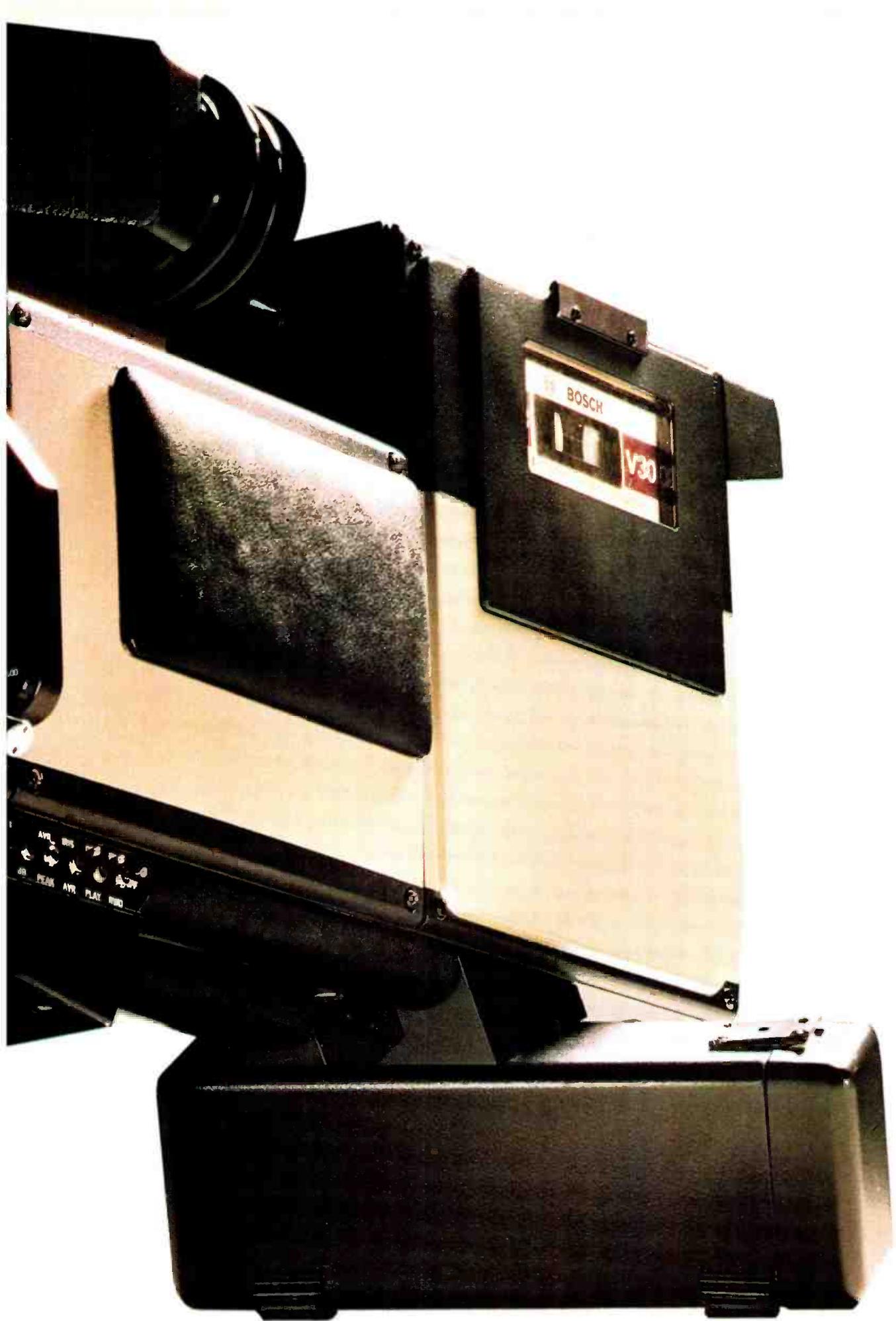
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In the *Winds* ratings bonanza, the report continues, "many of television's missing prime time viewers returned to the medium. In fact, homes using television averaged 73% during *Winds*'s run—up from 68% when *Roots* was on in January 1977. Viewers were hungry and *Winds* tasted very good to them."

Advertisers benefited, too, "from an exceptionally clean commercial environment with messages well podded in attractive wraparounds and a noticeable absence of mood-interruptive program promotion spots."

The telephone survey found that, as with *Shogun*, the most frequently mentioned reasons for watching were related to the story line—in this case, events leading up to World War II. "However," the report continues, "on an unaided [recall] basis and unlike *Shogun*, 12% of the viewers said one reason they watched was because 'nothing else was on.'"

Although *Winds*' overall rating was higher, the viewers did not rate *Winds* as high as *Shogun*'s viewers rated that mini-series in

1980: twenty-nine percent called *Winds* "one of the best shows on TV" and 34% called it "better than most shows on TV," but for *Shogun* the figures had been 39% and 48%, respectively. However, the report continues, among viewers who saw both mini-series, 51% preferred *Winds*, 36% preferred *Shogun* and 14% enjoyed them equally.

Recall of commercials in *Winds* ranged from 33% of the viewers in the case of commercials for MasterCard, to 61% for Ford Motor commercials. In general, the larger the number of commercials, the higher the recall: MasterCard, for instance, had eight 30-second spots in the series; Ford Motor, at the top end of the recall scale, had 48.

Not only did *Winds* advertisers gain; so did some nonadvertisers. Thus, 32% of the viewers said they recalled seeing commercials for Kodak and for Prudential—and lesser numbers for four other products they were asked about in the survey—even though those products were not advertised on *Winds*. Those findings, the JWT report says, "once again point to the frailty of simple recall as a measure of advertising effectiveness. Nevertheless, the levels achieved by the advertisers were excellent..." □

and this time, he will also interview former local TV personalities, who hosted shows in Louisville during the 1950's and 1960's. Episodes will be aired in a checkerboard said Jaspan, so no show will air twice in the same time period or on the same night of the week.

An extensive promotional campaign will precede and accompany the next showing of *TV As It Used To Be*, said Jaspan, with on-air commercials beginning a month in advance on the station and newspaper, radio and outdoor added later. Foushee will give away *TV As It Used To Be* tee shirts to call-in viewers during the show and will feature a nightly "mystery broadcast" in which viewers will have to guess the identity of a show aired without credits or identification.

Jaspan's list of programs for the July specials includes *Burns and Allen*, *Circus Boy*, *Combat*, *Dick Van Dyke*, *The Honeymooners*, *Father Knows Best*, *Highway Patrol*, *I Love Lucy*, *Our Miss Brooks*, *Ozzie and Harriet*, *Ripcord*, *This Is Your Life* and *Wild Bill Hickok*. Syndicators that licensed him the episodes were Andrews & Mitchell, MGM/UA, MCA-TV, ITC Entertainment, Orion, Columbia Pictures Television, Four Star, Paramount Television, 20th Century-Fox, Viacom and Fugi.

Program syndicators usually avoid licensing single or small numbers of episodes, said Jaspan, because to do so can mean eliminating those episodes from a salable package. Syndicators that have sold shows to *TV As It Used To Be*, said Jaspan, have done so at a "nominal fee" and as an experiment.

Jaspan believes that, properly packaged and promoted, many old series could be returned to the air on a regular basis. The upcoming run of *TV As It Used To Be*, which will pre-empt most of WDRB-TV's prime time schedule during weeknights, should indicate how much vintage TV programming viewers are interested in.

Jaspan, who started in television in 1948 as the program director of a station in Philadelphia and has worked for advertising agencies in New York and Detroit, put WDRB-TV on the air in 1971. □

## WDRB-TV Louisville to program 'oldies' for sweeps period

**Independent UHF reports previous ratings success with old series such as 'Dobie Gillis' and 'Donna Reed'; upcoming sweeps programing will run evenings with host who will take viewer calls; heavy promotional campaign planned**

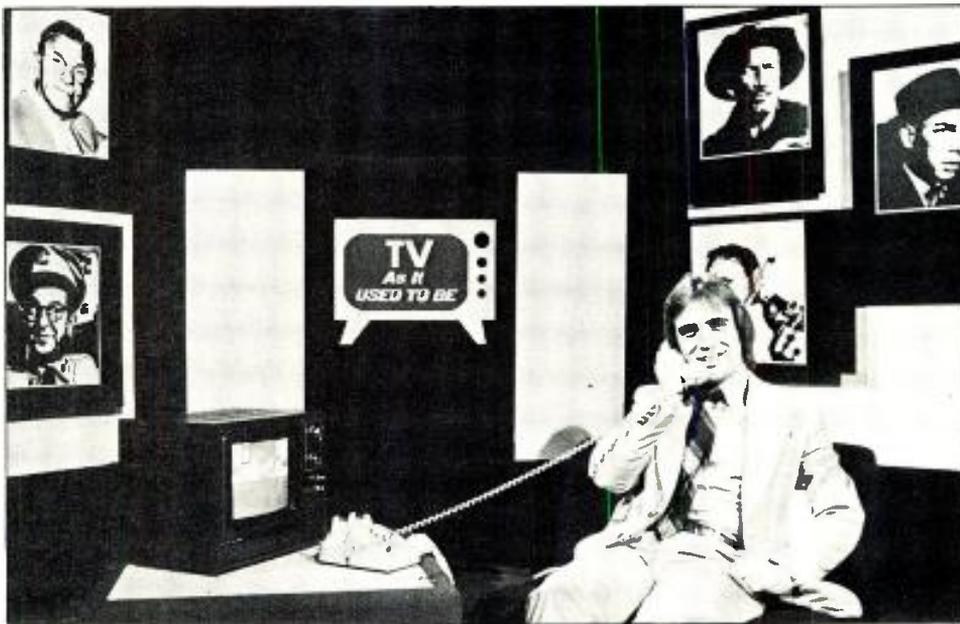
The not-too-distant July ratings sweeps will see more than 125 hours of vintage TV programs—from *Dobie Gillis* to *Donna Reed*—broadcast on WDRB-TV Louisville, Ky., an independent UHF station that has more than doubled its sweeps ratings in recent years by packaging old shows in hosted specials. Elmer Jaspan, owner and manager of WDRB, believes the upcoming special, which will be larger by far than any of its predecessors, will not only boost his station's ratings substantially once again, but could demonstrate a new marketplace for shows that for the most part, are sitting on syndicators' shelves.

*TV As It Used To Be*, which is hosted live by local personality and TV trivia expert Ray Foushee, has been tried in a variety of forms since it started on WDRB-TV in the summer of 1974. As a block of old shows aired Sunday nights from 6:30 p.m. to 9 p.m., its ratings were "disappointing," according to Jaspan, but when Foushee was added in November, 1980, and the block was aired Saturday afternoons, its ratings and share outperformed their time period in the previous November sweeps by 56% and 36%, respectively.

In February 1981, Foushee started taking phone calls from viewers between shows in a block that ran all night on a single Friday. From 10:30 p.m. to 2 a.m., WDRB-TV averaged a 7.3 rating/30 share, up from the 2/

10.3 the station averaged on the other Friday nights in that sweep period, when it aired movies and newer off-network series. When *TV As It Used To Be* challenged prime time in July 1981, it outperformed the usually scheduled *Prime Time Movie* over a five-night run by 59% in its average rating (4.6) and by 83% in its average share (10.6)

For the upcoming sweeps, Jaspan has collected episodes from 90 TV series, aired originally during the 1950's and 1960's, for a block that will air Monday through Friday from 8 p.m. to 2 a.m., with a half-hour break at 10 p.m. for Independent Network News, from July 4 through Aug. 5. Foushee will again host and take calls from viewers



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# SCTV lives on, despite NBC cancellation

After two years of unsatisfactory ratings on network TV, late night comedy program will be moved to pay cable channel in October

*Second City Television Network*, the irreverent comedy series that currently airs in NBC-TV's late Friday night lineup, is moving to Cinemax. For *SCTV*, it means the end of two years of uncertainty on NBC, which has not been happy with ratings for the series. For Cinemax, it means the beginning of a new look that will mix original programming in with the network's current fare, movies, and will target a younger, more upscale audience than that sought by the co-owned HBO.

As late as Sunday, May 8, two days before it announced its fall prime time lineup to advertisers in New York, NBC had been trying to schedule a revamped version of *SCTV*, according to the program's producer, Andrew Alexander. NBC's final offer would have put the program opposite CBS-TV's *60 Minutes* at 7 p.m. Sunday, a time period Alexander said would have imposed unacceptable restrictions on the show's content. (NBC Entertainment finally proposed *Fame* for the 7 p.m. Sunday slot, only to be overruled by the network, which wanted a news



Saved. L-r. Bridget Potter, HBO; Andrew Alexander, *SCTV* producer, and David Meister, senior VP, Cinemax and HBO Enterprises.

magazine in the time period (BROADCASTING, May 16).

Because NBC had never demonstrated a long-term commitment to *SCTV*—it generally ordered six or 13 episodes at a time rather than a full season's worth—discussions have been under way for at least a year

for a new home for the show, according to Alexander, who said one of the two other major networks and several pay TV networks had been involved.

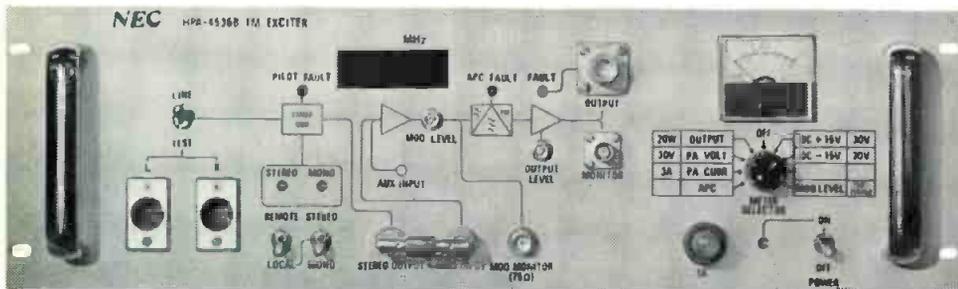
David Meister, senior vice president, Cinemax and HBO Enterprises, said addition of *SCTV* to Cinemax's program roster would help position the network to appeal to multi-pay subscribers, an audience that is generally younger and wealthier than subscribers of only one pay service. Cinemax, which doubled its subscriber base in 1982 to more than two million homes, is now the fastest growing pay TV network, Meister said.

The new *SCTV*, which will probably debut on Cinemax in October, will be 45 minutes long. The 90-minute format required by NBC had always been too long in the minds of the show's writers, said Alexander, while the half-hour format employed when the show was in syndication, prior to its network run, had been too short. There will be "no restrictions" on the content of the new *SCTV*, according to Bridget Potter, HBO vice president for original programming.

Cinemax, which purchased 18 episodes of *SCTV*, paid "approximately as much as NBC had been paying for the program," according to Alexander, about \$380,000 per episode, each of which costs about \$420,000 to produce. An important part of the Cinemax purchase prohibits syndication of *SCTV* reruns for as long as the series runs on the pay TV network. There are about 170 half hours of old *SCTV* programming, and Alexander said he is actively seeking to arrange for distribution of the program on videocassettes.

The Cinemax version of *SCTV* will include much of the same cast as that featured in the NBC program, said Alexander, except that John Candy will be an occasional rather than a regular performer. Cinemax will probably air a new episode of the series about every two weeks, said Meister, with four to six repeat broadcasts, scheduled probably in late night and prime time, during each two-

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week period.

SCTV is produced by Old Firehall TV Productions Ltd. and Allarcom Ltd. in association with Rhodes Productions Ltd., all of Toronto. Next year, SCTV will be carried on Canada's Super Channel, but episodes will air after they have first appeared on Cinemax.

As a replacement for SCTV, NBC has scheduled a new show, *Friday Night Videos* (see story, page 50) that is set to premiere Aug. 5, and will be accompanied by stereo radio simulcasts.

## C-SPAN set to launch second channel of Washington fare

**New offering will be transmitted over Galaxy I; will include call-in shows, committee hearings, other material starting in August; program guide in works**

C-SPAN, the public affairs cable network known primarily for its gavel-to-gavel coverage of the U.S. House of Representatives, will launch a second channel offering similar Washington-based programming in August, according to Brian Lamb, the network's president.

Lamb disclosed details of the yet-unnamed program service, which he said would offer programming "just like the first," during a luncheon meeting of the Southern California Cable Association in Los Angeles last Tuesday (May 17).

Lamb said the second channel will be offered at no charge to cable operators who are currently carrying C-SPAN, but that only those carrying the first channel will be permitted to add the new service. He said that C-SPAN would continue to provide House coverage and other public affairs programming, indicating that the second service could carry committee hearings, news confer-

ences, call-in shows, and, if and when approval is obtained, live proceedings from the U.S. Senate, where cameras are currently prohibited.

The new channel would cost "about \$1 million to provide," and would be distributed via the new Galaxy I communications satellite, set for launch next month. Service would be via a pre-emptible transponder, Lamb said.

Lamb also revealed C-SPAN's plan to introduce a weekly program guide—its first—prior to next month's National Cable Television Association convention in Houston. The guide is being prepared by the service's recently hired full-time promotion director. Video promotional materials are also being produced for system operators.

Lamb said that C-SPAN will originate live, call-in programming for the first time from outside the nation's capital on June 21 when the network's cameras travel to the Beverly Hilton hotel in Beverly Hills for Cable Day, a part of the semiannual Consumer Press Tour sponsored by Women in Cable. C-SPAN will provide, either live or by tape delay, exchanges between cable executives, television critics, and cable viewers. (The program will originate live unless the House is in session).

Lamb said that in 1984 C-SPAN plans to provide gavel-to-gavel coverage of the Republican and Democratic Party political conventions, unless similar coverage is offered by the Public Broadcasting Service, as has been discussed. "We won't duplicate," Lamb said.

He said C-SPAN, which currently reaches about 13 million homes, operated on a budget of \$3.2 million in 1982 and expects to spend about \$4 million this year.

"Certainly, C-SPAN is not profitable," Lamb reminded his audience, "It's not meant to be." Instead, the executive labeled the nonprofit, tax-exempt operation "a kind of political safety net" that guarantees an exchange of information and opinion between Washington and the rest of the nation. □

**Dick Tracy had it first.** It was only a matter of time, so to speak, before somebody developed a wristwatch television set. That time arrived when Seiko Time Corp. unveiled the world's first TV watch. The watch uses liquid-crystal video display technology (LVD), a light reflecting technology found in many digital watches and calculators. The television watch picture is best viewed in "normal daylight," according to Seiko officials, and resolution suffers considerably when viewed in low light.

The timepiece/TV weighs less than two ounces and has a 1.2-inch screen. The watch itself does not contain the receiving unit—that's contained in a separate pack about the size of a "Walkman" which operates on two AA batteries to provide four to five continuous hours of viewing or up to 10 hours of listening (through headphones). It is capable of receiving all VHF and UHF channels and FM stereo signals. The range of reception is about 15 to 20 miles.

"America is a lover of gadgets," said Robert Pliskin, Seiko Time Corp. president, "and my feeling is that I can sell as many as I can get my hands on." Worldwide, that will be about 20,000 by the end of 1983, Seiko estimated. About 2,200 have been sold so far in Japan, where it was introduced last December for \$425.

It will be introduced in the U.S. in October at a suggested retail price of \$495. In addition, the TV watch can be used as a playback screen, just like any other television set, for a videocassette recorder.



## Ratings Roundup

ABC-TV took first place in the prime time ratings for the week ending Sunday, May 15, the second full week of local rating sweeps by A.C. Nielsen and the Arbitron Co. ABC took Monday, Tuesday, Wednesday and Saturday while NBC-TV, in a continued showing of increased strength since the start of the sweeps, won Friday and tied CBS-TV on Sunday. CBS won Thursday.

According to Nielsen's National Television Index, ABC averaged a 15 rating/25.3 share for the week, finishing three-tenths of a rating point ahead of CBS (14.7/24.8) and five-tenths of a point ahead of NBC (14.5/24.5). Arbitron's sweep averages as of the end of the week showed CBS (15.3) in front by a hair and ABC and NBC tied (15). Nielsen had CBS first (15.4) followed by NBC (14.9) and ABC (14.8).

The week's highest nightly average came from CBS's broadcast of the *Miss U.S.A. Pageant* (24.4/39) on Thursday, which, preceded by a rerun episode of *Magnum P.I.* (18.7/34), gave the network the only nightly rating average (22.5/37.5) above an 18 for any network that week. On Monday, NBC's broadcast of the annual *Country Music Awards* (19.2/29) overpowered a made-for-TV remake of the movie, *I Want To Live* (18.4/28). ABC won that night, however, because of a stronger lead-in, an original episode of *That's Incredible* (17.1/28), which far overshadowed rerun episodes of NBC's *Love, Sidney* (10.6/18) and *Family Ties* (11.8/19). NBC's broadcast of the movie, "Urban Cowboy" (18.4/30), on Sunday helped it to average a 16.1/27.1 for the night, and to virtually tie CBS's lineup (16.1/27.2), which was dominated by rerun episodes of its regular series.

### The First 20

1. <i>Miss USA Beauty Pageant</i>	CBS	24.4/39
2. <i>Hart to Hart</i>	ABC	20.2/34
3. <i>Country Music Awards</i>	NBC	19.2/29
4. <i>A Team</i>	NBC	18.8/32
5. <i>Magnum, P.I.</i>	CBS	18.7/34
6. <i>NBC Sunday Night Movie—Urban Cowboy</i>	NBC	18.4/30
7. <i>ABC Monday Night Movie—I Want to Live</i>	ABC	18.4/28
8. <i>Three's Company</i>	ABC	18.1/29
9. <i>Alice</i>	CBS	18.1/28
10. <i>Love Boat</i>	ABC	18.0/31
11. <i>Fall Guy</i>	ABC	18.0/30
12. <i>60 Minutes</i>	CBS	17.7/32
13. <i>Hill Street Blues</i>	NBC	17.3/28
14. <i>That's Incredible</i>	ABC	17.1/28
15. <i>Jeffersons</i>	CBS	17.0/26
16. <i>9 to 5</i>	ABC	16.7/26
17. <i>Love, Sex... and Marriage</i>	ABC	16.6/28
18. <i>Trapper John, M.D.</i>	CBS	16.5/28
19. <i>Fantasy Island</i>	ABC	16.0/30
20. <i>Knight Rider</i>	NBC	16.0/28

### The Final Five

62. <i>New Odd Couple</i>	ABC	8.7/17
63. <i>At Ease</i>	ABC	8.6/16
64. <i>Wizards and Warriors</i>	CBS	8.3/15
65. <i>Teachers Only</i>	NBC	7.9/14
66. <i>Monitor</i>	NBC	7.3/14

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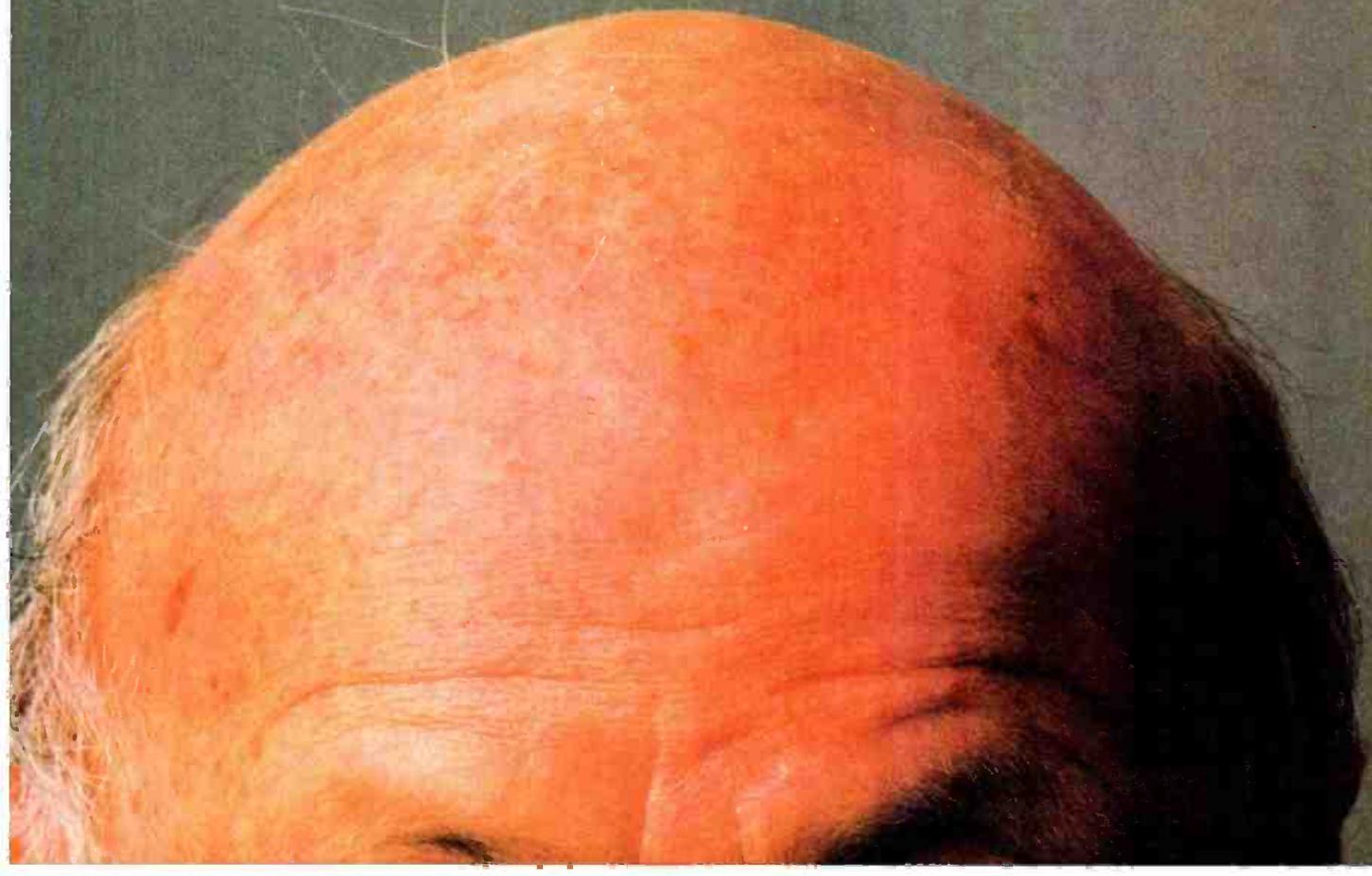
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# TELECASTINGS

## Cultural exchange

Viewers in the Atlanta area got a sampling of TV news as viewers in England see it, and English viewers got a taste of how it's done on WSB-TV Atlanta, in a live exchange during the Cox station's 6-7 p.m. newscast. John McKnight, a weekend anchor on WSB-TV, was in Newcastle-upon-Tyne, England, Atlanta's "sister city" under a 1977 Friendship Force alignment, and Chris Kelly, anchor of ITV's 90-minute *Friday Live* news magazine, was in the WSB-TV studios.

In addition to reports fed by McKnight and Kelly directly to their respective newscasts, there were two joint segments by the WSB-TV and *Friday Live* operations. As re-



WSB-TV's Kelly

counted by Tom Doerr, executive producer of WSB-TV's 6 and 11 o'clock news, the sequence went like this:

England's *Friday Live*, which starts at 5:35 p.m. Atlanta time, did its regular broadcast until 6 p.m., then switched to Kelly in a WSB-TV studio. From 6 to 6:15 WSB-TV broadcast its regular news reports, with regular anchors Wes Sarginson and Monica Kaufman, from one studio while Kelly fed to *Friday Live* from another, presenting interviews with Atlanta officials. Then came the first joint segment, from 6:15 to 6:27, with McKnight reporting his impressions of Newcastle and Kelly offering his views of Atlanta plus a story on horse racing (the Kentucky Derby was being run the next day), with WSB-TV providing one part and *Friday Live* another. At 6:27 WSB-TV returned to its regular newscast, but at 6:35 rejoined *Friday Live* for 10 minutes more of joint reports, including weather and sports segments from Atlanta. Afterward, Kelly resumed his feeds from WSB-TV to Newcastle

and WSB-TV finished its regular newscast. WSB-TV and *Friday Live* provided local crews for each other, but each had its own producer from home in addition to its anchor, and *Friday Live* also sent two others. There was no rehearsal, but WSB-TV people and the *Friday Live* visitors sat down together for an hour or so each day for several days "trying to anticipate everything that could go wrong," according to Doerr, and apparently they succeeded, because "it came off without a flaw."

The WSB-TV signal was fed by satellite to London, where it was converted to English standards and land-lined to Newcastle. The *Friday Live* signal was sent from Newcastle to the BBC in London, where it was converted to American standards and fed by satellite to Vernon Park, N.J., and from there to another satellite to get it to Atlanta.

A project like this, Doerr said, "is a good way to build a lot of good will, but it's a very expensive way." He said the final figures aren't in, but that WSB-TV's share of the satellite cost alone was \$12,000.

## Telethon time

The Democratic National Committee is making a major bet in terms of its financial future on a single roll of the television dice. DNC Chairman Charles T. Manatt said last week the committee plans to spend \$5 million on its 17-hour *Celebrate America* telethon, to be aired on NBC beginning at 9:30 p.m. on May 28. In return, he said, the party anticipates more than 300,000 phone calls and revenues raised during the telethon and subsequent rebroadcasts of segments in targeted markets, as well as from integrated direct mail, to add up to more than \$8 million in the current calendar year.

Manatt, according to a news release put out by the DNC, promises *Celebrate America* will be different from past DNC telethons—broadcast in the early 1970's. "It is a first-rate entertainment program absent the traditional tote boards and long winded money pitches," he said.

The DNC says the show will include "a collage of fast-paced entertainment, moving minidocumentaries, and brief political messages from prominent Democrats." Some stars have taped their contributions—Jane Fonda from Tennessee, Hal Linden on location in Washington talking about Thomas Jefferson, Mary Tyler Moore from New York's Ellis Island and Jack Lemmon in a piece on the Olympics from the Los Angeles Coliseum.

"We are so confident of the success of this combination of fundraising technology that we are investing more than \$5 million in the project—an amount that becomes more meaningful when you realize that the figure is about half of our operation budget in

1983," Manatt said.

Governor John Y. Brown of Kentucky, who headed the party's four telethons from 1972 to 1975, will serve as chairman for *Celebrate America*. But this time, Manatt said, new technology will be employed. He said state parties will not be asked to provide workers to handle phone banks. Instead, the program will use an 800 number and "an efficient computer-age response system" to insure a speedy follow-up to those who call.

The telethon is a Russ Reid Co. production, produced by Bob Precht with Warren Stitt as executive producer, Bill Davis as director and musical direction by Jack Elliott.

## The anatomy of work

CBS's WCBS-TV New York will concentrate on working (and not working) in special programs, spot and editorials for three weeks in June in its seventh annual station project. "Project Working," the umbrella title, will open with a prime time special June 6 at 10-11 p.m. featuring WCBS-TV anchorman Jim Jensen looking at why people work, the experience of being unemployed, "rags to riches" stories, the workplace of the future and professions unlikely to be replaced by automation. It will close with a repeat airing June 25 at 7 p.m.

