

Rio meeting ends in disarray □ Shakeup for  
CBS's morning news □ Copyright out of subcommittee

# Broadcasting Dec 21

The News Magazine of the Fifth Estate □ Vol. 101 No. 25

Our 51st Year □ 1981

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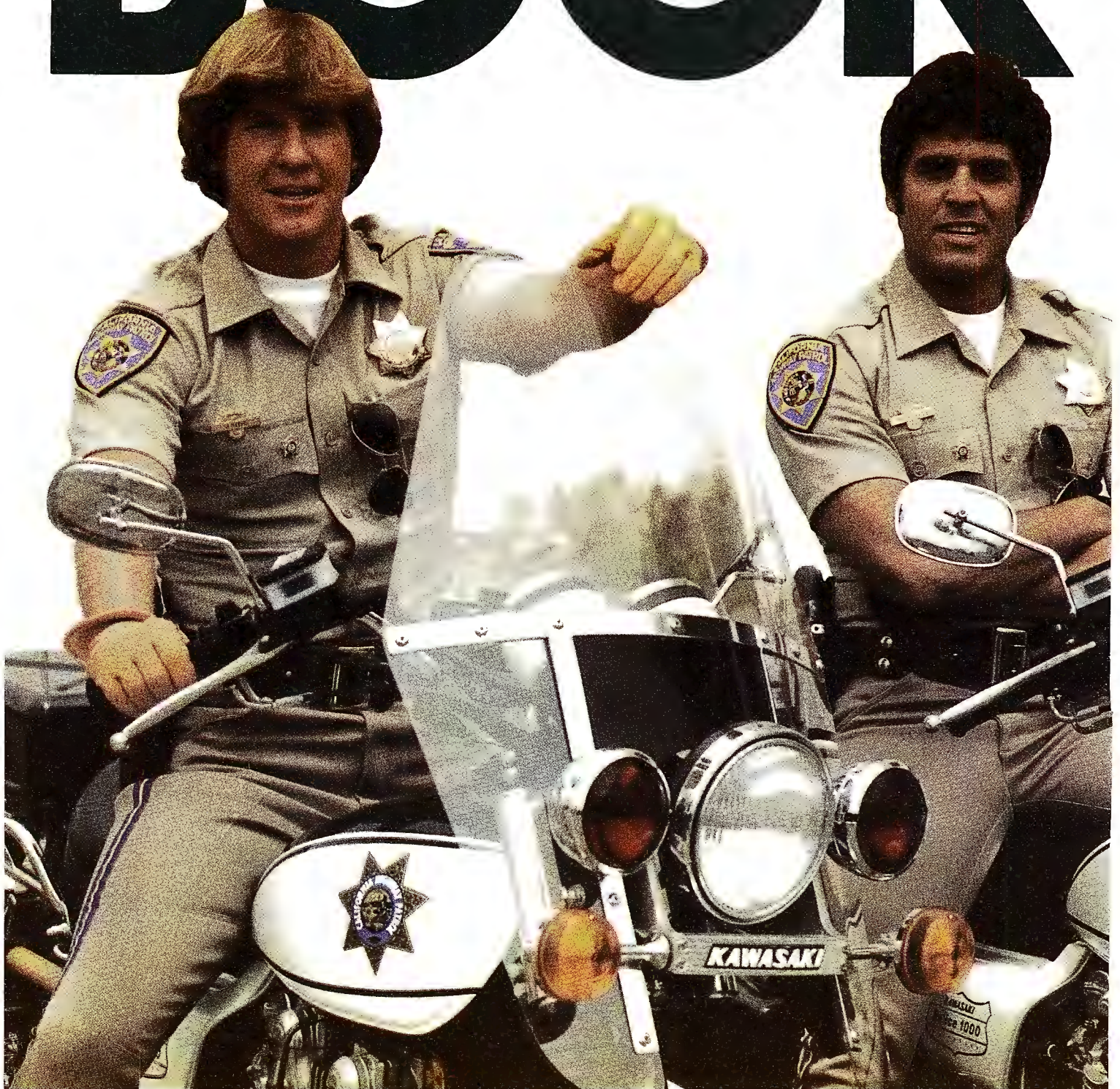


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**Weekly Music Magazine**—Three dramatic hours of a Top 30 Countdown plus a review of the week's music news with behind-the-scenes interviews and observations... hosted by RKO-owned WRKO, Boston's Charlie Van Dyke. Co-produced by RKO and Drake-Chenault, the nation's largest producer of specialized programming.

## FOR ADULT CONTEMPORARY STATIONS

**Musicstar Specials**—26 one-hour in-depth portraits of top contemporary music artists or groups such as America, George Benson, Seals & Croft and Diana Ross—and IS, Inc. and hosted by Dave Roberts.

**Solid Gold Saturday Night**—Five live stereo hours (7PM—12 Midnight EST) of music that deserves the title "gold"—from Chuck Berry to the Everly Brothers, Elvis Presley to John Lennon. With a **live call-in request** 800-line to keep listeners involved in every aspect of the show. Co-produced by RKO and RKO-owned WFYR, Chicago and hosted by WFYR's "Oldies King," Dick Bartley.

## FOR ROCK STATIONS

**Captured Live!**—The music and extraordinary stage presence of performers such as Foreigner, REO Speedwagon, Jefferson Starship and The Kinks are **Captured Live!** in 26 one-hour rock specials recorded in the electric environment of a live concert. A backstage glimpse of the artist before curtain and fan reaction after the performance heightens the inherent tension and excitement of each show. Co-produced by RKO and Reel Time Productions.

## FOR COUNTRY STATIONS

**Kenny Rogers and NKR Present Country Star Countdown**—A three-hour countdown of country favorites hosted on a rotating basis by country favorites such as Larry Gatlin, Ronnie Milsap, Dottie West, Loretta Lynn, Merle Haggard, Charlie Price, Eddie Rabbitt, Barbara Mandrell and Mac Davis. Co-produced by RKO and NKR, a Kenny Rogers Company.

## FOR ALL STATIONS

RKO's two overnight shows,  
**Night Time America**—five live hours of broad-based adult contemporary music with Bob Dearborn,  
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# The Week in Brief

TOP OF THE WEEK

**TRAFFICKING RULE** □ FCC proposes deletion of rule requiring owner to hold station for at least three years. At same meeting, cellular radio gets go-ahead, commission amends SCA regulations for commercial FM's and starts rulemaking to protect channel 6 TV's. **PAGE 23.**

**DBS GETS DAY IN HOUSE** □ Wirth subcommittee hears much testimony but little agreement about proposed introduction of new service. **PAGE 24.**

**COPYRIGHT AMENDMENT** □ House subcommittee narrowly approves legislation that embodies only fragments of original industry compromise on cable. **PAGE 28.**

**KURTIS FOR KURALT** □ CBS News brings in Chicago anchorman to co-anchor *Morning* newscasts. Other attempts to help ailing show include appointment of Merlis as executive producer. **PAGE 29.**

**CUBANS WALK OUT** □ Island nation's action dashes hopes for success at western hemisphere radio conference. Protest is against U.S. broadcasts that seek to "destabilize" internal order of Cuba. **PAGE 30.**

PROGRAMMING

**CRUNCH ON PROGRAMING** □ Hollywood prime-time producers and networks, concerned about downturn in economy, focus more attention on inflated programing costs and growing apathy of viewers. Pilots attacked as waste of time and money. Networks talk about series sources. **PAGE 35.**

**AS PAUL KLEIN SEES IT** □ Former NBC-TV programing executive says three major commercial TV networks have failed to adjust to new media environment. **PAGE 39.**

**CABLE CLAIMS SHORT COUNT** □ Research standards committee contends that Arbitron, Nielsen audience counts based on ADI/DMA are inadequate and discriminatory. **PAGE 42.**

LAW & REGULATION

**ABANDON COMPULSORY LICENSING** □ That's copyright

stance of NTIA staff report that maintains marketplace should govern prices cable systems pay for programing. **PAGE 44.**

**THAT OLD VOTING PROBLEM** □ House hearing gets wide range of proposals to control impact of network election reporting. **PAGE 48.**

JOURNALISM

**FOI DISPENSATIONS** □ Senate subcommittee approves Hatch measure to let businesses label confidential material and place greater burden of proof on those seeking information. **PAGE 55.**

MEDIA

**ROCKS AMID GOLD** □ Public broadcasting ad experiment faces problems with possible need for union renegotiations and loss of NPR-provided programing. **PAGE 57.**

**DOWN TO FOUR IN ALAMEDA** □ Kreloff-Granite withdrawal reduces field for Bay Area cable franchise to CBS, Storer, United and Scripps-Howard. Jankowski and Cronkite appearances enhance CBS's visibility there. **PAGE 57.**

**GANNETT'S GIANT STEP** □ Neuharth says company will start publishing national newspaper next fall, utilizing satellite transmission to 15 cities. **PAGE 58.**

TECHNOLOGY

**DBS HOT POTATO** □ Most broadcasters continue to tell FCC that interim grants should not be made. CBS and citizen groups disagree. **PAGE 62.**

BUSINESS

**MCI BUYS WUI** □ AT&T competitor agrees to \$185-million purchase that will permit it to expand services outside U.S. **PAGE 63.**

PROFILE

**THE WICK SHTICK** □ With quick one-liners and even faster decisions, ICA's new director is upgrading the effectiveness of America's international information agency. He's Charles Z. Wick, one-time talent and TV program agent, who has been Reagan worker and friend for 25 years. **PAGE 87.**

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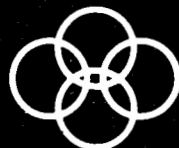
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Tuned-in to tomorrow...today.



# Closed Circuit®

Insider report: behind the scene, before the fact

## Short rations

Office of Management and Budget last week recommended that FCC receive \$64.8 million for fiscal 1983, more than 15% cut from \$76.9 million it's operating on for 1982. Spokesman for Chairman Mark Fowler said Fowler would appeal to OMB for \$6.6 million more to meet "fixed costs" (see story, page 50). Deadline for appeal was noon Sunday (Dec. 20).

## Double feature

Proposal that NATPE International and Association of Independent Television Stations coordinate their conventions as soon as feasible—perhaps 1984—is being prepared by NATPE leaders. Idea, cheered by program syndicators and producers, is to limit number of program exhibitions being held, now that INTV is introducing two days of screenings at its January convention in Washington.

NATPE plan would have two organizations meeting on consecutive dates at same site. One would hold its convention, followed by two or three days of screenings for members of both groups, after which other organization would meet. INTV, in addition to Washington for 1982, is set for Houston in 1983, while NATPE is set for Las Vegas in both 1982 and 1983 and then, at least tentatively, San Francisco for 1984-89.

## 'Profit' center

There's yardstick other than journalistic merit, ratings or style by which improvements of ABC News can be judged—cold cash. Word is network's news operation will break into black for first time this year, riding on wave of increased advertising rates its programs command as their ratings climb. Profit contribution will probably be modest.

## Failed promise

NBC may strike flag on line 21 closed captioning for hearing impaired, 20-month-old service administered by National Captioning Institute. NBC, ABC and Public Broadcasting Service have participated in project since NCI initiated it in March 1980. But disappointed by sluggish sales of decoders needed to receive and display captions, NBC is now considering ending its involvement. At start-up, NCI promised networks, which pay for captioning of some 40 hours of prime-time programming each week, that nation's hearing-impaired would buy 100,000 decoders (in set-top adapters or built into specially made television sets) each year. But, thus far, fewer than 41,000

have been sold. By dropping out, NBC would save about \$1 million per year, about \$600,000 of it paid to NCI for captioning. Loss of NBC would be staggering blow to NCI.

First indication of waning interest in captioning came last May when NBC announced that it would join CBS to begin teletext broadcasts in Los Angeles. CBS has refused to participate in NCI project, claiming that it would retard introduction of comprehensive teletext service of which captioning would be integral part.

## Parting shot

Wondering why CBS News is waiting until March to bring in Bill Kurtis as new co-anchor of weekday *Morning* newscasts on CBS-TV as announced last week (see page 29)? One reason, CBS sources say, is that delay will enable Kurtis to stay at CBS-owned WBBM-TV Chicago, where he's high-rated anchor, investigative reporter and head of special-reports unit, until February local-audience measurement sweeps have been completed.

## Back to Boston

Massachusetts Governor Edward J. King is considering whether to file bill, backed by Morality in Media, to bar state cable television systems from "knowingly distributing . . . indecent material." State could apply current obscenity laws allowing "contemporary community standards" to determine whether material is indecent or pornographic.

Bill would define indecent material as anything that represents or describes sexual or excretory functions, nudity or ultimate sexual acts, even if simulated. Some R-rated films, as well as X-rated ones, would be banned under proposed legislation.

## Third man

Richard J. Shiben, who was deposed as FCC Broadcast Bureau chief to make way for incoming Laurence Harris, has transferred to FCC Office of General Counsel as associate general counsel—third in command. As member of senior executive reserve, he'll draw salary in \$55,000 area in 1982.

## Commercial concerns

Temporary Commission on Alternative Financing for Public Telecommunications may not need to worry over possible copyright complications for public radio and TV stations participating in 18-month advertising experiment (see story page

57). According to Copyright Royalty Tribunal Commissioner Tom Brennan, noncommercial stations participating in experiment won't be subject to immediate rate changes because of advertising revenues collected.

However, rate schedule set by tribunal comes up for review June 30, 1982, and there is threat that copyright holder organizations may raise objections and request schedule change on revenue base similar to commercial stations.

## Bolger heads Futures

Futures Committee of National Association of Broadcasters which, as name implies, will appraise developments technologically, sociologically and competitively as they affect media, as well as possible reorganization of trade association to meet new challenges, will be chaired by Thomas E. Bolger, president of WMTV(TV) Madison, Wis., and vice-president/director of parent Forward Communications. He wound up second term as joint board chairman of NAB last June. Full committee of five to nine members will be named by NAB President Vincent T. Wasilewski next month.

## Slow starters

Based on November sweeps, syndicated program analysts say that both *Entertainment Tonight* and *Muppets* (as strip) have been disappointing and *New You Asked For It* is "marginal" success in new first-run program category. Of returning shows, *Laverne & Shirley* has gotten off to slow start, but *M\*A\*S\*H*, *Family Feud* and *Barney Miller* continue as strong attractions. Analysts say February sweeps will give better fix.

## Wunder of wonders

There are queries in high administration circles over conflicts on telecommunications policy. Last week, questions were raised about testimony of Bernard J. Wunder Jr., assistant secretary of commerce for telecommunications and information, before Senate Commerce Committee on deregulation issue wherein he supported deregulation of radio but reserved judgment on television (BROADCASTING, Dec. 14). Didn't such testimony fly in face of administration's support for repeal of fairness doctrine and equal-time law? Report was Wunder, former minority counsel of Senate Commerce Committee, would be asked to clarify his position if it's construed as out of step with Reagan philosophy.

# Business Briefly

TV ONLY

**Elanco** □ Treflan (agricultural product). Begins Jan. 4 for 19 weeks in 43 markets. Day, news, prime and sports times. Agency: Creswell, Munsell, Fultz & Zirbel, Cedar Rapids, Iowa. Target: men, 35 and over.

**Underwood** □ Accent (flavor enhancer). Begins Jan. 4 for first quarter in 47 markets. Day, fringe and weekends. Agency: Kenyon & Eckhardt Advertising, Boston. Target: women, 18-49.

**White Lily** □ Flour. Begins Jan. 11 for first quarter in 17 markets. Day, early fringe, news and prime access times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 18-49.

**Kal Kan** □ Crave cat food. Begins Jan. 4 for 10 weeks in about 14 markets. All dayparts. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: women, 25-54.

**Amtrak** □ Travel. Begins Jan. 11 for eight weeks in 26 markets. Fringe, prime, sports

and specials. Agency: Needham, Harper & Steers, New York. Target: men, 18-49.

**Delta Airlines** □ Begins in January for approximately eight weeks in six markets. All dayparts. Agency: Burke Dowling Adams/BBDO, Atlanta. Target: adults, 35 and over.

**Blessing Corp.** □ Diaper service. Begins Jan. 11 for six weeks in 15 markets. Day, early fringe, late fringe and prime times. Agency: Howard Marks Advertising New York. Target: women, 18-34, women, 18-49.

**Poulan Chain Saws** □ Begins Dec. 28 for five weeks in four Southern markets. News, prime access and sports times. Agency: Smith & Associates, Charlotte, N.C. Target: men, 25-54.

**Bank of America** □ IRA savings accounts. Begins Dec. 28 for four weeks in all California markets. Agency: Grey Advertising, San Francisco. Target: women, 25-54.

**Holland International Foods** □ Savory

**Blair's L.A. expansion.** Blair Television is expanding its Los Angeles operations in early January from three sales teams to four, setting up separate units for CBS and independent TV stations to complement existing teams for ABC and NBC. At present, Los Angeles CBS/independent functions as one unit. Marc McKinney, account executive for ABC sales team in Los Angeles, has been named manager of CBS group. Mark Arminio, account executive for CBS/independent, named assistant sales manager for CBS unit. Ed Youngmark, manager for CBS/independent in Los Angeles, appointed manager of independent team. James Miller, account executive for CBS/independent, named assistant sales manager for independent.

sticks. Begins Jan. 18 for four weeks in five markets. All dayparts. Agency: Burton-Campbell, Atlanta. Target: adults, 25-49.

**Robinson-Humphrey** □ Brokerage firm. Begins Jan. 4 for three weeks in 17 markets. All dayparts. Agency: Bowes/Hanlon Advertising, Atlanta. Target: adults, 25-49.

**Murphey's Oil Soap** □ Begins Jan. 11 for two weeks in under 10 markets. Day and early fringe times. Agency: Media Buying Services, New York. Target: women, 18-49.

**Glidden** □ Paints. Begins Feb. 22 for one week in 88 markets. All dayparts. Agency: Meldrum & Fewsmith, Cleveland. Target: men, 25-54; women, 25-54.

**Dillard Department Stores** □ After-Christmas promotion. Begins Dec. 25 for one week in about 22 markets. Day, fringe and news times. Agency: Faulkner & Associates, Little Rock, Ark. Target: adults, 25-54.

**Eckerd Drug Stores** □ English Leather/Houbigant fragrances. Begins this week for one week in 41 markets. Day, news and prime access times. Agency: William B. Doner and Co., Southfield, Mich. Target: women, 25-54.

**Ralston-Purina** □ Various children's cereals. Begins Jan. 4 for various flights in about 140 markets. Children's programming. Agency: CPM Inc., Chicago. Target: children, 6-11.

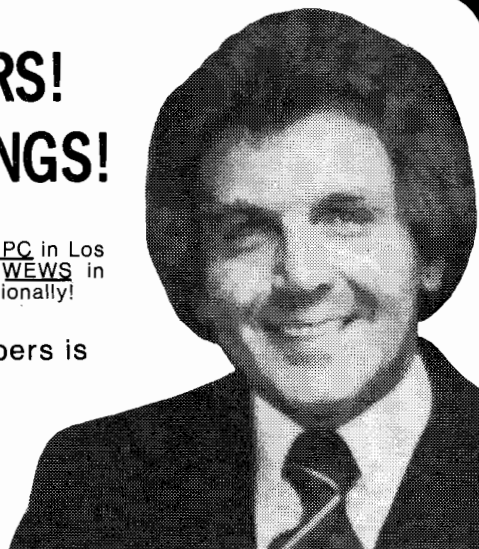
**TG&Y stores.** □ Begins Jan. 4 for varying flights in 52 markets. Day, early fringe and late fringe times. Agency: Saffer, Cravit & Freedman Advertising,

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One Day at a Time ranks #2 in total women viewers among all prime time comedies and out-delivers the average comedy by 24%.



One Day at a Time ranks #3 against all prime time comedies in total men. It out delivers the average comedy by 22%.

One Day at a Time is consistently young at heart with 56% of all total adults between 18 and 49. And 66% of all its viewers are under 50.



One Day at a Time. 163 half-hour episodes available Fall 1982. It makes everyone laugh... except the competition.

**One Day at a Time**  
AVAILABLE FALL 1982 — 163 Days at a Time

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## AdVantage

**New to TV.** Haagen-Dazs, makers of ice-cream, which made advertising debut on TV earlier this quarter after successful radio campaign that won Clio award, starts another TV flight for first quarter. Thirty-second spot will continue to run only on syndicated *The Merv Griffin Show*, and features vignettes that include children "raiding the refrigerator during the night" and student "burning the midnight oil with Haagen Dazs as his reward." Special music for spot was produced by Radio Band of America, New York.

**Agency purchase.** Daniel & Charles, New York, has acquired F. William Free & Co., New York, forming new agency called Laurence Charles & Free. D&C had billings of about \$80 million in 1980, of which estimated 55% was in television and radio. Free, heavily-oriented print agency, had billings of about \$50 million in 1980, with about 10% in broadcast. Charles Goldschmidt, chairman of Daniel & Charles and Laurence Dunst, president, continue in their capacities. Title for F. William Free, president of agency bearing his name, has not been determined. Daniel & Charles is subsidiary of Mickelberry Corp., New York, supplier of processed meat products.

**Radio code changes.** National Association of Broadcasters' radio code board has recommended that comparative advertising standard be revised to read: "Advertising shall not distort or exaggerate differences between compared products or services so as to create false, misleading or deceptive impressions." It also recommended change in time standard provision, clarifying its nature as guideline. Both recommendations will be submitted for approval at January meeting of NAB board of directors. Code board ruled that commercials for services involving use of hypnosis must indicate that hypnosis is used.

Don Mills, Ont. Target: women, 18-49.

**Pro Hardware** □ Retail hardware stores. Begins Feb. 8 for one week in 25 to 30 markets. All dayparts. Agency: Ross Roy/Compton, New York. Target: men, 25-54.

**Tyson's Foods** □ Chicken Quick. Begins

in January for varying flights in about 100 markets. Agency: Noble & Associates, Springfield, Mo. Target: total adults.

**Godfather Investments** □ Godfather pizza. Begins first quarter for varying flights in up to 125 markets. All dayparts.

Agency: Bozell & Jacobs, Omaha. Target: adults, 18-34.

### RADIO ONLY

**American Express** □ Credit cards. Begins Jan. 25 for first quarter in about six markets. Agency: Ogilvy & Mather, New York. Target: adults, 18-34.

**Xerox** □ Various products. Begins in January for first quarter in Minneapolis-St. Paul and Hartford-New Haven, Conn. Agency: Young & Rubicam, New York. Target: total adults.

**Barnett Banks of Florida** □ Begins Jan. 4 for 11 weeks in four markets. Agency: McKinney, Silver & Rockett, Raleigh, N.C. Target: men, 35-54.

**Bennigan's** □ Restaurants. Begins first quarter for one to three weeks in over 15 markets. Agency: Leo Burnett & Co., Chicago. Target: adults, 18-34.

**Guy's Potato Chips** □ Begins Jan. 4 for nine weeks in 11 markets. Agency: McDonald & Little, Atlanta. Target: women, 25-49.

**RGM Services** □ Sears carpet cleaning. Begins Dec. 28 for three days in Atlanta and Boston. Agency: Weightman advertising, Philadelphia. Target: women, 25-54.

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## RepReport

**Petry in Fla.** Petry Television Inc., New York, will open office in January at 9400 Fourth Street, North, suite 114, St. Petersburg, Fla., 33702. Telephone number will be announced later. Robert Schellenberg, account executive in Petry's Atlanta office, has been named sales manager in Tampa.

CFMT-TV Montreal, TVA Network of Quebec: To Young Canadian Ltd. from Caverly Corp.

KTNT(AM)-KNBQ(FM) Tacoma, Wash.: To Bernard Howard & Co. from HR/Stone.

WKNR(AM)-WKFR-FM Battle Creek, Mich.: To Eastman Radio from HR/Stone.

KSYL(AM) Alexandria, La.: To Selcom Radio from Pro Radio.

KQID(FM) Alexandria, La.: To Selcom from Savalli/Schutz.

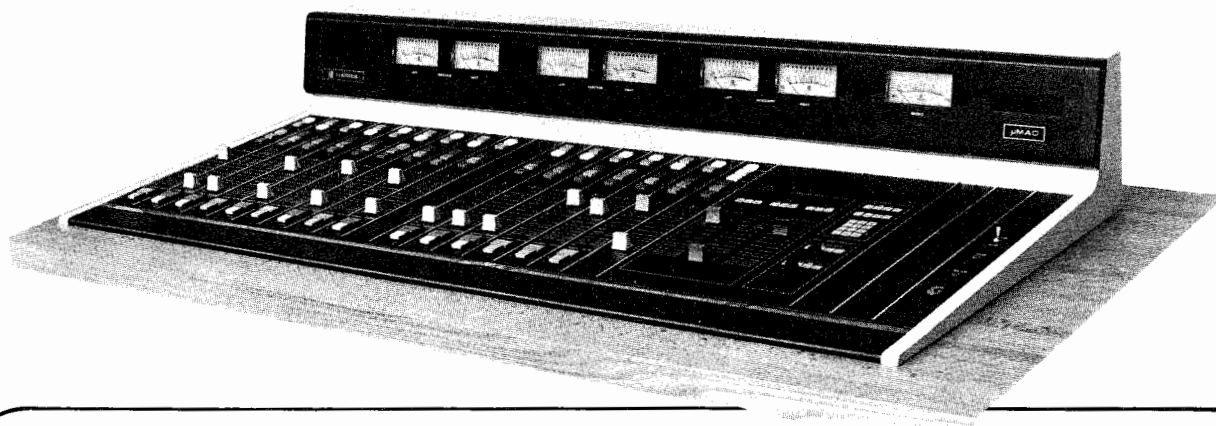
WFBS(AM) Spring Lake, N.C.: To Selcom Radio from Buckley Radio.

KNUS(AM)-KQUE(FM) Houston and KAYC(AM)-KAYD(FM) Beaumont, Tex.: To Major Market Radio Sales from HR/Stone.

WLLE(AM) Raleigh, N.C.: to R. A. Lazar & Co. from Bernard Howard.

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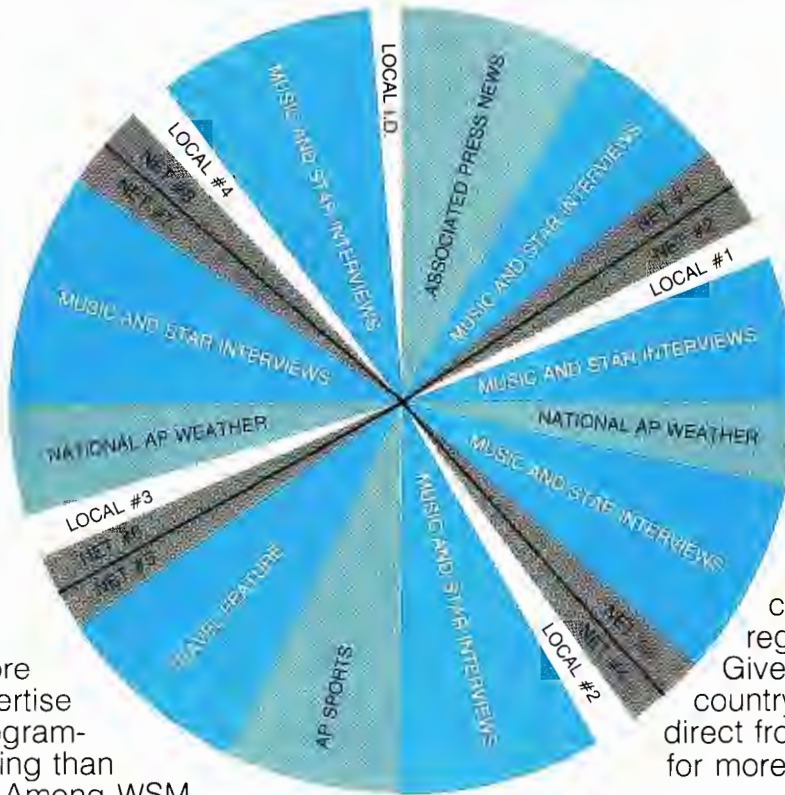
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NASHVILLE  
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# Monday Memo®

A broadcast advertising commentary by Jerry Wishnow, president, Wishnow Group Inc., Marblehead, Mass.

## Doing the public a service through promotional campaigns

What if you, the advertiser, were told that you could get a 20-to-1 return on your institutional advertising dollar by working with broadcasters and community organizations to reduce the impact of serious social problems faced by your consumer?

What if you were told that additional bonuses to this approach would be foot traffic in your outlets; purchase of your goods; appearance of your company name in local TV news, editorials and access specials; participation in local and national PR and promotions, and endorsement of your company by national service organizations, senators, governors, mayors, and local police chiefs?

You can. For the past seven years the Wishnow Group Inc., a Marblehead, Mass., broadcast consulting firm, has been providing a process known as public affairs/promotion to its clients. Simply stated, we recommend that clients work with us to isolate a serious community problem such as crime, fire safety, inflation, weight control, smoking, etc. In alliance with broadcasters and community organizations, the clients devise an approach to alleviate that problem's impact on their public.

The broad steps that make up this approach are fairly simple:

- Isolate a community problem that is connected to your product and of genuine concern to your public.

- Work with local and national experts to create a process by which your company can be responsible for measurably reducing the problem.

- Gain the cooperation of community and government groups with an existing stake in solving the problem.

- Approach a local broadcast outlet with a commitment to public service and promotion. Ask it to ally with your firm and community groups by acting as the project's promotional vehicle. In exchange for your helping to spearhead and back the project, the station will prominently display your corporate name with its own and that of the participating community group.

- Test the campaign in a given community.

- Streamline and offer the campaign and its packaging to local stations in all of your markets in exchange for a previously determined amount of exposure.

A free, pre-tested, pre-packaged campaign can be attractive to a local broadcaster. It will provide him with a strong community-service image and allow him to use otherwise unproductive spot inven-



Jerry Wishnow formed his own public service/promotion company in 1974, Wishnow Group, Inc., Marblehead, Mass. Between 1973 and 1974, he coordinated public service/promotions for Westinghouse radio and television stations. Prior to that, he was creative services director for WBZ-TV in Boston.

tory to promote his station while helping him to meet important license and community obligations. Some projects even lend themselves to cross promotion, allowing the local broadcaster to sell participation in the campaign to other sponsors.

Our first test of a client-centered project had to do with reducing auto theft. To deal with this issue we developed the H.O.T. Car antiauto-theft campaign. (H.O.T. is an acronym for Hands Off This Car). Consumers received the following free goods and services to "harden" up their cars: tapered door lock buttons, a toll-free hotline number, reflective car decals and anti-theft information.

To promote the kit to his audience, the participating broadcaster was provided with a turnkey campaign including a campaign handbook outlining the project, a complete set of print ads, radio spots and Emmy-nominated TV spots, national publicity assistance, travelling promotions, such as Zsa Zsa Gabor's gold Rolls Royce driven by an articulate ex-auto thief, unlimited supply of three-color pamphlets imprinted with the station's logo and free consultation by my company.

At WNAC-TV in Boston, where we first tested the campaign before approaching a client, H.O.T. Car was credited by the police chief and governor as contributing to a 20% reduction in auto theft in just 60 days. Ten percent of the state's registered drivers joined the campaign, and the station won three national broadcasting awards while receiving glowing national press coverage. Ultimately those using H.O.T. Car devices in Massachusetts

received a 5% reduction on their comprehensive insurance.

We approached the Montgomery Ward Auto Club to become the project's national sponsor. It was a good choice since the club's product was directly related to serving the car owner and the club was interested in increasing visibility in new markets.

The stations approached by my company were asked to provide a part-time coordinator and a basic level of gross rating points. The project was designed so that the stations could air the highest density of spots during normally slow business periods.

H.O.T. Car thus far has aired on 51 stations reaching over one-third of the nation's households; 11 of the stations are in the top 25 markets. All spots carry the Ward's logo at the tag. Ward's own professionally conducted awareness study, done by compiling the results of 752 phone interviews in five markets, demonstrated an incredible 75% awareness of the campaign.

Thus far, after only one year, stations carrying H.O.T. Car have delivered millions of dollars in exposure, more than 20 times Ward's original investment. The campaign has garnered endorsements from numerous U.S. senators, congressmen, governors, and mayors, as well as national organizations.

Since first creating this approach, the Wishnow Group has produced local and national campaigns dealing with a wide variety of, urban issues including: school busing, smoking, weight loss, exercise, crime reduction, drug education and treatment, passage of legislation, storm safety, blood drives, voter registration and car-pooling. Business, broadcast and government clients have included: Sears, Roebuck; Polaroid; Westinghouse; Post-Newsweek; ABC; CBS; RKO General; Justice Department; Department of Transportation and the National Park Service.

H.O.T. Car and our other projects have demonstrated that public affairs/promotion can serve a multiplicity of needs for all who participate. Not only does the advertiser reap an enormous return for his exposure as well as positive association with a community service, but the other participants also benefit. The broadcaster receives a free, professionally packaged project that makes use of his normally nonproductive air time to assist his audience and position his station as a friend and ally. The participating community or governmental organization receives both the monetary and promotional support to help complete its service mission. Most of all, the public receives a free project designed to protect and improve its well being.





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# Datebook

■ indicates new or revised listing

## This week

**Dec. 21**—Comments due on FCC proceeding considering relaxation of STV rules.

■ **Dec. 30**—Reply comments due on FCC proceeding considering lottery selection procedures for granting of initial licenses.

## January 1982

**Jan. 5**—Deadline for entries in *Women in Communications*'s Vanguard award competition for non-stereotypical portrayals of women in local television public affairs programming. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

■ **Jan. 5**—Reply comments due on FCC proceedings on examination of radio frequency interference to electronic receivers, consideration of type approval of aural modulation monitor requirements and relaxation of STV rules.

**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. 13-15**—*Arbitron Television Advisory Council* meeting. Walt Disney World Conference Center, Orlando, Fla.

**Jan. 14-15**—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

**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. 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. 18-22**—*National Association of Broadcasters* joint board of directors meeting. Waiohai hotel, Kauai, Hawaii.

**Jan. 19**—FCC en banc meeting. FCC, Washington.

**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. 26-28**—*American Newspaper Publishers Association*, Electronic Publishing Seminar. Shoreham hotel, 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. 29-31**—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.

**Jan. 29-31**—30th annual *Retail Advertising Conference*. Drake hotel, Chicago.

■ **Jan. 30**—One day reporters' workshop, sponsored by *UPI broadcasters and newspapers of Louisiana*. Best Western motel, Lafayette, La.

**Jan. 31-Feb. 2**—*Radio Advertising Bureau*'s second annual managing sales conference. Opening day luncheon speaker: Philip Smith, president, General Foods. Amfac hotel, Dallas.

## February 1982

**Feb. 1**—Deadline for entries in *Broadcast Journalism Awards* competition, sponsored by *Muscular Dystrophy Association*, to recognize radio and television broadcasts that increase public understanding of neuromuscular diseases and stimulate support of efforts to conquer them. Information: (212) 586-0808.

■ **Feb. 1**—Deadline for entry for 25th annual *American Bar Association* Gavel awards. For information: (312) 621-9249.

**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. 4-5**—*New York University's* School of the Arts course, "Videotext: Market Experience and Development." Course will be offered by interactive Telecommunications Program, graduate program specializing in new communications technologies. NYU's Washington Square campus. Information: (212) 598-3338.

**Feb. 4-6**—*South Carolina Broadcasters* winter convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency Greenville, Greenville, S.C.

**Feb. 5-6**—*Society of Motion Picture and Television Engineers* 16th annual conference. Theme: "Tomorrow's Television." Opryland hotel, Nashville.

■ **Feb. 5-7**—Third annual "Journalism Opportunities Conference for Minorities," sponsored by *California Chicano News Media Association* and *Media Institute for Minorities*. Davidson Conference Center at University of Southern California.

**Feb. 6**—*UCLA Extension* program, "Pay TV: Challenges and Opportunities for the Creative Community" Dickson Hall Auditorium, UCLA, Los Angeles.

**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. 8**—*UPI Michigan Broadcasters* presentation of National Broadcast Awards and investigative reporting seminar at Michigan Association of Broadcasters meeting. Harley hotel, Lansing, Mich.

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

■ **Feb. 9-10**—*Cabletelevision Advertising Bureau* conference. Waldorf-Astoria, New York.

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

**Feb. 10**—*Texas Association of Broadcasters* TV day. Hilton Palacio del Rio, San Antonio, Tex.

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

**Feb. 12-14**—14th annual *Midwest Film Conference*,

## Major Meetings

**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 *MIP-TV* 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* fifth 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, 1982**—*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.

**Nov. 7-12, 1982**—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

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. 15**—Deadline for entry in 10th annual *Women in Communications* Clarion awards. For information (512) 345-8922.

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

**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. 24-26**—*American Newspaper Publishers Association*, Newspaper and Cable TV Seminar. The Fairmont hotel, Denver.

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

■ **Feb. 26-27**—*Country Radio Seminar*, Opryland hotel, Nashville. For information: (615) 327-4488.

### March 1982

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

■ **March 1-3**—*Advertising Research Foundation* 28th annual conference and research expo '82. New York Hilton.

**March 2**—*Academy of Television Arts and Sciences* luncheon. Speaker: Thomas Wymen, 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 9**—*West Virginia Broadcasters Association* sales seminar. Lakeview Inn, Morgantown, W. Va.

**March 10**—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

**March 11-16**—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton.

■ **March 15-16**—Digital telephony course sponsored by *UCLA extension* program. URC Conference Center, UCLA, Los Angeles.

■ **March 16**—Seventh annual Big Apple radio awards luncheon sponsored by *New York Market*

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Radio Broadcasters Association. Sheraton Center hotel.

**March 18**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**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.

**March 31-April 3**—*Southern Educational Communications Association* conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

■ **March 31**—*Advertising Research Foundation* "Key Issues Workshop on Advertising Frequency" conference. New York Hilton.

## April 1982

**April 2-4**—*California AP Television-Radio Association* 35th annual convention. Miramar hotel, Santa Barbara, Calif.

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

■ **April 4**—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

**April 6-8**—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

■ **April 9-10**—*Black College Radio's* fourth annual black college radio conference. Paschal's hotel, Atlanta.

**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 19-20**—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

**April 20**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **April 20-22**—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

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

**April 24**—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

**April 25-27**—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

## 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.

**May 8**—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

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

**May 14-16**—*Pennsylvania Associated Press Broadcasters Association* annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

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

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

**May 25**—*International Radio and Television Society* annual meeting with Broadcaster of the Year award. Waldorf-Astoria, New York.

## June 1982

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

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

**June 6-10**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers' Association* fifth annual seminar. St. Francis hotel, San Francisco.

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

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

**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. Capitol Hill Hyatt Regency, Washington.

**June 22-25**—*National Broadcast Editorial Association* national convention. Mayflower hotel, 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 14-16**—*Arbitron Television Advisory Council* meeting. Silverado, Napa, Calif.

**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.

## Errata

J. Walter Thompson's **Lawrence Grossberg** was incorrectly quoted in Dec. 14 issue as saying that average cost of 30-second network commercial, \$75,000, was about 10 times that of comparable cable slot. He said that \$75,000 was cost of **average prime-time network commercial, about 100 times that of comparable cable slot.**

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# Open Mike<sup>®</sup>

## Agrees

EDITOR: We appreciate deeply your insightful editorial on the RKO court of appeals decision. You were dead to the point. In addition to you, we and four law firms are confounded by the inconsistency of the court rejecting one FCC finding on a candor issue because of lack of notice and opportunity for a hearing, but disqualification on another candor issue without such notice and opportunity. We also believe your comment about honestly following the advice of reputable lawyers represents a sounder view of justice in due process than the court's rationalization. We hope, and in this nation expect, that justice will not eventually be denied. Thank you.—*Tom O'Neil, chairman, and Hubert Delynn, vice chairman, RKO General, New York.*

## AM stereo supporters

EDITOR: We feel the letter from Peter Maynard of Englewood, N.J., published in the Dec. 7 issue, should not go unanswered. Point by point...

1. Mr. Maynard states that AM broadcasters think stereo will be the panacea for all their problems. Nothing could be further from the truth. The majority of AM broadcasters know there is no substitute for good programing, and the general feeling is that stereo will enhance good programing. Stations that are badly programed in competitive markets generally do not do well on AM or FM.

2. AM radio is subject to static. However, AM stereo with synchronous detection in moving vehicles is not subject to the multipath distortion that FM is.

3. Frequency response is not necessarily a product of the transmitting and receiving frequency as Mr. Maynard states. WMAQ and many other AM stations broadcast with full frequency response, and the only factor that limits the sound quality in AM is the poor quality of the receiver itself.

Mr. Maynard states that "stereo for AM will make very little difference in the quality of its sound." Not true! When stereo comes to AM, manufacturers should be forced to improve the quality of their receivers. The fact of the matter is that there will be very little difference in sound quality between AM and FM stereo.—*Bill Ryan, chief engineer, and Ted Cramer, program director, WMAQ(AM) Chicago.*

EDITOR: Peter Maynard's comments on AM stereo ("Open Mike," Dec. 7) reveal a lack of appreciation of the laws of

physics. It is true that AM service is more subject to atmospheric noise than is FM and that AM service is more quickly degraded when one drives "underground." On the other hand, AM tends not to be as troubled by multipath problems, so it's really a matter of when and where one makes a comparison.

As far as "tonal quality" is concerned, I'm unaware of any inherent differences due to changes in carrier frequency. (Is the audio on channel 2 inherently inferior to the audio on channel 69?) Back in the 1950's, I remoted AM/FM stereo broadcasts of concerts on WGMS Washington. On one snowy night, Paul Hume [then music critic for *The Washington Post*] had to do his critique by listening to the broadcast on radio, and he commented at some length on the quality of the AM/FM transmission. Since I can't claim credit for the final product, I believe it is not immodest to state that Paul gave the WGMS transmission a better review than he gave Margaret Truman.—*Neil M. Smith, Smith & Poustenko, broadcasting and telecommunications consultants, Washington.*

## Daytimer's dilemma

EDITOR: Accolades to those parties filing comments in support of "giving a break" to daytime-only AM stations, and brickbats to the Association for Broadcast Engineering Standards for their support of the "eminently reasonable standards" that keep us from serving our town at night, so that a station in New York City can pump 50,000 watts into the Atlantic Ocean.

Even very low power authorization for nighttime hours is preferable to none at all, and we hope the commission considers it seriously. Should the commissioners wish to hear a very low power station in operation, we invite them to drive to Waynesboro, Pa. (75 miles from Washington, via I-270) early some morning, to hear our 2.9 watt pre-sunrise signal. It covers our small town quite nicely, thanks. Though a full 3 watts would probably do an even better job!

We're limited to 2.9 watts PSA because our 0.025 mV/m contour, theoretically, bumps into the Class I-B station's 0.5 mV/m 50/50 skywave signal over Lake Ontario, 250 miles north of Waynesboro, and 250 miles northwest of New York City. Perhaps the ABES could send someone to Toronto to tell us how our 2.9 watt signal booms in up there.

One hundred watts of nighttime power would enable us to serve Waynesboro on a full-time basis. And, with our existing three-tower directional rig suppressing the signal toward New York, I'll bet they'd never hear us in the Bronx.—*Michael McGough, WEEO(AM) Waynesboro, Pa.*

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WIL-FM	St. Louis	KYA-FM	San Francisco
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TOP OF THE WEEK

## FCC would drop station trafficking rule; cellular radio go-ahead affirmed

**FCC acts to repeal requirement that owner hold station for at least three years; with Fowler and Jones in minority, commission upholds setting aside half of new spectrum for telcos; actions on SCA's and channel 6**

Taking yet another deregulatory step, the FCC, acting on its own initiative, has proposed deleting its so-called trafficking rule that requires any application for assignment or transfer of a broadcast property owned for less than three years except under waiver for extenuating circumstances.

In its open meeting last Thursday (Dec. 17), the commission also amended its subsidiary carrier authorization rules to permit commercial FM broadcast stations to transmit coded signals for utility load management; launched a proceeding soliciting comment on whether to permit both commercial and noncommercial AM broadcasters to use their carriers for utility load management, and agreed to launch another rulemaking aimed at permitting noncommercial broadcasters to use their SCA's to turn a profit.

In other action, the FCC launched a rulemaking aimed at implementing new protection requirements for channel 6 TV reception; deleted its standards and mandatory signal test requirements for remotely controlled TV stations, and, overruling the staff, reaffirmed its April decision authorizing cellular mobile telephone systems.

The FCC unanimously approved launching a rulemaking proposing to delete its trafficking rule (Commissioners Joseph Fogarty and Henry Rivera concurred), noting that the premises upon which the rule had been based were no longer sound and the rule was no longer needed. The rule, adopted in 1962, was, according to the FCC staff, intended to prevent the speculative, short-term buying and selling of broadcast properties to turn a profit.

According to the staff, the underlying premise of the rule was that trafficking wasn't in the public interest because a high rate of station turnover would lead to a deterioration of service to the public.

Although a high rate of turnover may have resulted in deterioration of service years ago, the same thing shouldn't occur today, the FCC said, because the broad-

casting marketplace is much more competitive. Not only are there more broadcasters in most markets today, the FCC said, but broadcasters also are receiving more and more competition from cable and other services.

The FCC noted that a buyer willing to buy a station would be more likely to provide better service than an owner prohibited from selling an unwanted one. Moreover, the FCC said, someone who buys a failing station, turns it into a successful operation and sells it soon afterward has contributed to the public welfare, even though the station may have been purchased largely on a profit motive.

The commission also unanimously amended its SCA rules to permit utility load management on FM.

Under the revised rule, an FM broad-



**Cell by cell.** Cellular radio could revolutionize telephone usage by creating thousands of urban mobile telephone channels where there are now just a few. AT&T has said that with no further regulatory delays it could provide service in 70 cities within five years. Cellular radio works by dividing a city into numerous cells, each served by a transmitter/receiver that links it with other cells and the wired telephone network. As a mobile telephone—designed as an auto accessory or hand-held unit similar to the one demonstrated by Motorola's Travis Marshall at the FCC last month (above)—passes from one cell to another in the course of a conversation, a computer automatically switches it to the new cell's transmitter.

caster many rent his SCA to utility companies, which can transmit signals through the subcarrier to turn off appliances during peak power demand periods. According to the FCC staff, such use will not harm the quality of FM broadcasts and will serve the public interest by affording utilities a tool for conserving energy.

The staff, noting that commenters in the SCA proceeding had also suggested that the FCC permit AM broadcasters to use their carriers for load management, recommended that the FCC launch a rulemaking to explore that proposal as well, and the commission unanimously approved that recommendation.

Commissioner Fogarty, however, said he thought it was important to "assuage the fears of the sight-impaired" who fear that opening SCA's to more uses will diminish the number of subcarriers available for radio reading services. Although Fogarty said the "sight-impaired" felt that "their fears were very real," opening up the use of AM carriers should insure that more SCA's become available more cheaply.

Commissioner James Quello, chairman of the Temporary Commission on Alternative Financing for Public Telecommunications, noted that noncommercial broadcasters had suggested that the FCC permit them to use SCA's to help cope with cuts in federal funds, and suggested that another rulemaking be launched investigating the possibility of permitting precisely that.

The rest of the commission approved the idea, and the FCC staff said it would put together a proposed rulemaking addressing the subject, circulating it to the commissioners for approval this week.

The commission also unanimously agreed to solicit public comment on new rules designed to reduce the interference some noncommercial FM stations cause to reception on TV channel 6.

According to the FCC, such interference is caused because noncommercial broadcasters occupy 88-92 mhz, which is immediately adjacent to the 82-88 mhz segment occupied by channel 6. As the number of noncommercial stations has increased, interference to channel 6 has increased, since new noncommercial FM stations need to use frequencies closer and closer to 88.1 mhz, the FCC said.

