

MGM LION II IS ON THE LOOSE.

CAPTURE THE REWARDS



A collection of vintage movie posters and promotional materials for MGM films, displayed on a wooden boardwalk. The posters include:

- WATER BURY** (with Gene Kelly and Audrey Hepburn)
- THE TRAVELING EXECUTIONER** (with Charlton Heston)
- BUCKY BUCKETS** (with Dean Martin and Shirley Maclaine)
- THE STRAWBERRY STATEMENT** (with Katharine Hepburn)
- YOU ARE LOOKING AT AN ANIMAL!** (with Gary Cooper)
- SITTING TARGET** (with Charlton Heston)
- THE WRECKERS OF MARY DEAR** (with Gary Cooper)
- SOME CAME RUNNING** (with Frank Sinatra, Dean Martin, Shirley Maclaine, Martha Hyer, Arthur Kennedy, and Nancy Gates)
- ADAM'S RIB** (with Spencer Tracy and Katharine Hepburn)
- SINGIN' IN THE RAIN** (with Gene Kelly, Donald O'Connor, and Debbie Reynolds)
- KIM NO...** (with Kim Novak)

When you capture MGM LION II, you'll be rewarded with a wealth of entertainment from the treasure trove of the world famous Metro-Goldwyn-Mayer motion picture library.

MGM LION II offers 30 sensational, all-theatrical movies showcasing dozens of film-dom's biggest and brightest stars in critically acclaimed roles.

MGM LION II gives you the most extensive variety of entertainment sure to cap-

ture and satisfy every member of your viewing audience, any hour of the day or night. And, you'll be rewarded with tremendous programming flexibility.

So capture the adventure... the romance... the laughter... the suspense... the music...

the stars... **and the ratings!** Contact your

MGM Television sales representative today to capture MGM LION II.



MGM TELEVISION

ACROSS THE WIDE MISSOURI • ADAM'S RIB • ADVANCE TO THE REAR • ALFRED THE GREAT • THE APPOINTMENT
 THE BAD AND THE BEAUTIFUL • DARK OF THE SUN • DESIGNING WOMAN • DOCTOR, YOU'VE GOT TO BE KIDDING
 EXECUTIVE SUITE • FORBIDDEN PLANET • THE HAUNTING • IT'S ALWAYS FAIR WEATHER • JACK OF DIAMONDS
 JAILHOUSE ROCK • THE LAST CHALLENGE • THE MONEY TRAP • OF HUMAN BONDAGE • ONE IS A LONELY NUMBER
 ONE SPY TOO MANY • QUICK! BEFORE IT MELTS • THE SHEEPMAN • SINGIN' IN THE RAIN • SITTING TARGET
 SOMEBODY UP THERE LIKES ME • SOME CAME RUNNING • THE STRAWBERRY STATEMENT • SWEET REVENGE
 THE WRECK OF THE MARY DEARE • THE TRAVELING EXECUTIONER



One man, one vision.

For thirty years, the entire radio-television industry and Westinghouse Broadcasting have been enriched by the presence of an extraordinary leader.

Donald H. McGannon.

His leadership has been distinguished by his vision of broadcasting's enormous potential for good; a vision brought to life by his advocacy of standards that have changed the face of radio and television.

So it is with the deepest regrets we announce Don McGannon is retiring as Chairman of Westinghouse Broadcasting Company, effective December 1, 1981.

Broadcasting will miss his presence on a day to day basis. And all broadcasters join us, we're sure, in the hope he'll continue to speak out on the vital issues from his retirement so well earned.

Thank you, Don. May your retirement bring you the same sort of happiness your broadcasting standards have brought to millions.



WESTINGHOUSE BROADCASTING COMPANY

The Week in Brief

TOP OF THE WEEK

NEW YORK CITY CABLE SPLIT □ Brooklyn, Queens and Staten Island vote to divide boroughs among three applicants. Cablevision likely to get Bronx award. Manhattan renegotiations planned later. **PAGE 27.**

CABLE RANCOR NEAR D.C. □ Charges of "politics" follow award of cable franchises in Prince George's county to Storer Cable and MetroVision. **PAGE 28.**

... **AND IN SCOTTSDALE, ARIZ.** □ United Cable's proposal for \$48.2-million cable franchise is accepted by city council. **PAGE 29.**

EXPANDED NIGHTLY NEWS □ CBS announces plan for longer evening newscast to at least 45 minutes and possibly hour. **PAGE 30.**

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VOA BROUHAHA □ Controversy erupts after *Washington Post* story on intra-agency memo in which new Voice executive unabashedly views VOA as "propaganda agency." **PAGE 32.**

FCC KNOCKED □ House Republican Research Committee criticizes commission's deregulatory 'inaction.' FCC Chairman Fowler said to be drafting rebuttal. **PAGE 33.**

NUBA'S NUMBERS □ Association's study launches campaign against "myth" of UHF and VHF parity. It calls for changes in network compensation, and urges vigorous lobbying. **PAGE 33.**

FIFTH ESTATE

THE HUBBARD YEARS □ Pioneer broadcaster Stanley E. Hubbard is a combination of entrepreneur, innovator and, at times, maverick. In interview with BROADCASTING, the 84-year-old Minnesotan recounts his life story before and

after his start in radio in 1923. **PAGE 39.**

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FOR HEARING IMPAIRED □ Live closed-captioned telecasts of ABC-TV's *World News Tonight* start today. **PAGE 54.**

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CBS BACK ON TOP □ Network regains prime-time TV rating lead in week five. **PAGE 57.**

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STRENGTHENING ITS CABLE HAND □ Times Mirror plans to plow back big portion of its 1982 earnings to upgrade systems and support Spotlight pay service. **PAGE 69.**

PROFILE

QUEST FOR THE BEST □ Tommy Long says he is committed to excellence. His record says he has achieved that goal as vice president/general manager of Tektronix's communications division and president of The Grass Valley subsidiary. **PAGE 95.**

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"Rukeyser, a warm, caring man, with lots of charm and a direct, confident style, has popularized a subject once considered too dull to print, let alone broadcast. He gives you just enough, gets to the heart of the matter quickly and keeps your interest at a peak. He's a broadcasting dynamo and has become the economic guru of the industry." *Katy Garré*

THE NEW YORK TIMES

"'Business Journal' is a lively and attractive package of business news that...should prove highly marketable." *John J. O'Connor*

LOS ANGELES TIMES

"An 'upscale' show for advertisers...in pursuit of those viewers who are college educated professionals earning more than \$25,000 a year."

Louis Rukeyser, Viacom and Gateway delivering up-to-the-minute business news every week...via satellite.

Co-Produced By:



LOUIS RUKEYSER'S BUSINESS JOURNAL

Closed Circuit®

Insider report: behind the scene, before the fact

Watchers

Coalition for Better Television isn't only one that's been monitoring network TV (see page 56). So, quietly, has been group of leading advertisers. They've been looking for evidence of coalition bugaboos—sex, violence, profanity—both to see whether or to what extent their findings stack up with coalition's claims and, perhaps more important, to see whether networks have been going overboard in their program promos.

Monitors have logged some 400 hours in six weeks of watching programs and promos, and results generally appear to satisfy advertisers. "You can pick up some things that somebody might question," said one executive, who asked not to be identified, "but the number is very small. Some of the movies are sort of sticky, but if people want to look at [that kind of movie], they know in advance what they're getting, and the promos are not outrageous." As for overall results: "Looking at the totality, there's not much to complain about."

Disappearances

It's been generally agreed that *CBS Evening News's* slide in ratings under anchor Dan Rather has come primarily from defections among older viewers. Where they went, however, has been debated. Now it appears that about 30% are in fact unaccounted for.

Ratings tracked by CBS researchers since Rather took over from Walter Cronkite last March show that, on average, *CBS Evening News* is still first in total adults, adults aged 18-49 and adults 25-54, is only network evening newscast to show gains in those two age groups and still leads in over-50 group despite 8% decline there. But Rather lost about 670,000 persons in 50-plus group while NBC added 250,000 and ABC 220,000. That leaves 200,000 (30%) who must have tuned to independents or cable or just tuned out period.

Runner

Mark Smith, vice president, general manager, KLAS-TV Las Vegas, and chairman of National Association of Broadcasters' TV board, is seriously considering entering race for new congressional seat created for Las Vegas and southern half of Nevada after 1980 census. Smith, who counts among his supporters Senator Paul Laxalt (R-Nev.) and numerous other prominent Republicans in state, faces no competition for nomination at this point. Sole declared

Democratic candidate is Harry Reid, former chairman of Nevada Gaming Commission and before that lieutenant governor.

Clark county, where most of new district's population resides, is two-to-one Democratic, but Reid is said to be hampered by alleged ties to organized crime. Public sentiment about Reagan administration at time of election could be deciding factor.

Who's source?

FCC isn't alone in thinking House Republican Research Committee report criticizing new FCC's deregulatory efforts is off base (see page 33). Republican staff on House Telecommunications Subcommittee doesn't buy report's conclusions, either. One staffer called report "unfair shot" based on faulty information. Staffer said report wasn't based on information supplied by Republican staff. Report is said to have received warmer reception from Democratic staffers.

Prize

Field may be narrowing in search for replacement for Kenneth Schanzer, recently departed chief lobbyist for National Association of Broadcasters. Among current leading candidates is David Markey, staff director for freshman Senator Frank H. Murkowski (R-Alaska) and former number-two man at NAB government relations department. Thomas Sawyer, vice president, Ohio Association of Broadcasters, also remains near top of list. NAB is "surprised" at swarm of applicants for job, significant number of them congressional staffers.

Left out?

WFMZ-TV (ch. 69) Allentown, Pa., is attempting to rally support among stations that, like itself, are in overlapped markets, for effort to persuade National Association of Broadcasters to renegotiate with cable industry and copyright owners must-carry provision of copyright agreement. Richard Dean, president of station, says provision will cost it 40%-60% of its coverage, loss he feels would be fatal. Station is now overshadowed by outlets in Philadelphia, New York and Wilkes-Barre, Pa. Provision requires systems with 36 or fewer channels to carry only those stations with 1% share of viewing in noncable homes or 2% share of viewing all TV homes in home market. Dean says number of diaries on which viewing statistics are based is so small as to make accurate reading impossible. He

wants retention of FCC rule requiring cable system to carry signals of stations within 35-mile radius—rule that under proposed agreement would apply only to large cable systems.

Dean has expressed his concern to NAB officials, is also setting up Overlapped Market Committee, and has sent mailgrams to 100 stations in such markets—independents and affiliates, UHF's and VHF's—asking them to participate.

From the mountains

Soon to be announced will be four new directors (for a total of 17) of satellite-fed Appalachian Community Service Network. Three of them are J. Leonard Reinsch, retired chairman, Cox Broadcasting; William Haley, general manager, noncommercial WMUL-TV Huntington, W. Va.; and Wilma Dykeman Stokely (member of Stokely-Van Camp family), author and cultural contributor to Appalachian region. Fourth is expected to be named this week. ACSN transmits specialized community and educational programming over Satcom I and now enters 40 states.

Bird lore

Cable Satellite Public Affairs Network, now confined to daytime hours on USA Network—Satcom I, transponder 9—has found new home for itself on Satcom III-R, launched last Thursday (see "In Brief"). All cable programmers on Satcom I will be shifted to new bird when it becomes operational next January. In shuffle, C-SPAN will emerge as principal tenant on undetermined transponder and will expand its service to 16 hours per day (9 a.m. to 1 a.m. NYT), seven days a week.

Sign of times

Ernest Schultz, managing director of Washington-based Radio-Television News Directors Association, reveals that dozen cable news directors have been admitted to regular membership in recent weeks, mainly from Cable News Network. Total RTNDA active membership, says Schultz, is at all-time high of 1,000 in this 35-year-old organization. There are 1,300 others classified as associates, students or participating.

Under newly installed president, Wayne Godsey, WTMJ Inc. Milwaukee, RTNDA has given top priority to repeal of Section 315 of Communications Act, encompassing fairness doctrine.



CURRIE



"Incredible opportunities are coming for the local programmer!"

Steve Currie, 1981 President of the National Association of Television Program Executives, is Manager of Broadcast Operations, KOIN-TV, Portland, Oregon.

"NATPE does quite a bit to help improve local programming. Sponsoring the IRIS Awards, for example. They're only for local programming, and there's no question that they've become a major award in the TV industry. NATPE-sponsored workshops and general sessions deal with the problems of local stations and those of the local programmer. The exchange of ideas and information from around the country helps us all.

"The role of Program Director is difficult even for NATPE to define, because responsibilities vary from station to station. It started out, in many cases, that the Program Director was merely an operations clerk who shuffled paper, took the network schedule, and filled in the half-hour hole on Saturday or Sunday. Most of the actual program decisions were made by the General Manager, Sales Manager, or a combination thereof. As Program Director here, I have responsibility for the on-air look of the station. I don't control the journalistic aspect of the news, but I am involved in how the product looks on the air. Attitudes toward the Program Director are changing, too. There is

a great realization that if you have a good programmer who is doing a good job, you're going to get your ratings.

"I think that as our industry develops, the local station with local studio, talent, and expertise is going to become a major supplier to other groups, whether they be a low-powered station in our own market, a cable channel, the video market, whatever.

"Right now it's easier to go out and buy a syndicated series than it is to create your own local programs, but it's not necessarily better. We have a program here called *Northwest Illustrated*, which precedes *60 Minutes* on our station.

It's a magazine half-hour similar to *60 Minutes*—on a local level—and has won a number of awards, including a DuPont Columbia award. This show is, to a great extent, produced on film. We shoot on Kodak film, because we want a clean, finished look—one that sets it apart from some other news programming you see on the air. It's our showpiece and has to have the right look. Kodak film gives that to us. I'm very proud of the show, because the station is not only providing a service—we're doing something of quality.

"If I see any coming trend, it's that of more news and informational shows done on a local basis. This will help local stations maintain their local affinity. And it's a great opportunity for us. Look, it's seldom that a local station can go out

and do a dramatic presentation, a sitcom, or a movie. It's just not in the cards. But here is the chance to have something truly unique for our market. It's where we have our expertise. It's where we have the ability to really excel. There's a lot of opportunity coming for the local station, and I think that's something we all need to keep in mind."

If you would like to receive our quarterly publication about motion picture production for television, TELEK, write Eastman Kodak Company, Dept. 640, 343 State Street, Rochester, New York 14650.

© Eastman Kodak Company, 1981

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MOTION PICTURE AND AUDIOVISUAL MARKETS DIVISION
ATLANTA: 404/351-6510
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DALLAS: 214/351-3221
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NEW YORK: 212/930-7500
ROCHESTER: 716/254-1300
SAN FRANCISCO: 415/928-1300
WASH., D.C.: 703/558-9220



**America's
Storyteller**

Business Briefly

TV ONLY

American Family Insurance □ Begins Dec. 28 for 52 weeks in about 50 markets. News times. Agency: Fuller Biety Connell, Milwaukee. Target: adults, 25-54.

Armor Dial □ Star Chili. Begins Jan. 4 for first quarter in 33 markets. Day and late fringe times. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: adults, 18-49.

Dorsey Labs □ Triaminicin tablets. Begins Jan. 4 for 13 weeks in 23 markets. Late fringe and news times. Agency: Needham, Harper & Steers, New York. Target: adults, 18-49.

Frito-Lay □ Tiffles (snack food). Begins late November for about eight weeks in two markets. Day and fringe times. Agency: Tracy-Locke, Dallas. Target: women, 25-49.

Rollins Protective Services □ Begins Jan. 4 for six weeks in 17 markets. Day, news and prime times. Agency: J. Walter Thompson U.S.A., Atlanta. Target: adults, 25-54.

Ronco Teleproducts □ Glass froster. Begins Nov. 30 for three weeks in about 150 markets. Agency: Castle Advertising, Scottsdale, Ariz. Target: adults, 18-49; teen-agers, 12-17.

Alberto-Culver □ Static Guard. Begins Dec. 7 for three weeks in 27 markets. All dayparts. Agency: Draper Daniels Media Services, Chicago. Target: women, 18-34; women, 35 and over; men 35 and over.

Babyland General □ Rolls. Begins Nov. 30 for three weeks in four Southern markets. Early fringe, prime and specials. Agency: Austin Kelly Advertising, Atlanta. Target: working women, total women.

Gulf Oil □ Begins in November for fourth quarter in about 45 markets. Agency: Young & Rubicam, New York. Target: adults, 25-49.

Village Bath Products □ Soap products. Begins this week for varying flights in about 100 markets. Day and fringe times. Agency: Cash Plus, Minneapolis. Target: total adults.

Kentucky Fried Chicken □ Chicken

sandwich introduction. Begins fourth quarter for varying flights in Columbus, Ohio and Richmond, Va. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Nutone Division □ Alarm and security systems. Begins mid November/early December for varying flights in Fort Worth, Dallas, Baltimore, San Diego, Akron, Ohio and Mobile, Ala. Agency: Dektas & Eger, Cincinnati. Target: adults, 35 and over.

RADIO ONLY

Great Western Savings & Loan □ Begins in Jan. for 52 weeks in at least six markets. Agency: Dailey & Associates, Los Angeles. Target: adults, 35 and over; adults, 50 and over.

Hershey Foods □ Cocoa. Begins Nov. 30 for 10 weeks in 15 markets. Agency: Ogilvy & Mather, New York. Target: women, 18-49.

American Dairy Association □ Begins late November for six weeks in 30 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: women, 25-50.

Miller Brewing Co. □ Miller High Life beer. Begins Nov. 30 for five weeks in 30 markets. Afternoon drive, evenings and weekends. Agency: Backer & Spielvogel, New York. Target: men, 18-24.

American Automobile Association □ Begins in first quarter for four to five weeks in over 15 markets. Agency: Della Femina, Travisano & Partners, New York. Target: adults, 25-54.

Avianca □ Italian travel promotion. Begins this week for three weeks in Miami and New York. Agency: Media Buying Services. Target: adults.

National Bank of South Carolina □ Begins this week for three weeks in eight markets. Agency: Pringle Dixon Pringle, Atlanta. Target: adults, 25-54.

Nally's Fine Foods □ Begins Nov. 30 for three weeks in Sacramento, Calif. Agency: Cole & Weber, Seattle. Target: women, 18-49.

Ski Industries of America □ Begins in January for first quarter in four test markets. Agency: Robinson & Associates, Boston. Target: teen-agers, 12-17; adults, 18-34.

RADIO AND TV

Crown Petroleum □ Begins this week for two weeks in three TV markets and five radio markets. Agency: Richardson, Meyers, Donofrio, Baltimore. Target: adults, 18 and over.

We Congratulate You JUDITH TYSON PILLOW

on your industry
achievement

CERTIFIED RADIO
MARKETING
CONSULTANT
(CRMC)

*National Radio's Best Trained,
Most Professional And
Experienced Sales Team.*



*Credentials: Xerox Sales Training,
Certified Radio Marketing Consultant (CRMC)*



McGAVREN GUILD RADIO
Tuned-in to tomorrow...today.



The Perfect Getaway

FANTASY ISLAND.
Television's ultimate escape
for women, men, teens and kids.
Don't you wish you were here?

FANTASY ISLAND

A Spelling/Goldberg Production in association with
COLUMBIA PICTURES TELEVISION



The better way to reach women.

What's better about DAYTIME? Plenty.

We give you better programming. Because we know that's the key to a successful system.

We give you better viewers. Because we know women are vitally important as the decision-makers on continuing cable service.

We give you the experience and expertise of Hearst and ABC. Leaders in reaching the women's market.

And we do it from 1 to 5 p.m. EST, Monday through Friday. Via Satcom I, Transponder 22. Beginning March 15, 1982.

DAYTIME™

We give you something better.

Original, informative and unconventional women's programming from Hearst /ABC.

Hearst/ABC

Hearst/ABC Video Services
555 Fifth Avenue
New York, New York 10017
(212) 661-4500

**Come see and hear just what DAYTIME is all about
at our Booth at the Western Cable Show, December 2-4.**

AdVantage

Friendly rivals. Three competing television stations in North Carolina—WITN-TV Washington, WNCT-TV Greenville and WCTI-TV New Bern—have joined forces to finance advertising-promotion campaign to reclaim four counties that have been lost to adjoining Raleigh-Durham market as means of capturing additional national advertising spot dollars. Starting in October, TV stations have been waging advertising effort via billboards, community radio stations and newspapers to build regional pride in area that has been dubbed "Down East" to differentiate it from Raleigh-Durham to its west. Campaign was instituted because in past 10 years, Greenville-New Bern-Washington has fallen from 76 to 101 ranking among Arbitron ADI's, while Raleigh-Durham has moved up from 65 to 40, largely because of four counties in contention. Through Hodskins, Simone & Searls Advertising, Raleigh, campaign seeks to build regional pride in Greenville, New Bern and Washington and points out expansion and improvement in facilities and programming of all three TV stations. Cost of two-year planned campaign was not divulged.

Guide to co-ops. Radio Advertising Bureau has compiled new volume of manufacturers' co-op plans labeled "1,850 Radio Co-Op Sources." Marking RAB's most extensive listing on subject, volume includes 430 manufacturers that offer support to retailers, including toy manufacturers, appliance companies and producers of photographic equipment. Observing "dramatic escalation" of radio co-op plans, Miles David, president of RAB said, "[It's] proof of radio's local sales impact and reflection of the work done by radio sales executives to increase acceptance by manufacturers of radio as a viable co-op medium."

In-air advertising. Chevrolet Motor division in addition to starting exclusive sponsorship of traffic reports on WNBC(AM) New York joins station in employing artist LeRoy Neiman to paint traffic helicopter, which is being touted as "New York City's only piece of flying art." Copter will also serve as advertising tool as its undercarriage will hold computerized "night sign" or billboard visible to "those thousands of commuters stuck in traffic," says NBC.

Third-quarter results. Advertisers' investments in network TV in the third quarter totaled \$1,191,401,500, up 7.1% from the same period of 1980, and brought the total for the first nine months of 1981 to \$3,820,571,000, a rise of 5.3% above the comparable 1980 period.

The estimates, compiled by Broadcast Advertisers Reports and released last week by the Television Bureau of Advertising, showed the greatest percentage gains in weekend daytime, up 12.9% for the third quarter and up 7% for the nine months.

ABC-TV led the networks in sales, with an estimated total of \$1,367,312,900 or 35.8% of the total for the nine months. CBS-TV's nine-month total was put at \$1,286,701,100, or 33.7% of the total, and NBC-TV's at \$1,166,557,000, or 30.5%

July-September

	1980	1981	% chg.
Daytime	\$380,898,000	\$415,541,000	+ 9.1
Mon.-Fri.	269,365,800	289,622,500	+ 7.5
Sat.-Sun.	111,532,200	125,918,500	+12.9
Nighttime	731,657,100	775,860,500	+ 6.0
Total	\$1,112,555,100	\$1,191,401,500	+ 7.1

January-September

	1980	1981	% chg.
Daytime	\$1,237,306,300	\$1,298,831,100	+5.0
Mon.-Fri.	855,251,500	889,952,000	+4.1
Sat.-Sun.	382,054,800	408,879,100	+7.0
Nighttime	2,390,841,700	2,521,739,900	+5.5
Total	\$3,628,148,000	\$3,820,571,000	+5.3

By network

Quarter	ABC	CBS	NBC	Total
Jan.-March	\$437,390,900	\$423,193,800	\$398,842,500	\$1,259,427,200
Apr.-June	501,776,400	463,731,200	404,234,700	1,369,742,300
July-Sept.	428,145,600	399,776,100	363,479,800	1,191,401,500
Year-to-date	\$1,367,312,900	\$1,286,701,100	\$1,166,557,000	\$3,820,571,000

**NEW YORK:
BARNABY-
THE SOLUTION:**

WCBS-TV
M-F 5-6 PM
8.0 rating
18% share / #1



**WORLDVISION
ENTERPRISES INC.**
A TRISTAR COMPANY

Monday Memo®

A broadcast advertising commentary from Henry Church, senior vice president, Lowe's Companies, North Wilkesboro, N.C.

Selling the store, not the merchandise

Lowe's is Lowe's—synonymous with whatever our customers perceive our kind of store to be. This positioning, without tagging "home center" on our name or in our advertising, permeates every aspect of our business: the merchandise; the look; location and size of our 217 stores, principally in the Southeast; shareholder relations and advertising.

In communicating the Lowe's story, advertising plays a significant role, with television growing in importance, as a means to describe our 12,000 items, from musical instruments to items for the garden and for remodeling.

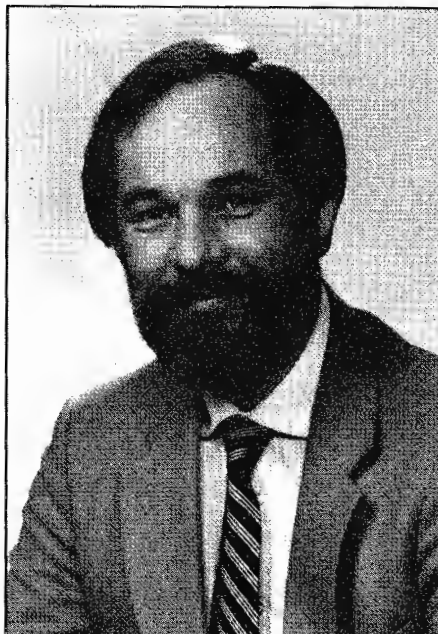
Roots of the positioning trace to the late 1960's when Lowe's stores numbered in the fifties and total sales were less than \$100 million. While making every effort to retain business with professional contractors who then constituted a preponderant share of the business, Lowe's management sought to expand retail sales to avoid the periodic effects of home building cycles. Building contractors still are very important, but 50-50 is a profitable mix and we seek to achieve that balance every year.

As they have been for years, newspaper tabloid inserts carry items designed to attract the reader. Local radio and ROP newspaper advertising placed by store managers uses ads and scripts prepared by Sterling Advertising, Lowe's in-house agency. The way this advertising is placed, however, is the decision of the store managers, to give them maximum flexibility and immediacy. Managers can call a radio station, for example, and have a snow shovel special on the air in an hour.

Quite different is television advertising, which is used to reach people who are not regular newspaper ad readers or who are not normally Lowe's shoppers. There is an important message to tell them about a new Lowe's and we need people who may never have been in a Lowe's store before. We are also targeting part of our efforts to women who never used to shop Lowe's.

How Lowe's uses all media is spelled out in an annual creative plan. Ideas are put into a hopper each year and a 12-month calendar is created. Fairly broad ideas are set, to be used over a two-month or three-month period and then under the campaign umbrella. There are themes of a shorter duration for a 30-day period or an event.

This year, Lowe's is using the institutional nature of television while selling a specific product as a kind of wedge for a



Henry Church is senior VP of Lowe's Companies, responsible for management of Lowe's subsidiary agency, Sterling Advertising. He began his career with Lowe's in 1963 in the company's ad department in Charlotte, N.C., laying out newspaper ads. In 1966, when the company formed its house agency, Sterling, he moved to the headquarters location to open a second advertising office there. In 1972 he opened a third office in Winston-Salem, N.C., and began to help develop the agency's capabilities in TV. He was promoted to his present position early this year.

much broader category.

A television spot will feature an interior door at a particular price. The broader statement is that Lowe's is the place to go for remodeling. Retailers say this all the time, but we're saying it more subtly. Instead of standing on a soap box and saying Lowe's has everything, we have two likable people for whom Lowe's is not the most important thing in their lives. They have cookouts, have friends in, go out to dinner parties, but when they have things that need to be done, they turn to Lowe's where they expect certain goods and services and prices.

The importance of women as customers is also recognized. The image Lowe's is trying to create is not just that of a contractor store, but that of someone who will listen to a customer and answer questions.

In addition to common themes, tabloid inserts and television are being interrel-

ated this year in another way for the first time. The strong institutional aspect of the television commercials has been broadened to include references to the tabloids with a product and price example from the insert. We tell people it's coming so they'll be pre-sold and whether they see the newspaper or not, they know about some of the hottest items in the insert.

Today, more than three-quarters of all Lowe's stores are covered in the year-round television program and out of a total advertising budget of about \$16 million, the company spends approximately 10% in the medium. This share is expected to increase through carefully planned growth.

Several million dollars derive from cooperative advertising allocations of suppliers. For Lowe's, the decision to use cop dollars or not depends on whether the product fits into the plans—print or broadcast—at any given time.

Whatever the medium, there's also a strong recognition of the importance of involving store personnel in the marketing program. In addition to direct control of local radio and newspaper advertising, store managers receive regular reports and teletypes on the products and prices included in the tabloids, or television commercials controlled through Sterling. Frequently, there are meetings with every store manager and sales managers to show them commercials and explain upcoming events.

There's also a Lowe's sales school at a local community college where the company has a permanent classroom. Various groups are brought in for a week and Sterling has a day to talk about its programs, the media, how to look up information and critique ads.

Last year was a good time to test the innovations in our marketing. New home building was at a relatively low level, affecting Lowe's business from professional contractors. Sales volume from retail customers, despite high interest rates and economic recession, increased 7%.

Considering that Lowe's compound annual growth in sales between 1969 and 1979 was 21.3% and in earnings, 18.7%, changing the media mix might be considered tampering with success. We had to prove to people who were running a very successful operation that we could make it even more successful.

In summary, our product on television is Lowe's. It's almost incidental what the smaller items are. The major product is this thing called Lowe's we're trying to sell.



Introducing The 4100 Series. More Switcher For Your Money.

The Ampex 4100 Series, an enhanced version of the highly successful 4000 Series switchers, puts even more capability at your command.

It's even more powerful than the previous series, yet it's easier to use. And when you measure its performance against price, you'll get a very pleasant surprise.

A Great Switcher Gets Even Better.

The 4100 Series' new Downstream Mixer/Keyer (DMK) now lets you mix between Program and Preset. It gives you keyboard control of up to ten key sources of any type and automatic transitions for keys and fade to black.

New RGB chroma keyers provide the same exceptionally high quality chroma keys for which the 4000 Series was famous, but now you can also add true, variable density shadows. The 4100 Series also allows unused RGB key sources to be used for additional, external

luminance keys.

And all keys and keyers can be previewed on a separate output, without interrupting the Preview monitor.

Unequaled Multi-Level Video Power.

With optional Dual Bus Keyers, the 4100 Series provides full, unrestricted keying power. With three full capability keyers per M/E, you can control up to five levels of video on a single M/E. Transitions to and from keys, between backgrounds and keys, behind keys and more are all easily done. You get true multi-level capability because every keyer can perform any type of key. And because the 4100 operates in the straightforward A/B format, control is simple, logical and reliable.

The 4100 Series can be supplied with up to 100 wipe patterns. Each M/E also has its own independent pattern generator system. With other standard features like independent, dual-axis

modulators, full operational status indicators, actual tally and independently programmable auto-transitions, the 4100 Series can give you the creative edge.

Committed to Excellence.

The 4100 Series—more switcher for your money. Call your Ampex representative for information. Ask him about the Ampex commitment to switcher excellence.

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INTRODUCING ABC DIRECTION



THE NEW NETWORK SERVICE TO CAPTURE

RADIO NETWORK

What's happened to the teen generation that sparked radio's growth in the 60's and 70's? They've grown up to become the new generation of adult radio listeners. And all across America, alert radio stations have zeroed in on this new adult audience. The 25-44 year-olds—today's most sought-after demographic group. If that's your station, here's great news.

Now there's a network radio service especially designed to help stations like yours build this important 25-44 age group. And, as you might expect, it's from the leader in demographic network radio, the ABC Radio Networks. ABC DIRECTION RADIO NETWORK inaugurates the next generation of network radio service—providing a program service conceived and produced for the special needs and interests of the new adult generation. Here's how ABC DIRECTION RADIO NETWORK can help your station reach today's new adult audience—and build it.

A UNIQUE NEWS PERSPECTIVE

Our news gets right to the core of the new adult's concerns. Not just what happened, but... "How will it affect me?" We tell today's adult how to use the news to help plan the future; to make informed life decisions, big and small.

SPORTS INSIGHTS

No one covers sports like ABC. No one gets inside a story or an event more thoroughly, with more depth and understanding. The excitement, the color, the story behind the story—that's what ABC is all about. We know exactly what the sports-minded 25-44 audience wants and we deliver. The best on-the-spot saturation coverage, the best profiles, the best commentaries, ABC. The best in sports!

FEATURES

Can short radio features be entertaining and informative at the same time? Ours are. These fast-paced features focus on the things this audience cares about. Whether it's a movie review, career advice, or how they can cope with today's problems, every ABC DIRECTION RADIO NETWORK feature will involve your listeners, to help them get the most out of life.

MUSIC FEATURES AND SPECIALS

The 25-44 year-old has a broad musical outlook, but at the same time, a more discriminating ear. They listen for quality... and that's what our music features and specials will bring to your station and your audience, with the biggest stars from a wide range of musical expressions. With our special kind of showmanship and electrifying starpower, ABC DIRECTION RADIO music features and specials will help you build share with the 25-44 audience.

News, sports, features, music... all targeted exclusively to today's new adult generation, ABC DIRECTION RADIO NETWORK. It's the next generation in network radio service. If you're going after a bigger share of this dynamic demographic, you'll like where we're going.

Call Chuck King, Vice President, Direction Network, (212) 887-1397.

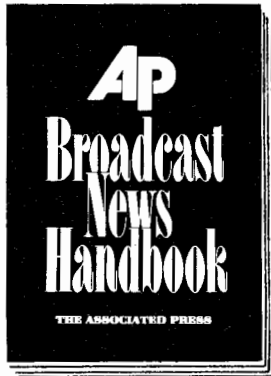


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RADIO NETWORK**

RADIO

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Nearly 300 pages of the most complete and useful information on good broadcast news writing available today. The *AP Broadcast News Handbook* has the basic facts every reporter, writer, and editor needs to know.

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This week

Nov. 24—*International Radio and Television Society* newsmaker luncheon. John Chancellor, NBC News; Charles Kuralt, CBS News, and Frank Reynolds, ABC News, will field questions. Waldorf-Astoria, New York.

■ **Nov. 24**—*New York chapter of Women In Cable* documentary screening. Speaker: Gloria Steinem, founder-editor of *Ms.* magazine. Doral Inn, New York.

Nov. 28—Reunion of *staff of American Forces Network* in Germany. Olympus Apartments, Watergate at Landmark, Alexandria, Va. Information and reservations: Al Edel, 6805 Market Square Drive, McLean, Va. 22101; (703) 893-9443.

Also in November

Nov. 29-Dec. 3—National Telecommunications Conference, sponsored by *Institute of Electrical and Electronics Engineers and Communications Society Conference Board*. Marriott hotel, New Orleans.

■ **Nov. 30**—Comments due on *FCC* proceeding on whether to modify or repeal rule requiring broadcasters to file annual financial reports.

Nov. 30-Dec. 3—*ABC-TV affiliates* board meeting.

Maui, Hawaii.

Nov. 30-Dec. 1—*Communications Technology Management and Annenberg School of Communications'* second annual "Telecommunications for the 80's" conference. Speakers include Arthur Taylor, RCTV; Representative Timothy Wirth (D-Colo.), and Ted Turner, CNN. University of Southern California, Los Angeles.

December

Dec. 1—*New York chapter of National Academy of Television Arts and Sciences* silver anniversary salute, "John Chancellor—Among Friends." Guests: David Brinkley, Barbara Walters, ABC-TV; Dan Rather and Shad Northshield, CBS-TV; Tom Brokaw, Roger Mudd, Garrick Utley and Reuven Frank, NBC-TV.

■ **Dec. 1**—*Communications Task Force of National Conference of Black Lawyers* luncheon meeting. Speaker: FCC Commissioner Mimi Dawson. Washington Marriott hotel, Washington. Information: Zora Kramer, 632-7260.

Dec. 2-4—*Western Cable Show*, Anaheim Convention Center, Anaheim, Calif.

Dec. 4—*Broadcast Pioneers, Washington area chapter* second annual awards banquet. Kenwood country club, Bethesda, Md.

Dec. 4-5—*National Federation of Local Cable Programers* regional meeting. Everglades hotel, Miami.

Major Meetings

Dec. 2-4—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Jan. 23-27, 1982—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

March 11-16, 1982—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22, 1982—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29, 1982—18th annual *MIPTV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

May 2-5, 1982—*National Cable Television Association* annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13, 1982—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18, 1982—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26, 1982—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-10, 1982—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fourth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

■ **July 18-21**—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

Sept. 9-11, 1982—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Aug. 29-Sept. 1, 1982—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

Sept. 12-15, 1982—*National Radio Broadcasters Association* annual convention, Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15, 1982—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21, 1982—9th *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2, 1982—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

PREMIERING
JANUARY
1982



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Dec. 6-9—*Arbitron Radio* Advisory Council meeting. Cancun Caribe, Cancun, Mexico.

■ **Dec. 7**—Comments due on *FCC* proceeding to do away with requirement that broadcasters file letters received from public in public letters file.

Dec. 8—*American Advertising Federation* fifth annual law conference, "The Changing Regulatory Environment." Speakers: James E. Miller III, chairman, Federal Trade Commission; Mark S. Fowler, FCC chairman, and Bernard Wunder, National Telecommunications and Information Administration. Four Seasons hotel, Washington.

Dec. 8—*International Association of Satellite Users* business seminar. Luncheon speaker: Kenneth Cox, vice president-general counsel, MCI Communications Corp. One World Trade Center, 43d floor, Oval Room, New York. Information: (703) 442-8781.

Dec. 9—*Academy of Television Arts and Sciences* luncheon. Speaker: John Price, president of Columbia

Pictures. Century Plaza hotel, Los Angeles.

Dec. 10-11—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hyatt hotel, Orlando, Fla.

Dec. 11—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 11—*International Television Association* San Diego chapter video awards festival. Royal Quality Inn, San Diego. Information: Pamela Taylor Waldman, P.O. Box 575, Del Mar, Calif. 92014.

Dec. 11-13—*Audio Independents, University of California Radio Network, Western Public Radio and California Arts Council's* "Dialogue 81: Radio ... Waves of the Future." Asilomar Conference Center, Pacific Grove, Calif.

Dec. 14-17—*Washington Journalism Center* conference for journalists on "The Economic Outlook for 1982." Washington Journalism Center headquarters, Washington.

New Views for News.

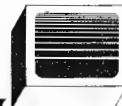


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January 1982

Jan. 10-12—*California Broadcasters Association* winter meeting. Spa hotel, Palm Springs, Calif.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

Jan. 15—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Century Plaza hotel, Los Angeles.

Jan. 15-16—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

Jan. 17-20—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

■ **Jan. 20**—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

Jan. 23-27—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington.

■ **Jan. 27**—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 28-30—*Global Village's* first annual conference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

Jan. 29-41—Southeast regional conference of *Alpha Epsilon Rho*, national broadcasting fraternity. University of South Florida, Tampa.

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

February 1982

Feb. 2—*Broadcast Pioneers'* Mike Award dinner. Pierre hotel, New York.

■ **Feb. 3**—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Feb. 3-8—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, New York.

■ **Feb. 5-6**—*Society of Motion Picture and Television Engineers* 16th annual conference. Opryland hotel, Nashville.

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Sheraton hotel, Baton Rouge.

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

Feb. 9-10—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.

■ **Feb. 10**—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

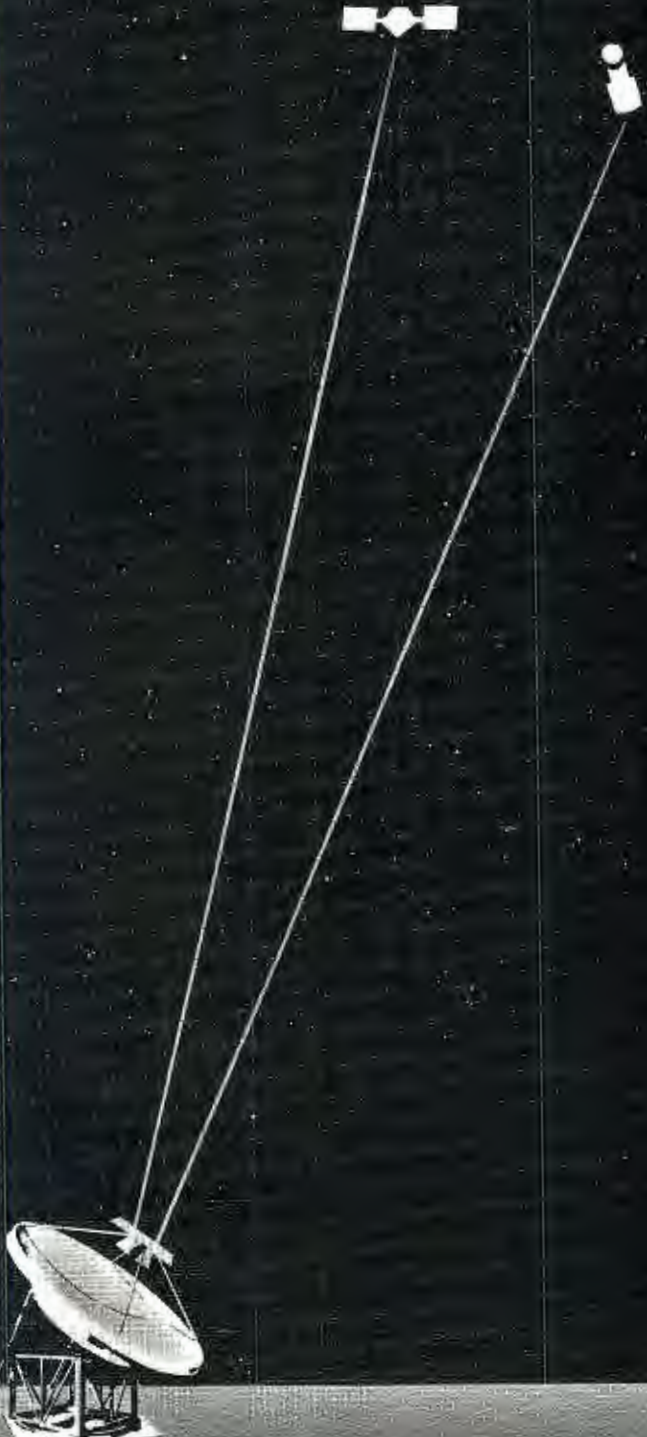
Feb. 11—*Southern Baptist Radio and Television Commission's* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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■ **Feb. 17**—New York chapter of Women in Communications course titled "Basics of Cable." Urban Coalition, 1515 Broadway, New York.

Feb. 17-19—Texas Cable TV Association convention. Convention Center, San Antonio, Tex.

Feb. 18—Religion in Media's fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

Feb. 18-21—School of Communications at Howard University, Washington, 11th annual Communications Conference, "The Future of Communications: a Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 23-25—Cable News Network production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—Association of National Advertisers television workshop. Plaza hotel, New York.

Feb. 25—Association of National Advertisers media workshop. Plaza hotel, New York.

March 1982

March 1—International Radio and Television Society Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 2—Academy of Television Arts and Sciences luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

March 2—Florida Association of Broadcasters Washington reception for Florida's congressional delegation. Florida House, Washington.

March 3-5—National Association of Broadcasters state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

March 7-9—Ohio Cable Television Association annual convention and trade show. Hyatt Regency, Columbus.

March 11-16—National Association of Television

Errata

Thom Carroll was named assistant sales manager, ABC green team, Blair Television, New York, not sales manager, as reported in "Fates & Fortunes," Nov. 9.

Thomas Mckee has joined John Blair, New York, as general counsel, not assistant general counsel, as reported in "Fates and Fortunes," Nov. 16.

J. Larre Barrett has been named director, sports sales, for ABC-TV network, not WABC-TV New York, as reported in "Fates and Fortunes," Nov. 9.

James Kefford is president of Drake-Chenault Enterprises, not executive vice president, as stated in Nov. 16 issue.

Norman J. Suttles and **Derwood H. Godwin** do not own WFOG(AM) Suffolk, VA., as reported in Nov. 9 "Changing Hands" and Nov. 16 "For the Record." They sold their interests in station to Technical Operations Inc., Boston-based publicly traded diversified company, and William M. McCormick (BROADCASTING, July 16, 1979).

Program Executives 19th annual conference. Las Vegas Hilton.

March 18-19—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Four Seasons, San Antonio, Tex.

March 24-27—National broadcasting society, *Alpha Epsilon Rho*, 40th annual convention. Statler, New York.

March 28-April 3—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

April 1982

April 4-7—National Association of Broadcasters 60th annual convention. Convention Center, Dallas.

April 12—Academy of Television Arts and Sciences luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

April 16—Northeastern University, journalism department, conference on telecommunications and First Amendment. Ell Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 17-22—National Public Radio annual conference. Hyatt Regency, Washington.

April 19—Florida Association of Broadcasters "Broadcasting Day" University of Florida, Gainesville, Fla.

April 23-29—18th annual MIP-TV international TV program market. Palais des Festivals, Cannes, France.

May 1982

May 2-5—National Cable Television Association annual convention. Convention Center, Las Vegas.

May 4-8—American Women in Radio and Television 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 7-8—Florida AP Broadcasters annual convention. Hilton, Tallahassee, Fla.

May 7-9—Texas AP Broadcasters annual convention. Hyatt Regency, Austin, Tex.

June 1982

June 3-5—AP Broadcasters convention. Crown Center hotel, Kansas City, Mo.

June 11-18—Radio-Television News Directors Association of Canada annual meeting. Mount Royal hotel, Montreal.

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

June 13-14—Radio-Television News Directors Association board meeting. Mount Royal hotel, Montreal.

June 17-18—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Washington Plaza, Seattle.

June 20-23—National Association of Broadcasters' Children's Television Conference. Capital Hill Hyatt Regency, Washington.

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

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

July 1982

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

■ **July 18-21**—Cable Television Administration and Marketing Society annual meeting. Hyatt Regency, Chicago.

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

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BY

CURT GOWDY

COLOR ANALYSIS BY

MARVIN HAGLER

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September 1982

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

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

Sept. 13-17—London Multi-Media Market. Tower hotel, London.

Sept. 18-21—9th International Broadcasting convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2—Radio-Television News Directors Association international conference. Caesars Palace,

Las Vegas.

October 1982

Oct. 14-17—Federal Communications Bar Association annual fall seminar. Castle Harbour hotel, Bermuda.

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EDITOR: I want to let you know how much I appreciate the spectacular layout on our Washington bureau in the Nov. 9 BROADCASTING. You've managed to capture both the commitment by ABC that the building represents and the opportunities it provides for us to do our job even better.

We are proud of everyone who has made the new bureau possible, and we are honored to have had it showcased in your magazine. If it lasts half as long as BROADCASTING has, it will have been well worth the investment and the occasional anxiety we all felt, wondering if we'd get it on the air.—Roone Arledge, president, ABC News, New York.

Another Canadian problem

EDITOR: It appears U.S. Special Trade Representative William Brock may be pushing

for development of new armaments against Canada's onerous C-58 law prohibiting Canadian advertisers from taking tax deductions on monies spent on the U.S. media (BROADCASTING, Nov. 2).

However, border skirmishes continue on other issues. The practice of deleting commercials from U.S. stations carried on Canadian cable systems continues in some Canadian cities. In at least one such city an agreement between the local Canadian cable system and Canadian television stations, allegedly sanctioned by the CRTC (the Canadian equivalent of the FCC), permits deletion and substitution. In practice, this results in U.S. commercials being deleted from the signals of American television stations carried by Canadian cable systems. The actual task of deleting the commercials is accomplished by the Canadian television stations, using their staff and feeding the altered signal back to the cable system for cablecasting. Further, the insertion of commercial material is allegedly permitted. The threat of in-

creases in deletion, and commercial substitution persists.

The U.S. television stations affected by this practice find it morally reprehensible and the equivalent of theft.

The power of these few small-market television stations to deal with an international problem is severely limited. While we pick away at these rulings and this practice, we hope Congress and the administration will not overlook this problem, equally as repugnant as the better publicized C-58 law.—Irwin P. Starr, vice president-general manager, KREM-AM-FM-TV Spokane, Wash.

Second act

EDITOR: Your editorial concerning the hearing on television violence which I chaired ("The Ronald Mottl Show," Nov. 2) is somewhat bizarre, even by your magazine's standards.

You state that my sole purpose in ar-

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ranging a hearing on television violence is to get "some attention back home."

You should know better. If I wanted to assure myself of "attention" back home, I would happily do anything I could in Washington to keep our local broadcasters content. As many politicians know, that is the ticket to plenty of free and favorable television and radio coverage at home.

Having taken the less-traveled path by demanding public oversight of how the broadcasting industry fulfills its public trust, I have come to expect the kind of cynical, blindly pro-industry potshots which your editorial page regularly serves up.

I must add that to the extent that this editorial and another recent editorial ("Dud," Nov. 9) call into question the leadership of Representative Timothy Wirth as chairman of the House Telecommunications Subcommittee, your magazine is again totally off base. Representative Wirth has only sought to place the interests of the viewing and listening public above the entrenched broadcasting financial interests which rule your editorial columns.—*Ronald M. Mottl, member of Congress, Washington.*

English version

EDITOR: Your editorial of Nov. 2, "On With It," noted that the FCC has adopted a "marketplace" approach to teletext and expressed an opinion that the field has already been pre-empted by what its proponents call the "North American Teletext Standard" (NATS). That conclusion is mistaken. Facts show that the British teletext standard—which is the culmination of years of practical experience with operational teletext services—will prevail once the attempt is made to translate the NATS paper proposals into hardware and service.

The NATS is not even a fully defined technical standard, much less the basis for a public service anywhere in the world, and the chips for manufacturing it do not exist.

Zenith, the only U.S. receiver equipment manufacturer to take a public position on NATS, expressed a preference instead for the UK system.

The British teletext system is in volume production and widespread use in countries around the world. More than three-quarters of a million sets for the British system are in use in Europe, public services exist in seven countries and teletext equipped sets are being sold in the UK at the rate of 8,000 per week. The British system, unlike NATS, has economically priced semiconductors available for the U.S. market now. That system also provides for five levels of graphic and attribute display extending above the NATS in sophistication and far below the NATS in cost.—*Bernard J. Rogers, chairman, United Kingdom Teletext Industry Group, Barley Royston, England.*

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TOP OF THE WEEK

- In New York, three boroughs, intent on reducing the financial risks to cable companies, decided to award three smaller franchises instead of one borough-wide one. That brought some grumbling from those left out, but it did not eliminate any of the competing MSO's from the New York picture altogether.
- In Prince George's county, Md., two franchises were awarded, but the citizen advisory commission, whose recommendations were ignored, has decried the council action, alleging that it was based on "political expediency," not on the best interest of the citizens. The commission has asked the county executive to veto the awards.
- Scottsdale, Ariz., proved that giving birth to a cable franchise does not always have to be a painful experience. It awarded a franchise last week to United Cable with unanimous support from a citizens committee and the city council.

These are the details of cable franchising's week that was:

Split borough franchises rule day in New York

Brooklyn, Queens and Staten Island vote to divide boroughs among three applicants; Cablevision appears to have lock on Bronx

New York City stepped closer to awarding cable franchises for the boroughs of the Bronx, Queens, Brooklyn and Staten Island last week as the initial recommendations of the individual boroughs were handed down Wednesday (Nov. 18) during a public hearing at City Hall.

In the hotly contested borough of Queens, Claire Schulman, deputy borough president, announced American Television & Communications, Warner-Amex and Percy Sutton's Queens Inner Unity as the borough president's choices in dividing Queens for franchise negotiations.

In Brooklyn, each of the three applicants, Cablevision, Teleprompter and Warner, was recommended for separate franchises. Harvey Schultz, the borough office president's representative, indicated that the decision to assign particular applicants to a given franchise (northern, central and southern) would be left to the city's negotiating team, headed by Morris Tarshis, director of the city's Bureau of Franchises.

The same was true in Staten Island. Aldo Benedetto, the borough representative on the city's cable working group, indicated that borough's intention to divide the area into three franchises, with

Warner, Cox and Vision Cable recommended to fill them. Benedetto also said that the borough would defer to the negotiating team to draw up equitable franchise areas and to assign them particular applicants.

The Bronx borough president endorsed the proposal set forth by Cablevision, the only applicant for that jurisdiction. Robert Castellanete, that borough's representative on the city's cable working group, characterized the Cablevision proposal for the Bronx as "sound."

The borough recommendations still have to be approved by the city's Board of Estimate, which will meet Dec. 10. Tarshis emphasized that point at last week's hearing, saying that the recommendations do not constitute "final board action," and that the board "may or may not" adopt them. However, one city official confided to BROADCASTING that the likelihood of the board rejecting any of the borough presidents' recommendations "may not be realistic" given the city's traditional predisposition toward the concept of "home rule" (or in this case, borough rule).

The likelihood for any change in the applicants selected is considered by most observers of the process to be greatest during the actual negotiations. An indication of the city's tough negotiating posture was seen at the hearing when Tarshis expressed the hope that the Board of Estimate would give him blanket authority to eliminate certain applicants if negotiations should bog down and move on to a runner-up or second runner-up if need be.

Bob Kandel, the mayor's representative on the Board of Estimate, outlined the six "primary citywide objectives" that the city intends to achieve through the franchise-awarding process:

- High penetration of basic subscriber service at the lowest possible cost.
- Broad diversity of services available uniformly throughout the city.
- Widespread use of the system, including access and local origination uses, by the city's residents, departments, agencies, institutions, businesses and others.
- Efficient and effective oversight and regulatory mechanisms.

Norm Sinel, an attorney with the Washington law firm of Arnold & Porter, which recently evaluated all of the New York cable applicants, characterized those guidelines as "minimum standards" to be used as a "floor" in the negotiating process. He said that a "key aspect" in applying the standards would be to obtain a "uniform citywide service level at citywide rates." The funding of access organizations—both direct financial support and equipment necessary to program—and training programs for minorities will also constitute key issues in the negotiations, Sinel said.

Queens was the only borough to assign franchises to applicants. Schulman said ATC would be assigned the franchise containing community borough districts 1 through 5. Warner's franchise is to contain CBD's 6, 7, 8, 11 and 13 and Queens Inner Unity will get CBD's 9, 10, 12 and 14.

Brooklyn's Schultz said that if any applicant in that borough would drop out, the northern franchise (the financial viability of which has been questioned), would be combined with one of the other two franchises instead of remapping the borough to provide two equal areas. The latter option, said Schultz, would result in an "unacceptable delay," in the awards process. In response to some complaints that the northern franchise was weak, Schultz said that one and possibly two CBD's might be realigned to beef it up.

A key question concerning Staten Island is whether all three franchises proposed can be financially viable. At least one of the companies targeted for negotiation there, Cox, has made clear that it does not think so. Several weeks ago it submitted a paper to Arnold & Porter essentially arguing that the borough was ideally suited for one franchise only. As to whether Cox intends to withdraw from Staten Island if the borough continues with its present plan for three franchises remains to be seen.