A half-hour children's special, *Chips 'n' Bits*, dealing with computer technology, is set for access time June 23, and the station's *Channel 2 the People* series will devote



its June 11 and June 18 6-6:30 p.m. programs to unemployment and volunteerism respectively. The station's early-morning *Daybreak* series (Monday-Friday 6-6:30 a.m.) will offer 10 programs, ranging from jobs of the future to handling job stress, the weeks of June 6 and 13. A series of 30-second program spots, *Working Moments*, will be presented throughout the three-week period, built around the theme that "work is more than something to do." There will also be special reports on the station's newscasts, and editorial commentaries on the subject.

Project Working is sponsored by the Bowery Savings Bank, which also did the honors for WCBS-TV's last three annual projects. This year the bank will also present a series of free seminars on the subject of working and its branch offices will distribute copies of a booklet developed by the WCBS-TV station services department: "Project Working: The WCBS-TV Handbook to Help You Find The Job You Want."

## 'Dial' a deal

Public Broadcasting Communications Inc., an arm of public station WNET(TV) New York, has signed a contract with Gruner + Jahr/USA Inc. to market, print and distribute *The Dial* magazine, starting with the July issue. Gruner + Jahr USA will sell advertising space in the monthly publication and manage the entire manufacturing and distribution process, while PBC will continue as owner and publisher and retain full editorial responsibility and policy control.

A WNET spokesperson said that several months ago PBC entered into an agreement with John Quincy Adams Publishing Co. to market, print and distribute *The Dial*, but noted that the agreement had not been consummated.

PBC represents the publishing consortium of 15 public stations under which *The Dial* operates. Gruner + Jahr USA publishes *Parent* magazine, *Young Miss* and *Expecting* and operates two children's book clubs. It is a subsidiary of Gruner + Jahr, a worldwide communications group.

It has been no secret that *The Dial* has been a financial drain on PBC, and, according to John Jay Iselin, president of WNET and a PBS board member, the arrangement means that in time "a dependable revenue stream can begin flowing back to channel 3 in repayment of the station's substantial investment in the magazine."

## 'Donahue' dunned

An appearance on *Donahue* in 1981 by a man who had abducted his son led to a jury award of \$5.9 million in damages against the show's producer, Multimedia Program Productions Inc. Willow Lynne Cramlett had filed a \$10-million suit in U.S. District Court in Denver after Phil Donahue's staff refused to provide her with information regarding her son. The boy's father, Wayne R. Anderson, appeared on two segments of the show in 1981 to defend his action in abducting the 3-year-old Eland, in 1979. The jury's decision followed the second trial in the case. The first ended in a mistrial after the jury was unable to reach a verdict. One of the attorneys for Multimedia said an appeal is a certainty. Anderson had appeared on the show in connection with its discussion of parental kidnapping.

## Ad retort

The Television Information Office told *Reader's Digest* that *Digest* ads hailing Tulsa as the wave of the future, with big broadcast TV losses to cable, don't square with other research. Bert R. Briller, TIO manager of creative services, wrote the *Digest* that Nielsen data shows a three-network share of prime time audience in Tulsa, despite 51% cable penetration, to be the same (78%) as in the total U.S., where cable penetration is 37%. Other Nielsen data, he said, shows that "the average cable home watches just about the same amount of station and network programming as the average home without cable." Perhaps, Briller suggested, the *Digest* was reacting to slippage in its own audience loyalty. He said the latest Roper study of magazines "read fairly often" (two issues out of four) showed the *Digest* tied for top place with *TV Guide*—"yes, *TV Guide*"—but

that the *Digest*, nevertheless, had lost six percentage points in three years and 10 points in six years, "so keep looking over your shoulder."

## Florida grant

FCC Administrative Law Judge John Frysiak has granted the application of Daytona Beach Television Associates Ltd. for a new TV station (channel 26) in Daytona Beach, Fla., denying the competing applications of Daytona Broadcasting Co. Inc. and Life Style Broadcasting Inc. for the same channel.

DBTA is a limited partnership. Daytona Beach Television Corp., the general partner, holds a 60% interest in the partnership; Daytona Beach Family Television Inc., a former applicant in the proceeding, is the limited partner, holding a 40% interest. Edgar M. Dunn Jr. is president and 20% owner of DBTC. Donald B. Holton, secretary-treasurer, is a 10% owner. The rest of DBTC's voting stock is owned by seven others, who each own 10%. None of DBTC's principals have other media interests. The president of Family is Doctor R. Crants Jr., who owns 38.5%; Jeanette Dalton, vice president, owns 15%, and Jack H. Dalton, treasurer, owns 30.5%. Crants is controlling shareholder of Springfield Television Associates Ltd., permittee of a new TV station (channel 33) in Springfield, Mo. He is also an officer and director in Knoxville Family Television, Inc., permittee of a new TV station (channel 43) in Knoxville, Tenn.

## In the marketplace

Enter-Tel, Inc., a television producer/syndicator based in Los Angeles and Cleveland, has acquired worldwide distribution rights to George Schaefer's *Showcase Theater*, 10

dramas originally presented on *The Hallmark Hall of Fame*. The programs, all produced by Schaefer, will be offered for a one-year pay television window concurrent with foreign distribution, followed by domestic television syndication beginning in the spring of 1984. The programs, all in color, are being re-edited, remixed and technically enhanced to improve the picture quality.

□

Paramount Television has reached an agreement with TeleRep Program Enterprises Inc. under which TPE will continue to distribute *Solid Gold*, the weekly, syndicated music series in which TPE also sells national advertising. In its upcoming fourth season, *Solid Gold* will include 12 minutes of advertising time, six local and six national, an increase of two minutes from the current season.

□

King Features Entertainment, New York, has acquired the library of 30 theatrical and television movies from PolyGram Television, Los Angeles, that is being dissolved. Movies include "American Werewolf in London," "Endless Love," *Murder in Coweta County* and *Shadow Box*.

□

*Salute!*, a weekly, first-run music series offered for syndication by MCA-TV, has been declared a "firm go" for fall, 1983. The advertiser-supported program, to be hosted by Dick Clark and produced by Pierre Cossette, has cleared 80 markets, including New York, Los Angeles, Chicago, Boston and Dallas. Offered at this year's NATPE International convention in Las Vegas, *Salute!* will pay tribute each week to a different musical celebrity and targets the 18-to-49-year-old audience.



D.C. TV. Veteran Washington broadcasters gathered at the studios of WRC-TV Washington to celebrate the 25th anniversary of the Washington chapter of the National Academy of Television Arts and Sciences. Included in the celebration was a video retrospective of vintage local programming, assembled by WRC-TV's media critic, Arch Campbell.

Among those in attendance were (l-r): Martha Mendenhall, former producer, WJLA-TV's *Bauman Bible Telecast*; Eddie Gallaher, WWDC(AM), and formerly with WTOP-TV (now WDMV-TV); Mac McGarry, WRC-TV; Patty Cavin, WRC-AM-TV; Lawrence Laurent, retired television critic, *Washington Post*, and Inga Rundvold, host of WRC-TV's 1950's talk show for women, *Inga's Angle*.

## USIA official and staffer resign

**Shortly after news reports charging nepotism, USIA deputy director leaves to join State Department; son of Defense Secretary Weinberger also resigns citing controversy**

The deputy director of the U.S. Information Agency and the son of Defense Secretary Casper Weinberger, a producer in USIA's television and film division, resigned last week in the wake of a brief storm of publicity regarding the agency's hiring of relatives and friends of Reagan administration officials.

Gilbert Robinson, the USIA deputy director who had been brought into the agency on the recommendation of director Charles Z. Wick, left to become a special adviser on "public diplomacy" to the secretary of state. He will serve with the personal rank of ambassador. He said he did not believe there had been "any big controversy" regarding the nepotism charges.

But Casper Weinberger Jr. felt the controversy had touched him. In his letter of resignation to Wick, Weinberger said he was convinced that every promotion he received or action he took would be judged in light of his father's position. "This can be a continuing embarrassment to you and me," he wrote. President Reagan himself discussed the nepotism charges last week, and rejected them as unfounded. Asked about the matter at his news conference, he said the young people who had been named in the reports "were hired because they were eminently well qualified for the jobs." He also said he did

not believe "nepotism" describes what occurred. "Nepotism, in my line, would be if the person in charge was handling or was hiring his own relatives. And there's been nothing of that kind going on," he said.

The resignations of Robinson and Weinberger were accompanied by reports of a row between Wick and Robinson over a \$4,800 merit raise Robinson had approved for the 36-year-old Weinberger, a raise that increased his salary to \$52,479. Robinson's approval—which he said he considered routine, since Weinberger is "a good man and deserved the raise"—occurred in October. But it was not until last month, when Wick was in Asia on an extended tour, that news stories appeared listing the children and friends of administration officials who had been hired by USIA. Weinberger's name was among those mentioned (BROADCASTING, April 25).

The publicity was fanned in part by a letter Senator Edward Zorinsky (D-Neb.) wrote to the agency, alleging nepotism and asking for resumes of its "political appointees," as well as of their predecessors. Then, on April 30, the *Atlanta Constitution* reported the \$4,800 raise given Weinberger—despite what "knowledgeable" sources said was unsatisfactory work performance—and Zorinsky wrote another letter to USIA, complaining he had not been given the resumes he requested and expressing concern about the *Constitution's* report of the raise given Weinberger. He also wrote to the General Accounting Office, asking the watchdog agency to investigate the charges of nepotism—as well as allegations that USIA con-

sultants are "no shows," who may have been paid for work not performed.

USIA officials say that Wick, on his return to Washington, discussed the original charges with Robinson; then, two weeks ago, the second batch. Wick has since directed that the agency provide Zorinsky with all of the information requested. However the officials said the Wick-Robinson talk had not been acrimonious. And Robinson said he had "left on good terms with Wick. Consider him a friend." Wick was not taking calls from reporters on the issue.

Sources downplaying reports of a sudden flareup leading to Wick's request for Robinson's resignation point out that Robinson's new post is not one that could have been designed in a hurry. Among other things, he will seek to drum up support in Europe and around the world for U.S. arms control and security policies—particularly the deployment of intermediate range missiles in Europe. That was the job, until he resigned, of Peter Dailey, who during the presidential campaign handled the advertising for Reagan. Robinson is also expected to undertake "public diplomacy" in El Salvador, a function former Senator Richard Stone (D-Fla.) performed until Reagan named him ambassador at large to Central America.

Robinson, in his new public diplomacy role, will be returning to the kind of work at which he had earned his living before entering government—public relations. He has been chairman of Gilbert A. Robinson Inc., a New York public relations firm, from 1962 to 1981. He was also chairman of the New York Board of Trade in 1977 and 1978.

But if Robinson's departure from USIA was not sudden, the administration does not have a ready replacement. John W. Shirley, the agency's counselor who has served with USIA for 25 years, will assume Robinson's duties on an interim basis. □

## NBC launches teletext service

**Network is feeding 80-page magazine to affiliates; home decoders expected to be on the market soon**

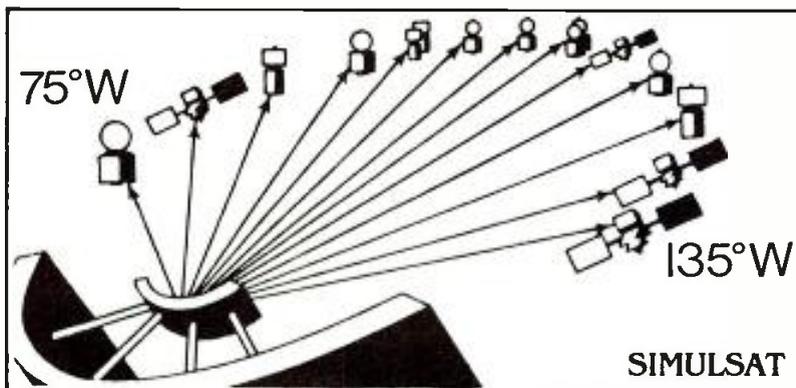
Though it will be a while before viewers are capable of accessing the service, NBC went on line with its NABTS-based national teletext system last Monday (May 16).

The service consists of an 80-page magazine that uses three of the six lines in the vertical blanking interval recently authorized by the FCC for teletext use. The remaining three lines are reserved for affiliate that decide to set up local teletext services. Barbara Watson, general manager, NBC Teletext, estimated that the minimum start-up



**New faces.** New members of National Association of Broadcasters radio and television boards came to Washington to get first hand knowledge of board business. The group attended NAB's executive committee meeting as part of the orientation process before the joint board meeting in June. Seated (l-r): Dick Rakovan, WSNE(FM) Providence, R.I.; Bev Brown, KGAS(AM) Carthage, Tex.; Tom Young, KVON(AM)-KVYN(FM) Napa, Calif.; Jerry Lyman, RKO General Broadcasting, Rockville, Md., and Michael McCormick, WTMJ-TV Milwaukee. Standing (l-r): Charles Jones WSRZ(AM) Sarasota, Fla.; Ken MacDonald, WSAM(AM)-WKQC(FM) Saginaw, Mich.; Gary Capps, Capps Broadcasting, Bend, Ore.; Wally Jorgenson, WBT(TV) Charlotte, N.C.; Dave Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio, and Peter Kizer, Evening News Association, Detroit.

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costs to affiliates would be in the \$50,000 range.

At present there are no NABTS decoders on the consumer market, although RCA Laboratories has developed a prototype model. Several companies are expected to display decoders at the Consumer Electronics Show in Chicago next month. Watson said that decoders should be on the market by the end of this year or next spring. Although no one really knows what the decoders will cost, the most often cited estimate is around \$250.

Watson declined to say how much NBC has invested in teletext development so far or what her projected revenue goals are for the next several years. A rate card has not yet been developed for potential advertisers. Currently, NBC Teletext has a staff of 14, based in New York. But that will be expanded in the fall, said Watson.

The service is continually updated throughout the broadcast day, and has sections devoted to world and national news, sports and weather, life-style features, financial news, horoscopes, games, a travel catalogue and a romance serial entitled *Partners*. □

## The axe falls again at Warner Amex

**As part of Chairman Lewis's restructuring move, 57 more employees are fired from cable firm**

The second wave of employee cuts hit Warner Amex Cable Communications in New York last week, carrying with it 57 employees—including seven vice presidents. The action, Warner Amex Chairman Drew Lewis said, was part of a program to streamline the corporate structure of the company to "insure that Warner Amex is properly positioned to achieve profitability."

In February, Warner Amex terminated 50 employees and accepted the resignation of its president, John Lockton.

The latest round of cuts principally hit the marketing and programing divisions, but human resources, finance, legal, government and public affairs departments were also



Aurelio



Perry



Wangberg



Gosden

touched. After subtracting the just-terminated 57 employees, Warner Amex employs 217 people at its New York headquarters.

Along with the cuts, a major corporate restructuring is under way. Richard Aurelio, former senior vice president of government affairs, has been named acting senior vice president of programing, marketing and sales of channel services. He, in part, replaces Rupert Walters, former executive vice president of programing, who has resigned. Aurelio will continue to lead Warner Amex's franchising process in New York.

Sheldon Perry, senior vice president of programing, will assume additional responsibilities as special adviser to Lewis in programing and program development. As part of the corporate restructuring, Warner Amex will combine its two Metro Divisions, which contain Qube systems in Columbus, Ohio; Cincinnati; Pittsburgh; Houston; Dallas; greater St. Louis and Chicago, into one division. Larry Wangberg, former senior group vice president for Metro systems serving Columbus, Cincinnati, Pittsburgh, and greater St. Louis, will head the new single division; Nickolas Davatzes, the senior group vice president who headed the other divisions, also is resigning.

The government affairs and public affairs departments have been combined into a new department of corporate affairs to be headed by Linda Gosden, senior vice president. Gosden, 30, is the former director of public affairs at the Department of Transportation in Washington—which Lewis headed before he went to Warner Amex in February—and, prior to that, was press secretary to William Brock, former chairman of the Republican National Committee and now U.S. Trade Representative. She also served as deputy press secretary in the Reagan campaign. Her pri-

mary responsibility will be to improve Warner Amex's franchise relations.

In a letter to employees, Lewis outlined the company's action. "This effort was undertaken with the knowledge that Warner Amex is entering a new strategic area," he explained, "one that must focus upon profitability and the packaging and marketing of products that best meet the needs and expectations of our customers." To make profitability a reality—Warner Amex Cable lost more than \$40 million last year—Lewis laid down a four-point plan:

- Decentralize corporate headquarters operations and disperse some of the responsibilities to the field.

- Integrate the programing, marketing and sales divisions "so that our business can be better understood from the customer's point of view."

- Boost the company's community involvement and relations.

- Consolidate planning and development efforts of consumer and commercial cable services.

Gosden, who went on Warner Amex's payroll in April but whose appointment was not announced until last week, said that the major changes are occurring in the sales and marketing divisions, where "a lot of the authority is being transferred to the field so that people close to the customer can be making the decisions with overall guidance coming from the New York corporate offices." She emphasized that the streamlining is also an effort to narrow the increasing distance Warner Amex feels is growing between it and its subscribers. "We are there to serve the subscriber, and so we need to know how the customer feels about our products, but we also need to communicate our business better—we need to become a stronger participant." □

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## Baker urges broadcasters to get to know their audience

**He says response to wants is how to keep abreast of emerging viewing competition**

"As communications executives, you've got to stay in tune with the changes in your viewers and listeners, as well as the changes within the industry, or else they'll tune you out—and there's so much more to turn to today, in terms of competition," said Wil-

liam Baker, president of Westinghouse Broadcasting, in a speech to the Ohio Association of Broadcasters at its annual spring convention last week.

Baker emphasized that broadcasters must understand their audiences to better serve them. Various research studies, he said, are showing that television viewership continues to increase. "More and more people wanted more and more programming. Don't get me wrong, I'm as happy as the next guy with high numbers. But I think we ought to know more about our audience."

Even though overall viewing continues to increase, "distinct differences are measurable in our audiences—and not necessarily for the worse," Baker said. He noted that life-styles have changed "dramatically" since the days of *Ozzie and Harriet*, and "these changes in life-style are being reflected in viewing tastes and habits." People, Baker added, have less time to spend watching television. "But that doesn't mean we can't still be friends. As communicators, we must recognize this, and simply fine tune our way of reaching them."

Baker claimed that broadcasters are now dealing with a "brave, new audience. One that has many interests—inside and outside the home. One whose lives allow for a different kind of time spent with television, and different reasons to spend time with television. It's up to you to know the difference."

As an example of new types of programming, Baker discussed the creation of Group

W's KPX(TV) San Francisco's *Evening Magazine*, which later evolved into *PM Magazine*.

The Group W executive also talked about the changing broadcasting environment. "People who moan about the changes in the industry, and doubt whether broadcasters can survive the change brought on by the onslaught of new technology, fail to realize that the communications industry itself has thrived and succeeded through change," he said.

"Although there's no need for panic, neither is there time for complacency. And those who don't believe that, who fail to cope with the change, and change intelligently, will be doomed." □

## SAG turns down quota plan for minority hiring

**At meeting with AFTRA, union vows to push for other ways of improving affirmative action**

The Screen Actors Guild, although rejecting a proposal that the union adopt a "quota" hiring plan, has restated its commitment to an increase in the number of entertainment industry jobs held by ethnic minorities and will soon begin meeting with studio repre-

sentatives to discuss "improvements in access to roles and hiring practices."

A joint board meeting of SAG and the American Federation of Television and Radio Artists overwhelmingly rejected a proposal advanced late last month calling for 20%-25% of all motion picture and prime time television roles to go to minority actors. A separate proposal would have provided that more than 40% of all speaking roles in the SAG jurisdiction go to "people of color." The two proposals surfaced after an industry survey revealed that only about 10% of all acting roles go to minorities, who make up about 13% of SAG's membership and about 40% of the population in major U.S. cities.

"The numerical approach," explained SAG national executive secretary Ken Orsatti, "was seen as a quota system which would prove unrealistic and unworkable within our industry. We felt that producers would regard a quota system as an interference with their creative control and incompatible with the First Amendment."

Orsatti said that as a result of data access guaranteed under SAG's 1980 contract, the union is "in a position to verify certain consistent trends and weaknesses in those [studio] hiring patterns. We fully plan to discuss those issues on a studio-by-studio as well as industrywide basis, with the expectation of improving the situation." Orsatti emphasized that SAG is "committed to eradicating inequitable hiring practices and the persistence of stereotyping." □

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## Dawson speaks her mind

**Commissioner says deregulation of television should be next; FCC should consider letting phone companies compete with cable; sees commission folded into executive branch; is for television in the Senate**

Now that the Court of Appeals in Washington has affirmed most of the FCC's so-called deregulation of radio (BROADCASTING, May 16), a notice of proposed rulemaking to deregulate TV deregulation should be forthcoming within the next couple of months. That was the word last week from FCC Commissioner Mimi Weyforth Dawson at a brown-bag lunch with reporters.

"That's [the court decision] what we were waiting for," Dawson said.

In a wide-ranging discussion, Dawson also said she felt the commission, in the interests of providing a "level playing field," should consider permitting telephone companies to compete with cable operators (even though the consent decree between AT&T and the Department of Justice precludes competition for a host of services). And she reiterated that the commission should be taking an "integrated" approach to reviewing the need for rules in the video marketplace, considering the interrelationships of such things as network/affiliate relationships, the commission's ownership rules and the network syndication and financial interest rules. "I don't see how we can do that piecemeal," she said.

In a bit of crystal-ball gazing, Dawson also said she wouldn't be surprised if, within the next decade, the FCC was folded into an executive branch agency. As telecommunications became more important to the economy, and the commission was asked to make more and more decisions with international overtones—decisions that could have international trade implications, for example—it might be better to house a communications policymaking body where executive-level decisions could be made, she said.

She also admitted she had passed along recommendations to Chairman Mark Fowler of prospective replacements, all women, for Commissioner Anne Jones, who has announced she will step down by May 31. And though she said she would "love to see a woman" replace Jones, she also said she would like to see a replacement who possessed common carrier expertise, someone to help soften any blow that might otherwise be felt with the departure of Commissioner Joseph Fogarty on June 30. "But that's not my job [finding a replacement]," she said.

On other topics, she said:

- She was in no hurry to vote on the proposal to repeal the network syndication and financial interest rules. (After the meeting,

an aide said she felt there were more important matters—for example, TV deregulation and commission ownership rules—for the FCC to address.) "The year 2000 would be too soon for me," she said.

- She "absolutely" supported the effort to permit televising of Senate floor proceedings.

- She thought congressional attempts to graft a variety of amendments on the FCC authorization bill were doomed to failure,



Dawson

with a "clean" bill the probable end result. "Whenever you put that many ornaments on a Christmas tree, it's going to fall of its own weight," the former Senate staff member said.

- The FCC will have to "struggle" with the differences between "enhanced" and "basic" services for common carriers over the next five years.

- The preparedness of the country's telecommunications system for a national emergency leaves plenty to be desired. "The emergency broadcast system... I have real concerns about its ability to talk to the people of this country; I think it's on a real shoestring."

- She didn't think equal employment opportunity policy was ripe for deregulation; it might even need beefing up. For example, she said she supported raising the EEO processing guidelines for the upper-four job categories in cable from 25% to 50% of parity (the same level used in broadcasting). For that matter, she said, she was not necessarily opposed to looking at the idea of raising those guidelines to 100% of parity. "But if we enforced what we had, I'm not sure we'd have to do much more," she said.

- While some proposals aimed at promoting children's television programming make "good sense" on their own, she has "problems" with those concepts overall. For that matter, she said she thought cable franchise fees raised "constitutional problems."

- She let it be known that she wasn't happy with comparative renewal procedures,

objecting to the commission's having to make "Solomon-like" decisions about someone's character.

In separate remarks before an MCI Communications Corp. management seminar in Washington, Dawson also said the industry shouldn't have high expectations about Congress making communications policy. The fights in the next decade, she said, would be over access to "that terminal" in the home. And Congress doesn't like winners and losers; it likes "winners and winners," she said.

Advantages at the FCC were that commissioners were more insulated from constituent pressures and were able to concentrate on telecommunications issues, she said.

After the meeting, Dawson told BROADCASTING she had "enormous respect" for Congress, but thought that it and the courts confronted "institutional impediments" in communications policymaking. The courts, she said, lacked technical expertise, and Congress, especially since the House and Senate are philosophically divided, was vulnerable to compromise. "Compromise policy is difficult for the FCC to implement with a clear policy direction," she said.

One example of such a compromise policy she cited was Congress' original attempt at legislation authorizing the use of lotteries. Dawson noted that the legislation had mandated preferences for various "underrepresented groups"—a term that could be construed to mean almost everything—and was judged "unworkable" by the commission. Of that sort of policy, she said: "While it may be doable, it's not good policy." □

## NCAA tries again to keep negotiating rights for sports

**Association asks for rehearing of decision blocking schools from bargaining for contracts**

The National Collegiate Athletic Association will go back to court this week in an effort to win a reversal of the court decision declaring invalid the NCAA rule prohibiting member universities and colleges from negotiating their own contracts for television coverage of their football games.

But with the start of the college football season only three months off, it appeared that college football would be televised, this year at least, under the terms of the present contract, regardless of the success of the NCAA in its appeal.

NCAA attorney George Ganwere of Kansas City said the association will ask the full 11-member bench of the U.S. Court of Appeals for the 10th Circuit to rehear the case in which \$281 million in contracts providing

for television coverage of college football is at stake. A three-judge panel of the court, by a 2-1 vote, two weeks ago affirmed the decision of a lower court last year that the manner in which the television rights of NCAA members' football games are sold violates the antitrust law ("In Brief," May 16).

However, the judicial options open to the NCAA offer opportunities for delaying implementation of the decision. The appeals court had stayed the original decision pending appeal. And Ganwere said the request for rehearing would keep the stay in effect until the court acts. If the request is denied—and appeals courts do not often grant rehearing—the NCAA could seek a further stay if, Ganwere said, it decided to seek review by the Supreme Court.

Even without such maneuvers many of those most directly involved were expressing the view that the provisions of the present contracts, under which ABC, CBS and Turner Broadcasting System Inc. carry the college games, would remain in effect through the fall.

The suit was brought by the Universities of Georgia and Oklahoma. Georgia's football coach, Vince Dooley, fears a "chaotic" situation if the provisions of the present con-

tract do not govern for the 1983 season. Robert Wussler, of TBS, said talks with some 25 schools indicate all would "opt for nothing new" in terms of a plan for negotiating for the football television rights. And ABC and CBS sports executives expect college football to be covered this fall as in the past.

The television networks are in the second year of four-year contracts under which each pays the NCAA \$131,750,000 for rights to the games. TBS is in the second year of a two-year agreement under which it pays \$17,696,000.

Although the appeals court agreed that the present arrangement, under which all NCAA members market their rights through the association, violates the antitrust law, it would not prohibit the NCAA from any role in connection with the sale of member schools' football television rights. Indeed, it remanded to the lower court for further consideration that portion of its decision that appears to prohibit the NCAA from performing any regulatory functions. As part of its petition for rehearing, NCAA said in a statement it will ask the court to clarify the terms under which the association might administer a television plan "without antitrust difficulties." □

## Supreme Court declines to review cameras in court case

**Only recourse seen for media is Judicial Conference repeal of federal court exclusion**

News organizations fighting for the right of journalists to cover federal court proceedings with television cameras, microphones and still cameras were left last week with only one remaining hope—that the Judicial Conference of the United States will adopt the rules to make such coverage possible.

The Judicial Conference, which is composed of federal district and appeals court judges, became the last hope last week, when the Supreme Court rejected a petition of six media organizations for review of an appeals court decision holding that the present federal court rules barring broadcast and still-camera coverage are constitutional.

The high court's action came in a case involving U.S. Judge Alcee L. Hastings, who had been accused of taking a bribe in a criminal proceeding. Hastings, who serves in the Miami area and who was subsequently found not guilty, had requested television coverage of his trial. So did the media organizations led by Post-Newsweek Stations which owns WPLG(TV) Miami.

When the trial court rejected the requests, citing the federal court rules, the media organizations appealed to the U.S. Court of Appeals for the 11th Circuit, contending that those rules violate the First Amendment. They said recent Supreme Court decisions indicated that the constitutional guarantees of freedom of press should be extended to give the media the right to televise, photograph, record and broadcast federal criminal trials. But the three-judge panel of the ap-

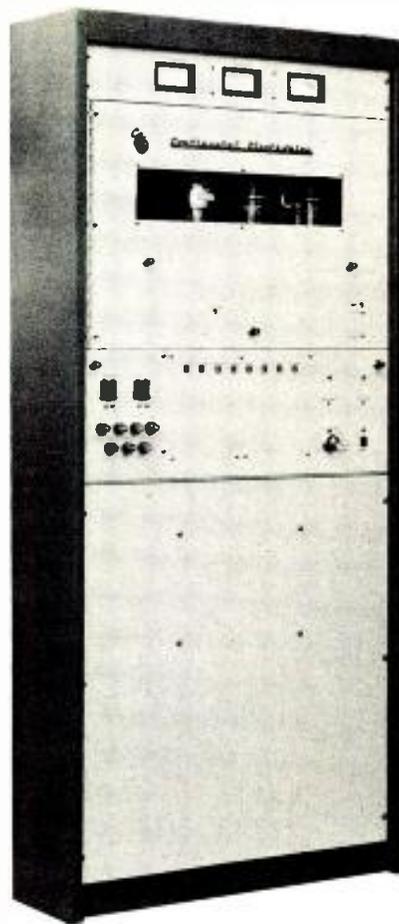
peals court, in a unanimous decision, on Jan. 4, disagreed: "Appellants' approach reflects a tortured reading of these Supreme Court opinions."

In petitioning the Supreme Court for review, the media organizations said rules "that impose arbitrary and absolute bans on access violate the First Amendment" (BROADCASTING, April 25). The Supreme Court's refusal to review—announced as is customary without comment—let the appeals court decision stand.

But the appeals court had concluded its discussion of the First Amendment claim with some advice. "The matter is not one that should be fixed in constitutional concrete," the court said. "Rather the issue is one that should be addressed to the appropriate rulemaking authority."

Twenty-eight media organizations, including most of those that had challenged the federal court rules in court, took that advice before it was issued. Last March they petitioned the Judicial Conference to adopt rules permitting radio, television and still-photograph coverage of federal district courts and courts of appeal. (The Supreme Court makes its own rules.)

The petitioner's principal argument is that such coverage is essential if the public is to be fully informed of the workings of the federal judiciary (BROADCASTING, March 14). There is no indication when the Judicial Conference will respond. Last week, an official notified the petitioners that an ad hoc committee composed of representatives of standing committees of the conference was being created to review the petition and make recommendations to the membership. □



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## GAO suggests changes in law to help FCC deal with license backlogs

To help the FCC speed up its processing of applications, Congress should consider amending the Communications Act to permit the commission to accept only those petitions to deny containing allegations of technical interference, according to the General Accounting Office.