Although the FCC acknowledged that its allocations policies have contributed to the problem, and that TV receiver manufacturers, by not building more selective receivers, also had contributed, it proposed to help remedy the problem by restricting the power and antenna height

## DBS gets a day in the House

that may be used by noncommercial FM stations within or near the Grade B service contour of a TV station operating on channel 6. Existing noncommercial stations would be "grandfathered."

Although the Broadcast Bureau had urged that the proposals be adopted as rules, the commission said the FCC should first solicit public comment.

(Last July, the commission decided to withhold action on noncommercial FM applications that posed a strong potential for creating interference to channel 6 until it had completed this proceeding.)

In other action, the FCC, by a 5-2 vote (Chairman Mark Fowler and Commissioner Anne Jones dissenting), rejected a staff recommendation to drop the "set-aside" from its April order authorizing cellular mobile telephone systems.

Acting on a motion offered by Fogarty, the FCC also modified that decision by requiring only AT&T—not all wireline carriers—to offer cellular services through a separate subsidiary and streamlining the comparative hearing process.

In its April decision (BROADCASTING, April 13), the FCC had stated that only two cellular systems would be authorized in each market, and of the 40 mhz of spectrum space allocated for each market, half would be "set aside" for the exclusive use of wireline carriers—the local telephone company—while the remaining half would be granted to a nonwireline carrier.

The FCC staff, responding to 25 petitions protesting that decision, said the set-aside should be dropped because it raised "legal problems" of an "anticompetitive nature." Chairman Fowler felt the set-aside—which would give AT&T a considerable advantage in offering the service—was legally "questionable." Fogarty argued to the contrary, and said that dropping the set-aside would only lead to further delays in implementing the service. Quello said that if the set-aside led to anticompetitive behavior, the violators could be pursued with antitrust laws and the "continued scrutiny" of the FCC.

Fowler said that not dropping the set-asides, which the Justice Department has already criticized for being anticompetitive (BROADCASTING, April 13), could delay the service even more. If the courts disagreed with the majority of the commissioners, the decision could be stayed, Fowler said.

Commissioner Abbott Washburn, however, said the FCC's prime goal should be to "expedite" the service to the public. "We shouldn't let our feelings about what the courts will do about it be controlling."

In other action, the commission unanimously approved deleting its standards and mandatory signal test requirements for remotely controlled TV stations. The FCC said that retaining specific vertical interval test signals for remote control stations burdened licensees without benefitting the public. Under the new rules, a station can choose the kind, timing and length of its test signals, as long as they don't cause harmful interference.

**Wirth subcommittee hears many voices but few in agreement; broadcasters side with terrestrial users of 12 ghz services in opposing interim authority for Comsat and other applicants—and are labeled obstructionist as a result; CBS virtually alone in arguing for high definition**

The House Telecommunications Subcommittee took a first-hand look last Tuesday (Dec. 15) at the growing controversy over the introduction of direct-to-home broadcast satellite services.

At a hearing called to explore DBS and other satellite issues (see box), most representatives of broadcasting spoke strongly against the early introduction of any DBS service. Their comments were in sharp contrast to those of three of the nine DBS applicants, who urged the subcommittee not to put the brakes on the FCC, which is moving rapidly toward authorizing at least a few of the applicants.

CBS presented once again its proposal to use DBS for the introduction of a new high-definition television (HDTV) standard featuring sharper picture resolution, truer color, a wider aspect ratio and better sound than the existing NTSC standard. The other DBS applicants attacked the CBS proposal, charging that it would only serve to delay the introduction of conventional DBS service.

An official from the county of Los Angeles represented the concerns of many private and public entities that use the

DBS spectrum (tentatively 12.2 ghz to 12.7 ghz) for terrestrial communications' and fear they will be displaced by DBS operators.

Vincent Wasilewski, president of the National Association of Broadcasters, told Chairman Timothy Wirth (D-Colo.) and members of his subcommittee that congressional oversight of the FCC's handling of the DBS proceedings was needed because of the FCC's "headlong rush to authorize a DBS system, its skewing of proper administrative procedures and its woefully inadequate evaluation of the public interest questions."

Oversight also is warranted, he said, by the fact that DBS is a radical departure from the local broadcasting service envisioned by Congress. DBS can reach homes, he said, without any "local control or input."

Congress should carefully examine the impact national multichannel DBS systems would have on local broadcasting stations, Wasilewski said. Such systems, he said, could "undercut the ability of local stations to provide high-quality local programming. Common sense would suggest that stations—TV and radio—would be seriously affected by the introduction of three to 30 new channels into their markets."

Wasilewski said the FCC's finding last April that DBS was in the public interest was based on "an entirely premature and inadequate evaluation." It ignored, he said, other legitimate demands for the 12 ghz band, particularly terrestrial



Wirth



Wasilewski



Hubbard



Washburn



Jones



Fowler



microwave, fixed satellite service and terrestrial broadcasting of HDTV.

A study commissioned by the NAB, he said, shows that the only real demand for DBS service will be for pay movies. "Providing more movies ... may be in the public interest," he said, "but it may not be as much in the public interest as the provision of other high-demand business, public and innovative uses."

Paul Bortz, an independent consultant and author of the NAB study, said the DBS spectrum could be more profitably used for fixed satellite service. The demand for fixed service, he said, is growing in the C-band (4 ghz) and Ku-band (12 ghz). "It would seem the height of folly to allocate huge chunks of spectrum without consideration of future fixed satellite demand."

According to Wallace Jorgenson of WBTW(TV) Charlotte, N.C., who represented the Association of Maximum Service Telecasters and the three network affiliate associations before the subcommittee, the fixed service holds the promise of "enhancing the productivity of nearly every type of business and is a much more efficient user of orbital spectrum than DBS."

In the hearing's only harsh exchange, Wirth implied that the broadcasters were simply trying to block competition with their opposition to DBS. "Just last week broadcasters appeared before this subcommittee arguing for the deregulation of broadcasting based on their contention that sufficient levels of competition exist to justify deregulation," Wirth said. "Today, this same subcommittee is being

asked by the broadcasting industry to prevent a potential new source of video from becoming operational."

Wirth also thought it was inconsistent that NAB would argue a week before that Congress should steer clear of all content regulation and then argue last week that DBS should be held up because it only promised to duplicate existing programming.

"We're just saying it should be determined whether a redundant, repetitious service is the proper use for this scarce spectrum," Wasilewski replied. Bortz added that "spectrum management is a proper role" for the Congress.

Wasilewski and Jorgenson also suggested that the 12 ghz band could be used for terrestrial broadcasting of HDTV, which has too wide a signal bandwidth for VHF and UHF channels. "While the verdict is not in on 12 ghz terrestrial distribution of HDTV, this possibility appears promising," said Jorgenson. "It certainly should not be foreclosed by premature assessments of the 'best' use of the Ku-band." Jorgenson added that if broadcasters are foreclosed from 12 ghz "HDTV may be delayed for years."

The basic technical parameters for DBS service in North and South America will be set at a Regional Administrative Radio Conference in 1983. Another of the broadcasters' concerns was that the U.S. negotiating position could be harmed if the FCC goes ahead with its plan to authorize "experimental" or "interim" DBS service before the conference. The U.S., Wasilewski said, "could find itself unnecessarily defending particular positions, rather than freely negotiating for an

outcome preserving, not restricting, available options."

James Ebel, president of KOLN-TV Lincoln, Neb., and a veteran delegate to international radio conferences, said the FCC "is making a grave mistake in proposing to authorize so-called interim DBS systems. ... It is a mistake that could jeopardize our country's most important objectives ... and create enduring hardships in our ability to efficiently utilize the 12 ghz band."

If the U.S. grants licenses to nine applicants prior to the conference, Jorgenson said, the U.S. is "giving clear signals, in Commissioner [Anne] Jones's words, that we intend to be 'hemispheric hogs' of the orbit. That impression could jeopardize the U.S.'s primary objective at the conference—a flexible allocations scheme."

Irving Goldstein, president of Satellite Television Corp., the Comsat subsidiary that got the DBS ball rolling with its announcement in August 1979 of a three-channel pay service, said DBS has the potential to bring enormous benefits to the public. DBS will meet the demand for program diversity and bring badly needed service to rural and remote areas of the country, he said.

"Conventional broadcasters have often attempted to block the introduction of new communications technologies, claiming they would be harmed," Goldstein said. But studies show that DBS will not adversely affect conventional broadcasting, he said, and the FCC and National Telecommunications and Information Administration have said the impact will be "negligible."

Ronald Coleman, vice president of law, DBS Corp., a DBS applicant that plans to lease all of its channels, said his firm fully supports the FCC's finding last April that DBS is in the public interest and "approves of the commission's expeditious handling of its applications of other qualified DBS applicants."

"There is no justification to postpone this valuable programming medium," Coleman said. If the commission were to delay consideration of the DBS application until after issuance of permanent policies, he said, DBS would not be operational this decade. "If, however, interim operations are promptly approved, actual service may commence within four years," he said.

In contrast to the broadcasters, Coleman argued that authorization of DBS systems prior to the 1983 RARC would "strengthen" the United States's negotiating position at the conference. "Those qualified DBS operators would provide practical, rather than hypothetical, support to claims concerning United States's spectral and orbital requirements."

Like Goldstein, Coleman wasn't buying the broadcasters' argument that they would be adversely affected by DBS. "The evidence before the commission strongly suggests that DBS will have negligible impact, if any, on the ability of local broadcasters to serve their communities. ... In essence, the local broadcasters wish to



Goldstein



Coleman



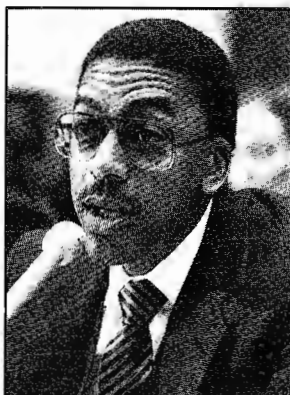
Wasilewski



Tice



Landman



Johnson

**Meanwhile, back at C-band.** Although the House Telecommunications Subcommittee hearing last week was chiefly concerned with direct broadcast satellites, the subcommittee asked for and received testimony from four witnesses on transponder allocation practices and narrow satellite spacing in the C-band fixed satellite service. Eugene Murphy, group vice president, RCA Corp., testified that the selling and auctioning of transponders were desirable methods of allocation. Both methods, he said, "enable satellite carriers to obtain the fair market value for their facilities and permit the marketplace to allocate [those] facilities to the services most highly valued by consumers." RCA Americom has auctioned off seven transponders on Satcom IV to various customers and sold two transponders on the same band to CBS. Joseph Flaherty, vice president, engineering and development, CBS-TV, said CBS supports the sale of transponders by satellite carrier, a practice that has yet to receive the go-ahead from the FCC. "The sale of transponders will tend to eliminate transponder speculators, who bring no service of real value to the consumer, but do contribute to the widely fluctuating price."

The Spanish International Television Network (SIN) has had a history of problems in acquiring transponders from various satellite carriers. So it's no surprise that SIN Vice President Fred Landman is suspicious of attempts to deregulate satellite carriers or to allow them to sell or auction transponders. Deregulation only works where

there is competition and "an adequate supply of product," Landman said, and the latter element is currently missing. "There is no excess of capacity today. In 1982 and 1983, there will be no excess capacity." Regardless of what changes are made in the regulation of satellite carriers, Landman said, carriers must be required to provide service "upon reasonable request in a nondiscriminatory fashion with all practices and charges reflected in a tariff available for public review." The federal government should also consider placing a limit on the number of transponders one entity may own, he said, and the time an entity can hold a transponder without putting it to work. Although SIN is not opposed to sale and auction of transponders, per se, he said the FCC should consider requiring carriers to lease some transponders so that companies that cannot afford the millions of dollars to buy a transponder can rent one.

Bob Johnson, president of Black Entertainment Television, a black-oriented cable network, proposed that all satellite carriers be required to set aside one transponder on each satellite for sale to a minority firm or for operation by a joint venture of the carrier and a minority firm. Reducing the spacing between satellites, a move that would increase the number of satellites and transponders, was endorsed by Murphy, Flaherty and Johnson. Murphy summed it up: "Any reduction of current spacing should be encouraged provided it can be done technically and at a reasonable cost."

suppress potential competition."

If the United States does not push ahead with DBS, according to Stanley S. Hubbard, a veteran Minneapolis broadcaster and head of United States Satellite Broadcasting, a DBS applicant, the United States will find that it is no longer the leader in communications technology. "It is well known," he said, "that the Germans, the French, the Canadians and the Japanese are on the verge of actually having direct broadcast satellite service in operation for their people."

Hubbard gave an "unqualified no" to the suggestion that DBS will destroy local broadcasting. In fact, the USSB proposal by which local broadcast affiliates would be able to retransmit the programming off the DBS satellites will "strengthen the hand of local broadcast member-stations in their desire to maintain strong local service in the face of challenges from technologies such as the 'wired nation concept,'" he said.

The proponents of a quick start for DBS got a boost from the National Telephone Cooperative Association, a trade association representing hundreds of cooperative and small private telephone companies. Michael Barry, director of government affairs, NTCA, said the association believes that DBS has "significant potential for providing a number of quality video signals to remote rural areas, which are beyond the range of television and CATV. . . . Policymakers should not ignore the potential of DBS and should encourage its development."

George Tice, director of communications for the county of Los Angeles, said two-thirds of the county's microwave communications systems used for police, fire, paramedic ambulance, life guard and other government services operate in the DBS band. "Loss of the [frequencies] will have a devastating effect on the reliability of the . . . county's safety-of-life and property services as well as place an economic

burden on the county citizens that is totally unwarranted."

Tice was supported by Wasilewski. Microwave operators provide a number of important services, he said, and the FCC's finding that DBS service is in the public's interest "dismisses their concerns with promises of finding alternate spectrum space" for them. The problem is, he said, that the "fixed operators simply see no acceptable alternative spectrum space."

Indeed, Tice said the 18 ghz band where the county would have to go if it were pushed out of the DBS band would require more repeaters in every link and consequently, be costlier, less reliable and more vulnerable to such natural disasters as earthquakes.

Seeking to pacify Tice and other terrestrial users of the band, STC's Goldstein said DBS can be implemented without serious impact on them. Some microwave systems may have to be modified, he said, but none will be forced off the air. Goldstein reiterated STC's willingness to pay its fair share in fully reimbursing microwave operators for costs they incur in changing frequencies. Coleman agreed the microwave users "should be adequately compensated for shielding or relocation costs." But, he added, DBSC believes the benefits of DBS outweigh any burdens it may place on the terrestrial users.

Since October 1980, CBS has been promoting a plan to use the DBS spectrum for the introduction of HDTV. In response to the FCC's call for DBS applications last spring, CBS submitted a proposal for a three-channel system that would feed HDTV programming to local broadcast and cable affiliates for terrestrial retransmission and permit homes beyond the reach of the local affiliates to pick up the feeds directly off the satellite.

Speaking before the subcommittee last week, Joseph Flaherty, vice president for engineering and development, CBS-TV,

stressed the importance of using the DBS spectrum for HDTV. The spectrum, he said, "represents a brief, extraordinary 'window' for the development of an HDTV broadcast television service. Applications of this valuable spectrum to conventional technology would be an enormous waste of national opportunity."

It also would mean, he said, that the "most technically advanced nation on earth will enter the 21st century having one of the world's lowest technical quality broadcasting services."

"HDTV will bring to the public an entirely new and exciting kind of television," Flaherty promised, "even more impressive than the difference between black and white and color." To dramatize his point, Flaherty said members of the subcommittee will be invited early next year to screenings of HDTV programs produced by film director Francis Ford Coppola and television producer Glen Larsen and portions of the Rose Bowl parade and a professional football game taped by CBS. "We believe that there is no substitute for actually seeing it," Flaherty said.

The other DBS applicants that testified at the hearing felt that DBS should not wait for the development of HDTV, for which there are now neither standards nor receiving and production equipment. Flaherty responded to the criticism by drawing an analogy to the planning of the FM band in 1941. "Had the country wished to provide more-of-the-same radio service, we could have fit 2,000 additional radio channels 10-khz wide into this new band," Flaherty said. But instead the planners divided the channels into only 100 200-khz channels, Flaherty said, solely to create a medium for high quality sound.

HDTV may evolve in such nonbroadcast media as videotape, videodisks and cable, Flaherty warned, and if the FCC doesn't encourage "broadcastable HDTV" by assigning spectrum for it, "the general public will be deprived indefinitely

## Copyright amendment survives first test

of having access to a broadcast television service of high technical quality."

Hubbard who sampled HDTV firsthand at the NHK laboratory in Japan last November, was unimpressed by it. He claimed that it did not "really enhance your enjoyment of TV" and that while it may have closed-circuit and theatrical applications, "its future is not in the home."

Goldstein said that HDTV and conventional NTSC television can co-exist in the DBS spectrum. HDTV broadcasts can be made initially—on a part-time basis the STC satellites can combine two channels to pass the wide bandwidth of the HDTV signal—and as the number of HDTV receivers grows, more and more time could be allocated for HDTV broadcasts. HDTV is an "evolutionary, not revolutionary" technology, he said.

It's not quite that simple, according to Flaherty. If the FCC creates numerous narrow channels for NTSC television, "who are you going to put off the air" when it comes time to combine channels for HDTV broadcasts? he asked. "It becomes a political impossibility."

Flaherty also rejected Hubbard's suggestion that HDTV be relegated to higher frequencies. Flaherty said exploitation of the radio spectrum has traditionally been a slow process and that the 22 ghz technology will not be ready for use for 15 to 20 years. Hubbard disagreed with Flaherty, saying the 22 ghz band would be ready in five or six years. Goldstein said 10.

Hubbard and Flaherty also disagreed on the cost of the HDTV receivers. Based on his discussions with set manufacturers, Flaherty said an HDTV receiver would cost 20% more than its NTSC counterpart. Hubbard said NHK told him that the sets would cost twice as much as conventional receivers.

The CBS proposal calls for its local affiliates to rebroadcast the HDTV satellite feeds terrestrially, but CBS has yet to come up with a method for doing it. The HDTV signal will simply be too wide for VHF or UHF channels. Flaherty agreed with Wasilewski and Jorgenson that one way would be to use a portion of the DBS spectrum. To see if it's practical, Flaherty said CBS would soon ask the FCC for experimental authority to operate a 12 ghz transmitter in one or two cities and make "propagation studies."

Goldstein and Hubbard said they don't have to wait for studies. Both said the experience of other countries clearly shows that the band is unsuitable for terrestrial broadcasting.

Flaherty said the U.S. should work at the 1983 RARC to come up with as flexible an orbital and spectrum plan as possible. He praised the "block allocation" approach now being formulated by federal agencies planning for the conference. "Possibly, the United States can obtain 500 mhz of spectrum and four or more orbital slots with no specific channelizing constraints imposed." The FCC and Congress will then be able to assess spectrum needs and allocate channels.

### **Kastenmeier subcommittee passes it by 4-3 vote, but prospects in full Judiciary Committee aren't clear; NAB unhappy with new must-carry provisions; Sawyer still holding out for end to compulsory license**

The House Subcommittee on Courts, Civil Liberties and the Administration of Justice narrowly approved legislation embodying fragments of an industry compromise on cable copyright last Wednesday (Dec. 16). The bill includes highly controversial provisions added to the compromise by Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) after negotiations among leaders of the affected industries broke down (BROADCASTING, Dec. 7). It also includes new provisions on mandated carriage of local broadcast signals by cable systems—provisions the National Association of Broadcasters has refused to endorse.

By a vote of 4 to 3, subcommittee members rejected a proposal by Representative Harold Sawyer (R-Mich.) to abolish compulsory licensing altogether on Jan. 1, 1985. Sawyer's bill would have exempted cable systems with 2,500 subscribers or less from all copyright liability for retransmitted broadcast signals and would have left promulgation of must-carry rules to the FCC—where it presently resides.

Modeled for the most part on legislation introduced earlier this year by Representative Barney Frank (D-Mass.), Sawyer's bill also would have required satellite resale carriers to pay copyright fees for programs they bring to cable systems.

Citing a recent study he had conducted by the National Telecommunications and Information Administration (see story, page 44), Sawyer argued his proposal offered a simpler transition to full copyright liability—which some see as inevitable for cable—than would the Kastenmeier bill. "If we adopt a compromise, we're adding a new set of impositions on the marketplace during a transition that's already under way," said Sawyer. "Let's not louse up the system more than it presently is."

The NTIA staff report "sees broadcasters out on a limb in two to five years," said Sawyer. "It's no longer justified to subsidize cable." The dollars now kept from the program supply industry by the compulsory license could "increase competition" and provide new programming to the public, he said.

Kastenmeier argued that Sawyer's plan would leave "all parties" to the copyright problem "dissatisfied for the next several years" and then would "suddenly" make all cable systems liable for retransmitted signals. "All you'd be doing is removing distant signals as one possibility for programming," he said, and maintained that Sawyer's plan is "unnecessary because there's an industry agreement."

Representative Thomas Railsback (R-

Ill.), who cast the subcommittee's only Republican vote in favor of Kastenmeier's compromise, argued that its "major beneficiaries"—program suppliers, cable operators and broadcasters—"have entered an agreement that doesn't adversely affect the consumer," and that "if we want a bill, we'd better go along with it." Railsback is the subcommittee's ranking minority member.

Frank, who said he would offer an amendment on must-carry rules if the bill reaches the full Judiciary Committee, voted in favor of Sawyer's proposal, along with Representative Caldwell Butler (R-Va.).

Representative George Danielson (D-Calif.) voted against Sawyer's plan, but not before asking if he planned to offer his proposal again in the full committee and later before the full House.

Joining Railsback and Danielson in voting for Kastenmeier's plan was Representative Jack Brooks (D-Tex.), who made what many believe was his first public appearance in this Congress at a subcommittee meeting on copyright.

Discussion of must-carry rules took place early in the markup session, which lasted nearly two hours. The bill finally passed includes provisions agreed to by the NAB, the National Cable Television Association and the Motion Picture Association of America but modified substantially by Kastenmeier only hours before the markup session.

The bill would codify the FCC's present must-carry rules as in effect on Nov. 1, 1981, and would "not require carriage of any other broadcasting station or other video or audio service," and would exempt from strict application of the rules systems with 36 activated channels or fewer. Those systems would not have to carry any local TV station with less than a 1% share of noncable viewing or less than 2% share of all TV viewing in the market where the cable system is located.

No cable system would have to carry subscription TV signals or the signals of any station going on the air after Nov. 1, 1981. All systems would have to carry at least two noncommercial stations "within whose Grade B contours the cable system community is located" unless one of those noncommercial stations duplicates 100% of the other's instructional programming and 40% of its other programs. Any cable system required to carry two noncommercial stations can elect not to carry the signals of two local network affiliates that substantially duplicate the programming of other stations in their market.

The NAB "has been given some assurances" that "some provision" will be made to accommodate new stations, according to John Summers, NAB executive vice president and general manager. "We consider it an incomplete bill."

The controversial must-carry amendments were added to the bill the night

before last week's markup, said Summers, and NAB had no chance to see them before the session began. The NCTA played a large role in drafting those provisions, according to many observers, but because NAB has not yet approved them, Bruce Lehman, staff director to the copyright subcommittee, said the provisions "are subject to review."

Between now and early February, when the full Judiciary Committee is expected to take up the copyright bill, NAB plans to gather evidence demonstrating how many network affiliates would be eliminated from must-carry protection under the Kastenmeier bill. It also will study the entire bill, said Summers, and expects to receive guidance from its executive committee, meeting in Washington Jan. 6-7, on whether to finally support it. Asked if NAB is likely to continue supporting Kastenmeier's compromise bill, Summers said: "Anything's possible."

Kastenmeier's bill would codify the FCC's network nonduplication rules except that they would be modified to prevent cable systems from importing network programs from one time zone into another and airing them prior to local affiliates' regularly scheduled times. As passed by the subcommittee, the bill would define duplicating network television programming as that "broadcast at the time by a television station anywhere in the conterminous United States." According to the bill, "a cable system need not delete duplicating network programming being carried from any station from which that system normally carried a full day of network programming prior to Oct. 1, 1981."

Amendments to the nonduplication rules "are being hotly contested as overly restrictive" by the cable industry, and are "subject to change," Lehman said.

The subcommittee accepted an amendment by Sawyer permitting satellite resale carriers to substitute programs for those broadcast by superstations but protected by syndicated exclusivity laws. A carrier could only substitute a program, however, if 50% of the markets it serves must black that program out. Kastenmeier's bill had required resale carriers to petition the Copyright Royalty Tribunal for permission to black out programs, and subcommittee members, including Kastenmeier, agreed Sawyer's plan would be less bureaucratic.

The panel defeated an amendment offered by Sawyer that would have required broadcasters to notify local cable systems only of programs they are carrying, leaving it to the cable system to determine which programs would have to be deleted from an imported station's program day. Although Danielson argued the law should leave "it up to the parties to decide," the subcommittee went for Kastenmeier's plan, which leaves notification procedures as they were under the FCC's former syndication rules—that is, broadcasters must notify local cable systems of any protected program and of the imported signal on which it is carried.

Under Kastenmeier's bill, the FCC

would promulgate rules for complying with syndicated exclusivity and also for obtaining waivers. Waiver rules, however, would have to be determined under narrow guidelines provided for in the bill, according to Lehman. Waivers would be permitted for systems in situations similar to that of Arlington (Va.) Telecommunications Inc., which was granted permission to import into a Washington suburb Baltimore signals that already could be received over the air in its area.

Kastenmeier's bill would direct the FCC to grant waivers only "where it has found that the distant signal on which a series, program package or feature film appears obtains a net weekly circulation of 5% or more in the county in which the cable system is located and places a Grade B contour as defined by the rules of the commission over all or part of the community in which the cable system is located and where the market zone of the distant station on which the program appears overlaps with the market zone of one or more of the stations which possesses exclusive exhibition rights to such series program package or feature film."

If a broadcaster brings suit against a cable system for violating syndicated ex-

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**Editor's note.** BROADCASTING will not publish a Dec. 28 issue. The annual double issue—featuring the special report on the top 100 public companies in electronic communications—will be the first 1982 issue, on Jan. 4.

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clusivity rules, a court may not accept the case until the FCC has determined that the violation was not "due to technical error or other factors beyond the reasonable control of the cable system." Frank suggested that report language accompanying the bill should encourage the FCC to devise rules to penalize an "excess" of such inadvertent errors.

Compulsory licensing provisions in the Kastenmeier bill would not substantially change those of the Copyright Act of 1976 except to exempt cable systems carrying no distant signals from having to pay the compulsory fee, as they now do.

Syndicated exclusivity laws, and a six-month to two-year transition period for complying with them, would follow the outline traced by an industry compromise and later amendments added to it by Kastenmeier.

Under the rules, broadcasters could protect series program packages and feature films to which they have exclusive exhibition rights in their markets except that, where feature films are concerned, "each independent television broadcasting station shall be entitled to assert . . . exclusivity to no more than 300 feature film titles in any quarter of a calendar year and exclusivity to any individual film title in no more than two quarters per calendar." Network affiliates would be "entitled to assert such exclusivity to no more than

100 feature film titles in any quarter of a calendar year and exclusivity to any individual film title shall be asserted in no more than two quarters per calendar year."

Syndicated exclusivity provisions would not apply to cable systems "located outside of all television markets that existed as of Nov. 1, 1981," or to any cable system "having 3,000 or fewer subscribers." Also exempt from the rules would be distant signals carried by any cable system "regardless of number of subscribers or of location, prior to March 31, 1972," the date the FCC's now-eliminated signal carriage rules took effect, and "any cable television system located in the same community as a system which carried that signal prior to March 31, 1972."

Royalties awarded to National Public Radio would be enlarged under the Kastenmeier bill. NPR argued that the 1% of royalties now to be distributed to radio (about \$50,000) is hardly enough to pay for legal fees needed for petitioning the CRT. Kastenmeier's bill would direct the CRT to automatically distribute \$300,000 annually to NPR.

Syndicated exclusivity provisions would not apply to cable systems in the top 50 TV markets until six months after enactment of the Kastenmeier bill. Systems located in markets 50 to 100 would not be liable under the rules until a year after enactment and all other systems would be exempt for two years following enactment.

A cable system would not have to delete a program carried by a distant signal "delivered via satellite transmission" as long as "the primary transmitter of such signal acquired broadcast rights to the program prior to enactment . . . and the primary transmitter has provided written notice to the cable system that the program may be retransmitted by the cable system."

At a hearing held a week before the markup, MPAA President Jack Valenti told the subcommittee he would not oppose its final decision on transition provisions in the bill, including those grandfathering superstations' program contracts. He urged the subcommittee, however, to modify draft language for those provisions, because they'd been negotiated by cable industry representatives and did not represent the views of program suppliers or broadcasters (BROADCASTING, Dec. 14).

Now that the subcommittee has adopted the controversial provisions in its bill, MPAA support is "under review," according to a spokesman. Valenti is "inclined to support" Kastenmeier's compromise, he said, "but subject to the decision of MPAA members," who will consider the legislative language during the congressional recess that began last Wednesday. MPAA has only 10 member companies, and although no formal meeting has been scheduled, leaders of those companies are expected to be conferring soon.

Kastenmeier's bill would codify the FCC's existing rules governing retransmission of sports broadcasts by ca-

ble systems. Railsback offered an amendment to modify sports provisions, but Kastenmeier convinced him to withdraw it pending possible negotiations and agreement between the cable and sports industries between now and when the full committee will consider the bill. Subcommittee members and staff were pessimistic about prospects that such an agreement is possible.

Railsback's amendment would prohibit cable systems from retransmitting sports broadcasts into an area that is "beyond the local service area of the primary transmitter and within 35 miles of the stadium in which a member of the same professional sports league plays its games and . . . on a day when that league member is playing a game in that stadium." A cable system located "within 35 miles of two league members may . . . make a secondary transmission of a television broadcast of an away game or any part thereof, of one such league member, notwithstanding that the other league member is playing a game at home."

Following the markup session, NCTA President Thomas Wheeler appeared pleased with its results, but noted, "it's obvious there is great dissension on the subcommittee." The compromise "just squeaked by," he said, and passing it will be "quite a struggle both in the full committee and the House."

Rising from his chair at the markup table, Sawyer told Wheeler: "I think we'll beat you in the full committee."

## Kurtis to replace Kuralt on 'Morning'

**CBS News attempts to resuscitate series include appointment of ex-'GMA' producer Merlis to succeed Northshield as executive producer; WBBM-TV anchor moves in March**

Bill Kurtis, 41-year-old anchor of the early- and late-evening newscasts on WBBM-TV Chicago, the highest rated news shows in the market, was named last week to succeed Charles Kuralt as co-anchor, with Diane Sawyer, of CBS-TV's weekday *Morning* newscasts ("Closed Circuit," Dec. 14).

In another move to invigorate *Morning's* sagging ratings, George Merlis, former executive producer of ABC-TV's strikingly successful *Good Morning America*, was named to replace Robert (Shad) Northshield as executive producer of the weekday *Morning* series. And a third move was reported in the planning stage—expansion of the newscast, now 90 minutes, to a full two hours directly opposite *GMA* and NBC-TV's *Today* at 7-9 a.m. NYT.

The selection of Merlis as executive producer triggered speculation that CBS News intended to reshape *Morning* into a format akin to *GMA's* or *Today's*. CBS News officials denied this would happen. The series will become more broadly based and perhaps a little faster paced "but will remain unmistakably a news show," said Van Gordon Sauter, deputy president of

CBS News.

The co-anchor changes, which become effective next March, may also have some benefit for the *CBS Evening News*, which has been having unaccustomed trouble in maintaining ratings leadership since Dan Rather took over the anchor seat from Walter Cronkite last March. Kuralt, who gained wide popularity with his "On the Road" pieces for the Cronkite newscast for close to a decade, will present similar stories and essays—under a different title—for *CBS Evening News*, in addition to retaining his role as anchor of the popular *Sunday Morning* newscast.

Northshield also will continue as executive producer of *Sunday Morning* and take on assignments in program development. Merlis is expected to be on hand shortly, "watching and deciding what he wants to do," according to one CBS News executive.

Many observers believe that much of the weekday *Morning's* rating problem stems from its having been patterned too closely after *Sunday Morning*, whose leisurely and low-key approach apparently is less suitable for weekdays when many potential viewers are scrambling to get ready for work. The program has regularly run third in the network ratings but lagged even farther after it was lengthened to 90 minutes last September.

Any move now to expand it to the 7-9 a.m. period will require "delicate negotia-



CNN



NBC



CBS



ABC

## Stealing peeks behind the Polish curtain

### Broadcast journalists respond to blackout by smuggling tapes to West

Network coverage of dramatic and unexpected news events is often a difficult and frustrating task, but the events unwinding in Poland last week provided news organizations with the added obstacle of a communications blackout. Polish authorities attempted to squelch all Western broadcast coverage within the country and sought to install Polish television as the sole voice addressing that country's current political and economic turmoil.

And while the Polish government's effort to sever communications ties to the outside world were effective, they were not

totally successful. Each of the three major television networks, Cable News Network and several radio networks were able to smuggle bits of information out, although general coverage of the Polish situation was conducted for the most part from outside that nation's borders.

□ ABC claims to have been the first of the three over-the-air television networks to break the news of troop activity directed against Solidarity headquarters, at 7:45 p.m. Saturday night, with that report based on AP dispatches. But the real coup scored by the network was to smuggle out of Poland the first independent tapes of what was happening there.

CBS News responded to the deepening crisis in Poland with an array of special

reports, updates and news bulletins on CBS-TV, starting on Dec. 12 with a briefing from Washington by correspondent Bob Schieffer at 11:30-11:35 p.m.

— NBC said it was first to report that Solidarity had declared Thursday (Dec. 17) a national day of protest and unity, a direct challenge to the Polish government. The report, by the network's resident Warsaw correspondent, John Cochran, was aired on *NBC Nightly News* on Saturday, Dec. 12.

□ Assertedly 15 minutes ahead of the closest over-the-air television rival, at 7:30 p.m. Saturday (Dec. 12), Cable News Network said it ran its first dispatch that a state of emergency had been declared in Poland, with that word coming from Reuters.

tions," one official said, because it will mean moving Bob Keeshan's *Wake Up* children's program out of the 7-7:30 a.m. spot. Keeshan's insistence on keeping his *Captain Kangaroo* in the 8-9 a.m. period delayed expansion of the *Morning* show to 90 minutes, until he accepted 7-7:30 for *Wake Up*, plus an appearance in the soon-to-be-canceled *Up to the Minute* afternoon series.

Kurtis, *Morning's* incoming co-anchor with Sawyer, has been anchor of CBS-owned WBBM-TV's 6 and 10 p.m. newscasts since 1973. Before that, he was a CBS News correspondent in Los Angeles for three years, after an earlier WBBM-TV stint

as reporter and anchor. In fact, he was hired at WBBM-TV by Sauter, now the incoming CBS News president, when Sauter was news director at the station.

As *Morning* co-anchor, Kurtis reportedly will receive about \$500,000 a year—said to be approximately his salary at WBBM-TV.

Merlis, who left *GMA* a few weeks ago as a result of what one source called "a conflict of executive personalities," had been with the show since its start in 1975 and executive producer since May 1979. Earlier, he was an ABC News producer on a number of shows, including ABC-TV's evening news.

## Cuban walkout finishes off hope of AM conference success in Rio

**Protests against U.S. broadcasts that seek to 'destabilize internal order' lead to breakdown; diplomats will try to patch it all up after meetings end; State Department official says American broadcaster 'has something to worry about'**

The western hemisphere conference on AM broadcasting stumbled to a close on Saturday (Dec. 19), with hopes for the development of a plan that would permit the efficient use of the AM band throughout the hemisphere seemingly farther from realization than when the conference began six weeks earlier. The Cuban delegation—which at least as far as the U.S. is concerned held the key to a successful conference—walked out, and with a lengthy denunciation of the U.S.

The Cubans announced their walkout in a plenary session on Monday, in a statement in which they cited two factors: U.S. broadcasts—current and planned—to Cuba in what the Cubans regard as an effort to "destabilize" their government, and the successful U.S. effort to block Cuba's proposal to make unilateral changes in its inventory (BROADCASTING, Dec. 14). In view of those factors, the Cuban spokesman said, the delegation will "no longer participate in the work of the conference."

The Cuban statement concerning the U.S. radios came as a surprise. U.S. officials have reported repeatedly that the Cubans are not making an issue of Radio Marathon, the Voice of America station that has broadcast from Florida for almost 20 years, and Radio Marti, the station the administration plans to establish in Florida to broadcast news of Cuba to that country. Many observers had expected the radios to create serious political problems for the U.S. in what the Americans hoped to treat as a technical conference.

And the Cuban delegation spokesman indicated the radios were of prime concern. He said Cuba considers Radio Marathon an illegal station that a regional agreement should exclude and "con-

demn." Yet, he said, the U.S. in three preliminary meetings showed no interest in eliminating or limiting Radio Marathon's broadcasts. (The Americans following the meetings said the Cubans had not raised the issue.) Rather, the Cuban spokesman said, the U.S. announced "only two months before the conference opened," plans for a Radio Marti. Including both stations among the compatibilities to be resolved following the conference legitimizes them, the spokesman said. And he noted that Premier Fidel Castro had warned, after the Radio Marti announcement, that Cuba would not let implementation of those plans pass "without a response."

He added: "For Cuba . . . as the prime and sole target of these actions, it is totally intolerable that an international agreement should recognize such actions against the sovereignty of our state, with the manifest desire to subvert and destabilize internal order in our country." Accordingly, the spokesman said, Cuba could not join the U.S. in an agreement which had not resolved differences over the radios.

As for the second issue, the spokesman said it represented an effort to resolve incompatibilities among countries. He also said the Cuban delegation had agreed to a U.S. suggestion that the more serious incompatibilities be left for resolution after the conference and the Cubans had said they would make changes that would benefit "even" the Americans.

Cuba received substantial support for its position; the spokesman said 10 of the 12 delegations in the working group favored it. And the U.S. reportedly prevailed in a plenary by only a one-vote margin, with Canada among those on Cuba's side. U.S. officials say the changes Cuba was proposing would have been made at the expense of interference to U.S. stations. While that would have been enough reason for the U.S. to oppose the proposal, the U.S. delegation is said to have based its argument on the principle involved.

The Americans contended that the pre-

cedent such a move would set would be disastrous. Other countries were interested in making unilateral changes. And such changes, the U.S. argued, would wipe out the work of the conference to develop a plan acceptable to all parties.

Kalman Schaefer, chairman of the U.S. delegation, expressed "regret" at Cuba's withdrawal. But, in effect, he left a light in the window: "There have been and there remain ample opportunities for seeking a reasonable and fair basis on which the differences between the U.S. and Cuba could be effectively worked out." And in a gentle jibe, he noted that there is not a single delegation that has seen all of its preferences satisfied at the conference.

It was not clear how the pieces could be picked up. Officials at the State Department and the FCC agreed the Cuban walkout was a "serious" matter. The U.S. had entered the conference hoping to resolve a large number of incompatibilities in the inventories of the two countries; Cuba is proposing dozens of high-power stations—two of them 500 kw—that could create havoc with the signal patterns of stations across the U.S. And the conference ended with much of the planning incomplete. The Cuban problem, one State Department official said, "is as big as ever."

The conference delegates last week were attempting to develop procedures for resolving incompatibilities following the conference and how to deal with Cuba. And the Cuban delegation said it would participate in bilateral meetings—but whether the Cubans would talk to the Americans was left in doubt. The Cuban spokesman said Cuba would confer with those countries "which before and during the conference have demonstrated a sincere interest in resolving problems of incompatibility in a framework of mutual respect and understanding."

The question of how the U.S. will re-engage Cuba in talks is under study at the State Department, at a level that has the attention of Under Secretary of State James Buckley, who has the responsibility for coordinating U.S. telecommunications policy. The department would appear to have a difficult assignment. "Cuba is not bound in any way to negotiate," one official said. "They'll do what they jolly well want to."

At the moment, the only protection against Cuban interference of which U.S. stations can be sure would appear to be a Cuban determination not to interfere with stations of countries with which it wants to maintain friendly relations—Mexico, for instance. "If Cuba could broadcast and interfere only with the U.S.," the official said, "they'd have no reluctance."

Shortly before the U.S. delegation left for Rio, Schaefer said the U.S.'s goal at the conference is simply "the preservation of the American broadcasting system." Last week, in the wake of the Cuban walkout, a State Department official said, "The American broadcaster has something to worry about."

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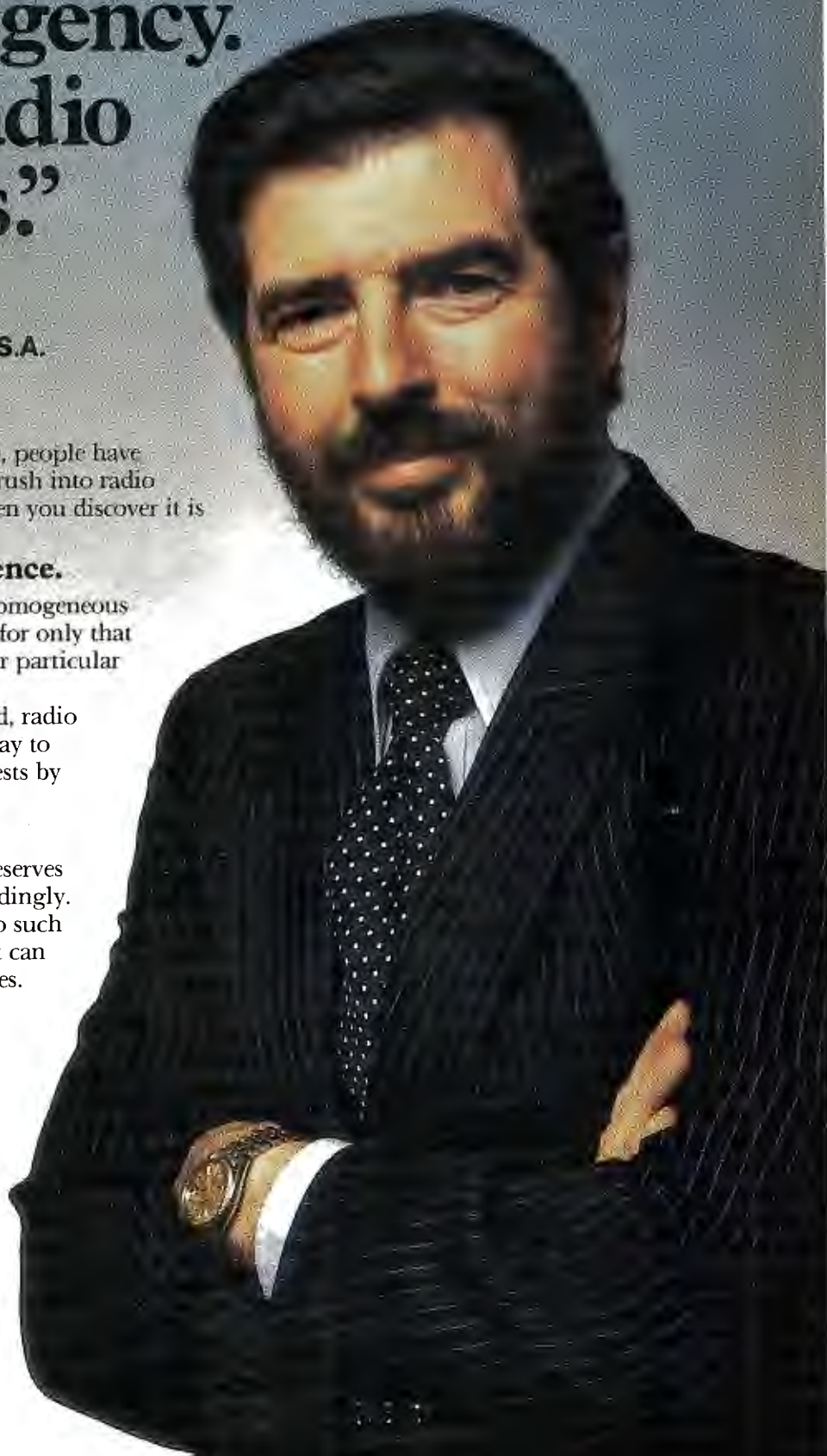
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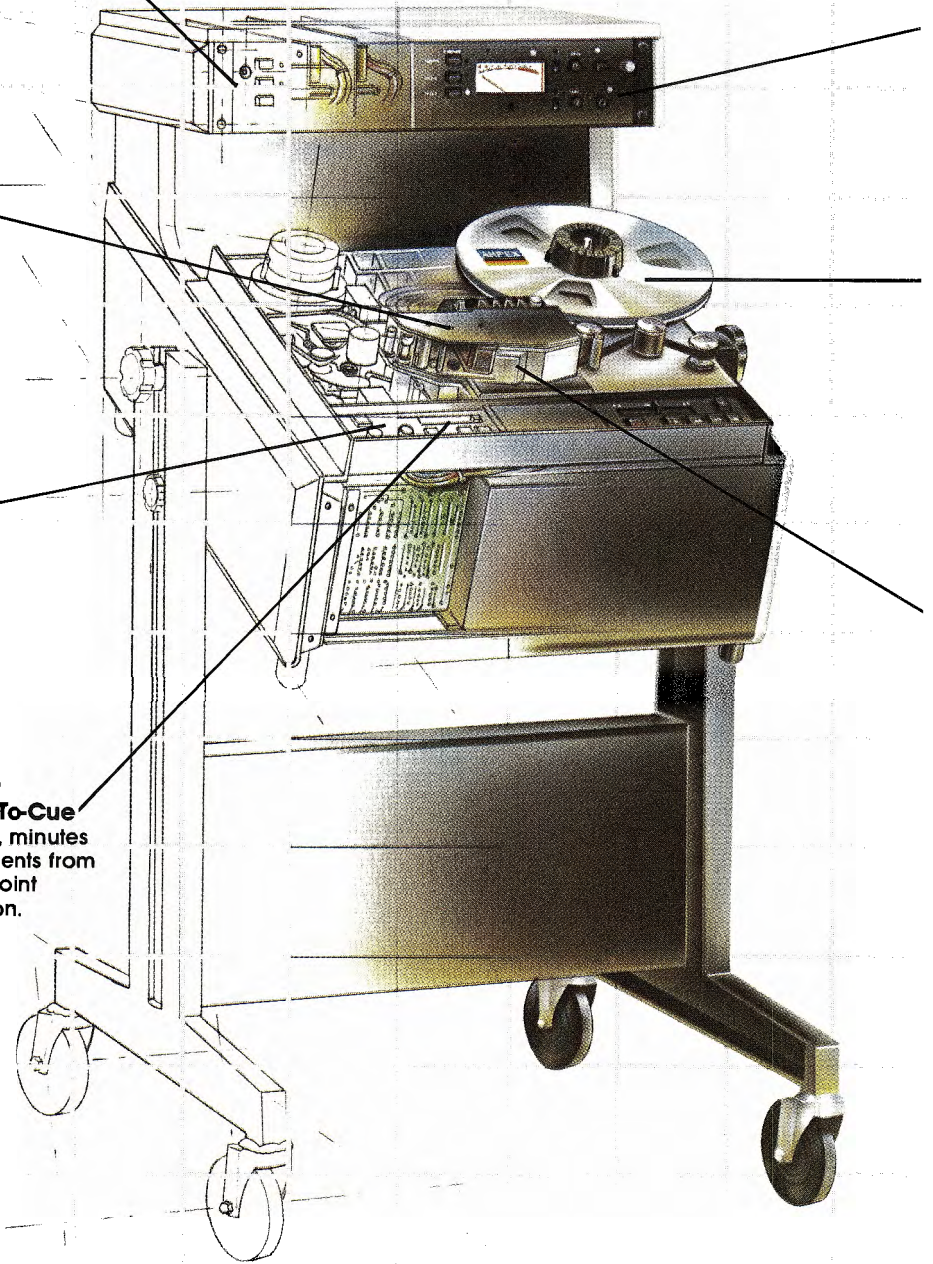
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# Programing

## Headache in Hollywood: an ailing economy takes its toll

**As inflation and high interest rates hit production of TV programs, creative community looks at ways to cut back as viewers look for more; series pilots under attack as waste of time and money**

The recent downturn in the nation's economy is a double threat to Hollywood's creative community.