Teleprompter, which received the best overall evaluation from Arnold & Porter for borough-wide applications for Queens, was not pleased about its exclusion there. Joyce Werner, the company's executive franchising director for the Eastern region, indicated that the company was not giving

up hope for that borough, however. "I see a lot of room in the negotiation period," she said, for a change that could let the company back into the Queens fray.

Several sources familiar with the process felt that Teleprompter was not selected by Queens because it said in its application that if the company were awarded less than a full-borough franchise, "all bets were off" as one source put it.

Cablevision's Wini Freund said the company was quite "disappointed" about not being chosen for Queens or Staten Island. "We felt we were entitled to a preference [in those two boroughs] as a multiborough applicant," she said.

Given the format of the Dec. 10 Board of Estimate meeting, a lot of heated debate is expected. All of the applicants—both winners and losers—will be given 10 minutes to speak their minds. And, as one source put it, with so much at stake, "there's no such thing as a gracious loser."

Gotham Communications attorney Morton Hamburg indicated that he will appeal to the board not to accept the recommendations of the Queens borough president. He said it was his intention to ask the borough to outline in writing the basis for its recommendations. If, as it appeared to Hamburg, the only basis was "reliance on the Arnold & Porter recommendations, there may ultimately be a basis for review," possibly by the state cable commission or the courts. Gotham, a partial-borough applicant for Queens, was not selected at the hearing last week.

Once the franchises for the outer boroughs are awarded and in place, the city will commence re-negotiations with the Manhattan franchises to get those systems up to par with the other boroughs. Although the franchises of those two systems do not expire until 1990, they contain a "matching clause," which requires them to provide services at least equal to those provided by the other boroughs.

Two winners, one loser in final cable decision for Prince George's

Lucrative Washington suburban area split between Storer and MetroVision, with Viacom — which had been recommended by advisory unit — out in cold; cries of 'politics' follow award

The county council of Prince George's county, Md., ignored the advice of a citizen advisory group and an independent cable consultant last Tuesday (Nov. 17) and awarded a cable franchise for the northern half of the sprawling Washington suburb to Storer Cable Communications and a second franchise for the southern portion of the county to MetroVision.

The Cable Television Commission,



Hard to ignore. Members of the Cable Television Commission of Prince George's county, Md., called a press conference last Thursday to protest award of two county franchises two days earlier to Storer and MetroVision against its advice. L-r: Dolores Earley, executive director; Ronald Russo, chairman; John Simpson, and John Bryan.

made up of five volunteers from the county, and the paid consultant, the Cable Television Information Center, after separate and in-depth analyses, had recommended that the northern franchise go to MetroVision and the southern franchise to Viacom Communications.

According to the county, each of the franchises contains more than 100,000 homes, and Storer and MetroVision could garner more than \$750 million in revenues during the 15-year lives of the franchises.

It took the council four votes to make the two awards. After the Viacom bid was narrowly defeated, MetroVision was awarded the southern franchise by a 6-to-3 vote with two abstentions. A motion was then made to award the northern franchise to MetroVision, but a motion to substitute Storer's name for MetroVision's was introduced and carried easily. The award of the northern franchise was then made to Storer by an 8-to-2 vote with one abstention.

Angered by the council action, members of the commission called a press conference last Thursday in Upper Marlboro, the county seat, to condemn the decision and call upon County Executive Lawrence Hogan to veto it.

"The awards of the cable television franchises were based purely on political expediency and allegiances," charged Commission Chairman Ronald Russo, "and clearly were not in the best interests of the citizens of Prince George's county."

"The council chose to use this decision as an opportunity for a political pay-off," Russo said. "A decision of this magnitude ... should be made after serious study of the merits, not based on political intrigue."

If political pressure influenced the franchise awards, it was applied by the local investors in Storer and MetroVision. The local Storer forces were led by Winfield Kelly, the former county executive and still a potent political force within the county. The minority stockholders in MetroVision include Russ Shipley and Leon Levitsky, Democratic party

heavyweights, and former Republican gubernatorial candidate Carlton Beall.

Nobody was making specific allegations against any of the local investors, but Russo said deals were apparently made either "above or below the surface."

As of last Friday, Hogan had not commented on the cable awards, but Russo said following the press conference that chances are "fairly good" that Hogan will use his veto. Kelly and Hogan are long-time political adversaries. In 1978, Hogan defeated Kelly for the county executive office.

The council's selection of Storer will mean that subscribers in the northern areas will have to pay "about one-third more and receive measurably poorer TV reception," Russo said. And although MetroVision was recommended for the north, he said, its selection for the south will result in fewer homes receiving service and inferior service for the homes that do get it. Russo added that MetroVision's southern franchise application is \$3 million underbudgeted.

John Bryan, the commission's engineer, said that he felt sorry for the people of the northern franchise. If the award to Storer is finalized, he said, those people "are going to end up with a poor and outdated system." Storer proposed to build a 330 mhz dual cable system capable of delivering 72 channels, he said, while MetroVision proposed "a very good" dual cable 400 mhz system with 104-channel capability.

In the south, Viacom proposed a "superior" dual cable 400 mhz system, Bryan said. "If the franchise were awarded on the basis of the technical proposal alone," he said, "I wouldn't have considered anybody else."

Reached by telephone, Kelly objected strongly to the criticism from the commission members. "That hyperbole is really unbecoming to a commission which holds itself up as somewhat objective," he said.

He said the commission's claim that subscribers would have to pay a third more

for Storer service is simply not true. "It's misleading and I think the commission should really be ashamed of itself for using that tactic." Storer's charge for typical service, a combination of basic and pay, he said, is \$3 less than the next closest competitor.

Storer already is wiring some of the 17 small municipalities it has won within the northern franchise area over the past two years, Kelly said, and the company plans to integrate the municipal systems into one system serving the entire northern franchise. The system is being built with 440 mhz equipment, he said, and is being designed to allow each municipality to have a mini-hub for originating local programming.

Dolores Early, executive director of the Cable Television Commission, said that if Storer is building a 440 mhz system in the north it is news to her and 440 mhz was certainly not part of the Storer proposal. The commission, she said, can only consider what Storer put in its bid. To do otherwise, she added, would be, in effect, allowing Storer to change its bid and would be "against good procurement practices."

She also found a measure of irony in Storer's building a 440 mhz system. At a council work session on cable in October, Storer, which was alone in bidding a 330 mhz system, brought in an engineer to explain at great length that 440 mhz technology was "ineffective and unproved."

Kelly thought the commission's intimations of political impropriety were somewhat hypocritical. "I hasten to remind Mr. Russo that of his board of supposedly objective citizens, three are politicians or would-be politicians." Two are municipal officials, he said, and one has run for the state legislature "every time he has had the chance."

Henry Harris, president of MetroVision, said he was happy to win the southern franchise and would have been equally happy to have won the northern area as the commission had recommended. But Harris was more than a little annoyed by the commission's criticism of his southern proposal. "I feel like we're getting the brunt of a bunch of crap for no good reason," he said. "We were recommended first in the north and second in the south and to the extent that people analyze the northern award as a political thing for Kelly, we suffer."

The commission assertion that MetroVision will not serve all of the southern franchise, Harris said, is the result of its continued confusion about MetroVision's line extension policy. Homes in areas where the per-mile density is between 30 and 50 will have to pay additional installation charges, he said, but in the final analysis "we are covering 96% of the homes."

Harris also feels that Bryan overstated the superiority of the Viacom technical proposal in the south. "I don't think there is any service Viacom proposed that we didn't propose and there is virtually no difference in our engineering plans."

'Understanding' bid carries the day for United Cable in Scottsdale

In Scottsdale, Ariz., the city council voted unanimously last Wednesday night to award the city's cable franchise to United Cable. United, which plans a 58-channel, 440 mhz system, bested seven other companies—Cross Country, Teleprompter, Storer, Telecable, Times Mirror, Sammons and CapCities—for Scottsdale's 42,315 homes.

The key to the vote, according to city manager Carter Hunt, was that United "understood" Scottsdale and "tailor-made [its] proposals" for the city. Indeed, Gene Schneider, president and chief executive officer of United, said the company won because of its "unique management structure, solid local origination commitment and esthetic construction plans." Schneider said the bid "demonstrated our willingness to get involved with the community."

United's \$48.2-million proposal included plans to fund a local nonprofit program origination organization at \$8 million over the 15-year life of the franchise. The management committee that will run the system will be made up of four council-appointed, city residents, plus five United officials. United plans a five-member development services board composed of four residents and the United system manager. That board, Hunt said, will be charged with "maintaining the cutting edge" by reviewing the latest advancements in technology and services. United

will fund the board with \$2 million over 15 years.

United plans to use underground vaults and lip gutter construction. It is more expensive but met the city's desires for an esthetically pleasing construction phase. The company expects to bring in \$10.6 million in revenue by year five of the franchise, and projects that to increase to \$17 million and \$22.6 million by years 10 and 15.

United is offering four tiers of service, ranging in price from \$5.95 to \$13.95. Six pay services—HBO, Home Theater Network, Galavision, RCTV, Cinemax and The Movie Channel—plus interactive services also will be offered. The company also plans to offer a two-level security system, one with smoke and fire alarm protection, and the other with full fire, medical and burglary protection. (With Scottsdale being a fairly wealthy community and residents away for months through the year, the security offerings found their way into each company's proposal.)

The proposal calls for construction to begin in six months and to be completed 17 months later.

United, in winning the franchise, defeated several two-way, dual-trunk proposals. It also received unanimous support from the citizen committee that worked on the cable issue for over two years in addition to the council's 7-0 vote.

Another satellite plan from Comsat

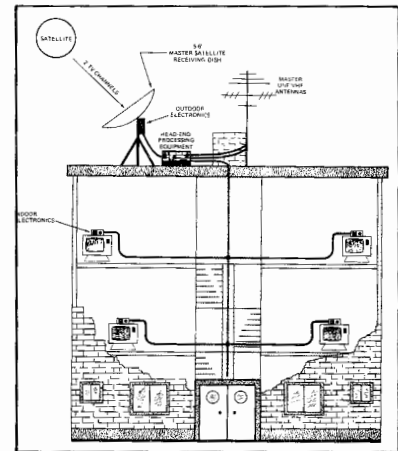
STC subsidiary wants to offer two-channel pay service for hotels, apartments, to begin in 1983 in northeast U.S.

Satellite Television Corp., the Comsat subsidiary that has been awaiting FCC approval on its direct broadcast satellite (DBS) proposal, last week announced plans to launch a two-channel pay-television satellite service for apartments, condominiums, hotels, motels and mobile home parks.

STC hopes to introduce the new service, which also requires FCC approval, to subscribers in the Northeast in late 1983. According to STC, subscribers living in multiple dwelling units would receive the STC programming through a conventional master antenna (MATV) system linked to an earth station with a five- or six-foot dish.

To subscribe to the service, individuals would pay a "modest installation charge and fully refundable deposit" for the set-top converter and a monthly fee of \$22 to \$25.

STC President Irving Goldstein said the



new service is a "forerunner" of STC's DBS service which will deliver three channels of pay television directly to homes equipped with two- or three-foot earth stations, but which is not expected to be operational until late 1985 or early 1986.

Introduction of the new service is contingent upon STC's getting the go-ahead on the DBS service. According to the STC scenario, when the DBS service is launched all subscribers to the two-channel service will be switched to it.

Judy Elnicki, an STC spokesman, would not disclose STC's market projections or

the cost of the venture. The market will depend greatly on the satellite chosen and its coverage area, she said. The cost of the new service, she said, should be viewed as the "initial investment" in STC's DBS service, which will cost \$700 million to see through its first year of service.

The two commercial-free channels will cover the programing spectrum. A 24-hour-per-day channel will feature major motion pictures. A second channel, operating just 15 hours per day, will include film classics, sports, variety shows, children's programing and special interest programing aimed at women, minority groups and aficionados of the performing arts. All the programing will be scrambled to prevent theft.

In addition to establishing the programing for the DBS service, the MATV service will permit STC to set up a network of local agents. The agents will handle the marketing of the service and installation and maintenance of the earth station gear,

Elnicki said. STC will handle all billing.

STC wants to bill directly as many of its customers as it can, but, Elnicki said, the company realizes it will have to make package deals with hotels and motels.

The cost of the earth stations, which must contain sophisticated electronics to unscramble the STC feeds, is between \$12,000 and \$13,000. Elnicki said STC is talking with a number of earth station suppliers, but declined to say who they were.

To deliver a strong signal to the relatively small dishes envisioned for the service, STC must employ a satellite more powerful than those now in use by the broadcast and cable industries for program distribution. According to Elnicki, STC is now considering several satellite options including one of the SBS satellites; Western Union's Advanced Westar, due for launch in early 1984, Canada's Anik-C, and Intelsat V.

STC's plan is not unique. Focus Broadcast Satellite Co. proposed at the FCC last

July using a 225-mhz transponder on Advanced Westar to deliver a one-channel hybrid service (pay programing during prime time and advertiser-supported programing the rest of day) directly to homes in four different areas of the country through satellite spot beams.

At the same time, Western Union asked the FCC for permission to accommodate such a service. Both the Focus Broadcast and Western Union petitions are still pending at the FCC.

The new STC service is also similar to the satellite master antenna (SMATV) or mini-cable systems that have been popping up around the country. Entrepreneurs have learned that they can downlink cable programing off the fixed satellites and distribute it in multiple dwelling units or throughout entire apartment or condominium complexes without procuring a cable franchise. One estimate placed the number of subscribers hooked up to such systems at more than 60,000.

CBS'S TURN TO RUN AFFILIATE GAUNTLET

The long, hard and still uncertain road to expanded news

Network says it's proceeding with plan to offer long-form evening news series in some fashion by 1983, but there's still a lot of convincing to be done at the local level

CBS has precipitated potential warfare with many of its large, powerful television affiliates by declaring its intention to expand the network's early evening news in 1983.

CBS made its formal pitch last week in Hawaii during the fall affiliates board meeting—described by one affiliate source as "bloody."

With a statement following the meeting, CBS admitted that it faces a divided affiliate body but nevertheless said that "it would proceed with a plan to expand its early evening news by the first quarter of 1983."

Privately, well-placed CBS sources said they intend to move slowly and cautiously in hope of avoiding a stormy outbreak of affiliate opposition that might damage network and affiliate relationships as well as block the plan. They also said newspaper accounts had gone much too far in making expansion of the newscast seem virtually a *fait accompli*.

The network said that "discussions included 45 minutes, one hour and a one-hour broadcast that could be carried in a 30- or 60-minute form depending on the decision of the individual affiliate."

Specifics of the plan and alternatives were not provided and both network and affiliate leaders are understood to have

spent considerable time drafting a statement they hoped would calm the storm while negotiations continue back at the station front.

The statement explained that "the board generally agreed that expanded network news could be of value to the television audience but there were many existing obstacles including local news and programing requirements. Other concerns included networking complexities, financial implications and news-planning issues."

The vagueness of the statement is in direct contrast to the direct approach NBC and its affiliate board took earlier this year when NBC offered its now-aborted plan to expand news. In September, Fred Paxton, NBC affiliate board chairman, went with a closed-circuit feed, surprising affiliates by outlining "a plan which the affiliate board strongly supports." A month later, he and the network conceded the plan's defeat.

Based on NBC's experience—described by one CBS executive as going public too fast—CBS has been moving more quietly, hoping to still as much opposition behind closed doors before public affiliate debate, sure to be heated, begins.

The CBS statement, itself, makes no mention of the prime-time access rule, nor any FCC waiver requests that might be necessary if national news expansion would readjust network/local programing rules.

Reports of specifics, however, have surfaced, claiming that CBS's hour news plan involves two feeds (6 p.m. and 6:30 p.m. NYT) in a manner to allow, if necessary, only a half-hour broadcast by those affiliates

objecting to the expanded news.

To succeed with its expanded news goal, CBS will have to come up with a financial plan to compensate stations for the lucrative local time it wants. NBC had offered 10 30-second spots per news hour plus a 72-second terminal break. The CBS statement did not talk about its proposed formula. But if the earlier reaction at other networks to NBC's plan is any indication, CBS may not be offering as many local availabilities.

Even before the affiliates board meeting concluded, battle lines already were being drawn to fight expansion.

Ken Bagwell, president of the television division of Storer Broadcasting and one of the leaders in the fight against the plan to lengthen NBC's news, for example, said he was equally opposed to CBS expansion—and had expressed that sentiment in telegrams to the Hawaii delegation.

As with the NBC plan, he was particularly critical of what he called attempted inroads on station time. CBS's reported proposal to structure an hour news so that affiliates, if they wished, could carry only one half-hour, Bagwell said, was a network "attempt to get their foot in the door."

Similarly, William Baker, president of Westinghouse Broadcasting's television group, reiterated that company's stance last week that "we are absolutely against the networks encroaching on local time."

Believed to be an argument on the side of CBS news expansion now—while perhaps presented in indirect terms—is the possibility of giving the *CBS Evening News with Dan Rather* a shot-in-the-arm

to restore its now diminishing ratings dominance.

After commanding leads in previous years with Walter Cronkite in the anchor-seat, the Rather broadcast of late has been in a three-way race with ABC and NBC, and for the first time this year has slipped to third place for a few weeks.

The latest news scores available, in fact, for the week ended Nov. 13, showed CBS, NBC and ABC tied for the first time in audience share (23) and with only two-tenths of a rating point separating all three. CBS scored a 13.6 rating, NBC 13.5 and ABC 13.4. NBC said it was the closest scores ever.

Should CBS expand to an hour, Rather would share duties with a co-anchor and last week, observers were speculating that a team, instead of Rather alone, might prove a stronger draw. Among those speculated as a possible partner was Charles Kuralt, now on early morning anchor duty for CBS.

No ambushes this time, vows Wirth

House won't move to change Communications Act unless Senate promises not to pull off end run similar to budget reconciliation bill

There may be some minor, technical changes made in the Communications Act in the coming months, but not unless the House Telecommunications Subcommittee secures a promise from the Senate Commerce Committee that a non-controversial bill won't be made a vehicle for substantive changes in policy. Subcommittee Chairman Timothy Wirth (D-Colo.) made that ground rule known last Thursday (Nov. 19) during a hearing on H.R. 5008, a modified version of FCC proposals for legislative change submitted to Congress recently (BROADCASTING, Sept. 21, 28).

Introduced a day before the hearing, Wirth's bill differs significantly from its Senate counterpart (S. 1791) introduced in a form very similar to the FCC's original proposals (BROADCASTING, Nov. 9).

"We'll be having discussions with the Senate to make sure this does not become a flat car for other legislation," said Wirth, who noted he'd spoken with Energy and Commerce Committee Chairman John Dingell (D-Mich.) about the need for such an agreement. "We will not move unless we have an agreement that we can move quickly and not be controversial," he said.

Andrew Schwartzman, executive director of the Media Access Project, praised the subcommittee for deleting from the package an amendment that would have established an official liaison between the FCC and the White House for planning

national security and emergency preparedness. He also commended the elimination of proposals to delete the words "convenience and necessity" wherever they appear in the act as part of the public interest standard.

Subcommittee members appeared most concerned about provisions in the bill to permit reimbursement of FCC commissioners for appearances at conventions. Schwartzman noted that H.R. 5008 would authorize the FCC to accept reimbursement rather than require it to do so, as the FCC's package had originally suggested. He recommended that the FCC be required to make public records of all such reimbursement.

FCC General Counsel Steve Sharp told Representative Carlos Moorhead (R-Calif.) that reimbursement for some travel would permit the FCC to use its own travel budget to participate in more meetings of groups that can't afford to reimburse.

Provisions in H.R. 5008 also improve upon the FCC's proposals for changes in conflict of interest laws, said Schwartzman. Instead of permitting financial interests in corporations, not "primarily" involved in communications, as the FCC suggested, the bill would prohibit FCC employees and commissioners from owning interests in firms with "significant interest" in communications. Former commissioners should still be prohibited from practicing before the FCC for at least one year after departing the FCC, he said, and any waivers granted commissioners or staff from conflict of interest provisions should be published in the *Federal Register*.

The FCC should not be permitted to move outside the District of Columbia, as provided for in H.R. 5008, said Schwartzman, because small law firms and public interest groups would find it a hardship. Wirth replied he'd "never had any stomach" for the FCC's planned move to Rosslyn, Va., last year, and that removal of the provision from the bill is possible.

Robert Bruce, former FCC general counsel, and a partner in the Washington law firm of Leva, Hawes, Symington, Martin & Oppenheimer, asked the subcommittee to rework provisions in H.R. 5008 that would permit the FCC greater latitude in cooperating with law enforcement agencies when violations of FCC rules are committed in connection with other unlawful conduct. As drafted, the bill could permit the FCC to involve itself in electronic surveillance even in cases where no violation of FCC rules has occurred.

An FCC-recommended amendment to communications provisions passed in last summer's budget reconciliation bill should clarify that Congress does not authorize broadcast license renewal applicants to "buy out for profit" parties filing petitions to deny, said Bruce. In attempting to accomplish such a clarification, the Track One amendment inadvertently left out language that limited payoffs to reimbursement of petitioners' expenses.

More flak about Adkinson nomination

Senate subcommittee puts FTC nominee on hold while members continue background investigation

F. Keith Adkinson's nomination to the Federal Trade Commission hit a snag last week after the Senate Consumer Subcommittee resolved to leave his confirmation hearing open indefinitely so committee members could further investigate his background.

President Reagan nominated Adkinson, national director of Democrats for Reagan-Bush in the 1980 campaign, to take a Democratic seat on the commission last June (BROADCASTING, June 29).

The chief object of committee concern appears to be whether Adkinson had acted improperly while he was counsel to the Senate Permanent Subcommittee on Investigations from 1974 through 1979. In more than three hours of questioning at the hearing, Adkinson steadfastly denied that he had done anything wrong but said he understood the committee's concern.

During 1978, Adkinson had helped put together a series of hearings on organized crime that featured testimony from Gary Bowdach, a confessed contract killer and arsonist. In December of that same year, Adkinson signed a contract with Bowdach to write a book based on Bowdach's criminal activities and experience in the federal witness protection program. Adkinson said the two had agreed to split any proceeds.

Adkinson said he wrote a few chapters of the book in December, but after reviewing it with Bowdach, decided it wouldn't sell and dropped the project.

Although Senate rules hold that employees engaged in outside employment for compensation must notify their superiors, Adkinson said he didn't notify his superiors for two reasons: First, he said, he hadn't received any money; second, he said, he had planned to leave the subcommittee shortly after he signed the contract.

The following August, Adkinson was still on the job, however, when Marty Steinberg, now chief minority counsel for the investigations subcommittee, informed him that outside sources had told him about the contract and had alleged, among other things, that Adkinson had tampered with Bowdach's testimony, pumping it up in hopes of reaping more profit from the sale of the book and movie rights. Steinberg, testifying before the consumer subcommittee, said that Adkinson had claimed that he still intended to work on the book in August, was suspended on Aug. 9 and "permitted to resign" Aug. 13.

If Adkinson is confirmed, he will take over the spot vacated by the April resignation of Democrat Robert Pitofsky, and would serve for the remainder of Pitofsky's term, which expires Sept. 25, 1982. Adkinson is currently a Washington attorney.

CLASSIC ARGUMENT AT THE VOA

New liners, hard liners vs. old liners

Appointment of new deputy program director for analysis who believes propaganda is proper function of information agency causes stir in capital; Wick, Conkling vow they're still on side of objective reports

The Voice of America and its parent, the International Communication Agency, last week were awash in controversy generated by a leaked document in which a new key official of the Voice unabashedly refers to it as a "propaganda agency" (a description he does not intend to be derogatory) and says its mission should be to counter Radio Moscow's attacks on the U.S. by attempting to "destabilize the Soviet Union and its satellites."

The bluntness of the language—the author expected confidentiality—was startling, coming as it did from an organization whose staffers like to pride themselves on journalistic professionalism. Indeed, VOA's chief, James B. Conkling, and Charles Z. Wick, director of ICA, were clear and unequivocal in denying any intention to transform VOA into a "propaganda agency." But Wick, at least, indicated he felt a muscular approach was in order for America's information agency.

As for the man at the eye of the storm, Philip Nicolaides, 51, a former advertising man who has worked in political campaigns of conservative candidates and who served for eight months as a commentator on KLYX(FM) Houston, he was preparing to move today (Monday) from his post on the ICA public liaison staff to a job as deputy program director for commentary and news analysis for the VOA, to which he had been named by Conkling. He viewed the controversy as "a tempest in a teapot." "Propaganda," he said, quoting from the Oxford American Dictionary, "is publicity intended to spread ideas or information that will persuade or convince people."

The controversy erupted on Nov. 13, when the *Washington Post* published an article based on a memorandum Nicolaides had written for Conkling on Sept. 21 and that Conkling last week said was one of several that had been "removed" from his office. The slightly more than nine-page, single-spaced memorandum was in response to Conkling's request for Nicolaides's views on the Voice and its problems and his suggestions for dealing with them. Conkling said he asked for the memorandum after Nicolaides had approached him for a job with the Voice. The two men had first met in the late 1960's, when Nicolaides was with Foote, Cone & Belding in Los

Angeles and Conkling was with Warner Brothers Records.

Conkling said he liked much of what was in the memo, although not all of it (he specifically did not like the reference to VOA as a "propaganda agency" or the suggestion that it should attempt to "destabilize the Soviet Union" and gave him a second project: to present his views on the Voice's responsibilities under its charter for representing the U.S., "not any single segment of American society," and for presenting U.S. policies "clearly and effectively."

Conkling liked the second piece, too. (It is another of the documents that disappeared from Conkling's office, but has yet to surface.) "I decided he'd be good as an employe, that he's a good writer," he said. "I liked his feeling for the urgent need that we reflect more of the American culture, but with an upbeat feeling. A lot of time has been spent on downbeat series." Conkling also insisted he is still sold on Nicolaides as a valuable resource. And he made it clear he feels the stories stressing Nicolaides's emphasis on the use of propaganda are distortions.

But whatever the dictionary definition of propaganda, Conkling was having none of it. "The VOA is required by its charter to serve as a "consistently reliable and authoritative source of news . . . accurate, objective and comprehensive," Conkling

he noted on Wednesday (Nov. 18), a VOA news report on the Senate Foreign Relations Committee's endorsement of the confirmation of Assistant Secretary of State Elliott Abrams as head of the State Department's human rights division, led off with a reference to Senator Charles Percy's (R-Ill.) expression of concern regarding press accounts of the Nicolaides memorandum. "That was stopped," Wick said, and the Percy quote "was put further down in the story." Wick suggested there is "an old boy network [at the Voice] whose nose is out of joint." And he made it clear he is determined that the VOA be a tough defender of America's image.

But Wick also appeared confident the objectivity of Voice broadcasts would not be compromised. Indeed, he disclosed that they will be subjected to scrutiny: "We're going to take excerpts from daily Voice broadcasts and invite media people."

The source of the brouhaha, Nicolaides, joined ICA with a background in advertising and conservative politics. After leaving Foote, Cone & Belding, he did the advertising for James Buckley in his successful bid—on the Conservative Party line—for the Senate from New York in 1970. Later, he established an advertising and public relations agency in Dallas and Houston, and was in charge of media in some 20 campaigns over a period of six years. One of those he served was the conservative Democrat Philip

Gramm, now a member of the House Commerce Committee. And among those who recommended Nicolaides to Wick when he was named head of ICA were two well-known conservatives, author and columnist William Buckley and Pat Buchanan, a White House aide in the Nixon administration.

Nicolaides's memorandum reflects his background. It says, at one point, that "selling"—which is what he thinks the Voice should be doing—"in-

volves emotions: people buy the sizzle not the steak . . . the protection against offending, not a bar of soap." And in referring to the Voice as a propaganda agency, he says, "Propaganda is a species of the genus advertising: i.e., advertising in the service of a government, a government agency."

His recommended approach to the Soviet Union—which must be portrayed "as the last great predatory empire on earth"—leaves no room for doubt as to his feelings. "We must strive to 'destabilize' [it] and its satellites by promoting disaffection between peoples and rulers, underscoring the lies and denials of rights, inefficient management, corruption. . . . etc."

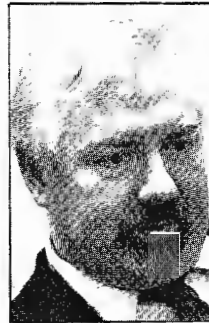
Nicolaides also can demonstrate sardonic wit. In discussing the way the *Wash-*



Wick



Conkling



Nicolaides

said, and added: "I took an oath to uphold that." Wick, too, rejected the notion that propaganda is a function of the agency. One of his responsibilities, he said, is to make sure the agency hires "people who have the highest standards of professionalism." He noted that editorial policy is executed under the direction of John Hughes, ICA's associate director of programs, who is a former managing editor of the *Christian Science Monitor*.

However, Wick indicated he felt the objectivity of Voice reporting could do with some strengthening. "There's been a tilt the other way," he said. He noted that what he prefers to call "Afghani freedom fighters" had been referred to in VOA programs as "guerillas." "And this morning,"

ington Post played the story on his memorandum, he said in an interview: "I would never suggest we fabricate an entire story, even if we were to win a Pulitzer Prize, or spread libelous rumors about a former head of state we later would say we knew to be false."

The Nicolaides memorandum was not the only source of news out of the ICA last week. The agency announced the appointment of the first ombudsman in its history or that of its U.S. Information Agency predecessor—Arthur Imperatore, who is chairman and president of A-P-A Transport Corp., a trucking firm in North Bergen, N.J.

House report criticizes FCC deregulatory 'inaction'

Republican research says Fowler commission, while acting on some matters, has reversed or slowed down major items

The FCC has found itself facing an unlikely critic: the House Republican Research Committee.

In a report circulated among House Republicans, the committee has given the Reagan administration's FCC low marks for both the direction and pace of its deregulatory efforts.

"The performance of the new commissioners at the . . . FCC have [sic] been out of step with the strong deregulatory activities of the rest of the administration," the report said.

Although the report said that it was too soon to draw "definitive conclusions" on how the FCC will perform in the long run, "the early record should alert concerned congressmen that some regulatory commissions have not been functioning as expected," it said.

The chief criticism in the report is that although the FCC has made "desirable new movement" in eliminating needless regulations, it has also "decelerated" action on—or overturned—deregulatory initiatives it inherited from previous administrations. The report questions the new FCC's commitment to "competition and regulatory reform."

Although the FCC under Chairman Mark Fowler has acted to decrease the record-keeping, logging and ascertainment paperwork requirements of broadcast licensees, those actions are "the fruitions of investigations commenced under the previous administration," the report said.

And while the Fowler FCC has testified in favor of dropping the fairness doctrine and equal opportunities statutes, it has also overturned the proceeding—launched by former Chairman Charles Ferris's FCC—to decrease AM channel spacing from 10 khz to 9, a move which would

have created more space for AM stations, the report said.

"This vote was applauded by existing broadcasters who were concerned about increased competition in the industry," the report said.

The report also said that although there was "much significant deregulation" of cable during Ferris's tenure, the new FCC is "mounting a successful assault on 'nit-picking' and needless paperwork regulations" but has dragged its feet on—or reversed—"important deregulatory initiatives."

Although the report said the FCC has taken some "positive action" on the common carrier front, it criticized the FCC for reversing an "important series of major telephone deregulatory initiatives."

The report said that the FCC has delayed the deregulation of telephone terminal equipment under the Computer II decision (another initiative it inherited from "previous commissioners") (BROADCASTING, Oct. 12) and has postponed AT&T's authority to provide unregulated services.

Representative Jerry Lewis (R-Calif.), chairman of the task force that wrote the report, told BROADCASTING that the FCC had aroused the committee's concern because it had overturned—or not acted quickly enough on—initiatives intended to promote competition. The committee was concerned that the FCC might be going along with the desires of the industries it regulates, Lewis said.

The FCC's decision to retain 10 khz spacing "justified our concern," Lewis said.

Other actions arousing the committee's concerns were the FCC's proposal to allo-

Ford's brainchild. The House Republican Research Committee was created in 1965 by former President Gerald Ford (then a representative from Michigan) to serve as a research arm for House Republicans. The full committee is chaired by Representative Edward Madigan (R-Ill.) and reports to Representative Robert Michel (R-Ill.), House minority leader. A spokesman said the committee chiefly conducts ongoing research through its nine task forces, each of which focuses on one broad issue area. The task force chairmen are elected by House Republicans. The committee's task force on congressional and regulatory reform, which issued the report on the FCC, is chaired by Representative Jerry Lewis (R-Calif.), who is serving his second term in Congress. A spokesman said the task force, which has been working closely with the Vice President's task force on regulatory relief, has issued—or will issue—a number of similar reports, assessing how well agencies have been responding to the Reagan administration's call for opposing needless regulations and promoting the market process.

cate 50% of the cellular radio spectrum to AT&T and its delay on action authorizing VHF drop-ins, Lewis said.

Lewis said he has met with Fowler since the report was circulated. Lewis said he was "encouraged" by Fowler's presentation but thought the FCC needed more "market-oriented economists."

Randy Nichols, Fowler's administrative assistant, said Fowler had disagreed with the report's conclusions. Nichols said Fowler was drafting a response and would send the committee a "substantial amount of information" rebutting the committee's conclusions.

UHF stations launch fight against 'myth' of parity

NUBA asserts affiliated UHF's are least successful, wants networks to change compensation methods, urges vigorous lobbying

Those who contend that UHF stations, even the network affiliates among them, have achieved or are achieving parity with VHF outlets should look at the figures more closely. UHF affiliates, in fact, really are the runt of the television litter; even independent UHF's, as a group, do better. And one reason for the situation is a policy of "discriminatory" compensation by the networks.

Those, at least, are some of the findings and conclusions of a study done for the National UHF Broadcasters Association. And the report itself constitutes the opening shot in what will be an effort by NUBA, organized in 1978, to improve the fortunes of UHF stations, to win what it considers more equitable network compensation for UHF affiliates.

NUBA's vice president and general counsel, Rob Bernstein, of the Washington law firm of Bernstein & Longest, said NUBA will present the study "to those network officials who are in a position to seriously re-evaluate network compensation methodology." More than that, he noted that NUBA, in pressing forward in 1982 with its objective "of achieving UHF/VHF parity," will have the assistance of former FCC Commissioner and Chairman Robert E. Lee ("Closed Circuit," Oct. 19). And "NUBA's voice," Bernstein said, "will be heard in a number of critical arenas." The report recommends a significant lobbying effort at the FCC and on Capitol Hill to publicize the conclusion that a disparity "in profits and compensation rates" between UHF and VHF affiliates exists and to "rebut" commission "findings" that UHF stations are becoming competitively equal with VHF stations.

The report was prepared by Dr. Alan Pearce, who has served the FCC, the

House Communications Subcommittee and the White House's old Office of Telecommunications Policy as a telecommunications economist, and by David E. Schutz, a broadcast engineer who founded and heads DES Associates, a consulting firm specializing in the financial and economic aspects of the broadcasting and cable television industries.

As Bernstein says, their analysis "supports NUBA's position that UHF/VHF parity does not exist." The study notes that the 128 UHF affiliates that filed FCC financial reports for 1980 made an average pretax profit that year of \$125,800, a 5.28% return on advertising revenues, while the 462 VHF affiliates earned an average profit of \$2.04 million or a 31% return on revenues. Even the VHF and UHF independents did better in 1980 than the UHF affiliates—\$4.5 million or a 24.8% return on revenues for the 30 VHF's, and \$262,222 and 6.12% return for the 90 UHF's. More than 30% of the UHF affiliates reported losses in 1980;

only one in 10 of the VHF affiliates did.

The element of the report NUBA is likely to circle in red deals with what the authors refer to as "the pattern of discrimination" in network compensation. Analyses indicate significant variations in the compensation paid UHF and VHF affiliates even when they are in head-to-head competition in the same market. And while the report acknowledges there are a number of factors involved in the differences between VHF and UHF operations that could justify a higher compensation payment to the former—the relative reach of the two kinds of stations, for instance, Pearce said in an interview an effort was made "to factor out the competitive advantages" of VHF. His method was to base comparisons of compensation on a constant—the amount paid in terms of 1,000 households delivered. One study of 48 markets, for instance, shows that the compensation paid VHF affiliates averages \$18.50 per 1,000 television homes delivered to the network prime-time au-

dience as opposed to \$11.90 paid to UHF affiliates. Thus, the VHF affiliates on average receive 55% more compensation per 1,000 homes than did their UHF affiliate competitors.

The UHF's do not lag behind their VHF counterparts in network compensation in all cases. In a breakdown of the 43 markets for which complete audience and network compensation rate data is available, UHF's were found to receive greater compensation than one or more of the VHF affiliates in seven of the markets. And in seven others, the compensation paid to UHF affiliates closely approximates that paid to the VHF affiliates. The authors say those cases can probably be explained by one or another of the various idiosyncracies they say are shot through the compensation practices—among them, some affiliates reaching greater numbers of households per hour will receive higher compensation (or a "premium"), a network with the highest rating might pay the lowest compensation, on the theory that the time for sale in station breaks and adjacencies is particularly valuable to affiliates, an affiliate in a market with independent stations will receive lower compensation than one in a market with affiliates.

But in the remaining 29 markets, the "discrimination" against UHF affiliates is described as "dramatic" and as "particularly severe" in most of them. The networks normally cite as justification for differences in compensation such factors as the difference in market sizes, the demographics of the audience delivered, the strength of local news programming, local ratings leadership, power considerations, and the like. But the authors say the degree of "discrimination" goes "way beyond" such variations as those factors cause. In Augusta, Ga., VHF affiliates were reported earning \$38 and \$25.60 per 1,000 homes while the UHF affiliate earned \$16.90. Another of the horrible examples cited is Binghamton, N.Y., where the VHF was paid \$35.90 per 1,000 homes and the UHF's, \$9.20 and \$18.40. (See table).

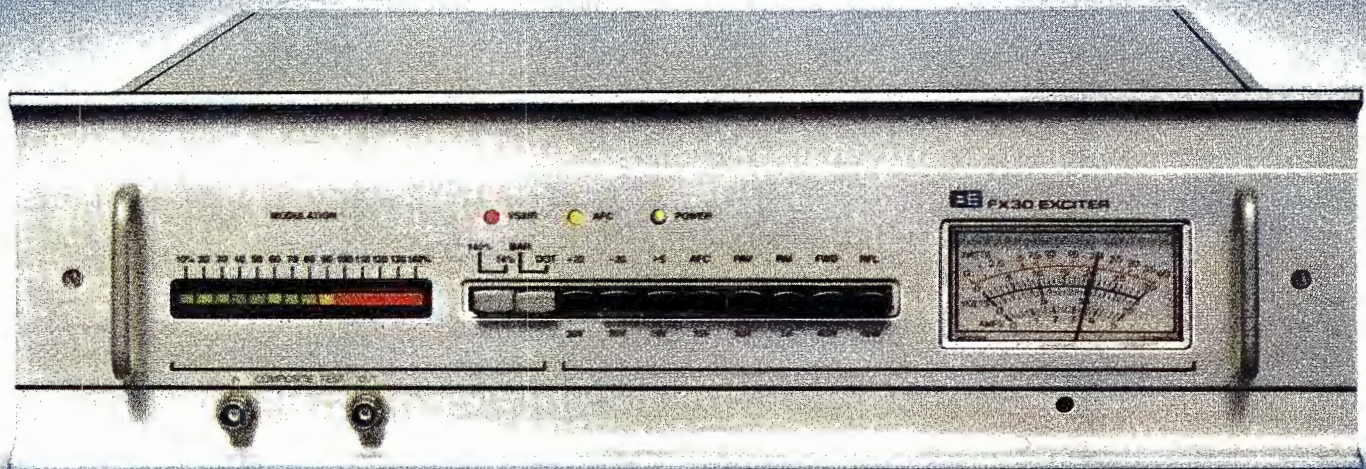
NUBA's Bernstein, in commenting on the figures in the report, said NUBA "is not seeking a 'free lunch' for UHF network affiliates, just equal pay for audience delivered."

Seeking to increase UHF affiliates' network compensation may not be the extent of NUBA's efforts, for the Pearce-Schutz report does not end with recommendations that the findings be publicized at the commission and on Capitol Hill. It suggests that UHF affiliates work to block efforts now under way to repeal two FCC rules—the cable television "must carry" and the prime-time access rules. UHF affiliates rely on the first in an effort to establish "reasonable competitive parity with their VHF competitors," the authors say. They rely on the second for securing an early prime-time period in which "to generate much needed advertising revenue" to maintain the viability of their operations.

Compensation comparison. The following table lists 36 markets where network compensation per UHF station lags behind VHF competitors when network compensation as a function of audience is tabulated. The table provides a summary of the levels of compensation revenue per 1,000 households delivered for both the VHF and the UHF stations.

Market	VHF Compensation		UHF Compensation	
Augusta, Me.	\$38.00	\$25.60	\$16.90	—
Austin, Tex.	34.60	—	10.50	\$11.60
Baton Rouge	19.90	12.40	12.50	—
Binghamton, N.Y.	18.50	19.40	11.00	—
Birmingham, Ala.	35.90	—	9.20	18.40
Bristol, Va.-Kingsport-Johnson City, Tenn.	12.70	12.30	10.70	—
Burlington, Vt.-Plattsburgh, N.Y.	26.10	21.90	8.00	—
Columbia, S.C.	48.90	—	9.20	10.00
Columbia-Jefferson City, Mo.	34.70	18.10	11.10	—
Columbus, Ga.	29.00	16.40	10.50	—
Dothan, Ala.	32.00	—	11.10	—
Erie, Pa.	40.70	—	8.30	11.50
Evansville, Ind.	32.40	—	9.70	12.90
Flint-Saginaw-Bay City, Mich.	19.70	12.90	11.60	—
Fort Myers-Naples, Fla.	19.70	—	16.70	—
Grand Rapids-Kalamazoo, Mich.	17.40	15.60	8.90	—
Harrisburg-York-Lancaster, Pa.	17.70	—	12.50	10.50
Jackson, Miss.	12.90	19.30	11.30	—
Jacksonville, Fla.	20.80	23.00	10.40	—
Joplin, Mo.-Pittsburg, Kan.	14.60	20.00	10.40	—
Knoxville, Tenn.	15.30	12.90	11.90	—
La Crosse-Eau Claire, Wis.	19.20	18.90	10.70	—
Louisville, Ky.	30.50	18.30	9.50	—
Lubbock, Tex.	31.50	31.30	9.30	—
Madison, Wis.	19.90	—	18.18	8.80
Monroe, La.-El Dorado, Ark.	21.00	29.00	10.00	—
Raleigh-Durham, N.C.	13.40	15.20	9.70	—
Rockford, Ill.	16.30	—	12.20	10.90
Savannah, Ga.	16.70	22.20	12.50	—
Sioux City, Iowa	22.10	20.70	13.50	—
Springfield, Mo.	16.00	14.10	10.00	—
Springfield-Decatur-Champaign, Ill.	23.90	—	9.60	7.70
Tallahassee, Fla.	19.60	—	—	8.90
Terre Haute, Ind.	15.80	25.60	11.70	—
Toledo, Ohio	22.40	17.60	10.10	—
Traverse City-Cadillac, Mich.	13.70	15.00	8.00	—

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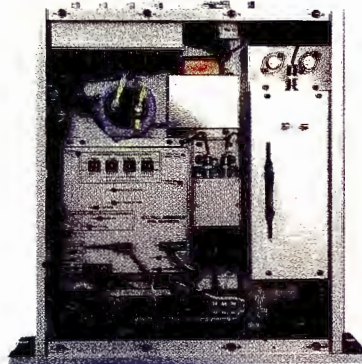
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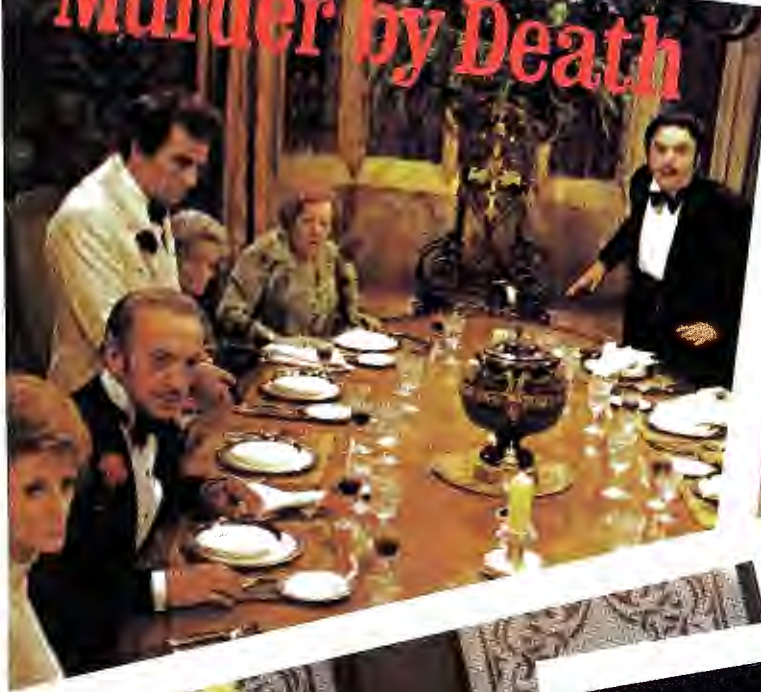
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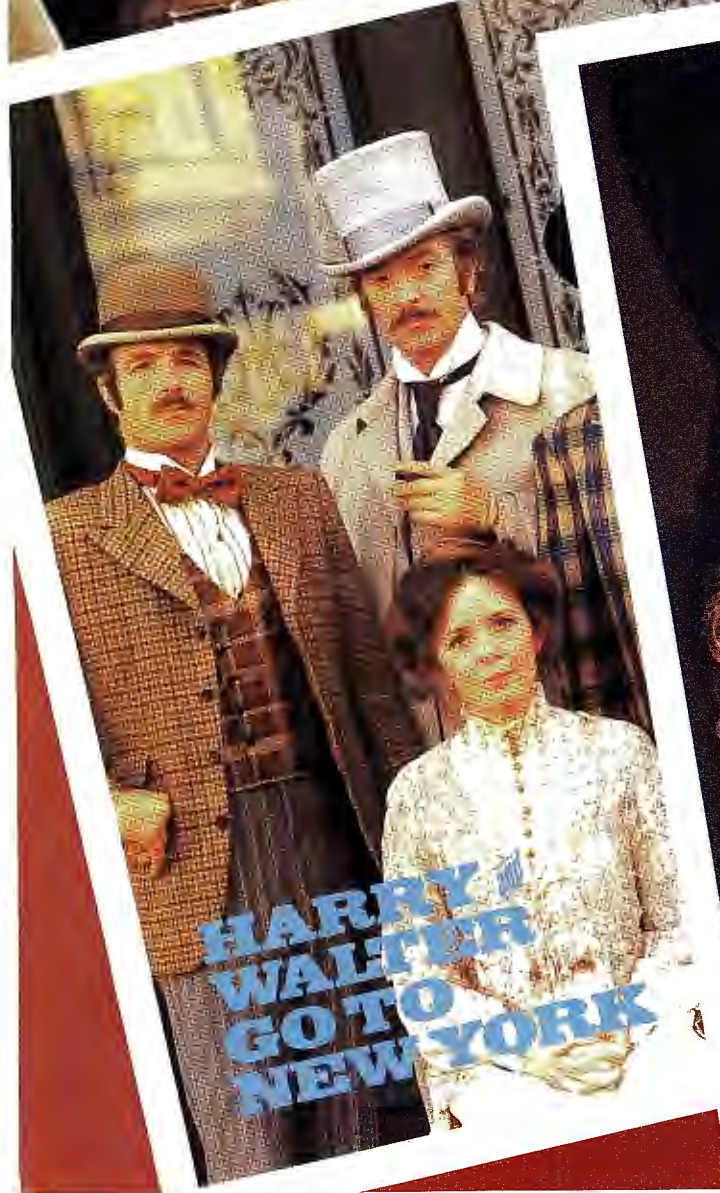
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Fifth Estate



Stanley Hubbard: One of the last of the originals

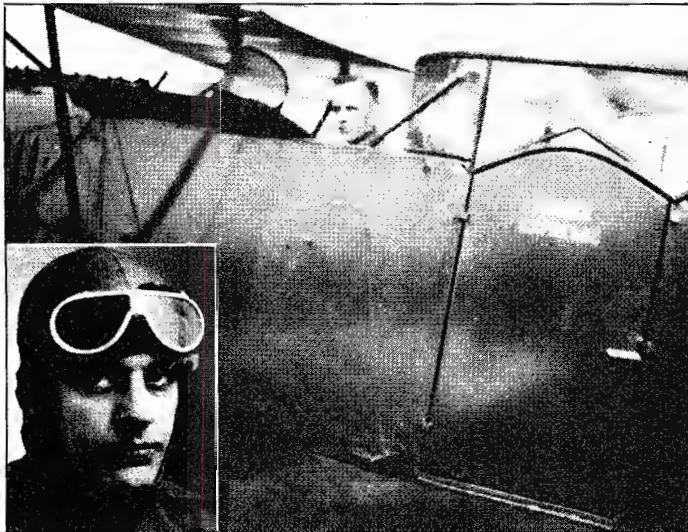
Founding fathers of broadcasting who are still active in the business can be counted on the thumbs, almost, of a man's hands. One such, certainly, is Stanley E. Hubbard.

Over the years he built a reputation as programmer, news enthusiast, technical innovator and, in many ways, all-around maverick. In recent interviews with BROADCASTING he recalled, at age 84, some of the details. They're recounted on the following pages.

The sprawling complex that houses plant, studios and offices of KSTP-AM-FM-TV Minneapolis-St. Paul, prime properties and headquarters of Hubbard Broadcasting Inc., sits astride the boundary line that separates Minnesota's Twin Cities. Enter the front door from the left side, and the address is 3415 University Avenue, Minneapolis; go in through the right-hand side and it is 3415 University Avenue, St. Paul.

The location serves several purposes. It bespeaks Hubbard Broadcasting's commitment to serve both of the Twin Cities, which together form the 14th largest U.S. market. It gives the KSTP news department a strategic take-off point from which to cover, by auto or aircraft, news breaking anywhere in the area. It also enables Stanley Eugene Hubbard, the founder and patriarch of Hubbard Broadcasting, to utter his well-worn house joke: that he travels between Minneapolis and St. Paul as many as 50 times a day.

The municipal boundary may be the only line that Stanley E. Hubbard has ever straddled in his life. He is a man of strong opinions, stated forcibly and often. If he knows what "waffling" means, it is from observation. Friends and long-time broadcasters say he has always been that way, although few, if any, can speak from first-hand experience of his early youth. For at age 84, Stanley E. Hubbard represents—if he is not in truth the sole sur-



Flying was an early Hubbard passion. After World War I service in the U.S. 102d Field Signal Battalion, he organized the nation's first commercial airline, later formed and headed the U.S. Internal Revenue Air Force. He still has—and uses—an unrestricted license.

living active member of—the last of broadcasting's first generation.

By all accounts, he is one of a kind, and for reasons that go beyond longevity. He was among the powers of commercial radio in the U.S. He claims to have been the first to schedule news on a daily basis. In the early days he organized a news association for radio and broke the United Press's ban on service to radio stations by threatening to sell his news to newspapers.

He has pioneered in programing, both TV and radio, time and again. His KSTP-TV is said to have been America's third television station—and the first to broadcast exclusively in color. He is unremittingly against cable TV but says that he was in it, albeit in a limited and incidental way, before anybody else. The news operation at his KSTP stations is rated among the best in the country, and the weather center there has been called the world's largest commercial meteorology service. (The weather unit is linked to the government weather service in the area, but not for the usual reason. "They get tips and information from us," Hubbard explains.)

Nor have interests and activities been ordinary in other respects. Before turning seriously to radio, he was a boyhood salesman of advertising materials, cars and airplanes. A few years

later he was co-founder and operator of what he says was the nation's first commercial airline, a pilot, barnstormer and head of a briefly airborne Internal Revenue air force. Later on, he was a tutor of presidential candidates, and for one edition he was even a newspaper publisher.

Right now he is involved in what may be Hubbard Broadcasting's most ambitious venture, its proposal to set up a network and feed TV programs by satellite directly to homes and to independent stations—although he says the initiative in that multimillion-dollar project comes primarily from his son, Stanley S.

He has another distinguishing trait. The late L.B. Wilson, a pioneer broadcaster in his own right, used to say that Hubbard's mind worked so much faster than his mouth that he talked in shorthand. A latter-day broadcaster, describing the same phenomenon, said Hubbard talked so fast that he tended to start sentences in the middle. Little has changed. When he talks now, he's still in a hurry, and his tongue still has trouble keeping up.

□

Stanley E. has turned over the presidency and day-to-day operations of Hubbard Broadcasting to Stanley S., now 48, but he retains the chairmanship and remains chief executive. He divides his time now between Minneapolis-St. Paul (May to October) and Bal Harbour Fla. (October to May), but says he keeps in touch wherever he is.

The Hubbard stations number eight—KOB-AM-FM-TV Albuquerque, N.M.; WTOG(TV) St. Petersburg, Fla., and WGTO(AM) Cypress Gardens, Fla., as well as KSTP-AM-FM-TV—and Hubbard says that, when in Florida, he gets telephoned reports from all of them each morning. "If they've got any problems," he says, "we talk about it. Same just as if I were right here [at headquarters]." In Minneapolis-St. Paul, he's at the office daily, from about 7:30 a.m. until around 5 p.m. Otherwise the main difference between the two locations, aside from the climate, seems to be that in Florida he plays golf daily, but in the Twin Cities he is "too busy" to play except on Saturdays and Sundays.

Hubbard admits that, yes, he thought about retiring. But it is clear that he didn't think about it very long. "I'll never retire," he says. He recalls a conversation with a friend, a neurosurgeon. "You have these brain cells," Hubbard says, "and if you don't use them, they die. Now you take these people who say, 'Well, I'm 65 years old now, I guess I ought to take it easy.' They go home and they get in the Morris chair. In almost every case, a year, year-and-a-half, you find them gone. The minute you don't try to use that brain with problems, with working, you're finished, you're done."

Not only doesn't he plan to retire, he doesn't expect to be summoned away, either. "I figure I'm good for 30 more years," he says. Asked if he wouldn't like to try for 40 more, he laughs: "I'm feeling pretty sure on 30. Don't know about 40." Health, he points out, is the important thing, and he's passed the rigorous physicals needed to get an airplane pilot's license—clearly marked "No Restrictions"—that make him, he says, "the oldest living licensed airplane pilot in the country." He pulls out his current, valid license and shows it. "Every so often I get in a plane and fly one. I keep myself active."