To the same end, GAO said in a report, Congress should consider repealing provisions of Section 307(b) of the Communications Act—which requires the commission to make a “fair, efficient, and equitable” distribution of licenses among states and communities—which may no longer be necessary in a competitive market.

And while it's at it, Congress also might want to consider eliminating comparative hearings of mutually exclusive applications and let the commission grant a license to the first qualified applicant who applies, the report said. “Such a procedure would eliminate the need to comparatively evaluate applications and, therefore, [would] improve licensing speed, and also would help eliminate equity concerns that may now arise as part of the licensing process,” the report, “FCC Can Further Improve Its Licensing Activities,” said.

In the report, which was requested by the Senate Appropriations Subcommittee, GAO also said there were a number of steps the FCC could take on its own to increase efficiency and speed up its license processing. For starters, the report said, the FCC could shift some of its licensing tasks to the applicants themselves. To that end, the commission should consider permitting engineers from the private sector to certify the technical aspects of applications, eliminating the need for the FCC having to do that on its own. The commission should also consider expanding the use of frequency coordinators in existing and forthcoming services, it said.

Among the other changes the FCC should consider, according to the report, are:

- Developing a system to provide the public with direct remote access to the commis-

sion's data bases.

- Studying the feasibility of automated screening programs to assist the licensing staff in carrying out its antenna-clearance and international coordination responsibilities.

- Using lotteries to decide among mutually exclusive applications in full-power broadcast services, “where such action is consistent with the promotion of media ownership diversity.”

- Evaluating the costs and benefits of consolidating land-mobile and microwave licensing functions.

- Evaluating the merits of changing its rules for processing amendments to applications or existing licenses to allow “certain minor amendments to be approved via notification and to reclassify additional amendments as minor.”

- Developing specific information requirements, “including feasibility and cost-benefits analyses,” for all prospective computer system applications included in the commission automated data-processing plan.”

- Developing a computer capacity and workload management policy to address its short- and long-range data processing needs.

- Improving its procedures for monitoring license processing activities by developing “reliable speed-of-service data for broadcast and common carrier services.”

- Determining whether resources can be shifted from areas where they may no longer be needed “to alleviate or avoid undesirable license processing backlogs.” □

## Fowler announces Caribbean help plan

**Chairman says FCC will start project to aid in development of telecommunications facilities**

The FCC will venture into international relations in the Caribbean with the initiation of a Telecommunications Facilities Planning Process for the Caribbean Basin. FCC Chairman Mark S. Fowler, who announced the project at a conference of Caribbean countries in Jamaica last week, said U.S. carriers engaged in the planning of cable and satellite facilities with their Caribbean coun-

terparts had urged the commission “to become involved in a comprehensive review of facilities plans.”

The project envisages the kind of planning the FCC has established with European partners for facilities bridging the Atlantic and, on a less formal basis, with countries bordering the Pacific for international telecommunications service in that area.

Fowler described “the comprehensive planning process” as “a forum designed to offer interested parties in both the U.S. and Caribbean Region the opportunity to participate in the evaluation of facilities requirements.” And he said he was announcing the project at the Jamaica conference because the participants’ knowledge of the region’s needs would benefit the commission as it looks to a Caribbean proceeding. The commission is expected to initiate the proceeding with a notice of inquiry in several months, and Fowler said, “I welcome the input of governments and companies represented here on the planning initiative.”

The conference was the first Caribbean Basin Telecommunications Conference. It was sponsored by Caribbean/Central American Action, a nonprofit, nongovernmental organization supported by some 65 U.S. companies for the purpose of helping Caribbean countries achieve economic growth, in cooperation with the Private Sector Organization of Jamaica and nine major telecommunications firms. The firms are AT&T International, Communications Satellite Corp., Control Data Corp., GTE, International Business Machines Corp., ITT, Dialcom, Northern Telecom, Tymnet and Westem Union.

Fowler said the initiation of the process is consistent with U.S. policy—he noted President Reagan’s Caribbean Basin Initiative designed to aid countries in the region—and is “timely.” He said that telecommunications traffic between the U.S. and the Caribbean area is about 20% of total U.S. international traffic.

Beyond the announcement of the planning project, Fowler focused in his speech on the U.S. emphasis on a free market and free trade in telecommunications as in other matters. And in that connection, he cited policy objectives of the U.S. to reflect national values and “provide the flexibility to account for technological and political realities”:

- “The principle of free flow of information and ideas,” [which] has been a cornerstone of U.S. policy since our country’s birth.” But, he said, on an international level, “many short-sighted governments . . . are demanding or contemplating heavy governmental controls internally and are imposing rigid international regulations on the rest of us.” He said such actions hamper the development of international telecommunications.

- “Equitable access to the radio frequency spectrum.” The emergence of many new nations—“all clamoring” for a share of the spectrum—has led to increased competition among countries for space in the radio spectrum and for orbital positions for satellites. Despite “some short-term fears,” he said, “the legitimate interests of all nations in an efficient, interference-free radio frequency spectrum . . . can—and must—be



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## NBMC and RKO come to terms

**Group owner will pay coalition more than \$70,000 over two years in return for dropping renewal opposition; it will also set up scholarship fund and pay NBMC's legal fees**

The National Black Media Coalition and RKO General Inc. have struck a deal under which NBMC has agreed to withdraw all the pleadings it has filed at the FCC opposing RKO station renewals and refrain from making further efforts to oppose RKO renewals.

Under the agreement, which was filed at the FCC last week, RKO agreed to pay NBMC \$70,000 over the next two years for making available some optional "services," including "management counseling" and "program evaluation." Also according to the filing, RKO has agreed to carry programs of "specific interest" to the black community, and each of its stations will carry an average of 50 public service announcements of "particular interest" to the black community each month. Under the agreement, RKO will "donate" an additional \$25,000 each year to the "RKO/NBMC Scholarship Fund," which will provide scholarships to minority students ("In Brief," May 16). The fund, according to the filing, will be administered by NBMC, subject to the control of a five-member board, two of whose members will be nominated by NBMC and three by RKO.

RKO also agreed to "invite" a representative of NBMC to attend a meeting with managers of its stations during each year of the agreement to "discuss matters of mutual concern." According to the agreement, RKO also will pay NBMC up to \$13,500 in legal and out-of-pocket expenses incurred in opposing the RKO renewals. One clause would permit RKO to renew the agreement for a third year, with the understanding that it will pay NBMC an additional \$42,000 for "services." □

## FCC grants conditional renewals to 10 stations over EEO activity

The FCC has imposed a variety of conditions upon 10 Southern stations, finding that their equal employment opportunity efforts had either only recently been launched or hadn't been pursued throughout their license terms.

The commission's action came in re-

## Washington Watch

**Trade workshops.** House Telecommunications Subcommittee in conjunction with Commerce Department, has scheduled series of workshops in late May and early June with representatives of Nippon Telephone & Telegraph. Workshops will discuss 1980 procurement agreement between Japanese telecommunications company and U.S., which opened Japanese market to American manufacturers for first time. Agreement expires at end of year and Congress wants to "assess its value before it's renewed." Workshops will be held around country, including Washington, June 10. □

**Rate OK'd.** U.S. Court of Appeals in Washington has affirmed FCC order setting AT&T's overall rate of return at 12.75%. Department of Justice—which normally defends commission against appeals of its decisions—had challenged order and rate. Department had questioned methodology by which commission arrived at cost of company's common equity, one of elements used in calculating rate of return. However, three-judge panel, in unanimous ruling, held that commission's rationale is "both discernible and reasonable." □

**Trash clash.** Upholding staff action, FCC has denied fairness doctrine and personal attack complaints filed by Henry Maier, Milwaukee mayor, against WTMJ Inc., licensee of WTMJ-AM-TV and WTKI-FM, all Milwaukee. In complaint, Maier alleged that series of editorials broadcast on all three stations, which questioned whether city was properly managing its garbage collection system and whether city and Maier were properly handling labor disputes involving municipal employees, constituted unfair attack on his character. FCC noted that licensee had "diligently" sought to present contrasting views, and had offered Maier "numerous" opportunities to respond, even though those opportunities were rejected. "The fairness doctrine and personal attack rule require nothing more from broadcast licensees," FCC said. "We agree with the bureau that we cannot find that the licensee acted unreasonably in this matter." □

**Bringing into line.** Conforming its rules to Communications Amendments Act of 1982, FCC has deleted rules that limited and required approval of financial considerations involved in agreements settling competing license applications. Communications Act previously required FCC to approve settlements only after it had found that amount of payment didn't exceed amount legitimately and prudently paid by recipient in pursuit of license. As act was amended, however, FCC may approve settlement if it finds agreement in public interest and finds that no party to agreement filed its application to reach or carry out such an agreement. □

**Mobile phone dereg.** FCC has proposed to deregulate mobile telephones, only piece of two-way voice terminal equipment used in conventional common carrier radio services still regulated. In FCC's Computer II decision, commission decided to drop regulation of carrier-provided customer premises equipment (CPE), but excluded mobile CPE because cellular radio rulemaking was still pending.

sponse to petitions to deny by the National Black Media Coalition and others against 19 stations.

Renewed subject to reporting conditions and the filing of an amended EEO program within 30 days were Miss-Lou Broadcasting Corp.'s WYNK-AM-FM Baton Rouge, La. Granted short-term renewals ending Aug. 1, 1985, subject to EEO conditions, were KLEB Broadcasting Inc.'s KLEB(AM)-KZZQ(FM) Golden Meadow, La.

Granted renewal but required to submit annual EEO information were Norad Inc.'s WSMB(AM) New Orleans; Dixie Broadcasters Inc.'s KLOU(AM) Lake Charles, La., and Capitol Broadcasting Co.'s WSLI(AM)-WXYL(FM) Jackson, Miss. The commission also deferred renewal for KDBS Inc.'s KDBS(AM)-KRRV(FM) Alexandria, La. If "acceptable" employment goals are forthcoming from those stations, their licensees would be renewed for a short term ending Aug. 1, 1985, the commission said. Dissenting in part, FCC Commissioner Henry Rivera said he objected to the majority's deci-

sion to grant an unconditional renewal to noncommercial WYES-TV New Orleans—which had also been named in a petition to deny. "While I appreciate that public broadcasting generally is experiencing funding cutbacks, I am unconvinced, unlike the majority, that this general condition should allow the application of less exacting EEO obligations on public broadcasters. Nor am I persuaded that this station's last-minute improvement provides sufficient assurance that it will faithfully adhere to our EEO policies," he said.

In a separate action spurred by a petition to deny by the National Black Media Coalition, the commission granted renewal to United Communications Corp. for WVBK(AM) Herndon, Va., through Oct. 1988, provided that the station submit within 30 days a revised EEO program outlining the steps it will take to generate minority job applications.

Rivera dissented to the majority's refusal to impose reporting conditions on the licensee. □

# Stock Index

Exchange and Company	Closing Wed. May 18	Closing Wed. May 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC.....	64	5/8 68 1/4	-3 5/8	- 5.31	12	1,874
N Capital Cities.....	144	1/2 147 1/2	-3	- 2.03	19	1,905
N CBS.....	72	76 3/8	-4 3/8	- 5.72	15	2,134
N Cox.....	49	1/4 48 5/8	+ 5/8	+ 1.28	21	1,396
A Gross Telecasting....	57	57			13	45
O LIN.....	42	41 1/4	+ 3/4	+ 1.81	22	436
N Metromedia.....	445	547	-102	-18.64	31	1,244
N Outlet Co.....	41	1/8 41 3/8	- 1/4	- .60	17	167
O Scripps-Howard.....	23	1/2 22 3/4	+ 3/4	+ 3.29	12	243
O SunGroup Inc.....	5	5			7	4
N Storer.....	28	3/8 28 3/8			d	465
N Taft.....	53	1/2 53	+ 1/2	+ .94	15	486
O United Television.....	13	1/4 14 1/8	- 7/8	- 6.19	17	157

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell.....	25	1/2 25 1/2			26	154
A Affiliated Pubs.....	41	38 5/8	+2 3/8	+ 6.14	20	320
O A.H. Belo.....	44	3/4 45	- 1/4	- .55	16	419
N American Family.....	20	1/4 19 1/2	+ 3/4	+ 3.84	14	274
O Associated Commun..	27	1/2 25 1/2	+2	+ 7.84	11	66
N John Blair.....	69	1/2 72	-2 1/2	- 3.47	15	271
N Charter Co.....	12	3/8 12 7/8	- 1/2	- 3.88	15	261
N Chris-Craft.....	22	3/4 24 1/4	-1 1/2	- 6.18	24	141
N Cowles.....	18	1/2 18 1/2			20	73
N Dun & Bradstreet.....	132	1/4 130	+2 1/4	+ 1.73	25	3,723
N Fairchild Ind.....	20	7/8 22 3/8	-1 1/2	- 6.70	14	273
N Gannett Co.....	66	69	-3	- 4.34	19	3,517
N General Tire.....	37	36 3/8	+ 5/8	+ 1.71	36	890
O Gray Commun.....	44	1/2 44 1/2			13	21
N Gulf United.....	28	28 1/4	- 1/4	- .88	9	785
N Harte-Hanks.....	43	1/4 46 1/4	-3	- 6.48	15	430
N Insilco Corp.....	25	1/4 25 1/4			22	403
N Jefferson-Pilot.....	36	1/4 36 3/8	- 1/8	- .34	9	777
O Josephson Intl.....	19	18 1/2	+ 1/2	+ 2.70	14	91
N Knight-Ridder.....	53	1/2 53 7/8	- 3/8	- .69	16	1,745
N Lee Enterprises.....	42	1/4 43	- 3/4	- 1.74	29	576
N Liberty.....	18	3/4 18 1/2	+ 1/4	+ 1.35	15	184
N McGraw-Hill.....	92	93 1/2	-1 1/2	- 1.60	20	2,294
A Media General.....	60	1/2 61 7/8	-1 3/8	- 2.22	13	420
N Meredith.....	111	1/2 114	-2 1/2	- 2.19	12	348
O Multimedia.....	43	3/4 39 1/2	+4 1/4	+10.75	22	688
A New York Times Co..	76	5/8 76 5/8			18	990
A Post Corp.....	43	1/2 43	+ 1/2	+ 1.16	20	79
N Rollins.....	14	3/4 15 1/8	- 3/8	- 2.47	15	383
N Schering-Plough.....	46	44 7/8	+1 1/8	+ 2.50	14	2,449
N Signal Cos.....	30	1/2 31 1/4	- 3/4	- 2.40	60	3,233
O Stauffer Commun.*...	43	43			11	43
A Tech Operations.....	29	1/2 29 3/4	- 1/4	- .84	19	24
N Times Mirror Co.....	78	1/4 82 1/2	-4 1/4	- 5.15	18	2,675
O Turner Bcstg.....	17	1/2 18	- 1/2	- 2.77	d	357
A Washington Post.....	66	1/2 67 3/8	- 7/8	- 1.29	18	940
N Wometco.....	32	7/8 33 1/4	- 3/8	- 1.12	22	568

## CABLE

A Acton Corp.....	7	3/4 7 1/4	+ 1/2	+ 6.89	46	39
N American Express....	68	1/4 68 1/8	+ 1/8	+ .18	14	8,689
O Burnup & Sims.....	8	1/8 7 3/8	+ 3/4	+10.16	d	72
O Comcast.....	21	1/2 20 1/4	+1 1/4	+ 6.17	23	166
N General Instrument..	48	1/2 46 7/8	+1 5/8	+ 3.46	15	1,505
N Heritage Commun.....	12	1/4 11 1/2	+ 3/4	+ 6.52	20	90
O Rogers Cablesystems	10	7/8 11	- 1/8	- 1.13	d	240
O Tele-Communications	32	1/2 27 1/2	+5	+18.18	69	685
N Time Inc.....	65	1/2 69 1/8	-3 5/8	- 5.24	26	3,718
O Tocom.....	7	7/8 8 1/8	- 1/4	- 3.07	d	54
N United Cable TV.....	22	1/8 21 1/8	+1	+ 4.73	138	242
N Viacom.....	32	1/4 33	- 3/4	- 2.27	16	373

Exchange and Company	Closing Wed. May 18	Closing Wed. May 11	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Barris Indus.....	6	5/8 6 1/2	+ 1/8	+ 1.92	74	36
N Coca-Cola.....	52	3/4 54 3/8	-1 5/8	- 2.98	13	7,160
N Disney.....	74	1/4 79	-4 3/4	- 6.01	23	2,555
N Dow Jones & Co.....	50	49 1/4	+ 3/4	+ 1.52	34	3,191
O Four Star.....	9	1/4 9 1/4			10	7
N Getty Oil Corp.....	69	3/4 66 1/4	+3 1/2	+ 5.28	8	5,519
N Gulf + Western.....	25	5/8 27	-1 3/8	- 5.09	13	1,971
O Lorimar.....	23	1/2 23	+ 1/2	+ 2.17	15	117
N MCA.....	36	3/8 37 1/8	-1 1/8	- 3.03	10	1,717
N MGM/UA.....	21	1/8 18 3/8	+2 3/4	+14.96	27	1,051
N Orion.....	26	27	-1	- 3.70	d	231
O Reeves Commun.....	21	1/2 21 1/2			11	265
O Telepictures.....	18	1/4 19 1/8	- 7/8	- 4.57	24	106
O Video Corp. of Amer..	9	5/8 9 7/8	- 1/4	- 2.53	d	16
N Warner.....	27	5/8 28 1/8	- 1/2	- 1.77	11	1,765
A Wrather.....	33	34 1/8	-1 1/8	- 3.29	d	74

## SERVICE

O BBDO Inc.....	42	1/4 43	- 3/4	- 1.74	16	246
O Compact Video.....	8	3/8 10 1/8	-1 3/4	-17.28	d	27
N Comsat.....	70	68	+2	+ 2.94	82	630
O Doyle Dane Bernbach	27	24 3/4	+2 1/4	+ 9.09	20	157
N Foote Cone & Belding	48	5/8 49 3/8	- 3/4	- 1.51	13	136
O Grey Advertising.....	100	96	+4	+ 4.16	9	58
N Interpublic Group.....	56	3/8 56	+ 3/8	+ .66	14	263
N JWT Group.....	36	35 7/8	+ 1/8	+ .34	720	190
O MCI Communications.	46	46 1/2	- 1/2	- 1.07	29	5,364
A MovieLab.....	4	3/4 4 1/8	+ 5/8	+15.15	d	8
O A.C. Nielsen.....	34	3/4 36 1/4	-1 1/2	- 4.13	17	1,076
O Ogilvy & Mather.....	56	1/4 55	+1 1/4	+ 2.27	16	242
O Telemation.....	6	3/4 6 1/2	+ 1/4	+ 3.84	15	8
O TPC Communications	2	1/4 2 1/8	+ 1/8	+ 5.88	d	2
O Unitel Video.....	13	1/4 12 3/8	+ 7/8	+ 7.07	19	19
N Western Union.....	45	3/8 43 3/8	+2	+ 4.61	13	1,086

## ELECTRONICS/MANUFACTURING

O AEL.....	35	31 3/4	+3 1/4	+10.23	d	68
N Arvin Industries.....	20	1/2 21 3/8	- 7/8	- 4.09	13	144
O C-Cor Electronics.....	19	1/4 19	+ 1/4	+ 1.31	15	68
O Cable TV Industries..	6	6			40	18
A Cetec.....	9	3/4 9 1/4	+ 1/2	+ 5.40	24	21
O Chyron.....	25	1/2 24 1/2	+1	+ 4.08	28	104
A Cohu.....	8	1/8 8	+ 1/8	+ 1.56	23	14
N Conrac.....	37	1/2 37	+ 1/2	+ 1.35	26	219
N Eastman Kodak.....	74	1/2 73 1/4	+1 1/4	+ 1.70	10	12,345
O Elec Missile & Comm.	14	1/4 11	+3 1/4	+29.54	d	41
N General Electric.....	106	1/8 109 1/4	-3 1/8	- 2.86	d	48,357
N Harris Corp.....	43	5/8 44 1/4	- 5/8	- 1.41	23	1,374
O Microdyne.....	14	1/2 14 5/8	- 1/8	- .85	35	68
N M/A Com. Inc.....	31	3/8 29 1/2	+1 7/8	+ 6.35	43	1,343
N 3M.....	85	3/4 86 1/4	- 1/2	- .57	16	10,109
N Motorola.....	116	1/2 116 5/8	- 1/8	- .10	26	4,531
N N. American Philips..	66	1/4 65 5/8	+ 5/8	+ .95	12	918
N Oak Industries.....	10	1/4 11 7/8	-1 5/8	-13.68	d	167
A Orrox Corp.....	6	3/4 6 7/8	- 1/8	- 1.81	d	15
N RCA.....	29	5/8 27 3/8	+2 1/4	+ 8.21	18	2,417
N Rockwell Intl.....	55	7/8 56 7/8	-1	- 1.75	12	4,288
A RSC Industries.....	5	7/8 5 7/8			59	19
N Scientific-Atlanta....	18	3/8 17 3/4	+ 5/8	+ 3.52	d	434
N Sony Corp.....	15	7/8 16	- 1/8	- .78	29	3,663
N Tektronix.....	73	1/8 72 1/8	+1	+ 1.38	23	1,384
O Telemet (Geotel Inc.)	3	1/4 3 1/8	+ 1/8	+ 4.00	25	10
A Texscan.....	23	3/4 23 3/4			29	144
N Varian Associates....	45	3/4 44 3/4	+1	+ 2.23	27	959
N Westinghouse.....	47	3/8 46 1/2	+ 7/8	+ 1.88	10	4,142
N Zenith.....	23	1/4 22 5/8	+ 5/8	+ 2.76	d	440

<b>Standard &amp; Poor's 400</b>						
<b>Industrial Average</b>	183.04	184.59	- 1.55			

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. d Deficit. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

## NBC and Comsat: Marriage made in heaven

**In partnership announced last week, network will deliver its programming via Comsat which, in turn, gets major revenue source**

After more than a year of negotiation, NBC-TV and Comsat General announced last week plans to make NBC a leader in satellite program distribution and make Comsat General a whole lot of money.

Under the plan, Comsat General will provide the network with a complete satellite distribution service, including uplinks and downlinks, for the next decade ("Closed Circuit," May 9). The two have already signed a deal that will allow Comsat to provide "interim" service involving 24 affiliates beginning Jan. 2, 1984. And by October, they hope to complete a 10-year contract that will permit Comsat to extend the service to all 214 NBC affiliates in late 1984.

The plan seems to make everybody a winner. NBC and its affiliates get a sophisticated satellite distribution system without having to make an enormous capital investment in

earth stations and satellite transponders. Comsat General gets a major new source of revenue during a period when its current major revenue sources will begin to dry up. Neither Comsat General nor NBC would say how much NBC would pay for the service, but Comsat set the value of the contracts in excess of "several million dollars." Ray Timothy, group executive vice president, NBC, said the service would cost more than the \$30 million NBC now pays AT&T each year for use of its terrestrial network. But the cost is fixed and the network will not have to contend as it now does with annual rate hikes, he said.

The other winners are Comsat General's subcontractors: Satellite Business Systems and RCA Americom, which will provide the satellite transponders, and Harris Corp., which will supply the earth stations and maintain them. (Comsat General is a subsidiary of Communications Satellite Corp., a one-third partner in SBS; NBC and RCA Americom are subsidiaries of RCA Corp.)

The Comsat General distribution system

will be the first to use Ku-band (12 ghz) satellites, which have their pluses and minuses. Because there is little terrestrial use of the band, uplinks and downlinks can be located anywhere without worrying about interference. "Ku-band will give us greater capability and greater flexibility," NBC President Pierson G. Mapes told the NBC affiliates assembled in Los Angeles last week. "Unlike the C-band [4 ghz] system, you can literally put the dish anywhere within the sight of the satellite."

Irving Goldstein, executive vice president, Communications Satellite Corp., concurred with Mapes. "We happen to think the flexibility that NBC gets out of this system is extremely significant," he said. "The Ku-band in this type of application, when you want to locate smaller dishes in urban areas, is the preferred way to go. It makes good business sense and makes good technical sense."

NBC will not be the first network to turn to satellites to deliver its programs. The Public Broadcasting Service reaches 300 member stations through a satellite distribution system installed in 1978.

The problem with the Ku-band is that moisture in the atmosphere, particularly rain, degrades the signal and ultimately the picture. But Comsat General has apparently been able to prove to NBC's satisfaction that the band can be used without fear that a heavy rainstorm will wipe out a station's picture. According to William Mayo, vice president, satellite systems group, Comsat General, the "rain fade" problem is overcome by the use of transponders many times more powerful than those of C-band satellites and the use of earth stations with large antennas in areas prone to frequent and heavy rain.

A key feature of the satellite service is the uplinking capability it will give NBC. The interim service includes two permanent uplinks in New York and Burbank, Calif., for network program origination and three transportable uplinks that can go anywhere for NBC Sports and NBC News. With the introduction of the permanent service, the uplinking capability will be greatly expanded. In addition to the uplinks in New York and Burbank, Mayo said, 38 key NBC affiliates will be equipped with transmitters that will allow them to uplink programing, and Comsat General will have "electronic packages" that can be shipped to other affiliates to give them temporary uplinking capability. Comsat General will also add nine more transportables to the fleet. "One of the primary design criteria was to make NBC absolutely independent and that is really the power of the network we have put together," said Mayo. "It is not dependent on anything. It is

### Mid-Atlantic

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5/23/83

a completely separate network."

The downlink antennas will range from three meters to 11 meters in diameter depending on the location of the affiliate and the importance of the affiliate to the network, Mayo said. The "typical" installation will consist of a six-meter dish with three to eight receivers—multiple receivers are needed for simultaneous reception of more than one feed and for backup—and a three-meter antenna for use during sun outages of the main antenna or in case of "catastrophic loss" of the main antenna, he said. The small antenna, he said, "will keep the station on the air, although at somewhat lower quality."

For the satellite segment, Comsat General has leased the only two 40-watt transponders on SBS III, which was launched aboard the Space Shuttle last November and it plans to lease three more 20-watt transponders on the bird by October. In addition to the five full-time transponders, Comsat General and NBC will have access to five additional transponders on the three-satellite SBS system to handle some of the heavy prime time and weekend sports traffic.

Comsat General began courting NBC in February 1982. When NBC showed some interest, Comsat General went to SBS in late spring and asked the carrier to upgrade two of the 10 transponders on SBS III from 20 watts to 40 watts and then, according to one source, purchased a \$3 million option on the two high power transponders. When it struck the deal with NBC early this month for the interim service, it also exercised its option with SBS, signing a seven-year, \$42 million lease.

According to Mayo, RCA Americom did not get involved until late in the game. Comsat General had originally planned to acquire additional transponders on SBS IV, which is scheduled for a Shuttle launch in August 1984, make it the primary distribution satellite and use SBS III as a backup. But early this year, RCA Americom began looking for customers for its three-satellite Ku-band system and apparently persuaded NBC to keep some of its money in the family. The NBC-Comsat General arrangement was subsequently modified to permit the shift of the NBC traffic from the SBS system to the first of the RCA Americom Ku-band satellites when it becomes operational in September or October 1985. (According to one industry source, RCA Americom is charging \$3 million a year for each of its 40-watt Ku-band transponders.) Comsat's Goldstein said the intrusion of RCA Americom was not upsetting. As a matter of fact, it jibes with SBS's plans for its system. SBS will get its capacity back at the same time demand for other services it plans to offer is expected to rise.

The NBC-Comsat General plan was well received by the affiliates at the annual meeting. The only complaint heard was that affiliates will not be able to use their Ku-band equipment to pick up the rich variety of non-network programming on the C-band satellites. Timothy responded to the criticism, saying that although that was true, it was his guess that most stations will have an array of earth stations, permitting them to receive programming from all communications satellites, regardless of frequency. (According to one estimate, 80 NBC affiliates already have C-band earth stations.) □

# Changing Hands

## Cox buys Detroit for \$70 million

PROPOSED

**WKBD-TV Detroit** □ Sold by Field Enterprises to Cox Communications for \$70 million cash. **Seller**, based in Chicago, is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%). It is divesting its broadcast properties and has put rest of its holdings on block. WKBS-TV Philadelphia is last Field station left to be sold. FCC approved sale of WFLD-TV Chicago (BROADCASTING, March 7), and WLVI-TV Cambridge, Mass. (see below). Field also owns three cable systems and daily *Chicago Sun-Times*. **Buyer** is publicly traded cable operator and group owner of five AM's, seven FM's and six TV's, headed by William A. Schwartz, president and chief operating officer. Closing is contingent upon either waiver from FCC or sale of its cable systems in WKBD-TV coverage area. WKBD-TV is independent on channel 50 with 2,340 kw visual, 209 kw aural and antenna 960 feet above average terrain.

**WILS-AM-FM Lansing, Mich.** □ Sold by Lansing Broadcasting Co. to Sentry Broadcasting Inc. for \$1.4 million. **Seller** is principally owned by John C. Pomeroy, president, and

E.L. (Red) Byrd. They have no other broadcast interests. **Buyer**, headquartered in Stevens Point, Wis., is headed by Don Colby, president. It also owns six AM's and five FM's. WILS is on 1320 khz with 5 kw day and 1 kw night. WILS-FM is on 101.7 mhz with 3 kw and antenna 180 feet above average terrain. **Broker: Blackburn & Co. Inc.**

**KEMM(FM) Commerce, Tex.** □ Sold by Commerce Broadcasting Inc. to KEMM Communications Inc. for \$270,000 cash, plus \$80,000 noncompete agreement. **Seller** is headed by Chester Maxwell, general manager of KMEZ-AM-FM Dallas. It has no other broadcast interests. **Buyer** is owned by Dallas businessmen Joe McHugh, Ira Einsohn and Leland Murphy, who have no other broadcast interests. KEMM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Chapman & Associates.**

APPROVED

**WLVI-TV Cambridge, Mass.** □ Sold by Field Communications Corp. to Gannett Massa-

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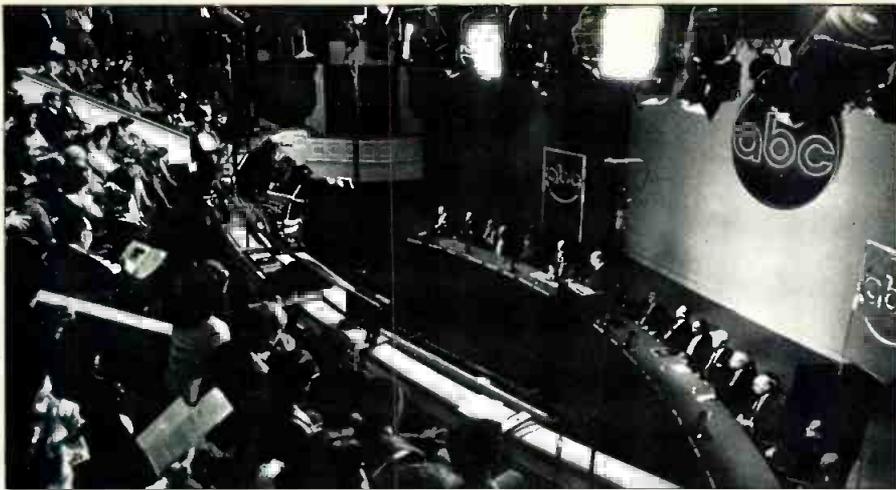
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**Facing the stockholders.** ABC executives met with the company's shareholders in New York last week to report that, for the foreseeable future, broadcasting will continue to be the principal business of the American Broadcasting Companies. But by the end of the decade, said ABC Chairman Leonard H. Goldenson, "we envision ourselves as a broadly based marketer and supplier of programming to a wide range of distribution technologies."