On one hand, tight money and high interest rates, coupled with inflation, have brought pressure to bear on the producers of prime-time network programing. On the other hand, average household viewing time is at an all-time high, in part, industry observers believe, because the uncertain economy has increased public interest in television as a relatively inexpensive form of escape and entertainment.

"Network television will be around for a long time," insists Universal Television President Robert Harris. "There will probably be more people watching this winter than ever before. And yet, because of the increase in program production costs and other factors, we're giving them less. We're giving them the same tired programing."

Most program executives contacted by BROADCASTING echoed Harris's conclusion that traditional approaches to both program content and presentation have largely met with apathy on the part of viewers. Producers are calling for reform and risk-taking at the very time networks

are indicating little interest in programing innovation. In addition, after two consecutive years in which the start of the prime-time season has been delayed by industry strikes, the public has been exposed to new programing over a period of months that now seems to encompass the entire calendar year.

"I hope that we can go another year without a strike," says Harris L. Katleman, chairman of 20th Century-Fox Television, "so that we can go on the air with our best product. We've been paralyzed by these strikes in the past few years." Because of this year's writers' strike, recalls Katleman, producers "had to rush programs into production. We were releasing, literally, wet prints." In a normal season, producers get far enough ahead in production to hold or "bury" weak episodes, according to Katleman, resulting in better audience reception of new shows.

A few years ago, when major studios and independent production companies worked overtime to keep up with the demand for new product, suppliers had the upper hand in negotiations with the networks on production budgets. Although the appetite of the networks for new material continues to be voracious, the message has gone out from the executive suites that there is a limit to the amount of money a network is willing to spend on a series. An episode of *Lou Grant*, for example, costs nearly \$800,000 to produce today. In 1977, the average cost to produce an episode was \$500,000.

"Three or five years ago, because of competitive pressures and talent demands, costs got out of hand," explained ABC Entertainment President Anthony D. Thomopoulos recently. "But now that is changing."

In a speech last June, ABC Inc. President Elton H. Rule told a Hollywood audience "the economics are clear—if we cannot earn an adequate return with what we've got, we have to try to develop alternative sources of supply. No longer can we build our cost assumptions on the premise that all entertainment programs must command a 30 share of the audience in order to be profitable. It is clear that increasingly, our product must be cost efficient with lower expectations for average audience share than the networks have enjoyed in the past."

So far, the networks are apparently content to let their investigation of alternate

suppliers remain primarily at the talking stage. Only one—CBS—is known to have actually placed an order overseas for a new television series. The CBS order of a pilot and six episodes of *Q.E.D.* as a possible midseason replacement represents the first time a British production company has ever created a series for a commercial U.S. network and sold it.

Some domestic producers blame the current pilot system, said to have cost the networks at least \$63 million this season, for the current problem. "I believe that the pilot system should be abandoned, totally," insists Lee Rich, president of Lorimar Productions, one of television's most successful independent producers. "It's a joke and a waste of time. It should be replaced with scripts and a 'bible' [long-range blueprint] that tells where the series goes."

Rich believes series pilots, which cost between \$750,000 and \$1 million to produce, are made "so you can flatter advertisers . . . and for the management of the networks." He thinks the industry will have no choice but to shift to a system that relies heavily on scripts and concepts, perhaps as early as next year.

NBC has already endorsed the idea, and originated several series for the fall season this year without pilots. "We don't need to see an hour film to make up our minds," says NBC Entertainment President Brandon Tartikoff. Instead, the network will rely on short "demo" tapes, scripts, bibles



20th Century-Fox's Katleman



ABC's Thomopoulos

## The top 31 producers in prime-time television

Company	Hours	Company	Hours	Company	Hours
<b>Steven J. Cannell Productions..... 1</b> <i>The Greatest American Hero</i> (ABC)		<b>NBC Productions..... 2</b> <i>Little House on the Prairie</i> (NBC), <i>Father Murphy</i> (NBC)		<b>Universal Television..... 6</b> <i>Quincy, M.E.</i> (NBC), <i>Harper Valley</i> (NBC), <i>Magnum, P.I.</i> (CBS), <i>Simon &amp; Simon</i> (CBS), <i>Shannon</i> (CBS), <i>Harper Valley</i> (NBC), <i>Darkroom</i> (ABC), <i>House Calls</i> (CBS)	
<b>Carson Productions..... 1/2</b> <i>Lewis &amp; Clark</i> (NBC)		<b>Marble Arch Productions..... 1/2</b> <i>The Two of Us</i> (CBS)		<b>Warner Bros. Television..... 3 1/2</b> <i>Alice</i> (CBS), <i>Bret Maverick</i> (NBC), <i>Private Benjamin</i> (CBS), <i>Dukes of Hazzard</i> (CBS), <i>Love, Sidney</i> (NBC)	
<b>Columbia Pictures Television. 2 1/2</b> <i>Fantasy Island</i> (ABC), <i>Mr. Merlin</i> (CBS), <i>Code Red</i> (ABC)		<b>The MRW Co..... 1/2</b> <i>Three's Company</i> (ABC)		<b>Witt-Thomas Productions..... 1/2</b> <i>Making A Living</i> (ABC)	
<b>Walt Disney Productions..... 1</b> <i>Walt Disney Presents</i> (CBS)		<b>Paramount Television..... 3 1/2</b> <i>Laverne and Shirley</i> (ABC), <i>Happy Days</i> (ABC), <i>Mork &amp; Mindy</i> (ABC), <i>Bosom Buddies</i> (ABC), <i>Taxi</i> (ABC), <i>The Powers of Matthew Star</i> (NBC), <i>Best of the West</i> (ABC)		<b>Witt-Thomas-Harris Prods..... 1/2</b> <i>Benson</i> (ABC)	
<b>Four D Productions..... 1/2</b> <i>Barney Miller</i> (ABC)		<b>Spelling-Goldberg Productions.... 1</b> <i>Hart to Hart</i> (ABC)		<b>ABC Sports..... 2</b> <i>Monday Night Football</i> (ABC)	
<b>Freeway Productions..... 1/2</b> <i>Open All Night</i> (ABC)		<b>Aaron Spelling Productions..... 3</b> <i>Love Boat</i> (ABC), <i>Strike Force</i> (ABC), <i>Dynasty</i> (ABC)		<b>CBS News..... 1</b> <i>60 Minutes</i> (CBS)	
<b>David Gerber Co..... 1</b> <i>Today's FBI</i> (ABC)		<b>T.A.T. Communications Co..... 1 1/2</b> <i>One Day At A Time</i> (CBS), <i>The Jeffersons</i> (CBS), <i>Facts of Life</i> (NBC)		<b>George Schlatter Productions..... 1</b> <i>Real People</i> (NBC)	
<b>Alan Landsburg Productions. 1 1/2</b> <i>Gimme A Break</i> (NBC), <i>That's Incredible</i> (ABC)		<b>D. L. Taffner Ltd..... 1/2</b> <i>Too Close for Comfort</i> (ABC)		<b>Viacom Productions..... 2</b> <i>Nurse</i> (CBS), <i>The Devlin Connection</i> (NBC)	
<b>Lorimar Productions..... 4</b> <i>Dallas</i> (CBS), <i>Knots Landing</i> (CBS), <i>Falcon Crest</i> (CBS), <i>Flamingo Road</i> (NBC)		<b>20th Century-Fox Television.. 2 1/2</b> <i>M*A*S*H</i> (CBS), <i>Trapper John, M.D.</i> (CBS), <i>The Fall Guy</i> (ABC)		<b>ABC News..... 1</b> <i>20/20</i> (ABC)	
<b>MGM Television..... 2 1/2</b> <i>CHiPs</i> (NBC), <i>Fame</i> (NBC), <i>McClain's Law</i> (NBC)		<b>Tandem Productions..... 1</b> <i>Archie Bunker's Place</i> (CBS), <i>Diff'rent Strokes</i> (NBC)		<b>NBC News..... 1</b> <i>NBC Magazine</i> (NBC)	
<b>MTM Productions..... 2 1/2</b> <i>Hill Street Blues</i> (NBC), <i>WKRP in Cincinnati</i> (CBS), <i>Lou Grant</i> (CBS)					

and other modes of presentation.

"We all know that pilots are tremendously expensive," adds Katleman, a former president of MGM Television and an independent producer. "I'm not sure, though, that the networks can afford to buy four to six scripts on each pilot either. In the best of all possible worlds, a network would go to a top creative person . . . and they would come in with a concept, cast, six story lines and a five-minute test scene." Katleman recently supervised production of a two-hour pilot of the ABC series, *The Fall Guy*, which he maintains "we really didn't need to do. Nobody makes any money from that and we didn't learn anything from it."

At the John Charles Walter Group, which produces ABC's *Taxi* in association with Paramount Television, executive producer Jim Brooks agrees: "The amount spent on [prime time] shows is staggering . . . These are huge salaries, and the only defense for them is that the next guy is getting the same huge salary."

In Brooks's opinion, the missing ingredient in current programming is network leadership. "With the money crunch really

on now, executives won't have the luxury of testing seven shows to fill one slot. They're going to have to make fewer shows." Brooks is hopeful that program executives will soon emerge with long-term programming visions that take into account inroads made by new video technologies and rising viewer sophistication.

"The audience is seeing the same old crap presented in the same old form since I started in the business in 1952," laments John Mitchell, president of the Academy of Television Arts and Sciences and former president of Columbia Pictures Television. "It's no wonder they're not looking at it."

Mitchell, a television adviser to Procter & Gamble, Metromedia and Taft Broadcasting, blames the networks for the lackluster performance of most new entries during the current season.

"I'm surprised that it isn't worse than it is. There isn't an original idea that wasn't done in some form or another back in the '50's, '60's and '70's," he says. According to Mitchell, rising production costs are a convenient excuse networks and producers are using to cover up weaknesses

inherent in the programs themselves. "The money to execute a good idea is always there. If it isn't coming from one source, it's coming from another."

Mitchell believes "the structure of network programming will change rather radically over the next several years. They might abdicate the half-hour form, the one-hour form—they may make whole nights sports nights, movie nights, comedy nights and so on." He contends prime-time programming will perform relatively poorly "until they shake up the structure and the form with which programming is presented to the American people. It must happen in the near future and I think it will. Whoever goes out in front with it will get some considerable advantage, particularly with advertisers."

Rich, like Mitchell, is critical of the "tried and true" approach taken by the networks in their introduction of many familiar stars and story forms in the current season. "I don't think anybody likes to be reminded that they [stars] are getting old," says Rich. "There's also a lot of duplication that seems to exist. We all forget that the television public is ex-

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Lorimar's Rich

tremely sophisticated about that box. They've had it in their homes for 35 years and they are looking for new and exciting things that are going to interest them." He sees a heightened public interest in "reality" programming and important social subjects as evidence of changing viewer tastes.

"If you look very carefully at what is happening to the total [network] shares—particularly between 8 p.m. and 9 p.m.—you will find that it's not going to pay television or cable or anything of that kind, but it's going to independent stations that are airing reruns of *M\*A\*S\*H* and *Barney Miller* and other [off network] shows. The audience is saying: 'I'd rather watch those reruns than a lot of the new garbage.'"

Rich also believes the public makes up its mind faster: "You don't need to show four or five episodes. They let you know immediately whether they like or don't like a show."

Robert Harris of Universal distributes blame for "the disappearing shares" equally between new competitors and impact of the recent industry strikes, which he feels have reduced the impact of premiering shows. "It's been a hostile en-



Universal's Harris

vironment for new programs. The audiences are staying with familiar programming in time periods they were used to seeing [those programs] in. You can't build up the same kind of premiere anticipation when shows come on the air from one week to the next and are surrounded by the clutter of specials and other programs. The networks will have to get better at letting [new series] alone for longer periods of time" in order to build audience loyalty.

The NBC series *Hill Street Blues* is cited by several producers as an example of how a well-executed program, given sufficient time and promotion, can rise from relative obscurity and become a highly rated series. The show fared poorly in the ratings race until the beginning of October, despite critical acclaim.

"There are not that many good ideas," according to Harris. "There have been far too many shows canceled before they were given a fair shot. In the rush to have quick ratings success . . . shows that may have some long-term potential are often eliminated."

Harris is disturbed by what he considers network neglect of the younger, more sophisticated television audience in the present era. "This season's old-fashioned ideas using old-fashioned casting were met with old-fashioned apathy. . . . Increasing program costs have made it more risky to take chances. [Audience] turn-off came when the networks were least equipped to deal with it. Unless they take chances on new talent and ideas," Harris contends network television's appeal will be limited.

Alan Horn, president and chief operating officer of Tandem Productions Inc. and T.A.T. Communications Co., a corporate duo responsible for such shows as *Archie Bunker's Place* and *The Jeffersons*, sees another motive behind the networks' move to cut down on production costs: "What they seem to be doing is deciding that cable and pay television will proliferate and will become major forces in the television medium. To cover their bases, they seem to be investing in cable and pay television in the belief that they and the new technologies will co-exist profitably. The implication for prime time is, in my view, that the networks seem to have fewer dollars to spend in the traditional development stages than they've had in previous years. . . . They seem to be focusing their energy on a lesser number of projects."

Cuts in development and production budgets, Horn believes, will lead to greater reliance on videotape rather than films, which suggests more comedies and series in general, fewer dramas, specials, made-for-TV movies and mini-series. "They seem to be quite interested in series development," he points out. "The degree of creative involvement from the networks, and the degree of pressure we feel in delivering ratings performance, is enormous—several times what it was five years ago."

Former CBS-TV programming executive Michael Dann, now a senior adviser to



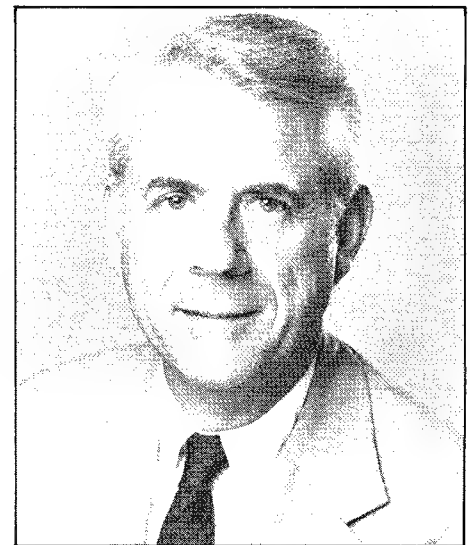
Tandem-T.A.T.'s Horn

ABC Cable, agrees that higher production costs have forced the networks "to not want to take a larger gamble" in program concepts. "As sound businessmen they cannot afford to—as compared to when things were a lot cheaper."

Nevertheless, Dann sees network television's traditional forms—the situation comedy, the one-hour story and the feature film—as "the tripod for the future."

Despite the fact that the new 1981 season "has yielded no major success of any kind," Dann believes "the programming that is shown on prime-time television—which is mass viewing—is securely in the hands of the networks and always will be. We will never have from cable, I don't believe, a threat to network programming except in feature films and sporting events. Mass viewing habits, particularly reflected by situation comedies or weekly story forms like *Dallas* and *M\*A\*S\*H*, are indigenous to [network] television programming and are not threatened."

In Dann's view, the relative scarcity of prime-time situation comedies has more to do with a shortage of creative talent and scheduling problems than a lack of au-



ABC Cable's Dann

dience interest. At the same time, he supports the contention that audiences have a growing interest in "the real world," whether it is portrayed in a nonfiction form such as *60 Minutes* or a dramatic form like *Hill Street Blues*. "Even *Dallas* is reality in the sense that it is a satire of what happens in real families. It is not such a far cry from the Vanderbilts of old—family feuds, takeovers and all of that."

Dann points out that despite the recession period, the networks are doing "an extraordinary gross volume this year because of their effectiveness and reach. Cable won't reach that effectiveness and reach before the year 2000."

The most recent television production boom resulted in the proliferation of new independent production companies, many broken off from major studios or older independents. Industry insiders disagree on what effect audience fragmentation and shrinking production budgets may have on these new entrants.

"The business has become, 'who gets hold of the producer,'" Dann says. "Years ago you used to say you were making a deal with a Columbia or a Universal for five shows or nine shows. You don't do that any more. In the broadcast industry today, the producer is king."

Independent producer Brooks, however, sees another factor at work. Many of the new companies he sees as "the work of entertainment lawyers who are able to set up creative people in a way where they make more money. I don't know whether we have really created a viable alternative source of programing."

Brooks also sees more writers being tapped by cable programing executives to produce "labors of love . . . I think there will be more and more creative people willing to make a financial sacrifice in order to realize a piece of work" through the competing video media. "It's a matter of creative freedom and creative nurturing."

The four partners in Brooks's company came together at MTM Productions, where they worked on such comedies as *The Mary Tyler Moore Show* and *Rhoda*. Brooks believes the networks have neglected the creative nourishment small independent production houses like MTM and the John Charles Walter Group need to flourish.

"Most people I know talk about Grant Tinker [former president of MTM and now chairman of NBC] and hope it will happen again with him. It does take money, and money is tight. But I think Grant's very accustomed to making the kind of commitment I'm talking about. He's lived with it most of his life."

Although the prime-time hours produced by independents has more than doubled over the past three years, the mortality rate for pilots and new series remains high. About 80% of the new shows fail, and only 10% are said to reach the three-season mark considered a minimum for successful syndication. Increasingly, it is difficult for producers to recover production costs unless enough episodes are produced to go into syndication.

"Independents have had as bad a year as



NBC's Tartikoff

the rest of us," reminds Universal's Harris, "in terms of new product. But they are less able to endure the financial drain. As the market changes, the smaller companies are going to have to find a way of maintaining their financial resources. The major studios already have those resources."

On the other hand, Tandem/T.A.T.'s Horn believes that unless a network broadens the number of program sources it relies on, it will become vulnerable to unreasonable demands by its suppliers. "The other reason is that the networks are honestly looking for exciting projects and new properties. They have, to their credit, opened their doors to anyone with a good idea. Instead of dealing with a sort of 'good old boy' milieu that may have existed five or six years ago, someone can walk in if they have something competitive and creative." Horn feels the intense competitive race between the networks for ratings success has created scheduling and content problems that have confused and disappointed the audience in many cases, but have also opened up opportunities for independents who can "deliver the best product at the cheapest price."

Horn oversees an operation that, like many production houses, has chosen to



Academy's Mitchell

diversify in the face of audience fragmentation. Within the past two years, divisions within Tandem/T.A.T. have begun developing programing for cable, children's audiences, network specials and made-for-TV movie venues. Other independents, such as Lorimar, have restructured their financial bases and dropped unprofitable ventures.

"I think anybody who is using [the increased cost of production] as an excuse for what's been happening in prime time is a cop out," asserts Lee Rich. "The lack of attention paid to the new shows can be laid directly to the networks . . . In every important company, research and development are generally the most important function. I believe very definitively that the networks, rather than operate the way they have been in developing programs, should do it differently. [They] should pick out the best companies and assign certain kinds of programs" to them. "I think the economics are going to force them into that."

As one producer put it "The upside" of prime-time production "is fantastic. The most valuable commodity—a successful series—can be worth millions of dollars."

## Program sage Klein discusses shrinking numbers at networks

**Former NBC programing executive says ABC, CBS and NBC have failed to adjust to new media environment, sees PBS's "quality" a big winner**

The power and dominance of the three major broadcast networks are waning, according to Paul L. Klein, a former executive vice president for programs of NBC-TV. "The networks' audience is being eaten away little by little by the pay services and by the little cable networks . . . and . . . in even larger chunks by the independent stations in the major markets."

Interviewed in the Dec. 14 issue of *U.S. News & World Report*, Klein, who is now president of his own program production company, PKO Television Ltd., said the networks' competitors are taking share points away from the networks one at a time. Their total share has shrunk from a high of 93 "a couple of years ago" to their current 84 share, he said. Although 84 is "still pretty good," Klein believes the audience erosion is hurting the networks' profitability. "In prime time they're probably at the break-even point or possibly losing money. They're still making money on daytime programs."

Eventually, the networks will spend more money than they make and will have no way of turning their fortunes around. "You can't get out of the negative, because you only have two choices: Spend more money and try to get it back, or retrench and run repeats. When you run repeats, you're even more vulnerable to competition and the spiral is down."

In Klein's mind, the networks are vic-

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Klein

tims of a changing television environment to which they have failed to adjust. The networks, he said, "are still trying to satisfy a majority of the public, but people's tastes are so different and fragmented that nobody's taste is really satisfied by the programs offered."

Borrowing one of Ted Turner's favorite metaphors, Klein said any mass medium is "a dinosaur—it lives off its mass. . . . It becomes very vulnerable when a little food goes away—when one share point too many is taken away."

If the networks are to survive they will fragmentize like the television audience, Klein said. "NBC will have three or four or five networks. Home Box Office, as new as it is, already has its own competing network, Cinemax. The smart philosophy is: If there's going to be competition, it had better be from me."

Klein called ABC's and CBS's recent efforts at advertiser-supported cable networks "jokes." Cable cannot produce the "commercially mass audience" needed to support such ventures.

Klein believes the networks should get into cable programming in a big way, but questions whether they have the managerial talent to do it. At some point, he said, the networks turned over television programming to "kids." "It was all luck and should be given over to wizards," the networks believed, Klein said. "Many of the people running the networks now know only a little bit about their own franchise. They certainly don't know the new ends of the business, because they've not been in the business long enough."

The one bright spot for "quality" shows in broadcasting's future is the Public Broadcasting Service, Klein said, which now attracts "the up-scale viewing audience—the well-educated, high-income people." If PBS were allowed to sell advertising, he said, "it would . . . have the income to buy more good programs, and that would bring in bigger and better audiences—a spiraling effect."

### ABC leads in sports Emmy wins

The fourth annual Sports Emmy Awards program was held last week in New York by the National Academy of Television Arts and Sciences, covering outstanding

## Ratings Roundup

In a season of Christmas specials (and a lot of local pre-emptions for syndicated religious programming), CBS-TV won the prime-time ratings run for the week ended Dec. 13, scoring an 18.4 average rating and 29 share of audience. ABC came in second with a 17.4/28 and NBC was third with 15.9/25.

Specials, in evidence on all three networks, came through with mixed results. Two placed in the top 10—four, counting a pro football overrun on CBS and its postgame wrapup as specials. The top two were a tribute to Burt Reynolds on CBS, which ranked third for the week with a 28.3/42, and *Circus of the Stars*, also on CBS, fourth with a 28.2/43.

*Perry Como's Christmas Special* on ABC joined them in the top 20, placing 18th with a 19.8/35. An Anne Murray Christmas special on CBS was the only other special making it into the top 30; it ranked 25th with 18.8/32.

*Falcon Crest* on CBS, making its second appearance, was the highest rated new series, placing 14th with a 20.1/34. ABC's *Fall Guy* and NBC's *Father Murphy* were next, tied for 20th with 19.5/30. NBC's *Bret Maverick*, which in its two-hour debut the preceding week had pulled a 23.2/35 to rank seventh, came in 28th in its one-hour form with an 18.6/28—enough to beat its CBS competition, the first half of the *Patricia Neal* special, but short of ABC's *Three's Company* and *Too Close for Comfort* combination.

NBC's *Hill Street Blues*, no new entry but showing more strength this year than it ever did last year, broke into the top 10 for the first time with a 21.1 rating—its highest ever—and 34 share.

### The First 20

1.	<i>60 Minutes</i>	CBS	30.2/47
2.	<i>Dallas</i>	CBS	28.5/45
3.	<i>Tribute to Burt Reynolds</i>	CBS	28.3/42
4.	<i>Circus Of The Stars</i>	CBS	28.2/43
5.	<i>CBS NFL Football</i> (overrun)	CBS	25.7/45
6.	<i>NFL Monday Night Football</i> —"Pittsburgh vs. Oakland"	ABC	23.7/39
7.	<i>CBS NFL Football</i> (post game)	CBS	23.5/41
8.	<i>Dukes of Hazzard</i>	CBS	22.5/37
9.	<i>Hill Street Blues</i>	NBC	21.1/34
10.	<i>Three's Company</i>	ABC	21.1/32
11.	<i>Diff'rent Strokes</i>	NBC	21.0/32
12.	<i>Hart to Hart</i>	ABC	20.9/34
13.	<i>That's Incredible</i>	ABC	20.7/31
14.	<i>Falcon Crest</i>	CBS	20.1/34
15.	"Child Bride Of Short Creek" (movie)	NBC	20.1/30
16.	<i>Real People</i>	NBC	20.0/30
17.	<i>Love Boat</i>	ABC	19.9/33
18.	<i>Perry Como's Christmas Special</i>	ABC	19.8/35
19.	<i>M*A*S*H</i>	CBS	19.6/28
20.	<i>Fall Guy</i>	ABC	19.5/30
	<i>Father Murphy</i>	NBC	19.5/30

### The Final Five

69.	<i>Simon &amp; Simon</i>	CBS	10.5/16
70.	<i>CBS Reports: "Bittersweet Memories: A Vietnam Reunion"</i>	CBS	9.5/17
71.	<i>Lewis and Clark</i>	NBC	9.4/16
72.	<i>NBC Magazine</i>	NBC	9.4/15
73.	<i>Through The Magic Pyramid Part II</i> (special)	NBC	9.2/15





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## Cable numbers by Arbitron, Nielsen are 'inadequate,' says study group

**Research standards committee calls for hiatus in ADI/DMA figures, citing limitations of survey; plans in works for new measurements**

The cable industry's research standards committee asserted last week that "the present method of reporting cable viewing on an ADI/DMA basis is clearly inadequate and discriminatory to the cable industry."

It called for "an immediate hiatus on the release of any information relating to specific viewing by channel," because of "the severe limitations compounded by diary-based techniques projected on an ADI/DMA basis."

"In addition," the statement continued, "the committee is of the opinion that these weaknesses could produce information that is misleading for the cable industry as well as a disservice to the advertisers and agencies seeking information on viewing in cable households."

One problem, the committee said, is that ADI's and DMA's—areas of dominant influence in Arbitron parlance, designated market areas in Nielsen's—relate to broadcast coverage and do not coincide with cable franchise areas.

The committee, sponsored by the Cabletelevision Advertising Bureau and the National Cable Television Association, emphasized that home viewer diaries—used by both Arbitron and Nielsen in their local broadcast measurements—are not usable, in their present form, for cable audience measurement.

"While the committee understands that the diary may eventually be used for cable estimates," the statement said, "its present form clearly cannot handle the following major items unique to cable: limited space for the prelisting of channels if a

## Monitor

**NPR ratings climb.** According to latest Arbitron report, National Public Radio's weekly cume audience for member stations increased from roughly five million in spring of 1980 to about seven million year later. Announcing rise in station listeners was NPR President Frank Mankiewicz, who also said that not only did weekly cume increase 37% but average quarter hour increased 43%. And he said roughly 75% of member stations increased their audience. NPR officials attribute climb to its *Morning Edition* and *All Things Considered* programs, along with *Star Wars*, which aired in spring of 1981 and "brought a brand new audience to public radio in the evening."

**30 years later.** After more than 30 years on CBS-TV, *Search for Tomorrow* shifts to NBC-TV on March 29, 1982. *Search*, now carried weekdays at 2:30-3 p.m., moves to 12:30-1 p.m. slot on NBC-TV. Neither CBS nor NBC would discuss reason for change but said it was at behest of program's sponsor and producer, Procter & Gamble Co., Cincinnati.

**PBS premiere.** Noncommercial wtvv(TV) Detroit is offering to PBS stations new late-night TV/telephone talk show, *PBS Latenight*, which debuts Jan. 4, will air Monday through Friday from 12 p.m. to 1 a.m. live from Detroit. Program host is Dennis Wholey, former host of wtvv's *Feedback* and *Dennis Wholey's Journal*. *PBS Latenight* will include national and local celebrity interviews and telephone calls from viewers across country. Station's satellite uplink allows wtvv to relay program live.

**Not ready.** It will be same old Palais for next April's MIP-TV international television programming market. Despite previous assurances from MIP-TV organizer Bernard Chevry that new and larger building in Cannes, France, would be finished by April 23-29, his word now is that city can't guarantee it will be ready.

**Switching.** CBS-TV will switch time periods for four of its prime-time series early next month: Beginning Jan. 13, *WKRP in Cincinnati* will move from 8:30 p.m. Wednesdays to 8 p.m. that same evening; *The Two of Us* will shift from 8:30 p.m. Mondays to 8:30 p.m. Wednesdays. Beginning Jan. 18, *Private Benjamin* will move from 8 p.m. to 8:30 p.m. on Mondays; *Mr. Merlin* will be broadcast at 8 p.m. Mondays instead of 8 p.m. Wednesdays. Each program is half-hour in length.

**Reeves into cable.** Reeves Communications Corp., New York, has formed new subsidiary, Reeves Cable Productions Inc., to develop and produce programming for cable TV. Michael Yudin, vice president, programming, Backer & Spielvogel, New York, has joined Reeves Cable as executive vice president. Grant Reeves Entertainment will act as exclusive marketing agent for Reeves Cable.

**Playboy premiere.** Debut date of Jan. 22 has been set for Playboy Channel pay TV service, which will start as once-a-week supplement to Escapade, cable program service offered by Rainbow Programming Services. *Playboy Magazine of the Air* and selected R-rated features will be initial components of channel, with additional programming to be announced later.

## PlayBack

**New Year's celebration.** National Public Radio plans to bring in new year with *Jazz Alive*, featuring seven and one-half hours of contemporary jazz. Program will be broadcast live via satellite from three locations and aired from 9:30 p.m. New Year's Eve to 5 a.m., New Year's Day. Artists include Grover Washington Jr., Asleep at the Wheel and Chick Corea. NPR also will present several new programs in January for its *NPR Playhouse* series. Upcoming programs include *The Adventures of Sherlock Holmes*; *Star and Stuff*, science fiction special; *The Incredible Adventures of Jack Flanders*; *Lord Peter Wimsey* adaptation of Dorothy L. Sayers's novel about aristocratic sleuth, and Ken Nordine's *Word Jazz*, combination of music, poetry, and droll dialogue.

**In the marketplace.** Peters Productions Inc. of San Diego is making available new MOR/traditional radio programming format, "Your Music," featuring "music of the 40's, 50's, and 60's."

**Merging.** TM Productions, Dallas-based radio programming and production company, has merged its programming and special projects divisions into single unit, to be headed by former TM special projects vice president and general manager, Neil Sargent. Former TM Programming vice president and general manager, Lee Bayley, has formed separate program consultancy, with TM as his first client. Bayley will consult with TM Programming in association with TM Productions vice president and general manager, Buddy Scott.

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system exceeds 15 channels; respondent and editing confusion on how to properly identify cable channels, [many of which] do not have call letters or program names; inequitable return rates between cable and noncable households; underestimating of late/fringe viewing compounded by the unprecedented need for 24-hour viewing information; underestimating of independent broadcast stations when compared to meter sample, [which] clearly affects channel estimates even further; instructions that have not been tested to determine if [a] respondent understands the listing of cable channels."

With the differences between ADI/DMA and franchise areas, and the fact that penetration levels and programs offered vary by franchise, the committee said, "alternate weighting projections by franchise areas must be tested and implemented to insure that the projection is truly representative of the cable universe."

The committee, which is headed by Jordan Rost, research vice president of Warner Amex Satellite Entertainment Co., said it will take time to resolve all these problems, and that the committee would make itself available to "any research company seeking to improve its

existing product."

The committee also said it has been reviewing recommendations of the ad hoc cable measurement committee, headed by Gabe Samuels of J. Walter Thompson Co. and William Ryan of the cable division of Palmer Broadcasting, and was considering adding a two-way interactive system as a further validation method—in addition to the telephone coincidentals already planned—in future tests. Initial fund-raising for a methodology test is expected to begin in January. The cable measurement test itself will begin no later than the end of March of 1982.

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## Law & Regulation

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### NTIA report says drop compulsory licensing scheme

**In report released prior to House subcommittee decision on cable copyright, NTIA makes clear it thinks marketplace should govern prices cable systems pay for programing**

A new voice has been heard in the debate over the kind of copyright liability cable television should bear. It is the voice of the staff of the National Telecommunications and Information Administration, and it speaks unequivocally for abandoning the compulsory license scheme now in effect and permitting the marketplace to govern the price cable systems pay for programing (BROADCASTING, Dec. 14).

"The basic flaw in the current system," the staff says in the concluding section of a 141-page report, "is the presence of the federal government in what essentially should be a privately negotiated contractual agreement." The report notes that cable television is the only one of 10 increasingly competitive video services that is not subject to full copyright liability.

The report was released late on the afternoon of Dec. 11, several days before the House subcommittee on copyrights began final markup on a new cable copyright bill (see "Top of the Week"). The thrust is consistent with the testimony of Bernard J. Wunder Jr., head of NTIA, in an appearance before the subcommittee in June (BROADCASTING, June 29). He said NTIA was "tilting in the direction of substantial, marketplace-oriented changes." However, the report had not yet been reviewed by NTIA's parent, the Commerce Department, or by the administration, but it had been requested by Representative Harold S. Sawyer (R-Mich.), a member of the sub-

committee who opposes retention of the compulsory license.

The ultimate effect of the report on congressional action on the new copyright legislation remains to be seen. Representatives of copyright owners who favor a free market approach were not sanguine. What they contend is the political clout of the cable industry will prevail. But the report supports arguments copyright owners have been making for years.

Its major conclusion is that "a flexible and efficient private bargaining agreement among industry segments is a workable alternative to the present government-administered system." It notes that the present law not only requires government agencies to collect and distribute fees but to regulate the price "for the creative output of private entrepreneurs." A free market, or even a system of negotiated fees involving more limited government intervention than at present, the staff adds, "would permit marketplace forces to determine how the distant signal's value is apportioned among all the principals, from cable subscribers to program rights holders." A legislated fee could achieve a "balance" among the elements "only by accident," in the staff's view. And it warns that retransmission under the current arrangements will—as a result of the failure to compensate program producers adequately—lead to a drying up of program supply.

The report itself is based on the staff's view that the cable industry has changed dramatically in the five years since passage of the Copyright Act of 1976. The staff says the industry has grown in size and strength, with large companies emerging that are capable of negotiating for themselves. The staff also notes that new programing on cable origination networks has developed under free-market incentives and "did not require a compulsory license to facilitate acquisition or distribution."

As for transaction costs—which the House subcommittee on copyright said in 1976 would be a serious obstacle to a marketplace solution—the staff says its

study showed they would not pose an insuperable problem. "Video licensing would be a less complex and more manageable task than music licensing, which has operated successfully for years," the NTIA staff says.

However, there would be problems. The staff calculates that, based on the experience of the syndication industry, a 500% increase in sales and negotiations efforts involving syndicated programing would be necessary to extract, at most, the approximately 10% more revenue that a free market for cable programing might produce. The staff would add to that effort between \$100,000 and \$200,000 in related expenses for a major market independent or superstation.

But the report suggests a number of techniques that would enable individual producers and cable system operators to avoid those burdens. It says cable networks, satellite carriers, program syndication companies or primary broadcasting stations could act as brokers. Or, it adds, special purpose organizations, like those that now handle musical performance or photocopying reproduction rights, might develop.

What are the benefits and costs of a free as opposed to a government-regulated market? The staff calculates that, based on viewing data supplied by the Motion Picture Association of America coupled with the average number of hours of viewing, cable systems paid in 1979, on average, \$3.50 per thousand household hours of viewing per station, or 4 cents per subscriber per month per station. If the cable industry negotiated for the right to carry distant signals with advertisements intact, the staff estimates, rights holders would receive, on average, "at least 50% more" than those rates, 30% more than the current rate after the 21% increase adopted by the Copyright Royalty Tribunal in 1980. And if a cable system negotiated for advertising rights as well as for program rights for "an advertiser-supported channel," the staff adds, the system would pay, on average, "nearly four times as much" as it did under the 1979 fees.

The staff based the 50% figure on the

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The Best of 1981 winners were chosen from almost 4,500 entries, and they represent the smallest to the largest newspapers and television stations, as well as one of the oldest and some of the newest voices of Gannett.

The increased participation made for intensified judging debates.

Newspaper judge Mike Gartner said, "I enjoyed the give-and-take among the judges, the spirited discussions and impassioned pleas... it was difficult to single out the very best of the bunch because so many in the bunch were so good."

Television judge David Brinkley said, "Having looked at a good deal of material over the years, I don't remember seeing a collection that was, on balance, better."

Writing judge Carol McCabe said, "There were surprises in nearly every folder I opened... several ringing voices... I hope that all judgment days I attend are as full of happy surprises."

The judges and their happy but difficult choices, shown on these pages, honored the Best of Gannett 1981, a proud record of accomplishment; at the same time they established the starting line for a new pursuit of excellence in the year ahead.

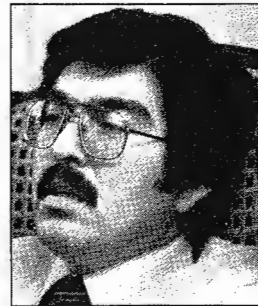
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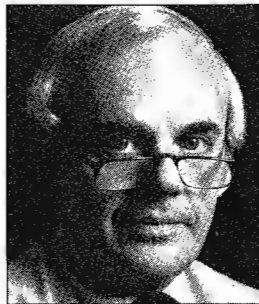
David Brinkley  
ABC Television



Mimi Dawson  
FCC Commissioner



Gerald Garcia  
The Sun,  
San Bernardino



Michael Gartner  
Des Moines  
Register & Tribune



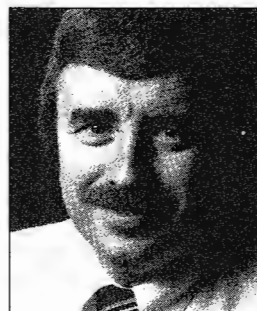
Julian Goodman  
Former President  
& Chairman of NBC



Carol McCabe  
The Providence  
Journal-Bulletin



Jody Powell  
Writer, Lecturer



Wick Temple  
Associated Press



Elizabeth Yamashita  
Michigan State  
University

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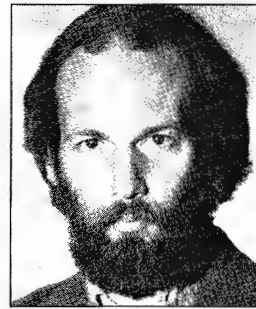
Outstanding Achievement  
by a Television Station



TOM SHRODER  
Fort Myers News-Press  
Outstanding Achievement  
by an Individual



MARK PURDY  
Cincinnati Enquirer  
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Cleveland

amount it estimates that would compensate program producers for the amount that would compensate for the revenue loss that would result from cable-caused diversion of viewing from local stations. The cost the staff estimates cable systems would pay for advertising as well as program rights is based on prices broadcasters pay for series, movies and sports events—about \$13.50 per thousand household hours.

The staff concedes that, under "ideal conditions," the \$3.50 per thousand household viewers would have come close to compensating producers adequately in 1979. But, it adds, it is questionable that stations whose signals are imported by cable obtained the national advertiser revenue of their distant viewers and paid correspondingly higher prices for the programming. The staff notes that hard evidence is not available; only WTBS(TV) Atlanta, the nation's leading superstation, submitted "some limited evidence" on the matter.

The staff says its estimates of the minimum and maximum acceptable prices for rights to distant-station programs indicate that a market for negotiating fees would work. If cable operators are permitted to raise basic subscriber rates "just sufficiently to keep penetration constant," the staff says, the value of the distant signal would be "substantially larger than the average copyright payment per imported independent station of four cents per subscriber per month in 1979."

The staff acknowledges that, for some stations with larger audiences, the minimum acceptable price to program rights holders would be more than cable operators would be willing to pay. However, the staff says "it is likely most of them would obtain the benefit of a distant signal through both a small rate increase and a small penetration increase."

The arguments did not move Tom Wheeler, president of the National Cable Television Association. "We've heard them before," he said. "The report continues to advocate a position for which there is no proof it will work, and demonstrated proof it won't work. It is appropriate for government to adopt a compulsory license for cable television when marketplace negotiations are as complex as those in the cable situation."

National Association of Broadcasters and MPAA spokesmen offered a contrary view, though they did not seem to see much point in pursuing it. James Popham, vice president for congressional liaison, said "the conclusion is consistent with the view we long held, until we abandoned it in reaching the compromise with the cable industry [which was to retain the compulsory license]." Fritz Attaway of the MPAA made a similar point: The "report confirms what we've been saying for years." But he did not think it would make much difference in terms of what Congress will do. "The politicians have overlooked the facts." Congressional action "depends on who can apply the most pressure. We come out on the short end of the stick." Movie producers, he said, do not have a constituency as wide as the cable industry's.

## Suggestions for solving the election reporting problem

### Ideas at House hearing range from elections on Sundays and uniform hours across country to ban on reports of results until all polls are closed

A variety of proposals for curbing the impact of network election reporting on national voter turnout had another airing on Capitol Hill last Tuesday (Dec. 15). At its fourth hearing on the subject, the House Administration Committee also heard witnesses who opposed any federally imposed changes in election laws now tailored to the needs of individual states.

Hearings held jointly with the House Telecommunications Subcommittee earlier this year focused on whether Congress should restrict networks from making early projections of election results based on exit polls and partially tabulated official results (BROADCASTING, June 15 and July 7). Last week's hearing dealt with proposals for changing the electoral process to mitigate the effect of those projections.

Representative Mario Biaggi (D-N.Y.), a leading advocate of election reform, proposed holding federal elections during the next six years on Sunday and requiring all polling places to be open from noon to 9 p.m. NYT during presidential elections. Under Biaggi's bill (H.R. 84) the Federal Election Commission would monitor the impact of such changes on voter turnout and recommend to Congress and the President whether Sunday voting should be adopted permanently.

In Western European countries that hold national elections on Sunday, voter turnout between 1975 and 1981 averaged 90% in Sweden, 89.3% in Austria, 89% in West Germany, 88% in Italy and 86% in France, said Biaggi. "These figures are in sharp contrast to our own unacceptable turnout rate of 53.95% in 1980."

Noting that CBS President Thomas Wyman has endorsed proposals for uniform poll closings and weekend voting (BROADCASTING, Oct. 12), Biaggi argued that his proposal would prevent early election projections from influencing voter turnout "without restricting the media's constitutional right to report the news."

The current election process "is failing miserably," said Biaggi, who now has 36 co-sponsors for his bill. "Due to an increasing lack of voter participation, our democratic society is growing weaker while well-organized extremist and special interest groups are growing in power and influence."

Also proposing uniform poll closing times was Representative George Danielson (D-Calif.) who has introduced legislation (H.R. 184) that would require all polls to close at 10 p.m. NYT. States such as Alaska and Hawaii would have flexibility in adjusting to the requirement

because the bill would permit voting any time during a 24-hour period, as long as polls were open during the last six hours before the 10 p.m. deadline.

A bill introduced by Representative Cecil Heftel (D-Hawaii) would declare the 1984 presidential election day a national holiday and would require all polls except those in Alaska and Hawaii to close at 8 p.m. NYT. "Ironically, we Americans take great pride in our democratic form of government," said Heftel, who owns Heftel Broadcasting Corp., Honolulu, "yet compared to other democracies, we make it far more difficult to become a participant in democracy."

Representative Pat Williams (D-Mont.) recommended that Congress either establish a uniform poll closing time or seal ballot boxes to prohibit vote tallies before all polling places have closed. Williams, who introduced bills to achieve both ends late last year (BROADCASTING, Nov. 17, 1980) and early in the 97th Congress, cautioned against infringement of First Amendment rights in congressional efforts to reform the election process.

"We can in no way muzzle the media either by preventing the reporting of the election results or by preventing the reporting of projections based on so-called 'exit polls,'" said Williams. "However, I'm hopeful the recent dismal experience with exit poll projections in the New Jersey gubernatorial race will dissuade the networks from continuing the practice."

Calling on Congress to "diminish the credibility of predictions and prevent predictions from becoming premature projections," Representative Les AuCoin (D-Ore.) urged adoption of his proposal (H.R. 3595) to prohibit release of presidential election results until 11 p.m. NYT on election day.

"There is not a state in the union which allows the results of an election to be revealed until all the polls are closed," said AuCoin, "but we do not do that in a presidential election." Also citing the recent New Jersey gubernatorial election in which news broadcasts predicted conflicting results during a close race, AuCoin said: "The basic tenet of journalism is to establish the fact before you report it. In New Jersey last month, that tenet was sacrificed to the intense competition between stations, to the importance of being first with the story in the instantaneous world of electronic journalism."

Endorsing proposals to seal ballot boxes until all polls are closed was Kay Anderson, county clerk, Snohomish, Wash., and president-elect of the International Association of Clerks, Recorders, Election Officials and Treasurers. Anderson's organization as well as the Washington State Association of County Officials, the Washington State Association of Counties and both houses of the Washington state legis-



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Celebration  
Comin' In & Out of Your Life  
Cool Love  
De Do Do De Da Da Da (PRS)  
Don't Stand So Close To Me (PRS)  
Endless Love  
Every Little Thing She Does  
Is Magic (PRS)  
For Your Eyes Only  
Gemini Girl (PRS)  
Harden My Night  
Hard To Say  
Hello Again  
Her Town Too  
Hey Nineteen  
Hold On Tight (PRS)  
Hooked On Classics  
Hungry Heart  
I Ain't Gonna Stand For It  
I Love You  
It's My Turn  
Just The Two Of Us  
Keep On Lovin'  
Lady  
Lady (You Bring Me Up)  
Let's Groove  
Love On The Rocks  
Master Blaster  
Miss Sun  
Morning Train  
Oh No  
Passion  
Physical  
Private Eyes  
Queen Of Hearts  
Rapture  
Same Old Lang Syne  
Slow Hand  
Somebody's Knockin'  
Stars On 45  
Start Me Up (PRS)  
Stop Draggin' My Heart Around  
Sweet Baby  
Sweetheart  
Take It On The Run  
Theme From "The Greatest  
American Hero"  
(There's) No Gettin' Over Me  
This Little Girl  
Tide Is High, The  
Too Much Time On My Hands  
Turn Your Love Around  
Urgent  
Voice, The (PRS)  
Waiting, The  
Waiting For A Girl Like You  
What Are We Doin!  
When She Was My Girl  
Winner Takes All, The (STIM)  
Woman Needs Love, A  
Yesterday's Song  
Young Turks

**ASCAP**  
WE'VE ALWAYS HAD THE GREATS

lature have urged Congress to prohibit the reporting of results, projected results and any concession speech by candidates in national, state or local elections while polls are still open. The Washington groups would also prohibit the release of election results by officials before polls have closed.

Proposals for Sunday voting and uniform poll closing times would impose hardships on some states, argued Anderson, and embargoed results would not substantially delay public access to final vote tallies, because the majority of voting is done late in the day (in Washington, 18% of votes were cast before 11 a.m.; 35% between 11 a.m. and 3 p.m. and 47% between 3 p.m. and 8 p.m. in two years analyzed by Anderson).