His blood pressure is 118 over 65. He is, however, disturbed about his golfing drive: "I used to be the longest driver in our country club, but no more." That may account for what happened to his handicap, which he says has gone from a six to a 32. "But I still can out-putt anybody," he says. "And I still go 150 yards out in the middle, so I get there eventually. Go 150 yards out in the middle, and in two shots you've gone 300 yards."

He also mixes golf with business: "I have a deal. With the computers here, you know we keep track of all the scores of our executives. Then if a handicap gets low, we start to check and say, 'Hey, how about some work?' Is that a good idea?"

□

Others have estimated that Hubbard Broadcasting Inc., on today's market, is worth \$200 million or more. Stanley E. Hubbard says he has "no idea" what the value of the company, entirely

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Innovation was often needed in radio's early days. Hubbard's KSTP came up with a baby carriage to trundle a transmitter around to provide live coverage of the 1930 National Open Golf Tournament in St. Paul.

owned by the Hubbard family, might be. "It's something I never thought of," he tells a questioner, and then asks: "Why? Did you have some ideas?"

"It's not for sale," he adds quickly.

He is less reticent about the money he made when he was younger and the money was in the \$2.50-to-\$3.75-a week range. He was born June 26, 1897, in Red Wing, Minn., but grew up in Minneapolis-St. Paul. His mother moved the family there after his father, who was superintendent of schools in Red Wing, was killed when a grading machine overturned while he was leveling his lawn. Young Stanley E. was 5 years old. He attended St. Paul school and later the University of Minnesota Preparatory School in Minneapolis and the Sheldon School in New York, but entrepreneuring, even then, had a high priority.

At age 9 he was an electrical contractor, and had business cards to prove it. The cards, which he printed himself on "one of those little presses you could buy for \$3.50, \$4, whatever," identified him as Stanley Hubbard, Electrical Engineer.

"I fixed doorbells," he explained. "I was always fooling around with electricity, experimenting. I'd ride along the street and see an out-of-order sign on a doorbell and I'd stop and give them my card and fix it. In most cases, those days, they didn't have transformers. They had batteries on the front doorbell. Most of the work I did was when the man or woman of the house bought batteries and hooked them up wrong, probably in reverse, and shorted the batteries out."

From fixing doorbells, which brought him about \$2.50 a week, he graduated, during high school, to selling advertising materials—gummed labels and the like—on weekends. One sale that sticks in his mind was 1,000 icepicks to a fuel company, with its name on them, for \$50. By then he was averaging \$3.75 a week.

Icepicks and gummed labels didn't take all of his extra-curricular time by any means. He also built, at age 15, one of the first amateur radio transmitters—some said it was *the* first—in Minnesota. "Beautiful," he says of that rig. "Didn't help my

studying, though."

Then he got into the automobile business, selling Overlands for a local dealer at 5% commission. Selling after school and on Saturdays, he averaged a car a week. With cars going for \$1,075, his take-home averaged \$53.75 a week. He concedes that he had help. Schoolmates would tip him off when their fathers were planning to buy a new car. He would get to the prospects without delay.

Afterward, he got a job that took him on the road, selling sales and service agreements, and in the process, in 1916, he "met a pilot who taught me to fly. I was crazy about flying." During World War I he served in the Signal Corps. Afterward he found financial backing and formed an automobile and airplane business, the Mattingly-Hubbard Motor Co., in Louisville, Ky.

"While I was there," he recalls, "in 1919 I started the first commercial airline in the country. I don't recall whether I had 100 businessmen at \$200 apiece or 200 businessmen at \$100 apiece to finance my company for \$20,000. We bought a couple of surplus Navy seaplanes and converted them into passenger-carrying. They cost us \$8,800 for two airplanes."

The line, the Ohio Valley Aero-Transport Co., made two flights a day between Louisville and Cincinnati. And Hubbard was careful to give all the investors a free ride, "so they would say they had a good ride for their money, you know."

The line operated for the summer of 1919 and then Hubbard liquidated it. "The whole thing was a publicity stunt to put Louisville on the air map," he explains. "I don't remember whether we lost \$12,000 and had \$8,000 left, or lost eight and had twelve left. We probably lost twelve."

He also lost a namesake. He had established Hubbard Field in Louisville, but when he left, a man named Bowman bought the land and changed the name to Bowman Field. "You leave and they soon forget it," Hubbard says. "Remember that: They soon forget it."

After selling the planes and settling with his investors, Hubbard took a plane and went barnstorming through the South and East, performing at fairs and sometimes carrying passengers. The government at that time was having trouble enforcing Prohibition, and Hubbard, in 1920, was asked to form an air squadron to combat "liquor smugglers, dope smugglers and Chinese smugglers.

"They had me over at the White House," he recalls. "The secretary of the Navy was there, at my suggestion. I told them how to do it, so the secretary of the Navy wired Pensacola [Fla.] to have a plane ready for me. And they had a plane ready like that. So I was the head of the Internal Revenue air force, which was then one plane."

□

After a couple of years of chasing liquor, narcotics and illegal aliens, Hubbard returned to the Twin Cities in 1923 and—he makes it sound simple—"got in the radio business." It was a bit more complex than it sounds. There were then four stations on the air in Minneapolis-St. Paul: WLAG, a 500-watt operation, and others of the 10-watt variety.

"The programs were nothing," he says. "They'd have someone playing a piano—playing, for example, a Prelude in C-Sharp Minor. Well, who cares about that? And someone also would give a poem. The programing was really a joke, I decided that there was a chance there for good programing."

Hubbard made a deal with the manager of the local Marigold ballroom, which featured dance bands. The deal: If the Marigold would put up a couple of pole antennas and provide room for studio and transmitter, Hubbard would broadcast the ballroom's dance bands five nights a week. Thus in April 1924 was born WAMD, operating with 50 watts. The ballroom "gave me pretty good programing," Hubbard says. "I was the top station in town, the only station they listened to. I had good music."

He also recalls that he soon had some new competition. That same year the Washburn-Crosby Co. bought WLAG, enlarged it, put in a 5,000-watt transmitter and renamed the station WCCO.

The new WCCO transmitter was at Anoka, Minn., and, according to Hubbard, there were thousands of crystal sets in the Twin Cities that couldn't pick up the signal. WAMD rebroadcast WCCO's inaugural program. Hubbard says, "so people in town could hear their opening speech. The President of the United States was talking."

WCCO nevertheless was "pretty tough competition when you haven't got any money." So he made a deal for WAMD to move to the Radisson hotel, which gave him more space, and he installed a 1,000-watt transmitter. But he had opening-night problems of his own: "We had a big opening, with the governor and the mayors and all the big publicity, and went on the air and said, 'Good evening, ladies and gentlemen,' and, wham, we went off the air. We were off for four days."

The generator had burned out.

Later, one of Hubbard's clients, the National Battery Co. of St. Paul, headed by L.J. Shields, wanted a St. Paul station and offered to finance him. "I sold them my stock on a temporary basis," Hubbard says, with the understanding "that when I got the money I could get my stock back." So WAMD was consolidated with another St. Paul station, KFCY, "to make one big station," KSTP.

That was in 1928 and the young Federal Radio Commission, he says, offered to give him high power if he'd take a high frequency. The power was to be 50 kw and the frequency 1300 kc, but the commission kept changing its mind. Instead of 1300 kc, it designated 1360, then a little later 1410, then 1460 and finally 1500, which is KSTP's frequency now. "In 1929 I wrote a letter to the commission and asked to be relieved of my experiment," he says, rummaging in a file and pulling out the letter. "But to this day, I haven't got a reply."

"WCCO had a better frequency, at 830," Hubbard says, "which I could have had if I'd paid \$10,000 to a lawyer in Chicago, which I wouldn't do. I didn't like the idea of bribing someone to get a station, but it would have meant a much better deal if I could have, as you can appreciate."

Hubbard's "first real money" from radio came with a Western Union program, to which listeners were asked to send in requests—via Western Union telegrams, of course. Requests came in from coast to coast. "That's before you had all the electrical appliances in the home," Hubbard explains, "and you had no interference, so you got tremendous coverage. Most stations would cover coast to coast."

"You'll laugh at this—I started making money on my telegrams. One night I got 110,000 telegrams. In one night. I hate to say this, but that was a fortune teller. He was on the air and answering telegrams: 'Yes, I think your diamond ring—I think if you look in the top drawer you'll find the diamond ring in the left-hand side of the drawer.' And this and that, answering questions."

Hubbard doesn't recall the name of the fortune teller, whom he hired for nighttime duty in a deal with the Orpheum theater circuit. But he distinctly recalls that in time the man's voice gave out. "I had to quit," Hubbard says. "It broke my heart."

Hubbard has been big on news from the beginning. In 1924, on WAMD, "I started news, the first daily news broadcast in the country—a 6 o'clock news every night. And then in 1928 I expanded my news at 10 o'clock; I was offering [15-minute newscasts] at noon, 6 and 10."

"I couldn't buy any national news service so I opened my own. I organized the Radio News Association and I had my own bureaus in Washington, New York and Chicago. Then I had a deal with Carl Haverlin at KFI [Los Angeles], in which I traded news with him. I'd send them news by teletype and they'd send news back to me. That way I ran national news."

In 1930, he recalls, he went to see Hugh Baillie, then head of United Press. "I told him who I was, and I said, 'Mr. Baillie, I'm a radio man. I have this news and the cost is so high I'm going to have to sell to newspapers in order to try to cover some of my costs. I'd rather not do it, because I'm in the radio business. If I

could buy UP service, I would not fool around with selling to newspapers.' Hugh Baillie said, 'Give me five minutes.' He left the room and came back in five minutes and said, 'I'm going to sell you the service.' That was the first start in buying UP. And when we could buy UP, then AP had to sell us. That broke the ice."

□

A lot of name talent started on KSTP under Hubbard. He had *Sam 'n' Henry* on the air before they became *Amos 'n' Andy*. In a deal with the Orpheum theaters, which "were anxious to find out more about radio," he put on *Orpheum Night* for an hour each Monday "and all the talent from the theater went on this show." Others have cited KSTP as the broadcast birthplace for such stars as Jack Benny, Edgar Bergen, and the Marx Brothers.

Pipe organs were a big draw in theaters in the early days, and when organists became too expensive for theaters, Hubbard bought a 32-stop model for KSTP "That was one of my bases of music, the organ plus my records and live entertainment. In 1928, I had my own orchestra, a 35-piece orchestra." Nor did he neglect sports. Other Midwesterners report that in 1930 he had KSTP providing live coverage of the National Open Golf Tournament, using a remote transmitter trundled along in a baby carriage.

In the mid-1930's, Hubbard's deal with the National Battery people, in which he "temporarily" sold his stock, took on complications. Shields, who had become president of KSTP with Hubbard as vice president and general manager, died, and Hubbard had "nothing in writing" about buying his stock back. And another local group was trying to get the station.

"So there I was in a hell of a spot," Hubbard recalls. "So I got in touch with Victor Emmanuel [then head of Avco Corp.] through Jimmy Shouse [then head of the Avco Broadcasting stations] and arranged that they would give me the money to keep control and that I was going to make a deal with them afterwards."

The FCC approved the deal for Emmanuel to put up the money, \$850,000 (but would not have approved the sale of KSTP to Avco because Avco's WLW Cincinnati was then operating with 500 kw and its signal overlapped KSTP's). Hubbard already had negotiated a \$1.1-million loan from the Mellon bank, given on "my plain note." So he borrowed from Emmanuel, "and the commission approved that I should keep the station, not the local group."

"I had to buy my own stock back," Hubbard says. But shortly



Some of **show business's biggest stars** got their starts—or made early appearances—on KSTP. This studio shot brought together the impressive lineup of (standing, l-r) Bert Lahr, James Cagney, Frances Langford and Hubbard, and (seated, l-r) Merle Oberon, Frank McHugh and Pat O'Brien.

afterward, he notes, he sold some stock to "friends of mine" and repaid Avco "almost immediately." Later, after negotiations that wound up in court, he reacquired the shares he'd sold to "friends." As for the local group that lost its bid for the station, Hubbard says its lawyer was "the present chief justice of the Supreme Court."

Hubbard's KSTP had a television camera as early as 1938, almost 10 years before KSTP-TV went on the air. He couldn't use it in broadcasting, of course, but "I taught the staff television, just by experimenting with the camera. I taught the technicians to use the camera, the program people to use it . . . This was strictly closed-circuit. As a matter of fact, the American Legion had a convention in Minneapolis and they put on a special parade for us. We had seven receivers in the Radisson hotel, and we fed the coverage to the seven receivers."

Hubbard, now an arch foe of cable TV, adds: "That was the first cable, by the way, the first television cable, closed-circuit in the hotel."

□

What, in Hubbard's view, is the secret of Hubbard Broadcasting's success in television? In radio?

"Showmanship, and good news, good management. And integrity. We will not permit anything on the air that's questionable. Nothing on the air that's questionable. Everything must be ethical and aboveboard. And we always give both sides of the news, been our policy, both sides of the news. If you give people both sides of the news, they can't complain. That right? Been our policy here that if we give good service to the public, the profits take care of themselves."

Some of his ideas on programing are also threaded through his denunciation of cable, though he is against it for many reasons:

"We can't see cable. We had cable out here originally, you know, with the telephone company. . . . They'd furnish you a receiver, a little Stromberg Carlson receiver about that wide, off the floor, which they'd charge you \$5.50 a month rental to put that in for you, and you'd pick up four stations. It was very popular.

"That was the first cable, right here. And the cable had radio. And then they raised the base from \$5.50 to \$6.50, and they lost the people there very quick. That was right here; that's what happened to cable. You see, people will pay a small amount, but when they start to raise the prices, bang! You watch them leave.

"And besides, we don't think there's any reason for cable, if you can pick up three or four broadcast TV signals. If you can get three or four TV signals, why cable? You don't get time to watch what you have now. What do you want more for?

"A lot of people get cable because of dirty movies. That won't last; it's not in the public interest. Wait till some of the ministers go after them, see what happens. . . . For example, I saw a movie last winter in Florida of a man in bed screwing a woman. Screwing her. Now that's in a man's home. How long do you think that's going to last?

"A lot of people are going to get burned—they're spending money in cable, they're going to get burned, really get burned . . .

"Basically, people are honest, and they're good Christians, basically, from the time they're born. In other words, the average housewife, the average home, doesn't condone whorehouses, do they? Now when you start to bring something in the home like that, the kids can see it, and everything else like that, that's not America. That's for primitives."

Does he agree with the Moral Majority?

"What do you mean by that—you mean those crackpots that were going to take TV apart. I agree about some of the programs, but this idea of boycott, this idea of trying to threaten a man's business, I don't agree with."

He returns to cable: "They're taking programs they're not entitled to. And it's not going to last. Basically, I think the Congress will try to be fair. That's true of most congressmen. They're not going to sit back and let the cable companies take the other fellow's programs. It's like stealing.

"In this thing here, for instance, I invest a lot of money on news. I had a cable company up here take my news, and would cut off my sponsorship and put their own local sponsorship on. Now that's stealing. I stopped them. I threatened to sue them."

He also gives some insight into his views on programing when he talks about how pleased he is that KSTP-TV switched its network affiliation to ABC-TV two and a half years ago, after 30 years with NBC. "Very, very happy," he says. "I think of all the networks, ABC is tops, from every standpoint. Except one thing, I do not agree with prize fights on Sunday.

"As a matter of fact, I don't think prize fights are in the public interest, seeing these men knock their brains out. As far as I'm concerned, I would bar all prize fights. I'm not against the fighting in school and so on, these, what do you call them? Yes, Golden Gloves. I think that's great; it's sportsmanship and so on. But I don't like prize fighting on Sunday. And I don't go to church every Sunday. But as a married and family man, I go along with religious principles. I believe in them."

One of the things Hubbard does *not* believe in, along with cable, is high-definition television. He calls it "an engineer's playing which could threaten American television" by making the current system obsolete. It "has no practical application for serving the mass audience in America," he asserts, and would require four times the present bandwidth, four times current power levels to obtain equivalent coverage, would require new ENG equipment and studio cameras, would make it necessary to improve set design and make-up and would require that all home TV sets be replaced.

"If HDTV is to go ahead," Hubbard contends, "it should first do so on an experimental basis with the sole purpose of serving large groups of people via large screens, such as in movie theaters, convention halls and sports arenas. This can be done quite easily by the launching of new satellites in the present fixed satellite spectrum with transponders which are 72 mhz in bandwidth rather than the present 40 mhz."

While opposed to HDTV via direct broadcast satellite—which is what many contend DBS should be used for—Hubbard is of course very strongly behind his company's move to set up a network using DBS to feed programs on conventional bandwidths to homes and to independent stations. He credits the idea and initiative to his son, Stanley S.: "He's 100% right on it." A lot of others would like to do the same thing, he concedes, but "they don't know what they're doing, but we do.

"Look. We know the programing that people want. We're showmen. And we know the business; we know how to sell; we have the confidence of the advertisers."

If the FCC gives the Hubbards the go-ahead, he adds, "we'll be going so fast it'll make your head swim."

□

The announcement that KSTP-TV was moving to ABC made big headlines because of the importance of the station and because of its 30-year affiliation with NBC. The decision was attributed, at the time, to a preference for ABC's management and the long-term prospects of ABC, as well as ABC-TV's leadership at the time in the ratings (BROADCASTING, Sept. 4, 1978).

Hubbard subscribes wholeheartedly to those reasons, but adds some others:

"We both made the decision, my son and myself. My son has spent a lot of time dealing with the men at headquarters. My son's of the opinion that ABC had stronger management, who're going to go places, as against NBC.

"Secondly, I was very much disgusted with the way they treated Sarnoff [the late Brigadier General David Sarnoff, long-time head of RCA, NBC's parent company]. After 50 years they had their anniversary, and they never mentioned his name. When you don't mention the name of the man who built the place, it's too much politics."

The NBC anniversary celebration Hubbard complains about took place in 1976, but he also feels resentments going back even further—to the resignation of RCA Chairman Robert W. Sarnoff

at the demand of the RCA board in November 1975.

"Bob Sarnoff—he elevated these men, different men, elevated them to officers' jobs and to the board. Now instead of working to help him make the company go, they started going in politics, and they ended up by firing him. I don't go along with that at all. It was a dirty, double-crossing deal for those men. How did a man dare to have a man promote you, give you a better job, the best job you ever had, and more money than you ever made before, he makes you a director and you double-cross him by firing him. What kind of men are they?"

Hubbard may think highly of ABC management, but that sentiment has not stood in the way of his continuing efforts, going on since 1957, to wrest Class 1 clear-channel status on 770 khz from ABC's WABC(AM) New York. WABC and Hubbard's KOB(AM) Albuquerque share 770, but WABC is the dominant station, a situation that Hubbard has been trying to rectify since he bought KOB some 24 years ago. Seemingly defeated in a long series of FCC and court decisions that eventually reached the Supreme Court, Hubbard Broadcasting tried one more ploy and, when that failed, is now seeking a rulemaking by the FCC—some say it is the first AM rulemaking petition ever filed—to have 770 khz reassigned from New York to Albuquerque (BROADCASTING, March 16).

□

Stanley E. Hubbard has done his share of extracurricular activities, and then some. Awards range from the Order of the Crown, presented to him by the government of Italy for dreaming up a stunt that dramatized Italian participation in the Chicago World's Fair, to the 1981 Silver Medal award of the Advertising Federation of Minnesota, presented for a variety of reasons. He has even been inducted into *Amos 'n' Andy's* Mystic Knights of the Sea.

For a while, fleetingly, he was a newspaper publisher. In 1933 he had a deal to buy a local German-language paper and convert it, but he says the Ridder newspapers got wind of his plans and bought up all the syndicated features he wanted. "You have to have features in a newspaper, you know," Hubbard says, but he decided that if he couldn't have a newspaper he'd have fun.

He sent his newsmen down to the German paper and had them make over the front page—in English—and run off a couple of thousand copies under the imprint of the *Evening Telegram*. Then he sent newsboys to hawk the papers in front of the Riders's *St. Paul Dispatch* at two cents each. "We sold them all out, you know," Hubbard says, "and Ben Ridder, who was the publisher, called his staff in and told them, 'Boys, we've got a fight on our hands.'" Then someone thumbed through the paper and saw that the rest of it was in German. Word getting back to Hubbard was that Ridder grunted, "That goddam Hubbard."

The front page of the only edition of the *Evening Telegram* ever published is framed on the wall of Hubbard's office. Despite its short run, he claims it carried two exclusives—both legitimate: "With our one edition, we scooped the Ridder paper on two stories."

Hubbard has also been an adviser to Presidents, or at least to presidential candidates. When Franklin Roosevelt went to Minneapolis-St. Paul, running for President the first time, Hubbard didn't plan to broadcast his speech. He was persuaded otherwise by Senator Burton K. Wheeler and others who said Roosevelt looked like good presidential material. "Then," Hubbard says, "they asked me to teach him how to use radio, teach him showmanship. I spent four hours before the speech teaching Roosevelt how to use radio—showmanship, examples of how to do it.

"A few years later on, [Wendell] Willkie was running for President, and John Cowles got a hold of me—John Cowles of the *Minneapolis Star*, you know—and said, 'Will you do for Willkie what you did for Roosevelt, show him how to use radio?' I said I'd be very happy to.

"So they arranged for me to meet with Willkie in Minneapolis; they had a big luncheon for him in Minneapolis, you know, and

we went after lunch to a private room, where I was introduced to Willkie and proceeded to try to help him. I told him about showmanship, how it was very important in showmanship, that announcer saying, 'Here he comes now,' people are going crazy about him, building it up, showmanship, you know.

"He said, 'Mr. Hubbard, I'll have no part of it. I say give the public the facts, the hell with showmanship. I want nothing to do with it.' So I couldn't do anything for him. Then that night he got on a train going to the West Coast and he got in the back of the train and talked to 50 to 100 people and by the time he got to the coast, his voice was gone. Goodbye, Willkie."

The scope of some of his other extracurricular interests is suggested in the citation accompanying the Advertising Federation of Minnesota's Silver Medal Award. It reads in part:

"Stanley E. Hubbard revived the Winter Carnival by forming the Junior Association in St. Paul and, at his suggestion, the Metropolitan Airport Commission was organized to create the new International Airport. Having rescued the Como Park Zoo from extinction, his ideas and promotion resulted in the development of the Minnesota Zoological Gardens. In addition, he persuaded the Sheriffs Association to construct the Minnesota Sheriff's Boys Ranch in Austin to aid delinquents, drop-outs and boys without families. Today, thousands of Christmas gifts are distributed each year on the Red Lake Indian reservation as the



Hubbard Broadcasting Inc.'s **founder-patriarch** Stanley E. Hubbard, chairman and chief executive, with **son**, Stanley S., president and general manager.

result of the efforts of Hubbard Broadcasting and community volunteers."

□

They used to call him "crazy Hubbard." A network executive who over many years has dealt with him, not too congenially in some instances, says the epithet needs a qualifier: "crazy like a fox." But Hubbard doesn't seem to mind. Indeed, he says, he wants—and looks for—crazy ideas.

"When I have my own meetings, staff meetings," he explains, "I want crazy ideas. I want people to say what they think. Some man on the couch over here will say something crazy. But someone will pick it up and say, 'Wait a minute now. If you turned that around, and did this and that, maybe we'd have something there.' Some of my best ideas started with some bird who came up with some crazy idea that you can sometimes make into something."

Although Hubbard and his son own Hubbard Broadcasting, Hubbard says that actually they don't, not exactly, anyway. Ownership is held by revocable trusts they have set up, Hubbard's holding "80-something or 90%" and Stanley S. and his family the rest.

"Personally," Hubbard says, "I have nothing. I have no money. But my trust does. Everything I've got is in my revocable trust. Which I can change any minute. I can take the telephone and just change. And they have all my assets. Why? Because if something happens to me, I don't have to worry about the probate court get-

ting involved, which is the biggest racket in America.”

Without the trust arrangement, he explains, “If I should die today, my estate gets in the hands of the probate court, who will appoint some attorney to appraise the estate, some politician friend of the judge, to appraise the estate. See how it works? It gets milked.”

□

The lines of inheritance are undoubtedly clear, but the line of succession in the running of Hubbard Broadcasting, Hubbard says, hasn’t been committed to paper, although “it’s pretty well in mind.” Stanley S. Hubbard obviously is at the top, president and chief operating officer and an important stockholder. Also, in his father’s mind, “he’s a top broadcaster,” an accolade the elder Hubbard bestows on few.

After that, Hubbard says, “Stanley has kids, you know. Two of them working in the business right now. Not full time, but I’m watching them; my son is watching them. We think they have some good prospects.”

“We’re showing them how we do things and why we do it,” Hubbard says. “That’s very important.”

Another thing he finds “very important”: that “I should not get in the way of the young fellows coming up. You must encourage them, if they’re able to do it, go and do it. That to me is a basic principle.”

□

Nobody has accused Stanley E. Hubbard of being a member of the broadcasting establishment. Nobody accuses him of wanting to be one, either.

He used to be active in the National Association of Broadcasters, years ago. “I challenged ’em,” he says. He relishes the memory of “fighting things out on the floor of the convention,” especially a time when “we made a motion, and passed it, and abolished the executive committee of the NAB.”

“Today,” he continues, “there are too many politicians involved in broadcasting. They think it’s an honor to get elected, and they—in most cases—are not qualified, but they want to run

for the office. Now that doesn’t mean, don’t misunderstand me, that doesn’t mean that if a man runs for office he’s not a good man; don’t misunderstand me. But I say there’s been too much politics in NAB. It’s about time we get back to the NAB we had years ago, when we’d fight things out on the floor of the convention.”

Hubbard isn’t impressed with the quality of today’s leaders of broadcasting as a whole either:

“We used to have some great broadcasters. People like Paul Spearman, like Louis Caldwell; they were great men—not broadcasters, but they were lawyers, great lawyers. And we had some great dedicated broadcasters, and I think right away of Ike and Leon Levy, [of WCAU Philadelphia and CBS]. They’re both dead, but I’ll tell you, they contributed a lot to this industry—a lot.”

Who does he consider today’s great broadcasters?

“I can’t name you one,” he replies. “I can’t name you one man today that I would call a great American broadcaster, a man of principle. That’s something, isn’t it?”

□

“The biggest trouble in this broadcasting business,” in Hubbard’s judgment, “is we’ve had too many weak men at the top, too many politicians at the top, too many weak men at the top. You have to have brains in this country, brains and work, to get ahead. It takes both—brains and willing to work. You don’t think about hours. That’s what built America.

“That’s what built broadcasting originally. Do you think if I hadn’t worked like I worked in 1923, we’d be where we are today? Of course not. I worked night and day. I worked in the morning selling advertising. I worked in the afternoon on my programing. Did it all myself. I worked at night putting a show on the air. By midnight I was so tired that many nights I’d lie down on the piano to get a little sleep.”

So, from the perspective of some 57 years in broadcasting, what advice does he have for his fellow broadcasters today? His answer comes quickly, no hesitation:

“Get back to work.”

■

Law & Regulation

Hill swashbuckles TV piracy issue

Bill’s penalties to cut down on theft could hurt owners of backyard earth stations, Hill hears

Present laws are not working to deter a growing underground industry of satellite program piracy, according to witnesses at a House Telecommunications Subcommittee hearing last Tuesday (Nov. 17). But if “teeth” in the form of civil and criminal penalties are added to the law, backyard earth station owners, a group now numbering in the thousands, say they could lose their only access to program diversity.

Subcommittee Chairman Timothy Wirth (D-Colo.) says he wants to resolve this conflict in a bill that would permit courts to impose penalties of up to \$50,000 and two years’ imprisonment for unauthorized reception of broadcast programs. Co-sponsored by Representative Henry Waxman (D-Calif.), the bill (H.R.

4727) as presently drafted would not change present law except to specify civil and criminal penalties where the law now allows only injunctions against further illegal activity.

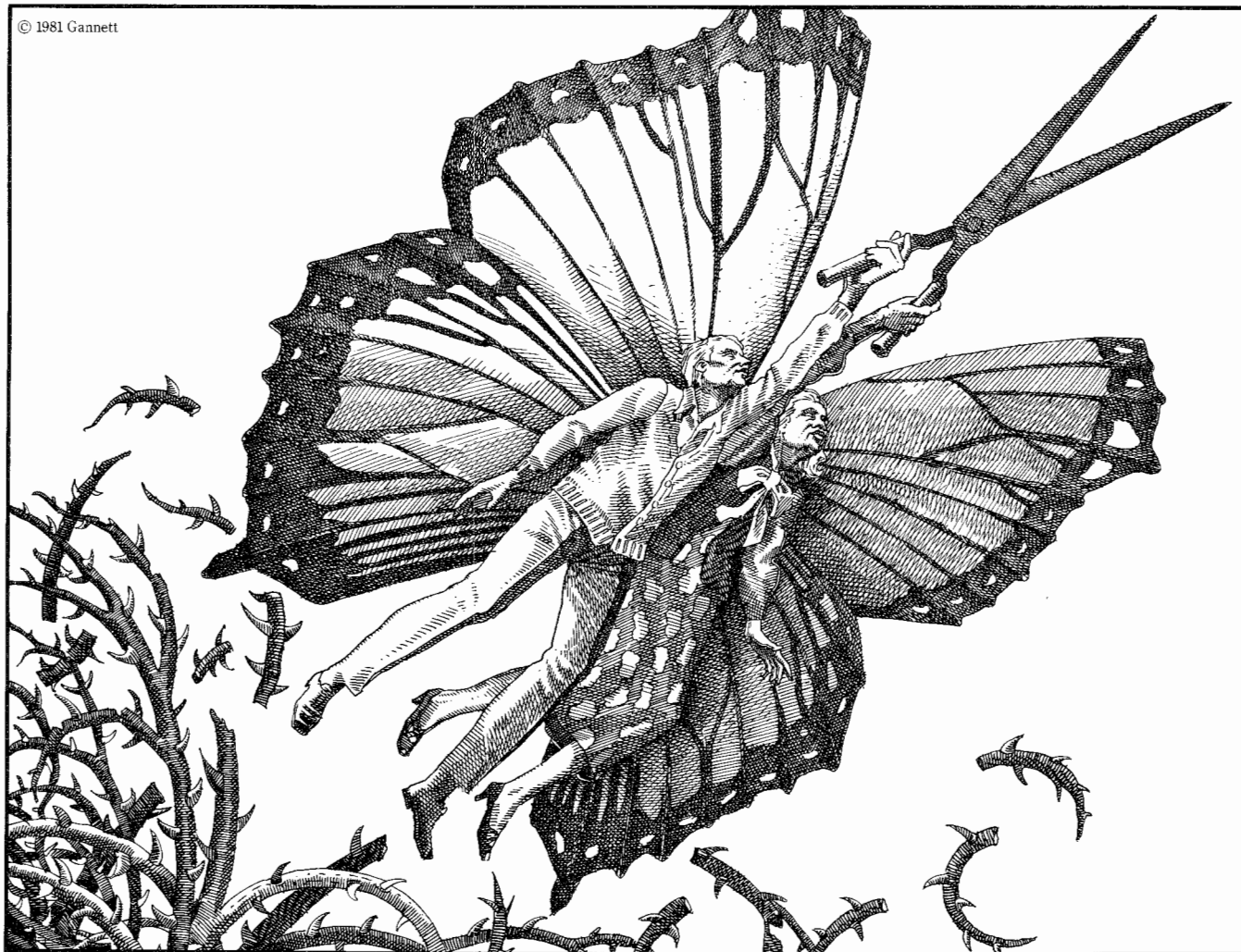
It would add a new clause to Section 605 of the Communications Act, which prohibits unauthorized reception “of any radio transmissions” except those intended “for use by the general public.” The new clause would allow courts to discover and award to program services, whose products have been illegally distributed, “full damages . . . and any profits of the person committing the violation that are attributable to it and not taken into account in computing the actual damages.”

If program services elect not to recover actual damages, courts could award statutory damages of between \$250 and \$10,000. Actual damages for violations

“committed willfully and for purposes of commercial advantage” could not exceed \$50,000. The court could award damages as low as \$100 for violations committed by persons unaware they broke the law in receiving or distributing unauthorized programs.

Willful violations for commercial gain would be subject to penalties up to \$25,000 or six months in jail for a first offense and up to \$50,000 and two years’ imprisonment for subsequent offenses. Willful violations by persons not seeking financial gain would be subject to fines of not more than \$1,000 and up to six months’ imprisonment.

Leading those testifying against the bill last Tuesday was Representative Charles Rose (D-N.C.), who called the bill “anti-competitive” and “not in the nation’s best interest.” Cable system owners “own the programs at stake and don’t want home



HEALTH FAIRS: CUTTING THE COST OF LIVING

SHIVELY, Ky. — Andy and Charlotte VerHage, residents of this Louisville suburb, may owe their lives to a preventive health-care program cosponsored by WLKY-TV, a Gannett television station.

Along with more than 8,000 others from the Louisville area, they took part in the health screening examinations offered at the 1981 Health

Fair. While thousands were found to be in good health, the VerHages learned of dangerous, yet treatable, conditions.

"If it hadn't been for Health Fair, we probably wouldn't have sought medical attention," Mrs. VerHage stated. "It probably saved our lives."

Health Fairs are organized by the nonprofit National Health Screening Council for Volunteer Organizations and now provide an estimated \$50 million a year in free testing and preventive medicine education. The Council relies on the sponsorship of local organizations, including the media, to help make health care more accessible to all and to overcome public inertia.

Joining WLKY-TV in cosponsoring community Health Fairs in 1980 and 1981 were Gannett's KPXX-TV in Phoenix, KBTB in Denver, KOCO-TV in Oklahoma City, WPTA-TV in Fort Wayne and KSDO radio in San Diego. Next year, several Gannett newspapers will also cosponsor

Health Fairs in their cities.

In health, as in information, Gannett believes the communities it serves deserve the very best. From Cleveland to Cincinnati, Denver to Detroit, New Kensington, Pa. to Knoxville, Tenn., the newspaper, broadcast, outdoor advertising and other information services of Gannett join their neighbors in projects designed to help people in their daily lives—and to help those lives run their full, natural course.

For more information about Gannett, write: Gannett Co., Inc.; Corporate Communications; Lincoln Tower; Rochester, N. Y. 14604. Or call (716) 546-8600.



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WHERE FREEDOM SPEAKS**

Gannett Broadcasting Group:

KPNX-TV Phoenix	KARK-TV Little Rock	KIIS-FM, KPRZ Los Angeles	KSDO, KEZL-FM San Diego	KBTB Denver	WJYW-FM Tampa	WXIA-TV Atlanta
WVON, WGCI-FM Chicago	WPTA-TV Fort Wayne	WLKY-TV Louisville	WLQV, WCZY-FM Detroit	KSD-AM, KSD-FM St. Louis	WWWE, WDOK-FM Cleveland	KOCO-TV Oklahoma City

earth stations to compete with cable," he said. "Outlaw black boxes, but if a person buys an earth station and wants to pay for a signal, we ought to be flexible enough to allow that."

Wirth noted that Rose had raised two issues for the subcommittee to consider as it advances its legislation, which he called "anticipatory." The spectrum is "owned by the public, but how do we allocate that spectrum," he asked, and "should Congress be telling people who they should and shouldn't do business with? Wirth also noted that no court has yet ruled that use of a satellite earth station violates Section 605.

Rick Brown, vice president and general counsel of the Society for Private and Commercial Earth Stations, said the bill in its present form, "is anticonsumer, anti-competitive and antitechnology." Section 605 is based on the technology of 50 years ago, he said. Congress should revise it to reflect new technology instead of simply adding criminal penalties.

"Enactment of H.R. 4727 would let loose . . . a plethora of lawsuits for TV viewing of subscription programming—suits against manufacturers, distributors, dealers and, most importantly, consumers," he said. Because the bill "assumes" Section 605 applies to earth station ownership, enactment "would deprive multichannel reception opportunities to a large segment of the American public . . . who will never receive cable TV."

Brown said his organization supports increased penalties to stem illegal reception and distribution of programs owned by subscription TV and multipoint distribution services, but extending penalties to govern earth station reception "is an entirely different matter." There is no evidence that STV or MDS operators are withholding their programs from earth station owners, said Brown, but many cable programmers, particularly pay cable services, refuse even to accept payment from earth station owners who receive their products.

SPACE has tried to negotiate some kind of compensation or licensing agreement with cable programmers and the motion picture industry, said Brown, but "without exception, these offers have been either rejected or ignored."

Instead of simply adding criminal penalties to Section 605, Congress should amend the Communications Act to make programming that is generally available to cable subscribers also available to persons who have their own receiving facilities. The public should pay for subscription programs, but should not be penalized if the sender of programs refuses to accept payment, he said. "There is a legitimate purpose for scrambling a subscription signal to insure payment," said Brown, but "there is no legitimate public interest in scrambling widely available entertainment services so as to be able to deny their reception by members of the public willing and able to pay for such services."

Carl Bradshaw, senior vice president, Oak Industries Inc., suggested the sub-

committee add a clause to its bill providing that interception of a scrambled communication be "presumed a willful violation." Such a provision would make it easy to distinguish between willful offenders and those who are careless or negligent, he said, and would encourage program providers to seek enhanced legal protection by scrambling their signals.

Although Waxman called Bradshaw's suggestion "a good idea" other proponents of H.R. 4727 argued against it. Andy Setos, vice president of engineering and operations for Warner Amex Satellite Entertainment Co., (WASEC) said scrambling is an expensive undertaking for both consumer and program provider and one that does not insure against illegal interception. Present technology does not afford the picture quality some services want and scrambling cannot transmit stereo sound, a must for WASEC's Music Television service. What's more, recent court decisions have found that scrambling is not necessary to protect one's rights under Section 605, according to Seto.

WASEC offers its programming to cable systems, said Setos, and authorizes reception to earth station owners in "very rural" areas which cable has not yet reached. "We're used to being a wholesaler, and we're just now feeling out retail opportunities and what they will mean to our program suppliers," he said. "We have to be careful not to erode our present marketplace or alienate our suppliers."

Brown said he "didn't know how to characterize" Setos's testimony. SPACE members have asked WASEC for permission to receive its programming, he said, "and we've been refused."

Lynda Synnott, general counsel to Texas Entertainment Network, said scrambling isn't practical for MDS services because many of their subscribers are using older master antenna systems incapable of receiving a usable scrambled signal. In an informal investigation conducted on behalf of TEN, Synnott said she'd found that between 20,000 and 25,000 illegal decoders were sold in Texas during the first seven months of this year. "That's half of our paying subscribers," she said.

Injunctive relief provided in present law is of little help, said Synnott, because pirates have learned to "quickly resurface in another form, under a different name and in a different location."

Robert Cahill, chairman, Subscription Television Association, said specific criminal penalties provided for in H.R. 4727 are necessary because it is difficult for program suppliers to prove damages against "fly-by-night" pirate operations that keep no records of subscribers or income. "This is just a remedial law," he said, "I'm surprised that there's any controversy over it."

Jack Valenti, president of the Motion Picture Association of America, said the issue of criminal penalties for unauthorized reception is "not a consumer protection question of who is en-

titled to pay TV programs," but is a matter of "old-fashioned theft." H.R. 4727 does not change the substance of Section 605, he said, and "contrary to some of the dire statements I have heard, there is absolutely no evidence that the legitimate activities of earth station owners or manufacturers have been restrained under the present law, nor would they be restrained under H.R. 4727."

"I am totally unaware of any legal action under current law against earth station owners who are willing to pay for the satellite services they receive," said Valenti. "I suggest that the real objective of many of those who oppose H.R. 4727 is to be excused from payment for satellite services, or to receive a government-ordered discount."

Rivera questions lottery proposal

In speech to black lawyers, commissioner says minorities may not fare as well in getting licenses as with present system

Using lotteries to decide among mutually exclusive FCC license applicants may not be in minorities' best interests—especially if minorities aren't given a weighted lottery preference, FCC Commissioner Henry Rivera said last week.

In a speech before the National Conference of Black Lawyers in Washington, Rivera said that minorities receive a "distinct special credit" in the FCC's current comparative license procedures, a credit they could lose if the FCC's proposed lottery rule gives all "underrepresented groups" the same preference.

"If a large number of applicants are entitled to an equal preference, the preference awarded to minorities, in effect, will be de minimus," he said.

Rivera's remarks addressed the FCC's proposed rulemaking aimed at implementing a lottery mechanism to decide among mutually exclusive applicants for initial licenses. Although the FCC had requested the lottery mechanism, Congress, in the Omnibus Budget Reconciliation Act, said the FCC could use a lottery only if it gave preference to "underrepresented groups." The statute, however, provided the FCC with no guidance on how to determine who qualified as an underrepresented group, or what weight underrepresented groups should be granted in a lottery (BROADCASTING, Nov. 9).

In its rulemaking, the FCC has proposed considering blacks, Hispanics, Asiatics, Alaska natives, American Indians, women and even labor and community organizations—as underrepresented groups. What weight it would grant each has yet to be determined.

"In the long run, efforts to identify new sources or methods of financing for minority businesspeople and to compress the existing comparative hearing process—perhaps by pruning the number of

relevant issues or placing greater reliance on paper hearings—may go farther than a lottery toward increasing effective minority participation,” Rivera said. The FCC currently has two policies to foster minority ownership, but those “are not enough,” Rivera said.

The FCC’s tax certificate policy—under which a station owner is allowed to defer the capital gains from the sale of a station to a minority—has resulted in the transfer of only 33 facilities to minorities, Rivera said. And the FCC’s distress sale policy, which allows a licensee that has been set for a hearing to sell his station to a minority at 75% of the station’s market value, has resulted in the transfer of only 26 facilities.

But to take another look at minority ownership, the FCC has created an Advisory Committee on Alternative Financing for Minority Opportunities, Rivera said. The committee, being chaired by Rivera, was established by the commission Sept. 28.

Rivera said the committee’s primary goal will be to find ways for minorities to acquire financing for telecommunications facilities. “Obtaining adequate financing continues to be the single greatest obstacle to minorities interested in acquiring telecommunications properties,” Rivera said.

The committee’s financing panel is being chaired by Herbert Wilkens, president of Syndicated Communications Inc. Other members are Eugene Jackson, president of the National Black Network; Joseph LaBonte, president of 20th Century-Fox Corp.; Michael Cardenas, administrator of the Small Business Administration; Ragan Henry, president of Broadcast Enterprises National Inc., and Marianne Spraggins, vice president of Saloman Brothers Inc.

A policy panel will try to identify regulatory barriers to minority acquisitions, with an eye toward increasing the effectiveness of the tax certificate and distress sale programs, Rivera said.

Michael Gardner, head of President Reagan’s FCC transition team and attorney with Bracewell & Patterson, Washington law firm, is the panel’s coordinator. Other members are Erwin Krasnow, general counsel for the National Association of Broadcasters; Leo Guzman, vice president, Chase Manhattan bank; Robert L. Johnson, president of Black Entertainment Television, and Margita White, former FCC commissioner and ITT board member.

A third panel will concentrate on methods of providing minorities with management and technical assistance, Rivera said. Victor Rivera, director of the Department of Commerce’s Minority Business Development Agency, is the panel’s coordinator. Other members include Fernando Oaxaca, chairman of Coronado Communications Corp.; Pluria Marshall, chairman of the National Black Media Coalition; Mrs. Rick Silberman, representing the Now Coalition for Economic and Social Change, and Bazil O’Hagan, president and general manager

of WNDU-AM-FM-TV South Bend, Ind.

The advisory group’s executive committee, charged with acting as a liaison to the financial community, is being coordinated by Commissioner Anne Jones. Other members include Virginia Dwyer, vice president and treasurer, AT&T; Charles Walker, chairman, Charls E. Walker Associates Inc.; Coy Ecklund, president, The Equitable Life Assurance Society of the United States of America, and Joe Allbritton, chairman of Allbritton Communications Inc.

Rivera said the committee would hold its first public meeting today (Nov. 23) at the FCC. He said the committee planned to meet once more before it issues its final report to the FCC next April.

Rivera also said that more than 80% of the broadcasters’ EEO programs reviewed by the FCC are found to be in “full compliance” with the FCC’s policies. “My information indicates that the vast majority of broadcasters are adhering to the FCC’s policies and are assuring that minorities and women are given equal opportunities for employment,” Rivera said.

Nonetheless, the FCC shouldn’t forget that “meaningful” EEO policies are a “valuable complement” to the FCC’s minority ownership policies, Rivera said. “Work experience, particularly in the upper four job categories, is a clear asset to anyone interested in moving into an ownership role,” Rivera said.

High court lets stand decision in favor of CBS in outtakes case

But it agrees to hear appeal of Boston order closing court to press in juvenile sex case

The Supreme Court last week refused to disturb a lower court’s decision that sided with CBS in its refusal to turn over outtakes of a *60 Minutes* segment to two men who face criminal charges in a case involving the bankruptcy of a fast-food franchising firm.

Attorneys for the two men sought review so the justices could rule on whether reporters have a privilege to refuse to produce documents in a federal criminal trial. They said the defendants needed the material to prepare their case. CBS said reporters’ privilege was not the issue.

The case, stemming from a piece—“From Burgers to Bankruptcy”—aired on Dec. 3, 1978, has taken a number of twists and turns since Gerald M. Cuthbertson and Paul L. Gorbun, two of several officials of the now defunct Wild Bill’s Family Restaurants who were indicted, sought the outtakes and reporters’ notes.

The subpoenas confronted the courts with the need to balance free press and fair trial rights.

Originally, the district court ordered

LOS ANGELES:
BARNABY-
THE SOLUTION:
KNXT
Sat. 11:30 PM-12:30 AM
5.0 rating
19% share
#1 in women



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sophisticated
sales and sales
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Katz Staff. Most stable sales force. With more professional salespeople, in more offices. With more experience. Biggest sales support group in the industry. Better than a third of employees with company more than five years.

Knowledge. Is sales power. No surprises. Sales control systems constantly monitor activity and performance against goals and objectives. Consistent, useful, accurate reporting procedures.

Marketing. Aggressive marketing of station and market values. Pinpoint sales opportunities. Station and market positioning. Short and long-range goals. Pre-selling at various media decision-making levels.

Motivation. Employee Stock Ownership Plan makes every employee an owner. Share in profits and dividends. Opportunities for involvement, advancement, personal growth. IncentPlan provides high level rewards for salespeople. Bonuses for non-sales staff. Benefits assure family security.

Organization. Structured to sell one station at a time. Sales assignments match workloads. Strong managers monitor performance against pre-set goals. Results measured in sales vs. opportunities, selling rates, special sales, and share of budget. Support departments relate directly to sales.

Performance. Provable. Measured by share of dollars vs. share of audience. Versus industry averages. Versus competition. No matter what the comparison, Katz consistently outperforms the averages and the competition.

Generating Sales Power is our business.
We're committed to doing it better than
anyone else.



Katz. The best.

CBS to turn over for the court's inspection all of the outtakes of interviews the *60 Minutes* staff had conducted both with government witnesses and franchisees or potential franchisees of Wild Bill's. CBS refused, was held in contempt, and appealed.

The U.S. Court of Appeals for the Third Circuit held that CBS must turn over to the district court only the outtakes involving government witnesses. Then it was the defendants' turn to appeal, but the Supreme Court refused to consider the case.

After viewing the tapes presented by CBS, the district court said they should be surrendered to the defense attorneys as soon as the trial began. CBS appealed again, and the Third Circuit upheld CBS's contention that the material was "hearsay," not evidence, and that the defense had not shown it could not obtain the information elsewhere (BROADCASTING, June 8).

In another matter bearing on a conflict between the press and a court, the high court agreed to review a case that will permit it to explain further its views on the rights of the public and press to attend courtroom proceedings.

The case involves the *Boston Globe's* challenge to a state law requiring judges to close the courtroom to the press and public when the victim of a sex crime who is less than 18 years of age is testifying. The state's highest court upheld the law and rejected the newspaper's contention its reporters had a right under the First Amendment to attend.

The *Globe* cited the Supreme Court's decision in 1980 in the Richmond Newspaper case. The high court then said the First Amendment normally accords the public and press the right to attend criminal trials. However, the court also said that right was subject to "reasonable limitations." In the *Globe* case, the court will have an opportunity to underpin that statement with some detail.

Shooshan warns cable to avoid becoming known as common carrier

He decries increasing regulation of new services by states and local governments

The cable industry has a bright future in enhanced services—data transmission, security monitoring, electronic mail and more—but only if it avoids being classified and regulated as a common carrier by state and local public utility commissions.

Washington attorney Harry M. Shooshan, of Shooshan & Jackson Inc. and former staff director of the House Communications Subcommittee, warned cable operators of this prospect last

Washington Watch

Iowa waiver. FCC has granted KQUB-TV Dubuque, Iowa, temporary reinstatement of network program nonduplication protection against signal of KCRG-TV Cedar Rapids, Iowa on Dubuque cable system. Although FCC staff said waiver could "open the floodgates" to similar requests for relief—FCC had twice before denied KQUB's requests for relief—commission said KQUB-TV's demonstrations of decreased revenues and audience loss to KCRG warranted some relief. As result, FCC granted waiver from rules for two years but said KQUB-TV would have to present "persuasive evidence" to justify extension of waiver. Both KQUB-TV and KCRG-TV are ABC affiliates. KCRG-TV is considered to be "significantly viewed" in Dubuque, and FCC exempted significantly viewed signals from its network program nonduplication rules for cable TV in 1978.

'Holocaust' upheld. U.S. Court of Appeals in Washington has affirmed FCC decision rejecting complaint of German-American group that NBC's mini-series, *Holocaust*, raised fairness doctrine issue. Ridgewood Group, of Ridgewood, N.Y., contended that question of whether mass murder of millions of Jews by Germany during World War II actually occurred is controversial issue of public importance. Court turned down appeal without opinion in brief, unsigned order.

Request for service. National Radio Broadcasters Association has asked FCC to expedite action on its May 1980 petition for rulemaking to end restrictions keeping many daytime stations from going full time. Petition asked for elimination of 25% white area requirements, 20% two aural services requirements, "two stations to a community" rule and FM preference rule. "More than 16 months have passed with no action on this important petition," said NRBA President Harriet (Sis) Kaplan in letter to FCC Chairman Mark Fowler. "Meanwhile, the American listening public is being deprived of additional radio service and the plight of daytime-only radio broadcasters is steadily worsening."

Emissary for radio. National Radio Broadcasters Association has teamed up with South Florida Broadcasters Association and Florida Association of Broadcasters to send observer to Region 2 conference, now under way in Rio de Janeiro. Matthew Leibowitz, Miami attorney and general counsel to SFBA, will convey associations' concerns about Cuban interference problem and other issues of importance to AM broadcasters.

Station slap. FCC has imposed \$20,000 fine against Equivox Inc., permittee of KRMO(FM) Provo, Utah, for "knowingly and repeatedly operating with facilities not authorized" by its CP. FCC had notified Equivox in July it was operating its automatic program test authority at unauthorized antenna height and location. Although Equivox requested remission or reduction of fine, claiming violation had been result of "innocent albeit careless conduct," FCC rejected Equivox's request for leniency, noting its behavior could have presented "serious hazard to air navigation and radio interference."

Same rights. Nongovernment entities are not prevented from copyrighting television programs simply because programs were produced with federal funds. U.S. Court of Appeals in Washington issued that ruling in affirming action of U.S. district court in dismissing suit brought by Public Affairs Press contending that five-part series, *Equal Justice Under Law*, shown in 1976, could not be copyrighted and was in public domain. Claim was based on fact that series, proposed by U.S. Supreme Court, was funded through Administrative Office of the United States. Defendants, which included that office, WETA-TV Washington and Public Broadcasting Service as well as KQED(TV) San Francisco, argued that copyright law did not prevent independent entity from copyrighting work produced with aid of government funds; they said television station would be unable to recruit writers and other talent needed if such works went into public domain, since funds to pay residuals could not be obtained from repeat performances.

Ad experiment outcry. National Task Force for Public Broadcasting has written FCC Commissioner James Quello, protesting launch of 18-month experiment allowing 20 public broadcasting licensees to run advertising (BROADCASTING, Oct. 19). Letter says experiment marks "atrocious redirection of the mission of public broadcasting." Quello is chairman of Temporary Commission on Alternative Financing for Public Telecommunications, entity charged with implementing and overseeing experiment.

Reslicing the pie. National Association of Broadcasters has recommended two alternatives to Copyright Royalty Tribunal for dividing 1979 cable royalty fund. Each would give commercial radio portion of \$15-million fund, and each would insure commercial television larger portion of fund than granted it in 1978 proceeding. First proposal would award movie and series syndicators 61.3%; sports claimants 7.2%; commercial television 17.2%; Public Broadcasting Service 7.5%; Canadians .3%; music 4.5%; commercial radio 1.7%, and National Public Radio .3%. Alternative would award movie and series syndicators 58.1%; sports claimants 12.1%; commercial television 12.7%; Public Broadcasting Service 10.3%; Canadians .3%; music 4.5%; commercial radio 1.7%, and National Public Radio .3%.

Wednesday (Nov. 18), when he appeared as a panelist at a meeting at the Washington Hilton hotel.

Telephone companies may some day compete with cable's broadband capabilities, said Shooshan, but cable operators "are not required to file tariffs, obtain regulatory approval for new facilities, operate within a prescribed rate of return, or cope with outmoded depreciation schedules."

The cable industry "can respond more rapidly and efficiently than can its more heavily regulated competitors," he said, but "as delivery of enhanced services by cable increases, so will the interest of state regulators," especially if loss of traffic from the local telephone network means upward pressure on residential rates.

The FCC has taken a hands-off approach to regulating enhanced services in its Computer II decision, said Shooshan, but because that decision remains subject to court review and could be reversed by future FCC's, cable operators should look for legislative solutions to the problem. "Congress should define where the FCC's regulatory responsibility begins and ends," he said.

A powerful coalition, including the National League of Cities, state regulators and telephone companies, has formed to fight cable deregulation on the state and local level, said Shooshan. Proposals to end state and local regulation of cable were stricken from Senate-passed common carrier legislation, and House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has said his common carrier legislation will not deal with cable.

Wirth "may be missing a point he has often articulated himself—as technologies converge, traditional lines between industries become blurred," said Shooshan. "The House should establish a policy for dealing with all enhanced services regardless of the entity that is providing them."

In light of regulatory uncertainty, cable operators should avoid marketing themselves as direct competitors of the telephone industry, said Shooshan. Because courts have consistently upheld FCC jurisdiction over retransmission of broadcast signals and decisions to the contrary have been based on the fact that separate facilities were used to provide video and enhanced services, a cable system that "combines a video network with an enhanced services or institutional network is less likely to be subjected to state regulation than is a system with discrete facilities for each type of service." Such an integrated system is more costly, however, and could cost a firm the award of a franchise, because cities often prefer separate institutional loops.

"When the companies providing the intercity communications link enter into an agreement with a local cable operator, it should be on the basis of a negotiated contract rather than on the basis of using a leased channel offered at a 'just and reasonable rate,'" said Shooshan, and cable companies should not publish "tariffs" for use of their facilities.