ABC President Frederick S. Pierce reassured shareholders that ABC Radio is "poised for a turnaround this year." He cited the development costs of new radio networks and the recession as factors depressing ABC Radio's 1982 results. Pierce said that based on this year's second- and predicted third-quarter sales activity, "we expect that broadcasting revenues for the full year will grow at a more rapid rate than the first quarter." (First-quarter ABC broadcasting revenues grew 12%).

Business at the meeting included re-election of ABC's 16 board of directors and shareholder approval of an amendment to the company's savings and investment plan. In a question period that followed management's presentation to the stockholders, Goldenson reported that ABC paid \$8,300,000 in 1982 for legal fees to fight libel suits, and donated \$1,500,000 to charitable organizations.

chusetts Broadcasting for \$47 million (BROADCASTING, Nov. 22, 1982). Seller is divesting its broadcast properties (see proposed sale of WKBD-TV Detroit above). Buyer is owned by Gannett Co., Rochester, N. Y.-based publisher of 89 daily newspapers and 22 nondailies and group owner of six AM's, seven FM's and seven TV's. It bought, subject to FCC approval, KRON-TV San Francisco from Chronicle Publishing Co. for \$100 million plus swap of KOCO-TV Oklahoma City (BROADCASTING, Oct. 4, 1982). It also has announced agreements to buy WTCN-TV Minneapolis from Metromedia for \$75 million and sell KARK-TV Little Rock, Ark., to local group headed by KARK-TV's president and general manager, David Jones, for about \$25 million (BROADCASTING, Aug. 30, 1982). It also sold WLKY-TV Louisville, Ky., and WPTA(TV) Fort Wayne, Ind. (see below). Allen H. Neuharth is chairman and Alvin Flanagan is president of broadcast group. WLVI-TV is independent on channel 56 with 1,660 kw visual, 166 kw aural and antenna 1,186 feet above average terrain.

**WLKY-TV Louisville, Ky., and WPTA(TV) Fort Wayne, Ind.** □ Sold by Gannett Co. to Pulitzer Publishing Co. for \$15.4 million for WLKY-TV and \$8.6 million for WPTA. Seller also bought WLVI-TV Cambridge, Mass. (see above). Buyer is St. Louis-based publisher of *St. Louis Post-Dispatch* and *Tucson* (Ariz.) *Star* and owner of one AM, one FM and three TV's. It recently was granted FCC approval to sell WLNE-TV New Bedford, Mass.-Providence, R.I., for \$15.5 million (BROADCASTING, Jan. 3), and swapped KSDK-TV St. Louis for Multimedia's WXII-TV Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus \$9 million. WLKY-TV is ABC affiliate on channel 32 with 4,300 kw visual, 860 kw aural and antenna 1,260 feet above average terrain. WPTA is ABC affiliate on channel 21 with 562 kw visual, 55 kw aural and antenna 760 feet above average terrain.

**WOKY(AM) Milwaukee and WMIL-FM Waukesha, both Wisconsin** □ Sold by Surrey Broadcasting Inc. to Sundance Broadcasting of Wisconsin Inc. for \$4.75 million ("In Brief," March 14). Seller is Denver-based radio station group owner which also owns KAIR(AM) and KJYK(FM) Tucson, Ariz., and KATT-AM-FM Oklahoma City. Surrey is divesting WOKY and WMIL while keeping KYKY(FM) St. Louis, all of which are in process of acquisition from Charter Co., which has sold off its radio properties, for \$10 million. Buyer is headed by David E. Reese, chairman, and Michael D. Jorgenson, president, and owns KIDO(AM)-KIDG(FM) Boise, Idaho. WOKY is on 920 khz with 5 kw day and 1 kw night. WMIL-FM is on 106.1 mhz with 50 kw and antenna 925 feet above average terrain.

**WDAT(AM) Ormond Beach, Fla.** □ Sold by Hunter-Knight Daytona Inc. to Florida Media Corp. for \$525,000. Seller is owned by William A. Hunter (42.77%), Phillip Knight (21.3%), Kenley Squier (7.2%) and six others. Hunter owns 38.5% of WDOT(AM) Burlington, Vt. Squier owns 43.3% of WDEV(AM) Waterbury and 31.2% of WRFB(FM) Stowe, both Vermont. Knight has no other

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May 13, 1983

## Bottom Line

**Thanks, E.T.** MCA Inc. announced its net income for first quarter ending March 31 increased to \$39 million, or 81 cents per share, from \$24.3 million or 51 cents per share in 1982, as revenue rose from \$325.3 million to \$430.9 million. Increase was attributed primarily to continued success of Universal's motion picture, "E.T.: The Extra Terrestrial." Revenue from television operations rose from \$8.7 million to \$12.4 million during period. MCA has declared quarterly cash dividend of 22 cents per share of common stock, payable June 13 to stockholders of record May 25, 1983.

□

**MGM mixture.** MGM/UA Entertainment Co. has reported net income for quarter ended Feb. 28 of \$15.4 million or 31 cents per share, on operating revenues of \$158.2 million, compared with a net loss of \$5 million or 10 cents per share on operating revenues of \$190.4 million for the same period in 1982. MGM/UA declared quarterly cash dividend of five cents per share to stockholders of record on April 22, 1983. Studio also announced it has filed with Securities and Exchange Commission for sale of \$300 million in senior subordinated notes, to be used to repay portion of company's outstanding debt.

□

**Nielsen record.** A.C. Nielsen Co., Northbrook, Ill., reported record sales and earnings for second fiscal quarter and six months ended Feb. 28, 1983. Sales in second quarter increased 7.4% to \$170,813,000 and earnings increased 1.4% to \$11,342,000, or 51 cents per common share. For six-month period, sales increased 7.2% to \$332,890,000 from \$310,642,000 year before. Earnings for same period increased 7.5% to \$21,059,000 or 94 cents per share.

□

**Disney divvy.** Walt Disney Productions has announced increase in revenue for second quarter ended March 31 to \$315.7 million, from \$247.7 million during same period in 1982. Profits increased from \$21.6 million, or 65 cents per share, to \$30 million, or 87 cents per share in 1983. Operating income increased from \$43.8 million to \$69.3 million. Rise in revenue and operating income was largely attributed to official opening of Epcot Center in Florida last October.

broadcast interests. Buyer is owned by Phyllis Glassman (51%) and Robert Recchiuti (49%). Glassman is Hauppauge, N.Y., manufacturer and distributor of educational materials. Recchiuti owns Cherry Hill, N.J. advertising agency and is former general sales manager of WWHH(AM)-WPST(FM) Princeton-Trenton, N.J. WDAT is on 1380 kHz with 5 kw day and 2.5 kw night.

□ Other approved stations sales include WJAM(AM) Marion, Ala.; KMLA(FM) Ashdown, Ark.; KHSJ(AM)-KHYE(FM) Hemet Calif.; KONG-AM-FM Visalia, Calif.; WACR AM-FM Columbus, Miss.; WBFN(AM)-WYKK(FM) Quitman, Miss.; WWDR-AM-FM Murfreesboro, N.C., and WRGS(AM) Rogersville, Tenn.

### Sale scotched

The \$12-million sale of WDAU-TV Scranton, Pa., though approved by the FCC, didn't come off, after all. Instead of a closing, there's a lawsuit, according to counsel for the seller, Scranton Broadcasters Inc., owned by heirs of Frank Megargee.

The commission approved the sale to Robert Dudley, Richard Benedek and Charles Woods last fall ("Changing Hands," Oct. 11, 1982). But a representative of the seller said last week that after several postponements requested by the buyers to give them more time to arrange financing, the owners served notice that the closing must be held by mid-January and, when it wasn't, filed a breach of contract suit in U.S. District Court in Scranton. The suit is said to be in pre-trial phases.

Meanwhile, the Megargee heirs continue to run the station—and to negotiate with other potential buyers. They also own WGBI-AM-FM Scranton, which wasn't part of the deal.

When questioned by a reporter last week, Benedek, one of the original buyers, referred all questions to Dudley, another of the buyers. Dudley's office at Avery-Knodel, New York-based station rep firm, said he was away until the day after Memorial Day and could not be reached. Dudley is vice president in charge of finance at Avery-Knodel and also has station ownership interests, as do Benedek and Woods, his associates in the original WDAU-TV deal.

### Interpublic buys Dailey

The Interpublic Group of Companies Inc., New York, has reached an agreement in principle to acquire Dailey International Group and its wholly owned U.S. subsidiary, Dailey & Associates, Los Angeles, in an exchange of stock.

Dailey International had worldwide billings in 1982 of approximately \$135 million. Domestic broadcast billings last year totaled more than \$55 million. Interpublic's agencies include McCann-Erickson Worldwide, Marschalk Campbell-Ewald Worldwide, SSC&B Lintas Worldwide, Clinton E. Frank Inc. and the Marschalk Co. Its worldwide billings in 1982 were \$3.6 billion.

Under the proposed terms, Interpublic would issue about 400,000 shares of its common stock in exchange for all outstanding stock of Dailey International.

## FirstCom Corporation

has acquired

### WEZI-FM

Memphis, Tennessee

for

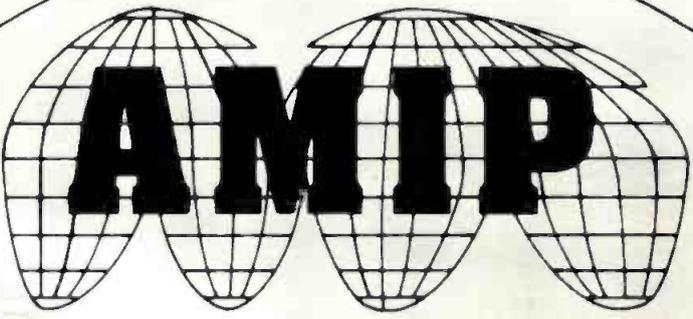
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## HDTV occupies world's center stage

**Montreux technical symposium will focus on new technology with demonstrations, papers**

The worldwide interest in high-definition television (HDTV) will be underscored at the 13th International Television Symposium, a technical conference and trade show that opens this Sunday (May 29) at the convention center in Montreux, Switzerland.

The first two days of the five-day event are devoted to the technology, which promises double the picture resolution of existing NTSC, PAL or SECAM television systems and improved color and wide-screen pictures to boot.

The some 7,000 broadcasters and broadcast engineers from around the world expected to attend the five-day event are invited Sunday to a 90-minute presentation of HDTV programming produced by several European broadcasters and organized by CBS. The HDTV theme will be taken up again on Monday during two technical sessions.

The HDTV presentation, which will open the symposium and be repeated four times during the day, will encompass a variety of HDTV programming. The Austrian National Network taped a performance of Mozart's "Magic Flute" opera in Salzburg. The Societe Francaise de Production, a French national production company, produced a video tour of the popular sights of Paris. Soviet Television's national network recorded a performance of the "Sleeping Beauty" ballet in Leningrad. The British Broadcasting Corp. taped a segment of *Leo*, a variety series featuring singer Leo Sayer.

HDTV has captured not only the attention of broadcasters, but also of motion picture producers, who see it as a possible alternative to 35mm film for production and distribution. Working with the Italian RAI network, cinematographer Vittorio Storaro ("Apocalypse Now" and "Reds") shot for the presentation a short harlequin comedy in Venice with the HDTV equipment in the "single-camera" film style.

All the segments were produced with Sony's HDTV equipment, which is based on the provisional HDTV standard developed by the Japanese Broadcasting Corp. (NHK). That standard features 1,125 lines of vertical resolution, an interlaced 60-fields-per-second scanning format, a five-to-three aspect ratio and a 30 mhz video bandwidth. The programs were recorded on helical one-inch videotape recorders modified to handle the wider bandwidth of the HDTV signal. It's the same system demonstrated by Sony last month at the National Association of Broadcasters convention. According to CBS, the various HDTV programs will be displayed on two Matsushita 120-inch projection television systems.

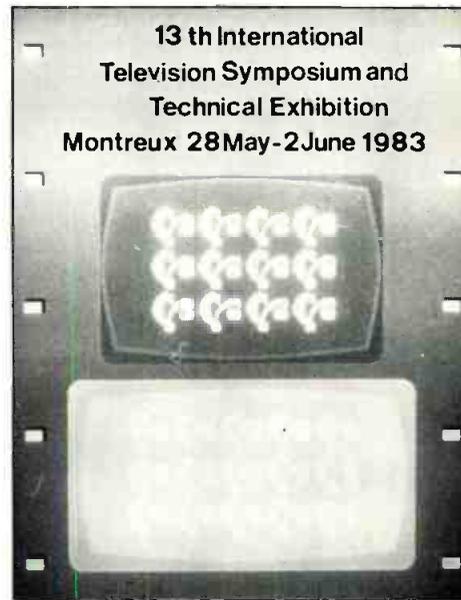
Sony is expected to have its HDTV equip-

ment on the exhibit floor, where the engineers and other exhibitors can take a close-up look at it and the pictures it produces. According to one report, Philips may demonstrate its incompatible 1,250-line HDTV system.

The Monday morning technical session will feature papers on HDTV production by George Waters of the Irish television network and on considerations in choosing HDTV standards and problems of HDTV broadcasting by Takeo Fujio, chief developer of the NHK HDTV system, and S. Shigetani of NHK. The afternoon session will include papers addressing the design of HDTV cameras and projection television systems and broach the area of "enhanced" television systems. (Unlike HDTV, enhanced systems preserve the scanning format and aspect ratio of existing television systems, but have an improved signal format.)

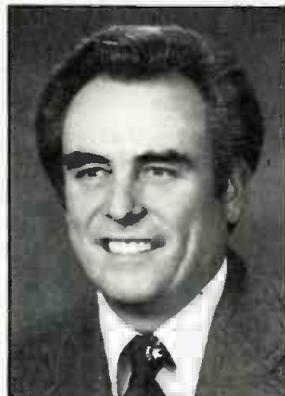
After Monday, the symposium will turn to a number of other topics. Tuesday will be devoted to satellite broadcasting—the morning session to a status report on direct broadcast satellite systems around the world, the afternoon session to the technology (satellites, earth stations and scrambling). It's appropriate that the discussion of satellite broadcasting follows that of HDTV and enhanced television since most prospective DBS operators are talking about broadcasting an enhanced television or HDTV signal.

There will be concurrent sessions on Wednesday and Thursday. One set will address broadcasting and television production, while the other addresses cable televi-



sion and its special needs. Among the topics set for discussion in the papers and roundtables of the sessions are computer graphics, teletext graphics, digital studio and recording equipment, recording cameras, cable converter/descramblers, integrated broadband cable networks and new cable services.

The HDTV demonstrations and technical session are just half the attraction of the symposium. The other half is the some 160 television equipment manufacturers from around the world that will fill the 12,000-square-meter convention center. □



**Rearrangement.** The Communications Sector of the Harris Corp. has elevated its broadcast division to group status and named Gene T. Whicker (left) to head it as vice president and group executive. Whicker had been in charge of the broadcast division. Under the reorganization, the Broadcast Group will have two divisions—the broadcast transmission division and the studio division. The divisions will be headed by former broadcast division vice presidents. Eugene W. Jaeger (middle) has been appointed vice president-general manager, broadcast transmission division. And Kenneth R. Schwenk (right) has been named vice president-general manager, studio division. The Broadcast Group also includes an International Operation, responsible for overseas sales. Whicker is acting operation manager.

# The Brave New World of Independents

For the early part of television's business history, the independent station was odd man out. Always without a network's support, often with an inferior signal, the independent usually ended up with what was left over—if anything was after the affiliates had their way.

But things have changed. The independent has come into its own as a programming and business reality. Those trying to find where all those network audiences are going often have to look no further than the nearest independent. Not only have the pioneering independent stations grown and prospered, but more and more independents have signed on to join the media competition.

BROADCASTING has assigned an editorial task force to report the independent phenomenon for our June 27 issue.

Among its areas of concentration:

**Programming.** The news, information and entertainment services that have been created to serve the enlarging independent universe.

**Business.** How independent station sales revenues have advanced over the years, and how they've commanded an ever larger slice of the pie.

**Values.** Plotting the worth of independent stations in the Changing Hands marketplace.

**The People.** Singling out the leaders in the independent world.

**Superstations and the cable phenomenon.** How some independent stations have come to extend both their reach and their grasp, due to cable carriage.

**Along with:** an up-to-date list of all independents on air or due to be, with their vital statistics.

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As compiled by BROADCASTING, May 9 through May 13, 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 above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—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

### AM applications

■ Anchorage, Alaska—Alaska Black Broadcasting seeks 103.1 mhz. 2.5 kw. HAAT: minus 13 ft. Address: 1928 Columbine. Anchorage, Alaska 99504. Principals: Major C. Jones Jr. (51%) and wife, Margaret T. Jones (49%). Major C. Jones is employed at Air Force Arctic Broadcasting Network (USAF). American Forces Radio and TV service, Elmendorf Air Force Base, Alaska. Filed May 10.

■ College, Alaska—Student Media Inc. seeks 103.9 mhz. 3 kw. HAAT: 0 ft. Address: P.O. Box 61052, Fairbanks, Alaska 99706-1052. Principal is nonprofit corporation, headed by John S. DiBene, president. It has no other broad-

cast interests. Filed May 9.

■ Hudson, Mich.—CMM Inc. seeks 97.7 mhz. 3 kw. HAAT: 287.5 ft. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal: Mike Miller, who is also applicant for seven new TV's, seven new FM's, one new AM and 14 low-power TV's. Filed May 5.

■ Ferrum, Va.—Ferrum College seeks 91.3 mhz. 1 kw. HAAT: 150 ft. Address: Route 602, Ferrum, Va. 24088. Principal: Private educational institution, headed by Joseph T. Hart, president. It has no other broadcast interests. Filed May 9.

■ Washington—W. Ronald Smith seeks 103.5 mhz. 22.39 kw. HAAT: 701 ft. Address: 104 Hunter Hill Drive, Hagerstown, Md. 21740. Principal is employee of WHAG-TV Hagerstown, Md. He has no other broadcast interests. Filed May 11.

■ Washington, N.C.—Campbell Hauser Corp. seeks 98.3 mhz. 3 kw. HAAT: 300 ft. Address: Highway 42 West, Wilson, N.C. 27893. Principals: Vann Campbell (75%), William J. Bunn (15%) and James Ashley Rochelle (10%). It also owns WGTM(AM) Wilson, N.C. Filed May 5.

### TV applications

San Bernardino, Calif.—A&R Broadcasting Co. Ltd. seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 2,858 kw vis., 286 kw aur.; HAAT: 2,363 ft. Address: 1777 North Vine, Room 310, Hollywood, Calif. 90028. Principal is headed by Charles E. Walker (34%). Walker also has interest in applicant for new TV at Houston. Upon approval of that, he will divest himself of San Bernardino application. Filed May 6.

■ San Bernardino.—All Asian Television seeks frequency of KHOF-TV: ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 1741 Tustin Avenue, #16-C, Tustin, Calif. 92627. Principal: Valerie Browne, who has no other broadcast interests. Filed May 5.

■ San Bernardino—All Nations Christian Broadcasting Inc. seeks facilities of KHOF-TV: ch. 30; ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft., ant. height above ground: 149 ft. Address: 9801 Washington Blvd., Culver City, Calif. 90230. Principal: Nonprofit corporation headed by Edward L. Johnson, president. Johnson is member of board of trustees of Moody Bible Institute, which owns two AM's and seven FM's. Filed May 6.

■ San Bernardino, Calif.—Amerasian Broadcasting Service seeks facilities of KHOF-TV San Bernardino: ch. 30; ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. ant. height above ground: 149 ft. Address: 1528 Ben Lomond Drive, Glendale, Calif. 91202. Principal: Jong Do Son (80%) and Ryeon Kyu Yoo (20%). They have no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—American Jewish Network seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 323 Bicknell Avenue, #106, Santa Monica, Calif. 90405. Principal: Nicole Neuhaus, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Black Media Coalition seeks frequency of KHOF-TV San Bernardino: ch. 30; 800 kw vis., 80 kw aur.; HAAT: 2,363 ft.; ant. height above ground: 164 ft. Address: 1014 Fuschia Circle, Placentia, Calif. 92670. Principal: Donna Thomas has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—California Christian Broadcasting Inc. seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 3,890 kw vis., 389 kw aur.; HAAT: 2,318 ft. Address: 1055 West Rialto Ave., San Bernardino 92410. Principal: Nonstock religious corporation headed by Charles Duarte, president. It is owned by The International Church of the Foursquare Gospel, which owns KFSG(AM) Los Angeles and KHIS-AM-FM Bakersfield, Calif. Filed May 6.

■ San Bernardino, Calif.—Channel 30 Inc. seeks facilities of KHOF-TV San Bernardino: ch. 30; ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. Address: 1339 La Cadena, Riverside, Calif. 92501. Principal is group of 15 stockholders, headed by Lucille Gilbreath, president. Filed May 6.

■ San Bernardino, Calif.—Citizens Broadcasting of San Bernardino seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft.; ant.

height above ground: 164 ft. Address: 3425 meadowbro Costa Mesa, Calif. 92626. Principal is headed by Lin Geary, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Coastland Media Systems Inc. seeks frequency of KHOF-TV San Bernardino: ch. 30; ER 3,428 kw vis., 343 kw aur.; HAAT: 2,408 ft. Address: 400 Pacific Coast Highway, Torrance, Calif. 90505. Principal owned by Wilbur H. Wacker, chairman and majority stockholder (51%). It has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Concerned Citizens Med seeks frequency of KHOF-TV San Bernardino: ch. 30; ER 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 401 V Orangewood, Suite A-101, Anaheim, Calif. 92802. Principal: David Korsen, who has no other broadcast interest Filed May 5.

■ San Bernardino, Calif.—Crocker Communication Corp. seeks frequency of KHOF-TV San Bernardino: c 30; ERP: 3,300 kw vis., 330 kw aur.; HAAT: 2,505 ft. Address: 201 East 69th Street, New York 10021. Principal headed by Frankie Crocker, president, who is program director at WBLS(FM) New York. Filed May 6.

■ San Bernardino, Calif.—Deseret Broadcasting System seeks frequency of KHOF-TV San Bernardino: ch. 30; ER 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 2267 Lambert #615, W. Torro, Calif. 92630. Principal: Walt Martin, who has no other broadcast interests. Filed May 5.

■ San Bernardino, Calif.—First American Indian Broadcasting seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 1801 La Habra Boulevard, #14, La Habra, Calif. 90631. Principal: John Newcombe, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Golden Candlesticks Broadcasters Inc. seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 3,600 kw vis., 360 kw aur.; HAAT: 2,430 ft. Address: 800 West First Street, Los Angeles, Calif. 90011. Principal: Nonprofit corporation, headed by Velma Jigger president, it has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Good News Broadcasters seeks frequency of KHOF-TV San Bernardino: ch. 30; ER 3,300 kw vis., 330 kw aur.; HAAT: 2,510 ft. Address: 134 W. 16th Street, San Bernardino 90245. Principal: Nonprofit religious corporation, headed by Elias Malki, president, has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Grand Broadcasting Corp seeks frequency of KHOF-TV San Bernardino: ch. 30; ER 1,630 kw vis., 363 kw aur.; HAAT: 2,400 ft. Address: 645 Teesdale Ave., North Hollywood, Calif. 91606. Principal headed by Albert K. Kim, president (30%). It has no other broadcast interests. Filed May 6.

■ San Bernardino—Inland Empire Broadcasters seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP 2,455 kw vis., 245 kw aur.; HAAT: 2,443 ft. Address: 290 North D Street, San Bernardino, 92401. Principal: H. Frank Domiguez (95%) and Sylvia Herrera (5%). Domiguez owns 24% of cable system of East Los Angeles and 40% of cable system at Colton, Calif., which he will divest himself upon approval of San Bernardino application. He also applicant for new FM at Yucca Valley, Calif. Filed May 6.

■ San Bernardino, Calif.—Inland Empire Television seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 3,42 kw vis., 342 kw aur.; HAAT: 2,392 ft. Address: 398 West Fourth Street, San Bernardino 92401. Principal: David Duron (42.8%), managing general partner; Pierce O'Donnell, limited partner and four other stockholders. Filed May 6.

■ San Bernardino, Calif.—Innervation Telecasters seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 655 Glenney Drive, Laguna Beach, Calif. 92651. Principal: Cathy O'Neil, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Minority Women for Better Television seeks frequency of KHOF-TV San Bernardino: ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 1014 Fuschia Circle, Placentia, Calif. 92670. Principal: Lavoughn Thomas, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Latin American Television seeks frequency of KHOF-TV San Bernardino: ch. 30; ER 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 2121



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Gault Avenue, #13, Canoga Park, Calif. 91303. Principal: Ken Joy, who has no other broadcast interests. Filed May 6.

■ San Bernardino—National Humanist Coalition seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 4502 Walnut Avenue, Irvine, Calif. 92714. Principal: John R. Welty, who has no other broadcast interests. Filed May 5.

■ San Bernardino, Calif.—Q-N Telecasters Ltd. seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 3,170 kw vis., 317 kw aur.; HAAT: 2,328 ft. Address: 161 Highland Avenue, Needham, Mass. 02194. Principal: Avi Nelson, president and Michael A. Quintana (15%). It also has interest in new TV at Lawrence, Mass. Filed May 6.

■ San Bernardino—Religious Broadcasting Network seeks ch. facilities of KHOF-TV San Bernardino; ch. 30; ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. Address: 2295 Gunar Drive, San Jose, Calif. 95124. Principal: Non-profit religious corporation, headed by Rev. Roy Kenneth Foreman, president. Filed May 5.

■ San Bernardino, Calif.—Richard Schulz seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 28 Oakdale, Irvine, Calif. 92714. Principal has no other broadcast interests. Filed May 5.

■ San Bernardino, Calif.—San Bernardino Valley Broadcasting Ltd. seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 3,388 kw vis., 339 kw aur.; HAAT: 2,367 ft. Address: 6702 orangewood Road, Highland, Calif. 92346. Principal: Anita Van Osdel (10%). Larry and Sally Peterson (20% jointly). Other limited partners will be added in future. Principals have no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Sandino Telecasters seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 2,500 kw vis., 250 kw aur.; HAAT: 2,536.5 ft. Address: 1360 No San Burg Terrace, Chicago 60610. Principal: Jose M. Oti, who is account executive at John Blair TV at Chicago. Filed May 6.

■ San Bernardino, Calif.—San Bernardo Broadcasting Channel seeks facilities of KHOF-TV San Bernardino; ch. 30; ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. Address: 5306 Beethoven Street, Los Angeles 90066. Principal: Group of 13 stockholders, headed by Roger Brown, chairman, and Rudolph Gerren, president. Two stockholders, Tom W. Devaney and Al Landry, also have interest in KKDJ(FM) Fresno, Calif. Filed May 6.

■ San Bernardino, Calif.—Solano Broadcasting Ltd. seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 2,220 kw vis., 222 kw aur.; HAAT: 2,353 ft. Address: 2707 Saxon Drive, Los Angeles 90065. Principal: Channel 30 Investors I (68%), headed by Stanley D. Rosenberg and Herbert D. Kelleher (15% each) and 14 others; Channel 30 Investors II (12%), owned by Paul Y. Seligson (26.67%), Michael H. Rosenblum (23.33%) and four others, and Solano Broadcasting Co. (20%), headed by Henry T. Mendoza III, president (47.5%) and two others. Kelleher has interest in application for new AM at El Paso, Tex. Filed May 6.

■ San Bernardino, Calif.—Southport Broadcasting seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 14012 Summer Avenue, Norwalk, Calif. 90650. Principal: Marshall G. Peters, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—SSP Broadcasting seeks facilities of KHOF-TV San Bernardino; ch. 30; ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. Address: 2015 Castro Street, San Francisco 94131. Principal: Sandra S. Phillips, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Television 30 Inc. seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 3,650 kw vis., 365 kw aur.; HAAT: 2,390 ft. Address: 6420 Wilshire Boulevard, Los Angeles 90048. Principal: Rumiko Naito, president, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Timothy Van Heest seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 12152 Salerno Street, Garden Grove, Calif. 92640. Principal has no other broadcast interests. Filed May 5.

■ San Bernardino, Calif.—Toluca Lake Broadcasting Ltd. seeks facilities of KHOF-TV San Bernardino; ch. 30; ERP: 269 kw vis., 26.9 kw aur.; HAAT: 2,340 ft. Address: Suite 206, 521 Arizona Street, Santa Monica, Calif. 90401. Principal: Carlos Campbell and Constance Williams (50% each). Campbell is independent producer for WDCA—TV Washington, D.C. Williams is regional sales manager at KIOI(FM) San Francisco. Filed May 6.

■ San Bernardino, Calif.—TYJ Multimedia seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 1432 W. Roberta Avenue, Fullerton, Calif. 92633. Principal: Mark Fountain, who has no other broadcast interests. Filed May 5.

■ San Bernardino, Calif.—Unicorn Media seeks frequen-

cy of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 620 Molino Avenue, Long Beach, Calif. 90812. Principal: Lisa Peters, who has no other broadcast interests. Filed May 6.

■ San Bernardino, Calif.—Voice of the Inland Empire seeks frequency of KHOF-TV San Bernardino; ch. 30; ERP: 800 kw vis., 80 kw aur.; HAAT: 2,363 ft. Address: 12570 Rosy Circle, Los Angeles 90066. Principal: Joe Glauberg, who has no other broadcast interests. Filed May 6.

## AM actions

■ Palm City, Fla.—Astro Enterprises Inc. granted 760 khz. 5 kw-D, 250 w-N. Address: 1150 West King Street, Cocoa, Fla. 82922. Principals: Raymond A. Kassis (66.77%) and Robert A. Jones (33.3%), who also own WWBC(AM) Cocoa, Fla. (BP0811015AM). Action April 25.

■ Port Richey, Fla.—Richey Airwaves Inc. dismissed application for 770 khz. 1 kw-D, 500 w-N. Address: 1233 U.S. Highway 19, North, New Port Richey 33552. (BP-811015AF). Action April 25.