"All election officials strongly believe the news media should voluntarily restrict themselves from exit polling and predicting the winner of federal elections before all ballots are cast," said Anderson. "It is time for the television networks and other national news media to re-examine their ethical position in respect to this problem. Theirs ought to be a reportorial role, not a determinate one."

Richard Smolka, a professor at American University in Washington, urged caution in contemplating changes in present election laws. Citing evidence from weekend elections held in Cleveland and Milwaukee in recent years, Smolka said, "There is very little evidence to suggest, based on U.S. experience, that voter turnout would be increased if elections were held on Sunday." Sunday elections, which could pose problems for some religious groups, also would mean some overtime pay for election workers and difficulty in using polling places, many of which are now located in churches.

Uniform poll closings would make it difficult for some states to hire enough election officials to work the extra shifts that would be required and to work into the night monitoring ballot counts. Security of the ballots and public confidence in the system, which now allows rapid release of election results, could be undermined.

"Our election system ... is not uniform," said Smolka, who founded and edits a biweekly newsletter, *Election Ad-*

*ministration Reports*, "but for the most part it has been tailored by the states to meet the specific needs of the citizens of the states.... On balance, it works very well and citizens have great confidence in the accuracy and integrity of the system. Changes that affect all jurisdictions should be made very carefully and only when necessary."

J. Richard Eimers, executive director of the News Election Service, also urged no change in present laws. NES, a cooperative, nonprofit entity created by the three major television networks, Associated Press and United Press International, collects election results for its members for presidential, congressional and gubernatorial elections as well as presidential primary races.

NES employs thousands of reporters during national elections to collect voting tallies from election officials as they become available during election day. Reports to NES come in over 2,000 phones toward the end of an election day and are fed into a computer, which processes results and transmits them to members in the press.

"The objective of all those workers is to let the people of the United States, and the rest of the world, incidentally, know before they go to bed whom they have elected in more than 500 races," said Eimers, who testified as an individual and did not represent the members of NES. If Congress enacts any of the proposals it is considering, it would cripple NES's ability to record and report an accurate count of election results as unofficially reported by voting precincts, he said. "To have those 110,000 individual precinct reports and the 4,600 county-level reports become available, in theory at least, at the same moment creates a measurable problem of physical facilities."

Election officials have told NES the presence of its reporters at polling places has been an effective deterrent "to those who aren't above modifying the results," said Eimers. "I question very seriously whether legislation applied to correct a perceived national problem can correct that perception without disrupting long-established procedures under which elections are now conducted."

## For FCC employees worst budget news may be in 1983

**That's when layoffs will occur if they are required; for now, the outlook is that cuts will be absorbed elsewhere**

FCC employees shouldn't be hit hard by budget cuts for 1982, but their situation may be far gloomier in 1983, Alan McKie, FCC deputy managing director, said last week.

Addressing a meeting of the National Treasury Employees Union (local 209), which represents FCC employees, McKie said that cuts slated for the rest of fiscal 1982 (which ends next Sept. 31) shouldn't require layoffs of any permanent employees. Anticipated cuts in the FCC's budget for 1983, however, could result in reductions of force (RIF's) of about 300, he said.

McKie noted that under the continuing resolution signed by President Reagan last Tuesday (Dec. 15), the FCC was funded at a level of \$76.9 million, which was only some \$451,000 less than Reagan had proposed for the agency in March, before he requested additional cuts of 12% from agencies in October.

Although the continuing resolution will fund the FCC only through the end of March, McKie said he was confident that Congress would eventually approve the FCC's spending of the full \$76.9 million through the duration of fiscal 1982.

Although McKie said the FCC was pleased that its budget hadn't been cut further, but the reduced funding would still require the FCC to "reallocate" its budget to meet costs it hadn't foreseen when it originally filed its budget request for 1982, McKie said.

McKie said that topping the list of the FCC's unforeseen costs was the 4.8% pay increase for general schedule federal employees that went into effect in October and the pay raise Congress authorized for federal executives two weeks ago (BROADCASTING, Dec. 14), which takes effect Jan. 1 (see box, page 52). The 4.8% increase will cost the FCC an additional \$2.4 million; the increase in executive level pay will cost it about \$700,000, McKie said.

Other unforeseen costs McKie cited were those of implementing the Computer II decision, funding the Temporary Commission on Alternative Financing for Public Telecommunications and processing applications in the low-power television proceeding.

McKie said the FCC planned to request supplementary appropriations from Congress to help defray the costs of each.

If Congress agreed to fund half of the pay increases—and provide supplementary appropriations for the other programs—McKie said the FCC could meet the \$76.9-million budget by requiring an across-the-board furlough of 6.6 days; cutting back \$1.5 million in "other object" costs, such

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December 21, 1981

as office supplies and travel expenses; further reducing the number of the FCC's nonpermanent employees (the FCC has already approved a 44% cut in non-permanent employees, which will become effective in January), and continuing its freeze on hiring.

McKie added that the FCC wouldn't implement the furloughs until Congress finished working on the FCC's budget, which, he said, probably wouldn't be until next spring.

Nonetheless, McKie said, the outlook for fiscal 1983 doesn't look good.

Although the FCC had not received its official budget mark for 1983 from the Office of Management and Budget by last Wednesday, McKie noted that the FCC, acting on OMB "guidance," had already put together a package of program cuts to accommodate a \$64.2-million budget in 1983 (BROADCASTING, Dec. 14).

If OMB finally does require a cut of that magnitude, the FCC would probably have to eliminate 296 positions through reductions in force, McKie said. Although the FCC would plan on losing 79 employee positions through attrition, it would also try to cut back \$3.5 million more in its "other object" costs, eliminate the rest of its nonpermanent employees and requiring furloughs of its remaining employees of about 2.6 days, McKie said.

At its closed meeting Wednesday (Dec. 9), McKie said, the FCC also tentatively proposed to submit requests for supplementary appropriations to OMB, totalling

**New year surprise.** FCC commissioners, bureau chiefs and senior bureaucrats should find a pleasant surprise in their paychecks starting in January. Thanks to Congress, each should be getting a raise. Although the FCC, as of last Wednesday (Dec. 16), had not been officially notified on what raises to expect, an informed source said that Chairman Mark Fowler's salary would go up from the \$55,387.50 he currently receives to \$59,500; the other commissioners' salaries would be boosted from \$52,750 to \$58,500. FCC bureau chiefs' salaries, now pegged at \$50,112.50, are expected to be raised to between \$54,755 to \$57,500.

about \$4 million, to fund implementation of programs such as Computer II, the low-power proceeding and the Temporary Commission on Alternative Financing for Public Telecommunications.

If the FCC is asked to meet the \$64.2-million mark, McKie said, it also resolved at its closed meeting to appeal for \$6.8 million more. According to McKie, the \$6.8 million would be required to meet such FCC "fixed costs" as those of moving to a new building (the FCC is tentatively scheduled to move before June 1983), which, he said, would run around \$2.8 million; those associated with laying off its employees (which would come to around \$2 million), and those of meeting the pay increases (which should come to another \$2 million, he said).

If the appeal proved to be fruitless, McKie said the FCC would have to make further program cuts.

the frequency of the broadcasters' annual employment reports.

A second item would have requested comment on an FCC proposal to exempt all licensees with 15 or fewer employees from submitting affirmative action reports at renewal time. (Currently, only stations employing five or fewer are exempted.)

The third item would have requested comment on an Office of Management and Budget recommendation that the FCC stop requiring licensees to file those affirmative action reports—FCC model EEO program forms—at renewal time on a blanket basis.

In a directive to the FCC, OMB had said that the model EEO program forms should only be required in cases where the FCC had first determined that a licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30).

Since 1976, the FCC has required every broadcast licensee with five or more employees to submit the 10-part model EEO program form at renewal time. The form requires each licensee to specify its EEO policy, where the licensee turns to recruit minorities and women and what job-training programs it offers.

In its statement, the protesting groups said the OMB directive "calls for elimination of key affirmative action policies."

They said they understood that "OMB's objections are based not only on the paperwork required in connection with regulatory compliance, but also on the commission's result-oriented employment regulation of the broadcast industry."

The groups also said the other proposals "would seriously weaken existing non-discrimination rules" and asked the commission "to reaffirm its commitment to policies which assure the broadest possible representation of all groups in society in employment in mass communications."

In a separate letter, American Women in Radio and Television also urged the FCC to reject OMB's recommendation.

"To do away with this requirement would reverse the progress this nation has made toward equity for women and minorities," AWRT said.

Although the chairman's office has characterized suggestions that the FCC was operating on a "hidden agenda" to edge away from EEO as "silly," other FCC officials have questioned why the FCC hadn't moved to address the OMB recommendation by itself. One official said he feared the FCC wanted to "obfuscate" the issue by tying it into a broader rulemaking.

The FCC, which received the directive from OMB last August, could take up that proposal alone, either rejecting or accepting it by a simple majority vote, the official said.

## Proposed changes in FCC's EEO reporting rules draw minority fire

**UCC, NAACP, ACT among groups questioning FCC move to relax EEO reporting rules; item is pulled from last week's agenda**

FCC plans to consider relaxing some of its equal employment opportunity programs drew a protest from a coalition of 48 minority, consumer and religious groups last week.

In a statement distributed to all commissioners, the protesting groups, which included the Office of Communication of the United Church of Christ, the National Association for the Advancement of Colored People and Action for Children's Television, said the "commission's voluntary efforts to eliminate fair employment obligations" were cause for "grave" concern.

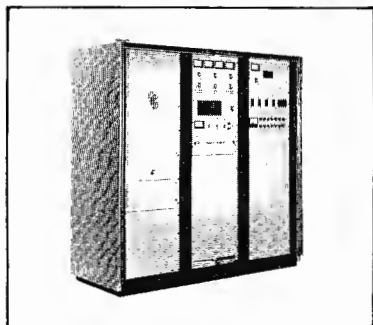
"We object to any repeal of commission rules that insure equal employment in broadcasting," the groups said.

The EEO topics that concern the groups were on the agenda for the commission's open meeting Thursday (Dec. 17), but were deleted, reportedly at the request of Commissioner Joseph Fogarty.

According to FCC sources, the item would have been presented as a proposed rulemaking and consisted of three basic proposals.

One item would have proposed reducing

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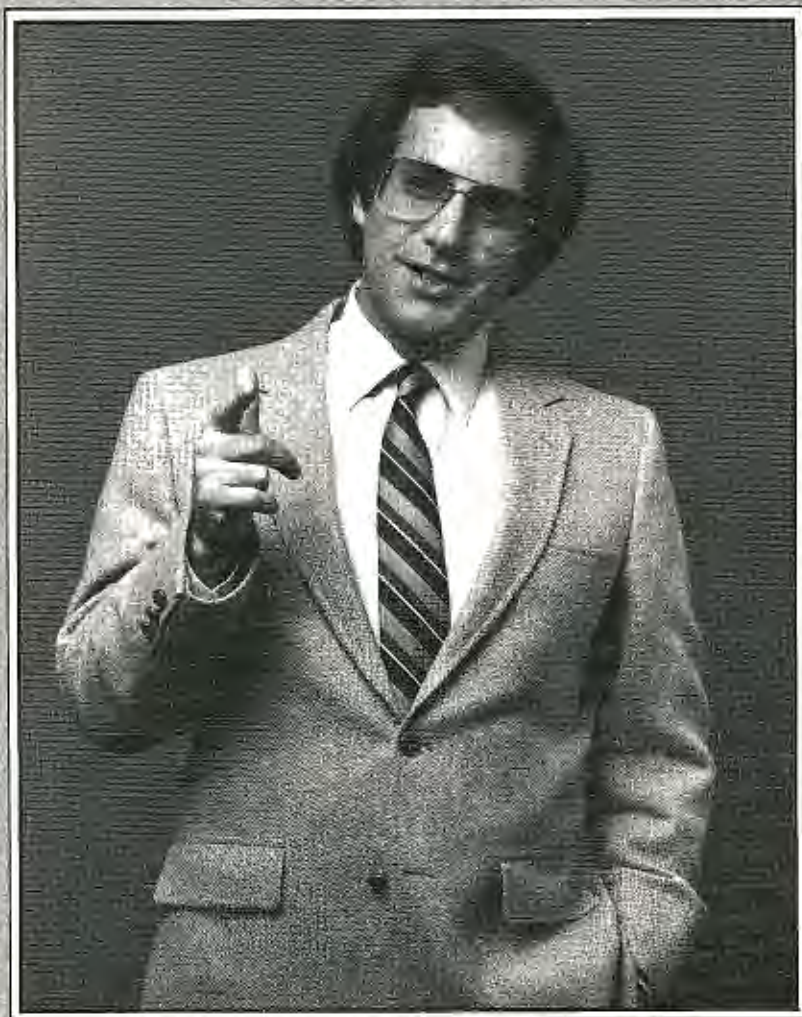


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# Debate over FCC cable authority rehashed before Supreme Court

**It lacks authority to repeal distant-signal rule, syndicated exclusivity, NAB and NFL say; FCC says it does under '76 act**

The FCC and the National Association of Broadcasters are continuing to argue over the commission's authority to repeal the cable television syndicated exclusivity and distant-signal rules. The argument has now reached the Supreme Court, where the NAB and the National Football League are seeking review of the commission's decision, which has been affirmed by the U.S. Court of Appeals for the Second Circuit.

The FCC, in urging the high court to deny the petitions for review, disputed the NAB's argument that the Copyright Act of 1976 barred the commission from repealing the rules. Indeed, it noted that the act provides for an adjustment of the compulsory royalty rates "in the event of an alteration in either set of rules," the commission said.

But at the same time, the commission argued that the act prohibits it from adopting a retransmission consent rule—which would require cable systems to obtain from individual broadcasters the authority to relay their programs, an authority that in many cases would be forthcoming only from copyright owners. Thus, the commission said, the rule would function no differently from the full copyright liability Congress expressly rejected on the ground it would impose an undue burden on cable system operators.

The NAB, in its response last week, cited legislative history it says supports the view that Congress did not intend the FCC to make substantial changes in the cable rules: The report of the House Judiciary Committee accompanying what became the Copyright Act of 1976, which cautioned the commission "not to rely upon any action of this committee as a basis for significant changes in the delicate balance of regulation where Congress has not resolved the issue." The committee referred specifically to such issues as "increased use of imported distant signals."

As for the retransmission consent issue, NAB said it is "nonsensical" to contend Congress intended to deny the FCC the power to impose such a requirement. NAB noted that the FCC, despite the Copyright Act, has the authority to prohibit any secondary transmission by cable systems, "thereby imposing, in effect, full copyright liability" for those transmissions.

A retransmission consent rule, NAB said, would leave intact the compulsory licensing scheme and statutory copyright liability for certain signals imported by ca-

ble systems. It would, "in no sense, irreconcilably conflict with the Copyright Act," the NAB said, adding, "What the Congress rejected in that act was across-the-board copyright liability for cable television systems . . ."

The NFL said the commission had erred in not providing in its rules for the NFL to assume control over the telecast of the league's games in local markets, and thereby limit the number of games that could be transmitted into a market. The league is concerned that repeal of the distant signal rule will result in an increase in

the number of games seen in a local market, beyond the maximum number of three now available, with adverse effect on the live gate of the home team.

The commission cited with approval the appeals court's conclusion that the commission was not arbitrary in concluding "that sports programming requires no special protection after the repeal of the distant signal rules." The commission said the most important protection of the live gate so far as cable television is concerned is the sports blackout rule, which remains in effect.

## Washington Watch

**Status of FCC move.** General Services Administration, having taken over task of searching for new space for FCC to lease, stopped soliciting proposals for sites last Tuesday (Dec. 15). GSA spokesman refused to reveal how many proposals were received, but said GSA hoped to announce choice by March. Formal request for offers specified FCC would require 330,000 square feet of space within District of Columbia or two miles of its boundaries and had to be within 2,000 feet of Metro or three blocks of other public transportation. Request for offers also specified June 1983 occupancy, which is when FCC's lease on main headquarters in Washington expires.

**Adkinson nomination.** Once again nomination of F. Keith Adkinson as member of Federal Trade Commission has been put on hold as Senate Commerce Committee members continue to deliberate matter. Adkinson, whose honesty was questioned at previous hearing (BROADCASTING, Nov. 23), was accused by Senator Howard Cannon (D-Nev.) of lying twice or "at least misleading" committee during earlier hearing. In addition, Senator James Exon (D-Neb.) wanted to raise questions based on confidential FBI documents, which had not been seen by all committee members yet. Democrats made attempt to close session but lost by 8 to 7 vote. Commerce Committee Chairman Robert Packwood (R-Ore.) canceled session.

**SIN complaint.** Spanish International Network Inc. has filed complaint with FCC charging that Hughes Communications Inc. denied SIN fair opportunity to purchase two transponders on Galaxy I satellite. SIN charged that Hughes had violated Communications Act by refusing to adopt "reasonable" procedure for assigning transponders. SIN also said Hughes's conduct was unlawfully discriminatory in charging different rates for transponders and in refusing to accept priority of SIN's requests. According to complaint, Hughes presented SIN with proposed agreement for buying transponders in August. Although SIN said it "urgently pursued" efforts to conclude agreement, Hughes "studiously avoided" meetings of representatives. In November, Hughes advised SIN it had reached agreement in principle to sell transponders to another party. SIN complaint asks FCC to direct Hughes to award two transponders to SIN and to declare differential pricing of transponders on same satellite "unjustly and unreasonably" discriminatory. Complaint also asks FCC to direct Hughes to establish "reasonable" procedures for awarding transponders and to award SIN damages if "sustained in consequence of [Hughes's] violations of Communications Act"

**Not enough.** Federal government is not moving fast enough to coordinate its international communications policy making, according to Representative Glenn English (D-Okla.), member of Subcommittee on Government Information and Individual Rights. Spokesman for State and Commerce Departments, National Telecommunications and Information Administration and U.S. Trade Representative have described coordinating efforts that have been made since early this year when English held hearings on trade barriers to transborder data flow, but English has complained that such barriers are increasing while U.S. bureaucracy continues only fragmented efforts to respond. Under secretary of State James L. Buckley has expressed reservations about reciprocity provisions in Senate-passed common carrier bill (S. 898). Reciprocity is "extreme measure," said Buckley, that shouldn't be employed until all other remedies have failed.

**Space heads.** 1985 Space WARC Advisory Committee has nominated chairmen to head full committee and committee working groups. Stephen Doyle, Aerojet Liquid Rocket Co., will chair full committee. William Schnicke, Comsat; Ronald Stowe, Satellite Business Systems, and Perry Ackerman, Hughes Aircraft Co., will chair three working groups. FCC set up advisory committee to help it plan for 1985 Space WARC, at which nations belonging to International Telecommunication Union will plan space services and geostationary satellite orbits.

## Senate subcom tightens screws on freedom of information act

**Hatch bill would allow businesses to label confidential material, place greater burden of proof on requester of information**

A package of amendments that would substantially broaden exemptions from the Freedom of Information Act passed the Senate Subcommittee on the Constitution last Monday (Dec. 14). Representatives of the press and public immediately attacked the proposed changes, saying they would give businesses and government agencies blanket authority to withhold information that is available.

Sponsored by Subcommittee Chairman Orrin Hatch (R-Utah), the bill (S. 1730) would require an agency to notify a business of an FOIA request for government records that included information the business considers confidential. Present law does not require such notification. If the agency decides, after hearing arguments from both the business and requester, to release the information over the business's objections, it would be obliged to "determine in writing that the failure to disclose the records would injure an overriding public interest and . . . is not otherwise prohibited by law."

The agency's decision would be subject to judicial review in either the U.S. district court where the complainant resides, where the agency records are situated or in the District of Columbia. The agency and the business whose records are in question would bear the burden of proving that withholding the information is justified.

When initially submitting records to government agencies, businesses would, under the Hatch bill, be permitted to label as confidential "trade secrets and commercial, research, financial or business information obtained from any person which is privileged or the disclosure of which could impair the legitimate private competitive, research, financial or business interests of any person or the government's ability to obtain such information in the future." Opponents of the bill argue that an exemption for "commercial" information would permit any profit-making organization to label as confidential any records it submits to government agencies.

Exemptions for law enforcement agencies including the FBI and CIA would include any records that would "reveal investigatory information relevant to, or

used in, an ongoing investigation or enforcement proceeding" would "deprive a person of the right to a fair trial or an impartial adjudication" or would constitute an unwarranted invasion of personal privacy. Also exempt would be records that would "tend to disclose the identity of a confidential source," would "disclose techniques, procedures, guidelines or priorities for law enforcement investigations or prosecutions," would "endanger the life or physical safety of any natural person," or would "reveal information maintained, collected or used in such categories of investigations of terrorism, organized crime, or foreign counterintelligence as are designated by the attorney general by regulation or order."

Law enforcement exemptions would apply to civil as well as criminal investigations. The subcommittee had considered proposals earlier this year to exempt CIA records altogether from the FOIA and to impose a 10-year moratorium on release of FBI records pertaining to ongoing investigations (BROADCASTING, July 20). The Hatch bill, according to opponents, "would give these agencies everything they wanted."

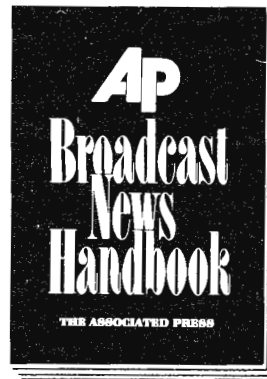
According to Steve Nevas, First Amendment counsel to the National Association of Broadcasters, the Hatch bill would "seal off the vast majority of information that has been available under present law and begins to shift the burden from the government to the requester to prove why release is warranted." Broadcast journalists "are already having trouble getting basic police records," argued Nevas, "and if this passes at the federal level, it will encourage states to pass similar restrictions," posing "serious problems for broadcasters trying to provide information on local government."

The Hatch bill would also exempt from FOIA requests any information submitted to the government "in connection with the settlement of a legal action in which the United States is a party or has an interest."

Opponents argue that this would deny the public access to all but the final order of any case settled out of court in which the U.S. government has an interest. For example, if the Justice Department settled its antitrust suit against AT&T out of court, the public would not be able to examine the records leading to the settlement. Only the final order would have to be made public.

Other amendments in S. 1730 would require all government agencies to establish fee schedules through a rulemaking for costs incurred in responding to FOIA requests. The Office of Management and Budget would have to set guidelines for those fees in an effort to develop uniform fees for all agencies. The bill would also re-

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Action by the full Judiciary Committee on the Hatch bill is expected early next year. In the House, the Subcommittee on Information and Individual Rights has decided to take no action on the FOIA until after the full Senate has acted.

## ABC upheld, in part, in Virginia libel case

One of three multimillion-dollar suits lodged against ABC as a result of three reports shown on the *World News Tonight* in November 1978 has been partially resolved by a U.S. district judge in Virginia—and in ABC's favor. Judge Albert Bryan dismissed three key claims on the grounds the statute of limitations had expired.

The reports, shown on three consecutive nights, involved an investigation of alleged fraud in the sale by insurance companies of health care to the elderly. The investigation, in which ABC used hidden cameras to record insurance agents' con-

versations with potential clients, was conducted in cooperation with the House Select Committee on the Aging.

Two of the suits were filed by agents, the third by one of the companies named in the investigation, The American Family Life Assurance Co., of Columbus, Ga.

In the Virginia case, Glenda Brown, an agent for Aetna Life Insurance Co., charged defamation, invasion of privacy, a violation of the state's antieavesdropping law, interference with her business operations and conspiracy to interfere.

Judge Bryan, on Dec. 11, dismissed the first three because a one-year statute of limitations had expired. However, he said the statute ran for five years on the other

two, and they will be set for trial.

The other cases are still in preliminary stages. One, filed in federal court in Baltimore, involved George Beuford, an agent for American Family Life Assurance Co., who claims a breach of the Maryland wiretap law. American Family Life, which is suing in the Supreme Court of New York, accuses ABC of libel and slander.

One aspect of the case involving staff members of the House committee has already reached the Supreme Court. The staffers, who are also defendants in a suit brought by Beuford, had contended that congressional immunity protected them from such actions. The court last month disagreed.

## NewsBeat

**Newsman found guilty.** Jury in U.S. Southern District Court of New York found Richard J. Knapp, former unit manager for NBC News, guilty of tax evasion charges last week. According to prosecution, Knapp evaded taxes on \$16,000 that he had embezzled from NBC by inflating expense vouchers in 1977 and 1978. He will be sentenced on Jan. 12. Jury convicted him of four tax charges, which carry maximum sentence of three to five years for each count.

**Hand me down.** ABC/Westinghouse NewsChannels, joint venture planning to offer two 24-hour cable news services, has set eye on location for Washington bureau. According to spokesman, NewsChannels will rent space in building that formerly housed ABC's Washington bureau at 1124 Connecticut Avenue, N.W. Spokesman said NewsChannels plans to remodel building in January. First of NewsChannels' two services is scheduled to begin in spring.

**Ohio access.** Ohio Supreme Court has adopted permanent rules permitting broadcast access to all courts in that state. Ohio Association of Broadcasters welcomed high court's action—but said it would seek reconsideration of two restrictions to that permission. One prohibits coverage of jurors; other gives witnesses and victims of crime veto power over coverage of their participation in trial. OAB Executive Vice President Thomas Sawyer said that actual experience of Ohio and other states where broadcasters have covered courts provides no evidence that two restrictions are necessary. New rule becomes effective Jan. 1.

**FDR retrospective.** ABC has scheduled two-hour prime-time news report on Franklin Delano Roosevelt, examining how he "changed the course of history, the role of government and the nature of the Presidency." Anchored by David Brinkley and with various ABC correspondents, special has historian Arthur M. Schlesinger Jr. as principal consultant. Other consulting historians are James MacGregor Burns and Robert Dalleck. Broadcast is set for Friday, Jan. 29 (9-11 p.m.), timed to 100th anniversary of FDR's birth following day.

**Comes to light.** CBS News confirmed reports last week that it hired Cambodian soldiers to recover bodies of four of its newsmen killed in ambush during Vietnam war in 1970. Incident came to light when former CBS News correspondent Jack Laurence testified in unrelated suit in U.S. District Court in San Francisco. He said former Saigon Bureau Chief Dave Miller and then-CBS executive, Gordon Manning directed operation. CBS source in New York last week confirmed report that Miller arranged to have Cambodian soldiers dig up bodies after American charge d'affaires and Cambodian government declined to help. Miller was quoted as saying 20 to 30 Cambodians were paid \$20 each and their commanders \$100 to recover bodies and secure road leading to ambush site.

**Money talks.** Cable News Network has premiered new weekly series, *Money Week*, billed as "comprehensive report" on week's major financial and business stories. Produced and hosted by CNN chief economic correspondent, Lou Dobbs, series airs twice: Saturday at 9 a.m., Sunday at 1 p.m.

**Newsman charge.** Wesley Cook, 27, freelance reporter for WDAS-FM Philadelphia, was charged with murder in shooting death of police officer, Daniel Faulkner, 26, in Philadelphia Dec. 9. Cook was severely wounded in shooting exchange that followed apparent dispute after Faulkner stopped car in which Cook was riding. Cook, who has worked on several Philadelphia area stations, including WPEN(AM) and WHYY-TV Wilmington, Del., is in good condition in prison unit at Giuffre Medical Center in Philadelphia. He used on-air name of Mumia Abu-Jamal.

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## Public radio-TV ad experiment faces problems

**Possible renegotiation of union contracts, loss of NPR programs among snags seen in ad plan; comments sought from stations**

The future of the proposed 18-month advertising experiment for public radio and television stations may be in jeopardy as the Temporary Commission on Alternative Financing for Public Telecommunications comes to grips with potential problems and delays in the selection of participants.

The commission had planned to announce the stations that would take part in the advertising experiment last week (BROADCASTING, Dec. 14). However, because of possible conflicts with the station's technical unions and copyright complications, commission members voted to ask applicants to reconfirm their desire to participate in the experiment before continuing.

Commission member Frank Mankiewicz, National Public Radio president, voiced sentiments that were expressed by a majority of the commission, saying, "I think we ought to think carefully about naming the stations subject to working out problems they may be subjected to. We are better off solving the problems first before naming them."

A letter briefing the stations on the potential complications was immediately sent out with a Jan. 4 deadline for replies. "Our concern is that virtually all public broadcasting stations and other related entities benefit either directly or indirectly from favorable contractual terms based on their noncommercial status. These favorable terms are of significant value to the public broadcasting system, and their loss not only would increase the cost of participating in the experiment, but also affect the programing costs of nonparticipating stations," the letter said.

In addition, the letter indicated that the participating stations may also face other difficulties with contracts with news wire services and audiences rating services.

The commission had met earlier with union officials Dec. 4 in a closed session, and asked the unions to permit the participating stations to broadcast under the existing collective bargaining agreements without any changes due to the airing of commercial announcements.

However, the letter explained: "The representatives of these unions generally disapproved of commercials on public sta-

tions, and they could not guarantee that their members would not consider the airing of commercials a material change in their contracts."

Commission members met with representatives of 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, and the Screen Actors Guild.

Proposals from interested stations were processed by the Corporation for Public Broadcasting, which prepared a list suggesting which stations should be allowed to participate. CPB received 29 proposals—16 from television and 13 from radio stations.

The commission expressed concern that it could be both costly and timely for stations if the union press for renegotiation. Commission member, Representative Al Swift (D-Wash.), emphasized that the "stations don't have time to negotiate," and urged that the group work to solve some of these problems.

Another complication that could arise is the question of whether programing from National Public Radio could be supplied to those participating stations, which would then be considered commercial by the unions.

William Kling, president of Minnesota Public Radio, pointed out that it "may not be worth it" for the participating radio stations if they lose NPR programing.

In addition commission members voiced concern about potential copyright problems.

Commission member, Representative Tom Tauke (R-Iowa), agreed that the commission should delay the experiment despite the Jan. 1 deadline for the project. Tauke is the author of the amendment authorizing the ad experiment.

"We don't have enough information to tell us to go ahead with the experiment or not to go ahead. We should send a letter out and proceed with the copyright people," Tauke said. There is the possibility that copyright rates could be raised for the participating stations and the commission is sending a letter to copyright holders asking for comment. Also, public stations are allowed to repeat broadcasts more often than commercial stations, and the commission fears this may be affected too.

The commission is asking the stations to add an amendment to their proposals, reconfirming their commitment to participate and offering suggestions to resolve the potential union problems.

In other action, commission members authorized its working group to seek proposals for the audience survey study to be conducted for the experiment. The commission also set Jan. 11 for its next meeting.

## CBS makes cable splash in Alameda

**City is moving along in franchise process that has seen CBS bring in Jankowski to plug proposal at public hearing and Cronkite as dinner speaker; Storer, United and Scripps-Howard still in; local applicant drops out**

It was show-and-tell time in Alameda, Calif., as the four remaining cable franchise applicants—CBS, Storer, United Cable and Scripps-Howard—went before the city council to give one-hour presentations on their proposals to wire that 27,000-home city.

A fifth applicant, Alameda City Cable, a partnership owned by Abe Kreloff and Sidney Granite, both of Philadelphia, has dropped out of the contest. Rob Wonder, assistant city manager, said he received a letter from Alameda City Cable indicating it was dropping out because it could not compete with the "sensational proposals" of the MSO's, complete with such "goodies" as prepayment of franchise fees and millions of dollars devoted to local access and local origination programing (BROADCASTING, Nov. 2). Alameda City Cable was the only applicant not to propose a dual cable system. It proposed a single cable with 54-channel capacity.

Wonder said the presentations were "beneficial" and accomplished their purpose: to enable the city council to meet the staffs of the various companies and allow the companies a chance to lobby for their proposals in an open forum. Ex parte contacts between the applicants and individual council members are forbidden.

And while the council took no action concerning the presentations, the meetings attracted a good deal of community interest. "The auditorium was fairly well packed," Wonder said, referring to the city council chambers where about 175 people went to hear the presentations.

As the new kid on the cable's 1980 franchising block, CBS appears to be making an extra effort to enhance its visibility in Alameda. (It had owned Bay Area systems before the FCC ordered networks to divest their cable systems in 1971.) CBS/Broadcast Group President Gene Jankowski led the company's entourage at its presentation. On Nov. 30, the company hosted a dinner in the city to which a number of prominent Alameda citizens were invited to hear featured speaker Walter Cronkite. Wonder said that Cronkite did not address the franchise situation but talked instead about how little time he has had to himself since retiring as *CBS Eve-*

ning News anchor. "He was very impressive," said Wonder of Cronkite. He said the dinner was held "as a way of introducing CBS to Alameda."

Wonder indicated that Storer has kept "regularly visible" in Alameda and that United Cable and Scripps-Howard have not been as conspicuous up to this point.

Deadlines throughout the franchise process have been moved back a bit. Les Page, a Lake Oswego, Ore., cable consultant hired by the city to evaluate financial and technical details of the applications, will submit his initial report to the city by Feb. 16. The companies will have a couple of weeks to respond. Page's final report is due March 16. The public will have a chance to address the applications and Page's evaluations of them at a March 2 open hearing.

The council's selection of a company to begin negotiations will come soon after Page's final report is submitted, Wonder said, noting also that report will "weigh heavily" in the council's ultimate decision. However, he said council members were also doing their own research into the backgrounds of the various applicants and would consider such "intangibles" as past performance, system breakdowns and repair and service, and customer and public relations.

If negotiations with the applicant initially targeted should break down, the city council would move on to the second-ranked company. If all goes well, Wonder said, the negotiations shouldn't take more than 30-45 days.



Allen Neuharth announcing *USA Today*

## Gannett ready to go with 'USA Today'

**Neuharth says company will start publishing national newspaper next fall; it will be satellite-transmitted to 15 cities over Gansat on Westar II**

Gannett Co., a major force in newspaper publishing and broadcasting, plans to make use of satellite technology to publish what would be the country's first general-interest national daily newspaper. Allen H. Neuharth, Gannett chairman and president, announced last Tuesday (Dec. 15) that the board of directors had unanimously approved the *USA Today* project. It will begin publishing in 15 of the nation's top 20 markets in the fall of 1982.

Neuharth received a standing ovation from some 300 of Gannett's publishing, broadcasting and other media executives when he made the announcement at a luncheon meeting held in connection with the company's annual year-end meeting in Washington.

Neuharth declined to specify the size of Gannett's investment in the project. He said only that it will be "substantial." But he predicted that the new venture and "resulting spin-off enterprises" in the print and electronic fields would "contribute substantially to the company's long-term growth and earnings."

The newspaper—which will be operated through the Gansat subsidiary—is to be published daily, Monday through Friday, and sold at vending machines and newsstands at 25 cents a copy. Mail and home delivery are expected in the first six months in some markets.

*USA Today* will contain general interest, financial and national sports news, and life-style features—material Neuharth said is generally not available in local newspapers. And the advertising will be national and "global" in scope.

Neuharth said *USA Today* is not to be a head-to-head competitor with other newspapers. Rather, he said, it is expected to be "an extra buy." And he said research indicates it would, in time, acquire a circulation of some three million—between 4% and 5% of the country's regular 61 million daily newspaper buyers. The newspaper with the largest circulation is the *Wall Street Journal*, which sells 1.9 million copies daily.

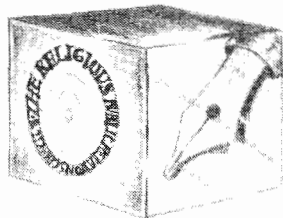
*USA Today* will be produced at Gannett's facilities in Rosslyn, Va., outside Washington, and printed on the presses of the Army Times Publishing Co., in Springfield, Va., for distribution in the Washington and Baltimore markets. It will also be transmitted by satellite to printing plants around the country—10 of them Gannett Co. facilities—for early-morning publication. Gannett is leasing service from American Satellite Co., which will provide the transmitting and receiving antennas (the transmitting dish at the Army Times plant is already in place), as well as transponder time on Westar II.

The newspaper will appear first in Washington. The other start-up markets at planned intervals during the next six months are Atlanta, Baltimore, Chicago, Denver, Detroit, Houston, Los Angeles, Miami, Minneapolis-St. Paul, New York, Philadelphia, Pittsburgh, San Francisco and Seattle. Thereafter Neuharth said, the newspaper will be phased into other markets across the country.

Besides the two years of research, Neuharth said the company has already invested "several millions of dollars" in the project. He declined to specify how much of a financial commitment the company has made, other than to say it represents a "substantial investment." However, he also said "The risk-reward ratio is good," and that the newspaper and resulting spin-

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off enterprises in print and electronic media "should contribute substantially to the company's long-term growth and earnings."

The newspaper is to be financed from the cash flow and earnings of present Gannett information services. Neuharth reported that this year those services will produce about \$1.4 billion in revenues and more than \$170 million in net income.

The cost to the company will be lower earnings gains over the next years than the average the company has experienced in 14 straight years of earnings gains, Neuharth said. But subsequent gains, he added, are expected to be "sharply higher" than the average.

## CPB's struggle for funding

**Even though congressional resolution cuts 1984 funds by 40%, public broadcasters have hope for increases**

Despite a continuing resolution passed by the Senate and the House that contains drastic reductions in funding for the Corporation for Public Broadcasting's fiscal 1984 budget (BROADCASTING, Dec. 14), public broadcasting officials remain hopeful that Congress will reconsider. The resolution appropriates \$105.6 million to CPB, which is 40% below the current level of \$172 million.

In addition, the corporation's fiscal 1983 budget of \$137 million is subject to further cuts with the possibility of a reduction to \$116.5 million. Public broadcasting officials have called the cuts "devastating" and are alarmed over the prospect of further reductions. However, they remain hopeful that Congress will pass a bill before the resolution is up March 31 and that in a conference between the House and Senate CPB will fare better.

The continuing resolution was passed by Congress because the Senate failed to authorize an appropriations bill, although the full Senate Appropriations Committee voted to allocate CPB \$130 million. Consequently, a conference wasn't held to offset the \$110 million authorized earlier by the full House. The CPB budget is part of the larger Labor, Health and Human Services and Education appropriations bill.

When the first continuing resolution, which adopted the lower House figure, \$105.6 million, was vetoed by President Reagan, CPB was one of the agencies included in the bill that suffered a 4% cut.

George Linn, assistant to the president for legislative affairs at CPB, speculated that the Senate may pass an appropriations bill next year before the continuing resolution is up. However, he voiced reservations that the original \$130 million approved by the Senate committee would be accepted, and that the committee might have to go back and cut. But he added that the committee may make the cuts in other programs.

He noted that Senator Mark Hatfield

(R-Ore.), chairman of the Senate Appropriations Committee, has been "more than cooperative" in urging the higher figure.

In addition, Senator Harrison Schmitt (R-N.M.), chairman of the Subcommittee on Labor, Health and Human Services and Education, according to his news secretary, Julian Barber, is "committed" to the \$130 million and will "push for passage" of the entire bill, possibly in February.

Walda Roseman, CPB executive vice president, said: "We've been dealt a temporary blow, but not necessarily a continuing one." She explained that the corporation will continue to move ahead, and said that CPB had "not given up."

Roseman also voiced concern about the corporation's advanced funding mechanism. CPB receives funding two years in advance to facilitate production planning for the public radio and TV stations receiving grants.

However, it can't draw the funds until the year of disbursement. That leaves the appropriation open to "scrutiny"—and cuts. "Because of the advanced funding mechanism we can be scrutinized several times, and we are coming up for more frequent scrutiny," Roseman said.

Linn was also concerned about the advanced funding process, and said that the budget for fiscal 1983 has already been rescinded and faces a possible 20% reduction. He explained that this will be a "major subject for deliberation," for the CPB Long Range Financial Task Force which is expected to meet Jan. 12.

Linn also noted that if another continuing resolution is authorized after March 31, CPB may "request separate treatment." CPB, he continued, could ask for its own bill.

Other public broadcasting organizations, including the Public Broadcasting Service and its lobbyist, the National Association of Public Television Stations, are also worried about the proposed cuts. Saying that the continuing resolution "will

choke off many of public television's most popular national programs," NAPTS criticized the cuts. NAPTS's general manager, Pete Fannon, said his organization will "make a determined effort to reverse that decision." Fannon, who expressed pleasure over Schmitt's recommitment to help CPB, said it was still "questionable" what the Senate will do. And he continued, "We're hopeful but not confident." Fannon said several members of the House had said there is a possibility that CPB can improve its lot in a conference. National Public Radio President Frank Mankiewicz agreed.

NAPTS is critical of the cuts because of the impact they will have on the Station Program Cooperative through which public TV stations buy their programs.

"If CPB does receive the \$105.6 million, public television stations will lose \$32 million, which is more than they now put into the national programing pool [\$28 million]," NAPTS said.

Peter Downey, PBS senior vice president, program support group, said that although the cut for fiscal 1984 is not "imminent," the stations can "only stand so much."

Downey predicted that the next level of reductions will "test the survivability of public broadcasting." And he explained that the cuts facing public TV stations pose a "cause and effect" problem. "We need the federal money to make quality programs, yet as the federal dollars decrease we have to depend more on private support, and if the quality of the programs suffers from lack of funds, we will inevitably suffer audience attrition."

PBS is beginning to deal with the impending reduction in federal funding through the development of a four-year plan (BROADCASTING, Nov. 16). "The system is now engaged in a four-year plan to come to grips with these problems and save the stations money by a more streamlined operation in Washington," Downey said.

## Changing Hands

PROPOSED

**WCVB-TV Boston** □ Sold by Boston Broadcasters Inc. to Metromedia for \$220 million (BROADCASTING, July 27). **Seller** is owned by about 225 stockholders, none of whom have other broadcast interests. Substantial stockholders include Chairman Leo L. Beranek (5.99%), Vice Chairman and Treasurer William J. Poorvu, Board of Directors Secretary Alford P. Rudnick and Matthew Brown (5.66% each), C. Charles Marran (4.75%), Jordan J. Baruch (4.67%), Robert G. Gardner (3.96%), President Robert M. Bennett (3.43%), F. William Andrus (1.98%), Oscar Handlin (1.78%) and Director of Sales Gerald J. McGavick (1.01%). Price of stock in sale is valued at \$1,300 per share. **Buyer** is publicly traded major group of which John Kluge is chairman and

president. Purchase of WCVB-TV puts Metromedia over maximum of five VHF's. To make room, Metromedia sold KMBC-TV Kansas City, Mo., for \$79 million to The Hearst Corp. (BROADCASTING, Sept. 14). Metromedia will buy WCVB-TV through Hearst, which will purchase station on loan advanced by Metromedia and simultaneously exchange it for KMBC-TV plus \$79 million. In recent months, Metromedia was granted FCC approval to swap KSAN-FM San Francisco for WWBA-FM St. Petersburg, Fla. (deal valued at \$7 million for each station) and paid \$15 million for KHOW(AM) Denver. WCVB-TV is on ch. 5 with 100 kw visual, 10 kw aural and antenna 980 feet above average terrain.

**KTSB(TV) Topeka, Kan.** □ Sold by Studio

**WNET goes ahead.** While the fate of the proposed advertising experiment for public radio and television stations is up in the air (story, page 57), noncommercial WNET(TV) New York announced at a press conference last week that it is one of the 16 television stations applying to join the experiment. According to WNET President Jay Iselin, despite potential union problems and copyright complications that may affect the experiment, his station is not "discouraged" and plans to participate.

Iselin contends that WNET's proposal, which calls for enhanced underwriting rather than using commercial advertising, would not aggravate the unions, Iselin said, "We're not going to raise fresh revenues, we are enhancing our underwriting and attracting new underwriting dollars," he said of the station's plan. WNET plans to extend its underwriting message instead of using advertising. Instead of buying time underwriters would support a program with perhaps two minutes at the end carrying the underwriter's message.

Iselin expressed enthusiasm for the experiment and WNET's proposal, saying, "It's a new way to attract corporate support for public broadcasting, and an important opportunity to seize."

Broadcast System to Topeka Television Inc. for \$10 million. **Seller** is subsidiary of Motorcar Transport Co., owned by Ralph C. Wilson Industries, Ralph C. Wilson, president and chairman. Wilson owns KICU-TV San Jose, Calif., and WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie, both Michigan. **Buyer** is subsidiary of Kansas State Network, Wichita, Kan.-based group owner of KARD(TV) Wichita, KGLD(TV) Garden City and KCKT(TV) Great Bend, all Kansas; KTVJ(TV) Joplin, Mo., and KOMC(TV) McCook, Neb. George C. Hatch is chairman. Hatch family interests also include KALL-AM-FM and KUTV(TV) Salt Lake City; KVEL(AM)-KUIN(FM) Vernal, Utah; KGEM(AM)-KJOT(FM) Boise, Idaho; KYSS-AM-FM Missoula and KGHL(AM)-KIDX(FM) Bill-

ings, both Montana, and cable system in Hardin, Mont. They were also granted FCC approval to buy KUPI(AM)-KQPI(FM) Idaho Falls, Idaho (BROADCASTING, Aug. 24). Purchase of KTSB brings Hatch TV portfolio to maximum of seven stations, with five VHF's and two UHF's. KTSB is NBC affiliate on ch. 27 with 912 kw visual, 138 kw aural and antenna 1,050 feet above average terrain.

**WSAI-AM-FM Cincinnati** □ Sold by Affiliated Broadcasting Inc. to Booth American Co. for \$5.2 million. **Seller** is subsidiary of Affiliated Publications, publicly-traded, Boston-based group owner of six AM's and six FM's and publisher of *Boston Globe*. Jay Q. Berkson is president of broadcasting subsidiary, and

William O. Taylor is president of parent. This year it closed purchase of WAIV-AM-FM Jacksonville, Fla., for \$3 million (BROADCASTING, March 23). **Buyer** is Detroit-based MSO and group owner of five AM's and seven FM's, owned by John L. Booth, chairman, and family. They also sold, subject to FCC approval, WMZK(AM) Detroit (see below) and WXCM(AM)-WIBM(FM) Jackson, Mich. (BROADCASTING, Nov. 16). WSAI is on 1360 khz with 5 kw and antenna 600 feet above average terrain. **Broker: The Ted Hepburn Co.**


**WNNR(AM) New Orleans and WAIL(FM) Slidell, La.** □ Sold by Security Broadcasting of Baton Rouge Inc. to Phase II Broadcasting Inc. for \$2,316,000. **Seller** is owned by Ed Muniz, Michael O'Keefe and Ben Bridgeman (one-third each). They own KIEL(AM)-KEZQ(FM) Jacksonville, Ark., and KALO(AM)-KZZB(FM) Beaumont, Tex. They were granted FCC approval to sell WXOK(AM) Baton Rouge, La., for \$2,850,000 (BROADCASTING, Nov. 9). **Buyer** is Muniz, one-third owner of selling group. WNNR is 1 kw daytimer on 1500 khz. WAIL is on 105.3 mhz with 100 kw and antenna 407 feet above average terrain.

**WMZK(AM) Detroit** □ Sold by Booth American Co. to TXZ Corp. for \$2 million. **Seller** bought, subject to FCC approval, WSAI-AM-FM Cincinnati (see above) and sold, subject to FCC approval, WXCM(AM)-WIBM(FM) Jackson, Mich. (BROADCASTING, Nov. 16). **Buyer** is principally owned by Harvey Deutch, Detroit investor, who has no other broadcast interests. WMZK is on 1400 khz with 1 kw day and 250 w night.

**WWUU(FM) Long Branch, N.J.** □ Sold by Long Branch Co. to Mammoth Broadcasting Inc. for \$995,000. **Seller** is owned by Phillip DeSantis and James and John Mazzacco, brothers, who have no other broadcast interests. **Buyer** is owned by Jonathan Hoffman, who is national and regional sales manager at WICC(AM) Bridgeport, Conn., and has no other broadcast interests. WWUU is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Walker Media & Management Inc.**

**KFML(AM) Denver** □ Sold by Radio Denver Corp. to Golden Bear Communications Inc. for \$760,000. **Seller** is owned by Bruce L. Lien, who has no other broadcast interests. **Buyer** is owned by Dennis D. Workman, Ventura, Calif., engineer with no other broadcast interests. KFML is on 1390 khz with 5 kw fulltime.