'Death of a Princess' resurrected

Appeals court orders full rehearing of cases involving public station's right to keep program off air

The *Death of a Princess* case lives on.

The U.S. Court of Appeals for the Fifth Circuit last week granted rehearing by the full, 25-judge court of two cases in which separate three-judge panels held that public broadcasting licensees had acted within their constitutional authority in cancelling scheduled showings of the controversial show.

The court acted on petitions filed by plaintiffs in Alabama and in Houston who claim that the cancellations by, respectively, the Alabama Educational Television Network and Houston University's KUHT-TV had violated the First Amendment. The panel in the AETN case, in September, affirmed by a 2-1 vote the action of a district court judge in rejecting the complaint.

The other panel, earlier this month, reversed the decision of a different district court that granted an injunction to require KUHT-TV to air the show. It said it was bound by the decision of the first panel. But although the panel was unanimous, one member wrote a concurring statement that sounded like a dissent (BROADCASTING, Nov. 16).

The show, about the relationship between a Saudi Arabian princess and her lover and their execution, was denounced by the Saudi royal family who made it clear they wanted the show withdrawn from the circulation. And a number of public television stations refused to air the program that was distributed by the Public Broadcasting Service.

The plaintiffs in the two cases basically made two points. They said a public television station is a "public forum" and, as a result, cannot deny access to speakers except for reasons that could withstand the scrutiny to which "prior restraints" are normally subjected. They also said the decisions to cancel were based on political considerations—concern over the Saudis' protests.

The decisions of the two panels were viewed as victories by public television in its effort to achieve First Amendment protection. Indeed, the concurring judge in the KUHT-TV case, said—but not necessarily approvingly—that the principal holding in the AETN case that a government-owned television station is protected by the First Amendment is unprecedented.

But the decision of the full court to review the two cases indicates the final word on the issue of public television's rights under the First Amendment is not yet in.

Oral argument will be held the week of Jan. 11.

ST. LOUIS:
BARNABY-
THE SOLUTION:

KMOX-TV
M-F 3-4 PM
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ABC goes live: 'World News' for hearing impaired

Closed captioning of 7 p.m. news broadcast gets under way; NCI provides captions to ABC for first live transmission

Closed captioning of television programming for the hearing impaired takes an important step forward today (Nov. 23) as ABC's *World News Tonight* begins live captioned broadcasts of its 7 p.m. NYT edition.

Closed captions are visible only to viewers with specially built television sets or set-top adapters that receive and display the digitally encoded captions transmitted during the vertical blanking interval (line 21) of a television signal.

The captions for *World News* will be written, encoded and passed on to ABC for transmission over its network by the National Captioning Institute, a nonprofit company that has been captioning network programming for ABC, NBC and the Public Broadcasting Service and scores of commercials for broadcast over those networks since March 1980.

Speaking at a Washington press conference last week, John Ball, president of NCI, called closed-captioned news "a tremendous breakthrough" that will allow the hearing impaired "for the first time to receive the news at the same time as their hearing friends and relatives."

(An edition of *World News* has been open captioned [visible on all receivers] by WGBH-TV Boston's Caption Center and broadcast by PBS since 1973. The taped broadcasts are shown late at night, however.)

The captioned news will reach 40% of the nation's total audience through the 46 ABC affiliates that have chosen to pick up the 7 p.m. newscast, the last of three ABC broadcasts each evening. Those affiliates serve most of the nation's largest markets, including New York, Los Angeles, Atlanta, Baltimore, Detroit, Miami, Pittsburgh and Washington.

Frank Reynolds, Washington anchor for the *World News*, said the closed-captioned news will give the hearing impaired a chance to become involved "in the political and national life of the country." It imposes a "new responsibility on us," he said, "and I'm looking forward to meeting that responsibility."

The live captioned news is the latest manifestation of NCI's slowly evolving service. NCI expanded into live news coverage last January when it closed cap-

tioned President Reagan's inaugural address using an advance copy of the speech. Since then, NCI and ABC have collaborated in captioning other major Reagan speeches and creating news bulletins and summaries for broadcast over the line 21 systems' text channels.

The captioned news should give NCI a boost in its uphill struggle to win widespread acceptance of the line 21 system and its captioning services. NCI says there are 16 million people who could benefit from the closed captioning, but thus far fewer than 40,000 homes have purchased either the adapter (\$260) or the special television set (\$530). The equipment, in either form, is available only from Sears Roebuck & Co.

NCI is caught in the classic chicken-and-egg dilemma. Viewers are hesitant about buying the decoders until more programming is available, and programmers and advertisers do not want to pay to have more programming and commercials captioned until there are more decoder homes in the country. NCI now captions only 30 hours per week, just a few hours more than when it started.

NCI's dilemma is aggravated by CBS, which has steadfastly refused to cooperate with NCI and the other networks. CBS's refusal is based on its belief that closed captioning should be just one element of a comprehensive teletext service. A distinct captioning service like NCI's serves only

to retard the introduction of teletext, according to CBS, which is conducting experiments with teletext, including closed captioning, at its KNXT(TV) Los Angeles.

The service is the fulfillment of a promise NCI made when it started, Ball said. "Now, every type of TV programming is represented in the closed captioning schedule—news, sports, movies, comedy, drama and educational programs."

Bill Knowles, ABC's Washington news bureau chief, read a statement from John Severino, president of ABC Television, at the press conference. ABC has participated in closed captioning from the beginning, Severino said, and was instrumental in the development of what has come to be called the line 21 system used to broadcast the captions. A broad range of programming from the *Afterschool Special* to *Monday Night Football* has been captioned, he said. "The only component missing has been the news. As we've been saying all fall, though: 'Now is the time, and ABC is the place.'"

There are three half-hour editions of *World News* produced live each evening at 6 p.m., 6:30 p.m. and 7 p.m., all NYT. According to Sharon Earley, executive director of operations, NCI, the production of the closed-captioned news begins with ABC beaming its 6:30 p.m. newscast from its new Washington bureau to NCI's facility in Falls Church, Va., a Washington suburb. NCI splits the 18-minute newscast





Brinkley's debut. Long-time NBC newsmen David Brinkley began regular anchor duties at his new network Sunday, Nov. 15, with the launch of ABC News's *This Week with David Brinkley*. Taking the 11:30 a.m.-12:30 p.m. slot previously held by *Animals Animals Animals* and *Issues and Answers* (which began its run in November 1960), the new hour teams Brinkley with correspondents and commentators for an interview with a leading newsmaker as well as a recap of other news and a look ahead.

The prime guest for *This Week's* premier turned out to be a no-show, with budget chief David Stockman backing out as of Friday. The program concentrated on the controversy stemming from his quotes in the *Atlan-*

tic Monthly nevertheless, with interviews with Senators Ernest Hollings (D-S.C.) and William Armstrong (R-Colo.) and New York budget recovery chief Felix Rohaytin.

Shown above are the participants in *This Week's* "free-for-all" discussion segment: (l-r) George Will, columnist and ABC commentator; Karen Elliot House, *Wall Street Journal* reporter; Ben Bradlee, *Washington Post* executive editor; Hodding Carter, *Inside Story* anchor, and Brinkley.

The premier telecast scored a 3.5 rating and 12 share, which ABC said was about a half rating point higher than *Issues and Answers* of late. The show was carried by 83 affiliates live, 87 delayed for 90% clearance.

(excluding commercials) into six three-minute segments which it parcels out among its editors. Working at their computer consoles, the editors transcribe the audio portion of the newscast into captions. The captions are encoded by a computer and sent to New York by telephone line just in time for insertion in the 7 p.m. network feed.

NCI demonstrated what the captioned news will look like with a videotape of NCI's rehearsal of the Nov. 11 newscast. As the lead story on the space shuttle countdown rolled, the captions flashed across the top of the screen in perfect synchronization with the sound track and the pictures. Unlike PBS's opened captioned news, the captions were verbatim. The speed with which the captions had to appear to capture all the words prompted one reporter to wonder whether the captions were readable. Earley dismissed his concerns, saying that NCI hasn't received any complaints from viewers of the captioned Reagan speeches, which were read at the same speed as the typical news report.

NCI wants to expand the new service next year by captioning the 6:30 p.m. feed,

but to do that it will have to complete development of some rather sophisticated new technology. NCI will not be able to pick up the news script from the 6 p.m. show since ABC expects to drop it in mid-1982 if it can overcome affiliate resistance. (Besides, Knowles said, the 6 p.m. and 6:30 p.m. shows "frequently do not look alike.")

Consequently, NCI is working on a "real-time" captioning system that would allow it to transform a spoken word instantly into an encoded caption using a computer-assisted court reporting machine. The system has been under development over the past year, Earley said, and NCI will make an announcement when it's ready.

According to Ball, the captioning of the news is being funded by four corporations—AT&T, Equitable Life Assurance Society, Heublein Inc. and Western Electric Fund—which put up \$40,000, enough to see the service through the end of the year. Although no money has been "earmarked" for its funding in 1982, Ball said, there are a number of ways it could be funded next year.

California gives year's extension to cameras in courtroom

The California Judicial Council has extended for one year the state's experimental use of electronic newsgathering equipment in courtrooms. The Nov. 14 action follows a Nov. 8 recommendation by a council committee that the body delay for one year adoption of any new rules governing use of television cameras and radio microphones in court proceedings. The action extends the year-old experiment, which requires a judge's consent for such coverage, through December 1982.

Earlier this month a 245-page report prepared by Sacramento-based Ernest H. Short & Associates for the council concluded that apparatus used in broadcast newsgathering does little to disrupt or influence court proceedings.

"There is little evidence in this evaluation to suggest that [cameras and microphones] cause significantly more changes in behavior than does conventional media coverage," the report stated.

Although the study found few instances of jurors being distracted, judges losing courtroom control, or witnesses becoming nervous, 23% of the judges, 38% of the lawyers and 24% of the witnesses in more than 100 cases examined preferred that no cameras be allowed.

Some 90% of defense attorneys, 79% of prosecutors and 61% of judges involved opposed both cameras and microphones in courtrooms unless trial judges and counsel from both sides approve of such usage. Approval requirements were reduced during the experiment from both counsel and judges to judges alone.

The report, based on the consultant's observations and interviews, found that of 344 requests for camera coverage made by news organizations during the study period, 203 were granted.

Audible history. A comprehensive day-to-day collection of CBS radio newscasts in World War II is now available to researchers through the National Archives and Records Service in Washington. The collection is a gift from the University of Washington. Seattle, which, for budgetary reasons, had planned to shut down the broadcast archives.

Titled the Milo Ryan Phonoarchive, after the university's communications professor who set it up, the collection documents the war from the Nazi invasion of Poland in 1939 through V-J Day in 1945. Commentators on the 3,500 original glass recordings include Elmer Davis, Edward R. Murrow, Charles Collingwood, Douglas Edwards, John Charles Daly, Eric Sevareid, Quenton Reynolds, William L. Shirer and Daniel Schorr. In addition to the glass disks, the archives consist of 5,000 tape recordings of the disks and descriptive matter.

The archives were discovered by Professor Ryan at KIRO(AM) Seattle, a CBS affiliate that used the disks to present delayed broadcasts and to furnish feeds to other CBS West Coast affiliates during the war. After persuading the station to donate the material, Ryan augmented it over the years with other relevant programing material up to 1972.

The National Archives is a division of the U.S. General Services Administration. The original disks are now being kept at the National Archives' regional facilities in Seattle. The remainder of the collection is housed in the National Archives building in Washington by the Audiovisual Archives Division (telephone: 202-523-3267).

Boycott threat is revived

CBTV's Wildmon talks of 'strategy' coalition intends to use by Feb. 1 if network programing fails to shape up

Another threat of a boycott to purge television of sex, violence and profanity was issued last week by the Coalition for Better Television, with Feb. 1 as the kickoff date unless the networks show convincing signs of purging themselves before then.

"The ball is in their court," the Rev. Donald Wildmon, chairman of the coalition, said of the networks. "This is it. If there is no satisfactory response, it's go."

The official threat was contained in long letters sent to network parent companies. The letters did not mention sex, violence or profanity as such, but denounced network programing as anti-Christian and the networks as "secular supremacists," and demanded that "discrimination" against Christians be stopped. The letters also demanded that Christians be represented in programing on what amounts to a quota system—that is, in proportion to their representation in the general population. Unless the networks gave evidence by Feb. 1 that they were changing their ways, the letters said, the nation's 133 million professed Christians, and "friends of Christians," would be asked not to buy

products sold by the network parents or by advertisers using so-called anti-Christian programs.

Wildmon, who with other leaders of the coalition called off a threatened boycott of selected advertisers only hours before it was scheduled to start last summer (BROADCASTING, July 6), did not discuss the letters or use the word "boycott" in talking with BROADCASTING last week.

He had been avoiding the word, he said, in part because some people said they didn't think the coalition would conduct a boycott. But he did not challenge a reporter's use of the term, and he made clear that the coalition's "strategy"—the word he preferred—is designed, as the original boycott plan was, to affect advertisers and networks. He declined to detail the strategy CBTV intends to use.

"You don't tell the other team that you're going to pass on third down," he explained.

But, he said, "we do have our strategy, and I think, if it becomes necessary to implement that strategy, it will be effective."

Although Wildmon was steering clear of the word "boycott" last week, he was reported by other sources to have used it or an equivalent in a recent mailing to a large number of advertisers and also in a letter to at least one advertiser who was said, in the letter, to be high on the list of prospective targets.

The Feb. 1 target date was set in warning letters to the heads of the companies operating the three commercial TV networks; Leonard Goldenson, chairman of ABC Inc.; William S. Paley, chairman of

CBS Inc., and Thornton Bradshaw, president of RCA.

Those letters apparently also avoided the word "boycott," but the intent was clear: Recipients were warned that unless the programing on their respective networks showed evidence of abandoning "anti-Christian bigotry" and began reflecting Christian values, coalition supporters would be asked "not to buy" products of the network parent companies or of advertisers whose commercials appear in programs disapproved by the coalition.

The inclusion of network parent companies' products, as well as those of specified advertisers, appeared to be a new twist in the coalition's strategy.

Spokesmen for ABC, CBS and RCA-NBC had no immediate comment on the Wildmon letter.

Feb. 1, the launch date for the prospective boycott, Wildmon reminded BROADCASTING, will be the first anniversary of the announcement of the formation of the coalition and its plans for an advertiser boycott. The initial boycott was called off at the last moment because several advertisers who had been coalition targets convinced Wildmon that they were "concerned" about the programs in which they advertised (BROADCASTING, July 6).

Wildmon said last week the decision to revive the plan resulted from the coalition's monitoring of programs since September, including programs introduced for the new prime-time season. As for the programs, he said that "I don't think they've changed anything, and I think a lot of others agree. . . . There's been a lot of hot air, talking, but in programing they've changed very little."

Still climbing. Television viewing set another record in October, eclipsing the all-time October high set a year ago, according to A.C. Nielsen Co. estimates being released today (Nov. 23) by the Television Bureau of Advertising. For the 12th straight month, monthly viewing levels have exceeded the records set in corresponding months in the past.

The Nielsen/TVB figures put October viewing at six hours 52 minutes per television home per day, or 12 minutes more per day than the October record set last year. For the 10 months through October, this year's daily average was six hours 40 minutes, up from six hours 31 minutes at this point a year ago and four minutes more than the daily average for all of 1980. Home viewing trends since 1975 are shown in the following table:

	1975	1976	1977	1978	1979	1980	1981
Jan.	7:04	6:59	7:16	7:08	7:20	7:18	7:35
Feb.	6:55	6:49	6:55	7:00	7:11	7:22	7:23
March	6:31	6:35	6:32	6:36	6:41	7:05	7:07
April	6:20	6:11	6:05	6:05	6:26	6:38	6:44
May	5:39	5:52	5:32	5:46	5:53	6:07	6:19
June	5:31	5:36	5:24	5:28	5:50	5:55	6:05
July	5:12	5:33	5:13	5:32	5:46	5:48	6:00
Aug.	5:16	5:44	5:35	5:42	5:55	6:00	6:16
Sept.	5:55	6:03	5:55	6:09	6:16	6:16	6:21
Oct.	6:04	6:28	6:12	6:25	6:32	6:40	6:52
Nov.	6:26	6:49	6:30	6:44	6:56	7:02	
Dec.	6:36	6:52	6:46	6:51	6:53	7:05	
Yearly average	6:07	6:18	6:10	6:17	6:28	6:36	
Year-to-date	6:03	6:11	6:04	6:11	6:23	6:31	6:40

Boldface indicates all-time high.

Tandem ponders developing show for first-run syndication

It wants a series for late-night; also reopens sale of 'Strokes'

T.A.T./Tandem Productions, the Hollywood production company that made *Mary Hartman, Mary Hartman* a first-run syndication hit during the mid-1970's, is pursuing a tentative plan to re-enter the market in fall 1982.

According to Gary Lieberthal, Tandem's senior vice president for syndication services, the company is "seriously interested" in production and distribution of a late-night comedy strip that would introduce new program concepts in the same way *Mary Hartman, Mary Hartman* and *America 2 Night* did.

In an interview with BROADCASTING,

Lieberthal stressed that any first-run series "would not be derivative," however. The company, he said, is convinced that a market exists for a late-night strip and is currently evaluating the economics of such a decision.

In another area, Lieberthal confirmed that T.A.T./Tandem is again offering for syndication 80 episodes of its comedy series, *Diff'rent Strokes*. Sales were suspended in September pending the outcome of negotiations regarding the continued presence of child actor Gary Coleman in the NBC-TV show. The dispute has since been settled, and Coleman rejoined the show last Monday (Nov. 16). T.A.T./Tandem is offering stations six runs of the series over five years, beginning in the fall of 1984. Lieberthal did not attach a price tag to the syndication fees associated with *Diff'rent Strokes*, but predicted they would be "precedent setting." The program had been sold in about 30 markets at the time sales were suspended last September.

Lieberthal said T.A.T./Tandem is pleased with the performance of *The Jeffersons*, the off-network series it introduced to syndication this fall. The program has been sold in about 90 markets.

CBS back on top after week five

It pulls ahead of ABC by winning Tuesday, Thursday, Friday and Saturday; NBC continues to do well with 'Hill Street Blues'

After three consecutive wins by ABC-TV, prime-time ratings laurels returned to CBS-TV for the week ended Nov. 15.

Again it was a two-network race to the winner's circle, with NBC-TV limping ratings points behind. Like the previous week, eight-tenths of a point separated ABC and CBS. But this time, CBS had the advantage with a 19.4 rating and 31 share to ABC's 18.6/29. NBC scored a 15.5/24.

Being smack in the middle of the November sweeps period, the prime-time schedule had its share of well-known movies: the biggest names being "10" on CBS and "Close Encounters of the Third Kind" on ABC. Neither proved a powerhouse.

While "10" brought CBS a 23.9/37 and won Wednesday night, ABC's regular series schedule held its own with all but *Laverne & Shirley* (19.2/28) scoring a 30-share or better. NBC was left with the low numbers, particularly a 9.4/14 for its *1st American Ultra Quiz Part I*, the week's worst-rated program.

"Close Encounters" didn't even win Sunday night for ABC. Its 22.3/34 was matched by CBS's regular line-up which traded off half hours with the movie. For the full evening—with ABC's *Code Red* (13.1/20) and CBS's *60 Minutes* (27.8/42) leading off the schedules—it

Play Back

In the marketplace. San Diego's Tuesday Productions is re-distributing its *Christmas Album* radio feature package this year. Special features 12 hours of contemporary music along with artists' interviews, humor and seasonal messages ... *The Music of Black America* is new 24-hour radio special being prepared for national distribution in February 1982 in conjunction with Black History Month. Program, produced by Syndicate It Inc. of Los Angeles, features music by and interviews with black artists, and is available on barter basis.

□

How-to for camera buffs. *Photo Tips*, daily, 90-second series offering advice for amateur photographers, is being offered by Domain Communications, Wheaton, Ill. Sold on cash basis, program currently airs on 37 radio stations. It is first venture of its kind by Domain, audio production firm that distributes religious programming nationally. For information: (800) 547-5995.

□

Date set. Drake-Chenault's *History of Country Music* will premiere April 17, 1982, with second airing on Oct. 2. Program of 52 hours features interviews with country celebrities including Anne Murray, Loretta Lynn, Merle Haggard and Oak Ridge Boys.

□

Specialized weather. The Weather Center, headed by chief meteorologist and president Kevin Williams, has been formed as new weather forecasting service geared to radio and tailored to different formats. Office is located at Cornell University, DeWitt Building, Ithaca, N.Y. 14850. Phone (607) 272-9304.

was 24.0/36 for CBS and 20.0/31 for ABC. Once more, NBC was out in the cold, with a 15.0/23 average including only a 14.6/22 for its name movie: "North Dallas Forty."

The week's other films were NBC's made-for-TV *For Ladies Only* and CBS's *High Anxiety*. While earning a 20.0/30 for NBC, *Ladies* lost to ABC's *NFL Monday Night Football* (24.1/39). CBS's "High Anxiety" (15.0/26) fell easily to ABC's *Love Boat* 21.8/36) and *Fantasy Island* (19.8/37) combination.

Season premieres of new and returning shows continued during the week, mostly with inauspicious results. The worst showing was by an expanded premiere of ABC's *Strike Force* (10.8/18) on Friday. Among its competitors was the week's highest rated program: CBS's *Dallas* (29.1/50).

CBS on Wednesday wasn't successful with the return of *Nurse* (14.2/22) or the new *Shannon* (12.0/21) that followed it. However, against *Shannon* and NBC's *Quincy* (15.9/27), the return of ABC's *Dynasty* (18.8/32) won its time period.

Elsewhere, CBS's new-season launch of *Knots Landing* (18.8/29) took its hour on Thursday. But NBC's new *Father Murphy* (16.4/25), the first episode in its regular hour form, lost on Tuesday.

Of all the shows new to this season, none made it to the top-20 list and only three—ABC's *Fall Guy* (19.5/30), CBS's *Walt Disney Presents* (18.4/30) and NBC's *Love Sidney* (17.7/27)—ranked in the top half of the ratings order.

Among returning shows, NBC's *Hill Street Blues* continued to be the turn-around rating success story, scoring a 19.1/34 and beating ABC's *20/20* (15.1/27) and CBS's *Jessica Novak* (13.7/24).

By night, CBS won Tuesday, Thursday, Friday and Saturday; ABC took the remaining three.

In the sweeps, ABC and CBS continue to be neck and neck in Arbitron's count

(Oct. 28-Nov. 15) with CBS at a 19.3 rating, ABC at 19.2 and NBC at 15.7. In Nielsen's count (begun a day later, the day after ABC's final World Series game ratings cash-in), it's CBS 19.6, ABC 18.3 and NBC 15.7.

Outside prime time, news ratings were tight Nov. 9-13 with the *CBS Evening News with Dan Rather's* 13.6 rating; the *NBC Nightly News's* 13.5 and *ABC World News Tonight's* 13.4. All three tied with a 23 share.

According to NBC, it was the first time the three networks had tied in share and was "the closest ratings level in history."

The First 20*

1.	<i>Dallas</i>	CBS	29.1/50
2.	<i>60 Minutes</i>	CBS	27.8/42
3.	<i>Jeffersons</i>	CBS	24.8/38
4.	<i>One Day At A Time</i>	CBS	24.5/35
5.	<i>NFL Monday Night Football: "Buffalo vs Dallas"</i>	ABC	24.1/39
6.	<i>Alice</i>	CBS	24.1/35
7.	"10" (movie)	CBS	23.9/37
8.	<i>Three's Company</i>	ABC	22.9/34
9.	"Close Encounters Of The Third Kind" (movie)	ABC	22.3/34
10.	<i>Too Close For Comfort</i>	ABC	22.0/33
11.	<i>Love Boat</i>	ABC	21.8/36
12.	<i>Archie Bunker's Place</i>	CBS	21.7/31
13.	<i>Magnum, P.I.</i>	CBS	21.5/33
14.	<i>Dukes of Hazzard</i>	CBS	21.1/32
15.	<i>That's Incredible</i>	ABC	20.8/30
16.	<i>Trapper John, M.D.</i>	CBS	20.3/30
17.	<i>Happy Days</i>	ABC	20.3/31
18.	<i>Real People</i>	NBC	20.2/31
19.	<i>M*A*S*H</i>	CBS	20.2/29
20.	<i>Facts of Life</i>	NBC	20.1/30

*Excluding an 18-minute CBS football rerun (20.9/34).

The Final Five

69.	<i>It's Only Human</i> (special)	NBC	10.9/19
70.	<i>Strike Force</i>	ABC	10.8/18
71.	<i>Maggie</i>	ABC	10.5/17
72.	<i>Fitz and Bones</i>	NBC	9.4/18
73.	<i>1st American Ultra Quiz—Part I</i> (special)	NBC	9.4/14

Viacom hopes 'Health' has long life

New cable network will feature ad availabilities for systems; 12 hours of original programming targeted to different age groups

"Health, Science and Better Living" are to provide the focal points for the latest service to try to carve itself a slice of both the cable viewing audience and the dollars advertisers will spend to reach it.

Viacom hosted the announcement last Monday of the new venture, Cable Health Network, in which Viacom is to hold an unspecified "minority interest." Dr. Art Ulene, who is to serve as chairman of CHN, and Jeff Reiss, who will be president and chief executive officer, together as partners hold a separate equity interest in the venture. Ulene, a member of the clinical faculty of University of Southern California School of Medicine, is a medical contributor on NBC's *Today*, and created "Feeling Fine" which appears on KNBC-TV Los Angeles. Reiss, who until last April worked for Viacom, served from 1976 to 1980 as president of Showtime, the pay cable service in which Viacom holds a 50% interest, and later as executive vice president of Viacom Entertainment Group.

Set to premiere next spring, CHN was described as a 24-hour advertiser-supported, basic cable service. There will be no charge to cable operators—compensation to cable affiliates would consist solely of advertising availabilities, one half-minute each half-hour out of a total advertising budget of five minutes per half-hour. CHN will be carried on transponder 17 of the Cable Net 1 Satellite, a transponder Viacom has been subletting to Eastern Microwave and which has been used for transmission of WOR-TV New York's signal to cable systems.

According to Reiss, the format for CHN will consist primarily of 30- and 60-minute programs, arranged in three-hour blocks. Each block will be cablecast twice within 24 hours, for 12 original hours of CHN programming each day. Blocks will also be repeated over an eight-week period.

The intent of the partners is to have a "hosted" format, although not a single host; Ulene is to be one of those appearing in that role. CHN's focus would change through the day—the early morning targeted to men, daytime to women, evening to families and late-night to singles and adults (with "sexuality" programming running then).

Ulene ran a tape of "representative" programming—saying it was the kind of material CHN would cover, though not necessarily with the various series titles mentioned on the tape. The sample included the half-hour *Feeling Fine*, a sports medicine program, several exercise programs, "life-style" programs, a sexuality series, health call-in "telethons" and a health "news of the day" series.

Reiss indicated the new network will both produce and acquire product for cablecast and noted that Ulene already had



Health experts. Meeting at New York's 21 Club last week to announce the Cable Health Network were (l-r) CHN Chairman Dr. Art Ulene, CHN President Jeffrey Reiss, Viacom Chairman Ralph Baruch and Viacom President Terrence A. Elkes.

a library of 700 health "vignettes" that can be incorporated into programs for the network.

The partners stressed the freedom from time constraints they see a cable format offering them, with Ulene saying that in the six years he's been involved in broadcast television medical programs, he has "never had the opportunity to do it the way I thought it should be done."

According to Reiss, the network has already made some decisions about advertiser suitability—cigarette advertising is out, beer is okay, over-the-counter drugs okay, and liquor a maybe. (Afterward, he noted that the NAB code will provide a rough framework for CHN, at least initially). Reiss also said after the conference that part of the CHN organizational structure will be a broadcast standards board; there will be a medical advisory board and

a national advisory board as well.

Part of the CHN programming plan is to offer "in depth" series on particular topics—such as a week-long smoking clinic. The sort of programming, Reiss indicated, would make it possible for CHN to offer "special opportunities" to advertisers to reach targeted audience. Conceding that promoting and listing such programs will be an obstacle, Reiss said CHN would look to set up promotion deals with advertisers, and later indicated that the network is considering using subcarrier teletext transmission for listings.

Viacom's announcement said that it is "currently arranging CHN's financing with its investment bankers," and the word after the conference was that the banker, Kidder Peabody, would be looking to bring another equity partner into the CHN fold.

'Goliath Awaits' shaping up as OPT hit

Initial ratings in three cities indicate program is attracting audience numbers competitive with, if not besting, network rivals

If ratings so far in New York, Los Angeles and San Francisco are indicative of the country, independents and defecting network affiliates have a hit with Operation Prime Time's latest production, *Goliath Awaits*.

According to OPT, Arbitron overnight ratings gave independent stations in those markets first place over network competition. Nielsen numbers, while not giving *Goliath* across-the-board first-place honors, also show it generating substantial audience.

In New York last Monday (Nov. 16), Arbitron scored WPIX(TV) first with a 16.0 rating and 24 share from 8 p.m. to 10 p.m. for the first two-hour episode of the four-

hour Columbia Pictures production. Nielsen gave it a second-place 13.7/20 with WNBC-TV's 15.8/23 the winner.

In Los Angeles, KCOP-TV pulled a 16.9/26 from Arbitron for the opener Wednesday, Nov. 11, against the first two hours of the networks' prime time. Nielsen had the same episode ranking third, but only four-tenths of a rating point behind leader KNBC(TV)'s (NBC) 13.5/21.

And in San Francisco, where only Nielsen overnights were available, the first episode Tuesday, Nov. 10, won for KTVU(TV) with a 19.7/31; its repeat won with an 11.9/21 Friday, Nov. 13, and so too the conclusion last Tuesday (Nov. 17) with a 17.2/27. KTVU plays also were at 8-10 p.m.

About 85 independents and network affiliates are carrying *Goliath*, with WGN-TV Chicago in the remaining overnight market scheduling it for next month.

Soap sensation. ABC Research is anticipating record numbers from last week's two-part wedding (Nov. 16 and 17) of Luke (Tony Geary) and Laura (Genie Francis) on its already top-rated *General Hospital*. "Conservative" estimate is 19.5 million viewers watching all or part each day, or 16.0 rating/49 share. *General Hospital* usually averages about 15.1 million viewers or 12.0 rating/40 share. National ratings weren't available last week, but overnights were strong for both days, according to ABC. New York brought 15.4/46 and 15.8/46; Chicago 21.7/62 and 20.6/61, and Los Angeles 13.6/48 and 12.7/46. Among the "guests" at wedding was Elizabeth Taylor, who began a short soap stint—her first—a week earlier. The wedding proved to be a local promotion bonanza. In Indianapolis, for example, WRTV-TV with WIBC(AM) held a reception for more than 1,000 people at Stouffers Inn to watch the wedding and share cake. Guests were picked from postcard entries.

CBS's Rosenfield defends creative freedom of networks in speech to AAF

Network president rails against Moral Majority and pressure groups saying they threaten vitality of TV entertainment

The president of the CBS television network defended the right of the networks to "determine what is right for *most* viewers, *most* of the time, and for *most* advertisers who want to use network television" in a sharply worded speech before the Western regional conference of the American Advertising Federation in Monterey, Calif.

CBS-TV President James H. Rosenfield told a Nov. 13 luncheon audience "in no way could network television be a vital force in American life if there was not a climate of creative freedom . . . But this creative climate cannot continue to exist if the ayatollahs of the religious right can dictate which shows can or cannot be broadcast."

Rosenfield maintained that networks are editors—not censors—adding that "without an editing process, that only the network in this complex structure can provide, there would be creative anarchy, and the audience would be driven away."

The network executive blamed "the Moral Majority and other pressure groups" with threatening "to undermine the very vitality of television entertainment by robbing it of its relevance. And so we have appealed to advertisers to support diversity and topicality in television entertainment." Rosenfield suggested that advertisers resist pressure from such groups, for some of the same reasons that they have resisted attempts by the FCC and FTC to sanitize or restrict advertising messages, particularly on television.

"Advertisers and broadcasters have learned that, when they stand up together against government regulation, they can prevail," he stated.

Rosenfield said: "It is simply remarkable—considering the incredible interventionist decade just behind us—that we would see men such as Mark Fowler and James Miller come to power as heads of the federal regulatory agencies that most concern broadcasters and advertisers. It is truly amazing to note that though broadcasters are still getting lectures from the chairman of the FCC, Mark Fowler's lec-

tures dwell upon what he views as the timidity of broadcasters who, he believes, haven't fought hard enough *against* the fairness doctrine, and *for* their First Amendment rights." The shift in attitude, according to Rosenfield, is part of a profound shift in social and political thinking that may, despite the pressure of rightist groups regarding programing, upgrade the "second-class" status of broadcasters and advertisers "when it comes to constitutional guarantees."

NBC Entertainment staff redesigned

Tartikoff changes West Coast executive lineup; series development and current programing are separated

NBC Entertainment President Brandon Tartikoff has restructured his West Coast program department, realigning some executive responsibilities and returning a former NBC staffer to the fold.

The new reporting line splits series development from current programing. It also distributes the former responsibilities of Saul Ilson, vice president, comedy and variety programs, who returned to independent production this month.

Rejoining NBC early next month as vice president, series development, is Jeff Sagansky, who left the department in 1979 to join the David Gerber Co. where he currently is vice president in charge of development.

Taking "current episodic programing" is Paul King, vice president, series programing.

Perry Lafferty, senior vice president, programs and talent, will have television movies, mini-series, variety series, specials and late-night programing.

■ Reporting to Sagansky will be Warren Littlefield, vice president, comedy development, and Stuart Sheslow, vice president, drama development.

■ Reporting to King will be Sara Dempsey, vice president, current drama programs; Michael Klein, director, current comedy, and John Litvak, director, current drama programs.

■ Reporting to Lafferty will be Joan Barnett, vice president, motion pictures for television; Perry Massey, vice president, program production; Peter Calabrese, vice president, specials and variety, and Susan Baerwald, director, mini-series.

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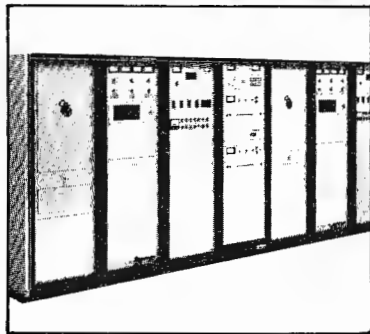
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Network casualties. Comedy series, *Maggie*, aired on ABC-TV Saturdays at 8-8:30 p.m. ET, has become first ABC casualty of new prime-time season. Network said program, developed by humorist Erma Bombeck, went "on telecast hiatus" after Nov. 14 episode. Network also announced new premiere date for *Open All Night*, new comedy series now set to debut Nov. 28 in *Maggie* time slot. Taking place of *Open All Night* at 8:30-9 p.m. ET Friday nights will be *Bosom Buddies*, half-hour comedy introduced last season. Meanwhile, *Nashville Palace* has become first NBC ratings casualty. Country-western music program had been listed 59th in popularity in Nielsen ratings, with 12.8 rating. Filling *Nashville*'s 9-10 p.m. Saturday slot will be *Harper Valley*, moving from 8 p.m. Thursday, and either *Lewis & Clark* currently on at 8:30 Thursday, or backup Mickey Rooney series, *One of the Boys*. Another backup series, *Fame*, is reportedly to fill 8 p.m. Thursday slot. Changes are effective Dec. 5, assuming moves become official after new ratings data comes in.

Junket junked. NBC-TV has confirmed published reports that it will not participate in networks' annual January consumer press tour, apparently because of behavior of some television critics on previous tours. Network spokesman said NBC is still deliberating on whether to pull out of larger tour scheduled each June. CBS-TV is still debating its decision on whether to participate in January tour. Tentative slate calls for PBS to host press Jan. 10-11, ABC on Jan. 7-9, and CBS on Jan. 13. TV Critics Association is expected to offer its own program on Jan. 12. Tours, during which critics nationwide are invited to view new series, interview stars and network officials, take place at Century Plaza Hotel in Los Angeles.

Big deal. Columbia Pictures and Home Box Office have announced licensing agreement for film package that includes pre-buys of films now being produced or expected to begin production before April 1984. Agreement, said to be farthest-reaching yet between major studio and pay cable network, will allow HBO to select some films, by paying higher fee, that it will market on exclusive basis. Licensing deal grants guarantees to HBO's associated service, Cinemax, as well. Financial terms were not announced.

TBS problem solvers. Turner Broadcasting System has announced formation of "international documentary unit" at WTBS(TV) Atlanta to "focus on world problems and solutions with on-location reports," according to company news release. Unit has already produced hour-long special entitled *A Finite World*, produced by Barbara Pyle, which examines global population explosion and focuses on family planning programs in seven Far Eastern and three African nations. New unit falls under supervision of Brian Norcross, executive producer of station's magazine and documentary production sections.

PBS-pay cable deal. In what is believed to be first-of-a-kind deal, WNET(TV) New York and KCET(TV) Los Angeles, co-producers of "Working," musical adaptation of book by Studs Terkel, have leased first-run rights of program to Showtime for \$200,000. Agreement allows Showtime 10 play dates during one-month period commencing Dec. 14 when program will premiere on that pay-cable service. WNET and PBS will air production afterward.

Pay satisfaction. In departure from what has been sports-only venue, Oak Media Development Corp. announced it will offer December concert by Rolling Stones rock group on exclusive pay-per-view basis. Live concert, to take place on Dec. 18 at location to be determined, will be offered to subscribers of Oak's ON TV subscription television service for \$10. Concert will not be seen on commercial television, but negotiations are under way to distribute broadcast to other pay-per-view TV systems nationwide through Oak, which has exclusive pay TV rights.

Adding hours. GalaVision, Spanish pay television service, is lengthening its weekend program schedule from 13 to 24 hours per day, starting Jan. 1, 1982. Expansion will provide opportunities to view repeats of *novelas* and mini-series, often aired at late hours on weekdays.

New from TIO. "This Space Available," 30-second animated public-service announcement emphasizing local TV's "obligation to help community organizations spread the word about their activities" is available from New York-based Television Information Office. Announcement includes nine-second segment highlighting national groups with local branches. Stations have option to dropping that in favor of local logos. TIO is sending PSA to member stations free; cost to nonmembers is \$25. . . . And for member stations only, TIO has prepared "You and Your TV" presentation that "tells the story of free broadcast television today" on subjects ranging from localism to medium's future. Stations will receive 105 slides and 25-page script "accompanied by suggestions for tailoring [presentation]" to variety of audiences in community.

NASA programing. Southern Educational Communications Association will distribute *Space Telescope and Space Lab* national via Westar I. Program is part of *NASA at Work* series and airs Nov. 26 on public television stations.

Bright future seen for STV

Subscription TV Association hears rosy predictions (10 million households) at annual meeting

By the end of the 1980's, there will be eight to 10 million STV households in the United States. That prediction, made by the Subscription Television Association's "man of the year," Solomon Sagall, during the group's annual convention, summed up the feelings of optimism expressed by many STV operators who feel their industry "will not go away."

Sagall, honored by the STVA at its three-day meeting (Nov. 9-11) at the Los Angeles Airport Hyatt hotel, told a luncheon audience his enthusiasm for STV has not dimmed during the more than 40 years he has been associated with pay video. "I am still a great believer in the future of the industry," he stated.



Sagall

Sagall, who developed an early pay TV system, pointed out that major regulatory and technological barriers have been removed from the industry's path, allowing scrambled stations to compete more effectively for programming and audience. The greatest problem for most STV operators, Sagall declared, is inadequate financial backing.

In introducing Sagall, president of Teleglobe Pay-TV System Inc., as the recipient of the second annual Louis Wolfson Award, National Subscription Television Vice President Robert V. Cahill discounted suggestions that wiring of major cities may signal the demise of STV, arguing that "STV competes very nicely with cable . . . There will be a slot for STV in the new media marketplace."

Conference chairman James L. LeVitus, chairman of SelecTV, estimated a registration increase in this year's gathering from about 120 to 300 persons, repre-

senting more than 50 firms serving about 1.2 million homes. The event included speeches, panel discussions, an equipment exhibition and presentations by several major studios.

The theme repeated at a programming panel, and heard throughout the convention, was that sports and localized program offerings, aggressively promoted, are the key to STV's survival.

"How many times in your life do you change your bank account?" asked Andrew Wald, executive vice president for programming, National Subscription Television (which provides the ON TV subscription service). "If you got your foot in the door first (ahead of cable), if the audience likes you, they'll stay with you."

Wald stressed STV's need to utilize local and special-event sports coverage to create an identity within the community. At the same time, he cautioned that although "people are attracted by the idea of cornucopia . . . they are not going to sacrifice quality." Wald warned that poorly produced programming—even adult-oriented—can turn viewers off. As budgets rise, he said, he's looking forward to the day series programming in episodic form, along the lines of a more mature *Dallas*, is available to STV operators.

Ed Bleier, executive vice president of Warner Bros. Television, added his own caveat: "Don't lose sight of the fact that new movies do propel the pay TV system—both STV and cable." During the last few years, he continued, "a very symbiotic relationship" has developed between movie producers and pay TV viewers.

One way STV can compete against cable for movie audiences, Bleier ventured, is by exploiting the medium's "virtually unique" pay-per-view capability. "It's a great marketing opportunity," he declared, that can be used for blockbuster programming. "Cable," Bleier concluded, "will eventually catch up" with STV. However, "a lot of (programming) vehicles are going to live mutually in the future environment."

Returning to the sports-origination concept, the director of sports programming for Oak Development Corp., Ed McCauley, characterized athletics as "probably the one major local origination that we can put on our systems that nobody else can." He recommended STV operators "get as much local sports origination as possible."

Panel moderator Burt I. Harris, president of Harriscope Broadcasting Corp., summed up the proceedings with the observation that although he believed until recently that STV had only about five more years left, "I personally feel that STV's longevity has been stretched out considerably" beyond that. He predicted that in large markets, especially, there will always be room for STV operators.

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WSBA-TV York, Pa. □ Sold by Susquehanna Broadcasting Co. to CMD Broadcasting Associates for \$2,450,000. **Seller** is York, Pa.-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. They sold WGBB(AM) Freeport, N.Y., for \$1,005,000 (BROADCASTING, Aug. 17). **Buyer** is owned by CMD Broadcasting Corp. (51%) and John S. Oyler (49%). CMD Broadcasting is owned by Robert L. Dudley, Michael T. Morris and Richard R. Cramer (one-third each). Oyler is Harrisburg, Pa., attorney. Dudley is executive vice president of Avery-Knodel, New York-based station representative. He owns 14.8% each of WNPB(AM) Newburyport, Mass., and WSME-AM-FM Sanford, Me., and 24.5% each of WTXS-TV Sweetwater and KLBK-TV Lubbock, both Texas. He bought, subject to FCC approval, one-third of WDAU-TV Scranton, Pa. (BROADCASTING, Sept. 28). His brother, Richard A. Dudley, is president of Forward Communications, Wausau, Wis.-based group owner of five AM's, five FM's and six TV's. Cramer is Hershey, Pa., orthodontist. Morris is Hershey attorney and real estate investor.

WSBA is CBS affiliate on ch. 43 with 1860 kw visual, 186 kw aural and antenna 530 feet above average terrain.

KRMD-AM-FM Shreveport, La. □ Control (50%) sold by Charles Jordan and Gary Ackers to Robert D. Hyde and Jim R. Phillips, who own the other 50%, for \$1,350,000. **Sellers** Jordan and Ackers with Phillips own KHEY(AM)-KEZR(FM) El Paso, Tex., and Jordan and Phillips own KPUR(AM) Amarillo, Tex. Ackers also owns 11.66% of KRBC(AM) Abilene, Tex. **Buyer** Hyde will own 80% of KRMD-AM-FM and Phillips 20%. KRMD is on 1340 khz with 1 kw day and 250 w night. KRMD-FM is on 101.1 mhz with 100 kw and antenna 970 feet above average terrain.

WHYZ(AM) Greenville, S.C. □ Sold by WHYZ Inc. to Hooper Communications Corp. for \$850,000. **Seller** is owned by Dexter Stuckey (50%), estate of Jerome P. Askins (25%) and Ray Somers (25%) who also own WKYB(AM) Hemingway, S.C. **Buyer** is owned by Thomas Hooper (60%) and wife, Diana (40%). Thomas Hooper is sales executive of WPAT-AM-FM Paterson, N.J. Diana Hooper is planner for Bergen county, N.J. WHYZ is 50 kw daytimer on 1070 khz. **Broker: Reggie Martin & Associates.**

KEZC(FM) Carnelian Bay, Calif. □ Sold by Tahoe Wireless Inc. to The December Group for \$635,000. **Seller** is owned by Brian Fernee, Roger C. Riddel (35% each), Anthony D. Nash (20%) and John D. Shuyler (10%). They own KQIQ(AM)-KQYZ(FM) Lemore and, excluding Naish, KHOT(AM)-KUUL(FM) Madera, both California. **Buyer** is owned by City News Service of Los Angeles Inc. (62%), Paul Almond (33.33%), Dan Blackburn (4.44%) and A. Thomas Quinn (.22%). Quinn is chairman and 70% owner of City News Service. Almond is attorney and vice president of New World Pictures, Los Angeles, film distribution and production company. Blackburn is correspondent with NBC News, Los Angeles. Quinn and Almond are principals in KBCR(AM)-KBST(FM) Steamboat Springs, Colo., which was purchased for \$900,000 (BROADCASTING, June 1). KEZC is on 101.7 mhz with 1.25 kw and antenna 470 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 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 WHWH(AM)-WPST(FM) Princeton-Trenton, N.J. WDAT is on 1380 khz with 5 kw day and 2.5 kw night. **Broker: Blackburn & Co.**

WAIN-AM-FM Columbia, Ky. □ Sold by Tri-County Radio Broadcasting Corp. to Terry Forcht for \$400,100. **Seller** is principally owned by Lindsey Wilson College, Columbia, Ky., which has no other broadcast interests. Alan Reed is general manager. **Buyer** is Corbin, Ky., attorney and investor who has no other broadcast interests. WAIN is 1 kw daytimer on 1270 khz. WAIN-FM is on 93.5 mhz with 3 kw and antenna 180 feet above average terrain.

KIMB(AM) Kimball, Neb. □ Sold by KIMB Inc. to James E. George for \$300,000. **Seller** is owned by Norton E. Warner (65.8%) and wife, Diane H. (34.2%) who own KRLN(AM)-KSTX(FM) Canon City, Colo.; and KABI-AM-FM Abilene and KLIN-AM-FM Lincoln, both Nebraska. **Buyer** is plant manager at Columbus, Neb., manufacturing company and has no other broadcast interests. KIMB is 1 kw daytimer on 1260 khz.

KCPB(FM) Thousand Oaks, Calif. □ Sold by KCPB Inc. to University of Southern California for \$250,000. **Seller** is noncommercial licensee, of which Alfred J. Miller is president and general manager. He has no other broadcast interests. **Buyer** is also

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licensee of noncommercial KUSC-FM Los Angeles. Wallace A. Smith is general manager. KCPB is on 91.1 mhz with 4.75 kw and antenna 1,280 feet above average terrain.

WJAM(AM) Marion, Ala. □ Sold by Radio Marion Inc. to Marion Communications Inc. for \$235,000. **Seller** is owned by James H. Dennis (50%), father-in-law, John T. O'Neal and wife, Clara O. (25% each). They own WLKF(AM)-WEZZ(FM) Clanton, Ala. **Buyer** is owned by Earnest L. Palmer, president, and Henry E. Smith III (26% each) and 21 others. Palmer is Marion school superintendent. Smith is announcer and chief engineer at WACT-AM-FM Tuscaloosa, Ala. They have no other broadcast interests. WJAM is 5 kw daytimer on 1310 khz.

WHIT(AM) New Bern, N.C. □ Sold by Britt Communications Inc. to Radio Joy Inc. for \$226,000. **Seller** is owned by Charles Britt who has no other broadcast interests. Earlier deal to sell station to Delma R. West for \$270,000 fell through (see page 74). **Buyer** is principally owned by James C. McCrudden, who is president and 49% owner of WQPD(AM) Lakeland, Fla. WHIT is on 1450 khz with 1 kw day and 250 w night.

□ Other proposed station sales include: KGUS(FM) Hot Springs, Ark. (BROADCASTING, Nov. 24); KGRZ(AM)-KDXT(FM) Missoula, Mont. (BROADCASTING, Nov. 15); KBSN(AM) Crane, Tex. (BROADCASTING, Aug. 24), and KIAJ(FM) [CP] Rawlins, Wyo. (see "For the Record," page 73).

APPROVED

WFKI-AM-FM Wilmington, Ohio □ Sold by Clinton County Radio Inc. to Mid-Florida Television Corp. for \$500,000 plus \$250,000 for noncompete agreement. **Seller** is owned by William W. Jefferay (50.85%) and Richard H. Jones (49.15%). Jefferay owns 79.12% of WCBT(AM) Roanoke Rapids, N.C. **Buyer** is owned by Joseph L. Brechner, president (51.63%), Harris H. Thompson (14.33%), Brechner's wife, Marion B. (11.95%), and 10 others. Brechners are Orlando, Fla., real estate investors. Thompson owns 79% of KEZY-AM-FM Anaheim, Calif. Mid-Florida Television Corp. also owns 28.3% of WFTV(TV) Orlando. WFKI is 1 kw daytimer on 1090 khz. WFKI-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

KAOL-AM-FM Carrollton, Mo. □ Sold by Quality Broadcasting Inc. to Kanza Inc. for \$665,000. **Seller** is owned by Frank R. Carvell Jr., and Bryan K. Hawkins (50% each), who have no other broadcast interests. **Buyer** is owned by Mike L. Carter and wife, Carol S. (50% each), who own 40% each of KNZA(AM) Hiawatha, Kan. KAOL is 500 w daytimer on 1430 khz. KAOL-FM is on 101.1 mhz with 110 kw and antenna 275 feet above average terrain.

□ Other approved station sales include: KPRE(AM) Paris, Tex. (see "For the Record," page 75).

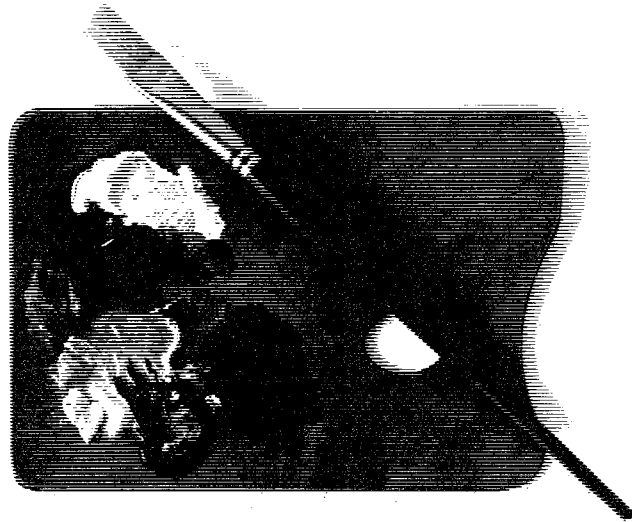
Cable system serving Cypress Trails and Bear Creek, Tex. □ Sold by Texas Cablevision Inc. to Warner Amex Cable Communications for over \$5 million. **Seller** is owned by Rodger Whitehurst, president, and Ed Thomas. Whitehurst owns cable systems serving Hooks, Dekalb, New Boston and Kaufman, all Texas. **Buyer** is New York-based MSO that operates 144 systems in 27 states serving more than 820,000 subscribers. Gustave M. Hauser is chairman. It also bought system serving Immokalee, Fla. (see below). Cypress Trails and Bear Creek system, which is adjacent to Houston, serves 5,000 basic subscribers and passes about 10,000 homes with 145 miles of

plant.

Cable system serving Immokalee, La Belle and Port La Belle, Fla. □ Sold by Sandia Cablevision Inc. to Warner Amex Cable Communications for \$1.1 million. **Seller** is principally owned by Frank Viggiano and Mary Arthur who are building system to serve Moore Haven, Fla. They also each own one-third of WKEM(AM) Immokalee, Fla. **Buyer** is New York-based MSO that also bought system serving Cypress Trails and Bear Creek, Tex. (see above). Immokalee system serves 790 basic subscribers and passes 2,850 homes. **Broker: The Ted Hepburn Co.**

Cable system serving parts of Ingham and Ionia counties, Mich. □ Sold by Telecable

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Inc. to VCA Inc. for \$1,008,000. **Seller** is subsidiary of Liggett Broadcasting Inc., Williamston, Mich.-based group owner of one AM and five FM's. Robert G. Liggett Jr. is chairman. He holds franchise to build cable system in Jackson county, Mich., and this year sold WFXC(FM) Buffalo, N.Y., for \$1.5 million (BROADCASTING, June 15). **Buyer** is principally owned by Theodore C. Bentley, president, who owns cable systems serving North Houston, Tex., and Fairview, Tenn. He also holds franchises and is in process of acquiring systems to serve Sparta, Union Point, Eatonton, Greensboro and Madison, all Georgia. Ingham and Ionia county system serves 1,021 basic subscribers and passes 10,963 homes.

Day of dialogue on international communications

Media Institute conference held in Washington hears debate on UNESCO's proposed NWIO and stake of private industry in international telecommunications

For a full day, State Department officials, representatives of UNESCO and members of the private sector meeting in Washington debated international telecommunica-

tions issues. Much of it had been heard before, particularly in discussions of the New World Information Order and its perceived threat to America's First Amendment principles. But a new theme emerging was the need for those elements of private industry with a direct stake in the issue—not only the media—to take an active and ongoing role in prodding the government to give greater priority to the development and execution of international telecommunications policy.

The conference, which had been sponsored by the Media Institute, along with the American Bar Association's International Law Institute, heard the customary warnings about the administration's implacable opposition to proposals within the United Nations Economic, Scientific and Cultural Organization, to establish a NWIO.

Under Secretary of State James Buckley, who is responsible for coordinating the government's international telecommunications policy, acknowledged the needs of developing countries in that area. But he also offered the administration's pledge to protect First Amendment principles within the UN organization. And Elliott Abrams, assistant secretary of state, repeated the warning he has expressed before: Within the administration, there is "unanimous" support for the view that it is "not the fate of press freedom that is at stake" in the current debate "but the future of UNESCO." President Reagan's opposition to measures to restrict journalists' freedom was expressed by Bernard J. Wunder, the assistant secretary of commerce for communications and information.

The concept of a NWIO has developed out of the concern of developing countries that only a handful of industrialized nations dominate the channels and content of international communication. A greater share of spectrum space is one demand expressed under the terms of a NWIO. But so are proposals to license journalists and to write an international code of ethics for them—measures Westerners view as threats to press freedom.