■ Carrollton, Ga.—West Georgia Broadcasting Inc. granted 1100 khz; 1 kw-D, requesting facilities of WLLB(AM) Carrollton. Address: Box 569, Carrollton. (BP-810622AA). Action April 24.

■ Newburgh, Ind.—Newburgh Broadcasting Co. granted

## Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4 708	149	4 857
Commercial FM	3 421	391	3 812
Educational FM	1 090	162	1 252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2 784	254	3 038
UHF translators	1 772	403	2 175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7 260	205	7 465
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12 159	53	12 212
Aural STL & intercity relay	2 749	166	2 915

\* Includes off-air licenses

1180 khz; 500 w-D. Address: 6844 Holly Drive, Newburgh 47630. Principal: Donald G. Davis, who is Evansville real estate broker and has no other broadcast interests. (BP-810529AD). Action April 26.

■ Madisonville, Tex.—Madison County Radio Inc. granted 880 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 176J, Rural Route 3, Denison, Tex. 75020. Principals: Larry Henderson and Robert F. Ritchey (47.5% each) and William F. Carter (5%). Henderson is president and owner of KTXO(AM) Sherman, Tex. Ritchey is president and 40% owner of KRJH(AM) Hallettsville, Tex. Carter is Madisonville attorney. (BP810526AD). Action May 9.

## FM actions

■ Burney, Calif.—Merit Broadcasting Corp. granted 106.1 mhz, 100 kw, HAAT: 1,438 ft. Address: 3585 Lagoon Dr., Redding, Calif. 96001. Estimated construction cost \$40,400; first quarter operating cost \$45,378; revenue: \$85,776. Format: Contemporary. Principals: Jeff Martin and wife, Jane (50% jointly); Michael Martin (brother of Jeff Martin (50%)). All three are employed at KSXO(AM) Redding, Calif., which is owned 90% by Jeff and Michael's parents, John and Lucille Martin. Jeff owns remaining 10% of KSXO(AM). They have no other broadcast interests. (BPH-791108AD). Action April 8.

■ Burney, Calif.—Thomas C. and Essie L. Collins denied 106.1 mhz, 25 kw, HAAT: 1,380 ft. Address: 235 Fremont Ave., P.O. Box 790, Burney 94022. (BPH-790604AB). Action April 8.

■ Quincy, Calif.—Plumas Wireless Inc. granted 101.9 mhz, 1.7 kw, HAAT: 2,550 ft. Address: 75 Court Street, Quincy 95971. Principals: Kathryn S. Caldwell and husband, David E. (100% jointly). Caldwell owns KBLF(AM)-KSNR(FM) Red Bluff, Calif. (BPH-810925AT). Action April 8.

■ Quincy, Calif.—Ralph Edward Wittick dismissed application for 101.9 mhz, 820 w; HAAT: 2,605 ft. Address: 173 Lawrence Street, Quincy 95971. Principal: Ralph E. Wittick (100%), who is general manager and owner of KPCC(AM) Quincy. (BPH-810416AF). Action April 8.

■ Pagosa Springs, Colo.—Returned application for 106.3 mhz, 3 kw; 11AAT: minus 21.75 ft. (BPH-821223AB). Action April 19.

■ Alachua, Fla.—Alachua Broadcasting denied application for 104.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 14286, Gainesville, Fla. 32604. (BPH-10269). Action April 15.

■ Blakely, Ga.—Northeast Florida Radio Inc. dismissed application for 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 707 Dade Street, Fernandina Beach, Fla. 32034. (BPH-821207AA). Action April 29.

■ Woodward, Fla.—Granted 102.3 mhz, 3 kw; HAAT: 272 ft. (BPH-810831AD). Action April 29.

■ Blakely, Ga.—Granted 93.5 mhz, 3 kw; HAAT: 300 ft. (BPH-820722AG). Action April 29.

■ St. Marys-Kingsland, Ga.—Radio Charlton Inc. dismissed application for 93.5 mhz, 3 kw; HAAT: 300 ft. Address: 203 W. Main Street, Folkston, Ga. 31537. (BPH-790328AD). Action March 24.

■ Belzoni, Miss.—Mitchell Broadcasting Co. returned application for 107.1 mhz, 3 kw; HAAT: 300 ft. Address: 300 Sycamore Lane, Franklin, Tenn. 37064-0300. (BPH-830325AA). Action April 29.

■ East Hampton, N.Y.—East Hampton Communications Co. returned application for 96.7 mhz, 3 kw; HAAT: 200 ft. (BPH-830413AF). Action April 28.

■ Woodward, Okla.—Mark R. Norman dismissed application for 102.3 mhz, 3 kw; HAAT: 291 ft. Address: 4508 55th Street, Lubbock, Tex. 79414. (BPH-820401AF). Action April 29.

■ Lancaster, Pa.—Returned application for 91.1 mhz, 1 kw; HAAT: 97.9 ft. (BPEJ-830110AE). Action April 29.

■ Malakoff, Tex.—Cedar Creek Radio Co. granted 95.9 mhz, 3 kw; HAAT: 300 ft. Address: P.O. Box 1062 Malakoff 75148. Principals: Edd L. Routt and wife, Norma Lee (35% each), their son, Edd Jr. (25%) and Kendall A. Minter (5%). Edd Routt is sales representative with Silver Spring, Md., communications research firm. Norma Lee is former Dallas insurance company office manager. Edd Jr. is office manager for Little Rock, Ark., ventilation systems company. Minter is New York attorney. They have no other broadcast interests. (BPH-800710AF). Action April 27.

■ Malakoff, Tex.—Henderson County Radio dismissed application for 95.9 mhz, 3 kw; HAAT: 300 ft. Address: P.O. Box 573, Athens, Tex. 75771. (BP11-801003AA). Action April 27.

## TV actions

■ Bloomington, Ind.—Local Majority Television dismissed application for ch. 63; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 457.7 ft. (BPCT-830121KE). Action May 2.

■ Wichita, Kan.—Local Majority Television denied application for ch. 33; ERP: 2,000 kw vis., 200 kw aur.; HAAT: 256.8 ft. (BPCT-830121KF). Action May 2.

■ St. Joseph, Mo.—Stanley G. Emerit Jr. dismissed application for ch. 16; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 265 ft.; ant. height above ground: 164 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. (BPCT-830117KE). Action May 4.

■ Toledo, Ohio—Toledo Telecasting Inc. granted ch. 36; ERP: 2,056 kw vis., 206 kw aur.; HAAT: 1,416 ft.; ant. height above ground: 1,435 ft. Address: 3150 Republic Boulevard, Toledo 43615. Principals: William C. Mitchell (35%) and Securities Inc. (25%). Arthur Dorfner (25%), Pamela Arnos (10%) and Barbara Glowacki (5%). Securities Inc. is Toledo venture capital firm principally owned by Pamela Arnos's father, Richard D. Arnos. Dorfner is former president of WDHO(TV) Toledo. Mitchell is Toledo land developer. None has other broadcast interests. Action March 11.

■ Caguas, P.R.—Community Television of Caguas granted ch. 58; ERP: 55 kw vis., 5.5 kw aur.; HAAT: 1,078 ft.

## Ownership changes

### Actions

- **WJAM(AM)** [and **FM CP**] Marion, Ala. (1310 khz. 5 kw-D)—Granted transfer of control of Marion Communications Inc. from Ernest L. Palmer and Henry E. Smith (each 50% before; each 29% after) to Lynman A. Stamps Sr. (none before; 41.33% after). Consideration: \$207,000. Principals: Sellers have no other broadcast interests, but bought **WACR-AM-FM** Columbus, Miss. (see below). Buyer owns **WACR-AM-FM** and is exchanging stations for interest in **WJAM** plus additional considerations. (BTC-830214FI). Action April 29.
- **KMLA(FM)** Ashdown, Ark. (103.9 mhz. 3 kw, HAAT: 210 ft.)—Granted assignment of license from Ashdown Broadcasters Inc. to Darrel W. Barnhill. (BALH-830316HD). Action May 2.
- **KDQN-AM-FM** DeQueen, Ark. (1390 khz. 500 w-D; FM: 92.7 mhz. 3 kw, HAAT: 307 ft.)—Dismissed assignment of license from Radio DeQueen to Jay W. Bunyard and Anne W. Bunyard for \$475,000. (BTC-830330EY). Action April 29.
- **KHSJ(AM)-KHYE(FM)** Hemet, Calif. (1320 khz: 500 w-D, DA; FM: 105.5 mhz. 3 kw; HAAT: minus 245 ft.)—Granted transfer of control from Raymond I. Kandel to Harriet Kandel Rohde. (BTC.H-830311EE.D). Action April 29.
- **KONG-AM-FM** Visalia, Calif. (1400 khz: 1 kw-D, 250 w-N; FM: 92.9 mhz: 15.5 kw; HAAT: 960 ft.)—Granted transfer of control from Raymond I. Kandel to Harriet Kandel Rohde. (BTC.H-830311EE.F). Action April 29.

- **WDAT(AM)** Ormond Beach, Fla. (1380 khz. 5 kw-D, 2.5 kw-N)—Granted assignment of license from Hunter-Knight Daytona Inc. to Florida Media Corp. for \$525,000. Seller is owned by William A. Hunter (42.77%), Philip M. Knight (21.33%) and seven others. Hunter owns 38.5% of **WDOT(AM)** Burlington, Vt. Buyer is owned by Phyllis Glassman (51%) and Robert Recchiuti (49%). Glassman is Hauppauge, N.Y., manufacturer and distributor of educational materials. Recchiuti owns Cherry Hill, N.J., advertising agency, and is former general sales manager at **WHWH(AM)-WPST(FM)** Princeton/Trenton, N.J. Neither has other broadcast interests. (BAL-830311FV). Action April 29.
- **WPTA(TV)** Fort Wayne, Ind. (ch. 56; 1,660 kw vis., 166 kw aur., HAAT: 1,186 ft.)—Granted assignment of license from **WPTA(TV)** Inc. to Pulitzer Broadcasting Co. for \$8.62 million. Seller is owned by Gannett Co., publicly held newspaper chain and group owner of six television stations, seven FM's and six AM's. Buyer is owned by Pulitzer Publishing Co., headed by Joseph Pulitzer Jr., chairman, and brother, Michael E. Pulitzer, president. It is St. Louis-based publisher of *St. Louis-Dispatch* and *Tucson* (Ariz.) *Star* and owner of one AM, one FM and three TV's. It recently was granted FCC approval to sell **WLNE-TV** New Bedford, Mass.—Providence, R.I., for \$15.5 million (BROADCASTING, Jan. 3), and swapped **KSDK-TV** St. Louis for Multimedia's **WXII-TV** Winston-Salem, N.C., and **WFBC-TV** Greenville, S.C., plus \$9 million. Action May 12.
- **WLKY-TV** Louisville, Ky. (ch. 32; 4,300 kw vis., 860 kw aur., HAAT: 1,260 ft.)—Granted assignment of license from Combined Communications Corp. of Kentucky Inc. to Pulitzer Broadcasting Co. for \$15.4 million. Seller is owned by Gannett Co., which also sold **WPTA(TV)** Fort Wayne, Ind. (see above). Buyer is owned by Pulitzer Publishing Co. (see above). (BALCT-830330KE). Action May 12.
- **WLVI-TV** Cambridge, Mass. (ch. 56; 1,660 kw vis.,

166 kw aur., HAAT: 1,866 ft., height above ground: 1,201 ft.)—Granted assignment of license from Field Communications Corp. to Gannett Massachusetts Broadcasting for \$47 million. Seller, based in Chicago, is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%). It is divesting its broadcast properties. Its sale of **WFLD-TV** Chicago to Metromedia has been approved by FCC (BROADCASTING, March 7). It also owns three cable systems and daily *Chicago Sun-Times*. Buyer is owned by Gannett Co., publicly-held newspaper chain and group owner of seven television stations, seven FM's and six AM's. (BALCT-830311KF). Action May 12.

- **WACR-AM-FM** Columbus, Miss. (1050 khz. 1 kw-D; FM: 103.9 mhz. 3 kw; HAAT: 204 ft.)—Granted assignment of license from Lynman A. Stamps Sr. to Marion Communications. Stamps also bought **WJAM(AM)** Marion, Ala. (see above). (BAL-830214FJ). Action April 29.
- **WBFN(AM)-WYKK(FM)** Quitman, Miss. (1500 khz: 1 kw-D; FM: 98.3 mhz: 3 kw; HAAT: 33 ft.)—Granted assignment of license from A.C. Elliott Jr. to Quitman Broadcasting Co. for \$215,000. Seller has no other broadcast interests. Buyer is owned by Herman Kelly, president (45%), J. Larry Shirley (40%) and Terry L. Bonner (15%). Kelly is general manager of **WRBE(AM)** Lucedale, Miss.; Shirley is former news director at **WHSY(AM)** Hattiesburg, Miss., and Bonner is sales manager at **WBFN-WYKK**. None has other broadcast interests. (BAL-830314EG). Action May 2.
- **WWDR-AM-FM** Murfreesboro, N.C. (1080 khz. 1 kw-D, DA; FM: 98.3 mhz. 3 kw, HAAT: 300 ft.)—Granted transfer of control of Murfreesboro Broadcasting Corp. from Linda B. Timberlake and Muriel S. Burnett (100% before; none after) to Samuel F. Cooper and others (none before; 100% after). Consideration: \$250,000. Principals: Sellers are Linda B. Timberlake and Muriel Burnett, co-executors of estate of Donald A. Burnett. Buyers are Samuel F. Cooper, his wife, Nancy Lee; Wayne R. Brown; R. Don Johnson Jr.; Robert E. Lee Jr.; M. Scott Edwards; Stanley E. Dixon; Joseph E. Dixon; James M. Eason, and Terence N. Evans (10% each). Samuel Cooper is general manager of **WWDR-AM-FM**. (BTC-830302HR). Action May 2.
- **WRGS(AM)** Rogersville, Tenn. (1370 khz. 1 kw-D)—Granted transfer of control of **WRGS** Inc. from C. Philip Beal (60% before; none after) to Kathleen K. Beal (40% before; 100% after). Principals: Seller is president and manager of **WRGS**, and is transferring his shares to his wife, Kathleen, as gift. He is also applicant for 21 low-power TV stations. Kathleen Beal is secretary-treasurer of **WRGS** and has no other broadcast interests. (BTC-830311FU). Action April 29.
- **WOKY(AM)** Milwaukee and **WMIL-FM** Waukesha, both Wisconsin (920 khz. 5 kw-D, 1 kw-N; FM: 106.1 mhz. 50 kw, HAAT: 925 ft.)—Granted assignment of license from Surrey Broadcasting Inc. to Sundance Broadcasting of Wisconsin Inc. for \$4.75 million. Seller is Denver-based radio station group owner which also owns **KAIR(AM)-KJYK(FM)** Tucson, Ariz., and **KATT-AM-FM** Oklahoma City. Surrey is divesting **WOKY** and **WMIL** while keeping **KYKY** St. Louis, all of which are in process of acquisition from Charter for \$10 million. Buyer is headed by David E. Reese, chairman, and Michael D. Jorgenson, president, and owner of **KIDO(AM)-KDIG(FM)** Boise, Idaho. (BAPL-830310GV). Action April 22.

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## Facilities changes

### AM applications

Tendered

- **KKIS** (990 khz) Pittsburg, Calif.—Seeks CP to increase day and night power to 25 kw; install DA-2; change TL. Major environmental action under section 1.1305. Ann. May 2.
- **WONO** (1350 khz) Black Mountain, N.C.—Seeks CP to increase power to 1 kw. Ann. May 9.
- **WOKG** (1570 khz) Warren, Ohio—Seeks CP to change frequency to 830 kw; change power to 5 kw and make changes in ant. sys. Major environmental action under section 1.1305. Ann. May 12.
- **WEKO** (930 khz) Cabo Rojo, P.R.—Seeks CP to increase day and night power to 2.5 kw. Ann. May 2.

Accepted

- **WSUA** (1250 khz) Miami—Seeks CP to make changes in antenna system and request waiver of sec. 73.24 (J) of rules. Ann. May 2.
- **KUAI** (720 khz) Eleele, Hawaii—Seeks CP to make changes in antenna system to remove power to input restriction and permit full use of ant. sys. Ann. May 10.

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## RADIO

### HELP WANTED MANAGEMENT

**General manager.** Experienced, strong sales, hungry! Top rated, separately staffed/sold, group-owned AM-FM combo. Mid-Atlantic, end of the rainbow locale. Replace retiring GM. Excellent benefits/fringes, stability. Resume, references, salary history to Box W-77. EOE.

**Legal and administrative vice president** to assist president of expanding group broadcaster. Requires legal experience in general corporate and FCC matters. Business orientation a must, MBA a plus. Compensation commensurate with experience and ability. Send resume and salary requirements to Entercom, One Bala Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

**Inactive investor partner** needed. Very profitable small market Midwest AM. Same management & ownership for years. Excellent long term investment. Minimum cash requirement, \$50K. Write Box W-118.

**Growth-oriented group** seeking future sales managers. Aggressive, street-fighting, hard working reps can earn 20% commissions for our AM or FM. EOE, M/F. Send resume to: KDOK, Box 6340, Tyler, TX 75711.

**Looking for motivated general manager,** news director, operations manager, announcer/production people for new station in Sunbelt. Send resumes only to Box W-139. EOE.

**Sales-oriented general manager** wanted for attractive two-year-old operation in growing market of over 20,000. Major university with additional 7,000 population. Excellent salary, vehicle furnished, and top benefit plan, including pension. Community-oriented leader will be our first choice. Send resume, salary requirements, sales performance and references to: Dave Laustsen, Vice President, Dakota North Plains Corporation, Box 910, Volga, SD 57071.

**Young businessman** with prior radio experience seeking equity-partner (up to 40%) to be general manager of our AM-FM. Must have general manager and small market sales experience. Excellent opportunity to buy into profitable station. Send resume to Box W-144.

**Sales manager.** WHBC AM/FM. Experienced, creative, aggressive. Resume, earnings history to Bill Chambers, Box 9917, Canton, OH 44711. EOE.

**A major opportunity** awaits the new general manager of our AM/FM in southern California. Require at least mid-size market proven success with sales, cash management, and leadership. Possible equity position. Confidentiality respected. Call now: Peggy Riemer, 505-293-3152.

**Sales manager** for small southern New England AM. Must carry list and know how to promote. Organizational skills and leadership abilities necessary. Must inspire hustle and provide sales training. Good salary plus incentive override. Send credentials to Box W-157. EOE.

### HELP WANTED SALES

**South Florida**—aggressive, enthusiastic radio salesperson. This is the time to make that move. Ft. Myers, 250,000 metro, AM/FM stations. Our 2 top salespeople made a bundle last year! All replies held in strict confidence. Send complete resume to Sales Position, PO Box 216, Ft. Myers, FL 33902.

**Account executive,** experienced, proven track record, 25-40th Northeast market, AM-MOR top 10 needs heavy weight. Send resume, billing history and references to Box W-22. EOE.

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

**General sales manager.** Adult contemporary format. Resume to General Manager, WRML, Box 280, Portage, PA 15946.

**Young, progressive company** needs self-motivated salesperson. Resort area with unlimited potential. Send resume to KVIN, Box 419, Vinita, OK 74301.

**Tough enough?** Breaking into radio sales is tough. That's why you need a position that gives you the resources necessary to win: a sound product, sensible sales training, individual attention and a genuine concern for your career. We offer an entry-level position with all this and more. Equal opportunity employer. Box 621, Hopewell, VA 23860.

**Wanted:** motivated sales manager for Midwestern station to add growth. Send resume to Box W-138. EOE.

**Sales manager.** Bonneville easy listening in the beautiful Finger Lakes, Ithaca, NY. Advancement opportunity with growing group owner. Kimmanger Communications, P.O. Box 155, Canandaigua, NY 14424.

**Bi-lingual A/E** needed for Hispanic station. Only experienced A/E's need apply. Send complete resume to David Armstrong, KEYH, 3130 Southwest Freeway, Suite 501, Houston, TX 77098. No phone calls. EOE.

**If you can produce sales results** without a boss breathing down your neck, we'll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Manley, 806-372-2329. Travel required within your state.

**Wisconsin-entry level** position. I won't tell you about the beautiful lakes, rivers and forests surrounding us in northern Wisconsin. I will tell you it's entry level compensation. The perfect place to start a selling career. No calls-send resume: Jim Zache, P.O. Box 579, Minocqua, WI 54548.

### HELP WANTED ANNOUNCERS

**Staff needed, mid summer.** South Florida small market FM accepting applications for country music DJs, sales, copywriting & production. Experience preferred. Excellent opportunity for ambitious persons. Tape, resume, references, salary requirements to Robbie Castellanos, Box 1702, Clewiston, FL 33440. EOE, M/F.

**Kentucky**—play by play person, plus sports news coverage. Opening available in July. Self-starter. 606-248-5842.

**Announcer needed** for beautiful/easy listening. Mid-night shift. Mature voice & delivery essential. Will consider minimum experience of exceptional beginner. Tape & resume to WSRS, West Side Station, Worcester, MA 01602. EEO.

**Play by play/announcer** needed for high school football and basketball. Send tape and resume to John King, KBIM AM/FM, P.O. Box 2308, Roswell, NM 88201. EOE.

**WBGO, the New York area's** jazz station, has an immediate opening for a 5 to 10AM jazz/information announcer. The successful applicant will have a wide knowledge of jazz, and an ability to handle, some news/traffic/weather/information duties. Send a resume and audition tape to Al Pryor, Program Director, WBGO-FM, P.O. Box 8, Newark, NJ 07101.

**Fastest growing suburban NYC** AC needs experienced personality for expanding staff. Top Island signal. Tape & resume to WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

**Top-rated contemporary FM** station in Midwest market seeking top notch announcers with good production skills for future full time openings. Experience with automation systems a plus! Resume, references, and salary requirements only to Box W-155.

### HELP WANTED TECHNICAL

**KRKK/KQSW-FM** will soon have opening for chief engineer. 5 KW-1KW DA live AM, 100KW automater FM. FCC record keeping essential. Must have good maintenance background. Continental X-mitters & boards, Mosley STLs, ITC & Ampex tape. Must have automation trouble shooting experience. Studio construction experience helpful. Forward complete resume, references & salary requirements to: Jon Collins, GM, Media West, Inc., P.O. Box 2128, Rock Springs, WY 82901. EOE/M-F.

**Chief engineer.** Indiana combo. Excellent opportunity for assistant looking to advance. Know audio processing. Send resume and references to Box W-102.

**Chief engineer** for major market AM directional station. KRBE, Houston, Texas, is seeking chief engineer strong in AM directional experience, capable of maintaining an eleven tower array; efficient management of personnel, and ability to communicate well with other department heads. Send resume to Dave Ping, KRBE Radio, 9801 Westheimer, Suite 700, Houston, TX 77042, or call 713-266-1111.

**Chief engineer** wanted for winning Northeast AM FM combo in top 50 market. Good salary/benefits. Experience in directional systems a must. Write Box W-132.

**Growing NC-based company** has an opportunity for an energetic chief engineer to take charge of and maintain an AM/FM combination. Salary commensurate with experience. Send resume and salary requirements to Tommy Walker, Box AJ, Jacksonville, NC 28540. 919-455-5300.

**Hands on engineer** for one AM/FM combo. Person who is able to work within reasonable budget and has fiscal responsibility. Must be comfortable with studio and transmitter of AM/FM. Group operator. Will be based in one location. Send resume to Box W-136. EOE/MF.

**Chief engineer** for WSRS-FM, Worcester, MA. Experienced in maintaining modern, up-to-date studio & transmitting equipment. Apply to Ed Juare, Director of Engineering, Knight Quality Stations, Box 927, Fall River, MA 02722.

**Anxious to move up?** If you're an experienced radio engineer who's paid his/her dues in a small or medium market and think you have the expertise to join a competent and innovative staff at a major market leader, here's a chance! Tell us what you know and what you've done in the areas of RF, audio, stereo, automation, STL, remote control, digital, satellite, etc. Include salary desired. Engineering, WBEN, 2077 Elmwood Avenue, Buffalo, NY 14207. EOE.

**Chief engineer/announcer** for AM/FM in upper Midwest. Excellent benefits, Salary \$20K+. We require an experienced, hard worker with experience in directional arrays. Resume only in confidence to Box W-159.

### HELP WANTED NEWS

**Journalists**—American radio station in Europe seeks qualified journalists for its central newsroom in Munich, West Germany. Applicants should have minimum 5 years' full-time news-writing experience, preferably including some wire service work. Also essential: good knowledge of foreign affairs. Job involves writing and editing English-language news copy and offers good salary and benefits, as well as opportunity to live and work abroad. Send detailed resume and writing samples only to Box W-137. EOE.

**Newsperson** for hot New England station, with serious news commitment. Must be experienced. Immediate opening. 45 minutes from Boston. Tape, resume, samples to Barry Pretzel, WKBR, 155 Front Street, Manchester, NH 03102. EOE.

## HELP WANTED NEWS CONTINUED

**Contemporary FM station** in medium size Midwest market seeking experienced full time news director. Responsible for daily gathering, editing, and delivery of news. Resume, references, and salary requirements only to Box W-154.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**South Florida full time production**—need experienced, creative, professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability letter to P.O. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

**Program/operations manager** for fast growing radio contemporary AM/FM combo. Creative production, and ability to implement heavy outside promotion schedule essential. Immediate opening. Resume and salary requirements only to Box W-161. EOE.

## SITUATIONS WANTED MANAGEMENT

**AM/GSM.** 20 years+ radio, switched to cable—now wants back to first love. We can make \$\$\$ for the both of us. Let's talk. Write Box W-41.

**High performing general manager** who's been in the inner circle for 20 years managing AM/FM. Specializing in creative sales and profit development ability. Organizational and basic management skills. A successful dedicated professional with all the tools, looking for a challenging opportunity. Write Box W-67.

**Small markets west,** sales promotions, programming, engineering, honest, aggressive, unusual extras. Country consultant seeks GM position. Bill Taylor, 13—791-4836.

**Positive results guaranteed.** GM experienced in sales, programming, operations, engineering and management. References will confirm my professionalism, integrity and dedication. Christian, thirties, married, no child. Ready for long term commitment in Ohio or adjacent states, all markets. Randy Swingle, 703—43-4371.

**General manager,** total broadcaster. 21 years' experience. Bottom-line, people-oriented, motivator because I've done it all. Street-fighting sales, programming & promotion background adds up to total results. His is one ad you must react to. You will not be disappointed. Write Box W-89.

**Retired network executive** will operate your station on a straight profit and loss basis with no salary. Experienced in all phases of station operation. Former owner. Looking for absentee—run station requiring improvement and profits. Toll free 800—327-2780, Ray, Florida, collect, 305—968-4100.

**Dedicated professional** with exceptional performance record in station and group management, major and medium markets, various formats. Substantial building experience, excellent administrator, strong sales management. Finest credentials. Currently employed. Carefully seeking long term association with quality organization. Write Box W-119.

**Results-oriented general manager** with 18 years' experience in all areas of radio. Currently managing in Dallas; want a greater challenge in same market. Leading station group in billing. Looking for solid financial incentives with success-minded owner. Sales rainer, staff motivator. Turn ideas into action; turn action into profits. Write Box W-14.

## SITUATIONS WANTED ANNOUNCERS

**Dependable individual** for afternoons or nights. Willing to work exceptionally hard. Tape and resume available upon request. Gerry Drees, 312—631-3467, or write 5846 Navarre, Chicago, IL 60631.

**If you need a hard working** announcer with a great personality, an excellent radio voice, who's reliable and fun, I'm the guy you want. I've got three months' experience; I'm good and you'll be satisfied. Will relocate. Call Paul, 414—257-3380 from 9 AM to 5 PM; after 5 PM, call 414—453-4548 or 414—543-8683.

**Professional sound.** Rich voice. Excellent reader. Jim Neuwirth, 10243 W. Parkridge, Milwaukee, WI 53222. 414—466-2567.

**Two-year med. market pro** currently employed in A/C format seeking position on East Coast, preferably AOR format. Tape and resume available upon request. Write Box W-120.

**Wisconsin, Illinois,** northwest Indiana. Experienced, bright, efficient, good voice, news and production skills. Let me tell you more. Charlene, 414—774-6370.

**No educated robot here.** Intelligent style, delivery. Newscaster/DJ, broadcast trained, theater background, music degree. Distinctive, polished performer welcomes small markets. Eddie K., 212—675-4807, or write Box W-126.

**Can wear 2 hats.** 9 years computer operator, now a trained broadcaster with writing skills. All markets. Salary negotiable. Guy Hamilton, 212—784-7484.

**Radio news announcer** with sportscasting experience just wasting away! Looking for full-time sports position, PBP experience, two years, production experience, 2 yrs; interview experience with commercial stations. Almost 3 full years in radio. Want to stay in New England region. Call Mark Merrill after 2 pm weekdays, anytime weekends, 207—872-5279, for tape & resume.

**Country or oldies format.** Announcer with 7 years' experience seeking East Coast or Ohio medium market. BA, family man. Presently employed. Live formats only. Write Box W-130.

**Male radio announcer/DJ,** news, production, some news writing. BS degree, 3 years' professional experience. Require job in Buffalo, Rochester, Batavia and surrounding areas. 716—694-6260.

**I've reached a plateau.** Small market radio professional seeks job, preferably in Florida. I have done it all. 3 yrs' experience, 2 in the Sunshine State. Dedicated, serious. 904—786-7577.

**Announcer/sportscaster.** Seven years' experience, know rock format. Southern Rockies. West Coast leave message. 303—651-3079.

**Call The Published Writer!** Creative flair, dependable, mature. DJ/news/talk/interviews. Tape, Adrian, 201—773-3492.

**Large market?** Looking for a great morning man? Congratulations! You've found him! Doing A/C out West. Write Box W-147.

## SITUATIONS WANTED TECHNICAL

**11-year pro** seeks stable chief engineer position, medium within 150 miles NYC. Write Box W-112.

**Audio technicians available** from NPR. National Public Radio's recent RIF included several highly skilled broadcast/recording technicians. All are competent and trained at NPR to its exacting technical standards; they were hired only after stringent examination, from nationwide recruiting campaigns. All possess excellent references. (These RIF's were made purely on seniority basis.) They are experienced in all areas of broadcast audio and radio network technical operations, with an emphasis on news production. Save yourself recruitment search time and training—make NPR's loss your gain. Call Jonathan Harmon, 202—822-2587.

## SITUATIONS WANTED NEWS

**Sports, PBP position** desired by an aggressive, hungry announcer. If you want the best, call Tom, 215—776-0175.

**Six year sports pro** seeking station committed to community involvement. Strong PBP, innovative reporting. Will consider news combo. Write Box W-87.