**WWJB(AM) Brooksville, Fla.** □ Sold by Hernando County Radio Inc. to Hernando Broadcasting Inc. for \$550,000. **Seller** is owned by John C. Clancy (47%), Donald L. Stork (35%) and Robert L. Penrod (18%). Stork owns 51% and Clancy 49% of WFLR-AM-FM Dundee, N.Y., and 45% each of WSCM(AM) Cobleskill, N.Y. **Buyer** is owned by Steve Manuel, president, wife,

  
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Barbara; Howard Weston and wife, Pat; Bruce Snow and wife, Cynthia (16.66% each). Manuels are teachers. Weston is banker. Bruce Snow is attorney and Cynthia Snow is legal secretary. Barbara Manuel and Cynthia Snow are also applicants for new FM at Homosassa Springs, Fla. WWJB is on 1450 khz with 1 kw day and 250 w night.

□ Other proposed station sales include: WAFL-AM-FM Milford, Del. (BROADCASTING, Nov. 30); WCKC(AM) Milton, Fla.; KMBC-TV Kansas City, Mo. (BROADCASTING, Sept. 14), and WDAU-TV Scranton, Pa. (BROADCASTING, Sept. 28). (see "For the Record," page 67).

APPROVED

**WRNL(AM)-WRXL(FM) Richmond, Va.** □ Sold by Rust Communications Group Inc. to Capitol Broadcasting Co. Inc. for \$4 million. **Seller** is Leesburg, Va.-based group owner of six AM's and six FM's owned by William F. Rust and family. **Buyer** is owned by James F. Goodman (48.87%), brother, Ray (20.27%), estate of A.J. Fletcher (21.28%) and 10 others. James Goodman is president and chief executive officer of Capitol. Ray Goodman, is Raleigh, N.C. attorney. They also own WRAL-FM-TV Raleigh; WHTN(AM)-WKEE(FM) Huntington, W. Va., and KMAC(AM)-KISS(FM) San Antonio, Tex. In addition, they own North Carolina News Network and Tobacco Network, which collectively serve more than 300 radio stations in Southeast. Capitol also owns radio representative firm in Raleigh, TN Spot Sales. WRNL is on 910 khz with 5 kw full time. WRXL is on 102.1 mhz with 140 kw and antenna 320 feet above average terrain.

**KNOW(AM) Austin and KCSW(FM) San Marcos, both Texas** □ Sold by Pioneer Broadcasting Inc. to Hicks Communications for \$3 million. **Seller** is principally owned by Wendell Mayes Jr., who owns 77.4% of KCRS(AM)-WWMJ(FM) Midland, 86% of KVIC(AM)-KCWM(FM) Victoria and 32.5% of KSNY-AM-FM Snyder, all Texas. **Buyer** is Dallas-based group of two AM's and two FM's principally owned by R. Steven Hicks and Thomas O. Hicks, brothers. They were granted FCC approval to buy KMMM(FM) Muskogee, Okla., for \$1,225,000 (BROADCASTING, Nov. 30). KNOW is on 1490 khz with 1 kw day and 250 w night. KCSW is on 103.7 mhz with 100 kw and antenna 580 feet above average terrain.

**WRFD(AM) Columbus-Worthington, Ohio** □ Sold by Buckeye Media Inc. to Salem Media of Ohio Inc. for \$1.8 million. **Seller** is owned by Ohio Farm Bureau Federation, nonprofit group of more than 90,000 Ohio farmers. Michael D. Mahaffey is general manager. It has no other broadcast interests. **Buyer** is owned by Stuart W. Epperson who owns WKBA(AM) Vinton, Va.; KAKC(AM) Tulsa, Okla.; 50% of KCFO(FM) Tulsa; 50% of WNYM(AM) New York (formerly WEVD) and 47% of WEZE(AM) Boston. WRFD is 5 kw daytimer on 880 khz.

**KWON(AM) Bartlesville, Okla.** □ Sold by KWON Radio Inc. to KWON Broadcasting Inc. for \$1.3 million. **Seller** is principally owned by Hugh B. Garnett and family who own KWHN-AM-FM Altus, Okla. **Buyer** is owned by Richard J. Moran, who is Houston oil and gas exploration company executive and owns KNIN-AM-FM Wichita Falls, Tex. KWON is on 1400 khz with 1 kw day and 250 w night.

**WBIV(FM) Wethersfield, N.Y.** □ Sold by The Christina Broadcasting Network Inc. to Stereo Seven Associates for \$500,000. **Seller** is Virginia Beach, Va.-based group of three FM's and, through subsidiary, Continental Broadcasting Network, two FM's and four TV's. M.G. Robertson is

president. It also sold, subject to FCC approval, WMIV(FM) South Bristol township, N.Y. (BROADCASTING, July 6) and FCC granted approval to sell WOIV(FM) DeRuyter township, N.Y. (BROADCASTING, Oct. 26). **Buyer** is owned by Ronald A. Chmiel and 10 others. He is Hendersonville, N.C., real estate investor and holds CP for radio station at Anguilla, West Indies. WBIV is on 107.7 mhz with 32 kw and antenna 470 feet above average terrain.

□ Other approved station sales include: WAYD-AM-FM Ozark, Ala.; WAZA(AM) Bainbridge, Ga.; WCCP(AM) Clemson, S.C.; WIDD-AM-FM Elizabethton, Tenn. (see "For the Record," page 67).

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## Back and forth over FCC and DBS

**Commission's acceptance of nine applications for new service opposed by most broadcasters, who want no interim grants; CBS, citizen groups disagree, say authorizations should proceed**

Whether the FCC should authorize interim direct-to-home broadcast satellite service—and whether it should have accepted for filing eight more DBS applications—is, according to comments filed at the FCC last week, still very much in question.

While all of the broadcasters filing comments—except CBS—urged the FCC to reject the applications, public interest groups urged the FCC to give highest priority to their own favorite DBS applicants, and other commenters took tacks of their own.

The comments come in response to the FCC's acceptance of applications for DBS authority from CBS Inc., Direct Broadcast Satellite Corp., Focus Broadcast Satellite Co., Graphic Scanning Corp., RCA Americom, United States Satellite Broadcasting Co., Video Satellite Systems Inc. and Western Union Telegraph Co. (BROADCASTING, Oct. 26). Earlier it had accepted the application of Comsat subsidiary Satellite Television Corp.

The National Association of Broadcasters said it objected to the filing of all the applications and to the consideration or granting of any.

"Simply put, the entertainment and consideration of any DBS applications, much less of a veritable stable of applications, in the present unsettled context is absurd and contrary to the public interest," NAB said.

According to NAB, an interim authorization would become permanent, because of the financial and institutional commitments that would be made and because of the investments consumers would make.

NAB also said that there was no evidence that DBS service would be in the public interest. And NAB said authorizing DBS on an interim "experimental" basis wasn't necessary. Other countries already had DBS programs in various stages of development, and enough data on DBS has been collected, and would continue to be collected, to provide the FCC with background for policymaking, NAB said.

In its comments, ABC also argued that the FCC should reject the applications. The FCC should "terminate the interim proceeding, dismiss the interim applications and allow those applicants as well as any other interested parties to file permanent applications once standards have been established," ABC said.

ABC also said that all of the applicants were essentially asking the FCC to issue them national broadcast licenses, without having any service obligations attached. As a result, granting those applications would take the FCC beyond the authority prescribed for it in the Communications Act, ABC said.

"If the commission believes that non-local DBS services should be permitted in the United States, the appropriate course is to present that view to Congress, together with any recommendations for enabling legislation. The commission's charter is not to initiate or make national policy, but to implement policies which Congress has enunciated," ABC said.

"Continued processing of so-called 'interim' DBS applications on an expedited basis would be contrary to established principles of reasoned decision making," ABC said. "The commission will have rushed to judgment" on the applications

and "on all of the major policy issues raised by DBS as well."

Although CBS said it continued to believe it might be best if the FCC were to put off authorizing DBS services until after the conclusion of the 1983 Region 2 Administrative Radio Conference, it also applauded the FCC for accepting its own application to construct an "experimental, high-definition television/direct broadcast satellite service."

CBS said, however, the 12 ghz band should be reserved for the development of a "broadcastable high-definition television service," not for the "delivery of redundant program services."

Nonetheless, CBS said it concurred with STC and Focus that the public interest would be served by authorizing "pre-DBS experimentation" in the 11.7-12.2 ghz band. "Such authorizations would be entirely consistent with the commission's goal of achieving early implementation of domestic DBS services and could speed the development of necessary technical and marketing data," CBS said.

The Western Communications Research Institute Inc. petitioned the commission to deny the applications, because the applicants had proposed systems that would be technically incompatible. As a result, Western said, the public would bear "great and unnecessary risks by having to invest in receiving equipment which will be incompatible among several DBS competitors," scarce spectrum space could be wasted and the public deprived of the maximum diversity of information possible from DBS technology.

Instead, the FCC should reject all the applications, establish technical standards for channel bandwidth, modulation and signal scrambling and polarizations. Only after the FCC had established those standards should the applicants be permitted to refile, Western said.

Satellite Development Trust, whose application for DBS the commission refused to accept for filing, asked the FCC to reject the eight applications—or to at least put off any decision on the applications until the FCC had concluded its interim DBS rulemaking and acted on SDT's petition for reconsideration of the rejection of its own application.

"Until there are standards by which applicants can be judged, no processing may legally occur," SDT said. "The applicants need guidance as to what should be included in their respective applications and as to what policy criteria will apply in determining their grantability," SDT said.

In its comments, Satellite Television Corp. (the first applicant) said the FCC had authority to process the applications. "In order to achieve the commission's key public interest objective of rapid introduction of DBS services, STC recommends that each of the eight pending DBS ap-

## In Sync

**New converter.** Scientific-Atlanta expands set-top converter line with new model 6780, 36-channel unit. Designed for cable systems with input frequencies ranging from 54 to 300 mhz, model 6780 is for use in systems where traps secure premium channels.

**New facility.** United Video, Tulsa, Okla., will move across town into new \$2.2-million headquarters in 1982. United Video is microwave carrier and satellite distributor of WGN-TV Chicago to cable systems and distributes other text and audio services. It will occupy top floor of two-story, 36,000-square-foot facility and lease bottom floor.

**New U-matic debut.** Sony is introducing new generation of U-matic videocassette recorders called Type 5 series. It is designed as expandable record, playback and production system and Sony says it is "particularly suited to business and industrial communication networks and cable television operations."

**Air duty.** Comsearch Inc., Falls Church, Va., is offering new service to cable systems: aeronautical frequency analysis and monitoring and preparation of air frequency reports for FCC. Earth station clearance is Comsearch's primary line of work.

plications be processed on an individual basis," STC said. "By proceeding expeditiously to grant applications that clearly serve the public interest, and conducting individual hearings on any applications that raise troubling legal or policy issues, the commission will encourage the development of an important new technology that promises to make a substantial contribution to the American system of broadcasting," Satellite Television Corp. said.

Oak Communications Inc., a supplier of cable converters and decoders and owner of subscription television interests, urged the commission to "take no action which would delay the early processing of not only those pending, but also any future DBS applications."

Oak said that the "extraordinarily long lead time required for satellite construction, unnecessarily extended by the commission's refusal to consider applicants promptly, could have a detrimental effect on the otherwise hoped-for benefits of achieving early inaugurations of DBS service. Delay in processing additional applications would constitute an artificial market structuring of DBS offerings—the very result the commission has painstakingly attempted to avoid."

Satellite Syndicated Systems Inc. said that although it supported the authorization of an interim DBS service, it thought that if all the applications were accepted, the "remaining usable spectrum space would be severely limited for additional systems."

SSS said the FCC should accept only those applications that would "best provide the commission with the data and operating experience on which the commission can formulate a permanent DBS policy after the 1983 RARC conference."

Media Access Project, representing public interest and labor groups, said it thought it was important to start processing the applications immediately.

"The commission has appropriately rejected the protectionist arguments of many broadcast industry representatives. The commission should similarly reject the arguments of any petitioners to deny DBS applications whose sole purpose is to oppose DBS service in order to thwart the introduction of additional competition into the telecommunications marketplace," Media Access said.

Media Access also gave its endorsement to Direct Broadcast Satellite Corp., which had proposed to offer a lease channel service and to reserve 10% of its capacity for public service and nonprofit groups at rates 15% below those charged others.

It said that other applicants that proposed to offer only entertainment services "should be disfavored in comparison with others that propose public affairs and other programming designed to insure access to opposing points of view on issues of public importance."

The National Citizens Committee for Broadcasting and the Citizens Communications Center also endorsed the DBSC proposal to give nonprofit and public service groups access.

## NBC readies its state of the art switching system

NBC's new \$18-million television switching center in Burbank, Calif., will begin partial operation next month ("Closed Circuit," Dec. 14). The facility, which has been under construction since May 1981, will be completely operational by early 1983, said Joseph P. Ulasewicz, vice president, operations and technical services, West Coast, NBC.

The center includes 75,000 switching points, and when fully operational, will accept 210 different television signals (inputs) and transmit 360 TV signals (outputs). The present capacity at Burbank is 150 inputs and 270 outputs.

The new switching center will contain 10 channels, six of which will be computer controlled. There will be 12 computers controlling the various channels and other functions of the complex.

The different elements of the center have the following functions:

- Transmission center—Handles all the routing of signals within, into and out of the NBC studio complex.

- Switching center—Does all on-air switching for KNBC(TV) Los Angeles, the Pacific network, all shows transmitted east, additional regional networks and serves as a back-up system for the entire network.

- Broadcast operations center—Coordinates hour-by-hour changes with New York and the Burbank plant.

## Business

### MCI buys WUI for \$185 million

**Purchase will let company into international nonvoice communications market**

MCI Communications Corp., one of AT&T's long-distance telephone competitors, has agreed in principle to acquire WUI Inc. from Xerox Corp. for approximately \$185 million in cash, it was announced last week. Completion of the deal is contingent upon approval by the FCC, which could be several months off, and, according to MCI, "certain other conditions."

The deal will allow MCI, based in Washington, to expand its services beyond the borders of the United States. Approximately 80% of WUI's revenues are derived from its Western Union International subsidiary, an international record carrier (IRC) that provides nonvoice communications services between the U.S. and 107 foreign countries. The subsidiary

operates an extensive network of transoceanic cable, satellites and computer-controlled switching centers. According to MCI spokesman Gary Tobin, three other firms—the French TRT and divisions of RCA and ITT—share the international nonvoice communications market. AT&T handles all international voice communications.

MCI now provides domestic telecommunications services (principally voice) to more than 500,000 business and residential customers in 39 states and Washington, D.C., and has no international operations.

Since MCI offers primarily voice services and WUI is restricted by federal regulation to such nonvoice services as telex and cablegram, the pairing of the two companies would seem something of a mismatch. But Tobin said MCI plans to expand its domestic nonvoice services, and federal regulators may remove the distinction between voice and nonvoice carriers and "allow all the international carriers to provide any kind of service they want." As MCI competes now with AT&T for the long-distance business between

Washington and Los Angeles, it may one day compete with AT&T for the business between Washington and Paris.

Xerox's decision to sell WUI, which it purchased with \$212 million of Xerox stock two years ago, is a result of an earlier decision to halt development of its XTEN data transmission system. WUI was acquired in part to give Xerox some expertise in the regulated common carrier business, said Xerox spokesman Thomas Abbott, but when Xerox dropped the XTEN project in May 1981, WUI did "not have the same strategic importance" to the company.

Aside from the IRC business, WUI's revenues (the remaining 20%) come from Airsignal International Inc., a radio paging company, and WUI/TAS Inc., a purveyor of telephone answering services.

In 1978, its last full year as an independent company, WUI reported revenues of \$131 million and earnings of \$16 million. As part of Xerox in 1980, revenues were \$160 million and net income was \$18.5 million. Abbott would not reveal 1981 figures except to say they were up.

Judging from recent quarterly reports,

MCI can well afford the cash purchase. For the year ending September 1981, revenues of the company rose 83.7% over the previous year to \$334.4 million and earnings increased more than 300% to \$27.4 million.

## RCA revises figures for videodisk sales: downward by 60%

RCA, which as recently as October had been saying it would sell 250,000 of its videodisk players this year at the dealer level, now puts the figure at 100,000, and expects only 60,000 to be in consumers hands by the new year.

The concession that "the players are clearly selling below original projections" came from Thomas Kuhn, who heads the companion operation to RCA's player manufacturing—SelectaVision videodisks, the software side of the business.

According to Kuhn, the disk business, per se, is doing quite well. Three million disks will have been produced by year end, and 90% of that figure sold. That works out to 2.7 million disks. But the actual number of albums sold is 20% less, because some albums contain multiple disks. That would drop the albums sold figure to 2.16 million.

Kuhn detailed the results of an RCA survey of player owners, which showed the average owner holding 18 disks, while those with sets for more than six months (they've only been on the market eight months) have 22 disks.

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## Bresnan, Comcast's Derick figure in Teleprompter moves

Personnel announcements seem to be the order of the day as Westinghouse Broadcasting (Group W) assimilates the recently acquired Teleprompter Corp. Two weeks ago there was the word that Teleprompter Corp. President and CEO Russell Karp would become vice chairman of Group W. (This week, there were two new items regarding the Teleprompter Cable unit—its president William J. Bresnan became chairman and CEO, and M. Christopher Derick, president of Comcast Cable Communications, Bala Cynwyd, Pa., was named to succeed him as president of Teleprompter Cable, with the title of chief operating officer.

Back in October, Bresnan had been named to the board of directors of Group W, and, until last Tuesday, had held the rank of senior vice president with Teleprompter Corp.



Bresnan



Derick

Derick, prior to his service with Comcast, had been president of the ill-fated Premiere pay cable venture—the partnership of Getty Oil and four movie companies that was disbanded early this year following an adverse court decision. (In fact, the courts had enjoined Premiere from ever starting services.) Derick had gone to Premiere from Viacom Communications, where he had been president.

In reporting the Derick appointment, Teleprompter noted its subscriber count is now over 1.6 million.

## Bottom Line

**Lorimar mixed.** Lorimar Productions, independent Hollywood production company known for such TV hits as *The Waltons* and *Dallas*, has reported substantial increase in first quarter revenues and smaller loss over same period year ago. In first earnings statement since firm went public, Lorimar reported sales for quarter ending Oct. 24 were \$35.6 million, compared with \$11.4 million for previous year, and earnings deficit of \$1.2 million, compared with \$1.4 million year ago. Per share loss was 30¢ for quarter, compared with 34¢ share loss over same period in 1980. According to statement, report cited increased revenues from television production and syndication, balanced by high feature film distribution costs and continuing high interest rates being paid on debts incurred in motion picture production.

**G+W numbers.** Gulf + Western Industries reported last week that net earnings for first quarter ended Oct. 31 totaled \$78.3 million, up 2.2% from first quarter year ago. Primary net earnings per share for period were \$1.02, up 2% from year earlier. Sales were \$1.38 billion, up 5.3% from fiscal 1981 first quarter. Included in results is gain of \$11.8 million before taxes from sale of company's one-third interest in Canadian mining and smelting company. Gulf noted "strong performance" by its Leisure Time Group reflected in revenues generated by Paramount from syndication of *Laverne & Shirley* to domestic television market and box office success of "Raiders of the Lost Ark."

**Viacom lenders.** Viacom International announced establishment of unsecured \$100-million seven-year revolving credit agreement. Morgan Guaranty Trust Co., Chemical Bank, First National Bank of Chicago and Manufacturers Hanover Trust are lenders. In addition to borrowing at prime rate, Viacom may elect rates based on certificate of deposit rate or London Interbank offered rate at varying maturities.

**Rasmussen pleading.** Scott Rasmussen, president of suspended Enterprise Radio, Avon, Conn., pleaded not guilty Dec. 11 to charges of 69 counts of failure to pay wages amounting to reported \$250,000 (BROADCASTING, Nov. 2, et seq.). Rasmussen, who appeared in Connecticut Superior Court in West Hartford, posted \$10,000 nonsurety bond and was released pending hearing scheduled for Dec. 22.

**Paying up on payout.** Quarterly dividend of Warner Communications Inc. common stock got boost last week, to 25 cents per share from 17 cents. Increase reflects "extremely strong financial condition" of WCI, "excellent" 1981 results and "very favorable outlook" for next year.

**Harte-Hanks predictions.** Larry D. Franklin, executive vice president Harte-Hanks Communications, outlined company's 1982 operating assumptions for analysts at Paine Webber media conference. Assumptions for broadcast operations are that revenues should increase between 8% and 12%; payroll expenses between 9% and 13%, film and other expenses 8% to 12%. Other operating revenues (including distribution, marketing services, cable and commercial printing revenues) are expected to climb between 31% and 35%.





As compiled by BROADCASTING Dec. 7 through Dec. 11 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

### AM applications

- Casa Grande, Ariz.—Grand Broadcasting Co. of Arizona Inc. seeks 1460 khz, 2.5 kw-D, 1 kw-N. Address: 4718 Edgewood Drive, Rapid City, S.D. 57701. Estimated construction costs: \$93,000; first-quarter operating cost: \$28,200; first-quarter revenue: \$60,000. Principals: Darrel E. Brunson (50%), Dewey M. Ray and Morris McCarty (25% each). Brunson is general manager and 30% owner of KSIT(FM) Rock Springs, Wyo. Ray is vice president of Billings, Mont., and Rapid City, S.D., petroleum marketing firm. McCarty is Meeteese, Wyo., rancher. Except Brunson, they have no other broadcast interests. Filed Dec. 3.
- Easthampton, Mass.—Edward F. Perry seeks 1160 khz, 10 kw-D, 1 kw-N. Address: 19 Bolas, Mass. 02332. Estimated construction costs: \$173,000; first-quarter operating cost: \$45,000. Principals: Applicant owns 80% of WATD(FM) Whitman, Mass.; 75% of permittee WGFP(AM) Webster, Mass., and permittee WRTT(AM) Vernon, Calif. Filed Dec. 4.
- Sartell, Minn.—Hercules Broadcasting Co. seeks 1030 khz, 10 kw-D, 1 kw-N. Address: 47325 Blossom Lane, Utica, Mich. 48087. Principals: Leigh N. Feldsteen, Donald L. Markley (33.33% each); Harold Gordon and Robert W. Healy (16.77% each). Feldsteen is president and principal owner of WBRB(AM) Mt. Clemens, Mich. Markley is Peoria, Ill., consulting engineer. Gordon and Healy are Washington attorneys. They are applicants for new AM's at Depere, Wis. (BROADCASTING, Oct. 12) and North Fort Myers, Fla. (BROADCASTING, Nov. 2). Filed Dec. 4.
- Oakland, N.J.—Rama Communications Group Inc. seeks 1160 khz, 1 kw-D, 250 kw-N. Address: 121 Ramapo Valley Road, Oakland, N.J. 07436. Estimated construction costs: \$84,000; first-quarter operating cost: \$50,250. Principals: Salvatore L. Borrelli (81.48%) and four others. He is Patterson, N.J., attorney and has no other broadcast interests. Filed Dec. 4.
- Victoria, Tex.—Radio Reconquista Inc. seeks 1160 khz, 500 w-D, 250 w-N. Address: Lower Mission Valley Road, Victoria 77901. Estimated construction costs: \$5,000; first-quarter operating cost: \$6,000. Principals: John J. Tibiletti (60%), Donald L. Freed (20%), Raymond Tijerina (16%) and Dorota Callis (4%). Tibiletti is principal owner of KTXN-FM Victoria, Tex., where Freed is general manager. Filed Dec. 7.

### FM applications

- Anchorage, Alaska—Roy Roehl and Associates seeks 107.5 mhz, 100 kw, HAAT: -252 ft. Address: 3105 West 31st, Anchorage 99501. Estimated construction costs: \$60,000; first-year operating cost: \$57,000; first-year revenue: \$122,000. Principal: Roy Roehl

(100%), who is Anchorage civil servant and has no other broadcast interests. Filed Dec. 1.

- San Manuel, Ariz.—Soho Broadcasting seeks 105.5 mhz, 23.5 w, HAAT: 3,505.4 ft. Address: Box 571000, Los Angeles 90057. Estimated construction costs: \$45,000; first-quarter operating cost: \$6,600. Principals: Benita S. Soho (51%) and husband Stanley (49%). They own KBWA(AM) Williams, Ariz., which they bought for \$60,000 (BROADCASTING, Sept. 7); KDAN(AM) South St. Paul, Minn., which they bought for \$220,000 (BROADCASTING, Sept. 21). They were granted FCC approval to buy KRWT(AM) [CP] Winters, Tex., for \$28,000 (BROADCASTING, Oct. 26). They also are applicants for new AM's at Florence, Ariz., and Sanger, Calif. Filed Dec. 7.
- Waycross, Ga.—Hancock County Broadcasting Inc. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 815, Waynesboro, Ga. 30830. Estimated construction costs: \$39,000; first-quarter operating cost: \$21,000; first-year revenue: \$72,000. Principals: Dawson Mathis, Manning G. Griffis, Robert L. Hunnicutt (24.6% each) and Richard A. Beauchamp (26%). Mathis is former U.S. Congressman. Griffis is station manager of WBRO(AM) Waynesboro, Ga. Hunnicutt is judge. Beauchamp is president of Atlanta, Ga., trucking company. None have other broadcast interests. Filed Dec. 9.
- Loogootee, Ind.—Community Broadcast Services of Loogootee Inc. seeks 94.3 mhz, 3 kw, HAAT: 400 ft. Address: R.R. 4, Loogootee, Ind. 47553. Estimated construction costs: \$107,500; first-quarter operating cost: \$10,000. Principal: Donna K. Harris (100%), who is former advertising editor, has no other broadcast interests. Filed Nov. 30.
- Helena, Mont.—Eric J. Myhre seeks 104.1 mhz, 25 kw, HAAT: -127 ft. Address: 52 South Park, Helena, Mont. 59624. Estimated construction costs: \$230,000; first-quarter operating cost: \$56,000. Principal: Applicant owns Helena outdoor advertising company and has no other broadcast interests. Filed Dec. 2.
- New Albany, Miss.—Mississippi Multimedia Association seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 1006 Maple Street, Amory, Miss. 38821. Estimated construction costs: \$84,300; first-quarter operating cost: \$20,000; first-year revenue: \$175,000. Principals: Dan F. Sanders, Charles Tubbs (35% each), Ray Toney (20%) and Michael S. Whitehead (10%). Sanders is Tupelo, Miss., president and 50% owner of nursing home management and development firm. Tubbs is Amory investor. Toney is operations manager and one-third owner of WZBR(AM) Amory. Whitehead is Amory accountant. Except Toney, none have other broadcast interests. Filed Nov. 30.
- New Albany, Miss.—WTUP Broadcasting Corp. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 3400 West Main Street, Tupelo, Miss. 38801. Estimated construction costs: \$61,000; first-quarter operating cost: \$15,500; first-year revenue: \$100,000. Principals: Carl E. Haynes, chairman (23%), Larry A. Nichols, president (10%) and nine others. WTUP Broadcasting Corp. is licensee of WTUP(AM) Tupelo, Miss. Haynes is also applicant for new FM's at Nederland, Tex., Le Claire, Wis., and West Memphis, Ark. Filed Nov. 30.
- Seligman, Mo.—Hopkins, Hall and Associates Inc. seeks 95.3 mhz, 1 kw, HAAT: 1297 ft. Address: 4104 South Cincinnati, Tulsa, Okla. 74105. Estimated construction costs: \$55,700; first-quarter operating cost: \$70,300; first-quarter revenue: \$15,000. Principals: Phillip J. Hall, president, and E.G. Hopkins III (49% each), and wives, Elizabeth A. Hall and Sabra K. Hopkins (1% each). Phillip Hall is program director at KRAV-AM-FM Tulsa, Okla., where E. Hopkins is announcer/air personality. Sabra K. Hopkins is medical assistant. They have no other broadcast interests. Filed Nov. 30.
- Carson City, Nev.—Capital City Broadcasting Co. seeks 98.1 mhz, 100 kw, HAAT: 508 ft. Address: 304 West Fifth Street, Carson City 89101. Estimated construction costs: \$140,500; first-quarter operating cost: \$45,000; first-year revenue: \$187,000. Principals:

Dianne M. Clary, president, and Ralph D. Calvin (45% each) and Christina E. Bortolin (10%). Clary is Las Vegas legal assistant and wife of Patrick C. Clary, chairman and one-third owner of KVOV(AM) Henderson, Nev. Calvin owns 37.77% of KVOV and 1.5% of KUDO(FM) Las Vegas. Bortolin is Carson City real estate investor. Filed Nov. 30.

■ Carson City, Nev.—Eagle Valley Broadcasting Co. seeks 98.1 mhz, 100 kw, HAAT: -15 ft. Address: 723 South Third Street, Las Vegas 89101. Estimated construction costs: \$243,000; first-quarter operating cost: \$71,500; first-year revenue: \$76,500. Principals: Inter-mountain Broadcasting Corp. (58%), Mary Aker (12%), Floyd R. Lamb (10%), Rosalind L. Parry (8%), Isabel Espinoza (7%) and Guy Shi-pler (5%). Inter-mountain Broadcasting is owned by Janet F. Phillips, James E. Rogers (32% each) and three others. Rogers owns 18% and Phillips owns 1.97% of KVBC-TV Las Vegas. Aker is housewife. Lamb is Las Vegas banker and Nevada State Senator. Parry is Nevada civil servant. Espinoza is associate with Las Vegas real estate agency. Shi-pler is Carson City journalist. Filed Nov. 30.

■ Carson City, Nev.—Sonrisa Inc. seeks 98.1 mhz, 100 kw, HAAT: 507 ft. Address: 210 North Bascom Avenue, Suite 5, San Jose, Calif. 95128. Estimated construction costs: \$300,000; first-quarter operating cost: \$75,000; first-year revenue: \$500,000. Principals: Gilbert J. Solano Sr., president (41%), Richard A. Bowers (39%), Thomas F. Muller and Joseph L. Cor-puz (10% each). Solano is director of San Jose, Calif., educational foundation. Muller is principal in San Jose restaurant. Cor-puz is clerk with Sunnyvale, Calif., supermarket. Bowers is planner with San Jose educational foundation. They also are applicants for new AM's at Marina, Calif., and Waimea, Hawaii. Filed Nov. 30.

■ Virginia City, Nev.—Posen Communications Co. seeks 98.1 mhz, 100 kw, HAAT: 1,037 ft. Address: 82-231 Johnson Drive, Indio, Calif. 92201. Estimated construction costs: \$178,800; first-quarter operating cost: \$46,500. Principals: Norman L. Posen, son, Paul M. Posen and Norman Posen's brother-in-law, David Weinstein (one-third each). They each own 30% of KCM5(FM) Indio, Calif. Filed Nov. 30.

■ Eunice, N.M.—Eagle Broadcasting Inc. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 4960 Gratiot Road, Saginaw, Mich. 48603. Estimated construction costs: \$67,800; first-quarter operating cost: \$22,500; first-quarter revenue: \$30,000. Principals: Bruce Sheppard, Michael Ryan and Charles Nickless (one-third each). Sheppard is Essexville, Mich., businessman. Nickless is Saginaw, Mich., banker. Ryan is announcer at WRCI(FM) Midland, Mich. They also are applicant for new FM at Casper, Wyo. (BROADCASTING, Dec. 4). Filed Dec. 7.

■ Hertford, N.C.—Mark S. Manafio seeks 104.9 mhz, 3 kw, HAAT: 276 ft. Address: Suite 700, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Principal: Applicant is Knoxville communications consultant and applicant for new FM's at Elkins, W. Va. (BROADCASTING, June 15); Grifton, N.C. (BROADCASTING, Sept. 28); Bath, N.Y. and Hilton Head, S.C. (BROADCASTING, Sept. 28). Filed Dec. 8.

■ Woodward, Okla.—Omni Communications Inc. seeks 101.1 mhz, 100 kw, HAAT: 1005 ft. Address: 1418 Main Street, P.O. Box 1360, Woodward 73801. Estimated construction costs: \$471,000; first-quarter operating cost: \$66,500; first-year revenue: \$96,000. Principals: J. Douglas Williams and Karen Laubhan (50% each). Williams is Woodward attorney and real estate developer. Laubhan is housewife. Neither have other broadcast interests. Filed Nov. 30.

■ Andrews, S.C.—J. Ardell and Remelle K. Sink seek 100.9 mhz, 3 kw, HAAT: 276 ft. Address: 717 East Main Street, Burnsville, N.C. 28714. Estimated construction costs: \$62,000; first-quarter operating cost: \$40,000; first-year revenue: \$60,000. Principals: J. Ardell Sink (75%) and wife, Remelle K. (25%) who own

WKYK(AM) Burnsville, N.C., and WPKZ(AM) Pickens, S.C., and area applicants for new FM at Pawley's Island, S.C. Filed Dec. 1.

■ Hilton, Head, S.C.—Suncoast T.V. Inc. seeks 105.5 mhz, 3 kw, HAAT: 284 ft. Address: 1463 Reynard Drive, Fort Myers, Fla. Estimated construction costs: \$35,000; first-quarter operating cost: \$33,000. Principals: A. Gordon Thiessen, father, Abraham G. Thiessen, Charles W. Jordan, Bedros D. Daghlion and Jerry E. O'Neill (20% each). Gordon Thiessen is Toledo, Ohio, tax representative. Abraham Thiessen is Chattanooga, Tenn., broadcast consultant. Jordan is Chattanooga Amway distributor. Daghlion is anesthesiologist. O'Neill is Toledo sales manager. Jordan and Abraham Thiessen are also low power applicants for East Ridge, Tenn. (resubmitted). Filed Dec. 7.

■ Alpine, Tex.—Rio Grande Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 289 ft. Address: 208 North 6th Street, P.O. Box 668, Alpine 79830. Estimated construction costs: \$100,000; first-quarter operating cost: \$32,400; first-year revenue: \$90,000. Principals: William T. Beard III, William L. Brooks and Alan N. Byrd (one-third each). Thomas is Alpine attorney. Brooks is commercial printer. Byrd is physician. None have other broadcast interests. Filed Nov. 30.

■ Junction City, Wis.—Skipo Broadcasting Inc. seeks 96.7 mhz, 3 kw, HAAT: 280 ft. Address: 801 Highway 10 West, Stevens Point, Wis. 54481. Estimated construction costs: \$74,500; first-year operating cost: \$93,000; first-year revenue: \$104,000. Principals: Ronald R. Kotas, and Chester S. Skippy (50% each). Kotas is Rubicon, Wis., engineer. Skippy is Stevens Point, Wis., contractor. Neither have other broadcast interests. Filed Dec. 1.

■ Greysbull, Wyo.—KMMZ Broadcasters Inc. seeks 100.3 mhz, 100 kw, HAAT: 478 ft. Address: P.O. Box 806, Greysbull 82426. Estimated construction costs: \$38,000; first-quarter operating cost: \$7,500; first-year revenue: \$36,000. Applicant is principally owned by Robert D. Zellmer and wife, Marjorie M., who are principal owners of KMMZ(AM) Greysbull. Filed Dec. 1.

## TV application

■ East St. Louis, Ill.—Minority Broadcasters of East St. Louis Inc. seek ch. 46; ERP: 5000 kw vis., 500 kw aur., HAAT: 1068 ft.; ant. height above ground: 1069 ft. Address: 721 Olive, Suite 721, St. Louis, Mo. 63101. Estimated construction cost: \$2,477,000; first-quarter operating cost: \$403,000; first-year revenue: \$2,500,000. Legal counsel: Hogan & Hartson, Washington. Consulting engineer: E. Harold Munn Jr. & Associates, Washington. Principals: Steven C. Roberts, president, Michael V. Roberts (46% each), Mark W. Roberts, brothers, and their cousin, Artis Talley Jr. (4% each). Michael Roberts is partner in St. Louis management consulting firm, where Mark Roberts is assistant. Talley is former producer at KYW-TV Philadelphia. None have other broadcast interests. Filed Dec. 8.

## AM actions

■ Rio Rancho, N.M.—Mid New Mexico Broadcasters Ltd. returned application for 670 khz, 5 kw-D, 1 w-N. Address: 618 Lafayette N.E., Albuquerque, N.M. 87106. Action Dec. 3.

■ Washington, Utah—Tri-State Broadcasting Inc. granted 1210 khz, 10 kw-D, 250 w-N. Address: 729 Picturesque Drive, St. George, Utah 84770. Estimated construction costs: \$101,500; first-year operating cost: \$21,000; revenue: \$86,800. Format: CW/beautiful music. Principals: Willard M. Tucker and wife, Phyllis O. (37.5% each), Glen S. Gardner and wife, Connie Lyn (12.5% each). Willard Tucker is Washington, Utah-based real estate investor. Glen Gardner is former owner of KNAK(AM) [formerly KDLT] Delta, Utah and presently salesman there. They have no other broadcast interests. Action Nov. 24.

## FM actions

■ \*Covelo, Calif.—Round Valley Inter-Tribal Radio Project granted 90.7 mhz, 74 kw, HAAT: 3287 ft. Address: P.O. 727 Covelo 95428. Estimated construction cost \$342,107; first year operating cost \$90,000; revenue \$460,000. Format: educational. Principal: Covelo Indian Community Project has established the above mentioned radio project. It is non-profit educational project. Margaret Breedlove is chairwoman of board. Action Nov. 4.

■ \*Ft. Myers, Fla.—Univ. of South Florida granted 90.1 mhz, 100 kw, HAAT: 869 ft. Address: 4202 Fowler Ave., SVC 116, Tampa, Fla. 33620. Estimated construction cost: \$202,500; first-year operating cost: \$33,800. Format: Cultural/educational. Principal: State educational institution. It is licensee of WUSF-FM-TV. Action Nov. 24.

■ \*Twin Lakes, Mich.—Blue Lake Fine Arts Camp granted 90.3 mhz, 100 kw, HAAT: 495 ft. Address: R No. 2 Twin Lake 49457. Estimated construction cost: \$191,000; first year operating cost: \$120,000; revenue: \$129,000. Format: Education. Principal: A non-profit summer school of fine arts. William Stansell is president. Action Nov. 17.

■ \*Rhineland, Wis.—White Pine Community Broadcasting Inc. granted 91.7 mhz, 40 kw, HAAT: 1,515 ft. Address: Box 254, Rhineland 54501. Estimated construction cost: \$168,400; first-year operating cost: \$80,000. Format: Public affairs/classical. Principals: Kurt H. Krahn, chairman of this nonprofit corporation. None of the other 10 principals have any other broadcast interests. Action Nov. 25.

## TV actions

■ Anchorage, Alaska—Totem Broadcasting Corp. granted ch. 4; ERP: 42.5 kw vis, 8.5 kw aur., HAAT: -58 ft.; ant. height above ground 375.8 ft. Address: 510 "L" Street, Suite 700, Anchorage 99501. Estimated construction cost: \$1,560,000; first-quarter operating cost: \$254,000; first-year revenue: \$500,000. Legal counsel: Kirkland & Ellis, Washington. Consulting engineer: Raymond E. Rohrer. Principals: group of 12 stockholders. Oscar Kawagley is chairman and president. He is president of Calista Corp., Anchorage-based diversified company with interest in oil exploration, commercial fishing and real estate. Action Nov. 13.

■ Sierra Vista, Ariz.—Sierra Vista Television Inc. granted ch. 58, ERP: 2388 kw, vis, 238.8 kw aur., HAAT: -135 ft.; ant. height above ground: 242 ft. Address: 222 East Fry Blvd., Sierra Vista, Ariz. 85636. Estimated construction cost: \$2,155,900; first-quarter operating cost: \$130,000. Legal counsel: Hogan & Hartson, Washington. Consulting engineer: Atlantic Research. Principals: Thomas Gramatikis (70%), Carole E. Smith (20%), Edward H. Zukerman and Gary W. Ramaecker (5% each). Gramatikis is Sierra Vista advertising executive. Zukerman is Sierra Vista investor. Ramaecker is Sierra Vista attorney. None have other broadcast interests. Action Nov. 13.

■ Hardeeville, S.C.—Business and Minority Coalition Broadcasters Inc. granted ch. 28; ERP: 5000 kw vis, 500 kw aur., HAAT: 1313 ft.; ant. height above ground: 1336 ft. Address: 145 King Street, Suite 305, Charleston, S.C. 29401. Estimated construction cost: \$2,467,000; first-quarter operating cost: \$458,600; first-quarter revenue: \$435,800. Legal counsel: Pierson, Ball & Dowd, Washington. Consulting engineer: E. Harold Munn Jr. & Associates. Principals: Robert B. Pearlman (24.1%), Thomas D. Wise (20.7%), Reinhardt G. Brown, James M. Hayes, Samuel J. Tenenbaum and W. Melvin Brown Jr. (13.8% each). Pearlman is Charleston, S.C., attorney. Wise is Charleston attorney and South Carolina State Senator. Brown is Charleston soft drink bottler. Tenenbaum is businessman. W. Melvin Brown is Charleston manufacturer. None have other broadcast interests. Action Nov. 17.

## Ownership Changes

### Applications

■ WAFB-AM-FM Milford, Del. (AM: 930 khz, 500 kw-D; FM: 97.7 mhz, 3 kw, ant. 240 ft.)—Seeks assignment of license from Mid-Atlantic Communications Inc. to WAFB Radio Inc. for \$1,050,000 (BROADCASTING, Nov. 30). Seller is principally owned by Thomas H. Draper, president, who is also principal owner of WBOC-TV Salisbury, Md. Buyer: Herbert K. Schnall (50%), James T. Kane (40%) and Anthony J. Rose (10%). Schnall is chairman of New American Library, New York-based publisher and subsidiary of Times Mirror Co. Kane is president of Baldwin, N.Y., corrugated box supplier. Rose is president of Riviera Beach, Fla., cement company. None have other broadcast interests. Filed Dec. 4.

■ WCKC(AM) Milton, Fla. (1490 khz, 1 kw-D, 250 w-N).—Seeks assignment of license from Blackwater Broadcasting Inc. to Richard A. Taylor for \$125,000. Seller: William and Glenda Hoisington (50% each), who bought WCKC(AM) for \$100,000 earlier this year (BROADCASTING, June 1) and are seeking waiver of three year rule due to illness of principal. Buyer is vice president and general manager of WVOC(FM) Col-

umbus, Ga. Filed Dec. 3.

■ KTSB(TV) Topeka, Kan. (NBC, ch. 27, 912 kw vis., 138 kw aur., ant. 1,050 ft.)—Seeks assignment of license from Studio Broadcast System to Topeka Television Inc. for \$10 million. Seller: Subsidiary of Motorcar Transport Co., which is owned by Ralph C. Wilson Industries, owned by Ralph C. Wilson, president and chairman. He owns KICU-TV San Jose, Calif.; WWTW(TV) Cadillac and WWUP-TV Sault St. Marie, both Michigan. Buyer: Subsidiary of Kansas State Network, Wichita, Kan.-based group owner. George C. Hatch is chairman. Hatch family broadcast interests include KALL-AM-FM and KUTV(TV) Salt Lake City; KVEL(AM)-KUIJN(FM) Vernal, Utah; KGEM(AM)-KJOT(FM) Boise, Idaho; KYSS-AM-FM Missoula and KGHL(AM)-KIDX(FM) Billings, both Montana. Early this year they closed their deal to buy the Kansas State Network which included KARD(TV) Wichita, KGLD(TV) Garden City and KCKT(TV) Great Bend, all Kansas; KTVJ(TV) Joplin, Mo., and KOMC(TV) McCook, Neb. Hatch family also owns cable system serving Hardin, Mont. They were also granted FCC approval to buy KUPI(AM)-KQPI(FM) Idaho Falls, Idaho. (BROADCASTING, Aug. 24). Filed Nov. 25.

■ WCVB-TV Boston (ch. 5, 100 kw vis., 10 kw aur., ant. 980 ft.)—Seeks assignment of license from Boston Broadcasters Inc. to Metromedia Inc. for \$220 million. Seller: Closely held group of more than 50 stockholders. Robert M. Bennett is general manager. Buyer: Publicly traded, Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's. It was granted FCC approval to buy KHOW(AM) Denver and trade KSAN-FM San Francisco for WWBA(FM) St. Petersburg, Fla. (BROADCASTING, Dec. 7). Metromedia also sold, subject to FCC approval, KMBC-TV Kansas City, Mo., to The Hearst Corp. for \$79 million. (BROADCASTING, Sept. 14 and below). John Kluge is chairman. Filed Dec. 3.

■ KMBC-TV Kansas City, Mo. (ABC, ch. 9, 316 kw vis., 47.4 kw aur., ant. 1,070 ft.)—Seeks assignment of license from Metromedia Inc. to The Hearst Corp. for \$79 million (BROADCASTING, Sept. 14). Seller: Publicly traded, Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's, which bought, subject to FCC approval, WCVB-TV Boston (see above). Buyer: New York-based group owner of four AM's, three AM's and four TV's. Filed Dec. 3.

■ WDAV-TV Scranton, Pa. (CBS, ch. 22, 750 kw vis., 137 kw aur., ant. 1,560 ft.)—Seeks assignment of license from WGBI Radio Inc. to SWB Corp. for \$12,000,000 (BROADCASTING, Sept. 28). Seller is owned by heirs of Frank Megargee who own co-located WGBI-AM-FM. Buyer: Robert L. Dudley, A. Richard Benedek and Charles Woods (one-third each). Dudley is executive vice president of Avery-Knodel, New York-based station representative. He owns 14.8% each of WNBPA(AM) Newburyport, Mass., and WSME-AM-FM Sanford, Me., and 24.5% of WTXX-TV Sweetwater and KLBK-TV Lubbock, both Texas. He is also principal in application to buy, subject to FCC approval, WSBA-TV York, Pa. (BROADCASTING, Nov. 23). Benedek is president and 82.5% owner of WTAP-TV Parkersburg, W.Va., and 1.25% owner of publicly traded Gray Communications, Albany, Ga.-based licensee of three TV's. Woods owns WTVM-AM-FM Dothan, Ala., and 80% of general partner and 100% of limited partner in WTVW(TV) Evansville, Ind. Filed Dec. 8.

### Actions

■ WAYD-AM-FM Ozark, Ala. (AM: 1190 khz, 1 kw-D; FM: 103.9 mhz, 3 kw, ant. 190 ft.)—Granted assignment of license from Wade B. Sullivan to RJG Communications for \$225,000. Seller has no other broadcast interests. Buyer: J.A. Baxter, Jr., Gordon L. Bostic and Raymond F. Akin (one-third each). They each own one-third of WJHR(AM) Jackson, Tenn., and WJLJ(AM) Tupelo, Miss. Akin is also applicant for new FM at New Albany, Miss. (BROADCASTING, June 29). Action Dec. 3.

■ WAZA(AM) Bainbridge, Ga. (1360 khz, 1 kw-D)—Granted transfer of control of Sowega Broadcasting Co. from Roy Simpson (100% before; 50% after) to Donald R. Kirskey (none before; 50% after). Consideration: \$35,000. Principals: Buyer is purchasing treasury stock to raise capital for station. No other broadcast interests. Action Nov. 30.

■ WBIV(FM) Wethersfield, N.Y. (107.7 mhz, 32 kw, ant. 470 ft.)—Granted assignment of license from The Christian Broadcasting Network Inc. to Stereo Seven Associates for \$500,000. Seller is Virginia Beach, Va.-

based group of three FM's and through subsidiary, Continental Broadcasting Network, two FM and four TV's. M.G. Robertson is president. It also sold, subject to FCC approval, WMIV(FM) South Bristol township, N.Y. (BROADCASTING, July 6) and has been granted FCC approval to sell WOIV(FM) DeRuyeter township, N.Y. (BROADCASTING, Oct. 26). Buyer: Ronald A. Chmiel and ten others. He is Hendersonville, N.C. real estate investor and holds CP for radio station at Anguilla, West Indies. Action Dec. 7.