Frank Shakespeare, president of RKO General Inc. and a former head of the U.S. Information Agency, applauded the administration's views. "It's very important that the U.S. send the clearest type of message to UNESCO that there are some matters of fundamental principle to the whole American ethos which are not subject to compromise, consensus or to a vote. And one of these is freedom of the press," he said.

Another former director of USIA, Washington attorney Leonard Marks, who serves on the World Press Freedom Committee, took a less heated view. He said he did not agree with those who counseled withdrawal from UNESCO if it acted contrary to U.S. views. Withdrawal would be pointless, he said. "If we didn't participate in UNESCO, the issue would arise on the floor of the UN" or in other international organizations to which the U.S. belongs. Furthermore, he said, "developing nations have a point of view. If we're going to

have a decent respect for the opinions of mankind, then we must debate the issues."

Besides, he noted, UNESCO hasn't yet adopted any of the controversial proposals. That was a point that Hamdi Kandil, an Egyptian journalist who is serving as acting director of UNESCO's Division of the Free Flow of Information and Communications, in Paris, tried to make. He said, "UNESCO has been tried in this country and convicted without full examination of the evidence regarding any allegation that UNESCO wants to regulate the press, license journalists or establish a code of ethics governing their conduct."

However, both Marks and Abrams made it clear they did not attribute UNESCO's lack of action on those matters to benign motivation. "If the free press hadn't marshalled its forces, action might have been taken," Marks said. "To say UNESCO hasn't done anything doesn't say anything," Abrams said. "We prevented any significant moves against press freedom."

The U.S. response to calls for a NWIO has been to argue that developing nations can be helped by industrialized countries to improve their communications infrastructures. The U.S. persuaded UNESCO to create the International Program for the Development of Communications, an independent agency that is to serve as a clearinghouse of information to help countries train journalists and strengthen their communications plant with technical assistance.

But as several speakers noted, the questions involved in international telecommunications go beyond media concerns. Indeed, Wunder said, service industry exports—advertising and professional and financial services—that are heavily dependent on efficient communications "account for as much as \$46 billion in foreign trade annually." And J. Donald McNamara, president of the Interpublic Group of Companies, warned that restrictions on advertising would constitute a barrier to companies seeking a foothold in foreign markets.

To John Eger, CBS's vice president of strategic and international development, there could be adverse consequences in "mixing" issues of free press and of free trade in information services and products. There are differences between those two categories of commerce, he said, and unless they are sorted out, "we will find ourselves cutting one another off from the mainstream of development." But the administration's position, according to Wunder, is to treat all information alike. In the international flow of information to support commercial activity as well as in media, he said, "our approach will . . . continue to be founded on the principle of free flows."

At least one participant in the conference expressed skepticism that the administration is equipped to develop general, overall policy in international telecommunications. "The bits of the puzzle are reasonably well understood, but interrelationships [are understood] only

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fitfully," said Roland Homet, former chief of the international communication policy staff of the International Communication Agency and now a consultant in communications law and policy. And it was his view that those elements of industry that either depend on international telecommunications services or provide them should be mobilized in an effort to improve the situation.

Essentially, what he suggested is a blue-ribbon lobbying group to obtain congressional support for a restructuring of government's telecommunications policy-making function. He suggested a "special ambassador on the WARC [World Administrative Radio Conference] model with general jurisdiction" and an adequate staff and budget. "But," he added, "we can't get that or congressional attention unless the private sector indicates that international communications policy matters," he said.

Homet noted that the entire burden in that regard has been borne thus far by the media—the most visible but "the least significant" of the private-sector groups affected. He said top officials from the telecommunications and computer industries, as well as from their customers—the banks, airlines and insurance companies—should be organized into a Council on International Communications and Information. Homet said it would act "as a private agency of reflection, with the principal objective of elevating the priority that is given in policy councils to the whole field of international telecommunications policy."

Public stations' advice sought on advertising plan

Temporary commission wants help in choosing stations to participate in experiment, also seeks opinions on other ways to raise money, schedules meeting with unions to iron out problems

The Temporary Commission on Alternative Financing for Public Telecommunications has asked public radio and television stations to form the pool from which it will select the stations that will take part in its 18-month advertising experiment (BROADCASTING, Oct. 26).

At its meeting Nov. 13, the commission also decided to solicit comment on other ways public broadcasting stations might raise funds.

Public broadcasting stations were asked to submit their proposals for taking part in the ad experiment by Dec. 7.

According to the Public Broadcasting Amendments Act of 1981, which authorized the experiment, the Corporation for Public Broadcasting, in consultation with the commission, will select the up to 10 public television and 10 public

radio stations participating. The commission said it would also select four radio and four TV stations as alternates.

Participating stations will be able to sell "conventional" advertising, adopt their own advertising methods and set their own ad rates, the commission said.

The inquiry was launched to help the commission put together a report on funding alternatives for public broadcasters. The report, mandated by the amendments act, must be presented to Congress by July 1, 1982. The commission has requested that comments be filed with the FCC by Jan. 15.

According to the amendments act, the report should investigate options that will "insure that public telecommunications as a source of alternative and diverse programming will be maintained and enhanced, and that public telecommunications services will continue to expand and be available to increasing numbers of citizens throughout the nation."

The options on which the commission seeks comment include the following:

- Providing additional incentives to contributors through tax credits or income-tax check-offs.

- Allowing public broadcasters to issue tax-free debt instruments guaranteed by the government, thus enabling public broadcasters to borrow at below-market rates.

- Allowing public broadcasters to advertise.

- Allowing public broadcasters to use Instructional Television Fixed Service or multipoint distribution service facilities to deliver pay programming.

- Allowing public television to offer subscription television services.

- Allowing radio to use Subsidiary Communications Authorizations to deliver pay services.

- Allowing stations to lease facilities and equipment.

- Permitting stations to use the vertical blanking interval to deliver text information for pay.

- Permitting the Public Broadcasting Service to operate one or more satellites and to sell or lease transponders not being used.

The commission is being chaired by FCC Commissioner James Quello. Other members are Dale Hatfield, deputy assistant secretary for communication and information for the National Telecommunications and Information Administration; Edward Pfister, Corporation for Public Broadcasting president; Frank Mankiewicz, National Public Radio president; David Carley, National Association of Public Television Stations president; Representative Al Swift (D-Wash.), House Telecommunications Subcommittee member; Representative Tom Tauke (R-Iowa), author of the amendment authorizing the ad experiment and member of the House Telecommunications Subcommittee; Tom Cohen, minority counsel for the Senate Commerce Committee; Riley Temple, counsel to the Senate Communications Subcommittee; William Kling, president of Minnesota

Public Radio, and Hartford Gunn, senior vice president, noncommercial KCET(TV) Los Angeles.

To try to resolve any conflicts running advertising might create with the stations' technical unions, the commission has invited union representatives to meet with it Dec. 4. In a letter to the union representatives, the commission said it thought it "essential" that the unions "permit the chosen stations to broadcast under the existing collective bargaining agreements without any change in the terms and conditions of those agreements by reason of the broadcast of those commercial announcements."

Invited to the meeting were representatives from the American Federation of Television and Radio Artists; Writers Guild of America East; Writers Guild of America West; American Federation of Musicians; Directors Guild of America Inc., and the Screen Actors Guild.

Pfister: Advertising no cure-all for ills of public broadcasting

Although public broadcasters should seek new revenue sources, "advertising . . . is not the answer," Edward Pfister, Corporation for Public Broadcasting president, said last week.

"We have a unique service to offer to the American public, a service which more and more people recognize and support. And public broadcasting, from its very first days, developed and grew as a commercial-free undertaking," Pfister said.

"Our financial ills will not be solved by the commercialization of public broadcasting—not unless the millions who watch and listen want a completely different institution," Pfister said.

Pfister, however, speaking before the board of Twin Cities Public Television Inc., St. Paul-Minneapolis, said that didn't mean the 18-month ad experiment for public broadcasting (see this page) shouldn't be "thoroughly" but cautiously explored.

But Pfister warned that although public broadcasters should explore new ways to raise revenues, they shouldn't "negate" the federal role, which should continue to be one of the "fundamental foundations of our resources," he said.

Pfister said that the funds public broadcasting raised through the commercial marketplace probably wouldn't add up to 10% of its current operating budget—or 50% of "the greatly reduced federal commitment" to public broadcasting.

Pfister also called upon public broadcasters to try to increase dramatically their support from the public and to try to get a 10-year commitment from Congress to fund public broadcasting.

"We should experiment, we should seek new revenue resources, but never at the risk of losing what we have. Don't tamper with the ideals and principles of public broadcasting," he said.

Intermedia

Narrow network push. Proposal for Narrowcast Network by Public Broadcasting Service (BROADCASTING, Oct. 26), has been met with considerable "enthusiasm" from member stations. Network would provide revenues for public television stations by distributing instructional and informational programming for private and public sectors through instructional television fixed service (ITFS) channels. Stations were surveyed following teleconference Nov. 6 when PBS officials presented plans for "closed circuit network" to public station management. Stations were also asked whether, to expedite process, PBS should apply for blanket license and later, if FCC permits it, transfer license to individual stations. Next step is for PBS management to review results, and board of director's executive committee could possibly hold teleconference soon to decide the fate of narrowcast network. In addition, PBS Cable was awarded \$250,000 grant from General Electric. Grant will be used for intensive study of subscriber potential, methods of local distribution via cable TV, and structuring arrangements with arts and educational institutions.

Labor's role. Unions and their role in society are generally ignored by television programs, according to findings of 2,000 members of three international unions who participated in month-long monitoring project earlier this month. One shining exception, according to report, is CBS-TV's *The Lou Grant Show*, which is said to portray unions realistically and which "does an outstanding job in helping to educate viewers to the often complex world of collective bargaining." Among shows union members considered worst in portrayal of unions and workers are *Laverne and Shirley* and *Flo*. As for television network news, all three networks were seen as failing to serve needs and interests of workers. CBS was said to exhibit strongest pro-corporate bias, ABC less so. NBC was considered fairest but as still favoring corporate viewpoint by 3-to-1 margin over workers. Three unions participating in monitoring project were International Association of Machinists and Aerospace Workers, International Union of Operation Engineers, and Bakery, Confectionary and Tobacco Workers International Union.

Spreading them out. Cable Television Administration and Marketing Society has changed dates of next year's annual meeting to alleviate bunching of cable meetings in fall. CTAM meeting will be held July 18-21 at Hyatt Regency hotel in Chicago. It was originally scheduled for Aug. 29-Sept. 1.

Minnesota go. Minnesota Cablesystems-Southwest has officially activated five-community system (Edina, Eden Prairie, Hopkins, Minnetonka and Richfield) for Hennepin county, Minnesota. Currently, Edina, with 520 subscribers, is only community of five receiving service. System with interactive capability is due to be completed in August 1982. When finished, system will have 690 miles of cable plant and pass 50,000 homes.

Copping Compton. Heritage Communications has won cable franchise for 24,000 homes of Compton, Calif. Heritage's 80% owned subsidiary, CATV West, bested four other companies to win.

Have HBO will travel. Home Box Office said that reaching over 140,000 hotel/motel rooms across country makes it lodging industry's "largest in-room television service." And citing study conducted for it at end of last year, HBO said 59% of hotel managers ranked free HBO service to guests as first or second most important amenity they offered, 40% reported increased occupancy after HBO's introduction, and 33% higher food and beverage sales. Programmer also claims study showed 20% of guests chose hotel on basis of providing HBO.

Rasmussen illness delays arrest

Though a warrant has been issued for his arrest, Scott Rasmussen, president of the financially troubled Enterprise Radio Network, has not been taken into custody because of a reported health problem (BROADCASTING, Nov. 2 et seq.).

Avon, Conn., police officers went to Rasmussen's home on Nov. 6 but were told that Rasmussen was ill. A spokesman for the Connecticut Department of Labor, which obtained the arrest warrant, said Rasmussen was sick and would surrender to authorities when he recovers from an unspecified illness.

The spokesman said that the labor department keeps in touch with the Avon police department and as of last Wednesday, Rasmussen was still ill.

The department requested the warrant after Rasmussen had failed to appear for two hearings that were to look into complaints that 79 former Enterprise employees were owed salaries and expenses totaling more than \$250,000. Enterprise suspended operations last Sept. 24 after less than nine months on the air.

An auction will be held on Dec. 3 to sell off the personal property of Enterprise Radio. It will be conducted by Joseph Finn Co., Boston, on the premises of the firm at 40 Darling Drive, Avon Park South, Avon, Conn., starting at 10 a.m. The auction is being conducted at the behest of the New England Merchants National Bank of Boston, which holds a security lien on the personal property of the company. Included in the property are a satellite uplink system and radio broadcast equipment.

Primer for cable and children. To help cable operators meet the needs of young viewers—and to help viewers and cable franchising authorities see that they do—Action for Children's Television has released its newest publication—the 24-page "Cable and Children: An ACT Handbook." Funded in part by the John and Mary R. Markle Foundation, it includes suggestions, guidelines and examples of cable programs for young audiences.

"Cable has the chance to make up for some of the ways that broadcast television has failed children," Peggy Charren, ACT president, said. "On the other hand, cable will fail to live up to its potential to serve children unless each community actively negotiates for what its children need and deserve from the local cable system."

The handbook was made public at a seminar on children's television during the International Film and Television Festival in New York. Copies may be purchased from ACT, 46 Austin Street, Newtonville, Mass. 02160, at \$2.50 each, or at \$1 each in orders for 50 or more.

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Compatibility is the key to AT&T videotext plan

Software would be usable with differing standards

AT&T announced last week that it is developing software for videotext terminals that would be compatible with a number of different standards.

According to Samuel Berkman, division manager, information management, AT&T, the plan calls for the development of an electronic switch, using the session level that would allow the videotext user to accommodate different protocols.

Berkman said AT&T had developed the concept at the request of the State Department to accommodate protocols developed by interests in other nations.

Berkman made the announcement at a meeting of two study groups of the U.S. Organization for the International Telegraph and Telephone Consultative Committee (CCITT) in Washington. The meeting, held at the FCC, was called to discuss the needs and benefits of adopting an international videotext standard, with an eye toward arriving at a U.S. consensus for such a standard.

Although the consensus among the more than 100 industry representatives attending the meeting seemed to be that the U.S. should adopt a position on a standard, no U.S. position was adopted.

Berkman said the U.S. delegation to the CCITT should "totally support" the North American Presentation Level Protocol (PLP), which AT&T had worked out with proponents of the Canadian Telidon and French Antiope systems earlier this year (BROADCASTING, May 25). But the U.S. delegation should also "support the concept" of the session level protocol, he said.

Nonetheless, a representative of the conference of European Postal and Telecommunications Authorities (CEPT), said the 26 European countries that have adopted a CEPT standard have already rejected AT&T's session level proposals.

Instead, Gary Rosch, Washington attorney representing CEPT, urged the U.S. delegation to modify the PLP standard to better accommodate the alphamosaic standard that CEPT has already adopted.

If AT&T accepted the CEPT alphamosaic modification, Rosch said CEPT would propose that a world standard include PLP geometric coding, a 24-row minimum for international interworking, and that a photographic coding scheme be

developed by mutual agreement.

Berkman, however, said "PLP appears to be the only standard acceptable in the United States."

Although AT&T received support for the PLP standard from several industry spokesmen present, the U.S. delegation deferred judgment on whether to accept the AT&T proposals—asking that industry representatives be given time to review the session level proposal—until the study groups meet again, probably in mid-December.

Satellite deal between U.S., Canada criticized

The FCC's conditional authorization of the use of domestic satellites for broadcast and telecommunications services between the U.S. and Canada has produced an expression of alarm from the president of the Canadian Conference of the Arts, Lister Sinclair. In a letter to Canadian Prime Minister Pierre Trudeau, Sinclair said the action challenges Canadian sovereignty.

The commission on Oct. 22 authorized six carriers to use U.S. or Canadian domestic satellites to provide service between the U.S. and neighboring countries. Satellite Signals Unlimited Inc., 220 Television, Visions Ltd., RCA American Communications Inc., United Video Inc. and Eastern Microwave Inc. sought authority to send or receive television programming to or from points in Canada, Central America and the Caribbean. Satellite Business Systems and American Satellite Co. requested authority to extend their customers' private integrated digital

networks to points in Canada.

The commission's action represents a departure from a 1972 agreement between the U.S. and Canada that restricts domestic satellite use. However, the commission's authorization was granted after the State Department informed the commission that no national or foreign policy interests precluded reliance on domsat facilities for transborder service. It was also conditioned on the applicants' coordinating with Intelsat and gaining the concurrence of the other countries involved.

The conditional nature of the grants did nothing to ease Sinclair's concern. "The reception and exhibition of television programming carried by U.S. satellites should never be authorized in Canada," he said in his letter to the prime minister, adding:

"There is no reasonable doubt that acceptance by Canada of reception of U.S. satellite-delivered television services will absolutely preclude the survival even of the attenuated Canadian broadcasting system that now exists."

The FCC decision, he added, "raises the most fundamental issues related to cultural expression in Canada and to the survival of a sovereign Canadian state."

Accordingly, Sinclair urged the cabinet and government to address the issue "within the framework of the government's strong recent initiatives to assert Canadian sovereignty and to strengthen the means necessary to assure the continued integrity of the Canadian state."

Sinclair's attitude is not universal. The president of Telsat Canada, Eldon Thompson, saw the commission's decision as offering his company a worthwhile business opportunity. He said the firm is looking forward to carrying out the Canadian connection of the U.S. domestic satellite systems.

In Sync

Consumer interest. Sony Corp. of America is establishing own consumer electronics laboratory to conduct research, development and design work in consumer electronics "with particular emphasis on emerging technology prevalent in the United States." Areas cited by Sony Corp. of America Executive Vice President Kenji Tamiya were CATV systems and terminals. Initial staff of 20 is expected to be assembled by year end, with some personnel already on board.

Cable buy. Scientific-Atlanta announced \$1-million order from Massachusetts-based Prime Cable for cable equipment and system construction. Three satellite earth stations, 54-channel headend and complete distribution electronics are in package. Construction plans call for 115-mile, 400 mhz, bi-directional system.

Not a drifter. Automation Techniques Inc., Tulsa, Okla., says crystal-controlled frequency synthesis eliminates frequency drift in its new GLR-750 satellite receiver. All 24 fixed-satellite channels can be tuned in with thumb-wheel selector.

Stock Index

Exchange and Company	Closing Wed. Nov 18	Closing Tue. Nov 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	34	35 5/8	-1 5/8	- 4.56	7	952
N Capital Cities	73 3/4	79 1/2	-5 3/4	- 7.23	13	970
N CBS	51 3/4	53 1/2	-1 3/4	- 3.27	7	1,442
N Cox	34 1/2	33	+1 1/2	+ 4.54	10	935
A Gross Telecasting	28 1/2	29 3/4	-1 1/4	- 4.20	8	22
O LIN	33 1/2	35 1/4	-1 3/4	- 4.96	11	185
N Metromedia	158	157	+1	+ .63	14	707
O Mooney	5 3/4	5 3/4				2
O Scripps-Howard	22	21 1/4	+ 3/4	+ 3.52	4	227
N Storer	31	31 1/2	- 1/2	- 1.58	19	407
N Taft	32	33 1/4	-1 1/4	- 3.75	12	313
O United Television	7 3/4	7 7/8	- 1/8	- 1.58		93

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	19 1/2	20 3/8	- 7/8	- 4.29	18	64
A Affiliated Pubs.	28 7/8	28 3/4	+ 1/8	+ .43	11	148
N American Family	7 1/8	7 1/8			6	88
N John Blair	23 1/8	22 1/2	+ 5/8	+ 2.77	8	86
N Charter Co.	9 7/8	9 7/8				270
N Chris-Craft	31 3/8	32 1/2	-1 1/8	- 3.46	10	98
N Coca-Cola	33 7/8	35 1/2	-1 5/8	- 4.57	10	4,187
N Cowles	30	31 1/4	-1 1/4	- 4.00	19	119
N Dun & Bradstreet	65	63 1/2	+1 1/2	+ 2.36	17	1,813
N Fairchild Ind.	13 7/8	13 5/8	+ 1/4	+ 1.83	3	158
N Gannett Co.	39 5/8	41 3/8	-1 3/4	- 4.22	14	2,143
N General Tire	25	25 3/4	- 3/4	- 2.91	8	602
O Gray Commun.****	42	42			9	20
N Harte-Hanks	35 3/4	37	-1 1/4	- 3.37	15	340
O Heritage Commun.	12 1/4	12 3/8	- 1/8	- 1.01	35	66
N Insilco Corp.	16 5/8	16 7/8	- 1/4	- 1.48	8	179
N Jefferson-Pilot	26 1/2	27 1/4	- 3/4	- 2.75	6	580
O Josephson Intl.	18 1/2	17 1/2	+1	+ 5.71	8	43
N Knight-Ridder	32 1/4	34 3/8	-2 1/8	- 6.18	11	1,043
N Lee Enterprises	28 3/8	27 3/4	+ 5/8	+ 2.25	13	202
N Liberty	14 3/8	14 1/4	+ 1/8	+ .87	6	183
N McGraw-Hill	50 1/8	51 1/2	-1 3/8	- 2.66	14	1,245
A Media General	36 3/8	36 5/8	- 1/4	- .68	9	262
N Meredith	60 3/8	59 5/8	+ 3/4	+ 1.25	7	190
O Multimedia	33 3/4	36	-2 1/4	- 6.25	15	339
A New York Times Co.	33	33 3/4	- 3/4	- 2.22	10	395
N Outlet Co.	36 7/8	36 3/4	+ 1/8	+ .34	16	93
A Post Corp.	27	27 3/8	- 3/8	- 1.36	19	49
N Rollins	17	17 7/8	- 7/8	- 4.89	11	463
N San Juan Racing	22 1/8	22	+ 1/8	+ .56	27	55
N Schering-Plough	25 3/8	26 1/2	-1 1/8	- 4.24	6	1,347
O Stauffer Commun.	43	43			11	43
A Tech Operations	16	15 3/8	+ 5/8	+ 4.06	8	16
N Times Mirror Co.	48	47 7/8	+ 1/8	+ .26	12	1,637
O Turner Bcstg.	9 1/2	11	-1 1/2	-13.63		190
A Washington Post	32 7/8	32	+ 7/8	+ 2.73	14	461
N Wometco	20	20 5/8	- 5/8	- 3.03	12	265

CABLE						
A Acton Corp.	11 3/4	13	-1 1/4	- 9.61	10	35
N American Express	45 1/2	46 1/2	-1	- 2.15	9	3,243
O Burnup & Sims	13 3/4	14 1/8	- 3/8	- 2.65	14	122
O Comcast	22 1/2	22 1/4	+ 1/4	+ 1.12	27	86
N General Instrument	40 1/8	43 3/4	-3 5/8	- 8.28	5	1,020
O Rogers Cablesystems	8	7 5/8	+ 3/8	+ 4.91	15	152
O Tele-Communications	22 3/4	23	- 1/4	- 1.08	58	542
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	37 1/4	37 1/4			8	2,096
O Tocom	11 1/4	10 3/4	+ 1/2	+ 4.65		37
O UA-Columbia Cable	89 3/4	89 1/8	+ 5/8	+ .70	33	301
N United Cable TV	22 1/2	23 3/8	- 7/8	- 3.74	27	220
N Viacom	24 5/8	27 1/4	-2 5/8	- 9.63	5	219

Exchange and Company	Closing Wed. Nov 18	Closing Tue. Nov 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Industries	2 1/8	2 1/4	- 1/8	- 5.55	2	6
N Columbia Pictures	43 1/8	41 1/2	+1 5/8	+ 3.91	9	437
N Disney	52 7/8	53 3/8	- 1/2	- .93	13	1,720
N Filmways	5	5 7/8	- 7/8	-14.89		31
O Four Star	1 3/4	2	- 1/4	-12.50	18	
N Getty Oil Corp.	62 3/4	65 1/2	-2 3/4	- 4.19	7	5,155
N Gulf + Western	16 1/8	16 1/8			4	1,203
N MCA	39 7/8	41 3/8	-1 1/2	- 3.62	222	937
O Medcom	12	9	+3	+33.33	28	20
N MGM Film	7	7 3/8	- 3/8	- 5.08	13	227
O Reeves Commun.	30 3/4	29	+1 3/4	+ 6.03	18	167
O Telepictures	7 1/8	7 1/8				32
N Transamerica	23 3/8	24 1/8	- 3/4	- 3.10	6	1,527
O Video Corp. of Amer.	6 7/8	7	- 1/8	- 1.78	11	6
N Warner	52 1/2	54 3/8	-1 7/8	- 3.44	20	3,085
A Wrather	22 3/4	22	+ 3/4	+ 3.40		52

SERVICE						
O BBDO Inc.	36 1/2	36 3/4	- 1/4	- .68	7	91
O Compact Video	9	8 7/8	+ 1/8	+ 1.40	7	26
N Comsat	55 1/4	56 5/8	-1 3/8	- 2.42	12	442
O Doyle Dane Bernbach	16 1/2	16 1/2			9	20
N Foote Cone & Belding	29 1/2	29 5/8	- 1/8	- .42	7	80
O Grey Advertising	65	65			6	39
N Interpublic Group	30 3/4	30 3/4			7	137
N JWT Group	31 3/4	29 3/4	+2	+ 6.72	7	97
O MCI Communications	29 3/4	32 7/8	-3 1/8	- 9.50	165	1,088
A Movielab	3 1/4	3 3/4	- 1/2	-13.33	4	5
A MPO Videotronics	5 5/8	5 3/8	+ 1/4	+ 4.65	19	3
O A.C. Nielsen	45 1/4	43 3/4	+1 1/2	+ 3.42	19	507
O Ogilvy & Mather	31 1/4	30 3/4	+ 1/2	+ 1.62	9	129
O Telemation	2 1/4	2 1/2	- 1/4	-10.00	13	2
O TPC Communications	2 3/4	3	- 1/4	- 8.33		2
N Western Union	31 1/2	30 3/4	+ 3/4	+ 2.43	18	478

ELECTRONICS/MANUFACTURING						
O AEL	13 3/4	14	- 1/4	- 1.78	14	26
N Arvin Industries	14 7/8	14 5/8	+ 1/4	+ 1.70	13	115
O C-Cor Electronics	16 1/2	16 3/4	- 1/4	- 1.49		49
A Cetec	4 1/4	5	- 3/4	-15.00	6	8
O Chyron	18 1/4	18	+ 1/4	+ 1.38	30	22
A Cohu	5 1/2	5 5/8	- 1/8	- 2.22	7	9
N Conrac	23	23 5/8	- 5/8	- 2.64	17	48
N Eastman Kodak	66 1/2	65 3/8	+1 1/8	+ 1.72	9	10,732
O Elec Missile & Comm.	12 1/4	12 3/4	- 1/2	- 3.92	58	33
N General Electric	56 1/4	56	+ 1/4	+ .44	8	12,749
N Harris Corp.	40 3/4	40 1/4	+ 1/2	+ 1.24	14	1,253
O Microdyne	16	14 3/4	+1 1/4	+ 8.47	19	42
N M/A Com. Inc.	26 1/8	29 1/2	-3 3/8	-11.44	28	872
N 3M	49 7/8	51 5/8	-1 3/4	- 3.38	9	5,809
N Motorola	64 3/8	70 3/4	-6 3/8	- 9.01	11	1,837
O Nippon Electric	89 1/4	78 7/8	+10 3/8	+13.15	39	2,930
N N. American Philips	36 1/4	36 7/8	- 5/8	- 1.69	6	436
N Oak Industries	30	32 1/8	-2 1/8	- 6.61	16	326
A Orrox Corp.	9 3/4	10 3/4	-1	- 9.30	35	16
N RCA	18	17 1/4	+ 3/4	+ 4.34	6	1,349
N Rockwell Intl.	28 1/2	30	-1 1/2	- 5.00	8	2,137
A RSC Industries	4 3/8	4 3/8			31	10
N Scientific-Atlanta	27 7/8	31 1/4	-3 3/8	-10.80	34	590
N Sony Corp.	17 3/4	18 3/4	-1	- 5.33	13	3,827
N Tektronix	52	54 1/8	-2 1/8	- 3.92	12	949
O Telemet (Geotel Inc.)	2 1/8	1 3/4	+ 3/8	+21.42		6
A Texscan	17 1/4	17 1/8	+ 1/8	+ .72	30	51
N Varian Associates	30 1/2	29 1/2	+1	+ 3.38	14	234
N Westinghouse	23 3/4	24 1/2	- 3/4	- 3.06	5	2,017
N Zenith	12 1/4	11 7/8	+ 3/8	+ 3.15	9	230

Standard & Poor's 400 Industrial Average 134.06 136.86 - 2.80

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 two for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Times Mirror to spend big on its cable

Investments in next few years will include rebuilding systems, distributing Spotlight service, examining videotext market

Times Mirror Co.'s goal in cable is "not to be the largest or flashiest" cable company, but rather "among the most profitable of top-rank companies." That was the word Dow Carpenter, Times Mirror's senior vice president in charge of cable (as well as book publishing and information services) had for securities analysts in New York. Carpenter was part of a phalanx of top Times Mirror management, including Chairman Otis Chandler and President Robert Erburu, who made the cross-country trip to give the financial community a look at where their company is and where it wants to go.

Early in the session Erburu reviewed the company's nine-month financial picture—revenues were up 15% to \$1.6 billion; operating profits rose 18.5% to \$211 million; interest expense had doubled; pre-tax earnings had climbed 9% and earnings per share went from \$2.84 to \$2.94. He said that despite a negative effect from economic conditions, the company expects 1981 to be "a good year," and that the long-term outlook for Times Mirror is positive.

Carpenter detailed the following statistics for Times Mirror's cable systems: By year-end, the company expects 642,000 basic subscribers, with 349,000 pay subscriptions, figures he expects to grow to 766,000 and 561,000 by the end of next year. Cable revenues and profits set records in 1981, with the company logging "sound, attractive net margins," according to Carpenter. Cable revenues in 1981 were \$104 million, and Carpenter projected \$135 million for 1982. Times Mirror will have spent \$51 million for cable plant this year, and plans to spend another \$86 million in 1982. Next year will see the company "plowing back a larger than usual portion of earnings" in cable, to fund start-ups and the five-year rebuild program in which Times Mirror intends to upgrade all its 12-channel systems, and to support the Spotlight stand-alone pay cable service. That's going to mean cable earnings will decline in 1982, but by a sum Carpenter told the analysts "I doubt you'll notice missing."

Carpenter declined to comment on any specific discussions regarding Times Mir-

ror's making Spotlight available to other cable operators. Speaking about the service, he said that while it isn't "a second coming" it is "a splendid product line addition to our systems," one that will both let the company hold on to "some attractive distribution profits" over the long haul, and help Times Mirror learn about marketing pay services.

Something Carpenter wouldn't specify was the dollar figure involved in Times Mirror's two-way cable text test; he merely said "they're wholly affordable dollars." (After the presentation, the analysts got to see a demonstration of the system).

Responding to a question about new-build situations, Carpenter said: "We're hard pressed to find an appropriate ROI (return on investment) in most new builds." Questioned later, Erburu said: "We feel we can grow to where we like to be from projects already on our plates," without winning new franchises or buying existing MSO's.

The company officials noted they've been "making no secret of their intent to spend \$320 million to \$350 million on cable projects through the 1984-85 period.

Addressing the analysts later, Chandler spoke of the text test as "positioning ourselves if there is a new market in videotext."

The heart of the company's interest in text originally was "curiosity what text might do to classified (newspaper) advertising" but has now moved to "an impression we must find out if there's a need, a business" in text, one that could affect cable or television.

Phil Williams, the company's senior vice president for newspapers and television, first reviewed his print operations, then went on to talk about "the key ingredient" in the improvement of the stations Times Mirror owns—the management team brought in by John McCrory, president of Times Mirror Broadcasting. Against industry revenue gains of 13% in the first three quarters of 1981, Williams said his company's broadcast properties logged 20% improvement, and he expects to outperform the industry next year.

Mostly sunny at Wometco

Company officials report good news for third quarter and next year, but STV, foreign film sales soft

The third quarter was very good to Wometco Enterprises, its chairman, Mitchell Wolfson, told security analysts in New York last week, and by year-end he expects the company to have logged \$440 million in revenues, up 23%, and earnings per share of \$1.80, which would be 14% over the year-earlier \$1.58.

Wolfson and Wometco officials, including chief financial officer Arthur Hertz and Wometco Cable President John Lewis, detailed the progress of both Wometco Enterprises, with its involvements in broadcasting, subscription television, theaters, bottling and vending, and the 84%-owned Wometco Cable TV. The cable subsidiary went public in May. While economic uncertainties make it impossible to predict 1982 performance, the company is budgeting for an up year, according to Wolfson.

Broadcasting profits this year should be up 22% to \$21 million, with revenues up 14% to \$65 million, according to Hertz. STV operations were one of two "problem" areas in 1981 (along with Latin American film distribution); STV losses for the year will total \$3 million, against \$2.5 million last year. However, unlike the year earlier, a major portion of those losses should be start-up costs involved in bringing Wometco's Philadelphia STV system on-line. Hertz said that the recent management shift in Wometco's STV unit (Harold Brownstein was brought in a month ago) should result in better returns there, and he later indicated that the New York STV operation will reach profitability in the fourth quarter.

Discussing the results of the cable company, Hertz said that 1981 revenues should be up 66% to \$33 million, with

See the sounds. A Milwaukee-based firm has come up with device for turning FM and music channels on cable systems into modified television services. MusicVision, manufactured by MusicVision Corp. of America (MCA), produces 24 different kaleidoscopic images "that change colors in time with the melody, rhythm and sound frequencies of the music." If music is being supplied by a radio station, one image can be made to display call letters and frequency. Images appear cyclically; each is visible for 20 seconds. Bottom third of screen is left empty for text messages, advertisements or promotions. MCA President Robert Fairman said device is available for about \$4,000 to either cable operator or broadcaster. "It's a way for radio stations to tie in with cable systems," he said. They can lease an entire channel or trade advertising time for a few hours on channels that would otherwise be blank. Since cable operators are beginning to use radio to sell basic and pay services, such trade-offs could work to their mutual advantage, Fairman said.

cash flow up 65% to \$10.5 million, and operating income up 58% to \$4.8 million. While Hertz expects pre-tax losses in 1982 due to cable expansion, tax benefits from Wometco Enterprises will yield a modest net income for the cable company next year.

Wolfson said during the question and answer session, with particular regard to STV and Latin American film distribution, that "we sell what doesn't work . . . , if somebody comes along at the right price." He noted that Wometco has considered selling half or all of its STV interests. But the general thrust of the Wometco officials' comments suggested a belief that the profit picture will turn around and plans still call for an expansion of the STV service to the Baltimore/Washington area.

One consideration affecting the New York STV operation, Wolfson said, is that the company has postponed purchasing new converter hardware, waiting for manufacturers to perfect boxes that will offer at least two channels. Wometco, Wolfson confirmed, has been negotiating with New York City-owned WNYC-TV to secure time for subscription broadcasts, which he said might be used for a sports channel.

In cable, Wometco expects to spend \$28 million next year provided there's no major expansion of its cable plans. The company expects to finance that capital program through bank lines, according to

Hertz. Of the sum, \$13 million will go for stringing cable: 300 underground miles, 700 aerial miles. By the end of 1982, Wometco Cable expects to have 245,000 basic subscribers, and 260,000 pay subscriptions. Current figures are 190,000 subs, 145,000 pay units.

"Our calculations don't add up to profitability with free basic," said Wolfson, describing the company's attitude to pursuing new franchises. "Historically we can come back in and buy back franchises on an amended basis," he added, rather than make what the company considers unrealistic bids the first time around.

One analyst, reviewing material the company distributed at the meeting, noted that although Wometco Cable had fallen behind its budgeted pay subscriptions for 1981, it was above target on revenues. The explanation the company gave was that its subscribers to the "low margin" Home Theater Network had dropped by 50% since the first of the year, but those losses were largely replaced by new subscriptions to the "high margin" Movie Channel, boosting revenues.

NBN ponders black RAB

The feasibility of forming a Black Radio Advertising Bureau is to be examined by a committee of the National Black Network affiliates advisory board.

The bureau's functions, if it is created, would be comparable to those of the Radio Advertising Bureau: to sell radio—except in this case, to sell black radio specifically.

The committee to examine the question, set up at the annual meeting of the NBN affiliates board at St. Philip, Barbados, is headed by Joseph B. Whalen of WDAO(FM) Dayton Ohio, who also was elected chairman of the affiliates group. Other committee members are H. Arthur Gilliam, WLOK(AM) Memphis; Paul Downs, Rollins Inc., and George Edwards, NBN.

The affiliates board also formed a government relations committee to focus primarily on future FM drop-ins and lobbying for priority for minority-owned



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Bottom Line

Trib down. Tribune Co., Chicago, reported 46% increase in third-quarter net income, but 6% decline in net for nine-month period from comparable periods year ago. Company, which through subsidiary operations, has broadcast and cable interests, said losses at its *New York Daily News* continued, despite cutback in editions earlier this year. Tribune reported third-quarter net of \$18 million, up from \$12.3 million in period year before. Third-quarter revenues were \$343.1 million, up from \$296 million. Net for nine months was \$55.2 million, compared to \$58.8 million year before, while revenue rose 13% from \$899.5 million to slightly more than \$1 billion.

□

CBS dividend. CBS declared regular cash dividend of 70 cents per share of CBS common, payable Dec. 12 to holders of record Nov. 25. Cash dividend of 25 cents per share of preference stock was also declared, payable Dec. 31 to holders of record Nov. 25.

□

Founder fray. Magnetic Video Corp., subsidiary of 20th Century-Fox Corp., has filed lawsuit against its founder, Andre Blay, in ongoing dispute over whether Blay voluntarily resigned as firm's president on Sept. 2. Action, filed in Oakland county, Mich., circuit court last week, seeks unspecified amount for damages resulting from Blay's alleged "interference with MVC's business, his trespasses on MVC's premises, and his retention of certain MVC assets following his termination of employment with MVC." Twentieth Century-Fox bought Detroit-area home video equipment manufacturer in 1979 for \$7.2 million. MVC has referred inquiries on matter to Fox offices in Los Angeles, where spokesman would only repeat that Blay's departure was "voluntary."

□

CNN figures. At wtbs(tv) Atlanta press luncheon in New York, Robert Wussler, president of superstation and vice president of Turner Broadcasting System, said Cable News Network was operating "almost at break-even point," losing only \$600,000 per month now. Wussler said company expects CNN to be in black "by next spring." Luncheon was held to preview scenes of HTV's six-hour television mini-series, *Kidnapped*, based on novel by Robert Louis Stevenson, starring David McCallum, which will make American debut over wtbs Dec. 1-3 to potential of 19 million cable homes. Wussler noted that national advertising sales for wtbs more than doubled from 1979, when sales totalled \$15 million, to 1980 when figure was \$33 million. Projected sales for station in 1981, he said, were \$57 million and for 1982, \$125 million.

□

Toronto-based Canada Wire and Cable Ltd. has bought Carol Cable Co., Pawtucket, R.I., for \$140 million. Seller is subsidiary of publicly traded New York-based Avent Inc., electronics distribution firm. Carol Cable manufactures insulated wire and cable products. Lee Bonoff, president, will stay on in same position. Buyer is subsidiary of Noranda Mines Ltd., Canada's 16th largest corporation, with interests in mining and forestry. Deal calls for \$110 million in cash and \$30 million in seven-year, 10% notes.

Rick Lee,
Vice President/
General Manager,
106 FM KMEL, San Francisco.

"We at KMEL 'The Camel' in San Francisco and my counterparts at the other Century Broadcasting Stations consistently advertise in SRDS because it works. Our goal via SRDS is to maintain high visibility, positive image and point of purchase awareness of our product. SRDS keeps our stations in full view of the people who buy radio."

Neil Rockoff,
Vice President and
General Manager,
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"The question was... how do we translate what we're doing locally to national buyers, account people and media directors? The answer was simple and singular... use SRDS. Use it boldly, with color, and splash our message. From what we hear nationally, it's working incredibly well."

David W. Salisbury,
Executive Vice President,
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stations. James Reeder, KOKA(AM) Shreveport, La., was named chairman of the committee. Other members are: Ragan Henry, Broadcast Enterprises National Inc.; Edmond Muniz, Security Broadcasting; Pierre Sutton, Inner City Broadcasting, and Eugene Jackson, NBN.

Officers elected by the board in addition to chairman Whalen were Andrew Carter, KPRS(FM) Kansas City, Mo., vice chairman, and Gilliam of WLOK(AM) Memphis, secretary.

Duffy optimistic on near-term business

The economic outlook for television broadcasting remains bullish despite current uncertainties and confusion in the general economy, James E. Duffy, president of the ABC-TV network, told a luncheon of the St. Louis Sales and Marketing Executives Club.

Duffy said ABC-TV's sales for the 1982 first quarter are running 20% ahead of levels at this time a year ago, that third-quarter TV revenues among major broadcasters were 13% higher than in 1980 and that homes-using-television levels in October were higher than in October 1980 in the prime-time, daytime, early-morning, early-fringe and weekend periods and were unchanged for Saturday morning and late night.

"There has been a solid endorsement of television by the advertising community," he said. In addition, he saw "real prospects now for trends toward less regulation and fair and equitable regulation" of electronic media, and expressed confidence that "the free, advertiser-supported system of television will remain the dominant force" among TV-related communications systems.



Signed up. On hand for the contract signing between WGN-TV Chicago and its new rep, Blair Television, are (l-r): Harry B. Smart, chairman and chief executive officer, Blair; James C. Dowdle, president and chief executive officer, Tribune Company Broadcasting, the station's parent, and Sheldon Cooper, WGN-TV president.

Tribune folds its house rep

Trend to many-office setups cited; Blair gets WGN, Petry gets KWGN

The 25-year-old TV rep firm, WGN Continental Sales, which handles national business for Tribune Co. Broadcasting's WGN-TV Chicago and KWGN(TV) Denver, officially discontinues operations today (Nov. 23). Blair Television takes over representation for WGN-TV and KWGN(TV) will use Petry Television.

James Dowdle, president and chief executive officer of Tribune Co. Broadcast-

ing, parent company of the dissolved rep firm, attributed the expansion of the rep business in general to the demise of WGN Continental Sales. "We felt we did not have the coverage we needed for our stations," he said. "Most national reps have expanded to 15 to 29 offices. We're in the broadcasting business not the sales rep business. We felt we didn't belong there any more."

Tribune's New York station, WPIX(TV), will continue to be represented by TeleRep.

For the Record

As compiled by BROADCASTING Nov. 9 through Nov. 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 of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

- Augusta, Ga.—Marcell's Inc. seeks 98.3 mhz, 3 kw,

HAAT: 284 ft. Address: 827 South Perry, Montgomery, Ala. 36104. Estimated construction costs: \$81,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Urban contemporary. Principal: Marcell Robinson Jr. (100%), who is manager of WXVI(AM) Montgomery, Ala. Filed Nov. 4.

- Helena, Mont.—The First One Broadcast Group seeks 104.1 mhz, 100 kw, HAAT: 251 ft. Address: 1710 Texas Avenue, Bryan, Tex. 77801. Estimated construction costs: \$79,000; first-quarter operating cost: \$35,000; first-year revenue: \$70,000. Format: contemporary. Principals: John C. Culpepper Jr. (51%), Barry Turner and Michael A. Connor (24.5% each). Culpepper is Bryan, Tex., developer. Turner is general manager at KAGC(AM) Bryan, Tex., where Connor is sales manager. Applicants were granted FCC approval to buy KAGC (BROADCASTING, Oct. 19). They also are new FM applicant for Bryan, Tex., and Santa Fe, N.M. Filed Nov. 5.

- Olivia, Tenn.—Olivia Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: 276 ft. Address: Fairway Lane, Route 4, Mauston, Wis. 53942. Estimated construction costs: \$29,000; first-quarter operating cost: \$8,000; first-year revenue: \$140,000. Format: Standard

pops/CW. Principals: George S. Blum and wife, Ruby A., (50% each). George Blum owns WRJC-AM-FM Mauston, Wis. Filed Nov. 5.

- *Fredericksburg, Va.—Joy Public Broadcasting Corp. seeks 90.5 mhz, 186 w, HAAT: 556 ft. Address: 828 Gunnery Hill Road, Spotsylvania, Va. 22553. Estimated construction costs: \$8,500; first-quarter operating cost: \$9,200. Format: Educational. Principal: non-profit, nonstock corporation. Joseph Brown is vice president. Filed Nov. 5.

- *Lancaster, Wis.—Joy Public Broadcasting Corp. seeks 88.1 mhz, 120 w, HAAT: 474 ft. Address: 1146 Mondawin Mall, Baltimore, 21215. Estimated construction costs: \$13,800; first-quarter operating cost: \$6,680. Format: Educational. Principal: applicant is also applicant for new noncommercial FM at Fredericksburg Va. (see above). Joseph Brown is vice president. Filed Nov. 5.

AM actions

- Hazard, Ky.—Kenneth R. Finission returned application for 1160 khz, 1 kw-D. Address: P.O. Box 1558.

Hazard 51701. Action Oct. 15.

■ Pahrump, Nev.—Pahrump Broadcasting Corp. returned application for 670 khz, 5 kw-D, 1 w-N. Address: P.O. Box 357, Pahrump 89241. Action Oct. 29.

FM Actions

■ *Lewiston, Idaho—Lewis-Clark State College granted 89.9 mhz, 10 w, HAAT: minus 860.5 ft. P.O. address: 6th Street at 8th Ave., Lewiston, Idaho 83501. Estimated construction cost \$4,845; first-year operating cost \$1,000. Format: informational variety. Principal is state-supported, non-profit, educational institution. Action Oct. 15.

■ Belen, N.M.—Wuenschel Broadcasting Inc. granted 97.7 mhz, 3 kw, HAAT: 276 ft. Address: 3601 Chapel Valley Road, Rapid City, S.D. 57701. Estimated construction costs: \$84,000; first-year operating cost: \$33,500; first-year revenue: \$25,000. Format: CW. Principals: Patricia Wuenschel, husband, Fred Wuenschel, and Patricia Wuenschel's mother, Mary E. Collins (one-third each). Patricia Wuenschel is housewife. Husband is director of engineering, Duhamel Broadcasting Enterprises, Rapid City, S.D. Collins is Canyon, Texas, university instructor. They have no other broadcast interests. Action July 1.

License

■ WWOZ(FM) New Orleans.

Ownership Changes

Applications

■ WJAM(AM) Marion, Ala. (1310 khz, 5 kw-D)—Seeks assignment of license from Radio Marion Inc. to Marion Communications Inc. for \$235,000. Seller: James H. Dennis (50%), father-in-law, John T. O'Neal and O'Neal's wife, Clara O. (25% each). They own WLKF(AM)-WEZZ(FM) Clanton, Ala. Buyer: Closely held group of 23 stockholders; Ernest L. Palmer is president and 26% owner. Henry E. Smith III, secretary/treasurer, owns 26%. Palmer is superintendent for Perry County Board of Education, Marion. Smith is announcer/chief engineer at WACT-AM-FM Tuscaloosa, Ala. None have other broadcast interests. Filed Oct. 27.

■ KGUS(FM) Hot Springs, Ark. (97.5 mhz, 36 kw (H), 16 kw (V), ant 480 ft.)—Seeks assignment of license from Radio Hot Springs Inc. to Herrreich Community Broadcasting Inc. for \$600,000 (BROADCASTING, Nov. 16). Seller: C. J. Dickson (100%) who has no other broadcasting interests. Buyer: George T. Herrreich (100%), who owns KFPW(AM)-KXXI(FM) Fort Smith and KWBO(AM) Hot Springs, all Arkansas. He also owns 99.35% of KAIT-TV Jonesboro, KFPW-TV Fort Smith and KTVP-TV Fayetteville, all Arkansas. Filed Nov. 3.

■ *KCPB(FM) Thousand Oaks, Calif. (91.1 mhz, 4.75 kw, ant. 1,280 ft.)—Seeks assignment of license from KCPB Inc. to University of Southern California for \$250,000. Seller: noncommercial corp., Alfred J. Miller is president and general manager. He has no other broadcast interests. Buyer: private educational institution which is licensee of KUSC-FM Los Angeles. Wallace A. Smith is general manager. Filed Nov. 5.

■ WDAT(AM) Ormond Beach, Fla. (1380 khz, 5 kw-D, 2.5 kw-N)—Seeks assignment of license from Hunter-Knight Daytona Inc. to Florida Media Corp. for \$525,000. Seller: William A. Hunter (42.77%), Philip M. Knight (21.33%) and seven others. Hunter owns 38.5% of WDOT(AM) Burlington, VT. Buyer: 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 have other broadcast interests. Filed Nov. 3.

■ WAIN-AM-FM Columbia, Ky. (AM: 1270 khz, 1 kw-D; FM: 93.5 mhz, 3 kw, ant. 180 ft.)—Seeks transfer of control of Tri-County Radio Broadcasting Corp. from Lindsey Wilson College Inc. (96% before; none after) to Terry Forcht (0% before; 96% after). Consideration: \$400,100. Principals: Seller is Columbia, Ky., educational institution. Alan Reed is general manager. It has no other broadcast interests. Buyer is Corbin, Ky., attorney and investor and has no other broadcast interests. Filed Nov. 4.

■ KRMD-AM-FM Shreveport, La. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 101.1 mhz, 100 kw, ant. 970 ft.)—Seeks transfer of control of KRMD Inc. from Stockholders (100% before; none after) to Robert D. Hyde and Jim R. Phillips (none before; 100% after). Consideration: \$1,350,000. Principals: Corporation is undergoing reorganization of which stock redemption is intermediary step. Jordan and Ackers will have their shares redeemed by corporation. Also, corporation will redeem 125 shares of Phillips' stock. Prior to transaction: Jim R. Phillips, Charles Jordan (30% each), Robert D. Hyde, Gary Ackers (20% each). After redemption: Robert D. Hyde (80%) and Jim Phillips (20%). Phillips, Jordan and Ackers own KHEY(AM)-KEZR(FM) El Paso, Tex. Jordan and Phillips own KPUR(AM) Amarillo, Tex. Also, Ackers owns 11.66% of KRCB(AM) Abilene, Tex. Filed Oct. 28.

■ KGRZ(AM)-KDXT(FM) Missoula, Mont. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.3 mhz, 43 kw, ant. 2,550 ft.)—Seeks assignment of license from Robert E. Ingstad to Windpoint 1970 Holding Co. for \$1,750,000 (BROADCASTING, Nov. 16). Seller: KGRZ is owned by Robert Ingstad (80%) and Dan L. Gittings (20%). KDXT is owned by Robert Ingstad and wife. Ingstad also owns KBUF-AM-FM Garden City, Kan.; WTNT(AM)-WLWV(FM) Tallahassee, Fla.; KGFX(AM) Pierre, S.D.; and is new FM applicant for Pierre. Buyer: closely held group of one common share stockholder and 21 preferred share stockholders. Samuel C. Johnson owns 100% of common stock as trustee for Herbert F. Johnson Trust. He is Racine, Wis., businessman and real estate investor and has no other broadcast interests. Filed Nov. 3.

■ WSBA-TV York, Pa. (CBS, ch. 43, 1860 kw vis., 186 kw aur., ant. 530 ft.)—Seeks assignment of license from Susquehanna Broadcasting Co. to CMD Broadcasting Associates for \$2,450,000. Seller: York-based group owner of six AM's, seven FM's and one TV principally owned by Louis J. Appell, president, and family. They sold WGBB(AM) Freeport, N.Y., for \$1,005,000 (BROADCASTING, Aug. 17). Buyer is owned by CMD Broadcasting Corp. (51%) and John S. Oylar (49%). CMD Broadcasting is owned by Robert L. Dudley, Michael T. Morris and Richard R. Cramer (one-third each). Oylar is Harrisburg, Pa., attorney. Dudley is executive vice president of Avery Knodel, New York-based station representative. He owns 14.8% each of WNBW(AM) Newburyport, Mass., and WSME-AM-FM Sanford, Me., and 24.5% of WTXS-TV Sweetwater and KLBK-TV Lubbock, both Texas. He also bought, subject to FCC approval, one-third of WDAU-TV Scranton, Pa. His brother, Richard A. Dudley, is president of Forward Communications, Wausau, Wis.-based group owner of five AM's, five FM's and six TV's. Cramer is Hershey, Pa., orthodontist. Morris is Hershey attorney and real estate broker. Filed Nov. 3.

■ KBSN(AM) Crane, Tex. (810 khz, 1 kw-D)—Seeks assignment of license from Albert L. Crain to Betracon Inc. for \$550,000 (BROADCASTING, Aug. 24). Seller owns 75% of WMSO(AM) Collierville, Tenn., and is applicant for new AM at St. George, Utah. Buyer: Ralph N. Conley and wife, Betty (50% each). Ralph Conley owns Odessa, Tex., pipe coating business and has no other broadcasting interests. Filed Nov. 3.

■ KIAJ(FM)[CPI] Rawlins, Wyo. (92.7 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Energy Enterprises Inc. from Russell G. Hilliard (100% before; none after) to Clara P. Petersen (none before; 100% after). Consideration: \$510,000. Principals: Transferor owns 51% of permittee stock. Transferee Petersen currently owns 49% of permittee KIAJ. Hilliard and Petersen also own 50% of KCMF(AM)-KCNQ(FM)[CPI] Brush, Colo. Filed Nov. 5.

Actions

■ KAOL-AM-FM Carrollton, Mo. (AM: 1430 khz, 500 kw-D; FM: 101.1 mhz, 110 kw, ant. 275 ft.)—Granted assignment of license from Quality Broadcasting Inc. to Kanza Inc. for \$665,000. Seller: Frank R. Carvell Jr. and Bryan K. Hawkins (50% each) who have no other broadcast interests. Buyer: Mike L. Carter and wife, Carol S. (50% each) who own 40% each KNXA(AM) Hiawatha, Kan. Action Oct. 30.

■ WHIT(AM) New Bern, N.C. (AM: 1450 khz, 1 kw-D 250 w-N)—Dismissed assignment of license from Britt Communications Inc. to Delma R. West for \$270,000. ("Changing Hands," Jan. 19). Seller: Charles B. Britt (100%). Britt has consulting and non-compete agreements with WIRY(AM) Plattsburg, N.Y., and WFTR(AM) Front Royal, Va. He has no other broadcast interests. Buyer: Delma West and his

family. Stock ownership percentages are to be determined. Delma West is minority applicant and electrical engineer at ITT Research Institute, Annapolis, Md. He has no other broadcast interests. Action Oct. 30.