**10-year sports** enthusiast. Football, basketball, baseball PBP. Superb sports reporter. Ready to hustle for your station. Call Mark, now, 414—744-1428. Tape and resume upon request.

**Young, aggressive news pro** with 13 years' radio experience looking for new challenges and rewards. Seeks position with medium or large radio market station. Pleasant conversational voice, good writing skills and broad news-sports background. If you want someone who knows how to get the news, I'm your man. Single and will re-locate. Write Box W-121.

**Experienced in news** and public affairs, some talk and management experience. Looking for position at station committed to news. Now in metro NYC. Write Box W-124.

**Experienced NCAA football** and basketball play by play man seeks SD/PBP position. Contact Pat Foss, 912—537-9716.

**Top-notch news pro** seeks ND post with professional organization. If you're a pro and want same, write Box W-125.

**Young professional:** experienced in news production and delivery. Recent BS graduate who is hard working. Seeks full time entry level position. Tape available. Call Brian, 219—287-1324.

**College grad looking** for position as talk show host/newscaster. Great delivery, witty and a skilled ad liber. Newstalk format would be perfect. Steve, 212—336-6835.

**I love sports!** 8 months' experience reporting—sportscasting. Ready to move. Jay Hummer, Box 201, Mansfield Ctr., CT 06250. 203—423-2247.

**News director looking** for reporter position in larger market. 602—956-9414.

**News position wanted.** 1-year experience as news director of a small market station. B.S. in journalism from Ohio University. Warm delivery, professional writing skills. Call Greg, 216—969-1559.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**CHR/hot tracks programmer.** Bobby Christian, 8 years as PD/OM at WXXK (WHTX), WMET, KKKX (KPKE), KUPD. 16 years in radio, 10 years' experience in audience/market research. Excellent track record. Top references. 303—635-8279.

**America's premiere contemporary programmer** is available. Major & medium market success story and heard on 150 stations worldwide. U.S. Patent Pending on new CHR format. Hot 100 markets only. Write Box W-88.

**Dependable PD/morning drive announcer w/5 yrs'** experience seeks jock and/or PD position in medium/major market. Prefer Northeast/Midwest; will consider all offers. Write Box W-96.

**Honolulu interviews and actualities** by retired newsmen. You designate the subject. \$10 per hour, \$20 minimum plus normal expenses. Bill Murphy, 808—262-4335.

**Family man with ten years broadcasting** and seven years of management experience seeking station manager, operations, or programming position. Solid background with success in inside management and numbers. Stable, intelligent and conscientious. Phone 801—776-2887, evenings.

# TELEVISION

## HELP WANTED MANAGEMENT

**Traffic manager** in top 10 Southwest market. Prefer independent TV background. Experience on Bias system preferred, with working knowledge of order entry through log preparation. Minimum 2 years' managerial and staff experience. Flexible schedule, team spirit a must! Please send resumes to: Department S, 8950 Kirby Drive, Houston, TX 77054. EOE.

**National sales manager**—medium market affiliate. East, requires an aggressive, motivated individual to spearhead national effort. Should be knowledgeable in traffic and inventory control, creative, and smarter than the next person. Growing group offers potential. Anxious to resolve quickly, with right person. Write Box W-101.

**News director** for full ENG, 12-person operation in tropical Guam. Most widely known award winning news team in western Pacific. Daily satellite feed and newscasts, 6 & 10 PM. Journalism degree preferred; on-air experience required. Salary open. Outstanding benefits. Send resume and air tape to Jerry Staggs, GM, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910. EOE.

## HELP WANTED MANAGEMENT CONTINUED

**General manager.** Immediate opportunity in Southwest. Strong Hispanic influence, only independent in market. Excellent program line-up with good and growing ratings. All new equipment. Super opportunity for station and personal growth. Must have broadcast management experience, be ambitious and willing to work hard to obtain personal goals. Send resume, including salary/earning history, in confidence, to: Cristo Rey Corporation, c/o Ditchfield, Watson & Williams, Inc., P.O. Box 7533, San Jose, CA 95150.

**General Manager** for public television station WWVU-TV, Morgantown, WV. Managerial, broadcast background, and development experience essential. Position available July 5, 1983 (pending FCC approval of transfer of station license from board of regents to state authority). Send applications to: WV Educational Broadcasting Authority, B424, Building 6, State Capitol, Charleston, WV 25305. Applications must be received by June 6th. Equal opportunity employer.

**General manager**—seeking experienced manager with strong sales background and ability to maintain cost control for group owned UHF station in small Northeast market. Please reply Box W-153.

**Traffic manager**—VHF network affiliate, major group ownership in SE seeking applications. Candidates should have strong management skills and experience on Bias or Columbine systems. Send resume and salary history/requirements to Box W-146. EOE.

**Television general manager**—group-owned network affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial sales and interpersonal skills essential as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box W-156.

## HELP WANTED SALES

**Television sales.** General sales manager opportunity at Pacific Northwest independent. If you have considerable station sales experience and ready to undertake sales management responsibilities, immediately send resume to Box W-70.

**Need aggressive, stable local salesperson** for Southeastern ABC affiliate (market rank 50-75). Excellent opportunity for person with creative professional approach. Station has excellent local track. Jumpers need not apply. EOE. Resume to Box W-92.

**Sales trainee.** National rep firm seeks ambitious, well-spoken, assertive people for training program. Career opportunity with high earning potential. Resume to Box W-93.

**General sales manager.** UHF independent is looking for an energetic and result-oriented person to develop a winning sales department. The person we're looking for has leadership skills, a winning attitude and sales experience selling independents. We are a station with a great future. Forward resume to General Manager, WLRE-TV, P.O. Box 26, Green Bay, WI 54305. An EOE.

## HELP WANTED TECHNICAL

**Director of Engineering.** Hawaii VHF network affiliate and production center looking for person with prior TV engineering background and strong management skills. Full responsibility for all technical personnel scheduling, facilities, operations, engineering budgets and compliance with federal and state regulations. Send resume and references to Personnel, KITV, 1290 Ala Moana, Honolulu, HI 96814. An EOE.

**Chief engineer.** Group owned VHF CBS affiliate in the sunny South. Our current chief has decided to retire after 35 years with the company. We offer an attractive facility, stability, good pay and benefits. We require an administrator who can plan and supervise. We would prefer a degree or suitable experience. Send resume and requirements to Don McGouirk, WMAZ-TV, P.O. Box 5008, Macon, GA 31213. We are an equal opportunity employer.

**Assistant Chief Engineer.** Opportunity for fast growth to chief. Must have sound technical and people skills. Midwest, medium market, modern facility, great staff. Send resume to Box W-114.

**Television maintenance engineer.** For the experienced-qualified maintenance engineer that would prefer a Virginia Beach location, we would like to talk to you about excellent employee benefits. Send resume to the Personnel Department, WHRO-TV, 5200 Hampton Boulevard, Norfolk, VA 23508. Call Jack Beck or Keith Massie for details, if interested, 804-489-9476.

**Technical operations manager.** WXYZ-TV, the ABC-owned and operated station in Detroit, Michigan, is seeking an individual to assume technical managerial responsibilities which may include the late afternoon and evening segment of the broadcast day. Your background should include: strong production and management skills, five to eight years' television engineering experience with broad technical news oriented responsibilities. Five years' experience in a major market a plus. A degree is preferred. If qualified, send resume and salary requirement, no calls please, to: Personnel Department, ABC, Inc., 20777 W. Ten Mile, Southfield, MI 48037. EOE, M/F/H/V.

**TV production engineer/technician.** Supervise in design, installation and maintenance of complete 1" video post and studio facility. Field production and computer editing skills extremely desirable. Send resume: Exec. Producer, Denver Center for the Performing Arts, 1245 Champa, Denver, CO 80204.

## HELP WANTED NEWS

**News director.** NBC affiliate in very competitive market seeks news director with 2-5 years' experience for twenty-member news team. Must have strong administrative background and complete understanding of overall station operations, budgets, and inter-departmental relations. Reply to General Manager, Al Bramstedt, Jr., KTUU, Box 10-2880, Anchorage, AK 99510. 907-276-5807.

**WSAV-TV has an opening** for a reporter/photographer. Experience and college degree required. Must have knowledge of ENG equipment. Send tape, resume and dollar needs to Box 2429, Savannah, GA 31402. EOE.

**Newscaster, noon and a.m., Monday-Friday.** Medium market, East. Send resume and videotape cassette to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. Equal opportunity employer.

**Investigative reporter.** We are looking for an aggressive, highly motivated individual to head established investigative unit in top twenty market. Must have minimum two years' experience in investigative reporting and documented record of achievement. Send resume only and salary expectations in first letter to Box W-91. EOE.

**Sports reporter.** Opening in Sunbelt 100-115 market station. Resume and salary needs only to Box W-105. EOE.

**News director** for public radio/TV station in Bethel, Alaska. Station committed to local production with emphasis on bilingual/bicultural programming in English and Yupik Eskimo. Also produces material on the area for state and national audiences. Qualifications: 2 years' broadcast journalism experience, strong writing and editing; good on-air presence and delivery; experience in interethnic setting helpful. Salary: \$25,000 +. DOE. Submit resume, audition tape and writing samples to: Corey Flintoff, Public Affairs Director, KYUK, Box 468, Bethel, AK 99559. Position open until filled.

**Weatherperson,** with on-air experience needed. Send resume, tape, and salary requirements to W. Randy Odil, WSLS-TV, P.O. Box 2161, Roanoke, VA 24009. EOE.

**News photojournalist.** KWTW, CBS affiliate in Oklahoma City, is currently accepting resumes and tapes from photojournalists. Experience in all aspects of ENG photography and 3/4" editing to NPPA standards a must. Creativity combined with hustle a must. Requires: a high school diploma or equivalent plus one year of prior related experience. No resumes considered without tapes. Send resume and videotape to: Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

**Experienced news director** for top 25 Northeastern market. Detailed resume only to Box W-127. Equal opportunity employer.

**Wanted:** anchors, executive producers, sportscaster & weathercasters. Resumes & tapes to: Steve Picicelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

**News producer** for Wichita's leading news organization. Minimum 1 year commercial TV news production experience. College degree req'd. Must have demonstrably outstanding writing, interpersonal, and organizational skills. Send tape, resume and references to Robert Cohen, Exec. N.D., KAKE-TV, P.O. Box 10, Wichita, KS 67201. EOE. No phone call please.

**Assignment editor/The Nightly Business Report.** Public television's Miami-based, daily national business program needs an assignment editor who will be responsible for origination of story ideas, coordination of crews and reporters throughout the nation, an management of daily and long-range planning. Reporting or producing experience required, plus thorough knowledge of television journalism logistics. Related logistical and planning experience strongly preferred. College degree with major coursework in mass communications or economics required. All applicants must submit a list of at least six suggested story ideas for "The Nightly Business Report" to indicate familiarity with the program and its coverage style. We offer a competitive salary and excellent benefits. Send resume in confidence to: Personnel Generalist, WPBT, P.O. Box 2, Miami, FL 33261-0002. Equal opportunity employer. M/F/H.

**Chicago suburban cable company** with strong local news commitment is seeking a full-time news reporter with at least 2 years' experience radio/TV. Must be able to do features, as well as cover a beat. Also seeking sports reporter. Send resumes only to John Gleason, Joyce Cable News, Inc., 1304 Marquette Drive, Romeoville, IL 60441.

**Assignment editors!** Knowledge of Pacific Northwest and 2 years' broadcast experience a must. Looking for aggressive and dedicated news journalists. Send resume to Mike Guggell, KOMO-TV, 100 4th Avenue North, Seattle, WA 98109. No telephone inquiries please. EOE.

**WSOC-TV in Charlotte, NC,** has opening for new photographer. Send resume and tape to Personnel Dept., Box 34665, Charlotte, NC 28234. EOE. M/F.

**You can break into the top 10 markets!** Major market openings for reporters, anchors, producer now working in small/medium markets. Send resume to: Professional Video Services, 930 Granite Court, Martinez, CA 94553.

**Meteorologist**—for one of the Midwest's fastest growing news departments. Work with the best computer graphics system, Nafax, Goes, etc., as weekend talent and back-up to one of America's best TV meteorologists. Medium market, network affiliate. Resume only to Box W-158.

**Sportscaster**—fulltime for weekday features and weekend anchoring. Minimum two years' broadcast experience preferred. Strong writing and video tape editing skills necessary. Send resume, tape, and salary required to Steven Hammel, News Director, WSTM-TV 1030 James Street, Syracuse, NY 13203. WSTM-TV is an Equal Opportunity Employer.

**News anchor-reporter** for No. 1 news station in market. Great recreation area. Latest equipment strong news commitment. Experienced only, send resume and tape to News Director, KIFI-TV, Box 2148 Idaho Falls, ID 83401 EEO station.

**News promotion producer.** If you want to create and produce top notch news promotion for a network affiliate, top 20 market, VHF station, send your resume immediately. Opening now exists in promotion department. Lou Zaccheo, WMAR-TV, 6400 York Rd Baltimore, MD 21212.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Research in the sun.** Florida network affiliate need an experienced research person for sales and programming. Have an excellent research and analysis system. Must be able to field, interpret, write, and present sales and programming research projects. Salary open. EOE. Write Box W-63.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Promotion manager.** San Diego, California. Fastest growing independent station in America's finest city, looking for creative, hands-on promotion person who can be tops in a promotion minded station and city. Only the experienced professional with a minimum of 10 years' experience should apply. Send complete information and samples of work to: Personnel Director, JSI-TV, P.O. Box 11985, San Diego, CA 92111. No phone calls. An EOE

**Production manager** with successful track record in 100+ market. Responsibility for commercial and program production and master control operations. Must be creative, well-organized, and an excellent motivator people. Send resume to Box W-80. EOE, M/F.

**Producer.** Major market station looking for experienced producer for live daytime information show. Minimum two years' experience as associate producer on a major market or producer on similar show in comparable market. Will consider full producer from smaller market. Must have solid in-studio production background, as well as EFP experience. Must be high-motivated, organized, creative individual who knows how to get the most out of staff. Tape & application to: WISN-TV, Employee Relations Director, PO Box 402, Milwaukee, WI 53201. EOE.

**Television producer/director.** Need creative, organized individual with a strong broadcast production background, accent on performing arts programs, promotion and educational series. Must see a project through, start to finish. Studio/location lighting, 1" teleplay editing, technical directing and switching knowledge essential. Only experienced professionals with track record and tape to prove need apply. Send resume, tape and note specifying your responsibilities in each demo example to: Executive Producer, The Denver Center for the Performing Arts, 1245 Champa Street, Denver, CO 80204. Absolutely no phone calls.

**TV Magazine creative writer/story-producer** needed for No. 1 rated show. Send tape and resume to Program Manager, WFMY-TV, Greensboro, NC 27420.

**Co-hosts.** We're a top station in a top market and we're looking for two people to co-host a newly formatted live daytime show. The successful candidates will actively participate in all aspects of the program. Prior on-air professional experience, excellent communication skills and program production experience required. News background most desirable. Resume only to Box W-104. EOE.

**Opportunity for creative writer/producer** with a flair for unusual. Good organizer, people person and motivator. Work with sales, promotion and public service departments. Resume only to Box W-107. EOE.

**Promotion wizard**—sparkle, sizzle and pizzazz expert needed. On-air, print, publicity, community—all phases of promotion. A challenge—not for beginners. If you're that good, promote yourself with a letter and resume only to Box W-110. EOE.

**Operations manager.** Midwest UHF independent seeks a person who is aggressive, confident, able to plan, motivate, organize. Experienced in post production, good technical background, producer skills for live programming. Send salary requirements and resume only to Box W-131. An EOE.

**Wanted: production manager.** Three years' minimum experience. All aspects of production and supervision of personnel. Send resume to Al Tankley, Box 490, Austin, TX 78767. Deadline: June 3, 1983. <TVV is an EEO employer.

**Field producer** for national office of PM/Evening Magazine. Responsible for all production aspects of magazine style segments. Need extensive experience in EFP writing and talent direction. Send tape and resume to: PM Magazine National Office, 825 Battery Street, San Francisco, CA 94111. No phone calls, please.

**Film director** for ABC affiliate in south Florida. Experience in film and tape editing and knowledge of NAB, FCC and broadcast standards and practices required. Will assist program manager in scheduling and securing program materials for airing. Send resume and salary requirements to Personnel Director, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407 EOE, M/F.

**Promotion manager**—independent in highly competitive market is seeking experienced manager to lead extensive on-air, print and radio audience development activities. Prefer experience in copywriting, producing, directing, radio and newspaper buying and graphics development. Send resume and demo reel to: Gail Brekke, VP and GM, KRBK-TV, 500 Media Place, Sacramento, CA 95815. EOE, M/F.

**Art director.** Major market group owned station looking for the best there is. Prior art management experience required. Must have working knowledge of Chyron IV, DVE, color graphics system. Must work well with people and understand deadlines and priorities. Set design, advertising and computer background helpful. This is a top management position. The successful candidate will be responsible for station's advertising and on-air look. Send resume, tape and samples of work, along with employment history and personal background to WISN-TV, Employee Relations Director, P.O. Box 402, Milwaukee, WI 53201. An equal opportunity employer.

**Co-host.** KOMO-TV, Seattle. Award winning, locally produced magazine show seeking co-host to join current female co-host. Anchor/co-host experience preferred. Strong news & feature writing & reporting skills required. Send audition tape and resume to Personnel Department, KOMO-TV, 100 4th Ave. No., Seattle, WA 98109. ABC-TV network affiliate. No telephone inquiries, please. EOE.

**Program director**—requires at least 2 years' experience in acquisitions, scheduling, promoting and administration. Highly competitive market requires aggressive leadership at this growing independent. Send resume to: Gail Brekke, VP and GM, KRBK-TV, 500 Media Place, Sacramento, CA 95815. EOE, M/F.

### SITUATIONS WANTED MANAGEMENT

**Local sales manager** in radio seeks supervision and motivation position for Penna. TV station. Write Box W-54.

**GM/GSM.** Experience in all areas of management including start up & station relocation, heavy sales emphasis. Proven record in increasing sales, ratings & recruiting achievers. Leadership creates successful teamwork & delivers improved bottom line. Depending on station, market & opportunity interested in GSM or GM. Write Box T-134.

### SITUATIONS WANTED TECHNICAL

**Director of Engineering.** Extensive major market construction and operations experience. Seeking long-term opportunity with well-managed group or station. Box W-44.

**2 television engineers (M-F),** experience in operations, production & installation. Seeking challenging technical positions. Quality work, FCC licenses. Write Box W-134.

**Production school graduate** with audio and college background seeks entry position in broadcasting. Will relocate. Eastern states preferred. Richard Clark, 516—261-2875.

**Chief engineer.** I have built UHF and VHF transmitters, studio complex and STL. I establish maintenance procedures and record keeping methods. My departments are happy. Write Box W-145.

### SITUATIONS WANTED NEWS

**Weatherman in top 20 market** working as number two wishing to relocate to any market for full time position. Young, ambitious and bright. Write Box W-69.

**Meteorologist**—proven weather forecaster with cable television experience, including chromakey. Eager to explain the weather and its effects on your viewers. For tape/resume, contact John Schmit, 312—775-4942.

**Experienced professional** seeks reporter/anchor position with station committed to news. Write Box W-94.

**Award-winning sportscaster.** Very popular. Entertaining. Anchoring, reporting. Call now! 713—583-1777.

**Meteorologist**—looking to settle in top 100 market. Now in small market with very large following. Write Box W-135.

**Versatile sportscaster,** 29, five years sports director ready for top 75 market as reporter/weekend anchor. From statewide PBP to producing, basketball to bowling, I'll get it done. Strong previous newspaper background. Write Box W-95.

**Bright, attractive, black female** seeks entry level position in television news. Two years' experience in radio news reporting. Write Box W-141.

**Experienced Capitol Hill reporter** desires TV news job. Excellent references. Call Monique Lyons, 703—521-1745.

**Offbeat feature reporter**—does hard news too. Five years in top 100 market. Wants top forty market. Box W-148.

**No. 1 college draft material.** B.A., public communication, 4 yrs. educational & commercial radio, sports emphasis. Seeking small, medium market. Lee Mitchell, 912—638-6037.

**Anchorman.** 8 years, proven ratings, award-winner. Team player seeking position in Western states. Excellent appearance, strong communicator. Best references. Will consider PM Magazine. 805—967-9649.

**Sports.** Looking for top 70 market, anchor plus P-B-P TV-radio combo ideal. Nine years' radio and TV experience. Write Box W-149.

**Anchor/producer/reporter.** Credibility, personality, vitality, looks, voice, experience. 417—623-1080. Best time is noon central.

**B.A. Journalism.** Looking for entry level position. 319—391-8941.

**TV reporter,** 7 years' experience. Fluent Spanish, extensive knowledge of Caribbean and Central America. Miami-based. Christopher Peake, 21 Edgewater Dr., No. 25, Coconut Grove, FL 33133. 305—661-9483.

**Experienced TV anchor/reporter** w/major college PBP. All sports, plus AAA Baseball. Good production, writing skills. 401—683-2276. Available immediately.

**SIUC '83 grad** with experience in all areas of TV news seeks anchor-reporter position in small to medium market. Call Richard, 312—825-8570.

### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Emerson College '83 grad**—seeks entry level position in production, programming, technical operations or syndication. 5 years' experience in major Northeast market. Willing to relocate to California or elsewhere. Write or call Grad, c/o 617-389-5207, or reply to Box 1152, Chelsea, MA 02150.

**NYC hard working female.** Recent graduate of television production with photographic background, is seeking entry level position with television or cable company. Will relocate. Call Chris, 212—332-9674.

**Black female receiving Master's** in mass communications in June seeking position. Will relocate. NBC-TV and cable internships. Karen, 312—734-0089.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**University of Northern Colorado** is seeking an assistant professor of journalism and mass communications. Tenure track position, starting September 1, 1983. Position requires teaching a variety of television courses, including advanced production, and leadership in developing news and public affairs programming for university's cable channel. New television laboratory has 3-camera color system and full production facilities. Ph.D. preferred; M.A. and significant professional experience will be considered. Salary negotiable. Deadline: June 1. Contact: Wayne Melanson, Department of Journalism and Mass Communications, University of Northern Colorado, Greeley, CO 80639. EO/AEE.

## HELP WANTED INSTRUCTION CONTINUED

**Assistant professor:** two faculty positions available for Fall, 1983. Teach three courses per semester from among the following areas: broadcast writing, radio production, non-broadcast television, or broadcast law, criticism, and effects. Conduct scholarly research. Ph.D. in radio-TV or related area with professional experience and evidence of successful teaching and research expected. Send letter of application, resume, and the names of three references by June 1, 1983, to Dr. Sam Swan, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901.

**Mass communication,** tenure track, assistant/associate professor. Salary negotiable. Teach public relations, advertising, market research, media sales and theory. Ph.D. in mass communication or related field. M.A. with outstanding industry experience considered. Closing date is May 31st, or until suitable list of candidates is obtained. Send vita and letters of recommendation to: Leonard Lee, Chair, Mass Communication, Telecommunications Center, University of South Dakota, Vermillion, SD 57069. Telephone: 605-677-5477. Equal opportunity/affirmative action employer.

## SITUATIONS WANTED TECHNICAL

**Programmer/analyst:** 6 yrs. exp. with IBM and HP B'cast exp. as PD, MD, and on-air. Seeking systems development position in communication/entertainment industry. Write Box W-129.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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

**Good used Ampex Quad** (1200 or 2000) wanted by Reno production house. Must have editor, DOC, vector & waveform, TBC, B&W or color monitor, vacuum and new or near new heads. Tell Greg what you have and how much. 800-648-6966.

**Instant cash-highest prices for your broadcast equipment.** Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5KW AM Collins** 21E (1962), also RCA BTA-5H. Both w/proofs. M. Cooper, 215-379-6585.

**Quality broadcast equipment:** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

**Gates 1 KW AM transmitter,** model BC-1G. Will make full power and pass proof. M. Cooper, 215-379-6585.

**20KW FM transmitter,** 1977 CSI T-1-A, on-air, mint cond. Also, Collins 830F 10KW FM. M. Cooper, 215-379-6585.

**Automation IGM** basic A computer, encoder, logger, 2 latest 78 tray co-car II.: System like brand new. near Chicago. 214-843-5565.

**Super highspeed machine language logging program** for TRS-80, 64K tape or disc. S300. Call 813-382-4444.

**Complete UHF television station transmitting plant.** Modern 30 KW transmitter complete with good klystrons, 30 KW RCA Filterplexer, 12.5 KW standby transmitter complete with spare finals, 475' transmission line and Cetec Omni-directional antenna, rated at 35 KW. All equipment presently on air and in excellent condition. Available late July. Contact L.R. Evans, WLRE-TV, P.O. Box 26, Green Bay, WI 54305. 414-437-2626.

**(1) Microtime 2525 frame sync-TBC,** excellent condition, 1 year old; asking 10 K. **(2) DVS phaser I TBC**—frame syncs. Very good condition, 8K each. **(3) 3/4 edit suites** with JVC CR 8500 LUs and RM 85 editor. 4 K each, excellent condition. **(5) JVC CR 8500 LU edit-record 3/4 players,** good condition, asking 1200 each. **(1) Videotek VSM series waveform-vectorscope package,** good condition, asking 1800. **(4) GE TE 201 color cameras** with tripods **(2),** studio viewfinders, lots of spare parts, tubes. Asking 30 K for system, 3 in good working condition. Jerry Smith, C.E., WXAO-TV, P.O. Box 17547, Jacksonville, FL 32216 904-725-4700.

**Moving station,** will have 700 feet 6 inch solid 72 ohm line available June. In service now, so line is perfect. Contact J.S. Betts Co., 404-964-3764.

**Gates 10kw FM,** SCA, stereo, spare tube, wide band interface, excellent. \$25,000. 618-498-3154.

**New Andrew HJ8-50B** 3 inch heliax cable. 540 feet on one reel. Special price of \$13.50/ft. FOB Shreveport, LA. Contact J.S. Betts Co., 404-964-3764.

**Equipment for sale:** AVR-II. Gates film chain & multiplexer. RCA TP-66 16mm projector. Simplex 35 mm projector. Hitachi SK 70 color camera. RCA TKP 45 color camera. Grass Valley 1400 switcher. Call Jim Riley, 214-630-4848.

**Voltage regulator** for remote van. New. (never been used) Superior electric, 7.5 KVA, EMT 10442, 1 phase, 34 Amp, 220V, 50/60 Hz. \$1,800 or best offer. Don Zelmer, 217-223-8616.

**RCA TR/600,** Conrac RHA, Tektronics 650 monitors, Sony 2600s, RCA BC/7 and BC/14 audio consoles. Call Media Concepts, 919-442-6140.

**Ampex recorders,** AG440-4, AG440-2, AG440-1 and 351 trade-ins priced to sell today. We are an Ampex dealer. Northwestern, Inc., 800-547-2252.

**Collins 831G-3** 25KW FM transmitter less exciter, 30 months old in excellent condition. Also, SMC ESP-1 automation with 3 Instacarts, 4 music sources, auto-loader and remote. Contact Steve Campbell or Bill Reier, KBOZ Radio, Box 20, Bozeman, MT 59715. 406-586-5466.

**Transmitters-antennas-towers** call us for great prices on new & used equipment. Quick delivery. Several used items in stock; best deals on new equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

**New TV startups**- let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404-324-1271.

**Studio equipment**- cameras, VTRs, film chains, thousands of items available. Best deals on new & used. Bill Kitchen, Quality Media Corp., 404-324-1271.

## COMEDY

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

**Proven radio comedy!** Guaranteed! Free sample! Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

## INSTRUCTION

**San Francisco, FCC license,** 6 weeks 6/20/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF CA 94105. 415-392-0194.

## MISCELLANEOUS

**Venture capital needed** for acquisition of class C FM CP in large Western market. For details, principals only respond to: Radio, P.O. Box 48123, Los Angeles, CA 90048.

**Attn: television stations and cable companies.** The Count Area Show, a popular Hollywood comedy-variety TV show, with appearances by well known stars, is available to you for free. Honest! Write P.O. Box 46123, LA, CA 90046.

## RADIO Help Wanted Announcers

### LIFETIME DREAM

To live in Austin, Texas, one of America's great cities. To work at KHFI (K-98), a great radio station with dynamite numbers. You will be replacing our outstanding morning personality. If you are warm, humorous, topical, with strong ad-libs and one-to-one personality, you could be the person we are looking for. The position is open after this rating sweep (mid-June). K-98 is CHR. Send T&R to Roger Garrett, 1219 W. 6th, Austin, TX 78703. EOE.

### Help Wanted Programing, Production, Others

#### TARZAN OR JANE WANTED!

Somehwere out there in the radio jungle is a person who eats, sleeps and breathes creative production wanting to swing from bigger vines! We're on the prowl for a hands-on production/copywriter who can do it all for our top rated AM/FM combo in the Sunbelt. Do your career a favor by sending a tape with representative production, scripts, resume, and other pertinent information to P.O. Box 171141, Arlington, TX 76017. EOE.

### Help Wanted Sales

#### ACCOUNT EXECUTIVE

We are looking for an account executive who is aggressive, self-motivated and a self-starter. Minimum three years' broadcast or other intangible sales experience. Qualified applicants should submit resumes to: Scott Meier, KSTP-AM Radio, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer. M/F.



#### RADIO SALES

Major New England AM/FM combo needs an aggressive, creative, proven leader for top list. Minimum three years' experience. We're looking for management in next year. Get in on the ground floor of a major group. Top pay for top producers. Minorities and females encouraged to apply. Send resume and salary in confidence to Personnel, P.O. Box 969, Providence, RI 02901-0969. EOE.

### THIS PUBLICATION IS AVAILABLE IN MICROFORM

#### University Microfilms International

300 North Zeeb Road,  
Dept. PR., Ann Arbor,  
MI 48106

## Situations Wanted Management

### HOW DRAMATICALLY DO YOU WANT

YOUR station to improve in the next year? You and I both know you will only get what you pay for. I'm ready to help and get the job done. I'm presently employed, but ready for a change. I'll spend your money like it was mine, making bottom line judgments that will pay off. Offer me the opportunity to benefit us both (hopefully, an equity situation) and you'll get an experienced professional who knows what he's doing. I'll take charge and lead. My reputation for ideas and selling your market will assure us a long profitable relationship. I'm open to all options and together we will prove that only a GM like myself is what you really needed. Let me hear from you TODAY.

Write Box W-142.