■ WRFD(AM) Columbus-Worthington, Ohio (880 khz, 5 kw-D)—Granted assignment of license from Buckeye Media Inc. to Salem Media of Ohio Inc. for \$1.8 million. Seller is subsidiary of Ohio Farm Bureau Federation, nonprofit group of more than 90,000 Ohio farmers. Michael D. Mahaffey is general manager. It has no other broadcast interests. Buyer: Stuart W. Eperon (100%), who owns WKBA(AM) Vinton, Va., KAKC(AM) Tulsa, Okla.; 50% of KCFO(FM) Tulsa; 50% of WNYM(AM) New York (formerly WEVD) and 47% of WEZE(AM) Boston. Action Dec. 7.

■ KWON-AM Bartlesville, Okla. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from KWON Radio Inc. to KWON Broadcasting Inc. for \$1,300,000. Seller: Principally owned by Hugh B. Garnett and family who also own KWHN-AM-FM Altus, Okla. Buyer: Richard J. Moran (100%), who is Houston, Tex., oil and gas exploration company executive and owns KNIN-AM-FM Wichita Falls, Tex. Action Dec. 7.

■ KWRC(AM) Woodburn, Ore. (940 khz, 250 w-D)—Granted transfer of control of KWRC Inc. from Robert L. Withers, trustee (100% before, none after) to Robert L. Withers and others (none before, 100% after). Consideration: settlement. Principals: Transferor is formerly owned by O.L. Withers, deceased. Transferees are: Robert L. Withers (47%), niece Colette S. Jelineo (28%) and nephew David B. Stephenson (25%). Withers is president of Woodburn Lumber Company, where Stephenson is manager. Jelineo is public affairs director at KWRC. Action Nov. 2.

■ WCCP(AM) Clemson, S.C. (1560 khz, 1 kw-D)—Granted transfer of control of Tri-County Broadcasting Corp. of Clemson from N. Matthew Phillips and others (100% before, none after) to Red Circle Inc. (none before, 100% after). Consideration: \$240,000. Principals: Sellers are N. Matthew Phillips (62.5%), J. Clark Brown (25%) and Beverly Lockridge (12.5%). Phillips also owns 90% of WRIX(FM) Honea Path, S.C. Buyer is owned by Pete J. Stathakis and James J. Stathakis, brothers (50% each). They are Anderson and Clemson, S.C., beverage distributors and are also principal's in applicant for new TV at Greenwood, S.C. (BROADCASTING, Oct. 5). Action Dec. 2.

■ WIDD-AM-FM Elizabethton, Tenn. (AM: 1520 khz, 2 kw-D, 500 w-CH; FM: 99.3 mhz, 3 kw, ant. -79 ft.)—Granted assignment of license from Metro Broadcasting Inc. to Southern Signal Corp. for \$400,000. Seller: Haynes E. Elliot and Fred P. Davis (50% each) who have no other broadcast interests. Buyer: H. Curtis Williams and H. Gene Artrip (50% each). Williams is Johnson City, Tenn., attorney. Artrip is Johnson City accountant. Williams also owns 20% of WPRT(AM) Prestonburg, Ky. Action Nov. 16.

■ KNOW(AM) Austin and KCSW(FM) San Marcos, Tex. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 103.7 mhz, 100 kw, ant. 580 ft.)—Granted assignment of license from Pioneer Broadcasting Co. to KNOW Radio Inc. for \$3,000,000. Seller is principally owned by Wendell Mayes Jr., who owns 77.5% of KCRS(AM)-WWMJ(FM) Midland, 86% of KVIC(AM)-KCWM(FM) Victoria and 32.5% of KSNY-AM-FM Snyder, all Texas. Buyer is Dallas-based group of two AM's and two FM's principally owned by R. Steven Hicks and Thomas O. Hicks, brothers. They also were granted FCC approval to KMMM(FM) Muskogee, Okla., for \$1,225,000 (BROADCASTING, Nov. 30). Action Dec. 4.

■ WRNL(AM)-WRXL(FM) Richmond, Va. (AM: 910 khz, 5 kw-U; FM: 102.1 mhz, 140 kw, ant. 320 ft.)—Granted assignment of license from Rust Communications Group Inc. to Capitol Broadcasting Co. of Virginia Inc. for \$4,000,000. Seller: Leesburg, Va.-based group of six AM's and six FM's owned by William F. Rust, president, and family. Buyer: subsidiary of Capitol Broadcasting Co., closely held Raleigh, N.C.-based group of two AM's and three FM's and one TV principally owned by A.J. Fletcher family. Action Dec. 3.

## Facilities Changes

### AM applications

■ WASG(AM) Atmore, Ala.—Seeks CP to change hours of operation to U by adding 2.5 kw-N; increase D power to 50 kw; install DA-2; change frequency to 1160 khz; and make changes in ant. sys. Ann. Nov. 27.

■ WASG(AM) Atmore, Ala.—Seeks CP to request pre-sunrise authorization. Ann. Nov. 27.

■ KUBA(AM) Yuba City, Calif.—Seeks modification of CP (BP-780807A1) to increase N power to 2.5 kw and make changes in ant. sys. Ann. Nov. 27.

■ WINE(AM) Brookfield, Conn.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 2.5 kw; install DA-2; change frequency to 1160 khz; and make changes in ant. sys. Ann. Nov. 27.

■ WLAD(AM) Danbury, Conn.—Seeks CP to change frequency to 1160 khz; change hours of operation to U by adding 5 kw-N; increase D power to 10 kw, DA-2; and make changes in ant. sys. Ann. Dec. 3.

■ KBAR(AM) Burley, Idaho—Seeks CP to change frequency to 1210 khz; change D power to 5 kw; and N power to 500 w. Ann. Nov. 27.

■ WMST(AM) Mount Sterling, Ky.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 1 kw; install DA-2; change frequency to 1160 khz; change TL; and make changes in ant. sys. Ann. Nov. 25.

■ WANN(AM) Annapolis, Md.—Seeks modification of CP (BP-801230AA), to reduce overall height above ground level from 256 ft. to 199 ft. Ann. Dec. 3.

■ WPGC(AM) Morningside, Md.—Seeks modification of CP (BP-20,324) to change TL. Ann. Nov. 30.

■ WSRO(AM) Marlborough, Mass.—Seeks CP to change TL. Ann. Nov. 27.

■ WUHN(AM) Pittsfield, Mass.—Seeks CP to increase power to 5 kw, DA-D. Ann. Nov. 25.

■ WLDM(AM) Westfield, Mass.—Seeks CP to change frequency to 640 khz; add 1 kw-N; increase D power to 50 kw; install DA-2; change TL; also make changes in ant. sys. Ann. Nov. 30.

■ WBRB(AM) Mount Clemens, Mich.—Seeks CP to change frequency to 1160 khz; increase D power to 10 kw; and N power to 1 kw; and make changes in ant. sys. (resubmitted). Ann. Nov. 24.

■ WBRW(AM) Bridgewater, N.J.—Seeks CP to change city of license to Bridgewater Township, N.J.; change hours of operation to U by adding 1 kw-N; increase D power to 25 kw; install DA-2; change frequency to 1160 khz; and make changes in ant. sys. Ann. Nov. 27.

■ KGAK(AM) Gallup, N.M.—Seeks CP to move TL. Ann. Nov. 30.

■ WSEN(AM) Baldwinsville, N.Y.—Seeks CP to increase power to 2.5 kw; and make changes in ant. sys. Ann. Nov. 27.

■ WLLN(AM) Lillington, N.C.—Seeks CP to increase power to 5 kw; and make changes in ant. sys. Ann. Nov. 30.

■ WEED(AM) Rocky Mount, N.C.—Seeks modification of CP (BP-800331AH), to augment standard pattern to contain measured fields. Ann. Nov. 30.

■ WRID(AM) Homer City, Pa.—Seeks CP to change frequency to 1160 khz; change hours of operation to U by adding 1 kw-N; increase D power to 1 kw; install DA-2; and make changes in ant. sys. Ann. Nov. 27.

■ WAJN(AM) Ashland City, Tenn.—Seeks modification of CP (BP-20816) to change from directional to non-directional operation; and change TL. Ann. Nov. 30.

■ KSKY(AM) Dallas—Seeks CP to change city of license to Balch Springs, Tex.; change hours of operation to U by adding 1 kw-N; install DA-N; and make changes in ant. sys. Ann. Nov. 25.

■ KLAY(AM) Lakewood, Wash.—Seeks CP to change hours of operation to U by adding 500 w-N; increase D power to 2.5 kw; install DA-2; make changes in ant. sys.; and change TL, SL and RC. Ann. Nov. 30.

### TV applications

■ KGOF(TV) Anaheim, Calif.—Seeks MP (BPCT-4113, as mod.) to change ERP to 382 kw vis. 76.2 kw aural; change TL; change HAAT to 2,386 ft.

(orig. CP grt. date: 10-15-75; current CP exp. date: 4-5-82; modification No. 5). Ann. Nov. 27.

■ KNMT(TV) Walker, Minn.—Seeks CP to change ERP to 316 kw vis., 63.2 kw aural; and change trans. Ann. Nov. 30.

■ WBTV(TV) Charlotte, N.C.—Seeks CP to change TL. Ann. Nov. 27.

■ WSFJ(TV) Newark, Ohio.—Seeks CP to change ERP to 126 w vis., 12.6 kw aural; change from ch. 52 to ch. 51; and change trans. Ann. Dec. 3.

■ KNCO(AM) Grass Valley, Calif.—Returned application to amend frequency to 830 khz and increase D power to 5 kw. Action Nov. 9.

■ WSBR(AM) Boca Raton, Fla.—Granted CP to change TL; install different DA-2 from that presently authorized for both D and N operation. Action Nov. 9.

■ \*WGNB(AM) Seminole, Fla.—Granted CP to change city of license to Seminole, Fla.; change hours of operation to U by adding 1 kw-N, DA-2; increase D power to 10 kw; and make changes in ant. sys. Action Nov. 9.

■ WIZY(AM) Gordon, Ga.—Granted Construction permit to make changes in ant. sys. (increase height). Action Nov. 19.

### AM actions

■ WYYZ(AM) Jasper, Ga.—Granted CP to make changes in ant. sys. Action Nov. 9.

■ WFRM(AM) Freeport, Ill.—Granted CP to increase DA-D height of east tower no. 1 from an overall height of 513 ft., maintaining present electrical height of 115 degrees. Action Aug. 4.

■ WSRO(AM) Marlborough, Mass.—Granted CP to change TL. Action Nov. 9.

■ WIZO(AM) Franklin, Tenn.—Granted CP to change hours of operation to U by adding 5 kw-N; install DA-N and add TL; and make changes in ant. sys. Action Nov. 12.

■ KQTI(AM) Edna, Tex.—Granted CP to increase power to 10 kw and make changes in ant. sys. Action Nov. 12.

■ KTRQ(AM) Ephrata, Wash.—Granted CP to increase power to 10 kw; change frequency from 730 to 810 khz; change TL; contingent on grant of BAL-810518EU. Action Nov. 14.

■ WAQE(AM) Rice Lake, Wis.—Granted CP to increase power to 5 kw and make changes in ant. sys. Action Nov. 16.

### FM actions

■ \*KXPR-FM Sacramento, Calif.—Granted CP to change frequency to 90.9 mhz; change TL; increase ERP to 32 kw; change HAAT to 600 ft.; and make changes in ant. sys. Action Nov. 17.

■ WBJW(FM) Orlando, Fla.—Dismissed application for modification of CP (BPH-10,065, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease HAAT to 900 ft.; and change TPO. Action Nov. 10.

■ WKZR(FM) Milledgeville, Ga.—Granted CP to change type ant.; increase HAAT to 300 ft.; and change TPO. Action Nov. 10.

■ \*WSCB(FM) Springfield, Mass.—Granted CP to increase ERP to 100 w; and change HAAT to 35 ft. Action Oct. 16.

■ KTWN-FM Anoka, Minn.—Granted CP to change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 444 ft.; and change TPO. Action Oct. 28.

■ \*KVSC(FM) St. Cloud, Minn.—Granted CP to change frequency to 88.1 mhz; increase ERP to 5.18 w; change HAAT to 132 ft.; change TL. Action Nov. 16.

■ \*WRIU(FM) Kingston, R.I.—Granted CP to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 1.59 kw; increase HAAT to 418 ft.; and change TPO. Action Nov. 10.

■ WIRJ-FM Humboldt, Tenn.—Granted CP to change TL; increase ERP to 3 kw; change HAAT to 300 ft.; change type trans.; and make changes in ant. sys. Action Nov. 16.

■ \*KBWC(FM) Marshall, Tex.—Granted CP to increase ERP to 133.6 w; and change HAAT to 105 ft. Action Nov. 16.

■ KTRS(FM) Casper, Wyo.—Granted modification of CP (BPH-10,753) to make changes in ant. sys.; change TL; change type trans.; change type ant.; in-

crease ERP to 94.4 kw (H) and 63 kw (V); and change TPO. Action Nov. 10.

### TV actions

- WTTO(TV) Homewood, Ala.—Granted modification of CP (BPCT-3282) to change ERP to 1024 kw visual, 104.2 kw aural; change HAAT to 1,343 ft.; change SL; change TL; change type trans.; and change type ant. Action May 26.
- WTVU(TV) New Haven, Conn.—Granted MP (BPCT-456, as mod.) to change ERP to 116.1 kw vis., 23.2 kw aural; change type trans.; change type ant.; and change ant. height to 1,289.6 ft. Action Nov. 9.
- WATR-TV Waterbury, Conn.—Granted MP (BPCT-790214KJ) to change ERP to 2388 kw visual, 238.8 kw aural; change type of trans.; make changes to ant. sys. (contingent on grant of BALCT-810519KF). Action Nov. 9.
- WBFF(TV) Baltimore—Granted CP to change ERP to 5000 kw visual, 500 kw aural; change trans.; and make changes to ant. sys. Action Nov. 5.
- \*WDSE-TV Duluth, Minn.—Granted CP to change ERP to 316 kw visual, 31.6 kw aural; change TL; change trans.; make changes to ant. sys.; change HAAT to 953.5 ft. Action Nov. 10.
- KRIV-TV Houston, Tex.—Granted modification of CP to change ERP to 5000 kw visual, 1303 kw (H), 500 kw aural, 130 kw (H); change trans.; and make changes in ant. sys. Action Nov. 5.

## Translators

### VHF applications

- Following applications are accepted for filing and will be ready for processing after Jan. 22 cut-off date:
- Santa Maria, Calif.—Sainte Broadcasting Corp. seeks ch. 7 to rebroadcast KCBA-TV Salinas, Calif. BPTTV-810123IW (100 w).
- Nucla, Naturita, Redvale, Bedrock and Paradox, all Colorado—Montrose county seeks ch. 13 to rebroadcast KRMA-TV Denver BPTTV-810306IJ (10 w).
- Cascade, McCall and New Meadows, all Idaho—No Business TV Association seeks ch. 8 to rebroadcast KIVI-TV Nampa, Idaho. BPTTV-800623IB (10 w).
- Leadore, Idaho—The Post Company seeks ch. 13 to rebroadcast KIFI-TV Idaho Falls, Idaho. BPT-811005TX (1 w).
- Lemhi, Tendoy, Baker Hayden Basin and North Lemhi Valley, all Idaho—Ramsey Mountain TV Association seeks ch. 9 to rebroadcast KIFI-TV Idaho Falls, Idaho. BPTTV-810928QC (10 w).
- Spring Creek mobile home and parts of Elko, Nev.—Elko Television District seeks ch. 8 to rebroadcast KOLO-TV Reno, Nev. BPTTV-810928QD (1 w).
- Paris, Tex.—Broadcast Affiliates Inc. seeks ch. 8 to rebroadcast KOAV-TV Denison, Tex. BPT-TV-811019TZ (10 w).
- Lake Wenatchee and Plain, both Washington—Lake Wenatchee TV Inc. seeks ch. 13 to rebroadcast KYVE-TV Yakima, Wash. BPTTV-811116TS (1 w).
- Jackson, Wyo.—Futura Communications Inc. seeks

ch. 12 to rebroadcast KPVI-TV Pocatello, Idaho BPT-TV-801221B (10 w).

### UHF applications

- Duncan, Ariz.—Southern Greenlee County TV Association Inc. seeks ch. 57 to rebroadcast KPHO-TV Phoenix, Ariz. BPTT-811102TX (100 w).
- Duncan, Ariz.—Southern Greenlee County TV Association Inc. seeks ch. 65 to rebroadcast KAET-TV Phoenix, Ariz. BPTT-811102TW (100 w).
- Duncan, Ariz.—Southern Greenlee County TV Association Inc. seeks ch. 67 to rebroadcast KTVK-TV Tucson, Ariz. BPTT-811102TY (100 w).
- Duncan, Ariz.—Southern Greenlee County TV Association Inc. seeks ch. 69 to rebroadcast KOLD-TV Tucson, Ariz. BPTT-811102TZ (100 w).
- Victorville, Apple Valley, Adelanto, Silver Lakes and Phelan, all California—International Panorama TV Inc. seeks ch. 49 to rebroadcast KTBN-TV Fontana, Calif. BPTT-811057Z (100 w).
- Montrose, Colo.—Pikes Peak Broadcasting Co. seeks ch. 28 to rebroadcast KJCT-TV Grand Junction, Colo. BPTT-810224ID (1 kw).
- Sargents, Colo.—Gunnison County Metropolitan Recreation District seeks ch. 57 to rebroadcast KBT-TV Denver (BPT-810210IO (20 w).
- North of Leadore, Idaho—The Post Co. seeks ch. 61 to rebroadcast KIFI-TV Idaho Falls, Idaho BPTT 811005TY (20 w).
- Ashland, Ky.—Kentucky Authority for Educational Television seeks ch. 55 to rebroadcast WKMR-TV Moreland, Ky. BPTT-810330AS (100 w).
- Leeland and surrounding area, Mich.—Central Michigan University seeks ch. 69 to rebroadcast WCML-TV Alpena, Mich. BPTT-801231IA (100 w).
- Traverse City and surrounding area, Mich.—Central Michigan University seeks ch. 46 to rebroadcast WCML-TV Alpena, Mich. BPTT-801231IB (1 kw).
- Red Lake, Minn.—Red Lake Band of Chippewa Indians seeks ch. 63 to rebroadcast WGN-TV Chicago. BPTT-810309IW (100 w).
- Cambridge, Neb.—Cornhusker Television Corp. seeks ch. 25 to rebroadcast KGIN-TV Grand Island, Neb. BPTT-810327JD (1 kw).
- North Platte and nearby southeastern recreational areas and parks, Neb.—Cornhusker Television Corp. seeks ch. 57 to rebroadcast KGIN-TV Grand Island, Neb. BPTT-810227IF (10 w).
- Wallace and adjacent area east, Neb.—Cornhusker Television Corp. seeks ch. 23 to rebroadcast KGIN-TV Grand Island, Neb. BPTT—810302IQ (1 kw).
- Elk City, Burns Flat, Canute, Foss and Dill City, all Oklahoma and Oklahoma—Northfork TV Translator System seeks ch. 46 to rebroadcast KTVY-TV Oklahoma City. BPTT-810114IU (20 w).
- Laketown and Garden City, both Utah—Rich county seeks ch. 38 to rebroadcast KSTU-TV Salt Lake City. BPTT-810203IX (100 w).
- Park City, Snyderville and Kimball Junction, all Utah—Summit county seeks ch. 47 to rebroadcast KUTV-TV Salt Lake City. BPTT-810209IO (100 w).
- Payson and Santaquin, both Utah—Payson and San-

taquin Cities seek ch. 23 to rebroadcast KUTV-TV Salt Lake City. BPTT-810410IF (100 w).

- Payson and Santaquin, both Utah—Payson and Santaquin cities seek ch. 36 to rebroadcast KTVX-TV Salt Lake City. BPTT-810410IG (100 w).
- Payson and Santaquin, both Utah—Payson and Santaquin cities seek ch. 48 to rebroadcast KUED-TV Salt Lake City. BPTT-810410II (100 w).
- Payson and Santaquin, both Utah—Payson and Santaquin cities seek ch. 54 to rebroadcast KBYU-TV Provo, Utah. BPTT-810410IJ (100 w).
- Payson and Santaquin, both Utah—Payson and Santaquin cities seek ch. 64 to rebroadcast KSTU-TV Salt Lake City. BPTT-810410IH (100 w).
- Payson and Santaquin, both Utah—Payson and Santaquin cities seek ch. 64 to rebroadcast KSTU-TV Salt Lake City. BPTT-810410IK (100 w).
- Park City, Snyderville and Kimball Junction, all Utah—Summit county seeks ch. 55 to rebroadcast KSTU-TV Salt Lake City. BPTT-810209IN (100 w).
- Park City, Snyderville and Kimball Junction, all Utah—Summit county seeks ch. 49 to rebroadcast KTVX-TV Salt Lake City. BPTT-810209IM (100 w).
- Orangeville and rural Emery county, Utah—University of Utah seeks ch. 60 to rebroadcast KUED-TV Salt Lake City. BPTT-810121KP (100 w).
- Randolph and Woodruff, both Utah—Rich county seeks ch. 47 to rebroadcast KUTV-TV Salt Lake City. BPTT-810203JA (100 w).
- Richfield, Monroe and rural Sevier county, all Utah—University of Utah seeks ch. 42 to rebroadcast KUED-TV Salt Lake City. BPTT-810121KR (100 w).
- Snyderville, Park City and Kimball Junction, all Utah—Summit county seeks ch. 53 to rebroadcast KUED-TV Salt Lake City. BPTT-810209IK (100 w).
- Torrey, Utah—University of Utah seeks ch. 40 to rebroadcast KUED-TV Salt Lake City. BPTT-810121KT (100 w).
- Washington and rural Washington county, Utah—University of Utah seeks ch. 47 to rebroadcast KUED-TV Salt Lake City. BPTT-81012KS (100 w).
- Armstrong Creek, Wis.—State of Wisconsin, Educational Communications Board seeks ch. 39 to rebroadcast WLEF-TV Park Falls, Wis. BPTT-810121JU (100 w).
- Friendship, Wis.—State of Wisconsin, Educational Communications Board seeks ch. 53 to rebroadcast WHRM-TV Wasau, Wis. BPTT-810121JV (100 w).
- Grantsburg, Wis.—State of Wisconsin, Educational Communications Board seeks ch. 39 to rebroadcast WHWC-TV Menomonie, Wis. BPTT-810121JT (100 w).

### VHF actions

- Dingle and rural Bear Lake county, Idaho—Bear Lake Valley TV Association granted CP for new VHF translator on ch. 9 to rebroadcast KUTV(TV) Salt Lake City (20 ft., 1 w). Action July 24, 1980.
- Dingle and rural Bear Lake county, Idaho—Bear Lake Valley TV Association granted CP for new VHF translator on ch. 13 to rebroadcast KSL(TV) Salt Lake City (20 ft., 1 w). Action July 24, 1980.
- Laketown, Utah—Bear Lake Valley TV Association granted CP for new VHF translator on ch. 12 to rebroadcast KSL(TV) Salt Lake City (10 w). Action July 24, 1980.

### UHF action

- Grand Junction, Colo.—Nesa county, Colo., granted CP for new UHF translator on ch. 39 to rebroadcast KWGN(TV) Denver (61.5 ft., 100 w). Action Aug. 15, 1980.

## Summary of broadcasting

### FCC tabulations as of October 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,626	3	0	4,629	127	4,756
Commercial FM	3,340	2	2	3,344	188	3,532
Educational FM	1,116	0	0	1,116	63	1,179
Total Radio	9,082	5	2	9,089	378	9,467
Commercial TV						
VHF	522	1	0	523	5	528
UHF	248	0	0	248	109	357
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	18	180
Total TV	1,029	4	7	1,040	138	1,178
FM Translators	413	0	0	413	211	624
TV Translators						
UHF	2,657	0	0	2,657	187	2,844
VHF	1,472	0	0	1,472	434	1,906

\*Special temporary authorization

\*\*Includes off-air licenses

## Cable

- FCC reports following cable television service registrations:
- Tele-Media Corp. of Lake Erie for Lake City, Pa. (PA1799) add signal.
- Central Valley Cablevision Inc. for Portland, N.D. (ND0058) add signal.
- Viacom Cablevision of Wisconsin Inc. for Cudahy, South Milwaukee and Franklin, all Wisconsin (WI0319, 320, 321) new signal.

- WGN Electronic Systems Co. for California City, Calif. (CA0081) add signal.
- Tele-Media Corp. of Lake Erie for Harborcreek, Lawrence Park, Wesleyville, Fairview, Northeast and Girard, all Pennsylvania (PA1549, 1091, 0933, 1795, 1796, 1749, 1750, 1797) add signal.
- Tele-Media Corp. of Lake Erie for Millcreek and Girard, both Pennsylvania (PA0932, 1798) add signal.
- Telesystem Corp. d/b/a Iron Range Cable TV for Marquette, Chocoley, Ishpeming, Richmond, Negaunee, Ely, Marquette, Ishpeming, Negaunee and Munising, all Michigan (MI00008, 0292, 247, 293, 222, 0003, 0006, 0007, 0011, 0013) add signal.
- Atchison Cablevision for Atchison, Kan. (KS0008) add signal.
- Central Valley Cablevision Inc. for Maryville, N.D. (ND0057) add signal.
- United Cable TV of Bossier City Inc. for Bossier City, Bossier Parrish and Barksdale AFB, all Louisiana (LA0042, LA0173, LA0179) add signal.
- Jones Intercable Inc. for Raeford and St. Pauls, both North Carolina (NC0102, 101) add signal.
- Shadix Radio & TV for Beverly, Ohio (OH0105) add signal.
- Scott County Cablevision Inc. for Weber City and Hiltons, both Virginia (VA0059, 0183) add signal.
- Omer L. Gibson d/b/a Zozo CATV for Carrizozo, N.M. (NM0061) add signal.
- Viacom Cablevision of Wisconsin Inc. for Greendale and Greenfield, both Wisconsin (WI0322, 323) new signal.
- Grand Lake Cablevision Inc. for Monkey Isle, Okla. (OK0245) new signal.
- Booth American Co. for Napoleon, Mich. (MI0563) new signal.
- Video Satellite Communications Inc. for Waukomis and Ballerina, both Oklahoma (OK0246, 247) new signal.
- Newschannels Corp. for Port Cayuga Byron, N.Y. (NY0981) new signal.
- Cable Service Ltd. for Village North MHP, Tex. (TX0870) new signal.
- Cable Vision Inc. for Mechanic Falls and Oxford, both Maine (ME0135, 136) new signal.
- Anniston Newchannels Corp. for Anniston Army Depot, Ala. (AL0246) new signal.
- UA-Columbia Cablevision of Westchester Inc. for Rye, N.Y. (NY0982) new signal.
- Warner Amex Cable Communications Co. for Springfield, Maineville and Hamilton, all Ohio (OH0947, 946, 945) new signal.
- Essex Nineteen Eighty-One Operating d/b/a Allegheny Cable for Zihlman, Maryland (MD0164) add signal.
- Essex Nineteen Eighty-One Operating d/b/a Allegheny Cable for Moran and Midlothian, both Maryland (MD0161, 160) new signal.
- Orcal Cable Inc. for Happy Camp, Calif. (CA0894) new signal.
- Oral Cable Inc. for Bonanza, Chiloquin and Klamath county sub., all Oregon (OR0265, 263, 264) new signal.
- Essex Nineteen Eighty-Three Operating d/b/a Great Lakes for Lapeer, Mich. (MI0561) new signal.
- Essex Nineteen Eighty-Three Operating d/b/a Clear Vision for Marshall, Tenn. (TN0226) new signal.
- Suring Cablevision Inc. for Suring, Wis. (WI0324) new signal.
- Clarence Community Cable Systems for Clarence, Pa. (PA2061) new signal.
- Satellite TV Services Ltd. d/b/a SATV for The Promenade, Md. (MD0166) new signal.
- South Western Cable TV Inc. for Dupo and Waterloo, both Illinois (IL0530, 531) new signal.
- Telecom Cablevision Inc. for Bridgeton Terrace, Mo. (MO0323) new signal.
- Rensselaer County Cablevision Corp. for Nassau and New Scotland, both New York (NY0979, 980) new signal.

- Acton CATV Inc. d/b/a Florida Cable for Dade City, Fla. (FL0559) new signal.
- Parcabable Inc. d/b/a Parcabable of Walkerton Indiana for Walkerton, Ind. (IN0320) new signal.
- Teleprompter Corp. for Middle Taylor, Pa. (PA2062) new signal.
- Comcast Cablevision Corp. for Clayton, Mich. (MI0562) new signal.
- Harbor-Vue Cable TV Inc. for Dunkirk, N.Y. (NY0978) new signal.
- Warner Amex Cable Communications St. Louis Inc. for Marlborough, Mo. (MO0322).
- Essex Nineteen Eighty-One Operating d/b/a Allegheny Cable for Klondyke, Woodland, and Bloomington, all Indiana (MD0015, 19, 44) new signal and add signal for Bloomington.
- Splitrock Telephone Cooperative Inc. for Brandon and Garreston, both South Dakota (SD0065, 66) new signal.

## Other

■ Granted request by National Association of Broadcasters to extend through Jan. 15 and Feb. 5 time to file comments and reply comments, respectively, in the matter of formulation of policies relating to broadcast renewal applicant stemming from comparative hearing process (BC Doc. 81-742). Action Dec. 8.

## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
KVRS	BBG Enterprises Inc., Sterling, Colo.
KLUV-FM	Ladybug Broadcasting Co., Haynesville, La.
KGFX-FM	Robert E. Ingstad Jr., Pierre, S.D.
<b>Existing AM's</b>	
WWIC	WCRI Scottsboro, Ala.
WAMA	WAZE Clearwater, Fla.
WHUE	WSNY Boston
KSHR	KWRO Coquille, Ore.
WGVL	WQOK Greenville, S.C.
KQUE	KITN Olympia, Wash.
<b>Existing FM's</b>	
WWJY	WFLM Crown Point, Ind.
KDSI	KXMS Alice, Tex.

### Grants

Call	Assigned to
<b>New AM</b>	
WJED	Fayette County Broadcasting Co., Somerville, Tenn.
<b>New FM's</b>	
KUFW	Farmworkers Communications Inc., Woodlake, Calif.
WHFL	Storm Broadcasting Corp., Havana, Fla.
KPAH	Roughrider Broadcasting Inc., Tonopah, Nev.
KUAL	Enid Quality Broadcasting Corp., Enid, Okla.
WSBW	Davison Communications Corp., Sturgeon Bay, Wis.
<b>New TV</b>	
KMTR-TV	Eugene, Ore.
<b>Existing AM's</b>	
WKFX	WJBY Gadsden, Ala.
KDNC	KCRE Crescent City, Calif.
WWLS	WNAD Norman, Okla.
<b>Existing FM's</b>	
WORJ	WAYD-FM Ozark, Ala.
KPRN	KANG Angwin, Calif.
KAPV	KAVR-FM Apple Valley, Calif.
WKYA	WNES-FM Central City, Ky.
KYCK	KDWZ Crookston, Minn.
KCLV-FM	KKQQ Clovis, N.M.
WLCY	WQLS Cleveland, Tenn.
<b>Existing TV</b>	
KISU-TV	KBGL-TV Pocatello, Idaho

## Services

**AERONAUTICAL CONSULTANTS**  
Tower Location/Height Studies  
FAA Negotiations  
**JOHN CHEVALIER, JR.**  
**AVIATION SYSTEMS**  
**ASSOCIATES, INC.**  
1650 So Pacific Coast Hwy  
Redondo Beach, CA 90277  
(213) 316-5281

**dataworld inc**  
**AM • FM • TV**  
Translators/Low Power TV  
Allocation Studies/Directories  
**1302 18th St., N.W., Suite 502**  
**Washington, D.C. 20036**  
**(202) 296-4790**

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(205) 663-3709

### On-Spec Engineering, Inc.

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Columbia, MD 21045  
(301) 992-0108  
Stuart R. Jagoda-Pres.

### S.G.R. INC.

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2-Way/Microwave  
Tower Sales,  
Erection, Maintenance**  
F.E. Sandy Schutt     2330 Wengler  
President     Overland, MO 63114  
(314) 427-7584

### LOW-POWER TELEVISION — Specialists —

Channel Searches & Complete Application Preparation. Clients on Cut-Off Lists! Full Service Planning! Reasonable Rates.

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**Communications Consultants**  
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\*1977 Readership Survey showing 44 readers per copy

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 642-4164</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Edward F. Lorentz, P.E. Charles J. Gallagher, P.E. 1334 G St., N.W., Suite 500 Washington, D.C. 20005 (202) 347-1319 Member AFCCE</p>	<p><b>A.D. RING &amp; ASSOCIATES</b> CONSULTING RADIO ENGINEERS Suite 500 1140 Nineteenth St., N.W. Washington, D.C. 20036 (202) 223-6700 Member AFCCE</p>	<p><b>COHEN and DIPPELL, P.C.</b> CONSULTING ENGINEERS 1015 15th St., N.W., Suite 703 (202) 783-0111 Washington, D.C. 20005 Member AFCCE</p>
<p><b>CARL T. JONES ASSOCS.</b> (Formerly Gautney &amp; Jones) <b>CONSULTING ENGINEERS</b> 7901 Yarnwood Court Springfield, VA 22153 (703) 569-7704 AFCCE</p>	<p><b>LOHNES &amp; CULVER</b> Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p><b>SILLIMAN AND SILLIMAN</b> 8701 Georgia Ave., #805 Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 THOMAS B. SILLIMAN, P.E. (812) 853-9754 Member AFCCE</p>
<p><b>MOFFET, RITCH &amp; LARSON, P.C.</b> CONSULTING ENGINEERS 1925 North Lynn Street Arlington, VA 22209 (703) 841-0500 Member AFCCE</p>	<p><b>STEEL, ANDRUS &amp; ASSOCIATES</b> David L. Steel, Sr., P.E. P.O. Box 230, Queenstown, Md. (301) 827-8725 21658 Alvin H. Andrus, P.E. 351 Scott Dr., Silver Spring, Md. (301) 384-5374 20904 Member AFCCE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9233 Ward Parkway, Suite 285 816-444-7010 Kansas City, Missouri 64114</p>
<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 400 1730 M St. N.W. Washington, D.C. 20036 (202) 659-3707 Member AFCCE</p>	<p><b>CARL E. SMITH</b> CONSULTING ENGINEERS AM-FM-TV Engineering Consultants Complete Tower and Rigging Services 8500 Snowville Road Cleveland, Ohio 44141 216/526-9040</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 4940 E. 39th Ave. - 80207 (303) 393-0468 <b>DENVER, COLORADO</b> Member AFCCE &amp; NAB</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>
<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57 Street New York, N.Y. 10107 (212) 246-2850</p>	<p><b>JOHN H. MULLANEY</b> Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 4226 6th Ave., N.W., Seattle, Washington, 98107 (206) 783-9151 Member AFCCE</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 356-9504 Member AFCCE</p>
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<p>Consulting Electrical Engineer to Education and Industry specializing in instructional and broadcast television, cable distribution, sound reinforcement, to meet short and long range needs of engineering and the objectives of management. <b>POHTS ENGINEERING</b> 301 South Allen St. - Suite 301 State College, PA 16801 814/234-9090 Member AFCCE</p>	<p><b>D.C. WILLIAMS &amp; ASSOCIATES, INC.</b> BROADCAST AND COMMUNICATIONS Computer Assisted Directional Array and Feeder System Design, Analysis, and Bandwidth Optimization Applications - Field Engineering 10517 CATAWBA WAY RANCHO CORDOVA, CALIFORNIA 95670 (916) 366-7666</p>	<p><b>R.L. HOOVER</b> Consulting Telecommunications Engineer 11704 Seven Locks Road Potomac, Maryland 20854 301-983-0054 Member AFCCE</p>	<p><b>SADACCA, STANLEY &amp; ASSOCIATES</b> AM FM TV P.O. Drawer LT. Crestline, CA 92325 (714) 338-5983</p>
<p><b>SHERMAN &amp; BEVERAGE ASSOCIATES, INC.</b> Broadcast/Communications Consultants Box 181, R.D. #2 Medford, N.J. 08055 (609) 983-7070</p>	<p><b>BROMO COMMUNICATIONS</b> Broadcast Technical Consultants P. O. Box M. St. Simons Island, GA 31522 (912) 638-5608 Computer designed applications - Field Engineering Frequency Measuring Service -</p>	<p><b>MEYER GOTTESMAN</b> BROADCAST ENGINEER 3377 Solano Ave., Suite 312-L NAPA, CA 94558 TELEPHONE (707) 253-2220 Anytime!</p>	<p><b>LAWRENCE L. MORTON, E.E.</b> AND ASSOCIATES CONSULTING TELECOMMUNICATIONS ENGINEERS LOW-POWER TV, AM, FM, TV APPLICATIONS, FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES 1747 SOUTH DOUGLASS ROAD, SUITE D ANAHEIM, CALIFORNIA 92806 (714) 634-1662</p>
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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Station Manager.** Group-owned 50KW FM, California small market vacation area. Strong sales background required. Reply Box M-171.

**General Manager Needed** for major market religious/ethnic radio station. Must be sales-oriented and want to make money. We are one of the largest radio chains and are offering a once in a lifetime opportunity in an upper Midwest market. If you think you're qualified, contact Dick Marsh, Vice-President, Universal Broadcasting, 3844 East Foothill Boulevard, Pasadena, CA 91107. 213-577-1224. This is an immediate opening.

**Experienced G.M.** with exceptional sales ability. Turnaround situation in top 100 market. Contact Bob Mooney, KWNT, Davenport, Iowa 52803. 319-326-4407.

**General Salesmanager** for extremely successful FM Top 40 and AM Urban Contemporary. Must possess thorough knowledge of sales systems, ability to follow through, hire, train and motivate eager staff. \$50,000 salary plus bonus and automobile. Our employees know of this ad. Send resume to Box N-74. Equal Opportunity Employer.

**Growing, small, well-managed** group operator seeking manager/sales manager applicants. Special emphasis on individual achievers with empathy-oriented approach to clients and personnel. Midwest and Southern facilities. Reply with full resume and references. E.O.E. Box N-110.

### HELP WANTED SALES

**A Successful 5KW AM/100 KW FM** operation needs an experienced salesperson with sales management potential. As part of a group, we offer plenty of room to advance. Please write or call in confidence to Gordon Stafford, KLMR AM/FM, P.O. Box 890, Lamar, CO. 81052. 303-336-2206.

**Major Market Sunbelt FM** Station looking for pro to handle strong list. Must have minimum of one year experience in advertising sales, preferably radio. Submit resumes immediately to: George Reed, WVEE, 805 Peachtree St., NE, Atlanta, GA 30308. Please, no calls. An equal opportunity employer.

**General Sales Manager, WSAC/WWKK, Fort Knox, Ky.** AC/AOR stations need dynamic, organized and disciplined professional to motivate agency and retail sales staff—qualified with track record. Account list—guaranteed salary, commission and bonus override, E.O.E. Send resume to Station Manager, Box 70, Fort Knox, Kentucky 40121.

**Sales Manager.** New FM in beautiful St. Augustine, Florida, will need aggressive proven sales manager for this 1st class facility serving 50,000. Excellent living and working conditions—super opportunity. Send resume to Jim Martin, WMKM, P.O. Box 2696, Jacksonville, FL 32203. Phone 904 355-7511. E.O.E.

**I'm looking for someone** who can successfully sell a 35+ format in the fastest growing market in the country. Send resume to Mr. Rory Mack, WINK-AM, Box 331, Fort Myers, FL 33902.

**Sales & Sports—Midwest AM/FM** looking for an experienced and aggressive account executive who also has the desire, knowledge and professional ability to do high school PBP Liberal commission, benefits, auto and travel expense. \$20-\$25k+ first year. Position open around Feb. 1, 1982. Reply to Box N-55.

**Jupiter, Florida.** Enjoy Florida living away from Miami/big city hassles while selling for 25% comm. Super opportunity—You call the shots. AM/FM combination—Home of Burt Reynolds, and great fishing/golf. Low cost of living. Call Steve Nettore at 305-746-5191.

**Experienced Radio Sales Person** wanted for Florida's most powerful country station. Preferably with knowledge of Central Florida market. Good opportunity and company benefits. An Equal Opportunity Employer, M/F Contact WGTO, P.O. Box 123, Cypress Gardens, FL 33880. Phone 813-324-5400.

**We Are Looking** for a young, experienced sales person to take over as sales manager of a growing 50,000 Watt FM station in New England. Must be aggressive, creative and have a proven sales record. E.O.E. Tell all in first letter. Send reply to: Box N-71.

**Soul 13** needs experienced, aggressive, self-starter sales people for black format. Send resume to WSOL, Drawer 367, Orangeburg, S.C. 29116.

**General Sales Manager** for AM/FM medium S.E. market. Salary, commission over-ride arrangements to \$35,000.00+. Successful stations, good ratings and track record. Complete resume to Box N-87.

**Group-owned, medium market** combo in Virginia has opportunity for experienced and professional person to handle sales development, promotions, and personnel/management training. Good track record needed. Compensation commensurate with experience/qualifications. Equal opportunity employer. Box N-108.

**Need Turn-around Sales** staff-heavy closers. Salary plus high commissions on net sales. One for sales manager that can sell and create excitement. Southeast media market, adult format, ratings okay, 35 plus demos. If you're dead-ended, act fast—you can make money. Box N-97.

**Sales Manager** for WNVY, Pensacola, Florida. Fulltime Modern Country. Salary, commission and override. Complete resume to Steve Williamson, General Manager, WNVY Radio, P.O. Box 18710, Pensacola, Florida 32523.

**Sales Person Wanted** - Must have radio sales experience, self-starter. Excellent opportunity for advancement to SM. Medium size KY market. Good salary plus. Reply to Box N-85. E.O.E.

**California Living:** Top-rated Modern Country regional AM in the high desert Antelope Valley seeks a radio salesperson with current proven success. \$5K-\$10K monthly billing required. Salary commensurate with experience. Health plan. E.O.E. References required and will be checked. Antelope Valley is home of B-1 and shuttle, \$550 million plus in annual retail sales, and one hour from Los Angeles. Resume and cover letter to: P. Dale Ware, VP and Gen. Mgr., KUTY Radio, 38201 6th St., East, Palmdale, CA 93550. No collect calls, please.

**Sales position** with growing group! Career position available selling this central California coastal combo. We're the established buy in this spectacular growth area. Sell us w/your experience and drive in a letter w/ resume to Box N-112.

### HELP WANTED ANNOUNCERS

**Morning Personality.** Possible promotion to PD. California FM. Adult Contemporary. Salary—DOE. Reply: General Manager, KIOQ, Bishop, CA 93514.

**Experienced Radio Announcer,** good production. Stable position for professional with good voice. A/C Format. Send Tape & Resume to Ben Everest, PD, P.O. Box 540, Plattsburgh, New York 12901.

**Anchor wanted** for FM top-40. 1 yr. min. exp., prod. a must. Also opening, AM country. T&R to Dave Turner, c/o WADZ, P.O. Box 1307, Americus, GA 31709.

**Morning personality.** Good reading, good production, team player a must. No beginners. Tape and resume to WAGR, P.O. Box 1056, Lumberton, N.C. 28358. E.O.E.

**Morning drive personality** needed in Kentucky's Capitol. MD or PD possible for right person. Tape c resume to Leigh Allan, WKED, 115 Myrtle Ave., Frankfort, KY 40601. E.O.E.

**Excellent opportunity** for experienced personality. Top quality community radio, adult contemporary format. Join great staff, modern facilities, good salary, benefits. Summer/Winter vacationland. Send resume & tape to: Donald A. Thurston, WMNB, Box 707, North Adams, MA 01247.

**Announcer/Sports Director** needed ASAP Call PD Dan James at KBOW, 406-494-7777.

**Northern Illinois** small market leader now accepting presentations from Adult communicators for possible future openings. 3 to 5 years' experience necessary. T & R's to: Randy Rundle, WZOE AM/FM, Broadcast Center, Princeton, Illinois 61356. E.O.E. M/F

**Soul 13** needs experienced black format announcer/production person. Send resume to WSOL, Drawer 367, Orangeburg, S.C. 29116.

**Great Falls, Montana.** New 100,000 watt FM to sign-on in early 1982. Now accepting applications for complete staff including Manager, Salespersons, Announcers, Newspersons. Contact: William Reier, President, Northern Sun Broadcasting, P.O. Box 20, Bozeman, Montana 59715.

**Central Virginia FM** stereo modern country is looking for talented, hard working announcer, minimum two years on-air experience. Full benefits. Send tape/ resume to: Operations Manager, Box 522, Amherst, VA 24521. E.O.E.

### HELP WANTED TECHNICAL

**Wanted: Chief engineer** or combo announcer-Chief engineer. Send resume to KSOX, 345 S. 7th St., Raymondville, TX 78580. E.O.E.

**KMET-FM, Los Angeles,** has a rare opening for a Technical Maintenance Engineer. We're looking for a special, unique person who can relate to the format and has the technical ability to work with one of the top AOR stations in America. Union position. If you're it, call us at (213) 462-7111, ex. 1481, or send resumes to Human Resources, Metromedia, Inc., 5746 Sunset Blvd., L.A., CA. 90028. E.O.E.

**Chief Engineer** for new FM in beautiful St. Augustine, Florida, who can also do air shift and will be proud to maintain this 1st class facility. Excellent living and working conditions. Send resume to Jim Martin, WMKM, P.O. Box 2696, Jacksonville, FL 32203. Phone 904 355-7511. E.O.E.

**Chief Engineer/Announcer** for medium market AM/FM in Florida. E.O.E. Reply with resume and salary history to Box N-89.

**Assistant Chief Operator.** Growing AM/FM has immediate need for Assistant Chief Operator. Minimum 1st Class license and two years practical experience in transmitter, studio installation and maintenance required. Excellent career opportunity. Full benefits. Send cover letter, resume and salary requirements to S. Rice, Personnel Manager, WJKL, Asbury Park, NJ 07712. E.O.E.

**Northern Virginia AM/FM:** Director of Engineering for fulltime regional AM at 610 khz and a Class "B" FM. Attractive area about seventy miles from Washington, D.C. Already on-line with satellite ... other facility improvements scheduled for 1982. Please send your resume to our home office: The Holt Corporation, Westgate Mall, Bethlehem, PA 18017.

**South Florida Coastal AM/FM** needs Chief Engineer with solid background in FCC rules as well as hands-on experience with RF and audio. 1st or General Radio Telephone license required. Send resume with salary requirements to Box N-88. E.O.E.

**Consulting firm,** midwest location, needs staff engineer for field and office work. Experience in AM and FM required. TV a plus. BSEE desired but other math and physics background considered. Salary negotiable. Call 309-673-7511.



## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer.** Chief Engineer needed by top ten market adult contemporary FM. If you have 3 to 5 years radio maintenance experience, know how to get top quality, competitive sound, and can run a clean technical operation, we would like to hear from you. This position requires first-rate management and technical skills. We are a major group broadcaster operating in eleven markets, and offer an excellent salary, benefit plan and future growth opportunities. Qualified applicants should send their resume in confidence to Box N-101. An Equal Opportunity Employer.