■ WKFI-AM-FM Wilmington, Ohio (AM: 1090 khz, 1 kw-D; FM: 102.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Clinton County Radio Inc. to Mid-Florida Television Corp. for \$500,000 plus \$250,000 for covenant not to compete. Seller: William W. Jefferay (50.85%) and Richard H. Jones (49.15%). Jefferay owns 79.12% of WCBT(AM) Roanoke Rapids, N.C. Buyer: Joseph L. Brechner, president (51.63%), Harris H. Thomson (14.33%), Brechner's wife, Marion B. (11.95%) and ten others. Brechners are Orlando, Fla., real estate investors. Thomson owns 79% of KEZY(AM)-KEZR(FM) Anaheim, Calif. Mid-Florida Television Corp. also owns 28.3% of WFTV(TV) Orlando, Fla. Action Oct. 29.

■ KPRE(AM) Paris, Tex. (1250 khz, 500 w-D)—Granted assignment of license from Radio Paris Inc. to The Gene Sudduth Co. for \$211,600. Seller: Bob D. Bell (90%) and Billy D. McCutcheon (10%) who are applicants for new FM at Bryan, Tex. Buyer: Eugene T. Sudduth (100%), is president of Paris, Tex., manufacturers' representative and electronic equipment distributor company and has no other broadcast interests. Action Oct. 30.

Facilities Changes

AM applications

■ WHOD(AM) Jackson, Ala.—Seeks CP for authority to change trans. SL using identical radiation system. Ann. Nov. 10.

■ KXES(AM) Salinas, Calif.—Seeks CP to change TL. Ann. Nov. 12.

■ WLIS(AM) Old Saybrook, Conn.—Seeks modification of CP (BP-791228AY) to change tower height. Ann. Nov. 10.

■ WRVK(AM) Mount Vernon, Ky.—Seeks CP to relocate tower. Ann. Nov. 12.

■ WWOK(AM) Graham, N.C.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 10 kw; install DA-N; change frequency to 1200 khz; make changes in TL; and change SL and RC. Ann. Nov. 10.

■ WMNE(AM) Menomonie, Wis.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 2.5 kw; install DA-N; change frequency to 870 khz; change TL; change SL and RC; and make changes in ant. sys. Ann. Nov. 12.

FM application

■ KHBR-FM Hillsboro, Tex.—Seeks CP to change ERP to 32 kw (H); change HAAT to 153 ft. (H); change type trans. and change TP. Ann. Nov. 13.

AM actions

■ KIFN(AM) Phoenix, Ariz.—Granted construction permit to change hours of operation to U by adding 1 kw-N; DA-N; and make changes in ant. sys. Action Oct. 29.

■ KTKT(AM) Tucson, Ariz.—Granted CP to make ant. changes. Action Oct. 26.

■ KCBQ(AM) Lakeside, Calif.—Granted CP to change TL and increase height of ant. Action Oct. 28.

■ *WMNR(AM) Monroe, Conn.—Granted CP to increase ERP to 10 kw (H&V); change HAAT to 255 ft. (H&V); change transmission line and length; change type trans.; change type ant. and make changes in ant. sys. Action Oct. 26.

■ WMPP(AM) Chicago Heights, Ill.—Granted CP to change hours of operation to U by adding 1 kw-N; increase D power to 1 kw; change to DA-2; and make changes in ant. sys. Action Oct. 28.

■ KEEL(AM) Shreveport, La.—Granted CP to increase D input power from: 42.1 to 52.65 kw and make electrical changes in D time directional ant. pattern. Action Oct. 28.

■ WCMA(AM) Corinth, Miss.—Granted CP to change RC and SL; and change TL. Action Oct. 22.

■ WSAO(AM) Senatobia, Miss.—Granted construction permit to change frequency from 1550 to 1140 khz; petition for reconsideration. Action Oct. 28.

■ KOH(AM) Reno—Granted CP to make changes in

ant. sys. (increase height of tower); change TL; and change type trans. Action Oct. 26.

■ **WGAI(AM)** Elizabeth City, N.C.—Granted CP to make changes in ant. sys.; change from DA-2 to DA-1. Action May 6.

■ **WXQK(AM)** Spring City, Tenn.—Granted CP to change TL. Action Oct. 28.

■ **WECO(AM)** Wartburg, Tenn.—Granted CP to increase power to 5 kw. Action Oct. 22.

■ **KBOX(AM)** Dallas, Tex.—Granted CP to make changes in ant. sys. and modify standard pattern. Action Oct. 27.

■ **KLVR(AM)** Heber City, Utah—Granted CP to increase power to 1 kw; and specify SL and RC. Action Oct. 28.

■ **WBLB(AM)** Pulaski, Va.—Granted CP to change hours of operation to U by adding 250 w-N; change frequency from 1510 to 1340 khz; and make changes in ant. sys. Action Oct. 28.

FM actions

■ ***WTOH(FM)** Mobile, Ala.—Granted CP to change frequency to 105.9 mhz; increase ERP to 10 w, change HAAT to 290 ft.; change TL; and make changes in ant. sys. Action Oct. 29.

■ ***KCPR(FM)** San Luis Obispo, Calif.—Granted CP to increase ERP to 3 kw; change HAAT to 1412 ft.; change TL; and make changes in ant. sys. Action Oct. 26.

■ ***WMOS(FM)** Bath, Me.—Granted CP to increase frequency from 91.5 to 95.3 mhz.; change type ant. and change TPO. Action Oct. 21.

■ **KTWN-FM** Anoka, Minn.—Granted CP to change type trans.; change type ant. (H&V); increase ERP to 100 kw (H&V); increase HAAT to 444 ft. (H&V) and change TPO. Action Oct. 25.

■ ***WNJC-FM** Senatobia, Miss.—Granted CP to change frequency to 88.9 mhz; increase ERP to 19.95 kw (H&V); change HAAT to 378 ft. (H&V); change TPO and make changes in ant. sys. Action Oct. 29.

■ ***WMUB(FM)** Oxford, Ohio—Granted CP to change TL; increase ERP to 50 kw; change HAAT to 475 ft.; and make changes in ant. sys. Action Oct. 26.

■ **WBMJ(FM)** San Juan, P.R.—Granted CP to increase N power to 10 kw. Action Oct. 23.

■ **KABE(FM)** Orem, Utah—Granted CP to change frequency to 107.5 mhz.; change TL; increase ERP to 45 kw (H&V); change HAAT to 2778 ft. (H&V); change type transmitter and make changes in ant. sys. Action Oct. 26.

■ ***KYDZ(FM)** Cody, Wyo.—Granted CP to increase ERP to 150 w (H&V); change HAAT to minus 460 ft. (H&V); change TPO and coordinates. Action Oct. 26.

In Contest

FCC actions

■ FCC amended its rules to allow private land mobile station licensees operating on shared frequencies above 806 mhz to bypass or "talk-around" mobile relay or "repeater" station and transmit directly to each other. In adopting amendment, FCC said all comments on its proposal to change rules regarding talk-around had been overwhelmingly positive. Proceeding was initiated last March in response to petition by Special Industrial Radio Service Association Inc., and will amend subpart M of part 90 of rules. Action Nov. 4.

■ Nuance Corp. has appealed FCC action denying Midcom Corp.'s grant for new FM at Columbia, S.C. (BROADCASTING, May 26, 1980). In initial decision ALJ determined that not only was Midcom more qualified to operate station, but that it deserved overwhelming preference under media diversification criterion. Review Board affirmed judge's decision, which Nuance asked FCC to review. FCC declined. Ann. Nov. 10.

■ FCC granted in part request of Son Broadcasting Inc., that FCC assume immediate jurisdiction over proceeding involving its application for new VHF at Santa Fe, N.M., and grant its application summarily or, alternatively, decide issues designated against it without evidentiary hearing or at least order expedited consideration of Son's application before ALJ. Son's application and that of New Mexico Media Co. for another VHF at Santa Fe were designated for hearing

on issues to determine whether both would provide city grade service to Santa Fe and whether grant of either would constitute de facto reallocation of their proposed channels from Santa Fe to Albuquerque. Son cited delays in proceeding since designation, as well as its status as minority applicant and absence of any TV licensed to Santa Fe in asking FCC to assume immediate jurisdiction and grant application or expedite action on application. FCC said Son's petition was, in effect, petition for reconsideration of designation order and, as such, did not comport with requirements of the rules governing reconsideration requests. FCC said if Son believes it has new information that resolves specified issues and obviates need for hearing, it should direct its request to presiding ALJ at hearing. Action Nov. 14.

■ FCC authorized Washoe County School District to build translator on ch. 5 at Reno, Nev., to rebroadcast KVIE-TV at Sacramento, Calif., despite objections by Teleprompter Corp. Teleprompter, which operates cable system serving Reno, contended that proposed translator would interfere with its ch. 5 cable subscribers, thus making it inoperative and causing economic harm. Also, Teleprompter argued that use of such high powered translator to bring in out-of-state noncommercial educational programming could well defeat FCC's objective to provide off-the-air service from within Nevada and prevent construction of new station. FCC noted that Teleprompter did not prove it would be unable to make necessary adjustments to counter any adverse impact from Washoe's ch. 5 operation. Moreover, Washoe's proposed service would benefit about 36,000 non-cable subscribers and local schools, which far outweighed any potential harm to Teleprompter's subscribers. Action Nov. 12.

■ FCC approved change in community of license for KZOR(FM) from Humble City, N.M., to Hobbs, N.M., despite objection by KPER(FM) Hobbs. KZOR requested change, pointing out that Humble City now has zero population. It added that KZOR has served Hobbs for many years, that it provides city grade coverage to Hobbs and that it is merely changing its community of license to comply with existing situation. FCC added that since KZOR is not proposing to alter any part of its technical operation, except for moving its studio to Hobbs, no listener will be deprived of service. Action Nov. 12.

■ FCC upheld Nov. 30, 1980, staff action denying equal opportunities complaint against CBS Inc.'s KNXT(TV) Los Angeles filed by Jan. B. Tucker, then independent candidate for U.S. Congress for 21st District of California. Tucker claimed that he was entitled to equal opportunities from station based on appearance of two of his opponents of KNXT's "Newsmakers" program, regularly scheduled news interview program. Tucker argued that program had lost its news interview exemption because reporters allowed candidates to argue among themselves and rebut each others' statements for approximately two minutes, which showed that KNXT had lost control over program. In denying Tucker review of Broadcast Bureau's ruling, FCC said this was not sufficient to show that KNXT had lost control over the program. Action Nov. 12.

■ FCC granted KDUB-TV Dubuque, Iowa, temporary reinstatement of network nonduplication protection against signal of KCRG-TV Cedar Rapids, Iowa. Waiver is limited to Teleprompter of Dubuque's cable system, because it is only system for which KDUB-TV provided information and lasts for period of two years after release of opinion. KDUB-TV petitioned for waiver twice before, but FCC found it did not justify financial livelihood was in jeopardy. KCRG-TV is significantly viewed in Dubuque. This time FCC found cause, however, pointed out that advertising revenue data was not as conclusive as other data submitted, and therefore granted only temporary waiver. FCC action Nov. 12.

■ ALJ Edward J. Kuhlmann granted Blake-Potash Corp. CP for new UHF at Waco, Tex., and denied competing applications. Judge Kuhlmann said that standard comparative integration issue was deciding factor. Blake-Potash was comparatively superior than other applicants on amount of quantitative fulltime integration it would provide, he said. Action Nov. 9.

■ ALJ Byron E. Harrison denied license renewals of WJIM-AM-FM-TV Lansing, Mich., for misrepresentation and fraud related to network and local advertising and programming practices. Action came partly in response to petition to deny filed by American Civil Liberties Union of Michigan when licensee filed renewal applications, which were designated for hearing in 1974 on incidents alleged to have occurred be-

tween 1956 and 1973. Action Nov. 5.

■ FCC renewed licenses of St. Louis stations KXOK(AM) and WIL-AM-FM and rejected petitions to deny renewals filed by St. Louis Broadcast Coalition. Petitioners claimed that stations had violated equal employment opportunity rules by hiring only black women and not black men, the former because they could fill both categories of blacks and women for EEO purposes. FCC found upon examination of stations' records that EEO programs were satisfactory and that both stations reported employment of black men in top categories. FCC said also stations employed minorities in reasonable relationship to their numbers in area work force. Action Nov. 12.

■ FCC dismissed as moot appeal by Metrowest Corp. from an ALJ's denial of additional hearing issue against HATCO-60, Metrowest's competitor for new TV on ch. 60 in Chicago area. FCC said that parties agreed to shared-time arrangement. As result, HATCO-60 has substantially modified its planned programming eliminating need for requested issue. Action Nov. 12.

■ FCC dismissed rulemaking petition by Chronicle Broadcasting Co. to delete prohibition against use of "off-network" programming during prime time access period. Chronicle argued that restriction against use of "off-network" programs in prime time should be lifted because it imposes unnecessary hardship on affected licensees. FCC said that it should be considered in context of review of entire prime time access rule. It added that Broadcast Bureau is reviewing recommendations of Network Inquiry Special Staff in Docket 21049 (concerning network practices and ability of station licensees to serve public interest) which might result in further Commission action considering partial or total elimination of that rule. Action Nov. 12.

Cable

■ Watertown, Ogdensburg, Carthage, Gouverneur and Lowville, all New York (General Electric Cablevision Corp., et al.)—Denied petition by WWNY(TV) Carthage, N.Y., for special relief to prohibit five cable systems from carrying duplicative programming by certain Canadian stations. Action Oct. 23.

■ Portland, Ore. (KOIN-TV and King Broadcasting Co.)—Denied petitions by KOIN-TV and KGW-TV, both Portland, seeking special relief to allow them to use county-wide data to establish their stations as significantly viewed in Deschutes County, Ore. Action Oct. 28.

■ Houston, Tex. (Westland CATV Ltd.)—Granted petition by Messrs. J. Livingston Kosberg, Sidney L. Shlenker, Allen J. Becker, and Barry M. Lewis for waiver of rules in order for petitioners to maintain financial interests in both KOEN(TV) Houston, and Westland CATV, cable TV system serving portion of Houston. Action Oct. 29.

■ San Francisco (Major League Baseball and San Francisco Baseball Club—Petition for Forfeiture)—Denied request by Viacom Cablevision of San Francisco for reconsideration of FCC's notice of apparent liability penalizing Viacom for repeated violation of section 76.67 of rules. Action Oct. 30.

Translators

UHF Translators

■ Accepted for filing:

■ **Duaahm, N.C.**—James Kenneth & Hope S. Smith seek CP for new UHF translator on ch. 69 to rebroadcast WRBV(TV) Vineland, N.J. (100w, 100 ft.). Ann. Nov. 10.

■ **Boonville and Philo, Calif.**—Anderson Valley T.V. Inc. seeks CP for new UHF translator on ch. 65 to rebroadcast KICU(TV) San Jose, Calif. (20w, 20 ft.). Ann. Nov. 12.

VHF applications

■ Following translator applications have been accepted for filing and will be ready for processing after Dec. 16 cut off date.

■ **Dove Creek, Colo.**—Montezuma-Dolores County Metropolitan Recreation seeks ch. 10 to rebroadcast KJCT-TV Grand Junction, Colo. (BPTTV-810714IH). Ann. Oct. 30.

■ **Westcliffe, Colo.**—Southeastern Colorado Area Health Education Center seeks ch. 3 to rebroadcast

KTSC-TV Pueblo, Colo. (BPTTV-810119JU). Ann. Oct. 30.

■ Litchfield, Calif.—Honey Lake Community TV Corp. seeks ch. 9 (BPTTV-810814IP). Ann. Oct. 30.

■ McCall and New Meadows, Idaho—King Broadcasting Co. seeks ch. 13 to rebroadcast KTVB-TV Boise, Idaho (BPTTV-810721IC). Ann. Oct. 30.

■ Birney, Mont.—Birney TV Club seeks ch. 13 to rebroadcast KULR-TV Billings, Mont. (BPTTV-810814IO). Ann. Oct. 30.

■ Harlem, Mont.—Harlem TV Club seeks ch. 10 to rebroadcast CBRT-TV Lethbridge, Alberta, Canada (BPTTV-810918QD). Ann. Oct. 30.

■ Gold Hill Tolo, Ore.—Southern Oregon Education Co. seeks ch. 11 to rebroadcast KSYS-TV Medford, Ore. (BPTTV-801014IK). Ann. Oct. 30.

■ Jacksonville, Ore.—Southern Oregon Education Co. seeks ch. 7 to rebroadcast KSYS-TV Medford, Ore. (BPTTV-801014IL). Ann. Oct. 30.

■ Princeton and Virginia Valley region, Ore.—Princeton Community TV seeks ch. 13 to rebroadcast KJVJ-TV Nampa, Idaho (BPTTV-810804IB). Ann. Oct. 30.

■ Crawford and Fort Robinson State Park, Neb.—Nebraska Educational Television Commission seeks ch. 6 to rebroadcast KTNE-TV Alliance, Neb. (BPTTV-810825IB). Ann. Oct. 30.

■ Lynch, Neb.—Lynch Community Club seeks ch. 2 to rebroadcast KELO-TV Sioux Falls, S.D. (BPTTV-810116SA). Ann. Oct. 30.

■ Alamo, Ash Springs, and Hiko, all Nevada—Pahrangat Valley Television District KSHO West seeks ch. 5 and 9 to rebroadcast KTNV-TV Las Vegas. Ann. Oct. 30.

■ Spring Creek Mobile home and parts of Elko, Nev.—Elko Television District seeks ch. 12 to rebroadcast KTVB-TV Boise, Idaho (BPTTV-810922QA). Ann. Oct. 30.

■ Socorro, N.M.—Hubbard Broadcasting Inc. seeks ch. 10 to rebroadcast KOB-TV Albuquerque, N.M. (BPTTV-810821II). Ann. Oct. 30.

■ Taos, N.M.—Hubbard Broadcasting Inc. seeks ch. 6 to rebroadcast KOB-TV Albuquerque, N.M. (BPTTV-810928QB). Ann. Oct. 30.

■ Bergton-Criders, Va. County of Rockingham seeks ch. 7 and ch. 9 to rebroadcast WHSV-TV Harrisonburg, Va., and WRC-TV Washington, respectively. (BPTTV-810917QI, 810917QH). Ann. Oct. 30.

■ Bergton-Criders, Va.—County of Rockingham seeks ch. 11 and 13 to rebroadcast WDVMTV Washington and WVPT-TV Staunton, Va., respectively (BPTTV-810917QG, 810917QF). Ann. Oct. 30.

■ Molson, Wash.—Oroville Television Association Inc. seeks ch. 5 to rebroadcast KSPS-TV Spokane, Wash. (BPTTV-810206IN). Ann. Oct. 30.

■ Oroville, Wash.—Oroville Television Association Inc. seeks ch. 7 to rebroadcast KSPS-TV Spokane, Wash. (BPTTV-810206IO). Ann. Oct. 30.

UHF applications

■ San Luis Obispo, Calif.—Stephen E. Urbani and Robert V. Blacchiere seeks ch. 15 to rebroadcast KTBN-TV Tustin, Calif. (BPTT-801124IB). Ann. Oct. 30.

■ Cortez, Colo.—Montezuma-Dolores County Metropolitan Recreation District seeks ch. 59 to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-801126IB). Ann. Oct. 30.

■ Dolores, Colo.—Montezuma-Dolores County Metropolitan Recreation District seeks ch. 67 to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-801126IC). Ann. Oct. 30.

■ Vero Beach, Fla.—Scripps-Howard Broadcasting Co. seeks ch. 64 to rebroadcast WPTV-TV West Palm Beach, Fla. (BPTT-810729IB). Ann. Oct. 30.

■ Twin Falls and Jerome, both Idaho—Eugene Television Inc. seeks ch. 55 to rebroadcast KBCI-TV Boise, Idaho (BPTT-810728IT). Ann. Oct. 30.

■ Iola, Kan.—KSN Community Services Inc. seeks ch. 26 to rebroadcast KTVJ-TV Joplin, Mo. (BPTT-810804IF). Ann. Oct. 30.

■ Birchdale, Loman, Black River and rural area, all Minnesota—County of Koochiching seeks ch. 60 to rebroadcast KBJR-TV Superior, Wis. (BPTT-810713IK). Ann. Oct. 30.

■ Turner and Hogeland, both Montana—Big Flat TV

Association seeks ch. 60 to rebroadcast KFBB-TV Great Falls, Mont. (BPTT-810902QE). Ann. Oct. 30.

■ Turner and Hogeland, both Montana—Big Flat TV Association seeks ch. 64 to rebroadcast KCCN-TV Lethbridge, Alberta, Canada (BPTT-810902QF). Ann. Oct. 30.

■ Grants/Milan, N.M.—Regents of University of New Mexico and Board of Education of City of Albuquerque, N.M., seek ch. 67 to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-810925QA). Ann. Oct. 30.

■ Tres Piedras, N.M.—Regents of University of New Mexico and Board of Education of City of Albuquerque seek ch. 53 to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-810928QA). Ann. Oct. 30.

■ Elk City, Canute, Burns Flat, Foss and Cill City, all Oklahoma—Northfork TV Translator System seeks ch. 48 and ch. 50 to rebroadcast KWTW-TV Oklahoma City and KVIJ-TV Sayre, Okla., respectively (BPTT-810114IC, 810114LZ). Ann. Oct. 30.

■ Woodward, Waynoka and Mooreland, all Oklahoma—OK TV Translator System Inc. seeks ch. 65 to rebroadcast KWTW-TV Oklahoma City (BPTT-810714IE). Ann. Oct. 30.

■ The Dalles, Ore., and Goldendale, Wash.—Mid-Columbia TV Corp. seeks ch. 59 to rebroadcast KGW-TV Portland, Ore. (BPTT-810723IR). Ann. Oct. 30.

■ Wasco, Ore.—North Sherman County TV Association seeks ch. 57 to rebroadcast KOIN-TV Portland, Ore. (BPTT-810713IO). Ann. Oct. 30.

■ Livingston, Tex.—International Broadcasting Network seeks ch. 66 to rebroadcast KTVB-TV Fontana, Calif., and WYAH-TV Portsmouth, Va. (BPTT-810903QE). Ann. Oct. 30.

■ Duchesne, Utah—Duchesne County seeks ch. 45 to rebroadcast KBYU-TV Provo, Utah (BPTT-810313JV). Ann. Oct. 30.

■ Myton, Utah—Duchesne County seeks ch. 65 to rebroadcast KBYU-TV Provo, Utah (BPTT-810313JT). Ann. Oct. 30.

■ Roosevelt, Utah—Duchesne County seeks ch. 53 to rebroadcast KBYU-TV Provo, Utah (BPTT-810313JT). Ann. Oct. 30.

■ Vernal and Bonanza, both Utah—Uintah county seeks ch. 49 to rebroadcast KBYU-TV Provo, Utah. (BPTT-810313JU). Ann. Oct. 30.

■ Central Rockingham county, Va.—County of Rockingham, seeks ch. 21, ch. 33, ch. 39, and ch. 48 to rebroadcast WHSV-TV Harrisonburg, Va., WRC-TV Washington, WDVMTV Washington and WVPT-TV Staunton, Va., respectively (BPTT-810917QM, QL, QK, QJ). Ann. Oct. 30.

■ Southern Rockingham county Va.—County of Rockingham seeks ch. 16, ch. 18, ch. 27 and ch. 46 to rebroadcast WHSV-TV Harrisonburg, Va., WRC-TV Washington, WDVMTV Washington and WVPT-TV Staunton, Va., respectively (BPTT-810917QE, QD, QC, QB). Ann. Oct. 30.

Earth Stations

Applications

■ The following satellite applications have been found acceptable for filing:

■ Satellite Business Systems for Columbus, Ohio (5.5m, Nippon Electric, E3848); Reno, Nev. (5.5m, Hughes, E3849); and Hopewell, Va. (5.5m, Nippon, E3850).

■ Teleprompter Corp. for Dearborn, Mich. (4.5m Andrew, E3851) and Seattle, Wash. (4.5 m, Andrew, E3852).

■ Shinglehouse Cablevision Co. for Shinglehouse, Pa. (4.6m, S-A, E3853).

■ Warsaw Television Cable Corp. for Warsaw, N.Y. (4.5m, S-A, E3854).

■ Hi-Net Communications Inc. for Wayne, N.J. (5m, AFC, E3855); Toledo, Ohio (4.6m, S-A, E3856); Evanston, Ill. (5m, S-A, E3857); Lawrence, Mass. (4.6m, S-A, E3859); Grand Rapids, Mich. (5m, AFC, E3860); Pittsburgh, Pa. (5m, AFC, E3861); Natchez, Miss. (5m, AFC, E3862); Pekin, Ill. (4.6m, S-A, E3863); Boston (4.6m, S-A, E3864); Marion, Ill. (4.6m, S-A, E3865); Downingtown, Pa. (4.6m, S-A, E3866); Statesboro, Ga. (5m, AFC, E3867); Kalamazoo, Mich. (5m, AFC, E3868); North

Shreveport, La. (4.6m, S-A, E3869); Leesburg, Fla. (5.6m, Gardiner, E3870); Stateline/Lake Tahoe Washoe, Nev. (5m, Gardiner, E3871); Dallas (5m; Gardiner, E3872); Morehead, Ky. (5m, Antenna for Communications, E3873); Marlborough, Mass. (4.6m, S-A, E3874) and Cherry Hill, N.J. (4.6m, S-A, E3875).

■ Century Carolina Corp. for Cheraw, S.C. (5m, S-A, E3876).

■ Cylux Communications Network Inc. for Los Angeles (4.6m, S-A, E3877).

■ Satellite Business Systems for Cincinnati (5.5m, Nippon, E3878); and Woodbury, Mass. (7.7m, Hughes, E3879).

■ Salem Cablevision Inc. for Salem, Ind., (5m, S-A, E3881).

■ Crest Communications Inc. for Rose Hill, Kan. (4.6m, S-A, E3883).

■ Western Reserve Cable Inc. for Twinsburg, Ohio (4.6m, S-A, E3885).

■ Camden TV Cable Co. for Camden, Tenn. (5m, S-A, E3886).

■ Direct Channels of Defiance Inc., for Defiance, Ohio (4.6m, S-A, E3887).

■ Six Star Cablevision for Kansas City, Kan. (5m, Hughes, E3888).

■ Tri-County Communications Corp. for Linden, Ind. (5m, Microdyne, E3889).

■ Dalsat Inc. for Plano, Tex. (4.6m, S-A, E3890).

■ General Electric Cablevision Corp. for Vacaville, Calif. (5m, S-A, E3892).

■ Satellite Business Systems for Lenexa, Kan. (7.7m, Hughes, E3893); and Atlanta, Ga., (5.5m, Nippon, E3894).

■ Bayshore CATV Inc. for Belle Haven, Va. (5m, S-A, E3895).

■ Cable Television of Tunica Inc. for Tunica, Miss. (4.6m, S-A, E3896).

■ Cable TV of Acadiana Inc. for Eunice, La. (5m, S-A, KK28).

■ Six Star Cablevision Management Corp. for Kansas City, Kan. (4.5m, Andrews, KL20).

■ American Television and Communications Corp. for Montevideo, Minn. (5m, Antenna for Communications, KL58).

■ Communications Services Inc. for Pratt, Kan. (5m, S-A, KL77).

■ Home Cable Co. for Mountain Home, Ark. (5m, S-A, KL99).

■ Teleprompter Corp. for Manhattan, New York (4.5m, Andrew, WL57).

Actions

■ The following satellite applications have been granted:

■ Lafourche Communications Inc. for Thibodaux, La. (E3287).

■ Able-Com Inc. for Mount Sterling, Ohio (E3589).

■ Teleprompter Corp. for Fort Bragg, Calif. (E3634).

■ American Savannah Broadcasting Co. for Savannah, Ga. (E3635).

■ American Valley Broadcasting Co. for Huntsville, Ala. (E3636).

■ Morris Cable TV Services Inc. for Morris, N.Y. (E3637).

■ Atlantic Coast TV Cable Corp. for Atlantic City, N.J. (E3645).

■ Western Cable Enterprises d/b/a Walnut Valley Cable TV for Walnut, Calif. (E3654).

■ Southern Cablecom-Arkansas Groups for Rodgers, Ark. (E3668).

■ Orange County Cable Communications Co. for Bircher, Calif. (KK51).

■ Horizon Communications Corp. of Kentucky for South Fulton, Tenn. (WK39).

■ Delaware County Cable Television Co. for Upper Darby, Pa. (WK51).

■ Jones Intercable TV Fund VII/ABC Venture for Wellington, Fla. (WK60).

■ Winchester TV Cable Co. for Winchester, Va. (WL25).

Cable

- FCC reports following cable television service registrations:
- Arena Cablevision Corp. for Lamar, Tex. (TX0846) new signal.
- Alert Cable TV of North Carolina Inc. for Johnston, N.C. (NC0293) new signal.
- Clarskanie Cable TV Inc. for Laconner, Wash. (WA0324) new signal.
- Cable entertainment of West Virginia for Gorman, W. Va. (WV0080) new signal.
- North American Communications Corp. for Hector, Minn. (MN0219) new signal.
- Teleprompter Corp. d/b/a Johnston Cable for Conemaugh, Pa. (PA2016) new signal.
- Via Satellite Corp. for Ventura, Calif. (CA0881) new signal.
- Perkins Cable TV Inc. for Perkins, Okla. (OK0242) new signal.
- American Cablevision of St. Louis Inc. for Bellerive (MO0296), Bel Nor (MO0297), Bel Ridge (MO0298), Berkeley (MO0298), Calverton Park (MO0300), Cool Valley (MO0301), Dellwood (MO0302), Feruson (MO0303), Glenn Echo Park (MO0304), Greendale (MO0305), Hillsdale (MO0306), Normandy (MO0307), Norwood Court (MO0308), Pagedale (MO0309), Pasadena Hills (MO0310), Pasedena Park (MO0311), Uplands Park (MO0312), Velda Village (MO0313), Velda Village Hill (MO0314), Vinita Terrace (MO0315) and St. Louis (MO0316), all Missouri, new signal.
- Travis County Cablevision Inc. for Lamplight (TX0847), River Oaks (TX0848), North Shields (TX0849), Travis, NW (TX0850), all Texas, new signal except for Travis.
- Wometco Cable TV of Alabama Inc. for Mapier Field (AL0234), Midland City (AL0235), Pinckard (AL0237) and Grimes (AL0238), all Alabama, new signal.
- Tex-Mex Cable inc. for Cypress Point apts. (TX0857), Highridge apts. (TX0858), Oak Greenpoint apts. (TX0859), Oaks of Woodlake apts. (TX0860), Snug Harbor apts. (TX0861), Timbercreek apts. (TX0862), Timber Ridge apts. (TX0863) and Trails apts. (TX0864), all Texas, new signal.
- Teleprompter of Leesville Inc. for Leesville and Vernon, both Louisiana (LA0020, 19) add signal.
- Western Wisconsin Communications Cooperative for Whitehall (WI0178), Arcadia (WI0179), Ettrick (WI0177), Independence (WI0169), Blair (WI0170), Taylor (WI0171), Strum (WI0172), Eleva (WI0173), Osseo (WI0174), Galesville (WI0175), Trempleleau (WI0176) all Wisconsin, add signal.
- Action CATV Inc. for Zephyrhills and Brooksville, both Florida (FL0289, 241) add signal.
- Armstrong Utilities Inc. for Haynesville (OH0942), Beaver (OH0939), Springfield (OH0940), Campbell (OH0941), Green (OH0935), Sugarcreek (OH0936), Baughman (OH0937), Dalton (OH0938), all Ohio, new signal and for Richland, Pa. (PA1959) add signal.
- Midwest Corp. d/b/a Bettervision Systems for Kitzmiller, W. Va. (WV0706) new signal.
- Westchester Cable Television Inc. for Yorktown, N.Y. (NY0942) new signal.
- Alpine Cable TV Inc. for Ball, La. (LA0226) new signal.
- Harron Communications Corp. for Poland, N.Y. (NY0965) new signal.
- Colorado Cablevision Inc. for Holly Hills, Colo. (CO0180) new signal.
- Western Ohio Cablevision Inc. for Coldwater (OH0331), Celina (OH0292), Montezuma (OH0292), St. Henry (OH0364), Edgerton (OH0507), Paulding (OH0485): add signal; Celina (OH0932), Paulding (OH0931) and Van Wert (OH0934): new signal, all Ohio.
- Konocti TV Inc. for Middleton, Calif. (CA0891) new signal.
- Total TV Inc. for Rolling Greens, Fla. (FL0554) new signal.
- Tipton Cable TV for Tipton, Okla. (OK0244) new signal.
- Cablevision of Calumet Inc. for Kiel, Wis. (Calumet & Manitowoc counties) (WI0312, 313) new signal.
- Lowell Cable Television Inc. for Tewksbury, Mass. (MA0145) new signal.
- Multi-Vision Cable Systems Inc. for Woodcrest Villa apts. (MI0550), The Jefferson apt. (MI0551), Alden Park Towers (MI0552), Colonial Village coop. (MI0553) all Michigan, new signal.
- Global Communications of North Houston Inc. for Gulfon Square subdivision, Tex. (TX0852).
- United CATV et al for Memphis (MO0317), Lancaster (MO0318), Queen City (MO0319), and Greentop (MO0320), all Missouri, new signal.
- Tac-Can of Alabama Inc. for Montevallo, Ala. (AL0231) new signal.
- OVC Telecommunications Inc. for Warsaw, Ky. (KY0539) new signal.
- Big Bend Communications Inc. for Comstock, Tex. (TX0851), new signal.
- TV Horizons Inc. for Rio (WI0309), Cambria (WI0310), Randolph (WI0311) and Kiel (WI0312) all Wisconsin, new signals.
- Penn Communications Inc. for Port Deposit (MD0158) and Cecil (MD0159) both Maryland, new signal.
- Telenational Communications Inc. d/b Fort Gordon Cablevision for Grovetown, Ga. (GA0367).
- Grand Canyon Television Corp. for Tusayan and Grand Canyon Village, both Arizona (AZ0132, 133) new signal.
- Wometco Cable TV of Alabama Inc. for Dale, Ala. (AL0236) new signal.
- Ralph Williams d/b/a Williams Communications Co. for Goodman, Mo. (MO0295) new signal.
- Cable TV of Ryan, Oklahoma et al for Ryan, Okla. (OK0243) new signal.
- Daniels Cablevision Inc. for Del Mar, Calif. (CA0879) add signal.
- Channel Master Satellite Inc. for Zebulon (NC0303), Knightdale (NC0304), Creedmore (NC0305) and Stem (NC0306) new signal.
- Newchannels Corp. d/b/a New Berlin Newschannels for Edmeston, N.Y. (NY0975) new signal.
- Cablecom-General Inc. for Eastern Heights (NE0117) and Woodland Park (NE0118), both Nebraska, new signals.
- Cable West Corp. for Sublette (WY0112), Lyman (WY0108), Bridger (WY0109), Urie (WY0110), and Uinta (WY0111) all Wyoming, new signals.
- Total TV Inc. for Clinton, Wis. (WI0307) new signal.
- Tac-Can of Alabama Inc. for Semmes, Ala. (AL0230) new signal.
- Centel Cable Co. of Illinois Corp. for Hawthorn Woods, Ill. (IL0517) new signal.
- Tele-Vue Systems Inc. d/b/a Viacom Cablevision for Brier, Wash. (WA0325) new signal.
- D&B Communications Inc. for Klamath, Calif., (CA0869, incor. town), (CA0870, unincor. outside) add signal.
- Florida Satellite Network Inc. for Pasco, Fla. (FL0551) new signal.
- L & J Cablevision for Olson Green Acres, Tex. (TX0853) new signal.
- Arvida-Clearview Cable Television Corp. for Ponte Vedra (FL0555), Palm Valley (FL0556), South Point Vedra (FL0557) and St. Johns (FL0558) all Florida, new signals.
- Superior Satellite Corp. for Fairchild AFB, Wash. (WA0326) new signal.
- Warner Amex Cable Communications of Northwest Suburbs for Rolling Meadows (IL0521), Hoffman Estates (IL0522), Buffalo Grove [Cook county (IL0515), Elk Grove (IL0518) and Buffalo Grove, Lake county (IL0516) all Illinois, new signal.
- Cablevision of Chicago for Sauk Village (IL0519) and Niles (IL0520) both Illinois, new signal.
- Community Cable Systems Inc. for Lawrence, N.J. (NJ0480) new signal.

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- River Valley Cablevision Inc. for Marathon, N.Y. (NY0977) new signal.
- Newchannels Corp. for Hartwoc, N.Y. (NY0976) new signal.
- Mountain State Cable Inc. for Stephenson (WV0733), Rhodell (WV0734), Amigo (WV0735), Black Eagle (WV0736), Helen (WV0737), Wyco (WV0738), Allen Junction (WV0740) and Corine (WV0741) all West Virginia, new signal.
- Booth American Co. for Leland, Mich. (MI0559) new signal.
- Idaho Video Inc. for Jerome (ID0121), Gooding (ID0120) and Wendell (ID0122) all Idaho, new signal.
- Iowa Cablevision Inc. for Iowa, La. (LA0225) new signal.
- Cloudcroft Cable TV for Cloudcroft, N.M. (NM0102) new signal.
- Consolidated Midwest Cable TV Corp. for Pawnee (IL0523), and Divernon (IL0524) both Illinois, new signal.
- Cablevision Associated Ltd. for Pataskala (OH0944) and Sugar Grove (OH0943) both Ohio, new signal.
- Preston Cable TV Inc. for Dilworth (MN0220) and Glyndon (MN0221) both Minnesota, new signal.
- Arkansas Cable TV Group d/b/a Southern Cablecom-Arkansas for Gravette (AR0254), Pea Ridge (AR0255) and Benton (AR0253) all Arkansas, new signal.
- Interchange Cable Systems for Hernando, Miss. (MS0186) new signal.
- Storer Communications of Northern Kentucky Inc. for Campbell (KY0540), Kenton (KY0541) and Boone (KY0542) all Kentucky, new signal.
- UA-Columbia Cablevision of Massachusetts for Taunton, Mass. (MA0144) new signal.
- Bledsoe-Helton Cable TV for Helton (KY0543) and Bledsoe (KY0544) both Kentucky, new signal.
- Price County Telephone Corp. for Phillips, Wis. (WI0316) new signal.
- Cable Systems of Kings Mountain Inc. for Kings Mountain, N.C. (NC0307, 308, 309) new signal.
- Cable Systems Inc. for Lowell (NC0310), Cramer-ton (NC0311) and Stanley (NC0312) all North Carolina, new signal.
- Torrence Communications Inc. for Pearl River Water, Miss. (MS0188) new signal.
- Scottscable TV Inc. for Morton, Miss. (MS0187) new signal.
- Santaquin Cable Television Corp. for Santaquin, Utah (UT0089) new signal.
- Livermore Cablevision Ltd. for Livermore, Iowa (IA0178) new signal.
- Dynamic Cablevision of Florida Inc. for West Miami, Fla. (FL0553) new signal.
- Tennessee-Kentucky Cable/Lake City Ltd. for Anderson (TN0223), Campbell (TN0024) and Lake City (TN0225) all Tennessee, new signal.

- Micro-Cable Communications Corp. for Echo, Ore. (OR0259) new signal.
- Santiam Cable-Vision Inc. for Stayton (OR0261) and Stayton [uninc, outside (OR0262), Ore., new signal.
- Southeastern Cablevision Inc. for Middletown, Pa. (PA2060) new signal.
- Essex Nineteen Eighty-Three Operating for Parkdale, Mich. (MI0558) and Decatur, Tenn. (TN0111) new signal.
- Steamboat Cablevision for Walden, Colo. (CO0182) new signal.
- American Cablevision of Indianapolis Inc. for Indianapolis (IN0302), Castleton (IN0303), Crows Nest (IN0304), North Crows Nest (IN0305), Meridian Hills (IN0306), Ravenwood (IN0307), Rocky Ripple (IN0308), Spring Hills (IN0309), Williams Creek (IN0310), Wynnedale (IN0311), Lynhurst (IN0312), Highlands (IN0313), Shores Acres (IN0314), Clermont (IN0315), Cumberland (IN0316), Warren Park (IN0317) and Homecroft (IN0318) all Indiana, new signal.
- Cox Cable of Lake County Corp. for Libertyville (IL0525), Mundelein (IL0526), Wauconda (IL0527), Grayslake (IL0528) and Park Forrest (IL0529) all Illinois, new signal.
- Complete Channel TV Inc. for Cross Plains, Wis. (WI0314) new signal.
- Cable Vision Inc. for Sabattus, Me. (ME0134) new signal.
- Mandan Cable TV Inc. for Mandan, N.D. (ND0104) new signal.
- Meyer Broadcasting Co. for Bismarck, N.D. (ND0103) new signal.
- Wometco Cable TV of Alabama Inc. for Clayhatcee (AL0239) and Dothan (AL0240) both Alabama, new signal.
- Consolidated Cable Utilities Inc. for Somonauk, Ill. (IL0514) new signal.
- Ronan Cable TV for Ronan, Mont. (MT0098) new signal.

recommendations on means to encourage increased private capital assistance for minorities entering telecommunications industry. Commissioner Henry Rivera will be chairman. Ann. Nov. 10.

■ In order to reduce processing time, FCC decided that it will no longer give public notice of acceptance of rulemaking petitions seeking amendments to Tables of Assignments for broadcast stations. Instead, acceptance of petitions and assignment of rulemaking numbers will be handled in notice of proposed rulemaking. If any special problems require additional showings, that information can be requested in rulemaking notice, FCC said. Action Nov. 12.

■ FCC published listing of major rulemakings currently in progress. Most recent list consists of 48 items and contains for each item rulemaking or docket number, title, contact person with phone number, whether it may have impact on small business according to Regulatory Flexibility Act, brief description of subject, stage of development and projected date for FCC action.

Call Letters

Applications

Call	Sought by
New AM	
KJCB	Jackson and Chaisson Broadcasting System Inc., Lafayette, La.
New FM's	
KABF	Arkansas Broadcasting Foundation Inc., Little Rock, Ark.
KKDI-FM	Cliff A. Packer, Sheridan, Ark.
WMNX	Metropolitan Broadcasting Corp., Tallahassee, Fla.
KLKO	Elko Broadcasting Co., Elko, Nev.
New TV's	
WLAE-TV	Educational Broadcasting Foundation Inc., New Orleans
WLBW-TV	TV-3 Inc., Meridian, Miss.
Existing AM's	
KNUS	KERE Denver
WFTW	WDIS Fort Walton Beach, Fla.
WWMN	WLQB Flint, Mich.
KLSM	KBUG Springfield, Mo.
WJJK	WCIR Beckley, W. Va.
Existing FM's	
KRQR	KCBS-FM San Francisco
KMAJ	KSWT Topeka, Kan.
KJWC	KXMS Alice, Tex.

Grants

Call	Assigned to
New AM's	
KBXN	Bear River Broadcasting Inc., Tremonton, Utah
WYKM	Mountain State Broadcasting Inc., Rupert, WVa.
New FM's	
KXAZ	Paranto Broadcasting, Page, Ariz.
WMMK	Gulfcoast Broadcasting Inc., Destin, Fla.
WPIG	Vacationland Broadcasting Services Inc., Saco, Me.
KMCM-FM	Miles City Broadcasting Corp., Miles City, Mont.
WHME	Stephens County Broadcasting Co., Comanche, Okla.
New TV	
KEQO	Red Carpet Country Television Broadcasting Corp., Enid, Okla.
Existing AM's	
WSWI	WIKY Evansville, Ind.
WELL	WALM Albion, Mich.
WOKG	WTCL Warren, Ohio
Existing FM's	
WKHX	WBIE Marietta, Ga.
WRBC	WRJR Lewiston, Me.
WEVD	WEVD-FM New York
KIQZ	KIAJ Rawlins, Wyo.
Existing TV	
WSMV	WSM-TV Nashville, Tenn.

Other

- Record high of 187,866 complaints were received by Broadcast Bureau in fiscal year 1981, almost double 94,504 figure recorded in 1980. Of 1981 total, 173,860 were classified as complaints and 14,006 as comments or inquiries. Complaints about obscene, profane or indecent programing numbered 25,693 compared to 14,550 in 1980. Fairness Doctrine, equal opportunity and reasonable access complaints and comments totaled 10,732, expected decrease from 1980 election year when Bureau received 20,340 such complaints. Ann. Nov. 10.
- FCC established Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications. Committee will provide advice and

Summary of broadcasting

FCC tabulations as of September 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,624	3	1	4,628	124	4,752
Commercial FM	3,340	2	1	3,343	179	3,522
Educational FM	1,115	0	1	1,116	61	1,177
Total Radio	9,079	5	3	9,087	364	9,451
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,035	141	1,176
FM Translators	401	0	0	401	214	615
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Excellent Sales Manager with longevity in prior jobs documented with proven success sought for top shelf No. 1 FM rock station. Must carry heavy list and understand bottom line. This is a permanent opportunity that will pay the price for a true professional. All candidates will be thoroughly checked. Number one salesperson that is now highest biller at their station okay. Compensation package proves we want a winner. Letter and resume Box K-118.

General Manager with a proven background in sales, and good working knowledge of programming and production needed to head our AM and FM operations in West Virginia. Outstanding growth opportunity. Send resume with references to Box M-27.

Sales Manager. 100,000 watt FM adult contemporary station located in mid-size sunbelt market has an opportunity for a highly motivated and organized person who has background in advertising/marketing, wide knowledge of radio industry, minimum two years of college, and experience as a hard-hitting street salesman. Salary commensurate with experience. Mail resume to: Box M-147. Equal Opportunity Employer.

Sales Manager - Local/Regional - For medium-sized Northeast market. Salary, override, bonus arrangement. Heavy Retail Experience Necessary. Send resume to Box M-138.

Chief operator to oversee construction and operation of Mini-Radio Station. Engineering background necessary. Salary \$24,000 up. Apply to: Sand Point Broadcasting, Box 16, Sand Point, Alaska 99661.

Co-op Sales Director. No. 1 country AM radio station located in the heart of the sunbelt is seeking an experienced co-op sales director. Become a part of Texas' fastest growing group of radio stations—Hicks Communications, Inc. Salary commensurate with experience. Equal opportunity employer. Send resume to: Gary F. Maricle, General Sales Manager, KLVJ Radio, P.O. Box 5488, Beaumont, Texas 77706. 713—838-3911.

Ready To Manage small market station? Good future volume; has had good volume. Right person must have sales, play-by-play and desire to change present operation. E.O.E. Call Steve Pearce. 501—898-2774.

General Sales Manager to sell and put together a professional sales team in the Providence Market. Resume to Don Hysko, WGNG, Route 123, Cumberland, R.I. 02864.

Community radio station seeks General Manager. Responsible for administration, fundraising, and personnel management. \$10,500. Deadline December 8. For more information write: Manager Search, KOPN, 915 East Broadway, Columbia, MO 65201.

HELP WANTED SALES

Account Executive. If you are interested in earning \$25,000 plus a year, if you have a minimum of three years radio sales experience, if you are a self-starting street fighter, if you want to work for a number one radio station and a first class operation, if you are looking for future advancement with one of the nation's most progressive radio groups, We want you! Only two openings available. Contact Walter Broadhurst, General Sales Manager, WKEE, Inc., P.O. Box 2288, Huntington, WV 25724. EOE. M/F.

Florida - (South Central) up to 30% commission plus good list - New ownership with good benefits such as 90% dental included on health plan. Single station market, 50,000 pop. in immediate 12 mile area. Format A/C. As well as proven track record you must be a good strong person who can organize and run a sales department as well as sell, with a strong incentive. Contact Duke Roberts at 813—453-3139 or write WAPR, Box 1390, Avon Park, FL 33825. Now owned by Florida Outdoor, Inc. Bradenton, FL.

Southern California Group needs aggressive sales people at four stations. Stability. Fast growing markets. Excellent benefits. Growth opportunity. Requirements and sales history to Box M-148.

Small Market New England AM-FM, seeks Sales Manager. Excellent Market. Send resume to E.H. Close, Box 466, Keene, N.H. 03431.

Co-Op Sales Director. No. 1 country AM radio station located in the heart of the sunbelt is seeking an experienced co-op sales director. Become a part of Texas' fastest growing group of radio stations—Hicks Communications, Inc. Salary commensurate with experience. Equal Opportunity employer. Send resume to: Gary F. Maricle, General Sales Manager, KLVJ Radio, P.O. Box 5488, Beaumont, Texas 77706. 713—838-3911.

Account executive with integrity, initiative, and creativity. Send letter of application and resume to Sales Manager, WNMB, 429 Pine Avenue, North Myrtle Beach, SC 29582. Equal Opportunity Employer.

Sales Manager - Contemporary class C FM; Country AM. Responsible for personal client list and management of three-person staff. \$25k+ first year. Robert E. Powell, WQLO - WBEU, 3040 Boundary Street, Beaufort, South Carolina 29902. EOE.

Experienced Radio Sales Person: Chicago Area Radio Station is looking for an Account Executive with approximately one year experience in Radio Retail Sales. E.O.E. Send resume to Ed Peters, G.S.M., WYEN FM107, 2400 East Devon, Des Plaines, IL 60018.

Rapidly growing station seeks experienced Account Executive to handle and develop a key account list. First year income potential \$30,000 plus. Second year income potential \$45,000 plus. Top FM station in major southeastern market. E.O.E. Box M-126.

Salespersons join one of the fastest growing stations in the country. First year potential \$30,000. Must be aggressive self-starter. 100,000 watt FM contemporary rock. Cover letter & resume only to Randy Maule, WDOQ, Box Q102, Daytona Beach, FL 32015.

Account Exec. Wanted for AM/FM combo. Strong growth record and innovative sales approach a must. We offer great promotional support! Liberal commission plus benefits and good working conditions. Resumes to Neely Crowley (Mrs.), Gen. Mgr., WSLT/WIBG, 957 Asbury Ave., Ocean City, NJ 08226.

Account Executive Radio arts programed AM, TM stereo rock FM in central N.Y. has a sales opening. Experienced local AE to cover agency/client list. Local and regional experience necessary. Send resume to Don DeRosa, VP & General Manager, WOSC/WKFM, P.O. Box 2175, Syracuse, N.Y. 13220, or call 315—695-2165. E.O.E.

Experienced, aggressive salesman needed in Kentucky's capital. GSM position for right person. Call Leigh Allan, 502—875-1130. EOE.

General Sales Manager. Group-owned major market AM/FM in Ohio valley seeks individual to manage two local sales staffs and combo national sales efforts. Sales management experience required. Position leads to station management. Reply Box M-151.

HELP WANTED ANNOUNCERS

Morning drive NY State. Salary in mid-200 range. Fringe benefits. Substantial commercial on-air board experience essential. Mature voice-good commercials. Box M-100.

Experienced morning & afternoon personality needed. Also, newperson wanted. FM in Boise, Idaho. Phone Bob Hendricks 208—523-3710.

WKBW Radio seeks creative afternoon drive personality. Excellent opportunity for experienced individual. WKBW is a 50 KW Capital Cities Station. If you're good—send your tapes and resumes to Neil McGinley, WKBW Radio, 695 Delaware Ave, Buffalo, NY 14209. EOE/M/F.

Good opportunity for announcer with play-by-play experience. Tape & resume to WCVA, Culpeper, VA 22701.

Small Market Modern Country Radio Station looking for experienced disc jockey for midnight to 6:00 AM shift. Good company benefits. Send tape, resume and salary requirements to Jacki West, WGTO, P.O. Box 123, Cypress Gardens, FL 33880. An EOE M/F.

Position open for announcer with experience in production. Ability to participate in a conversational talk show would be a plus. Send tape and resume to Buddy Peeler, KPAN Radio, P.O. Box 1757, Hereford, Texas 79045. EEO Employer.

Rare Opportunity - WMMR needs the most outrageous overnight personality in the history of broadcasting. Must have minimum 3 years experience in major market. Send tapes and resumes to Charlie Kendall, Program Director, WMMR, 19th & Walnut Streets, Philadelphia, PA 19103. No Calls. An Equal Opportunity Employer M-F.

Personalities needed to appear on nationally distributed promotional aircheck album. Tapes to: Talent Bank, Box 19263, Baltimore, MD 21213.

Northshore/Chicago station seeks announcer with Jewish programming experience. Demonstrated "personality" more important than years of experience. Must be familiar with Jewish music, strong background in news, interviews and live call-in programs. Must be willing to get involved in community. Excellent opportunity for the right person. Send resumes and tapes to: S. Kramer, 210 Skokie Valley Rd., Highland Park, IL 60035. No calls. All replies held in the strictest of confidence. An equal opportunity employer, M/F/H.

HELP WANTED TECHNICAL

Top Notch Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. The engineer we'll hire takes pride in keeping transmitter building and studio equipment in immaculate condition. \$18,200 to \$20,800 depending on qualifications. Box M-44.

Chief Engineer for class IV AM and Class A FM. The right applicant will construct new remote controlled class C FM. Must be aggressive with RF and studio construction experience. First Class or general certificate required. Send resume and salary requirements to Box M-102.

KTRH/KLOL, Houston, has an opening for a full-time studio engineer. 5 years experience in FM transmitters, studio maintenance, and construction required. First/General and/or SBE certification. Send salary requirements and resume to Don Meredith, Chief Engineer, KTRH/KLOL, P.O. Box 1520, Houston, TX 77001. E.O.E.

Lansing Michigan is a great place to live and be a chief engineer. 14 station group member needs an ambitious, experienced chief. Many benefits and opportunities for intelligent, innovative person. Send resume to P.O. Box 21212, Lansing, Michigan 48909. An EOE/Affirmative Action Employer.

Experienced Chief Engineer: Wanted by a Southern California FM radio station. Must be strong in transmitter, microwave and studio maintenance, one man shop. Contact Cal Shields, KACE/FM, 1710 E. 111th St., L.A. CA 90059.

Chief Engineer for Class 4 AM daytimer and Class B-FM automated. Digital background and automation experience needed. Write Don DeRosa, VP & General Manager, WOSC/WKFM, P.O. Box 2175, Syracuse, N.Y. 13220, or Call 315—695-2165. E.O.E.

Broadcast Engineer. Opening assistant chief engineer at Midwest radio stations. Require First FCC License, minimum three years experience. AM, FM, and DA's. E.O.E. Resumes to Federated Media, P.O. Box 6000, Fort Wayne, Indiana 46896.

HELP WANTED TECHNICAL CONTINUED

Recording Technician National Public Radio seeks Broadcast/Recording technicians for a permanent position in Washington, D.C. and temporary work in our New York Bureau. Applicants must have 3-4 years Broadcast experience including heavy news and documentary production. Knowledge of all types of signal processing mandatory. Experience must include music recording. If you are as at home on a remote as in a studio send resume to: Personnel, National Public Radio, 2025 M St., N.W., Washington, D.C. 20036.

HELP WANTED NEWS

Progressive 100,000 Watt AOR looking for an anchor-reporter who values journalistic freedom, has experience, savvy, etc. Females encouraged. Great Lakes, Great Station. Letter, resume to Box K-184.