## TELEVISION

Help Wanted Programing,  
Production, Others

# WRITER/ PRODUCER

Award-winning Creative Services Department is in need of a top-notch talent whose number one desire is to expand his/her creative horizons. If you have the advertising skills, we have the challenges and resources. Send resume and reel to:

**Dick Goggin**  
Creative Services  
Director  
WJZ-TV  
Television Hill  
Baltimore, Md 21211

**GROUP**  
**WJZ-TV 13 W**  
An Equal Opportunity Employer

## Help Wanted Programing, Production, Others Continued



### JACKSONVILLE FLORIDA

is looking at creative and talented people interested in joining our male co-host and one of the most successful PM teams in the country! If you have PM or writing and production skills and a background in journalism or theatre, we want to know about you. No phone calls, please. Send resume and cassette to:

Bill DeWert

WJXT-TV

P.O. Box 5270

Jacksonville, FL 32207

WJXT—A Post-Newsweek Station—is an equal opportunity employer. M/F.

## Help Wanted Sales

### VICE PRESIDENT, SALES

Large evangelical organization seeking top sales executive with successful experience managing media sales force, preferably on national level, who can share organization, vision and goals. Need outstanding track record and references. MBA preferred. EEO. Send resume to Box W-128.

## Help Wanted Technical

### NUMBER ONE MARKET

4-station Public Television network needs maintenance engineer for state-of-the-art teleproduction facility. Heavy experience with TK-76, BVU-200, TK-27, BVU-110 and Ampex 4100 switcher. Some operating duties. General class FCC license. Contact Jeff Friedman, Station Manager, NEW JERSEY NETWORK, 980 Broad Street, Newark, NJ 07102. EEO.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## Help Wanted Technical Continued

### ENGINEERING SUPERVISOR

For transmitter and studio maintenance. 5 years' experience. Openings in Dallas and Houston. Join fast growing chain. You will be given authority and support to build a successful operation. \$30,000. Call or write Ed Reid, Director of Engineering, 1712 E. Randol Mill Rd., Arlington, TX 76011. 817-265-2100.

### TECHNICAL MAINTENANCE MAINTENANCE ENGINEERS

Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable, is a dynamic leader in the cable industry. Our operations and technical services department currently has openings for technical maintenance engineers in our new facility. Experience with Sony and Ampex state-of-the-art equipment, as well as a strong broadcast maintenance background, is a must. We offer competitive starting salaries and generous benefits. For more information, send resume to: Manager of Technical Maintenance, Group W Satellite Communications, 41 Harbor Plaza Drive, Stamford, CT 06904. An equal opportunity employer. M/F.

## Help Wanted News

### ASSISTANT NEWS DIRECTOR

Top 30 group broadcaster offering generous pay and benefits. We are looking for an individual with the qualities to someday advance into our top news management position. The right candidate will have an extensive background in news reporting, newscast production and display strong people oriented management skills. If you are a smaller market news director or executive producer looking for an excellent advancement opportunity, this could be what you were waiting for! An equal employment opportunity employer. Interested candidates send resume to:

**Box W-133**

### METEOROLOGIST

WANTED: A meteorologist with the unique ability to look at the data and make an accurate forecast. Good pay, good working conditions, lots of excitement and challenge. Applications kept confidential. Send resumes only to Box W-123. Equal opportunity employer, M/F.

### PRODUCER

For special reports by anchors and occasional live remotes. Demonstrated experience is a must. Apply by sending resume, references, and videotapes to Ken Middleton, Assistant News Director, Programs, WJLA-TV, 4461 Connecticut Avenue, NW, Washington, DC 20008. Equal opportunity employer.

## ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, May 30, the deadline for classified advertising for the June 6 issue will be:

**FRIDAY, MAY 27**

## Situations Wanted News

### TELEVISION PRODUCER/WRITER

Award-winning news director, presently with medium market all-news radio station, seeks well-deserved break into television. Five years' experience. Excellent news judgment/presentation/management. I want to produce or write creative, attention-grabbing newscasts.

702-565-7846

## ALLIED FIELDS

### Help Wanted Management

## Associate Manager of Media Relations & Senior Producer

Northwestern University is seeking a creative person for a supervisory position as Associate Manager of Media Relations and Senior Producer. Applicant must have sound writing and editing skills, working knowledge of all phases of electronic journalism, including experience in news gathering and reporting, and radio and television production. Previous relationship with Chicago area or network radio and television news personnel is helpful. Responsibilities include: placement of university faculty on local and network news programs, supervision of the production of radio and television news and public affairs programming, and the supervision of all public service and promotional announcements. Applicant should have 3-5 years' experience in radio or television news production. Bachelor's degree in journalism, communications, English or related field is required. Please send resume and salary requirements to the Personnel Department, Northwestern University, 720 University Place, Evanston, Illinois 60201. Affirmative Action, Equal Opportunity Employer.



Northwestern University

### Help Wanted Technical

#### SATELLITE TECHNICIAN

Earth station operations and maintenance technician to work in major Chicago area teleport. Excellent benefits with progressive, growing telecommunications company. Send resume of work experience and salary history to: Midwestern Relay Co., P.O. Box 661, Milwaukee, WI 53201.

### Radio Programing

#### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
included in each series



Program Distributors  
410 South Main  
Jonesboro Arkansas 72401  
501-972-5884



### Consultants

#### FM TRANSLATORS

Channel Searches - FCC Applications  
TEPCO (JONES) TRANSLATORS -  
SCALA ANTENNAS  
Turnkey Available

#### CHUCK CRISLER

Box 42 Greenwood, Ark. 72936  
501-441-0555 501-996-2254

## For Sale Equipment

# TRANSPONDER

— Priced Right —  
— Available Immediately —  
— Dominant Broadcast Bird —

Call Dave Hansford  
1-800-752-8469

### Employment Service

#### LOOKING FOR WORK?

If you are openly seeking an on-air position in television news, weather, sports, or as magazine-talkshow host, this may be what you need to get your tape out of the pile, on that executive's desk, and into his line of sight. If you qualify, we will satellite-deliver your demo tape to more than 400 TV stations across the country. Along with your tape goes a description of your background and the kind of position you are seeking. Replace costly, time-consuming job hunting techniques with space-age technology to get that job you want. For details and qualifications, contact Talent Feed, 213-275-5755.

#### 10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

#### RADIO JOB PLACEMENT

DJ's, news, programmers, sales, management—if you're ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose 1 dollar postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35218. 205-822-9144.

### Public Notice

#### PUBLIC NOTICE

NYC. Prime 4-acre telecommunications site. Ideally suited for satellite park, telecommunications facility and ancillary services. Located in the St. Albans section of the Borough of Queens. Available for sub-licensing. Interested parties may send for a Request for Proposals by writing to: New York City Department of Parks, 830 Fifth Avenue, NY, NY 10021, or by calling 212-360-8153. A site meeting for all interested parties will be held at 11 a.m. on Thursday, May 26, 1983. Proposals are due on or before 11 a.m. on June 10, 1983.

### Miscellaneous

#### WANT TO OWN A STATION?

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Properly selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-661-2820.

### Wanted To Buy Stations

## ATTENTION: FM BROADCASTERS!

We have people waiting to lease your SCA channel now. We will get you the highest possible rates and most favorable terms for the use of your SCA. Call today:

Joel Rose  
Flagship Communications Inc.  
11916 Glen Valley Rd.  
Brecksville, OH 44141  
216-526-6017

**Wanted To Buy Stations  
Continued**

**MINORITY BROADCASTER**

seeks to buy first radio station. Can handle up to \$500,000. FM only. No more than 2x gross billing. Full details first letter. FCC offers tax certificates on sales to minorities. Write Box W-97.

**For Sale Stations**

**WALKER MEDIA & MANAGEMENT INC.**

Southeast—top 100 market. Fulltime AM. \$600,000, with \$100,000 down.

John F. Hurlbut  
P.O. Box 1845  
Holmes Beach, FL 33509  
813-778-3617



**Wilkins  
and Associates  
Media Brokers**

MD	AM	\$400,000	25%
IA	FM	\$325,000	30%
GA	AM	\$25,000	downpayment
MS	AM	\$35,000	downpayment
AZ	AM	\$35,000	downpayment
TN	FM	\$35,000	downpayment
KY	FM	\$35,000	downpayment
PA	AM	\$25,000	downpayment
NY	AM	\$20,000	downpayment
VA	AM	\$25,000	downpayment
MN	AM/FM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
NC	AM	\$25,000	downpayment

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

**BROKERAGE**

Over twenty years of service to Broadcasting  
Appraisals • Brokerage • Analysis  
Westgate Mall, Bethlehem, PA 18017  
215-865-3775

**THE HOLT CORPORATION**

**RALPH E. MEADOR**

Media Broker  
AM-FM-TV-Appraisals  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

**CLASS A FM—VIRGINIA**

\$285,000—10% owner financing.

We have immediate class C FM buyers.  
Barry Bosiger: 804-239-6911.

**NATIONAL MEDIA BROKERS**  
A division of McCarthy-Read Inc., Realtors

**For Sale Stations Continued**



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

Midwestern single station market. Full-time AM station with real estate including plentiful facilities and eight acres of land. Price of \$525,000, with \$175,000 down, is less than two times current gross of \$271,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251  
809 Corey Creek - El Paso, Texas 79912 915-581-1038



**CHAPMAN ASSOCIATES®**

nationwide mergers & acquisitions

**STATION**

**CONTACT**

FL Metro	UHF-TV	\$4,100K	30%	Bill Cate	(904) 893-6471
M.AtI. Metro	UHF-TV	4,000K	Terms	Bob Thorburn	(404) 458-9226
MW Suburban	FM	1,800K	\$600K	Jim Mackin	(207) 623-1874
R.Mt. Metro	Cl.IV/Cl.C	1,600K	300K	Elliot Evers	(213) 366-2554
MW Small	Cl.C	750K	200K	Bill Lochman	(816) 254-6899
R.Mt. Metro	Cl.C	600K	Nego.	Brian Cobb	(303) 322-3763
M.AtI. Small	AM/FM	575K	200K	Mitt Younts	(804) 355-8702
SW Small	Fulltime	575K	125K	Bill Whitley	(214) 680-2807
FL Medium	Cl.IV	550K	Terms	Randy Jeffery	(813) 294-1843
SE Small	AM	300K	100K	Paul Crowder	(615) 298-4986
M.AtI. Small	Cl.IV	225K	55K	Mitt Younts	(804) 355-8702

To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

**SUNBELT CLASS C**

Newly equipped, underdeveloped 100,000 watt FM in New Mexico. Priced less than 2 times gross. Generous seller financing. Ideal for owner-operator. Principals only send personal and financial qualifications with first inquiry. Reply Box W-140.

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

IF YOU'RE NOT ON OUR MAILING LIST—YOU SHOULD BE.

4 DRISCOLL DR ST. ALBANS, VT. 05478  
802-524-5983

**SMALL AM STATION—MIDWEST**

Underdeveloped 500 watt AM directional station. Only station in county. 60,000 population listening area. Excellent opportunity for owner/operator. All new equipment past 4 years. Includes 8 acres land. Price: \$200,000, cash. Write Box W-143.

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

RADIO TV CTV APPRAISALS

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

**this  
publication is  
available in  
microform**



Please send me additional information  
**University Microfilms  
International**

300 North Zeeb Road  
Dept. P.R.  
Ann Arbor, MI 48106  
U.S.A.  
18 Bedford Row  
Dept. P.R.  
London, WC1R 4EJ  
England

Name \_\_\_\_\_  
Institution \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

**For Sale Stations Continued**

**OWNER-OPERATORS**

Ideal first station. Studio-transmitter on owned land, automated, fulltime single small market AM, good positive cash flow, excellent terms. Southwest Sunbelt. Include qualifications in first reply. Box W-150.

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
*"Specializing in Sunbelt Broadcast Properties"*  
 5050 Poplar • Suite 618 • Memphis, Tn. 38157

**MIDWEST AM/FM COMBO**

Medium market. Excellent equip. Large studio/office bldg. Attractive multiple of gross. \$2,150,000, with terms. Call Bill Lochman, 816-254-6899. 3600 S. Forest, Independence, MO 64052.



**CLASS B-FM/NORTHEAST**

This class B FM and 1,000 watt AM affiliate are priced at 6 times cash flow. \$1,900,000, on a cash only sale. Principals only. Write Box W-151.

**CENTRAL ILLINOIS FM**

Medium-small market, great potential. \$310,000 cash, or sizeable down payment. Less than 2.5X billing. Financial details in first letter to Box W-152.

**FULLTIME AM—MIDWEST**

Unlimited potential in small market AM with growing revenues. Favorable gross revenue multiple to qualified buyer. Send qualifications to Box W-160.

**JAMAR RICE CO.**

Media Brokerage & Appraisals

William R. Rice  
 William W. Jamar  
 (512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

**MARYLAND AM-FM**

5000 kw fulltime AM and class A FM in stable single station market—60 mi. from Wash., D.C., 90 mi. from Balto., reduced \$850,000. Write: Radio, 343 N. Charles St., Balto., MD 21201.

**Dan Hayslett**  
 & Associates, Inc.  
*Media Brokers*  
**RADIO, TV, and CATV**  
 (214) 691-2076  
 11311 N. Central Expressway • Dallas, Texas

**ATTENTION: EARLY DEADLINE NOTICE**

Due to holiday Monday, May 30, the deadline for classified advertising for the June 6 issue will be:

**FRIDAY, MAY 27**

**THIS PUBLICATION IS AVAILABLE IN MICROFORM**

**University Microfilms International**

300 North Zeeb Road,  
 Dept. PR., Ann Arbor,  
 MI 48106

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

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

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

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

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

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

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

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

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

# Fates & Fortunes

## Media

**Bruce McGorill**, general manager, WCSH-TV Portland, Me., and senior VP of parent, Maine Broadcasting System, named executive VP and chief executive officer, succeeding **Donald K. Powers**, who retires after 42 years with company.



McGorill



Cary

**Elton Cary**, chairman, Wometco Enterprises, Miami, elected chairman of Wometco Cable TV, post vacant since death of Mitchell Wolfson Jan. 28.

Restructuring of responsibilities at Bonneville International Corp.: **Joseph Kjar**, executive VP and chief operating officer, leaves to become president of Latter Day Saints mission in Manila; **Ken Hatch**, president, KIRO Inc. (KIRO-AM-FM and KSEA-FM), all Seattle), continues to oversee those stations and KAAM(AM)-KAFM(FM) Dallas and KMBZ(AM)-KMBR(FM) Kansas City, Mo., and assumes corporate responsibility for WRFM(FM), Torbet Radio and Bonneville Broadcast Systems, all New York; **Jay Lloyd**, president, KSL-AM-FM-TV Salt Lake City, assumes corporate responsibility for KBIG(AM) Los Angeles, KOPN(FM) San Francisco and WCLR(FM) Chicago; **Blaine Whipple**, head of BIC's financial department, adds corporate oversight for Radio Data Systems and Bonneville Satellite Corp. and **Ted Capener**, head of news and public affairs, BIC, adds programing research and news research to those duties.

**Donald Curtis**, president, Curtis Radio Group, Laurinburg, N.C., joins Durham Life Broadcasting, Raleigh, N.C., as executive VP and general manager, contingent on FCC approval of sale of Curtis's WWO(AM)-WSTS(FM) Laurinburg to Durham Life.

**Don McGouirk**, general manager, WMAZ-TV Macon, Ga., and **Fred Newton**, general manager WMAZ-AM-FM Macon, Ga., elected VP's of parent, Multimedia.

**Timothy Teeter**, account executive, KIOA(AM) Des Moines, Iowa, joins KLEU(AM) Waterloo, Iowa, as VP and general manager.

**Robert Ford**, director of operations, WLFV-TV Lafayette, Ind., named general manager.

**Lee Dolnick**, VP, sales, WISN(AM)-WLPX(FM) Milwaukee, named VP and general manager.

**Bill Struck**, account executive, KEZW(AM) Au-

rore, Colo., joins KKBB(AM) Denver as general manager.

**Timothy Martin**, general manager, Field Cablevision, Redlands, Calif., named VP and general manager, cable operations, for parent, Field Communications. **Denis Curley**, controller, Field Communications, San Francisco, named VP, finance.

**Dan O'Brien**, consultant, KING-TV Seattle, named to newly created position of director of broadcasting enterprises.

**Elizabeth Satchell**, VP, programing, WNJR(AM) Newark, N.J., named VP, station manager.

**Andy Lee**, general sales manager, WALA-TV Mobile, Ala., joins KVUE-TV Austin, Tex., as station manager.

**Keith Meyer**, general sales manager, KIQY(FM) Lebanon, Ore., assumes additional responsibilities as station manager.

**William Nichols**, operations manager, WKJG-TV Fort Wayne, Ind., named assistant manager.

**Stan Linnertz**, sales manager, KGIN-TV Grand Island, Neb., assumes additional duties as station manager, succeeding **Robert Schnuelle** (see "Promotion and PR," below).

**James Williams**, general sales manager, KRNT(AM)-KRNQ(FM) Des Moines, Iowa, joins WOY(AM)-KIKI(FM) Davenport, Iowa, as station manager.

**George Van Geem**, manager of financial services, WGN Continental Broadcasting Co., Chicago, named business manager of WGN Continental's WGN(AM) there.

**Leonard Herman**, labor relations attorney, ABC, New York, named assistant general attorney, labor relations, East Coast.

**Joseph Greivis**, group director, quality assurance and service, consumer financial services group, American Express, New York, joins Warner Amex Cable there as director of service operations.

**Thomas Davin**, manager of compensation and labor relations, water reactor division, Westinghouse, Pittsburgh, named director of employe relations, Group W Cable, New York.

**Ellis Bromberg**, from noncommercial WSKG(TV) Binghamton, N.Y., joins noncommercial WMHT(TV) Schenectady, N.Y., as director of television broadcasting.

## Marketing

Appointments, D'Arcy-MacManus & Masius: **Priscilla Wallace**, associate creative director, McCann-Erickson, Houston, to St. Louis, as VP, creative director; **Donald W. Sommerfield**, from Clinton E. Frank Advertising, Chicago, to account group supervisor

there: **Janet Geyer Harris**, from Tracey-Locke/BBDO, Chicago, to senior negotiator, corporate spot broadcast department, there, and **Betty Kerckhoff**, regional media coordinator, St. Louis, to account executive.



Wallace



Blaine

**Gregory Blaine**, senior VP, media director, and corporate director of new communication technologies, Foote, Cone & Belding, Chicago, named deputy general manager, retaining new technologies post.

**Robert Gross**, broadcast production cost control supervisor, McCann-Erickson, New York, named manager of broadcast operations, succeeding **Gina Gaylord**, resigned.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

**BROADCAST SONNEL, INC.**  
Experts in Executive Placement  
**527 MADISON AVENUE**  
**NEW YORK CITY**  
**(212) 355-2672**

**Irwin Gottlieb**, VP, manager, national broadcast, Benton & Bowles, New York, named senior VP.

**Gene O'Sullivan**, senior VP, Young & Rubicam, New York, named director of client services.

Appointments, Tatham, Laird & Kudner, Chicago: **Bob Ball**, account supervisor, Young & Rubicam, Chicago, to account supervisor; **Mary Jones**, production coordinator, to producer, and **Laurie Warshaw**, from Leo Burnett, Chicago, to account executive.

**Pamela Sarnoff**, account supervisor, and **Winifred Luzzi**, media research director, Warwick Advertising, New York, named VP's.

**Barry Russo**, from Winners Corp., Nashville, joins Ensslin & Hall, Tampa, Fla., as account supervisor.

**Marilynn Wilmire**, media director, Donald D. Lewis Advertising, Burbank, Calif., named VP.

Appointments, Quinn & Johnson, Boston: **Phyllis Maynard**, VP, media supervisor, Arnold & Co., Boston, to associate media director; **Lois Marble**, media buyer, Ingalls Associates, Boston, to media buyer-planner, and **Jeffrey Wittig**, from Geer, DuBois, New York, to account executive.



Garvey

**Donald Garvey**, New York manager, RKO Radio Sales, named VP, director of sales there.

Appointments, Katz Communications: **Tricia Erwine-Unger**, account executive, WUAB(TV) Cleveland, to sales manager there; **Kerry Andrews**, national sales manager,

KBHK-TV San Francisco, to manager, swords team, Los Angeles, and **Chip Meehan**, account executive, KTLA Los Angeles, to member of swords team there. Appointments, Katz American Television: **Tom Lauchner**, VP, sales manager, Boston, to VP, sales manager, white team, Los Angeles; **Dave Jacquemin**, sales manager, Kansas City, Mo., succeeds Lauchner as sales manager; **Gabe Laconte**, account executive, KTTV(TV) Los Angeles, to red sales team there; **Phil Melchers**, account executive, WBFF(TV) Baltimore, to white sales team, Los Angeles. **Al Maxwell**, from Arbitron, Dallas, to Katz Radio there as account executive.

Appointments, Avery-Knodel Television, Chicago: **Tara Missal**, promotion director, WCAE-TV St. John, Ind., to office manager and executive secretary; **Lois Hamelin**, from TeleRep, Chicago, and **Christine Mucha**, sales assistant, A-K, to account executives, and **Peter Dunn**, account executive, WUTV(TV) Buffalo, N.Y., to New York in same capacity.

**Vincent Montuori**, account executive, WNBC(AM) New York, joins Cable Networks Inc., advertising agency there, in same capacity.

**Martin Mylot**, from *Redbook* magazine, New

York, joins ABC Radio Networks there as account executive.

**Laurie Angotti**, research assistant, Eastman Radio, New York, named research analyst.

**Don Kirk**, from Corinthian Television Sales, New York, joins Harrington, Righter & Parsons, New York, as account executive, blue team.

**Paul Muhly**, station manager, KILO(FM) Colorado Springs, joins United Cable of Colorado, Englewood, Colo., as advertising sales manager.

**Irvin Zelt**, general sales manager, WEAZ(FM) Philadelphia, joins WILK(AM) Wilkes-Barre, Pa., in same capacity.

**Candy Wendling**, from Waldschmidt Advertising, Fort Wayne, Ind., and former general sales manager, WOWQ(AM) Fort Wayne, joins WFWQ(FM) there as general sales manager.

**A. Brooks Brown**, from WTRY(AM)-WPYX(FM) Albany, N.Y., joins WRGB(TV) Schenectady, N.Y., as retail development director.

**Phyllis Katz**, account executive, WKHK(FM) New York, named to new post of manager of sales development. **Bruce Raven-Stark**, account executive, named local sales manager.

**Patricia Comstock**, from Hartland Cards, Hartland, Vt., joins WNE-TV Hartford, Vt., as sales coordinator. **William Sanborn**, from Northeast Composition Co., Portland, Me., joins WNE-TV as account executive.

**Bernard Mitchell**, from WJYE(FM) Buffalo, N.Y., joins WBLK-FM Depew, N.Y., as co-op sales manager.

**Cyndi Smith**, account executive, KROK(FM) Shreveport, La., named local sales manager.

**Paula Charneski**, from Lanier Business Products, Seattle, joins KPLZ(FM) there as account supervisor.

**Nick Ulmer**, sales manager, WLRS(FM) Louisville, Ky., joins WAVE-TV there as account executive.

**Richard Howe**, account executive, KCRA-TV Sacramento, Calif., joins KUSK(TV) Prescott, Ariz., as sales manager.

**Ed Duffey**, account executive, WNOX(AM) Knoxville, Tenn., named sales manager.

**Linda Thompson**, account executive, KKYK(FM) Little Rock, Ark., named advertising sales manager for co-owned KARN(AM) there.

**George Hasenstab**, account executive, WNKX(FM) Franklin, Tenn., named sales manager.

**Betty MacKinnon**, general sales manager, KDIG(AM) San Bernardino, Calif., joins KABC(AM) Los Angeles as direct response marketing consultant.

**Larry Blum**, regional sales manager, WBBG(AM)-WMJI(FM) Cleveland, assumes additional responsibilities as local sales manager for WBBG.

**Robert Serre**, account executive, WILX-TV Onondaga, Mich., named national sales man-

ager for station.

**Jim Williams**, account executive WTBS(TV) Atlanta, named local sales manager.

**Jim Goodlad**, account executive, WNGO-TV New Orleans, named local sales manager.

**Bob Kautz**, account executive, WKRC-TV Cincinnati, joins KSNT(TV) Topeka, Kan., as local sales manager.

**Hank Oster**, account executive, KHJ-TV Los Angeles, named co-manager, local sales.

**Evan Greenberg**, from WMCA(AM) New York, joins WABC(AM) there as account executive.

**Marietta Gardner**, from WJAI(FM) Eaton, Ohio, joins WHIO Dayton, Ohio, as account executive.

**Lisa Moore-Plant**, from KLFF(AM) Glendale, Ariz., joins KDKB(AM) Mesa, Ariz., as account executive.

**Ellen Sternberg**, from KOVR(TV) Sacramento, Calif., joins KXTV(TV) there as account executive.

**Bobette Joy Gordon**, from KMEO-AM-FM Phoenix, joins KQYT(FM) there as account executive.

**Mark Stacey**, sales manager, KLVU(FM) Dallas, joins Blair Radio there as account executive.

**Jeffrey Holden**, from John Blair, Chicago, joins RKO Radio Sales there as account executive.

**Patty Graham**, from American Cable TV, Phoenix, joins KDKB(FM) Mesa, Ariz., as account executive.

**Peter Spitalnick**, account executive, WEAZ(FM) Philadelphia, joins WHAM(AM) Rochester, N.Y., in same capacity.

## Programing



Ambrose

**Ellyn Ambrose**, VP and general manager, The Source, NBC, New York, joins Satellite Music Network there as VP.

**Laurence Caso**, consultant, daytime programs, ABC Entertainment, New York, joins CBS Entertainment there as director, daytime programs.

**Terry Freedman**, director of legal and business affairs, Cox Cable Communications, Atlanta, named director of programing services.

Appointments, Home Box Office, New York: **Dale Baldwin**, director, programing research, to director, program scheduling; **Ruth Beltran**, director, programing finance, to director, network programing; **Tim Daly**, manager, audience research, to director; **Dennis Regan**, manager, program planning research, to director, and **Jim Walley**, manager, resource development, to director.

**Jeannine Kadow**, press and public liaison, federal Office of Management and Budget,

Washington, joins Telepictures Corp., Los Angeles, as account executive, domestic sales division.

**Tom Devlin**, director, domestic sales administration, Worldvision Enterprises, New York, named director of sales and marketing. **Johniggio**, research analyst, succeeds Devlin.

**Arrome Davis**, writer-producer, Universal Studios, Los Angeles, joins Lorimar there in same capacity.

**Bill Macatee**, anchor, *NBC Sports: 30 Rock*, NBC Sports, New York, named sports anchor, *Early Today*.

**Alexy Kuncar**, tape distribution coordinator, *America's Top 10*, All American Television, New York, named administrative director.



Cartwright

**Carole Cartwright**, manager of community programs, NBC-owned WMAQ-TV Chicago, joins NBC's KNBC(TV) Los Angeles as director, programs.

**Ron St. Pierre**, assistant program director, WIIJ(AM) Providence, R.I., named program director.

**Tipper McGee**, from WLUM(FM) Milwaukee, joins KFMW(FM) Waterloo, Iowa, as program director.

**David Comisar**, senior director, production department, WLUK-TV Green Bay, Wis., named program and promotion manager.

**Huck Britton**, production director, WLUP(FM) Chicago, named production director.

**Ed Utz**, operations manager, WTRY(AM)/PYX(FM) Albany, N.Y., joins WHJY(FM) Providence, R.I., as program director.

**Peter Dominowski**, program manager, non-commercial WMFE-FM Orlando, Fla., named director of programming.

**Frank Herzog**, weekend sports anchor, WDM-TV Washington, joins WJLA-TV there as sports director.

**J. Cioffi**, from WTSL(AM) Hanover, N.H., joins WNE-TV Hartford, Vt., as sports director.

Appointments, KRON-TV San Francisco: **Ron Lickerstaff**, day assignment editor, to sports producer; **Chris DeFaria**, production assistant, to field producer, *T.G.I.4.*, hour-long local magazine program, and **Miriam Schaffer**, writer, *T.G.I.4.*, to producer.

**Sean Lynch**, air personality, KNBQ(FM) Tacoma, Wash., named music director.

**Rich McMillan**, production director, WLS-FM Chicago, named programming assistant.

**Lector Highton**, director of sports and operations KTLA(TV) Los Angeles, named VP.

**Tony Leita**, from WSAZ-TV Huntington, N.C., joins WTHI-TV Terre Haute, Ind., as producer and host, *Midday Show*.

**Thomas Casey**, from WTIG(AM) Massillon, Ohio, joins WTAJ-TV Altoona, Pa., as weather

anchor and *Good Morning* host.

**Eleanor Crow**, from Smithsonian Institution, office of museum programs, Washington, joins noncommercial WFSU-TV Tallahassee, Fla., as producer-director, Southern Circuit.

**Mark Cordray**, from WOR-TV New York, joins KHOU-TV Houston as co-host, *Houston Afternoon*.

## News and Public Affairs



Nachman

**Jerry Nachman**, VP and general manager, WRC(AM) Washington, named VP, news, NBC Television Stations.

**Bruce Chong**, producer and editor, CNN Headline News, Turner Broadcasting System, Atlanta, named senior editor for CNN Radio there.

**Charles Munro**, assistant news director, WABC-TV New York, joins WCPO-TV Cincinnati as news director.

**Dave Hoglin**, reporter, WDAY-TV Fargo, N.D., joins KTHI-TV there as news director.

**Stewart Marton**, news photographer-editor, WNE-TV Hartford, Vt., named director, 6 p.m. news.

**Fred Walters**, news director, WXYZ(AM) Detroit, joins KFWD(AM) Los Angeles as executive editor.

**George Davis**, from KGW-TV Portland, Ore., joins KOMO-TV Seattle as field production coordinator, coordinating remote news coverage.

Appointments, KRON-TV San Francisco: **Steve Tuttle**, producer, to editor; **Joe Fragola**, writer, to producer; **Catherine McCormac**, production assistant, to field producer; **George Ramirez**, assistant assignment editor, to night assignment editor; **Carol Wong**, assistant assignment editor, to day assignment editor; **Margaret Crawford**, assistant assignment editor, Washington bureau, and **John Fernbacher**, writer, to assistant assignment editors, succeeding Ramirez and Wong; **Barton Eckert**, weekend anchor, WTTG(TV) Washington, to bureau chief, Washington bureau, and **Polly Kreisman**, freelance reporter, Metromedia news, Washington, to Washington bureau as correspondent.

**Jenette Kerr**, anchor, WROR(FM) Boston, joins ABC News, New York, as correspondent, ABC Contemporary Network.

**Kathleen Campion**, from noncommercial WGBH-TV Boston, joins Satellite News Channel, New York, as correspondent for *Business Week's* twice-hourly reports.

Newly elected to board, Associated Press Broadcasters, New York: **Norm Schrader**, WDAY-TV Fargo, N.D.; **Fred Young**, WTAE-TV Pittsburgh, and **John Corporon**, WPIX(TV) New York.

**Tim Richardson**, reporter, KCMO(AM) Kansas

City, Mo., joins WDAF-TV there as anchor-producer, Satellite News Channel.