## HELP WANTED NEWS

**Production Manager-Chief Announcer** for exciting new news and information satellite radio network. Major corporation backing. Quality voice, hands-on local production know-how, East Coast. Resume first. Box N-43.

**News Director** with nose for news, actualities and all; strong local emphasis. Warm, beautiful Texas smaller market, part of a group fully dedicated to professional news. Box N-83.

**WLAP/WLAP-FM,** Lexington, Kentucky, needs experienced, dedicated news reporter/anchor. Strong delivery, ability to dig and write. Tape, writing samples and resume to Phil Miller, P.O. Box 11670, Lexington, KY 40577. EOE.

**WOSU needs** a Broadcast Producer and a Radio Reporter. Reporter applicants need a degree in Journalism, Communications or related field and previous experience in reporting and broadcast journalism. Report on a broad field of topics. Organize and announce newscasts. Salary range: \$12,480-\$13,680. Broadcast Producer applicants need a degree in Journalism, Communications or related field. Previous professional broadcast production and journalism experience. Plan and produce radio public affairs programming and newscasts. Salary range: \$13,560-\$15,000. Application deadline: 1/4/82. Send audition tape, copy samples, and resume to: Jim Waltermire, News Director, WOSU, The Ohio State University, 2400 Olentangy River Road, Columbus, Ohio 43210.

**A midwest radio group** is seeking a professional anchor and street reporter - full time. Good delivery and writing abilities required. Contact: Mike Hawkins, WDBQ Radio, Dubuque, Iowa 52001.

**Searching for experienced** Feature/Hard News Reporter for topnotch small market operation. Send your best to David Van Drew, WZOE AM/FM, Broadcast Center, Princeton, Illinois 61356. EOE M/F.

**Chicagoland Public Radio** seeks experienced news reporter/anchor. Write for application materials to: Ken Davis, News Director, WBEZ Radio, 228 North LaSalle St., Chicago, IL 60601.

**News Director** for small market AM/FM. Experience helpful but good break for recent grad. Minorities and females encouraged to apply. Tape, resume and writing samples to WAGR, P.O. Box 1056, Lumberton, NC 28358.

**News/Public Affairs.** Experience and/or training required. Weekend news/public affairs and program host. For information call Phil 614-353-5176. Southern Ohio radio station—tape, resume requested. Immediate opportunity.

**Kansas' No. 1** radio news team is looking for experienced News Anchors and Reporters. Send tapes and resumes to Geoff Scott, N.D., KFH Radio, 104 S. Emporia, Wichita, Kansas 67202. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Fast-growing midwest** radio group is seeking talented, experienced air talent. News Anchors and Reporters. Send resume to Box N-90. EOE.

**Need first class** production person. Where are you, Bill Birch? Call Lyle Richardson, KUDE/KJFM, Ocean-side, CA 92054. 714-757-1320.

**Music Of Your Life** stations seek Program Director with good on-air skills. Send qualifications to Box N-111. EOE.

**Production Manager-Chief Announcer** for exciting new news and information satellite radio network. Major corporation backing. Quality voice, hands-on local production know-how, East Coast. Resume first. Box N-43.

**Program Director:** Powerhouse AM in Top 50 Market wants "take charge" person to revitalize and give direction to a potentially great Personality/Adult Contemporary Radio Station. Air Shift (preferably Morning Drive), oversee Air Staff, Production, News Personnel and formatics. Solid track record with proven stability a must. Send resume to: Box N-58. EOE-M/F.

**WTTM, Trenton** - New Jersey's only full-time Country satellite station wants full-time News/Production person. Send tape & resume to: Marc Scott, General Manager, WTTM, 333 West State Street, Trenton, NJ 08618. 609-695-8515.

**Program Director** for radio station in the beautiful Napa Valley of California, 45 miles from San Francisco. Station enjoys No.1 share of market. Seeking management and leadership ability plus quality on-air performer. It may be your first PD. position. Salary requirements in first letter to Tom Young, KVON, PO Box 2250, Napa, CA 94558. Phone 707-252-2440.

## SITUATIONS WANTED MANAGEMENT

**19 Year Veteran** with successful track record in all size markets and excellent references seeking GM position in small to medium market. Available now. John Long, 713-444-4839.

**GM-GSM,** over 16 years' medium and small market experience. RAB, Jennings. Welsh, Business Management & Law. Strong sales, national, regional, and local experience. Great sales training program and recruitment, good programing background and knowledge of ratings. Results-oriented, strong collections. Prefer Western, but will listen to offers. Available January, married with family. Call 606-384-4129 or 606-586-5458.

**Group Management.** 15 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, station purchase and sale. Strong qualifications include administration, sales development, programing and promotions ... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long-term opportunity with a good, growth oriented group. Write Box N-81.

**I've made up** my mind to move into management and/or sales after many years on the air in markets from N.Y. City to L.A. My background and intelligence demand consideration. Personal interviews only, any market will be considered. Box N-76.

**General Manager.** Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for long-term association with quality organization. Write Box N-80.

## SITUATIONS WANTED SALES

**For an Income-Producing** Broadcaster who knows how to nail down sales, as well as perform on the air, phone Joe, 201-437-2171.

**Experienced advertising salesman** with sales manager's experience desires sales or sales manager position. Any location. Write Box N-103.

## SITUATIONS WANTED ANNOUNCERS

**Disc Jockey** with excellent voice and speech seeking position. Able to work all shifts. Good Production; sales welcomed. Arthur Ostermann, 212 447-3768.

**Sexy, mature voice** looking for decent pay—any market, sales and advancement. P.B.P. experience. Now working. Call Mike, 716-876-5509.

**212-798-9390.** Small Markets: Make the connection with an energetic D.J./Newscaster with good production and writing skills. Seeking initial break now! Write to Box N-69.

**Small Market Program Director's Dream:** New York City-Trained D.J.-Newscaster-Writer, ready for the Country. For great tape, phone Joe, 201-437-2171.

**Male announcer,** new, aggressive, some experience in writing and production, immediate start possible. Felix, 714-483-4264.

**5 Years' Experience.** Seek small, community-involved AC or Country PD. slot, medium MD., upper midwest, KY. Box N-106.

**Talk Show Host** with splendid ratings. Long on humor and entertainment deftly intertwined with serious discussion and interviews. 503-635-5190.

## SITUATIONS WANTED TECHNICAL

**ASET Degree,** 10 years' experience in Radio and TV. Want staff engineer position. Prefer West Coast. Reply to Box N-21.

**Experienced Chief Engineer,** First Phone, C.E.T., Technical School. Write Box N-102.

**Dynamite Engineer** with good ears, great attitude, AM DA, high-power FM, and digital experience is looking for medium market chief's position. Box N-79.

## SITUATIONS WANTED NEWS

**Sports Director.** Award winner. 15-years' experience. Hard working. Involved. Employed but looking. Box N-1.

**Bright, Articulate** person in Northern Virginia with 4½ years' radio experience desires position as a sports broadcaster. Excellent play-by-play, voice and production skills. Prefer Mid-Atlantic region but willing to re-locate. Available now. Call Collect 703-378-4319, After 6 p.m.

**Sports Anchor/Reporter,** seeking commercial radio experience. Fast-paced, energetic, P.B.P., basketball, football, baseball plus talk shows. Don't settle for rip and read. Good writing skills. Willing to relocate. Call Neil 401-942-4472.

**Now Available:** Small Market Newscaster - Writer - D.J. Resonant voice, excellent speech, creative production, writing and sales experience. Trained by the best. Phone Joe, 201-437-2171.

**Benefit from** a Washington Bureau without paying the cost. Radio reporter with 13 years' experience will cover Washington with your local needs in mind. Write for details. Box N-91.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**If you like Dr. Don—**Try this doctor. Heavy into humor/entertainment. Serious offers only. Box N-61.

**Does Your Morning Man** need a partner, a la Harden & Weaver, or Puritan & Ryan? If your ratings are slipping, maybe I can help retrieve them. I have seventeen years' experience to offer, along with a tape and resume. I want to team up with some one of my ilk. Will consider all responses. Please tell all (format, salary, current situation, etc.) in return letter. Box N-107.

**Thirteen years' experience.** Programming, promotion, news, FCC matters, copy/production. AM or FM, live or automated. Excellent references. PD, OM, or Assistant Manager. Box N-92.

**Program Director/Music,** promotion, research & production background! Looking for room to grow at stable operation! Let's talk! Frank, 412-373-3994.

**11 Years Radio/TV.** Seeking position in Phoenix area. Announcing preferred. Available immediately. Air personality/production/music director/news/sales/program director. Experience-reliability. Resume-tape. All inquiries welcome. Ray, 309-289-4925.

# TELEVISION

## HELP WANTED MANAGEMENT

**Expanding group owners** looking for aggressive Station Manager with Sales Experience. (Western State). Salary commensurate with ability and experience. Box N-6.

## HELP WANTED MANAGEMENT CONTINUED

**Director of Administration and Finance.** Challenging job for creative person. Responsible for all corporate financial and administrative functions for one community public TV and two public radio stations in Northeast. Includes corporate planning and some special projects. Reports directly to President. Three years' financial and administrative experience a must. Writing skills important. An EEO employer. Send resume and salary needs to Box N-2.

**Major TV group** seeks experienced General Sales Manager for network affiliate in Southeast. Prefer candidate with independent experience, strong in local sales, and good creative background in markets of four or more stations. EOE. Box N-44.

**Assistant to President** in Charge of Marketing. If you are an experienced TV promotion specialist, with an eye toward station management, this position is for you. Group station with excellent reputation - now No. 1 station, but striving to be better. An equal opportunity employer. Box N-31.

**Television Manager** for S-2 Satellite. Sunny Southwest VHF Network station seeking qualified manager and other personnel for S-2 operation. We are converting current S-1 Satellite operation. Station Manager applicants must be high achievers with expertise in personnel, operations and sales. Position demands prior S-2 experience. If you are aggressive, knowledgeable and career oriented, this company offers both opportunity and a future. Send letter and resume to: Wayne M. Roy, KVIA-TV, Box 12277, El Paso, Texas 79912.

**TV Station Comptroller.** Manage financial operations including corporate statement preparation, internal audits, and financial planning. Accounting degree, EDP system knowledge with 3 - 5 years' accounting experience required. Broadcast experience helpful. Resume and salary history to Howard L. Hoffman, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. No phone calls. Equal Opportunity Employer/Affirmative Action Employer.

**New VHF station** in Arizona's most desirable small town needs sales-oriented general manager. If good climate, a start-up challenge and an exciting future interests you, send resume and salary requirements to PO. Box 391, Phoenix, AZ 85001. EEO M/F

**Assistant Program Manager.** Manage the program department at WGVC-TV in the absence of the Program Manager, assist in program scheduling, bookings, screening, viewer correspondence and all facets of the department operations. Applicant must have four-year college degree, preferably with major in broadcasting or telecommunications. Emphasis on public television experience. Full fringe benefits. WGVC is the Public Television Station serving west Michigan. Send resume to Personnel Office, 121 Lake Superior Hall, Grand Valley State Colleges, Allendale, MI 49401. Deadline January 11, 1982. (EEO/AA Employer).

**General Manager/Corporate Officer**—new VHF in Anchorage, Alaska, seeking experienced broadcaster to put Channel 4 on the air. Sales, programming, production, promotion, budgeting, people skills essential, plus proven performance record in medium-sized market. Send resume, salary requirements and references to Tacoma Fund, 2104 North 30th Street, Tacoma, WA 98403. E.O.E.

**Station Manager** with energy, administrative ability and proven sales record for growing South Texas market. EOE. Box N-99.

## HELP WANTED SALES

**Account Executive** for major market Sunbelt independent TV station. Must have TV sales experience and a proven track record. Equal Opportunity Employer. Box N-57.

**Local Sales** - CBS affiliate has immediate opening for AE with good retail sales experience. We need AE with enough experience to become sales manager. Tell us why you're qualified. Send resume and income requirements to Box N-63. E.O.E.

**Retail Services Director** Top 40 Southeastern market VHF television station seeking talented, creative, production-oriented person for new retail services unit. Serve as complement to local sales efforts by selling through creative concepts. Required skills: TV production/creative background, understanding of TV sales and retail sales, good with clients, marketing knowledge and service oriented. Inquiries confidential. Send resume or personal presentation to Box N-104. An Equal Opportunity Employer M/F.

**Retail Sales Specialist** for Southeastern television station. Growing market, group ownership and total commitment to new business development make this an excellent opportunity. Knowledge of vendor/co-op, presentation development and delivery, client level sales and commercial production are among qualities required for the position. An Equal Opportunity Employer, M/F Reply Box N-105.

## HELP WANTED TECHNICAL

**Chief Engineer** for midwest UHF affiliate. Must be experienced in UHF transmitters and in budgeting. Group owned station. An equal opportunity employer. Box N-31.

**Chief Engineer/Operations Manager.** Accent on manager - to assume direction of engineering operations for midwest UHF station. Experienced in budgeting, hiring, training, and supervising engineering personnel. Knowledge of production helpful. Will become important part of a professional management team. Excellent future and benefits. Reply in confidence to Box N-30. EOE.

**Maintenance Engineer Wanted.** Modern Videotape Production Facility is seeking a maintenance engineer. If you would like working in Colorado and qualify in the maintenance of Ampex 1" Type C videotape, CMX Editing Systems, Vital Squeeze-zoom and Hitachi Cameras, contact Jerry Ebberts, Chief Engineer, Telemation Productions, Inc., 7700 East Iliff, Suite H, Denver, CO 80231. 303-751-6000.

**Assistant Chief.** WLFI-TV Lafayette, Indiana, is taking applications for Assistant Chief Engineer. Write or call Ken Gardner, WLFI-TV, PO. Box 18, Lafayette, Indiana 47903. 317-463-3516.

**Maintenance Engineer** for group-owned UHF affiliate. Experience required. Top union salary. Must be strong in ENG and 1" and 2" tape. An equal opportunity employer. Box N-31.

**Opportunity for assistant engineer** to become Chief Engineer with expanding group owners. (Western State). Salary commensurate with ability and experience. Box. N-7.

**TV Maintenance Engineer:** WXIX-TV, a Metromedia station, has an opening on the midnight shift for an experienced engineer. Requirements: FCC 1st class license; two year electronic associate degree or equivalent; three years experience trouble shooting; TV broadcast equipment to the component level. Competitive salary and good fringe benefits. Send resume to: Director of Engineering, 10490 Taconic Terrace, Cincinnati, Ohio 45215

**Chief Engineer.** Top 50 CBS/TV affiliate in largest UHF market in United States will relocate station to new site early 1982, needs experienced take charge chief engineer on-site location, design, equipping and construction of new facility. Scranton has active cultural activities including own symphony, public theatre, museum, zoo. Hub of interstate highways, PA Turnpike, within two hours of New York, Philadelphia. Send resume to: General Manager, WDAU-TV, 1000 Wyoming Avenue, Scranton, PA 18509.

**Chief Engineer:** Responsible for technical/engineering operations for University television facilities, including dedicated cable TV channel. Minimum 3 years broadcast, cable and/or CCTV experience, including maintenance and supervision. Salary \$19,584-\$22,212, plus benefits. Send resume and letter of application to Personnel Services, Wichita State University, Wichita, KS 67208 by December 28. AA/EEOE.

**Wanted:** Assistant Chief Engineer for group owned net affiliated VHF station in 74th market. First class FCC license and 3 to 5 years transmitter and studio maintenance preferred. Must have desire to move up to Chief. Send resume and salary requirement in first letter to Greg Smith, KFVS-TV, Box 100, Cape Girardeau, MO 63701. EOE.

**Electronic Technician Wanted:** Studio Chief Engineer wanted at WOWK-TV, Huntington, WV, to be responsible for maintenance of studio equipment and supervision of studio technicians. Heavy electronic equipment maintenance and repair background required. Salary \$20,000 plus profit sharing, retirement plan, excellent benefits package. Please write to General Manager, WOWK-TV, 625 Fourth Avenue, PO. Box 13, Huntington, West Virginia 25706. An Equal Opportunity Employer.

**Television Broadcast Engineer** with Production emphasis required for operation and maintenance of new EFP vehicle, Vanguard studio editing and studio maintenance. FCC license, two years television engineering experience and ASEE or equivalent required. Send resume to KAKM, 2651 Providence Drive, Anchorage, Alaska 99504. Deadline for applications is January 15, 1982. KAKM is an EEO employer.

**Production-Minded** chief engineer with excellent technical training for medium market Texas station. EOE. Box N-73.

**Consulting firm,** Midwest location, needs staff engineer for field and office work. Experience in AM and FM required. TV a plus. BSEE desired but other math and physics background considered. Salary negotiable. Call 309-673-7511.

**Sunbelt Indie** needs working chief/UHF xmtr supervisor. Excellent pay and benefits. Good opportunity for maintenance super or asst chief looking to move up. Contact Bob Brewer, KLKK-TV, 1510 Coors Rd, NW, Albuquerque, NM 87105, or call 505-836-1992.

**Broadcast Engineering:** One of America's most respected broadcast groups is looking for an Assistant Chief Engineer. Medium market, Western sunbelt network affiliate, Best benefits package available; growth possibilities with the country's most successful television stations. First Class ticket, maintenance experience with studio and transmitter equipment required. Applicant must be a self-starter, confident of a bright future. Employer encourages women and/or minority candidates. Write: Box N-109.

**Maintenance Engineer** for southwestern ABC affiliate. Must have minimum three years transmitter/translator and microwave maintenance experience. Appropriate FCC license required. Resume & references to Chief Engineer, KOAT-TV, PO Box 25982, Albuquerque, NM 87125.

**Production Technical Director** for KETC-TV, PBS, St. Louis, Missouri, to be technically responsible for all station production. Requirements: five years production technical experience, degree in Communications and/or First Class or General Class FCC license. Salary range: \$20,000-\$23,000 per year. Send resume to: Production Technical Director, KETC-TV, PO. Box 24130, St. Louis, MO 63130, by December 28, 1981. Equal Opportunity Employer, M/F

**Opportunity for snowbirds** to fly South! Sunny South Texas VHF has immediate opening for qualified technicians. EOE. Box N-100.

**Chief Engineer.** Sioux Falls-Mitchell, South Dakota. KXON-TV. Call Jim Nelson, 605-996-7501. EEO.

**Sunbelt!** Excellent opportunity for an experienced, full-charge Television engineer to serve as assistant chief at UHF affiliate in one of Texas' fastest-growing markets. Only thirty miles from the coast. Microwave, transmitter and ENG maintenance knowledge a must. Salary is negotiable depending on ability. Direct inquiries to Charles Smithey, Director of Engineering, KXIX-TV, Box 1879, Victoria, Texas 77902. No telephone calls, please.

**Engineer, Senior Project.** Wash., D.C. area. To low \$40's. BSEE min. & heavy exp. re: major TV broadcasting station design & related project work. You will be the No. 1 engineer in charge of putting together a major latest state-of-the-art TV broadcasting station. You will deal with regulatory agencies & a host of other duties. Replies kept confidential. EOE employer. Contact D. Jones, Tech-Prof, Firestone Bldg., Suite 204, 1729 York Rd., Lutherville, MD 21093-5655. Phone 301-252-6076.

**TV Engineer**—Connecticut Public Broadcasting seeking TV Engineer with FCC First or General, minimum 2 years technical schooling and broadcast experience. Salary range \$12,948-\$23,244. EOE, M/F. Send detailed resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

## HELP WANTED SALES CONTINUED

**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.

**Engineering Manager.** Engineer for 5-station multi-service ITFS network. Responsibilities include studio, production, network operations, construction of new ITFS stations and general management. Position requires operations experience, knowledge of computers, good writing and presentation skills, FCC 1st and B.S. in Engineering or Telecommunications. An EOE. Salary \$25,000-\$30,000, depending on experience and qualifications. Send resume to Center for Excellence, Inc., PO Box 158, Williamsburg, VA 23187. Closing Date: Jan. 15, 1982.

**Audio Director** for Connecticut Public Television with strong technical background and minimum 3 years related experience with broadcast facility or production company. EEO M/F. Send resume to Mary Sullivan; CPTV, 24 Summit Street, Hartford, CT 06106.

## HELP WANTED NEWS

**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.

**News Photographer.** One year experience. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

**Reporter.** Expanding ABC affiliate looking for excellence. Resumes, tapes to Jim Blue, WAOV, 1908 Grand Ave., Wausau, WI 54401.

**Looking for Sports Director** in 135th Market. Western sports-minded area. Send resume and tape to: News Director, KCRL-TV, PO. Box 7160, Reno, NV 89510. EOE.

**News Director** for competitive, booming Gulf Mid-south medium market. Well-equipped and staffed news department needs an experienced, dedicated professional to assume responsibility for major expansion. Must be able to recruit, train, motivate and manage. Ownership and management are totally committed. Send resume and salary requirements to Box N-59. An Equal Opportunity Employer, Male/Female.

**Aggressive News Producer:** Aggressive Pacific NW Television news dept. seeking experienced producer. Will have all the tools including live remotes, with live capability, daily satellite helicopter feeds from Washington, D.C., and satellite up-link. Must be experienced self-starter who can be creative under pressure. Send resumes to John Kline, News Director, KATU Television, PO. Box 2, Portland, OR 97207. An Equal Opportunity Employer.

**Weekend Weather Anchor:** The news leader in the Quad Cities market seeks an experienced person to do weekend weather and fill out week as a general assignment reporter. Weatheration radar and GOES satellite. Send tape and resume to: News Director, WOC-TV, 805 Brady Street, Davenport, Iowa 52808. No phone calls. An EEO Employer.

**The Weather Channel - Meteorologists:** Applications for 15+ TV talent positions are invited for the Weather Channel, John Coleman's 24 hour-a-day, national cable-TV weather network. We will be operating out of a large, new fully-equipped facility in north-west suburban Atlanta, Georgia. Send resume, tape, a list of professional references to Joseph S. D'Aleo Jr., Director of Meteorology, The Weather Channel, Suite 450, 2625 Cumberland Parkway, Atlanta, GA 30339. Final interviews will be held in January; positions effective March 1, 1982.

**Co-anchor needed** for ABC affiliate in Madison, Wisconsin. Station has aggressive and expanding news department. City offers outstanding living. Tape and resume immediately to Wayne Wallace, News Director, WKOW-TV, Box 100, Madison, WI 53701.

**Sports Director:** Knowledgeable, energetic sportscaster needed for two-person department. Anchor 6 and 11 PM show 5 nights per week. Strong writing skills with on-air experience preferred. Resumes may be forwarded to: News Director, WRD-WV, Drawer 1212, Augusta, GA 30903.

**Anchor/Reporter**—News-oriented station seeks weekend anchor/reporter. Must have previous daily anchor experience, strong on-air, and good reporting/writing skills. Resume/tape to: Pete Langlois, News Director, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814-0794.

**We are rebuilding** and need a News Producer/Anchor, Weathercaster and Sportscaster. Applicants must have strong on-air presentation skills, proven experience in all aspects of news production and a Journalism degree is preferred. Salary commensurate with ability; excellent benefits and working conditions. Send resume to Box N-98. EOE-M/F.

**KSTP-TV is looking** for an experienced television street reporter, one with superior skills as a digger and writer. This is a rare opportunity to join the largest broadcast news operation in one of the nation's most respected markets. Send a complete resume and samples of your work to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, Minnesota 55114. No beginners, please. Equal Opportunity Employer.

**Weathercaster:** News/Community-oriented Texas station in rapidly growing market wants mature/personable person with meteorology background, degree preferred, TV experience required. Excellent salary, benefits and working conditions. EOE, M/F. Call News Director: 214-592-3871.

**News Producer:** We're looking for a solid, aggressive, creative producer for our newscasts. Conversational writing, imaginative graphic sense, flair for leadership, and TV experience a must. Top 20's Mid-western station. Write Box N-95. An Equal Opportunity Employer, M/F.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**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.

**Controller** needed by number one sunbelt station offering excellent compensation plus living environment to match. Accounting degree and broadcast experience required. Send resume and references to Mark Conrad, WFMY-TV, PO. Box TV 2, Greensboro, N.C. 27420. (EOE Employer and Harte-Hanks Station).

**Pay TV network seeks** operations manager who takes responsibility for scheduling, tape control, film inventory and other programming aspects. TV station background a necessity. Box N-40.

**Creative Services Director** - top 50, East Coast NBC affiliate needs experienced planner, creator and producer of all phases of station promotion. Minimum three years' TV promotion and some supervisory experience preferred. Box N-54. M/F, EEO.

**Director** - Northeast Syndicator/Production Company. Experience in remote sports, network quality. Creative, hard-working, flexible - some commercial production involved, willing to travel, must relocate. Call 412-339-7581, Production Dept., or send resume and tape to Box 93, New Kensington, PA 15068.

**Producer-Director/Writer.** No. 1 station in medium size midwestern market, looking for an experienced director and a commercial copy writer. Need someone with drive and creativity for writer, will do some training. News experience needed for director. Send salary history and resume to Box N-49. An Affirmative Action/Equal Opportunity Employer.

**Traffic:** Station in top 10 market affiliated with the Christian Broadcasting Network, seeks an experienced Traffic Manager. Computer knowledge helpful. Send resume to: Box N-20. Equal Opportunity Employer.

**Producer/Reporter (Public Affairs).** Producer/Reporter for KAKM Public Television, Anchorage, AK, to produce and moderate public affairs series and specials. Candidates must have solid journalistic and on-camera skills. College degree in journalism, broadcasting or related field and minimum of two years' experience required. Salary: \$19,425 - \$26,000 plus benefits. A video resume tape will be requested from finalists. Do not send with application. Send resume to KAKM, 2651 Providence Drive, Anchorage, AK 99504. Deadline for applications is December 31, 1981. KAKM is an EEO employer.

**Director Wanted** for Major market independent. Candidates should have 2 years' experience with heavy emphasis on promotion. Some commercial experience useful. Take-charge abilities a must. Send resume to Box N-53. EOE.

**Commercial Director.** Direct commercial production in studio and on location. Some news possible. Two years' experience directing necessary. Send resume to: Gloria Towles, WRAU-TV, 500 N. Stewart, Creve Coeur, Illinois 61611. EOE.

**Television Program Director.** Duties: Purchase programs, schedule broadcasts, supervise production staff, prepare Department budget, produce and direct TV programming; other duties pertaining to the operation of the Programming Dept. Experience: 5 years of commercial or public television; 1-2 years of programming background in television. Application deadline: January 8, 1982. Salary: \$1955-\$2377. Send resume: Fresno County Schools, Personnel Dept.-Room 330, 2314 Mariposa Street, Fresno, CA 93721; phone 209-488-3018.

**Post Production Quality Control Assistant.** Showtime Entertainment is seeking a Post Production Quality Control Assistant with experience related to the technical quality control of video recordings, and/or motion picture film prints. Successful candidates should have experience in supervising film to tape transfers. Any experience should preferably have been gained in a television broadcast studio, video facility or a motion picture film laboratory. Company offers excellent benefits package, convenient mid-town NYC location and good growth potential. Send resume indicating salary requirements to: Showtime Entertainment, 1633 Broadway, New York, NY 10019, Attn: Dept Quality Control-Alan Rosenfeld. Equal Opportunity Employer, M/F/H.

**Creative commercial copywriter** with excellent writing skills and proven production know-how for Gulf Coast market. EOE. Box N-96.

**WOSU is recruiting** for a TV Director. Must have previous TV production experience. Direct TV programs and assist producers, with TV production projects. Application deadline: 1/4/82. Salary range: \$12,480-\$13,680. Send resume to: Debbie Eberle, Personnel Manager, WOSU, The Ohio State University, 2400 Olentangy River Road, Columbus, Ohio 43210.

**Producer/Director**—To produce/direct elementary and secondary instructional television programs. Work in one of the nation's most modern production facilities. BA with three years' experience in television production; additional experience may substitute for education. Salary: \$19,923 minimum/yr. Apply by January 21, 1982, to: Paul E. Few, University Television, PO. Box 83111, Lincoln, NE 68501. Affirmative Action/Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**If Your Television Group** or station is looking for an aggressive general manager who is not only a strong administrator but has a flair for sales, programming, and the bottom line, then we should talk! For full information, call evenings after 5 PM. EST. 717-845-9538 or write Box N-46.

## SITUATIONS WANTED NEWS

**Meteorologist**—Aggressive, Accurate, AMS Seal, 4 years' medium market broadcast experience. If you need a knowledgeable professional, call "Weather Will" now! Don't settle for less!! 414-497-0200.

## SITUATIONS WANTED NEWS CONTINUED

**Experienced news director**, for station with commitment, growth opportunity. Stable professional, solid background, employed. Box N-8.

**News Reporter** presently working in a small market looking for a bigger challenge. Box N-52.

**23 yr. old** Ohio State Broadcasting Communication major; looking for a sports reporting position. Presently employed at O&O TV station in sales. Will relocate. Call Julia 312-861-5562.

**Woman ENG Photographer**, two years' experience, desires to relocate. Sample cassette on request. Box N-16.

**Reporter** who can dig! Seeks general assignment position in top 40. Five years TV news experience. Write Box N-82.

**Experienced Reporter-Anchor**. Sports, News, photography, editing, interviewing, PBP. If you want creative writing, intelligence, and versatility, call 309-691-2927.

**Veteran Newshound**. 10 yrs. experience. Reporter, Anchor, N.D., Talk Host. Seeks to relocate. 801-487-4353, Box 6077, Salt Lake City, Utah 84106.

**Post-Holiday Opening?** Fill it with this aggressive, 2 years-plus television reporter. Weather and co-anchor experience. Degree; Solid references. Box N-75.

**Attention Small Markets:** Attractive, articulate, intelligent female Mass Communications/English graduate with recent broadcast experience seeks job as street-reporter. Professional attitude, strong writing skills. Will relocate. Tape and resume. Call Cheryl Munn 301-551-4961. Day/Eve.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Commercial Producer/Assistant Program Producer** is looking for professional company to do quality production. College degree, 3 years' experience. Innovative with excellent writing skills. Will relocate. Box N-51.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**CATV System General Managers**—Family-owned company looking for GMs for its systems in both Kankakee, Ill., and Hilton Head Island, S.C. Marketing background desired. Equal Opportunity Employer. No phone calls, please. Send resume and salary history to: Steve Small, Senior VP, Mid America Media, Six Dearborn Square, Kankakee, IL 60901.

### HELP WANTED SALES

**Direct Sales Manager:** New York-New England-Middle Atlantic. The man or woman we select must have a strong broadcast management background with light engineering experience. You will demonstrate and sell the hottest audio products in the AM-FM field today. Sales commission plan equals top broadcast sales management and you must be of that calibre to qualify. Short resume and trade references to M. Gaines, Box 118, Brookside, NJ 07926. Interviewing early January.

### HELP WANTED TECHNICAL

**Consulting Engineer** seeks addition to staff. Willing to travel. Send resume and requirements. Write Box N-17.

### HELP WANTED INSTRUCTION

**Assistant Professor** to teach Television Production classes (which produce CATV programming). Qualifications: appropriate doctorate (earned or near completion) and successful teaching experience required; professional or public television production experience strongly preferred. Salary dependent upon qualifications. Send application letter, resume, placement file, and references to W. Robert Sampson, Chairman; Department of Speech, University of Wisconsin-Eau Claire, Eau Claire WI 54701. Application deadline: January 29, 1982. UWEC is an Affirmative Action/Equal Opportunity Employer.

**Expansion Position.** Arkansas State University's Department of Radio-Television seeks a person with the Ph.D. in broadcasting and/or mass communications plus some industry experience to teach in both its undergraduate and graduate RTV programs. Must be able to demonstrate ability to teach several of the following courses: Television Production, Television Directing (including graduate level TV directing), Broadcast News, Radio Production, Research Methods in Mass Communications, Cable Systems Management and Programming, Survey of Cable Television, Delivery Systems Technology. Salary competitive. Rank: Assistant or Associate Professor. Department will occupy new building by fall, 1982, with outstanding radio and television facilities. Application deadline: February 1, 1982. Position available: August 15, 1982. Resume and references to Chairman, Radio-Television Department, Box 2160, State University (Jonesboro), AR 72467. Arkansas State University is an equal opportunity/affirmative action employer. M/F.

**Broadcast/Film Chair.** The University of Alabama seeks a chairperson for its broadcast/film program. The department is one of four instructional units in the School of Communication which has over 1,600 students. Other teaching areas in the School are Advertising/Public Relations, Journalism, and Speech Communication. The chair directs a program of 450 majors with a faculty appointment, including Ph.D., teaching experience, and demonstrated scholarship. Previous administrative experience and previous media experience are highly desirable. Rank and salary will be determined by qualifications. Nominations and applications should be sent to: William H. Melson, School of Communication, The University of Alabama, PO. Box 1482, University, AL 35486. The University of Alabama is an equal opportunity, affirmative-action employer.

**Broadcast faculty member** sought for '82-'83 academic year in a tenure track position. Rank and salary negotiable. Ph.D. or ABD preferred, but M.A. or M.F.A. acceptable, especially with some recent professional experience. Duties include teaching Broadcast Announcing, plus some of the following: Broadcast Management, Radio Programming, Radio-TV Newswriting, Radio Reporting and Performance and Oral Communication. Also assist in news at WVXU-FM, the University Public Radio Station. Deadline: open until filled. Send application, resume, transcripts, and three letters of recommendation to Fr. William J. Hagerty, S.J., Chairman, Communication Arts Department, Xavier Univ., Cinn., OH 45207. An Affirmative Action/Equal Opportunity Employer.

**Radio-TV.** Faculty position available, Fall 1982, to teach courses in television production, promotion and broadcast writing. News and/or cable background helpful. Assistant or Associate Professor (tenure-track). Professional experience required. PhD required for higher rank, Master's for lower rank. Salary competitive. Deadline for application: February 15, 1982. Send letter of application, vita and three letters of recommendation to Dr. Ed Paulin, Chairman RTVF, Oklahoma State University, Stillwater, OK 74078. An Equal Opportunity/Affirmative Action Employer.

### 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.

**Moseley 505/C STL** transmitter and receiver, any frequency. Mark Howard 912-232-0097.

**Want to buy a used TV** transmitter, low band, one, five or ten KW. Contact G. Bonet. WORA-TV, Box 43, Mayaguez, PR 00709-809-832-1150.

**Instant Cash For Broadcast Equipment:** Urgently need Transmitters, AM-FM-TV; Microwave; Towers; WX Radar; Color Studio Equipment. Ray LaRue or Bill Kitchen, Quality Media Corp. 800-241-7878. In GA 404-324-1271.

**\$500 Reward For UHF Transmitters:** For information which leads to our purchase of any UHF TV Transmitter. Call Ray LaRue or Bill Kitchen 800-241-7878. In GA 404-324-1271.

**Wanted:** New and used transmitter tubes. MHz Electronics, 2111 West Camelback Road, Phoenix, Arizona 85015. 602-242-8916.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**25 KW FM McMartin** w/exciter, stereo, SCA. 2 yrs. old On-air. 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.

**RCA TK-76** camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and angenieux power zoom lens ... 25K 714-283-9355.

**Used Equipment Bargains:** RCA TT-IOAL 11KW Transmitter; RCA TT-35 CHW/CHW/Driver & Diplexer just removed from service!; GE Film Chain; CVS 504B TBC; Envirozone Air Filters; Chevron III Character Generator; 12 to 15 Fonts; G/V 1400 Production Switcher W/D.S. Key; 3-Gates Criterion 80 Stereo PB and 1 Stereo Rec/PB carts. Call Ray LaRue, Quality Media Corp. 800-241-7878. In Ga 404-324-1271.

**Remote Production Cruiser:** Beautiful Crown chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel & drive train, good tires and brakes, includes (5) GE PE-350 Cameras, working well, 3-10:1 & 2-18:1 Lenses, motorized reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X6 prod sw'r w/effects, 8X2 GE Audio, well designed & professionally built. \$130,000. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA 404-324-1271.

**EFP Production Van:** Like new (2) Hitachi SK-70 Cameras; JVC 3/4" Editing pkg; port 3/4" VCR; CVS 504B T.B.C. w/noise reduction; 3M-1114 sw'r; 3M-D3000 c. gen; complete 8-in. audio; patching-monitoring; custom platform and AC Generator. In service now, excellent condition, call Ray LaRue, Quality Media Corp. 800-241-7878. In GA 404-324-1271.

**Channel 10 Transmitter Package:** 25 KW, complete RCA TT-25 BH, good condx; 3-1/8" xmission line, antenna, \$35,000. Call Ray LaRue or Bill Kitchen, Quality Media 800-241-7878. In GA 404-324-1271.

**FM Transmitters:** 1KW Bauer, 3KW RCA, 5KW RCA, 5 KW CSI, 12KW CCA, 25KW McMartin, Call Transcom 215-379-6585.

**AM Transmitters:** 1 KW CSI, 1KW RCA, also RCA BTA 10H w/new finals and mods, Call Transcom 215-379-6585.

**Textronix vectorscopes,** Textronix waveform monitors, NEC FS-10 frame synchronizers, PC-70 cameras, camera chains, AMPEX VR 2000 video tape machines, GVG distribution amps, GVG pulse amps. Contact: Jim Richards, ABC, New York. 212-887-4906.

**Automation Controllers and Parts.** Harris, CETEC, Schafer, IGM, Instacarts, Gocarts, Carousels, Audiofiles, Tape Decks. 800-527-5959.

**For Sale:** One 161-73 MHZ, 1 Motorola 85 Watt Base, 1 Remote Control Console, 1 60 Watt Mobile Unit, 1 5 W Portable with charger used less than one month. Substantial savings off the list price - \$6,000.00. Replies to: Box N-60.

**(4) New ITC 10 1/2"** Stereo Tape Players with warranty. Make offer, sell or trade. (800) 5270599.

**VTR's.** RCA TR-70, Full Cavec, SS Rec Amps, DOC, \$22,000; RCA TR-60 updated, w/TBC ex-condx, low hours, \$9,000; RCA TR-22 Hi-Bank, \$7,000; Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC, \$22,000; IVC 870, \$500. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

**Color Cameras-New:** Thompson-CSF, Ikegami, Panasonic; Used: GE PE-350 \$2,500 ea; GBC CTC-7X, Minicam, plumbs, \$10,000. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

**Broadcast Audio/Radio Gear-New:** CSI AM-FM Xmtrs; LPB Mixers; Microtrak Consoles/Equipment; Otari Recorders; Ramko; Russco; Studer Revox; Shure; Thompson-CSF; What do you need? Call Ray LaRue, Quality Media, 800-241-7878. In GA, 404-324-1271.

**Phelps Dodge:** ECFM-4 circularly polarized 4 bay antenna, 91.3 FM. Excellent condition. \$700. George Bishop, 517-834-2271, Ext. 40.

**170 Beautiful Music tapes** with tones. Phelps Dodge Eight Bay Horizontally Polarized antenna with Heliax. Fred Lee, KAAK, 406-727-7211, Mountain.

**For sale:** Mosely STL rcvr/xmtr on 948.00 mhz. Good condition. Model PCL-303. CRL processors: SEP-400A, APP-300(2), SEP-400. All in excellent condition, less than one year old. WSHE Radio, 3000 SW 60th Avenue, Ft. Lauderdale, FL 33314. 305-581-1580.

**Gates FM1G,** 1KW, complete with harmonic filter, excellent condition. 419-734-3146.

**RCA TK 27 chain,** TP-15 multiplexer, TP-8 slide projector, TP-66 16mm projector. Beston controls—\$24,500.00. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138. 305-756-0699.

**Eastman CT-500** 16mm projector, 286 hours since new, \$10,500.00. International Cinema Eq. Co., 6750 NE 4th Ct. Miami, FL 33138. 305-756-0699.

**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.

#### COMEDY

**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.

**Broadcast Engineering Service Company:** TV-FM-AM field engineering-emergency maintenance-turnkey installation system design-survey and critique-interim maintenance or chief engineer. B E S Company, New Port Richey, Fla. 33553, 813-868-2989.

**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.

**PI.'s Wanted.** Leading national advertiser pays stations \$5.00 for each free booklet they give away. Has paid out for over 500 stations. Top stations produce 300-400 inquiries per week. Write for details. Box N-86.

**Embroidered Emblems:** promote your station with low cost quality emblems. Will outlast any bumper-sticker or T-shirt. Free artwork. Fireball Management, P.O. Box 588, Freeport, N.Y. 11520 516-223-1244.

#### RADIO PROGRAMMING

**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. 303-785-3288.

#### INSTRUCTION

**Cassette recorded preparation** for FCC General Radiotelephone Operators license, plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth Street, Manhattan Beach, CA 90266. 213-379-4461.

#### CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

**We can help you** improve your DJ, news, sports, and commercial announcing skills. We'll point out your strengths and weaknesses and help you on your road to success! Invest in yourself with objective professionals. Send cassette, return envelope, and \$10.00 to Talent Consultants, P.O. Box 81571, Lincoln, NE 68501.

### For Fast Action Use BROADCASTING'S Classified Advertising

### RADIO Help Wanted News

#### PHILADELPHIA MORNING DRIVE NEWS CO-ANCHOR

WPEN is a Sinatra/Bennett oriented MOR station looking for a co-anchor to work with me and the rest of the team in AM drive. Top writing skills and warm, mature delivery required. Reply to: Elaine Soncini, News Director, WPEN Radio, One Bala Cynwyd Plaza, Bala Cynwyd, PA 19004.



**A GREATER MEDIA STATION**  
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

#### RADIO SALES

Dynamic opportunity is available for qualified applicants with demonstrated experience in radio sales. Desirable positions are now open at Continental Radio's flagship station, WXRI, located in Norfolk, Virginia. Positions offer many outstanding company benefits and generous salary incentives while working in a unique organization.

If you are qualified and feel led, please send resume and references to:

CBN Personnel  
CBN Center  
Virginia Beach, VA 23463

Christian Broadcasting Network is an equal opportunity employer.

#### Expanding Kansas Radio Group

needs General Managers and Sales Managers for two new acquisitions in medium and small markets. Send resumes, salary requirements, and references to Barry Gaston, KFH Radio, 104 S. Emporia, Wichita, Kansas 67202 EOE.

### Help Wanted Programing, Production, Others

#### Advertising & Promotion Director New York City

- An opportunity for an experienced A & P person
- who is enthusiastic, intelligent and highly motivated
  - who can create promotional opportunities as well as purchase them.
  - who can explore and implement innovative methods of marketing this developing radio station to its listeners.

You'll be an integral part of a professional management team committed to winning, and work in a positive, supportive environment. This is an Equal Employment Opportunity.



Contact: Raymond Yorke V.P./General Manager  
WPIX-FM, 220 East 42nd Street, New York, NY 10017

#### ADVERTISING MANAGER

KLOK Radio has an immediate opening for an Advertising Director. You must have a knowledge of promotions and be able to write creative copy.

#### ADVERTISING BOOKKEEPER

KLOK Radio has an immediate opening for a radio bookkeeper. Please send resumes to: KLOK Radio, P.O. Box 21248, San Jose, CA 95151. Equal Opportunity Employer.

### Situations Wanted Management

#### Experienced

but young major market general manager looking for challenge. Have directed turnarounds in highly competitive top markets, aggressively reorganizing sales and programming efforts. Hands-on approach has produced documented winners in profits, sales, and ratings. Exceptionally strong references from local advertisers, national reps, program suppliers, Washington counsel, and fellow broadcasters. Carefully looking for long term association with quality organization in single station or group capacity. If you are not realizing the potential of a major property(s), let me know. Your reply will be kept strictly confidential. Box N-32.

#### Professional General Manager

presently employed wishes to associate with a group as Exec V.P. or General Manager of larger market operation. Impeccable Credentials. Philosophy is Basics with attention to Bottom Line Detail. I can Captain a very tight ship. Box N-93.

### Situations Wanted Announcers

#### OWN YOUR MARKET

AM Drive/Programer ... The ultimate combination. If you are sincere about winning big and are willing to grant programming control to a seasoned veteran with over 20 years as a major market influence and program inovator ... We should talk ... Call 609-397-8318 ... Attainable January 1.

# TELEVISION

## Help Wanted News

### NEWS EXECUTIVE

Storer, NBC-TV station in beautiful San Diego wants experienced news executive with a proven track record to assist in directing news operation to greater heights. State-of-the-art, all ENG newsroom; Jet helicopter; microwave units; Washington News Bureau; and satellite downlink. Position ideal for creative individual ready for a challenge and advancement. Contract employees need not apply. Finalists will be brought to San Diego for interview. Confidentiality respected. Salary and job title open. Send complete resume and tape to:

Bill Fox  
General Manager  
KCST-TV

P.O. Box 11039  
San Diego, Calif. 92111

An Equal Opportunity Employer

## Help Wanted Programming, Production, Others Continued

### ASSISTANT DIRECTOR OF MARKETING/ ADVERTISING/RESEARCH

Aggressive network affiliate in 18th market seeking number two in department of marketing/advertising/research. Prefer three years' experience in TV promotion with strong writing skills and thorough knowledge of creative/production processes in on-air and print. Ideal position for current number one in smaller market. Send resume and reel to:

Richard W. Roberts  
Corporate Personnel Director  
WFLA, Inc.  
905 East Jackson Street  
Tampa, FL 33602

An Equal Opportunity Employer M/F

### CREATIVE SERVICES DIRECTOR

Major market affiliate needs an experienced Creative Services Director. The person we are seeking must have exceptional creativity skills in both broadcasting and print advertising, with at least three years' experience in writing, dealing with other media, TV production, planning and implementing special promotion campaigns and events.

If you have the experience it takes, if you work well with people and want to be part of a winning management team, send your resume and salary requirements to Box N-84. E.O.E., M/F.

### 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.

### EJ PHOTOGRAPHER

Must have 3 to 5 years experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4461 Conn. Ave., N.W., Washington, DC 20008. Equal opportunity employer.

### WEATHERCASTER

Experienced TV meteorologist for weekends and three days environmental reporting. Must be eligible for A.M.S. seal. Send tape and resume to: Richard W. Roberts, WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. Equal opportunity employer, M/F.

## Help Wanted Sales

### Account Executive

Top 20 Network Affiliate in the Rocky Mountain West looking for an ambitious, experienced Salesperson. Must have proven track record in TV Sales. Experience in production, retail and agency important. Send your resume to Box N-94. An Equal Opportunity Employer M/F.

## Help Wanted Programing, Production, Others



West Palm Beach  
Florida

has an immediate opening for a creative and talented lady to replace our current Co-Host. Previous PM Magazine experience would be helpful but is not mandatory. We are looking for a real professional who is a go-getter and not afraid to roll up her sleeves and work long hours with a rather erratic schedule. You must be organized, able to work with a wide variety of personality types, and do whatever it takes to keep the West Palm Beach PM Magazine the excellent program it is. You must have a good personality, prior theatrical or television experience, administrative skills, and a background in journalism, writing, performing, or production. If you think that you have the talent and ability and want to grow both personally and professionally, then this is the position you have been looking for. Excellent company benefits and an expanding equipment base insure a viable career opportunity. All inquiries are confidential. Send tape and resume to:

Personnel Director  
WPEC-TV 12  
Fairfield Drive  
West Palm Beach, FL 33407

An Equal Opportunity Employer

### Commercial Producer

Experienced commercial producer to write and produce local television commercials. Will work closely with sales and clients in concept and execution. Number one station in 40th market. Send tape and resume to Corporate Personnel Department, CBC, Inc., P.O. Box 12000, Raleigh, N.C. 27605-2000.

Equal Opportunity Employer, M/F

WRAL-TV RALEIGH

### EXECUTIVE PRODUCER/ PROGRAM DEPARTMENT

WFLA-TV seeks experienced individual to create new local programming, supervise existing programming, produce documentaries, and provide close liaison with production department. To qualify, candidates must have strong background and successful experience in the production of a variety of program forms, with emphasis on talk and variety. A minimum of five years' experience in these areas is necessary. If you qualify and are interested, send resume and appropriate materials (no phone calls, please) to: Richard W. Roberts, WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. An Equal Opportunity Employer, M/F.