Radio Talk Talent - We're looking for stimulating, controversial talk radio people. We are a 50 KW fulltime news/talk station with a unique opportunity for the right person or team. We'll provide an opportunity to do TV talk too. Send your resume to Box M-90. An Equal Opportunity Employer. M/F

KELI, Tulsa is looking for excellent news people. Positions available include assistant news director to news trainee. Only professional news people need apply. Salary commensurate with experience. Send tape and resume to News Director, Jim Ellis, P.O. Box 52185, Tulsa, OK 74152. Equal Opportunity Employer.

Expanded coverage area means two new openings at one of Midwest's finest broadcast operations. AM-FM News Leader wants experienced broadcaster with skills in news and programming. Some sports included, but this is a news and information position. Box M-132.

Immediate Opening for news editor. Major Market All News Radio Station has an opening for an experienced working journalist with solid journalistic credentials. Minimum two to three years in major market all news broadcasting environment preferred. Must have strong communications, leadership and organizational skills. Solid writing, editing, news gathering, story and newscast development ability are essential. Excellent benefits. Salary commensurate with experience. Send resume to: KFWS, c/o Human Resources Director, 6230 Yucca Street, Los Angeles, CA 90028. Equal Employment Opportunity/Affirmative Action Employer.

Wanted: News reporter/anchor for AM/FM in suburban Chicago. EOE. Tape, resume to Rick Bellairs, WIVS-WXR, 300 Commerce Dr., Crystal Lake, IL 60014.

Good opportunity - reporter, anchor. Gather, write local news. Experienced preferred. Tapes & resumes to Lee Douglas, News Director, WRNJ Radio, Box 1000, Hackettstown, N.J. 07840. EOE. No calls.

WGH, Norfolk, needs anchor/reporter. Must have outstanding abilities. Min. 3 yrs. radio news. Knowledge of Norfolk market helpful. Excellent salary and benefits. Car may be available for right person. T&R to Carl Holland, ND, Box 9347, Hampton, VA. 23670. No calls. EOE/M-F.

Reporter/Florida Public Radio Network (Radio-TV Writer). Annual Salary \$12,256.56 plus benefits. Assists in planning & production of statewide governmental affairs programs for distribution to Florida Public Radio Stations. Conducts interviews, writes scripts, edits and announces statewide governmental affairs programs. Operates variety of broadcast and production equipment. Requires: Graduation from accredited 4-year college with major course work in Journalism or Broadcasting. Send resume with audition tape, and references to Ben Wilcox, Producer, Florida Public Radio Network, 420 Duffenbaugh Building, Florida State University, Tallahassee, Florida 32306. Application deadline, November 27, 1981; position available, November 30, 1981. FPRN/The Florida State University is an equal opportunity/affirmative action employer.

Wanted: experienced radio news anchor for all-news station. 3-5 years experience; all-news background desired. Send tape and resume to: Tony deHaro, News Director, KRLD Radio, 7901 Carpenter Freeway, Dallas, Texas 75247. EOE.

News and Public Affairs Director for 100,000-watt NPR affiliate, associated with school with more than 300 broadcasting majors. BA/BS in communications or related field; four years broadcast news experience. Salary: \$16,000. Deadline: Nov. 30, 1981. Send resume to: Chairman, Search Committee; WUFT-FM, College of Journalism and Communications, University of Florida, Gainesville, Fla. 32611. (Non-returnable production tape encouraged.) The University of Florida is an equal opportunity/affirmative action employer that encourages applications from minorities and women.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

We're covering more of Missouri and need to expand our staff. If you have broadcast skills in news, announcing, talk and sports, you could join the information leader. 3 to 7 years' experience required for this position. Advancement opportunities available. EEO. Box M-133.

WSVS AM/FM, Crewe, Virginia provides equal employment opportunities to all qualified or qualifiable persons regardless of race, sex, color, national origin or religion and all terms and conditions of employment. We are seeking to develop a pool of qualified or qualifiable minority and female applicants for future employment opportunities at WSVS. If you are a minority or female and would like to be considered for future job openings, send resume to WSVS, Department BG, 800 Melody Lane, Crewe, Virginia 23930. All resumes received will remain active for six months.

Producer/Announcer KUNR-FM Public Radio, University of Nevada-Reno. Responsible for the production of a variety of feature reports including arts interviews, news documentaries; training and scheduling of announcers; and daily airshift. Qualifications: B.A. or two years experience in production and announcing, supervisory skills. Salary up to \$16,638, depending upon qualifications; Deadline December 18, 1981. Send resume, aircheck and sample production work to: Office of Communications and Broadcasting, University of Nevada-Reno, Reno, NV 89557. Attention: Nancy Young. 702-784-6083. AA/EOE.

Production Manager: Mature, natural sound and strong production. Minimum 3 years in radio. MOR AM/Country FM. Jana Pentz-McBride, KWBE/KMAZ, Beatrice, Nebraska 68310. 402-228-5923.

Operations Manager AM/FM stations seek person to oversee programming, production, and air staff. Good production voice a must! Fastest growing stations in the Atlantic City Market, offering good pay and benefits to right person. Resumes to Mrs. Neely Crowley, Gen. Mgr., WSLT/WIBG Radio, 957 Asbury Avenue, Ocean City, N.J. 08226.

AM/FM Adult Contemp combo seeks tapes and resumes from qualified people. Future openings include air, production, copy and news. 2-4 years commercial experience required. Production positions are hands on, non-voice. Major market area. Respond to: Future Openings, Box 859, East Brunswick, NJ 08816. EOE. M/F

SITUATIONS WANTED MANAGEMENT

Billboard, Gavin award winner, currently employed PD. Seeking PD slot at AC or Country station. Type Y management approach. Bottom line oriented. I program for ARB, but to the audience. Box M-46.

Highly successful General Manager desires change. Consider medium or large market radio station in Southeast USA. Good organizational ability, tough on sales and general radio station management. RAB, CRMC. Available in 60 days. Send replies to Box M-92.

Sales and Programming professional desires general manager position in small market. Currently in Top Fifty market. Prefer Virginia or neighboring states. Box M-95.

Proven Turnaround Team - seeking profit sharing situation. Reply Box M-91.

Infinite marketing possibilities—Shortest broadcaster in U.S. Radio's answer to Herve Villechaize. Have small market experience, now looking toward medium market. Phone now—My aircheck is even taller than me. Kerry (215) 566-1550.

Promotion Director—formerly of Y-100 (WHYI-FM, Miami-Ft. Lauderdale), available immediately. Strong references. Please call Dan Smigrod at 305 474-3179 or write 1870 S.W. 81st Lane, Davie, FL 33324.

Young, Bottom Line oriented selling general manager seeks position in Florida or deep South. . . . Strong in programming, promotion and personnel—prefer buy-in opportunity but will consider all offers. Box M-144.

GM, happily employed seeking smaller southeast market. 10 years successful management. Sales, promotion, community oriented. Professional. As corporate VP I hire managers. Know your needs? I have what you want. Box M-137.

Dedicated Professional seeks GM or GSM position. 20 years of winning have equipped me with the knowledge needed to successfully manage your station. Have pulled top ratings, written and produced award winning commercials, been the top biller, and I have been a successful general manager for the past five years. Excellent track record and references. Southeast only. Box M-128.

Attention Station Owners/Group Owners. Where can you find a general manager that's dedicated, a superior leader and motivator that specializes in strong, creative sales and sales promotions? Experienced managing AM & FM all markets. Skills include engineering, FCC, programming. If you're looking, you found him. 18 years a successful broadcaster. Best credentials. Box M-114.

General Manager available - Major Market background. Now responsible for profitable medium market facility. Experienced all areas, sales, programming, administration. Seeking long term association. Box M-110.

SITUATIONS WANTED SALES

Experienced! Now Employed! Prefer medium or small midwest market. Management background in sales, operations, Programming! Box M-145.

Energetic Sales and PBP Voice with two years' experience seeks similar position in medium market with opportunity to do PBP 300 Stony Pt Rd. No. 201, Petaluma, CA 94952. 707-778-7063.

SITUATIONS WANTED ANNOUNCERS

Motivated to produce listeners and sponsors Aggressive DJ, news, sales, excellent appearance. Broadcast trained. Jeff 212-767-5068.

Former 50 kw AM DJ/announcer is returning to radio. (Left radio to manage family business, now sold.) Will send resume to any size station anywhere. Call or write Arne 219-589-2849 or Box M-65.

Experienced, versatile personality with first, looking for nice medium market. Box M-51.

Gary Hopkins - College grad; first phone; assistant producer, top NY talk show; production director on-air 2 stations; aggressive, young, talented. For sparkling audition tape call 212-891-5725.

Major market morning personality looking. . . . Heavy into humor/entertainment. Serious offers Only. Box M-94.

Production Director: for MOR Station. Call Ron 316-524-7626 from 10 AM-3 PM CST.

Helicopter Pilot Reporter with two years' experience in Boston. I can untangle your traffic problems, plus on the scene news reporting. Write Carl Towle, 320 Lynnfield St., Lynn, MA. 01904 or call 617-581-1728.

Experienced Sign-on or afternoon drive! Excellent sales figures. I seek this combination position in medium or small Midwest market. Box M-140.

Let's Economize! I have over 12 years' professional experience as morning man, PD., newsmen and N.D., production, copy writer and assistant station manager. Family man; Stable; FCC first ticket. Available now for any or all of the above! Any format except hard rock. Looking for medium or better market offering realistic salary; fringe benefits. No small markets. . . . Serious inquiries only. Currently working in Southcentral Pennsylvania, will consider all locations. Box M-123.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced Air Personality, PD MD, competitive small market. First ticket. Seeking Top 40 or A/C that thinks like the majors. Indiana-Ohio-Illinois-Michigan area. College area (Community or Jr, OK) desired. Opportunity more important than market size. Box M-112.

Creative and Reliable AM man is trained and seeks best starting opportunity. Ready to go anywhere. Call after 4 p.m. for tape and resume, John McDonnell - 312-423-9541.

Talk Personality... Erudite, witty, fluent, creative. Experienced multi-faceted communicator-entertainer available now. Phone 301-744-1583.

Female Announcer, FM style, country, good voice, dependable, looking for small market station. Joan Dobbins, 415-566-4228.

Easy, Distinctive Style. Excellent voice, good reader, diligent. Will relocate. Claude Motley Jr., 3138 N. 44th St., Milwaukee, Wisconsin 53216. 414-449-1796.

SITUATIONS WANTED TECHNICAL

Experienced, currently employed, female person. Hungry to learn, grow and contribute. Reply Box M-120.

Engineer, First Phone since 1948. AM, FM, TV, Microwave, Klystrons, Directional Antennas. Recent AMPEX course VPR-2B, VTR and TBC-2B Time Base Corrector. Ladendorf 312-299-2569.

SITUATIONS WANTED NEWS

Eighteen Years in broadcasting. Good track record in sports, small market radio ownership and television sports. I want a good sports or news anchor job with a solid company. Family man. Iowa Native. Box M-75.

Female News/Talk Host seeks Eastern Middle/Major Market. Box M-131.

Energetic, experienced PBP announcer. Baseball, Football, Basketball. Quick, informative, precision descriptions. Engaging voice. No one works harder. Will relocate. Larry 317-743-8823.

Experienced newsmen, good writing skills, clear delivery. Five years' experience on-air/street reporting, college and professional. All offers considered. Willing to relocate. Call 401-333-5676.

Attention Conn./Mass. - Aggressive News Journalist available. Degree, Top references. Hank Holmes 617-679-6957. Day/eve.

Attention small markets. Hard working female seeks first job as News Reporter/Announcer. Has college radio experience. Will relocate. Tape and resume call Sheryl between 6:30 p.m. EST and 12 midnight EST. 212-392-6449.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Major market pro wants to program Top 50 station out of the red. Morning air slot. Box M-93.

Professional, experienced programmer, looking for P.D. slot, east of Miss. 15 yrs. experience, 4 yrs. as P.D. Box M-143.

Five Years' Experience SCA Radio Reading, ten years public and commercial radio, plus degree. Seeking programing and/or engineering/production position with Radio Reading service. Box M-124.

Ohio, Michigan, Kentucky. Seeking announcing, operations, programming, or news. Relaxed delivery, 3rd, experience. Box M-115.

Team Worker with 1 1/2 yrs. experience and looking for more. 1st phone combo with good production and technical ability. Call Marty McCrue. 212-464-2178.

Good Ratings; Good Production. Experienced AC/ Country air personality looking for challenging opportunity. Presently morning drive and PD. Call 817-767-5024.

Winner. Twelve years' experience, major and medium markets, proven programming winner. Complete references available. Prefer Southeast. 913-677-4702.

Wanted: News/Talk PD Position. Formerly Asst. PD at KABC, looking to relocate in medium/major markets. MA Management/Research. First Phone. J. Richards, 1589 E. Prince, Tucson, AZ 85719.

TELEVISION

HELP WANTED MANAGEMENT

Television General Manager - Group-owned network affiliate in southeast market seeking experienced broadcaster for general manager's position. Sales, budgeting and people 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 M-127.

Chief Accountant: Well-versed in all phases of broadcast accounting to head-up five person department; college degree preferred; excellent fringes and growth potential within progressive broadcast group. Send resume and salary requirements to: WDEF-TV/AM/FM, 3300 Broad Street, Chattanooga, Tennessee 37408. Attn: G. R. Bolton. We are an Equal Opportunity Employer, M/F.

Local sales manager who will also carry a heavy account list wanted for a midwest CBS affiliate. Experience required in all phases of television sales. Reply to: Ernest W. Hill, VP and General Sales Manager, WEYI-TV, P.O. Box 250, Clio, Michigan 48420. An equal opportunity employer.

Development Coordinator. Responsible for revenue from corporate underwriting of public television, budgets, planning, & marketing. Available 1/1/82. Resume & salary history to: Personnel, WMFE-TV, 11510 E. Colonial Dr., Orlando, FL 32817. Equal Opportunity Employer.

Director of Development/Senior management position. Will head substantial fund-raising and marketing department of large community-owned PTV station. Responsible for traditional PTV fund-raising programs, including membership, TV auction, corporate underwriting (local and national), contract services, grantsmanship and deferred-giving programs. College degree. Six years experience in fund-raising and marketing areas, record of strong management and sales ability. Public television familiarity is an important plus. Apply to Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: December 18, 1981. No Calls. WYES-TV is an Equal Opportunity Employer.

HELP WANTED SALES

Local Account Executive opening with NBC affiliate in medium size market. Established list. Experience in media sales desired. Being a self-starter and a professional are key ingredients. Send resume to WTVO-TV, P.O. Box 470, Rockford, IL 61105.

Account Executive-TV Sales, Top 50 Market Network Affiliate. Minimum 3 years TV Sales experience to cover established local and regional list. Send resume and salary requirements to Box M-146. EOE.

Local Sales A/E - KOKH-TV/Oklahoma City is looking for an experienced account executive. Independent background helpful but not necessary. Send resume to John Ferguson, KOKH-TV, P.O. Box 14925, Oklahoma City, Oklahoma 73113 or call 405-843-2525, or 2526 (after 5:30PM).

HELP WANTED TECHNICAL

Expanding Christian Broadcaster requires 4 experienced maintenance Engineers. Digital experience a definite plus. Work with State Of The Art equipment and participate in construction of a modern television facility. Also have a need for two experienced videotape editors. Send resume or contact: Dan Faso, Director of Engineering, Jimmy Swaggart Ministries, P.O. Box 2550, Baton Rouge LA. 70821 504-926-6239. We are an Equal Opportunity Employer.

Excellent career growth opportunities exist for an experienced UHF television transmitter engineer. Background should include maintenance and operation of a UHF TV transmitter, microwave system, and studio equipment including cameras and 3/4" VTRs. FCC 1st Class License required. Please send resumes or direct inquiries to: Mr. Ansel Wayne Smith, Director of Engineering, Focus Broadcasting Company, Suite 1922, 875 N. Michigan, Chicago, IL 60611, 312-751-0785. EEO Employer.

Wanted: Person with EE degree or physics degree with 2 to 5 years of klystron design experience. Should have detailed technical understanding of the European and American television broadcast industries. Should have engineering management capability to assume responsibility for directing new klystron related product development. Should be capable of extensive world travel to implement new product lines. Salary: up to \$28,000. per year plus many fringe benefits. Send resume to Steven Thomas, 334 St. Paul Place, Baltimore, MD 21202.

Operating Engineer needed. Savannah's CBS affiliate offers great opportunity to work in Historic Downtown and enjoy a mild winter along the beautiful beach. Very competitive salary, excellent benefits, advantages of major group broadcaster with a sound future. Requires videotape, camera, remote transmitter operation and operator maintenance experience. 1st phone required. For details contact LaVaughn Thompson, WTOG-TV, P.O. Box 8086 Savannah, Ga. 31412 or call 912-232-0127. EEO M/F.

The University of Alabama has an opening for an experienced TV maintenance person for its public broadcasting production center. Requires good trouble shooting and maintenance experience with studio and ENG camera, switching, recording (U-matic, 2 inch and quad) and editing equipment. This position has responsibility for maintenance of equipment and supervision of engineering personnel. In return we offer a creative and happy staff and generous benefits, including 22 days annual leave, 2-3 weeks of paid holidays, sick leave and retirement plans, tuition reduction for staff and dependents (after 3 years employment) and a schedule for which night and weekend hours are the exception, not the rule. The salary is \$18,000. For further details call Joe Stuckey, 205-348-6210. To apply send full resume to Employment Office, Box 6163, University, Alabama 35486. AA, EOE/MF.

Assistant Chief Engineer-Experienced engineer with maintenance background needed for expanding group television station. Contact Paul Bock, CE, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Phone 304-525-7661. An Equal Opportunity Employee.

New UHF station in America's most beautiful city needs a Chief Engineer, Transmitter Supervisor, Maintenance Supervisor, and Maintenance Engineers with a desire to build a first-class television facility with all new top quality equipment. Thorough experience with the latest state-of-the-art techniques is a requirement. Equal Employment Opportunity Employer. Send complete resume to: KUSI-TV, P.O. Box 11985, San Diego, CA 92111.

TV/Radio Maintenance Engineer State-of-the-Art television production facility and FM radio station. Min. 3 yrs. current broadcast maintenance experience. Salary, low to Mid 20's. Excellent benefits. Contact Personnel Services, San Diego Community College District 714-230-2110. Equal Opportunity Employer.

Television Maintenance Engineer-Experienced in Ampex 1200 and TCR 100, video tape and Sony 3/4". Send salary requirements and resume to Chief Engineer, WSLS-TV, P.O. Box 2161, Roanoke, VA 24009.

Transmitter Engineer - Operation and maintenance of television transmitter video, audio, and microwave terminal equipment; radar; and 2-way radio equipment. FCC license, previous television transmitter operation and maintenance, and technical training all required. Previous microwave and radar experience preferred. Send resume to Operations Manager, KTUL-TV, P.O. Box 8, Tulsa, OK 74101. No phone calls. You will be contacted based upon the qualifications submitted in your resume. EOE/MF.

**HELP WANTED TECHNICAL
CONTINUED**

Studio Engineer - Engineering operations include air and production operation of Quad, 1", and 3/4" video tape recorders; film and studio camera video control; microwave and receiving and transmitting equipment; set-up and operation of television mobile equipment. Technical school training and 2nd Class FCC license required. Previous station operation preferred. Send resume to Operations Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. No phone calls. You will be contacted based upon the qualifications submitted in your resume. EOE/M-F.

Engineering Television Technician - A minimum of 2-5 years experience preferred in studio broadcasting and an FCC General License is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume including salary requirements, to Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

TV Engineering Supervisor—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience. ENG, digital background and FCC General License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements, to Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Studio Engineer - Trouble shooter for growing unique cable TV system. Must know 3/4" editing equipment, 3-tube ENG, and related equipment. Position involves light maintenance of editing, portable recording and basic studio equipment. Experience required. Contact Jerry Voss, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

Turner Broadcasting System, Inc., WTBS; CNN; CNN2. Due to the start of our third station, Cable News Network 2, we have immediate openings for: 3 Maintenance Engineers and 7 Operation Engineers. Two years technical school or electronic experience required. Send details of your employment background and salary requirements to: G. Wright, Turner Broadcasting System, Inc., 1050 Techwood Dr., NW, Atlanta, GA 30318. No phone calls please. EOE.

On-Air Switchers, Master Control. The "SuperStation" is looking for some special people; experienced, career minded on-air Master Control Switchers. Our around-the-clock operation requires a consistent high quality on-air look on all shifts. Applicants must have a verifiable ability to work smoothly with all members of the operations team, have consistent work habits, good coordinating skills and be willing to work all shifts. We have an excellent staff and superb new facilities. This position offers good pay, benefits and working conditions for the right career-minded individuals. An Equal Opportunity Employer (M/F). If qualified, send complete resume to: Bob Protzman, SuperStation, WTBS-TV, 1050 Techwood Drive, N.W., Atlanta, Georgia 30318. No phone calls, please.

Engineer for Instructional Television. Responsible for all engineering functions from pre-production to post production, studio production and limited remote field production. Requires state of the art knowledge of 1 inch video tape recorders, 3/4 EFP equipment, broadcast quality cameras, on line and off line editing systems, studio and microwave equipment. Must be able to perform all routine maintenance and must possess some systems design capability. Electronic trouble shooting a must. Must be able to recommend equipment for future acquisitions and be capable of delivering a consistently high quality product. Send resume to Janice Aycock, Personnel Office, Northwest Arctic School District, P.O. Box 51, Kotzebue, Alaska 99752. Closing Date November 30, 1981. E.O.E.

HELP WANTED NEWS

Anchor needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. EOE. Send resume and tape immediately to: News Director, WOWK-TV, 625 4th Avenue, Huntington, WV 25701.

Weather Anchor—Denver television station is looking for Weather Anchor for weekends and/or daytime news programming. Experience is a necessity, but a seal isn't. If you are interested in moving up to a top-20 market and living in one of America's most desirable cities, send your resume to Box M-89. An Equal Opportunity Employer M/F.

News Director. Our news director has been promoted. Group owned CBS affiliate in Sunbelt market seeking replacement. All ENG news department. Must have ability to recruit top people and motivate them plus be familiar with budgeting process, production and inter-departmental relations. No calls. Mail your resume to Allan Howard, Vice President/General Manager, KOTV, PO Box 6, Tulsa, Oklahoma 74101. EOE/M/F.

Assistant News Director ... take charge of operations of California Coastal news room. Will lead a staff of dozen people. Should be proficient in writing, reporting, video shooting and editing. Send resume and salary history to Box M-121.

Reporter - We are looking for an enterprising reporter who can write clearly and is capable of using production techniques to better tell the story. No beginners, please—must have at least one year of television news experience. Send tape and resume to Ray Depa, News Director, KETV, 27th & Douglas Street, Omaha, Nebraska 68131. We are an EEO employer.

Anchor/News Director - Rapidly expanding market in Central Wyoming. Two years experience. Must be exceptionally strong in working with people. Contact Box Zipay, KCWY-TV, Casper, WY 82601. 307—234-1111.

Reporter. We're still looking for a bright, talented general assignment reporter who can do live shots, features, and on-camera work. Tape and Resume to: Robert Allen, News Director, KOTV, PO. Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

Photo Journalist for staff expansion. Minimum of 2 years experience with a television news department a requirement. Send resume and videotape of work to Larry Hatteberg, KAKE TV, PO. Box 10, Wichita, KS 67201. E.O.E.

Position open immediately for News Director at KTUU 2, NBC Affiliate in Anchorage, Alaska. Responsibilities include supervision of an aggressive 9 member news operation in a rapidly developing market. Five years experience preferred. Emphasis on journalistic, managerial and strong producing skills. For more information, contact Al Bramstedt, Jr., General Manager, or Melissa Wells, acting news director, at 907—279-7477 or send resumes to: KTUU-2, P. O. Box 2880, Anchorage, AK 99510.

Growing News Service with Bureaus in N.Y. and Washington has openings for ENG camera operators, sound technicians and tape editors. Must have a minimum of 3 yrs. News ENG experience. Send resume and salary requirements to Box M-152.

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

National Cable Satellite pay TV service seeks experienced individual knowledgeable in TV film scheduling, inventory control, film operations, and operational details. Reply with salary requirements to Box M-84.

Sunbelt PM Magazine station looking for a female co-host with proven delivery and story producing abilities. We're not looking for just another pretty face. Applicant must have television news or magazine experience. Send resume to Box M-104.

Experienced producer/anchor will produce late evening news and co anchor weekends must have producing experience in a commercial operation equal opportunity employer and reply to Box M-98.

Oklahoma State University, Department of Agricultural Information, is presently accepting applications for Television Production Specialist. The incumbent should be skilled in movie or video tape photography and editing. The individual will match story line with script and video shots and will edit video tape. Minimum qualifications are a Bachelor's Degree and three years demonstrated skill in television news or documentary. Salary commensurate with education and experience. To receive full consideration, resume and samples of work should be received no later than December 1, 1981. Submit to: Charles N. Voyles, Agricultural Information Services, 102 Public Information Building, OSU, Stillwater, OK 74078. OSU is an Affirmative Action/Equal Opportunity Employer.

TV Art Director. Top 5 market, network affiliate is searching for an Art Director to handle everything from on-air to print collateral. The advantage will go to the person who excels in electronic graphics and has strong management skills. Send your resume to Box M-150. An Equal Opportunity Employer.

Wanted: TV Assignment Editor for network bureau. Washington experience preferred. TV experience required. Box M-117.

Director-Producer for public station in Toledo, Ohio. Minimum three years broadcast station TV director experience. Ability to conceive, write, produce and direct programs of all kinds. \$18,000 to \$21,000. Call or write Ms. Singler for job description and application procedure. WGTE-TV, 415 N. Saint Clair, Toledo, Ohio 43604. 419—255-3330. Equal Opportunity Employer.

Creative Services Producer/Writer. We're looking for a dynamic concept-through-completion producer/writer. Exceptional creativity, skill in both broadcast and print advertising and promotion are essential. If you're ready for this challenging position in a highly competitive TV market, send your resume to Human Resources Manager, KPIX, 855 Battery Street, San Francisco, CA 94111. KPIX is an Equal Opportunity Employer.

Promotion writer-producer with comprehensive hands-on editing and production skills. Seek quality-minded, enthusiastic self-starter. Send resume and promotion demo reel to WSMV Television, Promotion Director, PO. Box 4, Nashville, TN, 37202.

Promotion Co-Ordinator with Television Production and copywriting experience, preferably in a station Promotion or Creative Services Department. Bachelor's degree, preferably in Communications, Journalism or Advertising. Send Resume to Joe Rape, Promotion Manager, KAKE-TV, PO. Box 10, Wichita, KS. 67201. (No phone calls, please) E.O.E.

Film Director for medium market affiliate. Responsibilities include preparation, editing, timing, and administration of film materials. Must have prior broadcast experience, be familiar with the operation of studio cameras and audio equipment. If you have knowledge of film editing, this position could be for you. Send resume to: Operations Director, KEYT, PO. Drawer X, Santa Barbara, CA 93102. EOE.

T.V. Director (F or M) needed at once. Starting Salary \$11,232/year. Write: WMTW-TV, Poland Spring, Maine 04274.

Producer/Host plus Field Producer needed for anticipated business series at KTCA-TV, the Minneapolis/St. Paul PBS station. Producer/Host position requires experience in business reporting for television, radio or print. Field Producer position requires strong television experience related to business. Excellent writing skills necessary for both positions. Salary is competitive. Applicants must include resume plus videotape or other samples of work. Send to: Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. (EEO/AA employer).

Videographer-3 yrs. ENG or EFP production experience, 3/4 & Type C editing knowledge. Salary negotiable. Send resume to Tom Winkler, WFYI-TV, 1440 North Meridian St., Indianapolis, Indiana, 46202.

Director. Minimum 2 years experience to switch and direct 4½ hours weekend newscasts and backup director for 2½ hours weekday newscasts. Must have remote and commercial production experience. Send tape and resume to Rich Benham, Production Manager, KAKE-TV, PO. Box 10, Wichita, KS, 67201. E.O.E.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer/Director: Creative mature individual with 3 to 5 years' experience, to direct 6 PM and 10 PM News and supervise night production crew. Salary commensurate with experience. EOE. Call or Write: Production Manager, KSWO-TV, P.O. Box 708, Lawton, Oklahoma 73502... 405-355-7000.

Features Producer: Major Market Access Magazine wants experienced features producer to start immediately. Must have prior Evening/PM Magazine producing experience. Must have reel to show strong story structure and writing skill. Send your reel and resume to: J. Adair, Evening Magazine, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222.

KCRA-TV/Sacramento seeks Graphic Artist strong in illustration; with demonstrated skills in the areas of design, layout, typesetting and photography. Previous TV experience and degree in commercial are preferred. Person selected must join union. Resume and samples to: Larry Viviano, Art Director, KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE.

Television Captioning Coordinator. Coordinate captioning of television programs for hearing impaired audiences. Evaluate and improve captioning procedures and systems. Master's degree in language, linguistics or related field and two years experience in captioning and with deafness. Send resume to: Mr. Chris Pruszynski, Manager ITV, Rochester Institute of Technology, National Technical Institute for the Deaf, One Lomb Memorial Drive, Rochester, NY 14623. AA/EOE.

SITUATIONS WANTED MANAGEMENT

General Manager with over 25 years experience in television. Leadership in all phases of operation with emphasis on sales, programming and news; a problem solver. Excellent background, outstanding industry references, proven track record. Box M-48.

GM/GSM. Available January or sooner if necessary - 22 years in television. Know all phases. Mature, stable, excellent reputation in business. Top references. Box M-116.

Good Son Available: to senior level network executive. Willing to work my way up from directorship. Outstanding record and references. No reasonable position refused. Box M-113.

SITUATIONS WANTED TECHNICAL

College graduate, Communications degree, 1st Phone. References. Will relocate, want entry level job with good engineering dept. Box M-99.

Experienced, currently employed female person. Hungry to learn, grow and contribute. Reply Box M-120.

Do you want a Chief Engineer that understands Management and enjoys hands on maintenance? If so, contact Bill Taylor 601-366-7526, or write 227 Gunter St., Jackson, MS 39216.

Please! Won't Someone give me a break in entry level position in ENG camera and editing. Recent graduate of School of TV-Arts N.Y. Willing to relocate. Write or call 212-457-8054, Jeff Levine, 62-27 84th St., Rego Park, N.Y. 11379.

SITUATIONS WANTED NEWS

Hands-On News Director/anchor seeks anchor or same position. Currently in medium market. Box M-49.

News Director/Anchor in small market, no-win situation wants position in competitive, professional surroundings. Will consider all offers; not necessarily looking for anchor job. Paul 715-369-1426, mornings.

Experienced Female Reporter. 3 years television reporting; 1 year radio. Seeks general assignment reporting position. Box M-122.

Meteorologist desires weather only, weekday position in southeastern medium market. Experienced small, major markets. Box M-111.

Newspaper reporter with commercial broadcasting experience seeking street reporter job with TV newsroom in Southeast. VTR; references: 413-443-6969.

Make Your Kicker count as much as your lead. Woman with three years' television news experience seeks position as feature reporter. 301-384-6651.

Bright, intelligent, often witty nighttime broadcast team seeking to host NBC "Tomorrow" beginning January 1982. Able to relate to night people in unique manner. Contact Doug Stewart or Greg Hill, 513-523-7362 Tuesdays or Thursdays.

Bachelor degree in meteorology seeks on-air position. College experience is with 90-second weather segment using chromakey. Have ability to communicate effectively. Resume and tape on request. Available upon graduation Northern Illinois University 12/19/81. Contact Dan Salsbury at 815-753-0631.

Anchorwoman from cold northeastern medium market wishes to relocate in Sunbelt. Will consider others. Seven years TV background as anchor, reporter, producer, weathercaster. For tape, 717-675-5669.

Bright, attractive newswoman with a passion for TV news seeks reporting job. Former Washington Post staffer, TV newswriting/production experience. Let's arrange an audition. Call 202-265-7920. Eastern location preferred.

Professional Meteorologist seeking position as TV weather broadcaster in small or medium market. Have had some on-camera experience. Strong forecasting ability presented in an enthusiastic and professional style. Available immediately. For resume and tape contact George, 219-659-3731 or 219-659-2109.

Electric young black with on-air experience in top-50 television market and crisp, new broadcast-journalism bachelor's is anxious to report the news for your station. Can also shoot and edit ENG and film. If your news operation invests in lucrative young talent, call me for resume and video-tape: Keith Whitney, 215-844-0725. Will relocate.

Dynamic, experienced news director with several years service to the same company—seeking challenging, new opportunity. I'm a solid news director-producer on which to build an excellent news department. Reply Box M-87.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Cameraman: Studio-Remote-ENG. 20 years' experience with major network. Seeks position—TV station—or production facility. Available immediately. Box 483, Sebring, FL 33870. 813-382-2289.

Dress up your Commercials, Sports, and News with quality editing, producing/directing, technical direction, and camera stuffed into thirteen years professional experience. Call 904-744-1137.

Hard-working telecommunications graduate, with cable-casting experience seeks employment in the television industry, or the cable industry. For more information and a copy of a resume, write to 822 Silvermeadows Blvd. No. 301, Kent, Ohio 44240 or care of Mr. Jack O'Neill, 22 Albamont Road, Winchester, MA. 01890.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Unique Opportunities for executives/managers. Rapidly expanding national communications company specializing in new technology has openings for qualified persons experienced in Microwave Services, MDS, S.T.V., Cable TV, Teletext, Program Development, Engineering and Marketing. Send resume, in strict confidence, including salary requirements to: Personnel Director Affiliated Communications Corporation, 3200 Expressway Drive South, Central Islip, New York 11722.

HELP WANTED TECHNICAL

Top quality production house is expanding and has openings for the following positions: lighting/camerapeople, CMX editor, producers, directors, writers, marketing and salespeople, remote and maintenance engineers. Experience necessary in either commercial or industrial production or network level sports remotes. Write or Call: Video East Inc., 780 Fifth Ave., King of Prussia, PA 19406. 215-337-8766.

Chief Engineer (Cable) Possession of a bachelor's degree in electrical engineering and three years of professional electrical engineering experience in the cable communications service industry. Mail resume to: Ralph Squires, City of Columbus, Department of Energy and Telecommunication, 50 West Gay Street, Room 201, Columbus, Ohio 43215. An EEO Employer.

HELP WANTED INSTRUCTION

Department of Communication seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124. by December 1, 1981.

Three Positions: School of Radio-Television, Ohio University seeks instructor/assistant, assistant/associate, and visiting (Jan.-June, 1982) faculty with concentration in telecommunication management, new technology, international, public policy, and other areas contributing to undergraduate/graduate programs. Letter of application to Arthur Savage, RTVC 223, Ohio University, Athens, OH 45701, by December 15, 1981.

Instructor Or Assistant Professor of radio-TV to teach announcing, television production classes, possibly broadcast news class. Also will work with TV students in an announcing, TV production lab. Ph.D. preferred. Professional and solid teaching experiences essential. Salary competitive. Position open beginning Fall, 1982. Application deadline: December 5, 1981. Send up-to-date resume, college transcripts, and three current reference to: Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. An Equal Opportunity/Affirmative Action Employer (M/F).

The Kiplinger Program in public affairs reporting invites applicants for its 1982-83 program, beginning Sept. 22, 1982, at The Ohio State University. Professionals with 2-5 years experience can earn a Master's degree in journalism. Substantial teaching associate-ship funds available. Write or call: The Kiplinger Program; School of Journalism; The Ohio State University, 242 W. 18th Ave., Columbus, OH, 43210; or telephone 614-422-7438.

Mount Wachusett Community College seeks Public Communications Instructor, Spring, 1982. This replacement for faculty member on leave could become permanent. Qualifications: demonstrated ability to teach courses in at least three areas: Television Production; Broadcast Journalism; Audio Production; Broadcast Theory; Regulation and Practice; Cable Television Operation and Technology; and Photography and Film Production. Master's degree in Public Communications or a related discipline; relevant teaching and work experience. Semester salary, approximately \$8,000, attractive fringes. Resume by December 4 to Dr. Paul Susen, Mount Wachusett Community College, Gardner, MA 01440. AA/EEO Employer.

Director of Education. The Corporation for Public Broadcasting seeks individual to have the responsibility authority and accountability for the success of CPB educational activities, especially for the CPB/Annenberg School of Communications Project. Professional or generally recognized terminal degree; e.g., Ph.D., Ed.D., J.D., etc. A commitment to academic and media quality, especially TV and radio. High level of credibility in the higher education community, including the associations representing colleges and universities and other levels of education. Successful experience as an administrator, preferably in higher education or broadcasting. Significant experience with educational telecommunications, preferably public broadcasting. An interest in, knowledge of, and desire to encourage the use of technology for the improvement and expansion of higher education. Experience with the foundation world. Knowledge of and familiarity with government education agencies. Effective communications skills. Preference for significant recent experience in education, part of it being in educational telecommunications or public broadcasting. Salary Range: \$49,362-\$62,000. Deadline: 12/14/81. Send resume to Director of Personnel, 1111 16th Street, N.W., Washington, D.C. 20036-4875. EOE - M/F/H/V.

HELP WANTED INSTRUCTION CONTINUED

Telecommunication—Assistant Professor (academic year, full-time, tenure systems appointment.) Teach at undergraduate and graduate levels in telecommunication management. Research, publication and public service expected. Ph.D. with evidence of effective teaching capability in large and small classes. Academic background and research in telecommunication, management, and/or economics. Position available September 1, 1982. Send application materials by December 31, 1981 to Thomas Muth, Chairperson, Faculty Search Committee, Department of Telecommunication, 409 Communication Arts and Sciences Building, Michigan State University, East Lansing, Michigan 48824. MSU is an Affirmative Action/Equal Opportunity Institution.

Eastern Illinois University is seeking Chair of Speech Department to begin August, 1982. Qualifications: Ph.D. in Speech; administrative experience; familiarity and respect for all areas in Speech discipline; teaching excellence; published research; and participation in professional organizations. Department: 17 faculty members, 227 majors, offers B.A. and M.A. degree in Speech with emphases in radio/TV/film, rhetoric/public address, interpersonal/organizational, and speech education; extracurricular programs. Application: Deadline is February 15, 1982. Initial appointment is for a three year period. Send vita, transcripts and three letters of recommendation to Dean John Liable, College of Arts and Science, Eastern Illinois University, Charleston, Illinois, 61920, Equal Opportunity Affirmative Action Employer.

Communications. University of Michigan-Flint. Tenure-track position, assistant professor in English beginning fall 1982 to offer courses in mass communications (introduction, theory, special studies) and speech (fundamentals and public speaking) that serve the needs of a developing program in communications and contribute to the University's general education program. Strong likelihood of opportunities for graduate teaching and research/production activities with campus television station. Commitment to teaching, research in field and community service essential. Ph.D. required. Submit letter of application, vita, and at least three references by January 15, 1982, to F. Bartz, English Department, The University of Michigan-Flint, Michigan 48503. UM-Flint is an affirmative action/equal opportunity employer.

Three Positions: School of Radio-Television, Ohio University seeks instructor/assistant, assistant/associate, and visiting (Jan.-June, 1982) faculty with concentration in telecommunications management, with technology, international, public policy, and other areas contributing to undergraduate/graduate programs. Letter of application to Arthur Savage, RTVC 223, Ohio University, Athens, OH 45701, by December 15, 1981.

Radio-TV: Faculty position available in Fall, 1982 to teach courses in broadcast law, policy, history, and foundations. Assistant Professor on 9-month tenure track appointment. Qualifications: Ph.D. or J.D. or equivalent. Evidence of successful teaching and research experience. Salary competitive. Deadline for applications: January 15, 1982. Send Letter of Application, Curriculum Vitae, and three Letters of Reference to: Dr. Sam Swan, Acting Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, Illinois 62901.

SITUATIONS WANTED NEWS

Have a D.C. Bureau at a fraction of the cost. Experienced freelancer will cover any story. Capitol Hill and White House a specialty. Patrick Haggerty, 4570 MacArthur Blvd, Washington, D.C., 202-338-4660 (24 hrs).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For Broadcast Equipment: Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800-241-7878. In GA call 404-324-1271.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800-241-7878. In GA call 404-324-1271.

Want to Buy CBS loudness meter. Contact Chris Hood at 412-921-4357 or 921-2911.

Moseley 505/C STL transmitter and receiver, any frequency. Mark Howard 912-232-0097.

New Texas PBS Station must purchase large amount of T.V. equipment. Dealers are invited to send for information if they wish to bid. Deadline: Dec. 5. Box M-153.

Wanted to Buy: Automation system. 518-585-2868. Evenings: 518-585-6118.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

10KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

5 KW AM Gates BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

Used Equipment Bargains: RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; Vital Vix-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

ENG—Production Van: Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

5 KW FM RCA BTF-5D (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215-379-6585.

Revox PR-99 New 2 track reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

Harris 2.5KW transmitter FM. Used four months. Possible financing available. Also includes, exciter and stereo generator. 309-673-0902.

Quad VTR's: RCA TR-60, excellent condition, low hours, \$9,000; RCA TR-22, Hi-Band, \$7,000; AMPEX 1200B, D.O.C. PROC AMP \$14,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

Color Cameras: NORELCO PC-70, Pedastals and Heads, \$8,000 ea; GE PE-400, complete, \$4,000 ea; GE PE-350, complete, \$2,500 ea; TOSHIBA CTC-7X Minicam, Plum-icons, \$10,000. Call Bill Kitchen or Jim Herring, quality Media, 800-241-7878. In GA call 404-324-1271.

Channel 10 Transmitter Package; includes RCA space 25 kw transmitter, transmission line, antenna. \$35,000. Call Bill Kitchen or Jim Herring, Quality Media Corp., 800-241-7878; in GA call 404-324-1271.

RCA TK-76 camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and ingenious power zoom lens ... 25K 714-283-9355.

Telecine Specials! Phillips 35mm, all modifications, refurbished ... \$16,995. RCA TP 66, low hours, from \$12,750. Eastman CT 500, mint, optical/magnetic ... \$10,995. All under six month warranty. We take old equipment in trade. Write, wire, or phone International Cinema Equipment Company, 6750 N.E. 4th Ct., Miami, FL 33138. Phone: 305-756-0699. Telex 522071—Int Cinema Mia.

For Sale: Tektronix 1480R Monitor, Opt 1, 520A Vectorscope 1405 TV Sideband Adapter. Less than 100 hours "on" time, 25% off catalog price. Call Tom Leung or Bob Gornick, CTS Corporation, 219-293-7511.

Ikegami HL-77 color camera with accessories-excellent condition ... J.V.C. 4400LU broadcast 3/4" videocassette recorder. Excellent condition. Call: concept production 312-266-0430.

Ikegami HL-35: Excellent condition. Production use only. Canon 10:1, Shipping cases, A/C pack. \$10,500 314-441-1153.

150' square self-supporting tower. 12' at base tapering to 4 1/2' at top. Four sets circular rings 4" pipe segments, flange connected. Complete tower and reflector rings hot dipped galvanized after fabrication. Tower is used but in brand new condition. New fabrication cost about \$70,000.00, will sell for \$35,000.00. Buyer pays shipping. Keeble Steeplejack Company, P.O. Box 33216, Cleveland, Ohio 44133, will re-erect if desired. 216-237-4420 or 216-237-5105.

Color TV Camera for Sale RCA TK-76B. 14:1 Fuji lens - with X2EX. Includes batteries, charger, carrying case - full ENG configuration. \$21,500. Third Coast Video Inc., Jeff Van Pelt, 512-473-2020.

Chyron 1V Tiling System - 32K Memory - 6 Fonts - Colorizer/Keyer Twin Disc Drive - Keyboard - Power Supply Library - Message Discs. \$55,000. Diehl - 201-444-2911.

Rank Sintel MK3B flying spot scanner, monitor bridge remote control. Call 213-667-9232.

Radio Remote Trailer - Custom built windows, tandems, inverter, electric jack, etc. Audio-BGW, Technique, Panasonic, Vox-Atlas. Immaculate. \$6850. Photo and info - Jim Thornton 804-399-8819.

RCA 50-H, with solid-state exciter, and plenty of spares. Like new. Delivery from stock, presently tuned to 1180ke. Also Continental 10kw AM, Continental 5kw AM and FM transmitters from 5kw to 20kw, Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

FM Transmitter - ITA 250C - Excellent condition. Have increased power and need to sell this one. 817-552-630-3600.

Six RCA RT-27 Cart machines. New heads, belts, rollers. Two record amps. One cart winder with timer. Stereo mixing console B.E. Model 4S50, 4 channels, two years old. 313-285-9700.

Just removed from fulltime service an American Data Master Control Switcher - Model No. 580. Equipped with Model 501 power supply having 15 inputs. Audio follow video with preset and program banks. Has cutbar and pre-roll. Price \$3,995.00. Call Bob Cleveland or Howard Hoffman 813-939-2020.

**FOR SALE EQUIPMENT
CONTINUED**

Helicopter—Eye in the sky at 1/2 the cost. 1981 Hughes 300 C ENG Helicopter with live microwave capability, plus extras. Available immediately. Sale or lease. NI-Cad Inc., South Bend, IN. 219—287-5905.

Sony 1610 Color Camera. Sony 3800 recorder. Fluid head Tripod, excellent condition. \$3,000 or offer. Box M-136.

COMEDY

Hundreds Renewed again! Free sample Contemporary Comedy, 5804-B. Twineing, Dallas, Tex. 75227.

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Comic Relief. Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402—453-2689.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$99.95 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813—823-3733. Drawer 84, St. Petersburg, FL 33731.

Public Domain Films. 60 features, 50 westerns, 30 shorts. Very best quality prints transferred to 3/4 inch. Meets all broadcast specs. Lowest prices. Call 612—435-6600.

Job Hunting Success begins with professional guidance. Beginner/Pro, we can help. For details, send \$3.00 postage and handling to Broadcast Careers, Inc. Box 88864, Atlanta, GA 30338.

Embroidered Emblems: Promote your station with low cost quality emblems. Will outlast any bumpersticker or T-shirt. Free Artwork. Fireball Management, P.O. Box 588, Freeport, N.Y. 11520. 516—223-1244.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade better! For fantastic deal, write or phone: Television & Radio Features Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312—944-3700.

RADIO PROGRAMMING

Photo Tips radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local photo shops and film processors. Buy inexpensively or barter. Sales package available. Call 800-547-5995 ext. 181, Domain Communications, Box 337, Wheaton, IL 60187.

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets—placement assistance—FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212—221-3700.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, Copyright 1962. P.O. Box 2311, Littleton, CO 80160. 303—795-3288.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314—522-6325.

Future of Satellite Radio. Comprehensive 300-page study written for station managers, network planners and advertisers. Write Bruce Klopfenstein, 1350 Highland Street No. D, Columbus, Ohio 43201.

RADIO

Help Wanted Announcers

WKBW Radio

Seeks creative afternoon drive personality. Excellent opportunity for Experienced individual. WKBW is a 50 KW Capital Cities station. If you're good—send your tapes and resume to Neil McGinley, WKBW Radio, 695 Delaware Ave., Buffalo, N.Y. 14209. EOE/M/F.

TALK HOST WANTED

Top 50 market radio station looking for Talk Host. Must be glib, and opinionated, with a penchant for the humorous. Tapes and resumes to: Steve Hall, Program Director, WAVI Radio, 1400 Cincinnati St., Dayton, OH 45408. No Phone Calls. EOE/M/F.

Situations Wanted Management

**EXPERIENCED RADIO GENERAL
MANAGER**

Seeks new challenge. Currently responsible for extremely successful AM/FM group operation. Very stable. Stations have No. 1 ratings in competitive market and No. 1 profit in the group. Will consider offer of any owner or C.E.O. Box M-141.

PROFIT ORIENTED GM

With 10 years' experience in medium markets wants major market opportunity as GM or GSM—heavy in sales, marketing, people and administration. Top industry references. Box M-142.

TELEVISION

Help Wanted Management

**WFLD TV SEEKS
PROMOTION MANAGER**

Send resume stating your qualifications to:
**Robert Hartman, General Manager
WFLD TV
300 N. State St. Chicago, IL 60610**
An Equal Opportunity Employer. M/F
FIELD COMMUNICATIONS

SALES:

Full or part time to sell country's finest syndicated television commercials to quality independent retail stores in Northeast and Northwest. Two seasons traveling with own automobile—limited to extent of territory. Fully protected territory includes existing accounts. Respond to Box M-118.

Help Wanted Sales

**SALES
ACCOUNT EXECUTIVE**

Outstanding Opportunity ...

... With Arbitron's Chicago office.

... Fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our Television Station Sales Department.

The person we're seeking should have at least 5+ years experience in television broadcast sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence, to:

Jim Mocarski

The Arbitron Company
1807 Tribune Tower
Chicago, IL 60611

An Affirmative Action Employer

**Help Wanted Programing,
Production, Others**



Executive Producer

Position available immediately to replace producer who has moved to Evening Magazine. Successful candidate for the state's highest rated PM Magazine must have administrative skills as well as creativity and writing talent. Previous PM producing experience required.

Send resumes, tapes and salary requirements to: Terry Dolan, Program Director, WNEM-TV, PO Box 531, Saginaw, Michigan 48606. E.O.E.

THE PRODUCER/WRITER NETWORK

We are seeking superior field producers, directors, writers and technicians, both film and tape, to become affiliated with our nation-wide network. If you're one of the best in your area and don't want to relocate, PWN is for you. If you're accepted into our network, PWN will refer available broadcast/industrial production work to be performed by you in your home region. Should have minimum 3 years production experience or comparable skills. Send resume to: PWN., Commons West, Suite 1C, 638 Newtown-Yardley Road, Newtown, PA 18940.

CREATIVE SERVICES DIRECTOR

WCVB-TV, the nation's leader in local programming and the number one station in Boston, offers an exciting opportunity in the newly-created Position of Creative Services Director.

The Director will be responsible for the station's award-winning advertising/promotion and public relations departments and must meet the challenge of maintaining WCVB-TV's top position in this highly-competitive market, as well as the station's high national visibility.

The Director we seek must have a strong background in creative services, including on-air and radio promotion and print advertising to support our extensive Programming, News, and Public Affairs departments which produce more than 62 hours a week of innovative programming.

The Director must possess the ability to conceptualize and produce high-production station image campaigns and effectively deal with animators, film and music production houses, and outdoor advertisers.

Solid creative writing skills are required, as is previous management experience. Familiarity with handling press relations is preferred.

WCVB-TV is an ABC affiliate.

Reply in confidence, preferably with resume reel, to Personnel, K1181, WCVB-TV, 5 TV Place, Needham Branch, Boston, MA 02192. No telephone calls, please.

An equal opportunity employer, M/F.



POST- PRODUCTION SUPERVISOR

Programming supplier seeks post-Production supervisor. Responsibilities include personnel management & training; scheduling, quality control, client interface & participation in editing. Requirements are extensive knowledge in creative & technical aspects of the editing process & experience with CMS 340X editing, digital video effects & stereo/audio. Call or send resume to:

Joann Purcell
516-364-8450, ext 257
Cablevision
Program Services Co.
3 Media Crossways,
Woodbury, N.Y. 11797

Help Wanted Technical

KTVV-TV Austin, Texas

Opening for Assistant Chief Engineer at a well-equipped, major group-owned television station in Austin, Texas. Duties include direct supervision of engineers at studio facility, master control operation, and maintenance. Room for advancement with salary commensurate to experience. Contact Bill Hutchison, Chief Engineer, KTVV-TV, P.O. Box 490, Austin, Texas 78767 or call collect 512-476-3636. Equal Opportunity Employer.

PROGRAM DIRECTOR

Leading major market network TV affiliate is seeking an experienced Program Director. Only persons who have held or currently hold the title of Program Director should apply. Send resume to:

Box M-125

An Equal Opportunity Employer

PHOTO-JOURNALIST

KPRC Houston is seeking aggressive, creative photographer for both spot and feature shooting.

REPORTER

Experience, style and a background of reporting in-depth stories. A proven "special projects" reporter. Send tape and resume to Bill Goodman, News Director, KPRC-TV, PO Box 2222, Houston, TX. 77001.

ASSIGNMENT EDITOR

WCIV seeks Assignment Editor to manage day-to-day operations in a highly competitive market. On-air reporting is included. Sunny Southern Coastal living. Send tape and resume to Harry W. Bowman, WCIV-TV, P.O. Box 10866, Charleston, S.C. 29411.

An Equal Opportunity Employer

CHIEF ENGINEER

WDBO-TV ORLANDO, FLORIDA

The position requires an engineer with substantial experience in television engineering, at least five years of which have recently been in a management position. Applicant must be a strong manager with proven interdepartmental people skills who can lead an excellent engineering department working under a union contract. The job requires considerable experience in administrative and budgetary management. Qualified candidates will have considerable recent experience in high quality technical operations and computer assisted post production. Intimate knowledge of state-of-the-art broadcast equipment and prior experience in complete studio/office plant design and construction is stressed. Experience with transmitters, microwave and satellite communications is important.

WDBO-TV is owned by a major group broadcaster with radio and television stations in large markets coast-to-coast.

Applicants should send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903. EO/E/M/F.

MAINTENANCE ENGINEER FLORIDA SUNCOAST

Must have FCC 1st phone license — 3 to 5 years experience in maintaining all phases of television studio equipment. Equipment includes Ampex 1 and 2 inch and ACR-25 video tape machines, Philips cameras and Grass Valley switchers. Experience with digital circuits desirable. Excellent working conditions with large group owned CBS affiliated station. Contact Chief Engineer, WTVT, P.O. Box 22013, Tampa, FL 33622 (813) 876-1313. Equal Opportunity Employer.

Help Wanted Technical Continued

Director Of Engineering

For major East Coast Public Broadcasting Station. Duties include supervision of engineering, production, design and construction departments. Background in engineering management required. Send resume and salary history to Box M-134.

Help Wanted News

NEWSCAST PRODUCERS

Many of our near one hundred client stations need your help. If you're ready for a new producing challenge with an opportunity for major market exposure, please send a 3/4-inch videotape example of a recent newscast that you've produced along with a resume to: Frank N. Magid Associates, One Research Center, Box 566, Marion, Iowa 52302. No Fees and cassettes returned promptly.

METEOROLOGIST

If you are as personable as you are professional, as creative as you are committed, we're looking for you!

Our expanding weather department needs a degreed meteorologist for weekends, weekdays and backup.

You must have a strong on-air communicating style and a love of mid-western weather.

Contact Joe Witte, Chief Meteorologist, WITI-TV, 9001 North Green Bay Road, Box 17600, Milwaukee, WI 53217.