**Kathy Walsh**, from CNN2, Turner Broadcasting System, Atlanta, joins WSB-TV there as anchor for its cable news broadcasts. WSB-TV serves as regional affiliate of Satellite News Channel.

**Tom Daniels**, from KCRG-TV Cedar Rapids, Iowa, and **Debbie Ferraro**, from WPTV(TV) West Palm Beach, Fla., join WJKS-TV Jacksonville, Fla., as anchors.

**Carole Wilson**, director of public affairs and special programming, WTVX(TV) Fort Pierce, Fla., joins WLWT(TV) Cincinnati as anchor and health reporter.

**Dale Dermott**, anchor-reporter, KVOO(AM) Tulsa, Okla., joins KGTO(AM) there in same capacity.

**Susan Austin**, reporter, WOC-TV Davenport, Iowa, named weekend co-anchor.

**Sanford Lacey III**, from WBTE(AM)-WDJB(FM) Windsor, N.C., joins WITN-TV Washington, N.C., as reporter.

**Linda Olson**, weekend anchor, KAAL(TV) Austin, Minn., joins KGAN-TV Cedar Rapids, Iowa, as correspondent.

**Mike Roberts**, from WOWK-TV Huntington, W.Va., joins WOWT(TV) Omaha as reporter and weather anchor.

**Sam Allred**, weather anchor, KOA-TV Denver, joins KRON-TV San Francisco in same capacity.

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## Technology

**Fred Scobey**, senior VP, engineering, Deluxe Laboratories, Los Angeles, joins Technicolor there as senior VP, international technical operations.



Ellis

**Ronald Ellis**, chief engineer, Wometco Cable TV, Miami, elected VP, engineering.

**Alan Galumbeck**, director of new technologies, Landmark Communications, Norfolk, Va., joins Landmark's The Weather Channel, Atlanta, in same capacity.

**Michael Bernard**, national sales manager, Otari, Belmont, Calif.-based communications products manufacturer, named manager of newly created special products division. **John Carey**, sales manager, Otari, named national sales manager, sales and marketing.

**Elliot Hunter**, assistant chief engineer, WWAY(TV) Wilmington, N.C., named chief engineer, succeeding Arthur Madeley, who died April 25 ("Fates & Fortunes," May 9).

**Fred Steurer**, director of engineering, Pulitzer Broadcasting, St. Louis, named VP, engineering, and member of board of directors.

**Duane Berger**, fleet administrator, Cox Communications, Atlanta, named fleet manager.

## Promotion and PR

Appointments, Telepictures Corp., Los Angeles: **Kathleen Bracken**, writer-producer, Columbia Pictures Television, Los Angeles, to director of creative services; **Brenda Geffner**, promotion coordinator, to manager of creative services, and **Joan Robbins**, from Group W Productions, Los Angeles, to international promotion executive.

**Nancy Mendelson**, manager, print communications and marketing services, CBS-TV, Los Angeles, named creative director of unit.

**James McHugh**, assistant controller, Transamerica Intermodal Maintenance Services Inc., Chicago, joins Hill & Knowlton there as director of financial services, national division. **Nancy Glick**, director of consumer affairs, Hill & Knowlton, named VP.

**Ann Zahm**, from Young & Rubicam, New York, joins MPI, which provides computer services to broadcasting and advertising agencies, New York, as manager of product coordination, in charge of testing and documentation for Spotline, new spot housekeeping system for advertising agencies.

**Michael Schneider**, from BBDO, Chicago, joins Arbitron Television there as account executive.

**Robert Schnuelle**, station manager, KGIN-TV Grand Island, Neb., named to newly created position of director of public affairs and pub-

**On board.** Frederick Barber Jr., vice chairman and general manager of WSB-TV Atlanta, was named to succeed Thomas Cookerly, (named chairman [BROADCASTING, May 9]), as vice chairman of the ABC Television Network affiliates board of governors.

Two new members were selected to two-year terms on the board: Mickey L. Hooten, vice president and general manager of WISN-TV Milwaukee, who was named board secretary and Robert D. Price, vice president and general manager of KTWO-AM-TV Casper, Wyo., who was elected board treasurer.

Retiring from the board are: L. Huey Jr., president and chief executive officer of Belo Broadcasting Corp., and Max Sklower, vice president and general manager of KOAT-TV Albuquerque, N.M.

The remaining board members are: Philip R. Beuth, vice president and general manager of WKBW-TV Buffalo; Clayton Brace, vice president and general manager, McGraw-Hill Broadcasting Inc.; Joseph T. Jerkins, vice president and general manager of KVUE-TV Austin, Tex.; Edwin J. Lacke, executive vice president and general manager of the Cedar Rapids Television Co., and Edwin C. Metcalfe, president and general manager of WPTA-TV Fort Wayne, Ind.

lic relations.

**Marge Velasquez**, promotion assistant, KFI(AM)-KOST(FM) Los Angeles, joins KCOP(TV) there as media supervisor.

**Sue Dewey**, talent coordinator, creative services department, NBC-TV, New York, named manager, talent coordinators.

**Nancy Love**, president, Nancy Love Associates, New York, joins Lippin & Grant, public relations firm there, as VP and co-managing director of New York operations.

**Lee Davis**, promotion director, WRBL(TV) Columbus, Ga., joins WSPA-TV Greenville, S.C., as advertising and promotion manager for station.

**Kristan Leatherman**, from Maryland Science Center, Baltimore, joins WJZ-TV Baltimore as public relations manager.

**Marlene Klotz**, manager of community and corporate services, *The Arizona Republic* and *The Phoenix Gazette*, Phoenix, joins KTSP-TV there as community relations director.

## Allied Fields

**Robben Fleming**, consultant to The Annenberg Project, Corporation for Public Broadcasting, Washington, named interim director of project, succeeding **Douglas Bodwell**, who remains director of educational activities at CPB.

**Phyllis Kaminsky**, director of public liaison, U.S. Information Agency, Washington, joins United Nations Secretariat as director, United Nations Information Center, Washington.

**Joseph Fogarty**, commissioner, FCC, Washington, received commendation from Communications Workers of America. CWA board said that throughout his tenure, Fogarty had met "challenge" of telecommunications policy "with fairness and pragmatism," adding that "as his term ends, we wish to commend him for serving his country with distinction."

**Robin Weber**, independent cable consultant, joins ADT, security systems firm, as marketing manager for cable TV security.

Newly elected directors, Ad Club of New York: **John Bergin**, McCann-Erickson; **Jules Fine**, Ogilvy & Mather; **Robert Schmetterer**,

Scali McCabe Sloves; **Benjamin Greenber** The Advertising Council; **Leslie Winthro** Advertising Agency Register; **Bernard Flanagan**, Dow Jones & Co., and **Reade Johnson** McCaffrey & McCall.

**Marilyn Callendar**, account executive, Hilli Newmark, Wechsler & Howard, Los Angeles, joins Birch Radio, radio research firm Coral Springs, Fla., as advertiser-agency client service representative.

**Mary Beckman**, media buyer, J. Walt Thompson, Chicago, joins Arbitron there client service representative, Midwest television advertiser-agency sales.

Elected officers, Austin (Tex.) Association Broadcasters: **Jim Ray**, KOKE-AM-FM, president; **Mel Pennington**, KTVV(TV), vice president, and **Stan Webb**, KPEZ(AM), secretary treasurer.

Elected officers, Houston Association of Radio Broadcasters: **Robert Chandl** KRBE(FM), president; **Nick Trigony**, KIKK-FM vice president; **Dickie Rosenfeld**, KILT(AM) vice president; **John Dew**, KRBE, treasurer and **Dan Mason**, KFMK(FM) secretary.

## Deaths



Burg

**Mary Lou Burg**, 5th commissioner, Copyright Royalty Tribunal, Washington since her appointment to President Carter in 1977, and deputy chairman, Democratic National Committee from 1972 to 1977, died of stroke May 9 at home of friends Milwaukee.

**Roderick Cupp**, 74, former owner and general manager, KOFO(AM) and KOFO(FM) (no KKKX(FM)) Ottawa, Kan., and broadcaster for 44 years before his retirement in 1977, died of heart attack May 9 at his home in Ottawa. He is survived by his wife, Edwina, and two daughters.

**Paul Sherman**, 66, reporter and announcer, WINS(AM) New York, from 1942 until his retirement in 1981, died of heart attack May 9 at his home in Coconut Creek, Fla. He is survived by his wife, Bess, and three sons

## Jack Clements: designated bitter for Mutual Radio and its affiliate lineup

Gawdammit, Jack, you're a nice guy, but you don't belong in broadcasting!"

Twenty-one-year-old Jack Clements winced. It was the end, on a wintery day in 1949, of his announcing job at WORD(AM) Spartanburg, S.C. Worse, it was a shrilly voiced opinion of an exasperated Walter Brown. And pioneer station owner Brown made few mistakes in broadcasting, journalism and politics.

That time, however, Brown erred. Or more properly, a resolute and free-spirited Clements proved him wrong: Clements headed down Highway 85 to Anderson, S.C., to the announcers booth at WAIM(AM) there. It was stop number two in a 24-year odyssey through small-, medium- and major-market stations before bringing a massive collection of radio savvy to the executive suite of the Mutual Broadcasting System nearly 10 years ago. The upward movement continued and, in March 1982, Clements became senior vice president of the Mutual Radio Network.

As such, he is charged with the day-to-day operational leadership of the network, reporting directly to the president and chief executive officer, Marty Rubenstein. The job calls for overseeing all the network departments, except for the financial and engineering responsibilities that fall to MBS's other two senior vice presidents.

Clements is low key in most of his discussions, only raising his voice, when needed, to express no-nonsense viewpoints. There's also a seasoning of occasional expletives, subtle humor and a thesaurus of anecdotes.

Dapper and shirt-sleeved, he sits in his 12th floor office atop Mutual's Virginia headquarters that overlooks the Potomac river. He forgoes a cigar in deference to his visitor, but practices no restraint in describing the goals he shares with MBS.

He confesses initial shock when he arrived at Mutual in 1973, when the network was rebuilding after a history of ups and downs: "It was frustrating and trying. There were a lot of things to be done, but the network simply couldn't afford, and didn't have the staff, to do them. Why, I had more staff as program director of WCAU(AM) Philadelphia [his previous position]. I hadn't worked in that kind of environment since my early radio days."

But after that low point, Clements affirms, "we began to add more product, expand our foothold and we started to do things radio networks weren't doing in those days. By the time Amway purchased the network in 1977, we were off and running. The new ownership made all the difference in the world in the further revital-



John Brian Clements—senior vice president, Mutual Radio Network, Arlington, Va.; b. July 19, 1928, Spartanburg, S.C.; BA, business administration, Wofford College, 1949; announcer, WORD(AM) Spartanburg, 1949; announcer, WAIM(AM) Anderson, S.C., 1949-50; announcer, WBCU(AM) Union, S.C., 1950-52; news director, WWNC(AM) Asheville, N.C., 1952-56; news and program director, WRA(AM) Richmond, Va., 1956-62; news and program director, WCAU(AM) Philadelphia, 1962-73; vice president for programs, MBS, 1973-76; vice president for sports, MBS, 1976-82; in present position since March 1982; m. Joan Roncevic, Sept. 8, 1967; children—Christopher, 12, and (by previous marriage) Anne, 30, Amanda, 28, Ruth, 25, and John Brian Jr., 22.

ization of Mutual."

Clements declares a major contribution of Amway's owners was their decision in 1978 to bring in Marty Rubenstein from ABC. Rubenstein's strong suit is his ability to delegate both authority and responsibility, Clements says. "Almost anybody will give you all the responsibility you can handle, but not many people will give you the authority to go with it. Marty does that."

Clements stresses that Mutual is now doing programing by choice as opposed to the early days when it was a matter of necessity or for other reasons. One example: "We began Monday night football because nobody else was doing it. Everyone else thought football on radio [competing with TV coverage] wasn't worth it, so Mutual did it. Now that we've done it so successfully, it becomes worth a lot of money and people are bidding millions of dollars a year for it."

That's just one area of Mutual's success in fostering live programing for affiliates, Clements continued, giving much credit to the

network's full satellite system that delivers, among other things, a schedule of Tuesday night National Symphony Orchestra broadcasts from Washington's Kennedy Center, a weekly three-hour Dick Clark show and other specials in 15 khz stereo on the bird.

"We believe radio networks ought to do for radio stations what they can't or won't do for themselves," the Mutual executive said. "I've had the good fortune of being on both ends of the network line. I know how a program is, how a network program is received by a station manager or program director. Sometimes Mutual and an affiliate may not have compatible goals, so our station relations people try to get feedback from them. We don't talk down to the affiliate; we try to get information back up from the station so that we understand what they want us to do and we can respond in a way that fits both our needs to operate at a profit. Everyone wins."

Clements says the resurgence of interest in radio networking has helped, a turnaround from the not-too-distant past when stations were dropping networks "like crazy." He welcomes the competition of good networks and says the mounting demand for varied formats simply means no one network is going to meet the needs of all radio outlets.

"On the other hand," Clements bristled slightly, "I have a problem with syndicators calling themselves networks. I think if a guy is going to be in the network business and try to use that label, he ought to compete in the marketplace and be a full-service network."

There's another complaint, in which Clements accepts a share of the blame: "I think network radio is probably the most under-priced medium there is—and all of us, as an industry, do it to ourselves. We've got to find a way to make the pricing more realistic and deliver the best C-P-M's of any media."

Clements also worries that both radio and the network industries are fragmented. "I'm not sure it's possible for us to have one voice on Capitol Hill, in public relations, and so on," Clements said. "I know what my voice is... but I believe there should be a way for the industry to have and speak with one voice."

Not that Clements needs anyone to speak for him. That point is made by Bruce Goodman, Mutual's vice president and general counsel, often teamed with Clements at the bargaining table. "Jack's bright, with the ability to characterize a position in an effective way," says Goodman. "He will say the most outrageous thing with a smile and then actually back it up... He looks them in the eye, sometimes insults them, but they come away liking him."

One big reason for his success is that Clements knows so much from having served in so many capacities, Goodman said, adding: "Jack is a jack of all trades and a master of all of them."

**NATPE International's 1984 convention will be one day shorter** this year, with exhibition open from Friday, Feb. 10, through Monday, Feb. 13, and workshops taking place Monday and Tuesday, Feb. 14, all at San Francisco's Mosconi Center. NATPE board of directors, meeting in San Francisco last Monday (May 16), also decided that companies not on exhibition floor will be denied listing in convention directory. Eight of largest program syndicators, including Paramount, MCA-TV, Worldvision and 20th Century-Fox, have reserved suites in Fairmont hotel, despite NATPE leadership's effort to gather all on exhibition floor. In another decision, NATPE President Stan Marinoff, operations director, WISN-TV Milwaukee, and Executive Director Phil Corvo will poll program producers about **possibility of hosting program marketplace in May in Los Angeles, for international buyers.** Presently, companies stage May international screenings separately and on their own, and some have shown openness to idea of organized international marketplace. According to NATPE insiders, however, there is disagreement among major syndicators about need for another program marketplace. NATPE in May would follow annual MIP-TV conference in Cannes, France, but would permit sale of programs in newly announced network fall schedules.

**March 1, 1984,** was set last week as **date to start trial of General William Westmoreland's \$120-million libel suit** against CBS, stemming from CBS News's documentary, *The Uncounted Enemy: a Vietnam Deception*. Date was set by Judge Pierre Leval of U.S. district court in New York, where pre-trial proceedings are in progress.

Formation of **MDS Industry Association Inc.** as trade organization for multipoint distribution service carriers, operators and suppliers was announced last week after **regional meeting** in Minneapolis that leaders said was attended by 50 to 60 MDS representatives. Interim Chairman Phil Merrill, president of TeleFeatures operation in Phoenix, said association was formed in belief that FCC will approve multi-channel MDS shortly and that "by providing greater program diversity and competition to cable, MDS will fill a large unmet demand and take its proper place among other popular electronic media." Until permanent headquarters site is found, association will be based at 1629 K Street, NW, Washington, telephone (202) 296-5775, with Bonnie Guthrie, assistant in Fleischmann & Walsh law firm, as acting secretary.



Charyk



Goldstein

Comsat's board of directors, meeting in Washington last Friday, elected **Joseph V. Charyk chairman and chief executive officer.** Board also named **Irving Goldstein,** executive vice president, to succeed Charyk as **president.** John D. Harper, who stepped down as chairman, was reelected to board. In separate action, Comsat shareholders approved two-for-one stock split, effective June 6.

Brandon Tartikoff, president, **NBC Entertainment,** announced last week at affiliates meeting in Los Angeles that **two new series** would make their debut in June and run through summer—*Buffalo Bill* and *The News Is the News*. Network has committed to 13 episodes of *Buffalo Bill*, half-hour sitcom, which will air on Wednesdays starting June 1 (9:30-10 p.m.). Show stars Dabney Coleman who portrays egotistical TV talk show host. *The News Is*

**CBS-BMI scuffle.** CBS and Broadcast Music Inc. went at each other in court Thursday. At stake: CBS's licenses to play BM music on its five O&O TV's without risking copyright infringement suits.

BMI said those licenses had been on a month-to-month basis since 1979, terminable by either side on 30 days' notice, and that it terminated them effective March 31. Then negotiations for the new licenses started, BMI said, leading to an agreement in principle, confirmed in writing, whereby CBS would pay BMI either \$2 million for one year under one set of conditions or \$1.85 million under other conditions. Instead, BMI claimed CBS "renege[d] on our agreement"—a move that BMI suggested might have been related to CBS's current cost-cutting drive (see story, page 37)—and asked the New York State Supreme Court for a preliminary injunction blocking termination of the licenses.

CBS argued that its month-to-month licenses contained a "most favored nation" provision that entitles CBS to the better terms that were granted, at least until next Feb. 1, to non-network-owned stations in a federal court suit brought by the all-industry TV committee against BMI and ASCAP. CBS said negotiations to implement an agreement in principle between it and BMI "revealed such a serious misunderstanding" that BMI broke off rather than continue to negotiate. "In any case, CBS contended, its O&O licenses are now, "and have continuously been, in effect."

The state court justice who heard the arguments promised an expedited decision, which lawyers said may come this week.

*the News*, half-hour news satire, will air Wednesdays (10-10: p.m.) starting June 15. NBC has committed to minimum of eight shows.

**KTTL(FM) Dodge City, Kan.,** whose broadcasts of allegedly "coar and hostile" programing attacking minorities has propelled it in center of controversy (BROADCASTING, May 16), has found its facing **another hurdle: Group of area residents has filed compelling application at FCC.** President and 5.55% owner of challenge Community Service Broadcasting Inc., is Hiawatha H. Bland, former mayor of Dodge City; vice president and 5.55% owner Naomi A. Gunderson, also of Dodge City. Station already has found itself subject to petition to deny by National Black Media Coalition; another petition to deny has been filed by local group Dodge City Citizens for Better Broadcasting. In its petition Dodge City Citizens said that by granting KTTL(FM) renewal, FCC would give approval to "promoting racial and religious bigotry and physical violence, as well as undermining our governmental system."

Following disclosure Procter & Gamble is investing about \$1 million on syndication basis in seven series of Lexington Broadcast Services, New York, (BROADCASTING, May 16). LBS reports last Thursday (May 19) that **P&G also has signed for full sponsorship of two prime time first-run motion pictures** this summer on **LB arranged ad hoc networks** of more than 100 stations each. Films which will be produced by Comworld Productions in association with P&G Productions, are "Emergency Room," with Sarah Pucell, LeVar Burton and Gary Lockwood, and "Desperate Intruder" with Mary Poster, Nick Mancuso and Claude Akins. P&G will have national sponsor and TV stations will receive local time in barter exchange. Financial terms were not divulged.

**Time Inc.** announced last week at annual stockholders meeting in New York that it **will spin off its forest products operations** as independent company to Time shareholders. Spin-off would be achieved by tax-free distribution, on pro-rata basis, of shares of common stock in new forest products company to owners of Time common stock. Richard Munro, president and chief executive officer of Time Inc., said primary reason was that Time did not



's official. Diana Lady Dougan was sworn in on Friday as coordinator for international communication and information policy, a new State Department post at the level of assistant secretary. The ceremony, in the State Department's elegant Thomas Jefferson room, followed a news briefing in which Dougan, who has been in the job several months, took questions on some controversial political and substantive matters with which she will be dealing—legislation to deregulate international communications and Orion Satellite Corp.'s application for FCC authorization to establish a communications link between the U.S. and Europe.

Dougan, whom President Reagan accorded the personal rank of ambassador, was sworn in by Tim Towell, acting deputy chief of protocol, as her mother, Elaine Lady; daughter Elena; son Gavin, and husband J. Lynn Dougan, looked on. The importance the department attaches to the new post was stressed by Deputy Secretary of State Kenneth Dam, who, after ceremony, promised the new appointee the support of the department's resources and its "top officers."

the capital required by both video operations (including Home Office and cable MSO, ATC), which get first priority, and its products. And company ruled out borrowing capital necessary for forest products which would have resulted in Time losing AA debt rating. "Separation would also give both companies cut-out identities," said Munro. "It would clarify the blurred image of Time Inc.," he added, "and whether we like it or not, image is important. Currently ours has an element of corporate sprawl." In 1982, forest product operations accounted for 32% of Time's consolidated revenue or \$1.1 billion. Clifford Grum, executive vice president and director of Time Inc., will become chief executive officer of new company.

Corporation for Public Broadcasting extended interest-free loan of \$10,000 to National Public Radio last week to help network's present cash flow problems and, in particular, meet last Friday's roll. NPR is experiencing fiscal 1983 budget shortfall totaling about \$5.8 million. Audit to determine extent of deficit is being conducted by Washington-based accounting firm of Coopers & Lybrand (BROADCASTING, May 2), and GAO audit is to come later.

Robert D. Wood has resigned as president of Metromedia Producers Corp., following fulfillment of three-year contract with production company. No successor has been announced. Syndication arm of MPC moved to Boston last year, while former CBS president resigned to oversee continuing operations in Hollywood.

New York's bureau of franchises has sent final draft of proposed franchise contract to targeted franchisees for examination, and public hearing on contract has been scheduled for June 21. However, the company objections to recently announced "Teleport" deal with Western Union and Merrill Lynch remain obstacle which companies will block contracts from being signed. City has indicated too that it will take steps to resolve objections by June 21 hearing date.

Public Broadcasting Service's executive committee approved \$61.9 million budget for its fiscal 1984. Budget will go before PBS board in June. Committee also instructed PBS staff to file *amicus* brief with Supreme Court on behalf of Association of Public Television Stations, supporting public television's right to editorialize.

Former FCC Commissioner Benjamin Hooks was reported last week to have been suspended and temporarily replaced as executive director of National Association for the Advancement of Colored People, post he has held since leaving commission in July 1977. *St. Louis Post-Dispatch* said in copyrighted story on Friday that NAACP board chairman Margaret Bush Wilson has suspended Hooks and replaced him with organization's general counsel, Thomas I. Atkins. Newspaper said Wilson would neither confirm nor deny story. Hooks could not be reached for comment. *Post-Dispatch* said NAACP sources told it Wilson wanted board to be more assertive, with executive director carrying out rather than establishing policy.

Press and television coverage of \$5.9 million verdict against Phil Donahue and his production company, Multimedia Program Productions Inc. (see page 67), last week led to recovery in Tulsa of seven-year-old boy whose abduction by his father had been at center of case. Boy's mother, Willow Lynne Cramlet, won verdict because Donahue did not notify police when her former husband and boy's father, Wayne R. Anderson, appeared for taping of two Donahue segments on *Today* show, in 1980. Anderson had volunteered to appear to explain reasons for kidnapping Eiland, then three. Boy was cared for during taping by Donahue's staff. Anderson was arrested in Tulsa and boy returned to mother after Cramlet had followed up on tip from two unidentified Tulsa residents. They told mother they recognized boy from press coverage as being in local elementary school.

Congressman Al Swift has own interpretation of events that occurred late last week on broadcast deregulation (see page 31). Swift feels legislation is moving in direction of subcommittee but, after discussions with House Energy and Commerce Committee Chairman John Dingell, said nothing had been finalized. "It is not a fait accompli," he argued.

NBC nabobs. Fred Paxton, president, WPSD-TV Paducah, Ky., was re-elected chairman of the NBC Television Affiliates Association's board of directors last week in Los Angeles at the group's annual meeting. Newly elected to the posts of vice chairman were C. E. (Pep) Cooney, president and general manager, KPNX-TV Phoenix, Ariz., and Bazil O'Hagan, president and general manager, WNDU-TV South Bend, Ind. William Faber, chairman, WFLA-TV Tampa, Fla., was re-elected secretary-treasurer.

New members of the affiliate board this year include: Amy McCombs, vice president and general manager, WDIV-TV Detroit; Harold Crump, vice president and general manager, KPRC-TV Houston; Robert Leider, vice president and general manager, WCKT-TV Miami; Marvin Reuben, executive vice president and general manager, WDAM-TV Laurel-Hattiesburg, Miss., and James Edwards, vice president and general manager, WJAC-TV Johnstown-Altoona, Pa.

Retiring from the board are James T. Lynag, president, Multimedia Broadcasting Co., Cincinnati; George Andrick, vice president and general manager, WSAZ-TV Huntington-Charleston, W. Va.; William Dilday, general manager WLBT-TV Jackson, Miss.; David Oakley, vice president and general manager WQEM-TV Quincy, Ill., and Donald Powers, executive vice president and general manager WCSH-TV, Portland, Me.

Continuing members include Jim Seferl, vice president and general manager, WIS-TV, Columbia, S.C., and Francis A. Martin III, president and chief executive officer, Chronicle Broadcasting, San Francisco.

# Editorials

## Everybody's mission

The postponement of action on the Senate's bill deregulating cable television is no help to the cable operators' cause, but neither is it a death warrant for the legislation. It is hard to believe that such formidable senators as Bob Packwood and Barry Goldwater, who are on cable's side, can be defied, even if the opposition is led by AT&T and the mayors of major cities.

What is needed now is a national exhibition of support for the principle of cable deregulation. The National Cable Television Association has issued the call to action. Members will ignore the call at their own risk.

## Gamble

The outline of an accommodation on broadcast deregulation was taking shape last week in the House Energy and Commerce Committee. Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, was apparently abandoning his earlier demand for a spectrum fee as the price of deregulatory legislation. His new price is the establishment of quotas of approved programming. He changed ransoms in the belief that he can obtain the support of the National Association of Broadcasters.

At that point, Washington observers who have been around longer than the incumbent NAB management has been got the old feeling that this is where they came in.

Program quotas in one form or another have been repeatedly proposed in one context or another. In 1978 Henry Geller, then head of the National Telecommunications and Information Administration, petitioned the FCC to set program quotas for television as a measurement of performance. If quotas were met, licenses would be renewed, absent other derelictions, and thus broadcasters would be protected against the competing applications for their channels that were still real dangers in those days. Not surprisingly, Geller won endorsement from major station groups that felt especially vulnerable to challenges.

A year later, when the FCC began talking of deregulating radio, Tyrone Brown, then a commissioner, argued for the imposition of radio program quotas as a condition of relaxing other rules. The NAB board came within a vote or two of accepting quotas in exchange for deregulation.

Nothing ever came of the Geller proposal. Radio deregulation was adopted by the FCC without the quotas Brown wanted, and indeed the FCC gave up the quantitative guidelines for nonentertainment programs it had for years applied. In both cases, broadcasters were luckier than some of them deserved to be. The question is whether they will be lucky again.

No matter what kind of quotas the NAB may have in mind now, no one can predict what kind may emerge from Wirth's subcommittee or its parent. Beyond that, quotas would be subject to the legislative meatgrinder that becomes increasingly difficult to control when a bill goes before the full House and Senate. As the extent of promised deregulation begins to dawn on members who have been previously uninformed, the price of deregulation will come under rising pressures. How much programming independence are the broadcasters willing to give up?

Beyond that, as has been noted on this page before, the codification of program quotas presents another threat to First Amendment rights that for broadcasters are already sparse enough. Indeed the U.S. Court of Appeals raised that question in 1978 when

it affirmed a 1977 FCC decision, reached after a rulemaking, against the adoption of quantitative standards for television news, local programming and public affairs. The court, disposing of an appellant argument that the First Amendment compelled the FCC to adopt standards, said: "As to the petitioners' First Amendment claims, their approach would do more to subvert the editorial independence of broadcasters and impose greater restrictions on broadcasting than any duties or guidelines presently imposed by the commission." Nothing in the Constitution has changed since that ruling.

While the Byzantine negotiating goes on between the NAB and members of the House committee, the outside world is left to wonder whether true deregulation can be expected. Reflecting that uncertainty is the June 9 meeting called by leading station groups to talk about representation in Washington.

Nobody can say the NAB under present leadership is chicken. Everybody must hope it is smart.

## The E is for excellence

Elton Rule, who will leave the leadership ranks of ABC at year's end, has earned the ultimate compliment: He will depart that company far better than he found it.

In 1968, when that company's senior management persuaded him to give up his beloved California to become president of the ABC television network, there were but 146 stations in the lineup; by this fall 214 will be on line. The number of ABC Radio affiliates has grown in that interval from 365 to some 1,800. Corporate revenues have grown from less than \$600 million to more than \$2.7 billion, and earnings from \$13.5 million to \$160 million.

All that and more happened on his watch at ABC. To those who remember the company in 1968, the transformation is incredible. Those were the days, in the wake of an aborted merger with ITT, when a far-back-in-third-place ABC had precious little credibility left to bring to its dealings with the production community, or the advertising world, or its affiliates. Rule had first to repair the network's underpinnings, and then to build a superstructure. The measure of his success—in sturdy partnership with Chairman Leonard Goldenson—is evident in considering what's since transpired on ABC's air, as well as by counting up what's left on the ledgers.

It just goes to show what can be accomplished with a great deal of ability, a determined course—and just a touch of class.



Drawn for BROADCASTING by Jack Schmidt



## ***Carpooling gets a lift.***

Heavy rush hour traffic is more than just a headache for commuters. It wastes valuable energy and contributes to pollution problems. So to cut down on the number of cars on the road, the Carpool/Vanpool group in Lincoln, Nebraska, matches up commuters with others who take the same routes to work. Recently, KOLN-TV/KGIN-TV lent its creative and technical expertise to help promote this group's "share the ride" philosophy.

The station developed a series of five television spots created from many hours of interviews with carpoolers. The messages emphasize such ride-sharing benefits as savings, convenience, comradery and increased productivity on the job. And the campaign produced by KOLN-TV/KGIN-TV has been highly successful, generating more than 2,000 requests for ride-match lists.

Using its resources to promote positive, effective ways to save energy and get the day off to a brighter start is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

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<b>WJFM</b> Grand Rapids	<b>WKJF</b> Cadillac	<b>WKJF-FM</b> Cadillac	<b>KMEG-TV</b> Sioux City

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Source: Arbitron Winter 1983  
AQH Mon-Sun 6a-Midnight  
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