An Equal Opportunity Employer M/F

ANCHOR

Experienced, solid journalist with excellent writing skills and solid reporting experience. Must be authoritative with warm personality. Send resume, writing samples, tape, salary requirement to: Steven D. Hammel, News Director, WHTM-TV, Inc., P.O. Box 2775, Harrisburg, PA 17105.

Equal Opportunity Employer.

Reporter/Producer

Immediate opening for a strong on-air journalist at growing independent VHF station in the Seattle-Tacoma market. Extensive on-set and/or live camera experience desired in a medium market. Salary DOE. Send tape and resume to: News Director, KCPQ, P.O. Box 98828, Tacoma, WA 98499. Equal Opportunity Employer.

Employment Service

"RADIO PLACEMENT"

If you are currently employed, but thinking of improving your position "in the future", or if you are "in between" and looking ... National can help. We specialize in Radio personnel placement. For confidential details, write: National Broadcast Talent Coordinators, P.O. Box 20551, Birmingham, Alabama 35216. 205-822-9144.

RADIO JOBS!

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five consecutive weeks only \$12.95—you save \$18.00!! **AMERICAN RADIO JOB MARKET, 6215 Don Gasper, Las Vegas, Nevada 89108.**

Consultants

JP ASSOCIATES INC.

The industry leader in LPTV and medium power television turnkeys.

VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

For Sale Equipment

PUBLIC AUCTION SALE!!

Re: Enterprise Radio, Inc.
40 Darling Drive, Avon, Conn.
Thurs., Dec. 3rd at 10 A.M.

- MILLION DOLLAR EQUIPMENT COST -

Satellite Transmission Uplink System for SCPC Radio Circuits; Audio Recording Equipment; Dictalog 4000 Logging Recorder; Power Equipment; Telephone Conference Equipment; Electronic Test Equipment; Furniture; etc.

Evan Jones, Esq., Goodwin, Procter & Hoar, Att'y. for Secured Party, 28 State St., Boston, Mass.

For Information & Listing Contact

Joseph Finn Co., Inc.,
Auctioneers
15 Broad St., Boston, Mass.
02109
Tel. 617-227-1886

WEATHER COMMUNICATOR

Top 20 market station searching for Weather Communicator or Meteorologist who can communicate. Environmental reports necessary. Our commitment includes color radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave units and live helicopter. Please send resume to Box M-101. E.E. M/F

PRODUCER

For top rated station in sunny South Carolina. If you consider yourself an excellent writer, a communicator with ideas ... we would like to talk with you. We are a top 100 market with a track record of excellence. Check us out. No beginners please. At least 3 years experience in TV as a reporter or producer required. Send resume, writing samples, recent show and salary requirements to Gary Anderson, News Director, WIS-TV, Post Office Box 367, Columbia, SC, 29202. An Equal Opportunity Employer.

TRANSMITTER—RCA Model TT-10AL Television Transmitter. Good condition, well maintained. Tuned to VHF Channel 5. Removed from service 1 1/2 years ago. Sale price includes sideband filter, harmonic filter and installation accessories. Offers and inquiries invited.

Pat Patterson
Director of Engineering
WTVF-TV
474 James Robertson Parkway
Nashville, Tennessee 37219
(615) 244-5000

Radio Programing

LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884



REPORTER (Experienced)

Medicine's leading national organization is looking for an experienced RADIO NEWS REPORTER/ANCHOR to implement and program a medical radio news service. Reporter will be responsible for developing national spot news and documentaries on medical socio-economic and scientific issues for all major markets. Importance of the news service necessitates a seasoned electronic media investigative reporter based in Chicago.

Candidates must demonstrate ability to handle a variety of sensitive topics in a high pressure atmosphere. Stories involve physicians, consumers, businessmen, politicians and researchers on the leading edge of health care issues. If you are interested in knowing more about this position, send your resume immediately.

Salary is commensurate with experience.

Box M-119

equal opportunity employer m/f

Help Wanted Sales

ACCOUNT EXECUTIVE

We are seeking a pro w/a min. 3 yrs. exper. Must be able to take charge of fast paced accounts & administer accordingly. We're the No. 1 business daily publication in our market. Excellent salary & comm.

Laura Hitchcock
 213-464-7411

Public Notice

PUBLIC NOTICE:

The Village of Croton-on-Hudson (Westchester County), New York, invites applications for a cable television franchise. Applications which shall be prepared in accordance with the "Request For Proposal" available from the undersigned, must be received at the Village Office (listed below) no later than 4:00 P.M., February 15, 1982 and will be available for inspection at that address during normal business hours.

Richard Herbek
 Village Manager
 Village of Croton-on-Hudson
 Municipal Building
 Van Wyck Street
 Croton-on-Hudson, N.Y. 10520
 Tel: 914-271-4781

Public Notice

The Town of Nichols, in Tioga County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until February 18, 1982 and all applications received will be available for public inspection during normal business hours at Nichols, New York.

Beverly J. Merrill
 Town Clerk
 18 River Street
 Nichols, New York 13812
 607-699-3110

NOTICE OF AVAILABILITY OF A REQUEST FOR PROPOSALS FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Lake City in Wabasha and Goodhue Counties, Minnesota and the Townships of Lake and Mount Pleasant in Wabasha County, Minnesota and the Township of Florence in Goodhue County, Minnesota, invite proposals for a cable communications franchise. A standard application form shall be completed and submitted in accordance with the system design and services as specified in the "Request for Proposals", both of which are available from the undersigned. Proposals will be accepted until January 5, 1982 at 5:00 p.m. All Proposals received will be available for public inspection beginning on January 6, 1982 during normal business hours at the City Clerk's Office, 205 West Center Street, Lake City, Minnesota. Each proposal shall be accompanied by a \$100.00 non-refundable filing fee payable to the City Clerk of Lake City.

Bruce Schumacher
 Clerk/Finance Director
 City of Lake City
 205 West Center Street
 Lake City, Minnesota 55041
 (612) 345-5383

NOTICE OF AVAILABILITY OF A REQUEST FOR PROPOSAL FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Plainview, County of Wabasha, State of Minnesota, invites proposals for a cable communications franchise. A standard proposal form shall be completed and submitted in accordance with the system design and services as specified in the "Request for Proposals" both of which are available from the undersigned. Proposals will be accepted until December 1, 1981, at 12:00 P.M. All Proposals received will be available for public inspection during normal business hours at the City Clerk's office, City Hall, Plainview, Minnesota. Each such proposal shall be accompanied by a \$100.00 non-refundable filing fee payable to the Clerk of the City of Plainview.

Steven L. Erwin
 City Attorney
 P.O. Box 426
 Plainview, MN 55964-0426
 (507) 534-2726

- Ethnic. Powerful daytimer. Large Black Population in Tennessee city. \$600,000. Terms.
- Powerful daytimer. Alabama's 3rd largest city. No down payment. \$590,000.
- Fulltimer. Only station in county in S. Central N.C. Good terms. \$220,000.
- Daytimer. S.E. Wyoming City. \$250,000.
- AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke-Lynchburg area. Bargain. \$360,000. Terms.
- Daytimer in resort area. South of San Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,000.
- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,000.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$820,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. S.E. Ky. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
 615-756-7635 24 HOURS

For Sale Stations Continued

CHAPMAN ASSOCIATES®
media brokerage service

STATION				CONTACT	
MW Small	FM	\$215K	Terms	Jim Mackin	(207) 623-1874
NW Small	Fulltime	\$425K	\$100K	Greg Merrill	(801) 753-8090
S Small	AM/FM	\$795K	\$150K	Bill Cate	(904) 893-6471
MW Medium	FM	\$395K	\$60K	Peter Stromquist	(612) 831-3672
MW Medium	FM	\$650K	50%	Peter Stromquist	(612) 831-3672
W Medium	Fulltime	\$1475K	Terms	Elliot Evers	(213) 366-2554
S Suburban	AM/C1C FM	\$1300K	Terms	Bob Thorburn	(404) 458-9226
SW Metro	Fulltime	\$718K	Cash	Bill Whitley	(214) 387-2303
NW MEtro	AM/FM	\$1100K	\$350K	Elliot Evers	(213) 366-2554
E Major	Fulltime	\$950K	\$300K	Jim Mackin	(207) 623-1874

To receive offerings within your areas of interest, or to sell, contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341



Wilkins and Associates
Media Brokers

Va	AM	325k	Small
ND	AM	215k	Small
MI	AM	625k	Small
AR	FM	625K	Small
MI	FM	850K	Small
MO	AM & FM	650K	Small
NY	FM	635K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
KS	FM	480K	Medium
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
ND	AM/FM Downpayment	25K	
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- Missouri small mkt, AM-FM, 525K
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Fates & Fortunes®

Media

Charles M. Warfield Jr., assistant general manager, WLIB(AM)-WBLN(FM) New York, named VP-general manager.

John Dunn, VP-general manager, WAWA(AM) West Allis, Wis.-WLUM(FM) Milwaukee, joins WJAI(FM) Eaton, Ohio, in same capacity.

John Russell, VP-general manager, WHLY(FM) Orlando, Fla., named general manager of all stations for parent General Communicorp there.

Bill Campbell, managing director, WHAS(AM)-WAMZ(FM) Louisville, Ky., joins WMJX(FM) Boston, as general manager.

Scott Michels, VP, station services, affiliate relations, CBS-TV Network, named VP, affiliate relations, CBS-TV, succeeding **Tony Malara**, recently promoted to VP-general manager of network (BROADCASTING Nov. 16). **John Burrows**, manager, sales development, CBS Radio Spot Sales, New York, and **Steven Downes**, general manager, WGCH(AM) Greenwich, Conn., named district directors, affiliate relations, CBS Radio, New York. **Robert Leeder**, Southeast manager, affiliate relations, CBS Radio, named district director, affiliate relations, Radioradio, New York. **George Vradenburg**, associate general counsel, CBS, New York, named deputy general counsel.

Denny Rossman, station manager, WIKS(FM) Greenfield, Ind., named general manager.

Raul Ortal, operations manager, KALI(AM) San Gabriel, Calif., named general manager.

Jack Redus, account executive, KUAD-AM-FM Windsor, Colo., named general manager, KUAD(AM).

Appointments, WMUR-TV Manchester, N.H.: **Norman Fein**, news manager, Circle 7 Productions, New York, to general manager; **Thomas Bonner**, news director, to production manager; **Robert Pelletier**, senior director and producer, WWAY-TV Wilmington, N.C., to producer-director; **Jack Edwards**, from WGIR(AM) Manchester, N.H., to sports director.

Robert Jameson, from KESQ(TV) Palm Springs, Calif., joins KECC-TV El Centro, Calif., as station manager.

Harmon Roiter, manager, Great Lakes Cable system, Manistee, Mich., named manager, newly acquired Lapeer, Mich., cable system. Both systems are owned by The Essex group, Conn.-based MSO.

Nicholas Schiavone, director, research, NBC Radio network, named VP, radio research for NBC Radio network, The Source and eight NBC-owned radio stations. **Alan Gerson**, VP, compliance and practices, NBC, named to newly created position of VP, law, broadcast administration, NBC, based in New York. **John F. Sturm**, senior attorney, NBC, named assistant general attorney, based in Washington.

Jon Olken, director of creative services for

ABC-owned WABC-TV New York, named VP, creative services, ABC Owned Television Stations, New York. **L. Brooks Pennell**, director, financial planning and analysis, United Technologies Corp., Hartford, Conn., joins ABC as VP-business planning. **Joseph Morris**, VP-business affairs, East Coast, New York, named VP-business affairs administration, ABC-TV there. **Alan Wurtzel**, associate director, social and technological research, ABC-TV, New York, named director, developmental and social research. **Henry Schafer**, director, program and sales research, ABC-TV, New York, named director, audience and sales research. **Robin Forst**, personnel manager, ABC, Hackensack, N.J., and **Marlene Rosenthal**, compensation project manager, ABC, New York, named associate directors, compensation.

Tony Rudel, producer, WQXR-AM-FM New York, named associate program director.

Paul O'Brien, program director, WUBE(FM) Cincinnati, named operations manager. Duke Hamilton, music director, WUBE, named program director.

Cathy Perron, from WCVB-TV Boston, joins WPRI-TV Providence, R.I., as program manager. **Marion Downs**, from RKO General, Boston, joins WPRI-TV as traffic manager.

Advertising

Daren F. McGavren, founder of McGavren Guild Inc. in 1951 and present owner-president of KAFY(AM) Bakersfield, Calif., has joined Blair Radio in Los Angeles as senior VP, and will serve as assistant to John Boden, Blair president, on special projects. McGavren left MG about 10 years ago and has been operating KAFY and involved in other business projects.



McGavren



Brown

Norman W. Brown, president and chief operating officer of Foote, Cone & Belding Communications, Chicago, named chief executive officer, effective Jan. 1, 1982. He succeeds **Arthur W. Schultz**, chairman of executive committee and chief executive officer since 1970, who retires in January.

Bruce Myers, director of research, BBDO, New York, elected VP.

Rino Scanzoni, associate manager, national broadcast buying, Benton & Bowles, New York, elected VP.



Miller

Thomas Miller, VP, Botsford & Ketchum, San Francisco, named executive VP, chief operating officer for Ketchum, New York.

William Aydlotte and **James Paddock**, from Burton, Campbell Advertising, Atlanta, joins Austin Kelley there as VP-associate creative directors.

Gene Yovetich, VP-account director, Needham, Harper & Steers, Chicago, named VP-management representative. **Irene DuFrayne**, media director, NH&S, Washington and **Terry Baugh**, VP-project director, Novelli & Associates, Washington, elected VP's, NH&S, Washington.

Michael Provenzano and **Edward Zebert**, management supervisors, Marsteller, New York, elected VP's.

Dan Kelly, director of promotion and public relations, TeleRep, New York, elected VP. **Kay Johnson**, manager, estimating, credit and collection, TeleRep, elected VP.

Ron Harris, account management executive,



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Lockhart & Pettus, New York, elected VP, director of account services; **George Pryce**, who operated own PR firm, Los Angeles, joins Lockhart & Pettus as VP-director of public relations; **Sharman Davis**, media supervisor, Dancer Fitzgerald Sample, New York, joins L&P as media director.

Lyn Meyers and **June Schifsky**, media supervisors, Bozell & Jacobs, Minneapolis, to associate media directors. **Delores Slavik**, media biller-estimator, named assistant media planner.

Sue Spokany, head of own advertising agency, Washington, joins Ehrlich-Manes & Associates there as creative director.

Robert Brownson, senior VP, SSC&B: Lintas Worldwide, Los Angeles, named general manager.

James Kerr, Midwestern regional manager, Toby Arnold, Columbus, Ohio, named national sales manager, Dallas.

William Wiehe, group sales manager, Petry, Chicago, named director of manpower development.

John Baldwin, senior art director, Bank Building Corp., St. Louis, joins Kenrick Advertising there as art director.

Jim Langford, production artist, Gurley Advertising/Design Associates Promotions, Rogers, Ark., named art director, Design Associates; **Martha Hendrix**, creative writer, Gurley, named director of account relations.

Mary Prchal, producer, J. Walter Thompson, Chicago, joins Tatham-Laird & Kudner there in same capacity. **Kim Kubiak**, assistant producer, Tatham-Laird, named producer.

Boris Damast, VP-creative director, Kelly Ad-

vertising, Lancaster, Pa., joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as copywriter. **R. Brian Marshall**, assistant account executive, named account executive. **Timothy Copacia**, assistant account executive, named account executive. **Barbara Korn**, assistant account executive, D'Arcy MacManus & Masius, St. Louis, Mo., named account executive.

Louis Costa, account executive, Case & McGrath, New York, joins Foote, Cone & Belding there in same capacity.

Hal Paul, general sales manager, WONN(AM) Lakeland, Fla.-WPCV(FM) Winter Haven, Fla., has formed own advertising and PR firm, Hal Paul Enterprises, Lakeland.

Phillip Winstead, assistant VP, Price/McNabb, Asheville, N.C., elected VP.

Gregory Jankowski, media supervisor, Kenyon & Eckhart, Detroit, and **John Chichester**, media buyer, Campbell-Ewald, Warren, Mich., join John Blair, Detroit, as account executives.

Martin Gamer, account executive, Seltel, New York, joins Katz American Television there in sales capacity.

Neal C. Lemlein, director of marketing for Universal Pictures, Los Angeles, joins CBS Television Network there as account executive.

Denis Katell, director of marketing and research, WUAB(TV) Cleveland, joins WFLD-TV Chicago as marketing director, **Jeff Stern**, account executive, Petry Television, Chicago, joins WFLD-TV in same capacity.

Kathy Black, assistant to general sales manager, KRLD(AM) Dallas, named account executive.

Ray Gill, from WMC-TV Memphis, joins WHNT-TV Huntsville, Ala., as general sales manager.

Tony Sciere, account executive, WEEP(AM) Pittsburgh, joins WIXZ(AM) McKeesport, Pa., as general sales manager.

Jack Callicott, account executive, WMC-TV Memphis, named local sales manager.

Mark Jorgenson, retail development coordinator, WPLG(TV) Miami, to WTVT(TV) Tampa, Fla., as local sales manager.

Programing

Peter Kuyper, VP, ancillary rights division, MGM, New York, elected president of newly created MGM-United Artists ancillary rights division there.



Kuyper



Gershman

Lawrence Gershman, executive VP, worldwide syndication, MGM, New York, elected president, MGM-UA television distribution division.

Peter K.J. Vadasdy, senior VP and treasurer of Columbia Pictures International Corp., New York, joins RCA/Columbia Pictures International Video, New York, joint venture of RCA and Columbia Pictures, as president.

Harry Wettman, general manager, Home Box Office, New York, joins Warner Amex Cable Communications there as VP-program strategy and acquisitions. **Renate Cole**, executive producer, noncommercial KERA-TV Dallas, joins Warner Amex Cable there as manager of cablecast productions.

Grant Rosenberg, director of dramatic development, Paramount Television, Hollywood, Calif., elected VP-dramatic development.

Raeanne Hytone, art manager, advertising and promotion department, CBS Entertainment, New York, named director, print advertising, advertising and promotion there. **Raymond Harmon**, director, systems planning, CBS Entertainment, New York, named director, program finance. **Thomas Reis**, senior auditor, external auditing, CBS Entertainment, Los Angeles, named director, external auditing.

Dottie Gagliano, director of creative services, ABC Entertainment's motion pictures and novels for television division, Los Angeles, named director of artist relations.

Phyllis D. Levinberg, associate counsel, operations, Home Box Office, New York, named chief counsel, sales and marketing.

Mel Karmazin, VP-general manager, WNEW-FM New York, joins Infinity Broadcasting Corp., there, as president of its radio division.

Anne Lieberman, Western regional manager, Magnetic Video, Beverly Hills, Calif., named West Coast programing executive.

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Appointments, Thorn EMI Video Programming Enterprises, New York: **David Bannon**, director, program planning, Time Life Video Club, New York, to director of programing and promotion; **Kaye Rasnick**, assistant to director of sales, Columbia Pictures, New York, to director of home video sales; **Carole Vandlerlip**, advertising director, *View* magazine, New York, to director of pay/cable TV; **Phil Narowlanski**, from Time-Life Films, New York, to director of production and operations.

Kevin Williams, meteorologist, Cornell University, Ithaca, N.Y., joins WeatherCenter, Ithaca, N.Y.-based meteorological programing service, as president. **Jim Roberts**, general sales manager, WTKO(AM) there, joins WeatherCenter as VP-operations. **Bruce Breslau**, sales consultant, First Com, Dallas, joins WeatherCenter as VP-sales.

Kathleen Gately, director of talent relations, creative services and station advertising, NBC-TV, New York, joins Intermedia Entertainment, Culver City, Calif., as director of creative affairs.

Ed Helfer, freelance video consultant, Lakewood, N.J., joins Viscom International, New York headquarters of Visnews Ltd., as VP-marketing.

John Norton, freelance producer, *PM Magazine*, San Francisco, named coordinating producer, *PM Magazine* national office, there.

Terry Hanson, VP-general manager, Atlanta Chiefs hockey team, joins WTBS(TV) Atlanta as executive producer, sports.

News and Public Affairs



Bartlett

Dave Bartlett, news director, WRC(AM) Washington, joins Independent Television News Association there as managing editor.

Andrew Lack, producer, *CBS Reports*, CBS News, New York, named correspondent and *CBS Reports* senior producer.

Tony Marino, new director, KRTV(TV) Great Falls, Mont., joins KCB(TV) Las Vegas in same capacity.

Charles Droke, production supervisor, WRBL(TV) Columbus, Ga., joins WHNT-TV Huntsville, Ala., as director, weekday 6 and 10 p.m. newscasts. **George Ryan**, writer-researcher, WPIX(TV) New York, joins WHNT-TV as weekend anchor. Terasha King, vidifont operator, WHNT-TV named secretary news staff.

Appointments, news department, KARD-TV Wichita, Kan.: **George Winters**, assignment editor, named managing editor; **Jack Hicks**, anchor, KAKE-TV Wichita, to 5 o'clock anchor; **Shelley Kurtz**, weekend anchor, to 5 and 10 o'clock anchor. **Lance Ross**, reporter, KANU(FM) Lawrence, Kan., to Topeka bureau chief.

Appointments, news department, KAKE-TV Wichita, Kan.: **Vicki Collins**, assistant producer, KRON-TV San Francisco, named producer, 6 o'clock news; **David Duitch**, producer, Nebraska Television Network, Kearney, Neb.,

to producer, 10 o'clock news; **Diana Markley**, reporter, KAKZ(AM) Wichita, to anchor-producer, morning and midday news; **Richard McDonough**, graduate, Temple University, Philadelphia, to business-economics reporter; **James Siebert**, audio-visual coordinator, St. Josephs hospital, Wichita, to photojournalist.

Richard Tillery, news director, KTVV(TV) Austin, Tex., joins KTVH(TV) Wichita, Kan., as executive news producer.

Carla Gaines, assignment editor, WBBH-TV Fort Myers, Fla., named executive news producer; **Angela Miller**, producer, WSAZ-TV Huntington, W. Va., joins WBBH-TV news in same capacity.

Appointments, news department, WMUR-TV Manchester, N.H.: **Jim Bartlett**, anchor, to news director; **Pete Morrison**, reporter, WZID(FM) Manchester, to co-anchor, late evening news; **Jackie Stone**, reporter, WNBC-TV New York, to co-anchor, early and late evening news; **Dale Vincent**, reporter, noncommercial WENH-TV Durham, N.H., to reporter; **Robert Burnett-Kurie**, meteorologist, WNE-TV Hartford, Vt., to meteorologist.

Steve Bien, senior assignment editor, news, KNXT(TV) Los Angeles, named assignment manager.

Kenn Betts, reporter, acting assignment editor, WTVQ-TV Lexington, Ky., named assignment editor. **Donna Lawrence**, reporter, WTVQ-TV, named early morning anchor. **Mort Schmitt**, production photographer, named news photographer.

John Walton, news producer, WCAU-TV Philadelphia, joins WNAC-TV Boston as editor-writer. **Patricia Vesely**, news intern, WNAC-TV, named administrative secretary, news department.

Thom Dillon, from noncommercial KESD-TV Brookings, S.D., joins KTVX(TV) Salt Lake City as news anchor.

Tony Leita, weekend anchor-reporter, KXLY-TV Spokane, Wash., joins WSAZ-TV Huntington, W.Va., in same capacity.

Craig Alexander, from KYW-TV Philadelphia, joins WNYT-TV Albany, N.Y., as weekend anchor.

Dan Allen, news writer, WLS-TV Chicago, named co-producer, 6 p.m. news. **Teri Tausk**, news writer, named associate producer, 6 p.m. news. **Peter Bulla**, director of policy and planning, city of Syracuse, N.Y., joins WLS-TV as associate producer, *Seven on Your Side* unit. Vicki Giammona, relief news writer, producer, WLS-TV, named staff news writer.

Barbara Griffith, general assignment reporter, *Chattanooga Times*, joins WDTN(TV) Dayton, Ohio, as news producer-assistant assignment editor. **John Canelli**, from WAVI(AM) there, joins WDTN as associate news producer-assignment editor.

Kevin Melchior, news-program director, WAMD(AM) Aberdeen Md., joins WBAL(AM) Baltimore as news anchor.

Glenn Farley, reporter, WJXT(TV) Jacksonville, Fla., named weekend co-anchor. **Andrew Harrell**, assistant news photographer, WPLG(TV) Miami, joins co-owned WJXT as news photographer-editor. **Glenn Wood**, chief meteorologist, WJKS-TV Jacksonville, joins WJXT there as staff meteorologist.

Dorothy Tucker, reporter, WREG-TV Memphis, joins KDKA-TV Pittsburgh in same capacity.



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Technology

Herbert Perkins, president and chief executive officer Datatron, Irvine, Calif., joins Cezar International, Sunnyvale, Calif.-based supplier of television editing systems, in same capacity.

C.L. Benedict, director of sales and marketing, memory products division, Perkin Elmer, Orange, Calif., joins Image Resource, Westlake, Calif.-based computer graphics firm, as VP-marketing.

Michael Cummings, VP-general manager, industrial cable division, Pirelli Cable Corp., Union N.J., joins Times Fiber, Wallingford, Conn., as VP-general manager, cable products division.

Michael Keel, advertising representative, Dupont, Wilmington, Del., joins Sylvania, Knoxville, Tenn., as audio-video advertising manager.

Charles Lehrhaupt, general attorney, RCA Global Communications, New York, named general counsel.

H. Lee Marks, manager of field services, 3M magnetic products division, St. Paul, named products development manager.

Keith Larson, from Standard Communications of Carson, Calif., to engineering project manager, satellite video receive terminal products, Hughes Microwave Communications, Torrance, Calif.

Edward Curreri, district manager, Channel Master Corp., Cincinnati, joins Blonder-Tongue there as Midwest regional sales manager.

George Chingery, sales engineer, Electronics

Associates, Ocean Port, N.J., joins Blonder-Tongue, Old Bridge, N.J., as Northeast regional sales manager.

Edwin Wolff, market analyst, Panasonic, Secaucus, N.J., named assistant manager, merchandising, VHS division. **Ted Conboy**, national marketing manager, video systems division, named regional manager, Northeast region.

Bob Lambdon, independent consultant, joins Hitachi, Washington, as regional sales manager.

Charles Bradley, regional sales manager, Title Insurance & Trust, Los Angeles, joins Audiotronics there as sales manager, data display products.

George Bell, from sales department, American Metal Processing, El Cajon, Calif., joins Times Fiber Communications, Wallingford, Conn., as sales representative.

Robert Corwin, manager-international sales, Phelps Dodge Communications, Marlboro, N.J.-based manufacturer of radio antenna equipment, named marketing manager.

Neal Osheroff, senior videotape editor, Horizontal Editing Studios, Burbank, Calif., named studio manager.

Chalmers Stromberg, chief engineer, WDBO-TV Orlando, Fla., named engineering manager, facilities development.

William Sanderson, from WKMF(AM)-WGMZ(FM) Flint, Mich., named chief engineer.

Promotion and PR

John P. Blessington, director, educational resources, CBS-TV network, New York, named to new post of VP, educational and community services, CBS/Broadcast Group, New York.

Roland Homet, chief, international communication policy staff, International Communication Agency, Washington, forms own firm, Communications Law and Policy Counseling there.

Andrea Berken, from Jack Hilton, New York, joins ABC Radio there as supervisor, public relations.

Tom Wetzel, account executive, Harshe-Rotman & Druck, Chicago, named account supervisor.

Winifred Wheeler, programing-promotion assistant, WZTV(TV) Nashville, joins WFTS(TV) Tampa, Fla., as promotion director.

Paula Chambers, from media department, Burton-Campbell, Atlanta, joins WLTA(FM) there as public relations director.

Patrick Baldwin, producer, on-air promotion, WBAL-TV Baltimore, joins WDTN(TV) Dayton, Ohio, as promotion director.

Brenda Garrand, director of public information, noncommercial WCBW(TV) Augusta, Me., joins WYNZ-AM-FM, Portland, Me., as promotion director.

Keith Carson, promotion director, WNGS(FM) West Palm Beach, Fla., joins WTVX(TV) Fort Pierce, Fla., as promotion executive.

C. Arkell Clarke, on-air promotion coordinator, ON-TV (Los Angeles STV operator), joins Times Mirror Satellite Programing there as director of promotion.

Harry Forbes, publicity administrator, WNBC-

TV New York, joins Schector & Schwei, public relations firm, there as account executive.

Doris Goldstein, account executive, H. Richard Silver, New York, joins Stiefel/Raymond there as public relations account executive.

Allied Fields

Jo Ann Barkalow, director of the census, Paul Kagan Associates, Carmel, Calif., elected VP, census research.

Rupert Ridgeway, from Strategy Research Corp., Miami, rejoins Arbitron, New York, as VP-radio sales development.

Judith Rivkin, account executive, Creamer Dickson Basford, New York, joins Telmar, New York-based supplier of marketing and media analysis, as corporate director of public affairs.

Deborah Gauer, senior projects manager and director of consulting services, Communications Technology Management, McLean, Va.-based strategic planning firm specializing in development of interactive systems and services, elected VP-consulting services.

Elected officers, Society of Professional Journalists, Sigma Delta Chi: **Charles Novitz**, independent TV News Association, New York, president; **Steven Dornfeld**, Knight-Ridder newspapers, Washington, president-elect; **Howard Graves**, Associated Press, Portland, Ore., immediate past president; **Wallace Eberhard**, professor, School of Journalism and Communications, University of Georgia, Athens, VP-Campus Chapter affairs; **Phil Record**, Fort Worth Star-Telegram, secretary; **Frank Sutherland**, Nashville Tennesian, treasurer.

Elected officers, Kentucky Cable Television Association: **Jim Hays** McKee Television Enterprises and Irvine Community TV, president; **H. Keith Lucas**, CPI of Louisville, first VP; **Reed Anderson**, Cynthiana Cable, second VP; **Craig McCrystal**, American Television and Communications, secretary treasurer.

Elected officers, New Jersey Cable Television Association: **John Scarpa**, general manager, Warner Cable, Avalon, president; **Gary Cutro**, VP-general manager, Vision Cable, Palisades Park, VP; **Hank Magers**, general manager, U-A Columbia Cablevision, Oakland, secretary-treasurer.

Deaths

Arthur Hanna, 75, retired radio and television director, died of natural causes, on Nov. 17, at his farm near Paoli, Pa. Hanna who had been a professor at Valley Forge Military Academy and Junior College for the past 20 years, directed such radio soap operas as *This is Nora Drake*, *Stella Dallas*, and *Our Gal Sunday*. He is survived by son, Colin, and daughter, Dierdre.

Dorothy Mees, 81, retired executive secretary, Jansky & Bailey, consulting broadcast engineers, Washington, died Nov. 8 of coronary arrest at son's home in Baltimore. Mees is survived by two sons and a sister.

Amelia Lattanzi, 40, account executive with Katz Television, New York, died of cancer November 11 at Mt. Sinai hospital, New York. She is survived by husband, Patrick, three brothers and sister.

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Profile

Tektronix's Long: searching for the perfect waveform

The business of vectorscopes, oscilloscopes, spectrum analyzers and waveform monitors may not be the most exciting in the television equipment marketplace, but it may be one of the most important. Such test and measurement devices help insure that the cameras, videotape recorders and other production and transmission equipment are working properly and that the television pictures look as good as they possibly can.

The nation's leading supplier of this esoterica is the communications division of Tektronix, a publicly traded company based in Beaverton, Ore., a suburb of Portland. Tom ("My legal name is Tommy, but no sane person would use that") Long is head of the division as well as president of The Grass Valley Group, a Tektronix subsidiary that makes a broad line of routing and production switchers.

In his dual role, Long gives direction to the engineering and international marketing of both entities. Tektronix reported sales of over \$1 billion in fiscal 1980, but Long, during a visit last week to BROADCASTING'S Washington offices, declined comment on how much of that is attributable to his segment of the corporation, not out of modesty, but out of deference to company policy. "I can say we're doing very well, but I can't quantify that," he hedged.

Long's rigid adherence to company policy is not surprising; the company is virtually the only employer he has had since leaving the Air Force (as a staff sergeant) in 1954. He worked briefly for Chrysler and the Burroughs Corp., in Detroit, but in 1959 while a student at Wayne University he joined Tektronix as a field engineer (a salesman who then had the added responsibility of training customers in the use and maintenance of Tektronix's gear) and embarked on an association that has now spanned over 20 years.

Long, 49, feels he was "lucky" in landing the job with Tektronix. The company put him through a six-month training program and gave him a chance to finish his college education (a BS in electrical engineering in 1965 and master of business administration in 1967) at the University of Dayton after he was transferred to the Ohio city in early 1961.

He left Dayton for Beaverton in 1967. "My first job was to coordinate the writing of technical literature that described products in detail. We had 25 or 30 books out at that time that discussed the conceptual design of circuits that went into our pro-



Tommy Long—vice president and general manager, communication division, Tektronix Inc., Beaverton, Ore., and president, The Grass Valley Group, subsidiary of Tektronix; b. April 19, 1932, Charleston, W. Va.; U.S. Air Force (staff sergeant at discharge) 1950-54; designer, Burroughs Corp., 1956; technician, Chrysler Corp., 1957; field engineer, Tektronix, 1959; BS, electrical engineering, University of Dayton, Dayton, Ohio, 1965; MBS, University of Dayton, 1967; technical writer, group supervisor, Tektronix, 1967; marketing product manager, 1969; spectrum analyzer engineering manager, 1970; general instruments engineering manager, 1972; present position since 1973 (Grass Valley president since 1974); m. Delores Holt, Aug. 6, 1954; children—Gary, 25; Tom Jr., 23; Debra, 21, and Rex, 18.

ducts for our customers and their labs to study," he said.

Although he enjoyed editing the books for their technical content, he had no taste for writing or copy editing and was happy for his promotion into engineering in 1969. "I just took a reverse career path," Long says. "I started out in marketing . . . and moved into engineering." As engineering manager of the spectrum analyzer (a device that checks the transmitted television signals) group, Long said he was at one time a "designer and manager of designers."

But he proved to be more of a manager than designer and by 1973 he had become vice president and general manager of the communications division. A year later Tektronix purchased Grass Valley, appropriately located in Grass Valley, Calif., and Long became its president.

Long's success in his current jobs is perhaps attributable to his extensive ex-

perience in both sales and engineering which he professes to have enjoyed equally. And, he says, the roles are not as different as they seem. "When you're working with a customer you're trying to figure out what it is he needs and often it's not what he tells you. You have to look beyond what the customer is telling you."

In engineering, he says, "you run into the same kind of logic. It's not today's problem you're working on. It's how do you sort through these myriad things and really decide what the next generation is."

A bit of sales experience is also invaluable in the art of corporate politics, Long suggests. "When you come up with a program in a large corporation," he says, "you really have to sell it to management."

One of the major problems Long has had to grapple with during the last eight years is the rapid expansion of the market for Grass Valley and Tektronix and the commensurate need for additional facilities and personnel. Grass Valley is currently putting the finishing touches on a 75,000-square-foot plant. Long says he has been able to find individuals to man the companies through aggressive recruiting on university campuses.

The expansion of the market is not attributable to increased demand from the companies' traditional broadcast customers. As a matter of fact, Long says, only about 30% of the business now comes from broadcasters. The production houses and industrial television users (closed-circuit television produced by corporations for in-house training and teleconferencing) account for most of the sales.

The challenge of the next several years for Tektronix and Grass Valley is digital television. The move to digital, Long says, will present some measurement problems and demand new and different test equipment.

Although many of the digital devices of the future will contain self-diagnostic circuits, Long says, such devices won't put the communications division out of business. The diagnostic circuit may indicate what circuit board is bad, he says, but "somewhere along the line the board has to be fixed." And he adds, "you have to have instruments monitoring the system to know something is wrong."

Long seems content to continue indefinitely his career with Tektronix which, he says, has given him many opportunities and surrounded him with a "tremendous group of people to work with."

Long's satisfaction with Tektronix also stems from its "commitment to excellence. If we can't contribute to the state of the art," he says, "we usually don't do it."

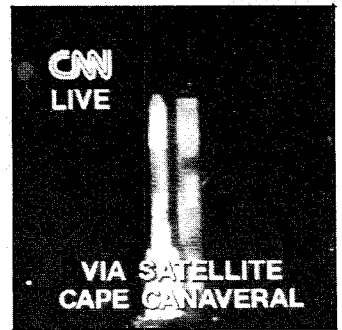
One **untouchable among projects on FCC's agenda is implementation of Computer II.** That, at least, is view of commission task force that produced five-volume program evaluation report, submitted to commission last week. Report, prepared under direction of Commissioner Anne P. Jones, is designed to provide guidance to commission in making whatever cuts in budget Congress mandates in response to President Reagan's call for economies. Report will form background for discussion on Dec. 9 of agenda item proposing 12% cut. That is size of cut President originally requested across nondefense spending, but Congress last week appeared determined not to cut that deep. Staff will adjust item to whatever action Congress takes. Among broad categories of commission activities, authorization of service is given highest priority in staff report; enforcement efforts, second priority. Support services are given lowest priority. As example of commission activity given low—"below the line"—priority, official cited financial reporting forms.

Utah law barring cablecast of "indecent material" exceeded "boundaries set by Supreme Court" and infringed on First and Fourteenth Amendment protections. That was word last week from Federal District Judge Bruce Jenkins, who ruled that law was **unconstitutional** and issued permanent injunction blocking its enforcement. (Jenkins had earlier issued temporary restraining order staying statute's enforcement). Home Box Office, together with Community Television of Utah, Community Cable of Utah, Utah Satellite and Wasatch Community TV, had brought suit against state over statute, challenging what they called its ban of "non-obscene 'indecent material.'"

Leaders of House Subcommittee on Courts, Civil Liberties and Administration of Justice will be "hard pressed" to convince other subcommittee members to accept **industry compromise on copyright**, according to **Thomas Wheeler**, president of National Cable Television Association. Majority of subcommittee members still favor abolishing compulsory license altogether, said Wheeler. If industries can't agree, cable operators could fare much worse, he added. Appearing on satellite-fed cable TV call-in program, *Cable Today*, last Friday (Nov. 20), Wheeler stressed transition period as key to survival of superstations and ability of cable systems to adapt to new rules. Most of cable operators to call program opposed compromise. *Cable Today* was first in series on cable industry issues produced by Appalachian Community Service Network.

FCC Chairman **Mark S. Fowler** was at White House two weeks ago, **visiting with Presidential Counselor Edwin Meese III**, it was learned on Friday. Fowler said his visit to Meese, whom he knew before Reagan administration took office, was largely "social." However, he said he reviewed commission's activities, "in terms of President's philosophy." Commission management by objectives program was one item discussed. So was commission's proposal to eliminate fairness doctrine and equal time law. Meese's reaction to that proposal? "Very positive." Fowler, who makes no secret of his dedication to Reagan philosophy, said he recognizes commission is "independent agency" but believes it "perfectly proper" to inform White House and other agencies of government "what we're doing." He said visit lasted about 15 minutes; expects to chat with White House officials from time to time in future.

Almost two years after RCA Americom's Satcom III was inexplicably lost in space, its replacement, **Satcom III-R, was sent aloft** last Thursday (Nov. 19) from Cape Canaveral, Fla., by NASA aboard its workhorse Delta rocket. Blast-off was at 8:37 p.m. NYT. NASA coverage of event was distributed via Satcom I and carried live by Cable News Network. As of



late last Friday, all systems were go. Satellite was flying through space in its elliptical transfer orbit with apogee of 19,000 miles and perigee of 100 miles. Firing of kick motor that sends satellite into 22,300-mile geostationary orbit was scheduled for Sunday at 5:13 p.m. NYT. That event is critical moment in satellite's young life. When button was pushed to fire solid-fuel motor on Satcom III in December 1979 shortly after its launch, satellite was never seen nor heard from again. Once Satcom III-R is placed in its permanent geostationary orbit and thoroughly checked out, cable programmers will move from Satcom I to Satcom III-R and latter will become RCA's new Cable Net One. Big switch is not expected to occur before January 1982.

Another oil company has joined ad hoc networking business. Following lead of Mobil, **Gulf Oil now is assembling its own lineup of local TV stations for solely sponsored programing.**

Getting their acts together in Rio

The conference of western hemisphere countries on AM broadcasting was bogged down late last week on procedures under which the conference's goal will be developed. A key issue is whether existing operations will have priority over planned ones. The U.S. appeared to be taking care to avoid a "rigid" position that might not serve its interests.

A committee on planning had proposed a two-stage plan. Under the first, those operating stations that are not involved in an incompatibility—either with another operating station or a planned facility—would be entered into the plan. Then planned stations not causing incompatibilities would be entered. Those cases of interference that could not be resolved by the countries involved during the first stage would be dealt with in the second stage in the following order—operating sta-

tions, planned stations in the basic inventory and planned stations submitted in connection with a proposed five-year (1983-87) plan.

The U.S.'s primary concern is in protecting existing stations, but an official noted that "we have a lot of planned stations we don't want excluded because of an ironclad approach."

Despite the confusion regarding the planning issue, Kalmann Schaefer, the FCC's adviser on international communications, was reported by an FCC official to be optimistic regarding the conference. "Konnie is confident we'll get our existing stations and a good number of the planned stations as well," the official said.

Four working groups—one dealing with northern U.S. and Canada; the second, with southern U.S., Mexico, Cuba and parts of Central America and the Caribbean; the

third, with parts of the Caribbean and Central America and the northern part of South America, and the fourth, with the rest of South America—have begun developing the plan as it affects those respective areas. The U.S. and Canada were reported to have agreed on a procedure that permits early entry into the plan of all existing U.S. daytimers and Class IV stations. The stations in those categories that meet certain criteria regarding frequency/power/location will be entered without discussion. Those that do not but which have been accepted by the two countries under the North American Regional Broadcasting Agreement will also be entered. The U.S. and Mexico were attempting to develop a similar "bulk" approach.

So far, concern over political disputes with Cuba boiling over haven't been realized.

Through Young & Rubicam's Y&R Program Services, Gulf last week began buying program time for one-hour special, *Discover: The World of Science*. If successful, hour is only beginning of Gulf deal with Time Inc.'s year-old *Discover* magazine. Agreement gives oil company option for exclusive sponsorship of *Discover* programming on commercial TV for five years, with three to five specials anticipated per season. *Discover* venture also returns Gulf to commercial TV as corporate advertiser for first time since 1978 when its corporate advertiser spots stopped running on CBS's *60 Minutes*. For *Discover* special, Gulf is looking for prime-time weeknight slot in late January with coverage at least at 65%-70% level.

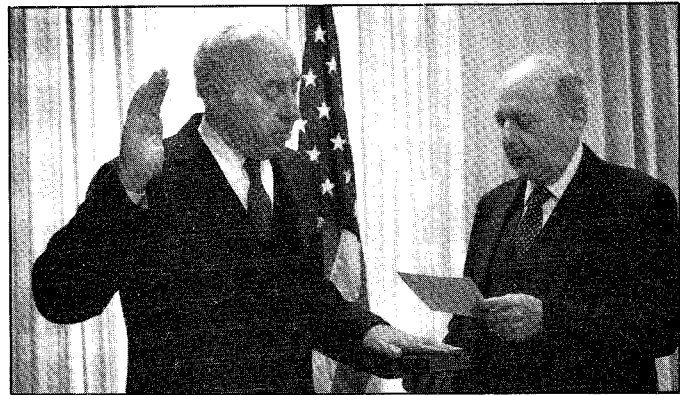
□
National Association of Broadcasters will continue to support elimination of FCC financial reporting requirements (Form 324). Meeting in Washington last Monday and Tuesday (Nov. 16-17), NAB executive committee turned down request from Radio Advertising Bureau to change its stand. RAB and Television Bureau of Advertising have decided to support retention of form as only accurate means of measuring annual broadcast revenues. **In other action**, executive committee tabled request for 30% increase over next three years in NAB's annual contribution to Television Information Office. Executive committee wants more information on TIO's budgetary needs before agreeing to increase in funding. On direction of executive committee, NAB will oppose broadcast deregulation bill (S. 1629) introduced by Senator Howard Cannon (D-Nev.) unless changes are made in pro-competitive language in bill. As presently drafted, bill is "blanket mandate" for FCC to authorize any new service that is technologically feasible, without consideration of other factors mandated in Communications Act. NAB and three major networks have submitted alternative language to Senate Commerce Committee staff. In upcoming comments to FCC, NAB will oppose use of lottery for awarding new licenses and allowing marketplace to set standard for teletext. Report on contraceptive advertising will be distributed to NAB Joint Board of Directors at its January meeting, and simultaneously to members of NAB TV and Radio Code Boards. Code boards will recommend whether to permit contraceptive ads after meeting in March 1982 and joint board will make final decision in June. Study on personal products remains in limbo after disagreement among researchers on how to word national survey. NAB Joint Board will decide whether to proceed with study in January.

□
 Although alternatives to broadcast services are proliferating, advertiser-supported radio and television providing local service and local programming will "remain principal source of audio and video service to the public for many years to come," **FCC Commissioner Abbott Washburn** said last week. In **speech before Arizona Broadcasters Association**, Washburn also said he didn't think DBS experiment would "preclude" progress toward high-definition TV. He also said allowing product advertising on public broadcasting would "destroy the whole character of public broadcasting"; that prime time access rule should be retained; that FCC should consider setting limit on number of low-power TV stations any one entity can own; that cable shouldn't be further deregulated, and that Congress should change cable copyright prices to "bring them more in line with the \$3 billion which broadcasters pay each year for programming."

□
Time Inc. announced adoption of North American Broadcast Teletext Standard for **satellite-distributed national text service** it plans to test early next year.

□
Taft Broadcasting Co., Cincinnati-based group broadcaster, has **adopted British Ceefax teletext** system and will introduce teletext service over its WKRC-TV Cincinnati on Jan. 1, 1982, it announced late last week. First three years of service will be "experimental," said John Owen, vice president, television

engineering for Taft. But, he added: "We are interested in the bottom line and plan to make this a commercially viable operation." At start-up, Taft will use teletext pages imported from Field Enterprises, which currently broadcasts teletext services over its WFLD-TV Chicago.



□
Arthur Imperatore (left) is sworn in as ombudsman for International Communication Agency in ceremony at ICA headquarters. Gilbert A. Robinson, deputy director of ICA, administers oath. See page 32.

□
Robert M. Garrick, Presidential nominee to Comsat board of directors, breezed through 20-minute confirmation hearing before Senate Commerce Committee last Friday (Nov. 20). Garrick, who is currently deputy counselor to President Reagan and has been in public relations/advertising since 1939, stressed 32 years' service in U.S. Naval Reserve and life-long work in communications as his chief assets for director's job.

□
 Westinghouse Broadcasting Corp. board of directors has elected **Daniel L. Ritchie** chairman and chief executive officer of Group W. Ritchie succeeds recently-retired Donald H. McGannon as chairman, maintains CEO title and relinquishes presidency. Indications are company won't name anyone to assume presidency.

□
John Chancellor, *NBC Nightly News* anchor and longtime broadcasting journalist, has been chosen to receive Distinguished Communications Medal of Radio and Television Commission of Southern Baptist Convention. Award, group's highest, honors major contributions to community service and human betterment through electronic communications. Presentation scheduled Feb. 11 at Fort Worth.

□
New face at AT&T belongs to CBS Inc. President **Thomas Wyman**—he's to join its board of directors effective Dec. 1, with his additional upping AT&T board membership to 17. CBS says it carefully researched action of its president and concluded there is no conflict of interest in his acceptance of board slot, also says there is no connection between it and establishment of videotext joint venture by both companies. Compensation for AT&T directors is \$17,000 per annum plus \$600 meeting fee for each board or committee meeting attended.

Upcoming

At FCC: Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications meets today (Monday) at 9:30 a.m. **In New York:** John Chancellor, NBC News; Charles Kuralt, CBS News, and Frank Reynolds, ABC News, will field questions at International Radio and Television Society newsmaker luncheon at Waldorf-Astoria Tuesday. **In Alexandria, Va.:** Reunion of staff of American Forces Network in Germany will take place at Olympus Apartments, Watergate and Landmark, Tuesday.

Loose cannon

It is a strange document that has emerged from the House Republican Research Committee, criticizing the FCC for falling behind the departed Charles Ferris's schedule for deregulation. That's right: the *Republican* Research Committee. With friends like that up there, Mark Fowler, on his next trip to Capitol Hill, had better put on a bulletproof vest and carry a Kalashnikov assault rifle.

The report issued by the committee's task force on congressional and regulatory reform reads as though written by ghosts of the Ferris clique that was replaced by appointees of Ronald Reagan. The new FCC is given grudging acknowledgement for "a successful assault on 'nitpicking' and needless paperwork regulations." But "regarding regulations resulting in major structural changes in industry, the commission has seemed to adopt a go-slow approach along with reversal of important deregulatory initiatives of prior commissioners."

Specifically, the report criticizes this FCC for reversing its predecessor's decision to compress AM channel spacing from 10 khz to 9. Separately, the chairman of the committee's task force, Representative Jerry Lewis (R-Calif.), is critical of FCC inaction on proposals for wholesale VHF drop-ins in the television allocations plan. Those criticisms reflect either the naivete of a congressional task force that is uninstructed in the nuances of broadcast regulation or the intentional disregard of engineering and economic facts that characterized the Ferris FCC.

The task force asserts, without qualification, that the 9 khz plan would have created new stations and that its abandonment was "applauded by existing broadcasters who were concerned about increased competition." It makes no mention of the considered finding that the costs of conversion and lost service to the public would have far outweighed the uncertain benefits that channel shrinkage would have conferred. As for Congressman Lewis's observations about VHF drop-ins, it is obvious that he has not been told of the overwhelming evidence of intolerable interference they would cause.

If the Republicans hope to establish a larger presence in the House, they will have to improve the work of their important research committee. The FCC is preparing a reply. There is much for it to say.

True economy in government

The FCC will be given conflicting advice by differing broadcast groups this week on what to do about the annual financial reports it requires of radio and television stations. The advice will come in the form of comments on a rulemaking, originally proposed by the National Association of Broadcasters, that contemplates, among other options, a total discontinuance of the annual reports.

Since the proceeding was initiated, other broadcasting organizations have broken with the NAB to urge that the FCC stay in the business of compiling financial data. The sales-oriented organizations, the Radio Advertising Bureau and Television Advertising Bureau, say the FCC figures, especially those for individual markets, are invaluable. The RAB, TVB and others of like mind say that private initiatives could not command the universal compliance of broadcasters that the FCC commands and that, without the annual FCC census, estimates would be unreliable. They are really saying that the industry cannot do for itself what the government does.

The preference here is to think that private initiative is more

resourceful than the RAB and TVB suggest. No other advertising media are annually surveyed, component by component, by the government and asked for such intimate financial detail. Newspapers, magazines and other media have been measured for years by private enterprises. In none do we recall proprietors asking the government to begin charting their revenues, by explicit category of advertising or other source; their expenses, by explicit category, and their profit or loss.

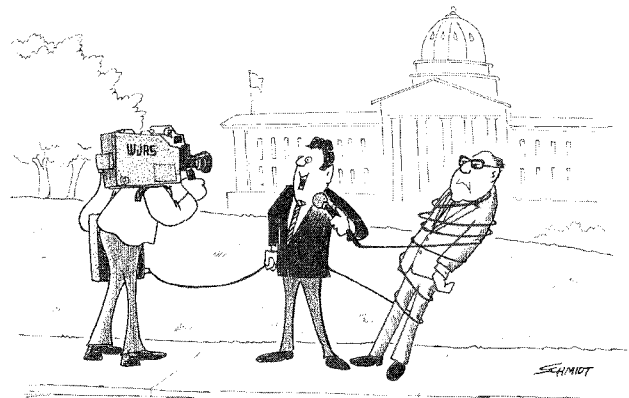
There is an embarrassing inconsistency if broadcasters are to support the present FCC in its dedication to general deregulation while insisting that the agency go on with the expensive work of compiling financial reports. The ABC Television Affiliates Association, in an early comment favoring the NAB approach, observed: "The solution to the problem of bureaucratic growth lies in reducing the glut of paperwork demanded by the bureaucracy." Enough said.

Warmed over

The Rev. Donald Wildmon's revival, if that is not too inept a choice of word, of the Coalition for Better Television's threatened boycott in pursuit of peace, purity and clean language on television strikes us as—well, to tell the truth, it doesn't strike us as much of anything at all. Except, perhaps, increasingly monotonous.

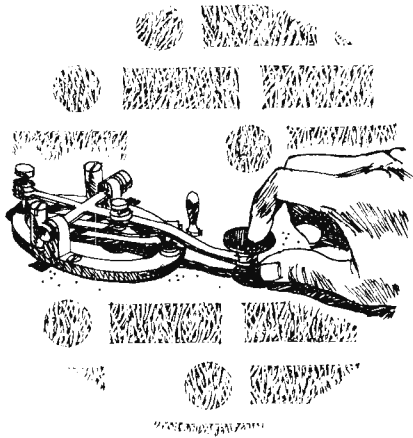
True, the coalition seems to have changed its tune a bit. Instead of damning sex, violence and profanity by name, as it had been doing, it seems to be covering the same ground by complaining that network programming is anti-Christian and demanding that it be reformed to depict Christians in proportion to their numbers in the general population. The wages of failure to conform, Wildmon says, will be a coalition call upon the nation's 133 million professed Christians, and their friends, not to support the network companies—or advertisers using anti-Christian programs—with their money. That's longhand for boycott, a word that Wildmon says he's avoiding.

So it's a different tune, perhaps, but still played on one note—and getting shrill, at that. There's nothing in the viewing records, the latest being that set usage in every month this year has been higher than in any corresponding month in the past, to suggest that Wildmon will get more than a smattering of applause, if that, for his new rendition. What he's offering is an encore for a failed performance.



Drawn for BROADCASTING by Jack Schmidt

"Tom Wilson at the state capitol where we have persuaded a reluctant Senator Spendmore to talk about taxes."



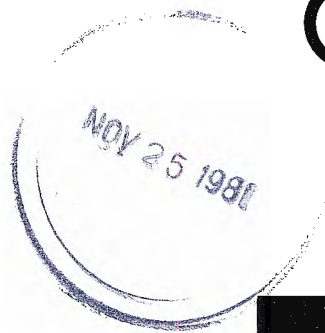
Dit. Dah. Dah.

Three years ago, WKZO Radio in Kalamazoo began airing the International Morse Code "W" at regular intervals throughout National Weather Service storm watches and warnings to alert listeners who might tune in between bulletins. Recently, a WKZO listener wrote, "We thought the radio 'W' was used nationwide until this spring when we were on vacation and driving in a frightful midday storm. It wasn't until much later that we learned there had been a tornado watch. It's funny how you take something for granted until you don't have it. Then how you do miss it! Keep up the good work." Communicating potential dangers to life and property is all part of the Fetzer tradition of total community involvement.

50th Fetzer Anniversary

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