### PRODUCTION MANAGER

Top group-owned television station production facility in Top 50 market seeks experienced manager to head award-winning Production Department. Heavy Emphasis on commercial production. Unlimited growth for aggressive, knowledgeable and creative individual. Reply immediately in confidence to Box N-113. EOE.

**Help Wanted Programing,  
Production, Others  
Continued**

**GROWING NATIONAL CABLE TV  
BUSINESS  
PUBLICATION HAS THREE OPENINGS  
FOR EXPERIENCED PERSONNEL**

\* Programming editor to headquarter in Los Angeles. Should have minimum three years' writing experience, preferably on radio/TV or cable TV publications.

\* Advertising space sales to cover Northwestern states including San Francisco. Minimum two years of advertising space sales required, preferably on TV or cable TV production.

\* Advertising space sales to headquarter in Los Angeles. Minimum two years of advertising space sales required, preferably on TV or cable TV publications. Equipment sales background helpful.

All positions offer \$30,000 a year base with profit-sharing or sales-incentive bonuses, paid hospitalization, four week vacations, pension- and stock-incentive plans.

Qualified applicants should be immediately available. Send letter of application and resume to:

**Box N-70**

An Equal Opportunity Employer

**Help Wanted Technical**

**Satellite Television Corporation**

A COMSAT Company  
has an immediate opening for a:

**SENIOR VIDEO PROJECT ENGINEER**

with an established background in complex broadcast project management. Candidate will play a major part in design, specification and implementation of broadcast systems to be incorporated into STC's Broadcast Center complex. This will include extensive and advanced automated program facilities, editing facilities, and program production facilities. This individual will also be involved in equipment evaluation and selection as well as participate in industry development of emerging new technologies such as teletext and high definition television.

Requires BSEE and minimum of 5 years' broadcast project experience. Candidate should have established familiarity with state-of-the-art broadcast video equipment and technical standards. Design, testing and implementation of complex video systems using latest construction techniques is also required.

Satellite Television Corporation offers a competitive starting salary as well as liberal fringe benefits including Retirement, Medical/Dental coverage, ESOP, Savings Plan, Credit Union, etc. Interested applicants should send resumes, including salary history, to the Senior Employment Representative, Dept. B-10.



**COMSAT  
Satellite Television Corporation**

950 L'Enfant Plaza, SW, Washington, D.C. 20024

An Equal Opportunity/Affirmative Action Employer

**Help Wanted Technical  
Continued**

**TV ENGINEERS**

Positions available for maintenance technicians at sunny Florida division of major corporation. Experienced with VTR, studio switching equipment and digital electronics. FCC license preferred. Send resume to: Mr. Tom Weems, Chief Engineer, WPLG/TV 10, 3900 Biscayne Blvd., Miami, FL 33137

**Equal Opportunity Employer**

**TV ENGINEERS WANTED**

Overseas assignment. Must have technical experience of at least 3 years. Cameras, VTR, transmitters. Prefer PAL and SEACAM knowledge. Minimum one year assignments at very attractive salary. For further information call Mr. Alton at 312-298-9858 or mail a resume to International Electronic Center, Inc., P.O. Box 66375, AMF O'Hare, IL 60666.

**PRODUCTION VIDEO TAPE  
OPERATOR**

Must have Quad experience. TR-600, TR-70, TCR-100 background preferred. Come live in the beautiful Pocono Mountains. Send resume to: D. Burnette, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. E.O.E.

**TV NEWS ANCHOR**

I've hosted TV talk shows in America's top markets. I've been a network sports reporter, PBP anchor. I've hosted radio talk/entertainment shows in the No. 1, No. 2, and No. 3 markets in the country. I know the next step in commercial news delivery and I'll share it with you. Market size not important. Box N-77.

**ALLIED FIELDS  
Help Wanted Instruction**

**WEATHER COMMUNICATION  
Bachelor of Arts Degree**

Combined Meteorology & Broadcast Training  
Contact Dr. John C. Freeman  
Professor of Meteorology  
University of St. Thomas  
4104 Mt. Vernon / Houston, Texas 77006  
(713) 529-4891 Telex 762771

**Miscellaneous**

**FOR SALE**

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y., N.Y. 10017. 212-599-3303.

## Radio Programing

### ONE-THIRD

of your adult listeners are single!  
Grab their attention with 1 & 2½  
minute radio features from:

Singles Resource Network, Inc.  
Box 212 B  
Wheeling, IL 60090  
(312) 945-5965



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

## Consultants

### JP ASSOCIATES INC.

The industry leader in LPTV and medium power television turnkeys, FCC licensing, system design, installation, & proof-of-performance testing.

### VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505. (213) 539-8533.

### FM FREQUENCY SEARCH \$200

From 92.1-107.9 both present rules and Docket 80-90. Map included.

### LOW POWER COMMERCIAL FM APPLICATIONS & EQUIPMENT

Tap new markets. FM translator systems start below \$5,000.

BROADCAST PLANNING SERVICES  
Box 42, Greenwood, Arkansas 72936  
(501) 996-2254

## Employment Service

### 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, 8215 Don Gasper, Las Vegas, Nevada 89108.**

## Public Notice

### Public Notice Applications For Cable Television License Acton, Massachusetts

The Town of Acton, Massachusetts, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:30 PM. on 1 March 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Acton. Twenty-five copies of the application must also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed. Nancy H. Banks, Town Manager, 472 Main Street, Acton, MA 01720.

## Wanted To Buy Stations

### Qualified investors

seek medium market FM or AM-FM combos. Midwest preferred. Principals only. Select Business Services, Inc., Box 220, Sussex, WI 53089.

## For Sale Stations

## North American MEDIA BROKERS

Fla. small mkt, daytime, 280K  
Fla. coastal daytime, 350K  
Fla. small mkt, fulltime, 285K  
Fla. large mkt, daytime, 400K  
Fla. large mkt, daytime, 850K  
Fla. large mkt, daytime, 475K  
Ga. small mkt, FM, 160K  
Missouri small mkt, AM-FM, 525K  
NC. medium mkt, fulltime, 350K  
Ohio, small mkt, AM-FM, 750K  
Illinois small mkt, fulltime 675K  
Idaho medium mkt, fulltime, 850K  
New Mexico med. mkt, FM, 450K  
Broadcast School Colorado, 35K  
Tenn small mkt, AM Daytime, 500K

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## For Sale Stations Continued

- No downpayment. Central Fla. powerful daytimer. \$320,000.
- Fulltimer. Suburban Atlanta. \$740,000. Terms.
- Take up payments. Daytimer. Chattanooga area. \$6,000 per month.
- Class C. Good investment. Eastern Oklahoma City coverage. AM/FM. Terms.
- Fort Worth-Dallas area. Class C. \$12 million. Terms.
- Powerful daytimer. S.W. Va. \$490,000. Good value. Terms.
- FM covering Chattanooga. Extra good terms. \$800,000.
- Fulltimer. N. Ala. Nice sized town. Large county population. Predominant facility in the market. Absentee owners will take 50% partner and let you manage, or will sell 100% for \$500,000. Good terms.
- 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 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. Suburban Atlanta. \$590,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$15,000. Terms.
- Daytimer. E. Ark. \$50,000. 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.
- Good facility covering Charlotte, N.C. \$800,000. No down payment.
- 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.
- Fulltime N.W. Ala. City. \$520,000.
- 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.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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NW	Small	AM/FM	\$425K	\$75K	Greg Merrill (801) 753-8090
SW	Small	AM/FM	\$550K	\$100K	Bill Whitley (214)387-2303
W	Small	AM	\$650K	Terms	Corky Cartwright (303) 741-1020
MW	Medium	FM	\$650K	\$110K	Elliot Evers (213) 366-2554
MW	Medium	AM/FM	\$1250K	Terms	Bill Lochman (816) 254-6899
W	Medium	Fulltime	\$1300K	\$600K	Ray Stanfield (213) 366-2554
SE	Metro	Fulltime	\$1325K	Cash	Bill Chapman (404) 458-9226
SE	Metro	AM/FM	\$2500K	Cash	Bill Cate (904) 893-6471
SW	Metro	AM/FM	\$300K	Cash	Bill Cate (904) 893-6471

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
Mi	AM	625k	Small
AR	FM	625K	Small
Mi	FM	850K	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
MO	AM/FM	300k	Small
MO	AM/FM	525K	Small
OR	FM Downpayment	35k	
TN	AM Downpayment	30k	
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
NM	FM Downpayment	35K	
SC	AM Downpayment	20K	

109 North Main, 2nd Floor  
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Will sell 51% interest of new construction permit to financially qualified and experienced buyer. Option to purchase balance in 3 years. Super growth city in oil country. Reply with qualifications. Box M-107

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Single-station market in one of Ohio's most beautiful towns. Full-time AM CP ready for grant (presently day-timer). FM \$400,000.00; AM \$250,000.00. Extensive real estate - \$90,000.00. Approximately \$390,000.00 may be assumable from financial institution. Cash required for balance. Reply Box N-41.

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Medium Market AM Daytimer in N.C. Grossed \$240,000 in 1980. Can be financed with only \$25,000 down and balance over 15 years at very low interest to qualified buyer. Total price of \$575,000 including building and land. Reply to Box N-72 for full details.

### HONOLULU AM RADIO POWERHOUSE

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St. Albans, VT 05478  
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For Sale Stations  
Continued

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**Special Notice**

Due to Christmas and New Year's holidays (Dec. 25, 1981 and Jan. 1, 1982), the deadline for classified advertising for the combined year-end issue of Jan. 4, 1982 will be

**WEDNESDAY, DEC. 23, 1981.**

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or Money order only. (Billing charge to stations and firms: \$3.00).\*

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified Listings (non-display) Help Wanted: 85c

per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

\*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes

## Media

**Freeman Jones**, VP, general manager, WSOC-TV Charlotte, N.C., has announced plans to retire July 1. **Gregory Stone**, general sales manager



Jones



Stone

WSOC-TV, named assistant general manager and elected VP of parent, Carolina Broadcasting Co. **John Callaghan**, station manager, WSOC-TV, elected VP of parent.

**Bob Fish**, general manager, WRKO(AM) Boston, and **Ron Thompson**, general manager WHBQ(AM) Memphis, elected VP's of radio division of parent RKO General.

**Craig McCoy**, president and general manager, Des Moines Register Broadcast Group's KGON(FM) Portland and co-owned KXY(AM) Oregon City, elected VP-radio, for parent.

**Patrick Rooney**, sales manager, WFBL(AM) Syracuse, N.Y. named assistant general manager.

**Tom Farley**, operations manager, KPAM(AM) Portland, Ore., named station manager.

**Jim Kitchell**, VP for special operations, Turner Broadcasting, Atlanta, named VP for operations and administration for Turner's SWTBS(TV) there.

**Edward Antonioli**, director, station advertising design and promotion, NBC-TV, New York, named director, national affiliate services.

**Pam Haslam**, manager, press information, CBS Radio Network and Radioradio, New York, named director.

**Anthony Farinacci**, VP, business affairs, daytime and specials, East Coast, ABC Television, New York, named VP, business affairs, East Coast. **Ronald Stuart**, VP, finance, ABC Leisure Magazines, New York, appointed VP, finance, ABC Publishing there.

**Thomas Baxter**, director of community affairs for Eastern division of Warner Amex Cable Communications, New York, named VP and general manager for company's greater area.

**Douglas Essman**, Northern regional manager, Continental Cablevision, Findlay, Ohio, named operations manager. **Hank Lytle**, administrative assistant, named Northern regional manager.

**George Stewart**, news director, KTUL-TV Tulsa, Okla., joins United Cable Television there as marketing director, Tulsa Cable.

**Douglas Holladay**, director of special projects, Landmark Communications, Norfolk, Va., named director of cable marketing for cable network subsidiary, The Weather Channel, Atlanta. **P. Dean Waite**, VP and publisher, Californian Publishing Co., El Cajon, Calif., joins The Weather Channel, as VP-cable marketing.

**Michael Singpiel** general manager, Comcast's Trenton, N.J., cable system, named general manager, Comcast Cable, Flint, Mich.

**Frederick Beilstein**, VP and controller and chief financial officer, Container Transport International Inc., New York, joins Warner Amex Cable Communications, New York, in new post of VP, finance.

**John Kane**, director of financial planning, RCA, New York, joins Teleprompter there as VP-financial planning and analysis.

**Denise Dear**, regional manager, mid-Eastern region, Home Box Office, Philadelphia, joins Televents, Walnut Creek, Calif., as director of marketing.

**Patti Putnicki**, membership producer, non-commercial KERA-TV Dallas, joins noncommercial KUAT-TV-AM-FM, Tucson, Ariz., in same capacity. **Lisa Engstrom**, from Paulin Motor Co., Tucson, joins KUAT-TV-AM-FM underwriting associate.

**William Poole**, art director, WFSB(TV) Hartford, Conn., named manager of design and graphics.

**Margaret Baranovics**, promotion coordinator, WABC(AM) New York, named assistant director of creative services.

**Donald Maxwell**, VP-finance, *Los Angeles Times*, joins Times Mirror there as VP.

**Novella Townsend**, assistant program media director, WSOC-AM-FM-TV Charlotte, N.C., named office services manager.

**Meryl Marshall**, director, program and talent contracts, NBC's West Coast business affairs department, Los Angeles, named assistant general attorney, law department, New York.

**Scott Butler**, senior auditor-special projects coordinator, Clark Enterprises, Bethesda, Md., joins Heritage Communications, Des Moines, Iowa, as director of internal audit.

**Bob McNeill**, owner of own Houston consulting and executive search firm, joins KIKK(AM) Pasadena, Tex., and KIKK-FM Houston, as research director.

## Advertising

**Leonard Sass**, VP-associate director of network TV and programing, Dancer Fitzgerald Sample, New York, joins Kenyon & Eckhardt, New York, as VP and director of corporate network services.

Elected VP's, Ogilvy & Mather, New York: **Charles Gennarelli**, art supervisor; **Simon Haysom**, associate research director; **Alice Henry**, senior copywriter; **Denise Keyes**,

**Nancy Boyd**, **Jean Fitzgerald**, **Mary Ellen Kiselick**, **Katalin Kovago**, and **Curtis LeSage**, account supervisors; **Andrea McAteer**, assistant media director; **Steve Strocker**, tax manager.

**John Salzinski**, associate creative director, Kenyon & Eckhardt, Chicago, joins D'Arcy-MacManus & Masius there in same capacity.



Elliott

**John (Jock) Elliott**, is retiring next month as chairman of Ogilvy & Mather International, New York, after 21 years with agency. It is expected that William E. Phillips, chief executive officer of Ogilvy & Mather International, will be named to succeed Elliott at February meeting of company's board of directors.

**Bill Ross**, president-international, J. Walter Thompson Co., New York, resigns effective Dec. 31 after 24 years with agency, but has been asked to remain available to help during transition period. Company's three international executive VP's and regional directors will report

Save Five  
Ducks...Quick

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ATP-1 spherical, a savings of \$5. For  
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to Denis Lanigan, JWT vice chairman and chief operating officer.

**Stuart Brown**, chief media planner, Cunningham & Walsh, New York, elected VP.

**Mark Samuels**, VP-account supervisor, Kalish & Rice, Philadelphia, joins Weightman Advertising there as VP-senior account supervisor.

**Ralph Day**, account supervisor, Weightman, elected VP-senior account supervisor.

**Erwin Ephron**, VP and director of marketing services, Epstein, Raboy Advertising, New York, named senior VP.

**Ruthanne Timm**, creative service director, KAKE-TV Wichita, Kan., joins Associated Advertising there as associate creative director.

**Robert Kraus**, sales manager, WLVI-TV Boston, joins Metro TV Sales there as manager of new office. **Kathy Showlin**, account executive, Evans Broadcasting, New York, joins Metro TV Sales there as account executive, blue group.

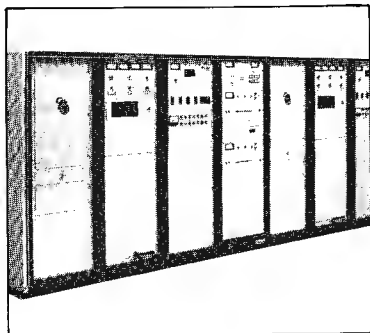
**Laurie Chatfield**, assistant buying director, Grey Advertising, and **Peter Paisley**, account executive, WTTG(TV) Washington, join Metro TV, New York, as account executives. **Julia Largay**, from WTVT(TV) Tampa, Fla., joins Metro TV, San Francisco, as account executive.

**John Ferlazzo**, senior research analyst, Group W, joins Avery-Knodel Television, New York, as assistant research manager.

**Danielle Warren**, account executive, WOR-TV New York, joins Katz independent TV sales there in same capacity.

**Michael Valant**, project director, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named account executive.

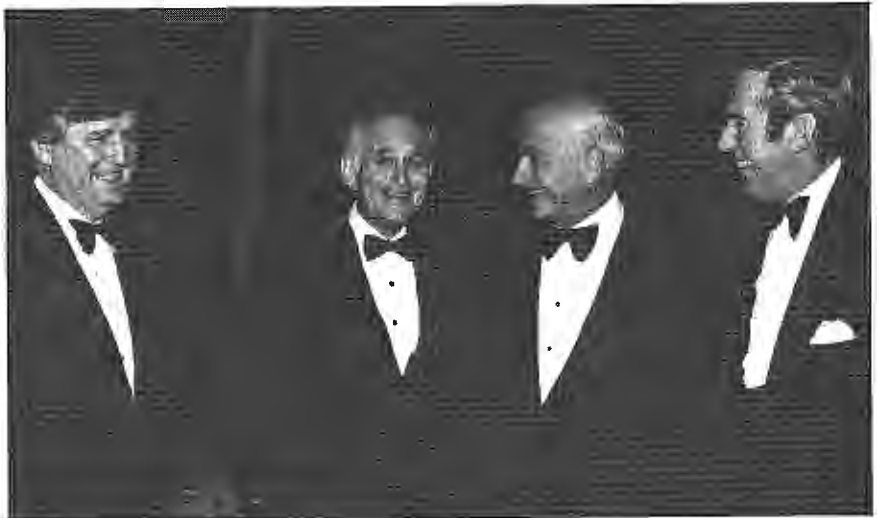
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Dallas, Texas 75227

**Continental Co.**  
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**Baruch honored.** Ralph M. Baruch (second right), chairman and chief executive officer of Viacom International, New York, chats with other industry luminaries prior to his receiving the Human Relations Award of the American Jewish Committee for "outstanding contributions to the quality of life in a complex society." Joining Baruch are (l. to r.) Raymond Timothy, president of the NBC Television Network; producer Norman Lear and James E. Duffy, president of the ABC Television Network.

**Michael Easter**, sales executive, Xerox, joins Mutual Broadcasting, New York, as account executive.

**Mark Ward**, freelance artist, joins Associated Advertising, Wichita, Kan., as art director.

**Scott Thomas**, salesman, WABC-TV New York, joins ABC-TV Spot Sales as Detroit sales manager.

**Toby Steinberg**, account executive, Turner Broadcasting, Atlanta, named direct response marketing manager. **Carol Gordon**, traffic manager, WTBS(TV) Atlanta, named director of traffic services for parent, Turner Broadcasting.

**Stephen Ste. Marie**, group marketing manager, PepsiCo, joins Viacom cable division, New York, as VP-marketing.

**Edward Forrester**, Eastern sales manager, Buckley Radio Sales, New York, joins Radio Advertising Representatives there as account executive.

**Nancy Putkoski**, sales assistant, Eastman Radio, New York, named account executive.

**Larry Shrum**, regional VP, Katz Television, Chicago, joins KPRC-TV Houston as assistant general sales manager.

**David Harris**, local sales manager, WHYI(FM) Fort Lauderdale, Fla., named general sales manager.

**Marc Kaye**, general manager, WGBB(AM) Freeport, N.Y., joins WNSI(AM) St. Petersburg, Fla., as general sales manager.

**Gary Powers**, from KFDM-TV Beaumont, Tex., joins KYKR-FM Port Arthur, Tex., as general sales manager.

**Ted Jones**, from KPLX(FM) Fort Worth, joins KRIG(AM) Odessa, Tex., as general sales manager.

**John Coulter**, from International Vision Inc., Chicago, joins WLUP(FM) there as national sales manager.

**Phillip Crihfield**, local sales manager, WNGE(TV) Nashville, named national sales manager.

**Eric Land**, sales manager, Seltel, Chicago, joins WAVY-TV Portsmouth, Va., as local sales manager.

**Terri Gamble**, from sales staff, WROR(FM) Boston, joins WBZ(AM) there as sales manager.

**Michael Reese**, VP-media director, Mars Advertising, Southfield, Mich., joins WJBK-TV Detroit as manager of research and marketing.

**Ann Karelitz**, research director, WBZ-TV Boston, named marketing manager.

**Dave Kendrick**, local sales manager, KNBR(AM) San Francisco, named general sales manager.

**Robert Donohue**, VP-sales manager, WNEW-TV New York, joins WJZ-TV Baltimore as general sales manager.

**Todd Leiser**, account executive, WUBE-AM-FM Cincinnati, named local sales manager.

**Henry Grambergu**, general sales manager, KSFX(FM) San Francisco, joins WRIF(FM) Detroit as sales manager.

**Linda Muskin**, account executive, WBBM-FM Chicago, named co-op sales manager.

**Richard Brehm**, account executive, WGAL-TV Lancaster, Pa., joins WLS-TV Chicago in same capacity.

**Maripat Teschner**, account executive, WIND(AM) Chicago, joins WFYR(FM) there in same capacity.

**Bob McCuin**, account executive, WCVB-TV Boston, joins WNAC-TV there in same capacity.

**Tracey Routman**, account executive, WJAS(AM) Pittsburgh, joins WXXK(FM) there in same capacity.

**Claire Shiff**, account executive, WTIK(AM) New Orleans, joins KSRR(FM) Houston in same capacity.

**Robert Weinstein**, account executive, WNYR(AM) Rochester, N.Y., joins WOKR-TV there in same capacity.

**Linda Peterson**, sales representative, Xerox, Troy, Mich., joins WOMC(FM) Detroit as account executive.

**Jack Carroll**, account executive, WHJB(AM) Greensburg, Pa., joins WPNT(FM) Pittsburgh in same capacity.

## Programming

**Harry Weltman**, general manager-program services, Home Box Office, joins Warner Amex Cable, New York, as VP, program strategy and acquisitions.

**Leonard Rosenberg**, vice president, development, Viacom Productions, Studio Center, Calif., named senior VP, programs and production.



Fox

**Lea Fox**, regional manager, Warner Amex, Denver, joins Satellite Program Network, Tulsa, Okla., as network director.

**Hilary Botchin**, executive secretary to vice president of casting, ABC Entertainment, Los Angeles, named coordinator, casting.

**Gene Swerdloff**, VP-programming, Peters, Griffin, Woodward, New York, joins ABC Owned Television Stations there as VP-current programming.

**Werner Michel**, senior VP, programs, MGM-TV, Culver City, Calif., named senior VP-creative affairs.

**Jeffrey Ruthizer**, VP in charge of labor relations for RKO General Inc., New York, named to new post of VP-employe relations and administration.

**William E. Berman**, VP, Acton Cable TV Inc., Acton, Mass., named VP and general manager of Acton Entertainment Corp., engaging in production and distribution of programming to cable television.

**Steve Womack**, executive producer of special programs, Multimedia Program Productions, Cincinnati, named manager of program administration and production, Show Biz, Nashville-based subsidiary.

Appointments, Worldvision, New York-based subsidiary of Cox Broadcasting: **Hal Golden**, senior VP, domestic sales, to executive VP, marketing; **Lawrence Gottlieb**, senior VP, finance, to executive VP; **John D. Ryan**, VP, Eastern division, to senior VP, domestic sales; **William R. Baffi**, account executive, to VP, Eastern division; **Randy Hanson**, Western division sales manager, to VP, Western division; **Stephen Appel**, formerly assistant to president, to account executive, Eastern division; **Steve Blank**, director of financial reporting, to VP, financial administration, and **Danielle Sotet**, director, contracts administration, to VP.

**Mark Zoradi**, supervisor of marketing, Walt Disney Home Video, Burbank, Calif., named international sales manager. **Tom Whitesell**, supervisor of marketing, Walt Disney Educational Media Co., succeeds Zoradi.

**Bruce Murray**, duplication coordinator, Channel One Limited, TPC Communications, Pittsburgh, joins Television Syndication Center, Group W Productions, there, as distribution assistant.

**Susan McGuire**, independent marketing con-



**Jim-of-all-trades.** Jim Nolan, 63, program manager, news co-anchor, weatherman, and host of *Uncle Jimmy's Clubhouse*, children's program, at KIMA-TV Yakima, Wash., since station's beginning in 1953, honored at retirement dinner last month at Yakima convention center, highlighted by videotape of Nolan's early television appearances, telegrams from CBS-TV President Jim Rosenfield and Bob (Captain Kangaroo) Keeshan. Event was organized by a communitywide committee, headed by Yakima Mayor Betty Edmondson. Nolan began his broadcasting career in 1940, at KUJ(AM) Walla-Walla, Wash., and was later named program director, KIT(AM) Yakima.



sultant, Los Angeles, joins Video Transitions, Hollywood-based post-production facility, as director of marketing.

**Charles Colarusso**, associate producer, *The John Davidson Show*, produced by Group W Productions, Hollywood, named co-producer.

**Stuart Seibel**, program director, KYCU-TV Cheyenne, Wyo., joins Cascade Broadcasting, Yakima, Wash., as program director for KIMA-TV Yakima, and satellites KEPR-TV Pasco, Wash., and KLEW-TV Lewiston, Idaho. He will be based at KIMA-TV, and succeeds Jim Nolan (see above).

**Dene Hallam**, from WWWW(FM) Detroit, joins WHN(AM) New York as program director.

**Alan Jones**, production and music director, WTCR(AM) Huntington, W. Va., joins WKYG(AM)-WQAW(FM) Parkersburg, W. Va., as program director-air personality.

**Tom Pipines**, sports co-anchor, Entertainment and Sports Programming Network, Bristol, Conn., joins WTMJ-TV Milwaukee as sports reporter and co-anchor.

**Mildred Weston**, traffic and continuity manager, WCOS(AM) Columbia, S.C., joins WQRS-FM Detroit in same capacity.

**Gordon Stephan**, air personality, KYDE(AM) Pine Bluff, Ark., joins KYKK(FM) Little Rock, Ark., as continuity director.

**Anne Godfrey**, management consultant, Boyle/Kirkman Associates, joins KPX(TV) San Francisco as manager of human resources.

**Jeff Chafitz**, assistant director, and David Apel, producer-director, WOKR(FM) Rochester, N.Y., join WROC-TV there as producers-directors.

**Walt Gray**, sports director, WCWB-TV, Macon, Ga., joins WINK-TV Fort Myers, Fla., as sports anchor-reporter.

**Steve Dyer**, sports reporter, KTVJ(TV) Joplin Mo., named sports director.

**Janet Spaulding**, traffic director, WOKX(AM) High Point, N.C., named sports director.

## News and Public Affairs



Geehan

**James Geehan**, editor and publisher, *Tucson* (Ariz.) *Citizen*, named VP and general manager of Gannett News Service. Geehan will be based in Washington bureau, and direct operations of Gannett's 12 other bureaus nationwide.

**Ed Turner**, VP and executive producer, Cable News Network, Atlanta, named head of CNN's Washington bureau.

**Jeff Wald**, executive director, Media People, Beverly Hills, Calif., joins KTLA(TV) Los Angeles as news director.

**Erik Anderson**, executive producer, WMAR-TV Baltimore, joins WITI-TV Milwaukee in same capacity. **Karen Friedman**, anchor-reporter, WAFF(TV) Huntsville, Ala., joins WITI-TV as reporter. **Joe Witte**, meteorologist, KYW-TV Philadelphia, joins WITI-TV in same capacity.

**Bob Fasbender**, news editor-weekend producer, WNEW-TV New York, named producer, 10 p.m. news.

**Terry Baskot**, news producer, WPIX-TV Pittsburgh, joins WKYC-TV Cleveland as news producer.

**Gary Wordlaw**, news manager, KVOS-TV Bellingham, Wash., joins WMAR-TV Baltimore as assignment manager.

**Nancy Sprague**, news producer, WTLV(TV) Jacksonville, Fla., named assignment editor. **Kurt Beabes**, video editor, WTLV, succeeds Sprague.

**Richard Anderson**, correspondent, ABC News, New York, joins WVUE(TV) New Orleans as anchor.

**Ken Watts**, weekend anchor, WVUE(TV) New

Orleans, joins WAGA-TV Atlanta as reporter, co-anchor.

**Richard Caughron**, news director-anchor, KCWY-TV Casper, Wyo., joins KOLN-TV Lincoln, Neb., and co-owned KGIN-TV Grand Island, Neb., as anchor.

**John McGrath**, producer-anchor, KTTC(TV) Rochester, Minn., joins wowk-TV Huntington, W. Va., as noon anchor. **Cathy Forman**, reporter, WAND(TV) Decatur, Ill., joins wowk-TV in same capacity.

**Cheryl Toney**, co-anchor WNEP-TV Scranton, Pa., joins KTUL-TV Tulsa, Okla., as anchor reporter.

**Reynold Burke**, acting news director, WKNR(AM)-WKFR-FM Battle Creek, Mich., joins WUHQ-TV there as anchor-reporter.

**Milagros Ardin**, correspondent, ABC News, Cairo, joins WMAL(AM) Washington as reporter.

**Mara Wolynski**, from WKTU(FM) New York, joins WABC-TV there as general assignment reporter.

**Russ Jamison**, reporter, WIBW-AM-FM-TV Topeka, Kan., joins WAGA-TV Atlanta in same capacity.

**Lynn Jimenez**, anchor-reporter, KIRO(AM) Seattle, joins KCBS(AM) San Francisco as reporter. **Elizabeth Metzger**, freelance writer and editor, joins KCBS as public affairs coordinator.

**Bill Watson**, public relations coordinator, Itek Corp., and **Bob Wagner**, from WETM-TV Elmira, N.Y., join WRCC-TV Rochester, N.Y., as reporters.

**Mark Antonitis**, news photographer, KTVI(TV) St. Louis, joins WNBC-TV New York in same capacity.

**Andy Meyers**, anchor-reporter, noncommercial WENH-TV Durham, N.H., joins WMUR-TV Manchester, N.H., as reporter. **Beverly Crane**, from WQTV(TV) Boston, joins WMUR-TV as reporter.

**Tom Martino**, reporter, WRAL-TV Raleigh, N.C., joins KOA-TV Denver in same capacity.

**Sean Daly**, general assignment reporter, WDSU-TV New Orleans, joins WLNA(TV) Providence, R.I., in same capacity.

**Tony Russomanno**, from KSFO(AM) San Francisco, joins KICU-TV San Jose, Calif., as general assignment reporter.

## Technology

**William Check**, satellite facilities engineer, Mutual Broadcasting System, Washington, named director of engineering.

**Hoy Ying Chang**, manager of systems engineering, Burroughs Corp., joins Zenith Data Systems, St. Joseph, Mich., as VP of engineering. **Thomas Dornback**, director, microcomputer software group, Zenith Data Systems, Glenview, Ill., elected VP. **Robert Reid**, director of sales and marketing elected VP-marketing.

**Bruce Melchionni**, manager, antennas and technical services, RCA commercial communications systems, Camden, N.J., named manager, transmission systems product operations. **Verne Mattison**, manager, transmitter equipment engineering and product management, named manager, transmission systems product management.

**Sidney Landman**, assistant controller, Carborundum Co., joins General Instrument Corp.'s components group, New York, as financial executive.

**Lynne Weynand**, producer-director, media services department, M.W. Kellogg, joins The Production Company, Houston-based video production firm, as audio engineer.

**John Hellyer**, assistant director of engineering, KMGH-TV Denver, named director of engineering.

**Glynn Walden**, chief engineer, WCMQ-AM-FM Miami, joins KYW(AM) Philadelphia as engineering manager.

**L. Merle Thomas**, associate director of engineering development, Public Broadcasting System, joins WJZ-TV Baltimore as assistant engineering manager.

**Charles Fitzner**, district manager, Channel Master Corp., Livermore, Calif., joins Blonder-Tongue Laboratories, Old Bridge, N.J., as Western regional sales manager.

## Promotion and PR

**Jon Leland**, consultant, Warner-Amex's The Movie Channel, joins USA Cable Network, Glen Rock, N.J., as manager, on-air promotion.

**Lou Joseph**, news and information chief, American Dental Association, Chicago, joins Hill & Knowlton there as senior science writer.

**Shirley Neal**, assistant, promotion department, KTTV(TV) Los Angeles, named producer-director of on-air promotion.

**Karen Malone**, director of publicity and special events, WJLA-TV Washington, joins WXYZ-TV

Detroit as press relations manager.

## Allied Fields

**Bruce Christensen**, general manager, non-commercial KUER(FM) and co-owned KUED(TV) Salt Lake City, elected president, National Association of Public Television Stations' board of trustees, succeeding David Carley who resigned ("Fates & Fortunes," Oct. 26). Christensen assumes duties Feb. 1.

**Alan Gordon**, account manager, A.C. Nielsen, Northbrook, Ill., elected VP.

**Bruce Goodman**, VP and general counsel, Mutual Broadcasting, Washington, appointed to board of directors, Institute for Communications Law, Catholic University's Columbus School of Law, Washington.

**Katherine (Kitty) Halpin**, director of news information, ABC News, Washington, to marry former Senator Birch Bayh (D-Ind.) Dec. 24, at St. Albans Chapel, Washington.

**Barbara Keleman**, co-founder and former president of National Survey Research Group, New York, has formed independent research consulting firm, Keleman Associates. ABC Inc.'s marketing and research services department remains one of her clients, for TV programming, news and special research. Address (effective Jan. 1): 210 East 86th Street, New York 10028.

**Lee Bullis**, VP, media director, Allen & Dward, Houston, elected chairman of National Association of Farm Broadcasters.

Elected officers, North Carolina Association of Broadcasters: **Wally Ausley**, WTPF(AM)-WQDR(FM) Raleigh, president; **Tom Campbell**, WGAI(AM) Elizabeth City, president-elect; **Roger Stockton**, WSJS(AM)-WTQR(FM) Winston-Salem, VP for radio; **Cy Bahakel**, WCCB(TV) Charlotte, VP for television; **Jack Starnes** WQRB(AM)-WBAG(FM) Burlington, secretary-treasurer.

## Deaths

**John F. Kieran**, 89, panelist on highly popular *Information Please* radio show of 1930's and 1940's and former sports columnist of *New York Times*, died at his home in Rockport, Mass., Dec. 11. Program was on NBC, CBS and Mutual for 10 years, starting in 1938, and TV version had short run on CBS-TV from June through September 1952. He is survived by his wife, Margaret, and three children.

**Harold Yates**, 77, retired chief engineer for WMAL(AM) Washington from 1965 to 1969 died of cancer Nov. 20, at Seminole Memorial hospital, Sanford, Fla. Yates is survived by wife, Virginia, and son.

**Les Lear**, 82, retired radio and television producer, publicist, promoter and public relations specialist, died Dec. 4, in suburban Chicago. Lear produced *Welcome Travelers*, one of Chicago's last locally produced network offerings, and later emceed *Walt Disney's Magic Kingdom*, from Disneyland, Anaheim, Calif. He is survived by his wife, Dorothy, a son, and two daughters.

**Howard Donahoe**, 74, president and general manager of WILE(AM) Cambridge, Ohio, from 1948 until his retirement in 1967, died of stroke Dec. 9 at Fort Myers (Fla.) Community hospital. He is survived by his wife, Florence, and two daughters.

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## Broadcasting

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## ICA's Wick: from Hollywood hustle to Russian front

What would an American renaissance man be like if he spent a good part of his life in Lotus Land? Well, he would be involved in show business, of course. He'd certainly have a good mind, trained in several disciplines, as well as a lively imagination that enabled him to see opportunities in any number of areas. And he would probably welcome a chance for public service as a way to cap a career.

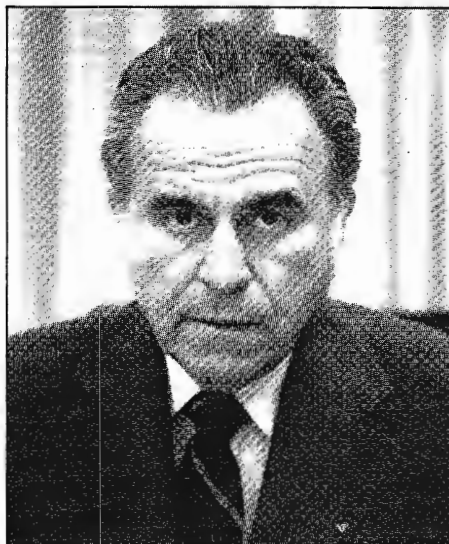
Presenting Charles Z. Wick, Tommy Dorsey's old lawyer/arranger who still likes to play the piano, the one-time representative of Pinky Lee who has a penchant for one-liners and is now occupying himself as director of the U.S. International Communication Agency. Only, as he might say, in America.

No, Wick is not an Edward R. Murrow-type. But Charles Z. (it doesn't stand for anything; it is Wick's way of distinguishing himself from the other Charles Wicks of the world) has an impressive track record in the fields he has entered—from show business, including television, to health care. And now he is determined to use the resources of ICA (whose name Congress has been asked to change back to the U.S. Information Agency) to tell America's story to the world.

For Wick, whose life has been a series of challenges met and overcome, that means in large measure taking on the Soviet Union in the international marketplace of ideas. ICA's effort will be "aggressive," he likes to say. "We're going to tell the world about America. We'll rebut Soviet disinformation that reflects badly on us." Then, as if relishing the underdog role for the agency that is in charge of the government's overseas information and cultural programs, including the Voice of America, he adds: "The Soviet disinformation machine spends over \$3 billion a year as against our half-billion; they have 70,000 people against [ICA's] 7,500."

James Conkling, the head of the Voice of America, who has known Wick for many years, describes him as "tough"; as "very dedicated to what he is doing." Like others who know him, Conkling also remarks on Wick's intellectual power and his energy. "When you're around him," Conkling says, "things move fast."

Indeed, Gilbert Robinson, Wick's deputy, describes him as a "firecracker" who is forever sparking ideas. Robinson and others also credit Wick with managing to secure a new and powerful position for the agency in the bureaucratic scheme of things. The President has made clear that



Charles Z. Wick—director of U.S. International Communication Agency; b. Oct. 12, 1917, Cleveland, Ohio; bachelor of music, University of Michigan, June 1940; JD, Case Western Reserve University, 1943; business representative, Tommy Dorsey, 1943-44; William Morris Agency, in charge of radio department, 1944-49; represented motion picture and television artists, sold shows to television, and produced television programs and motion pictures, 1949-56; other businesses, from early 1960's, Wick Financial Corp., Mapleton Capital Corp. (small business investment company), Mapleton Enterprises, active in health care, real estate, agriculture and mining commodities and United Convalescent Hospitals (Hillhaven, since 1968, when it went public), present position since June 9, 1981; m. Mary Jane Woods, Dec. 27, 1947; children—Charles Jr., 29; Douglas, 27; Pamela Michael, 26; Cynthia, 24, and Kimberly, 21.

the agency is to coordinate all foreign policy information of the various agencies of government. And Wick has seen to it that liaison with top officials at the State and Defense Departments, the White House and at the National Security Council is tight. "We're positioned to receive policy information better than the agency has ever been in its 28-year history," Robinson said.

Wick comes from the same social and business milieu as the man who appointed him. The Wicks, who lived in the Holmby Hills district of Los Angeles, and the Reagans, who lived in Pacific Palisades, have been friends for 25 years; their children attended the same private schools and they have many show business friends in common. Wick was part of that inner circle of southern Californians who formed Reagan's "kitchen cabinet." And Wick and his wife were full-time fund

raisers for the Reagan campaign. Wick also served as co-chairman of Reagan's Inaugural Committee and, during the transition, as a member of the Presidential Appointments Committee. (One of the appointments he recommended was that of Mark S. Fowler, communications counsel for the Reagan committee, as FCC chairman.) Thus, when Wick expressed an interest in the ICA post, it was not surprising that Reagan offered it to him. "Based on prior experience, he felt that I might be able to make the changes he thought necessary," Wick says.

Wick started out in life as a piano player who helped pay his way through the University of Michigan and Case Western Reserve University law school, in Cleveland, playing in dance bands and arranging music. One of the customers for his arrangements while he was in law school was Tommy Dorsey, who, after Wick graduated in February 1943, persuaded Wick to go to Los Angeles with him to handle his business and legal affairs. (Wick also coached the vocal group with the band.)

That was the start of Charles Wick, entrepreneur. After a tour with the William Morris Agency, Wick went off on his own to handle contracts and other business matters for a string of stars—Frances Langford, Sarah Churchill, Benny Goodman, Pinky Lee and Ken Murray, among them. In the early 1950's, he was selling programs to television as Charles Wick Associates Inc., of 342 Madison Avenue, New York. Later, he was in England producing *Fabian of Scotland Yard* for television stations in that country, the U.S. and other foreign markets. (He was also re-editing segments into theatrical motion pictures). At the same time, his antennas were picking up signals telling him of attractive business ventures in Europe that were available for less than book value. Those were busy years.

But although Wick settled in California in the mid-1950's with an intention to take life easier, he soon plunged more deeply into business—as a partner of Charles Evinrude of outboard motor fame in what became the largest string of nursing homes in the country. ("I saw an enormous future for the field," he says.)

Today, Wick is a confidante of the President of the U.S. and meets daily with Secretary of State Alexander Haig Jr. and aides. But the showbusiness side of Wick is never far below the surface. Ask him, unwarily, how he sees his job, and he will say, "Well, I put on my glasses." Then there is the exit line he uses at the conclusion of an interview with a reporter: "I just want you to know that most of what I told you is true." To which he could probably add: "That's a joke, son."

CBS News said **Chief Justice Warren Burger knocked television camera from hands** of one of its cameramen after he followed Burger into elevator in building in Lincoln, Neb., last Wednesday (Dec. 16). CBS News videotape of incident carried on Wednesday's evening news program on CBS-TV appeared to show Burger's hands reaching toward camera as he was heard to say, "Don't stick that thing in my nose." Burger later was quoted as saying he had given CBS News cameraman "a shoulder" after camera had poked his chin.

RCA Corp. has made \$50,000 grant to **Frank Stanton Professorship** at Harvard University's Kennedy School of Government. Chair will focus on First Amendment studies, honors now-retired CBS president who was broadcast industry's principal spokesman and leader on subject. CBS Inc. previously announced first grant to chair—half of \$1-million endowment. RCA Chairman **Thornton Bradshaw**, announcing grant, called Stanton "towering figure in the development of the American broadcasting system. His stirring advocacy of its news-gathering rights over many years has left a permanent imprint on the broadcasting structure." **Tom Chauncey**, chairman of KOOL-AM-TV Phoenix, is leading fund-raising drive among CBS affiliates and announced his company's own \$25,000 grant to chair. Contributions (tax-deductible) should be made to Harvard University and mailed to Frank Stanton Professorship Fund, John F. Kennedy School of Government, 79 Boylston Street, Cambridge, Mass. 02138.

**National Radio Broadcasters Association** has invited leaders of major broadcast trade associations to **coordinate lobbying strategy toward deregulation** on Jan. 19 at Washington Hilton hotel. National Association of Broadcasters and Station Representatives Association have promised to send delegates, although meeting is scheduled during annual winter meeting of NAB joint board of directors (Jan. 18-22 in Maui, Hawaii). NRBA has offered to try to change meeting date to accommodate NAB, but refused offer from bigger association to use NAB headquarters as meeting site. NRBA wants meeting at "neutral location" to avoid implication that any one group is leading way.

**Warner Amex Cable** made public its "Code of Privacy," developed to protect confidentiality of information developed from subscribers' use of its two-way cable systems. Among

code's 12 provisions: Date of individual viewing or responses "may be recognized only where necessary, e.g., to verify billings"; subscribers will be allowed to examine and copy—and given chance to correct—information that pertains to them; any requests by government agencies for individual subscriber data will be refused "in the absence of legal compulsion," and when such requests are made, Warner Amex "will promptly notify the subscriber prior to responding if permitted to do so by law." Code was said to be compilation of existing Warner Amex policies and procedures. Spokesman said: "We believe it is the first of its kind in the cable industry."

Ralph Nader, chairman of National Citizens Committee for Broadcasting, wonders why broadcasters, in seeking relief from fairness doctrine and equal-time rule, want so much power. Richard Salant, general adviser to NBC, says it is same First Amendment freedoms enjoyed by press that broadcasters want. **Nader and Salant debated relationship of fairness doctrine and equal time to First Amendment at Press Forum**, sponsored by National Press Club and National Press Foundation, and carried live by National Public Radio. "Why aren't broadcasters less acquisitive and avaricious?" Nader asked. "If they get relief [from the fairness doctrine and equal-time rule], why not give free time to the public?" He noted that Supreme Court has held that rights of public are paramount, and said time could be parceled out directly to viewers in an Audience Network or through common carrier arrangement? Salant rejected avaricious charge; it would cost broadcasters more money, not less, if equal time were repealed, he said. As for giving time to public, he said, broadcasters won't do that for same reason *Washington Post* won't give away page without editorial control. Salant said he is booster of letters-to-editor-type feature for broadcasting.

Members of **College Football Association turned down tentative pact with NBC Sports for telecasting CFA football games** for next four years leaving way clear for telecasting of games of National Collegiate Athletic Association over ABC-TV and CBS-TV for those years. Neither NBC nor CFA would divulge how many of CFA's 61 schools voted against contract. Tentative pact had called for NBC to pay CFA \$180 million over four years, while agreement with NCAA stipulated total payment of \$263.5 million. Vote was taken after NCAA, at special meeting in St. Louis recently, instituted changes in organizational struc-



**Bon voyage.** The new U.S. ambassador to Norway got an impressive sendoff last Thursday (Dec. 17) as Washington dignitaries and colleagues stood by for the swearing in of Mark Evans Austad, the former broadcaster and Metromedia executive. Officiating was Supreme Court Associate Justice Sandra O'Connor (pictured at left congratulating Ambassador Austad; Mrs. Austad, who held the Bible, is between them, while Washington Senator Henry Jackson can be seen at the rear). Among the guests were (center picture) Vincent T. Wasilewski, president of the National Association of

Broadcasters, and (at right) Robert Bennett, president of wcvb-TV Boston, which Metromedia has contracted to buy for \$220 million; John W. Kluge, chairman and president of Metromedia, and Mark S. Fowler, chairman of the FCC. Austad credited Fowler (whom he called "Mark I") for helping land the presidential appointment. Among the speakers was Oregon Senator Mark Hatfield, who called Austad (a former ambassador to Finland) "a phenomenal combination of the citizen-diplomat" who "embodies the concept of people-to-people diplomacy."



ture that are intended to give CFA schools, including many college football powers, more influence over policy, including TV rights. Issue of television rights, including cable, is expected to be considered at NCAA annual meeting in Houston Jan. 9-12.

□  
CBN Continental Broadcasting Network Inc. is reported to be **folding its in-house national rep arm, Continental National Sales**, which has been representing its four owned TV stations. Reports are that TeleRep has been named to represent WYAH-TV Portsmouth, Va., and WXNE-TV Boston, and that WANX-TV Atlanta and KXTX-TV Dallas are in negotiation with Katz Independent TV Sales.

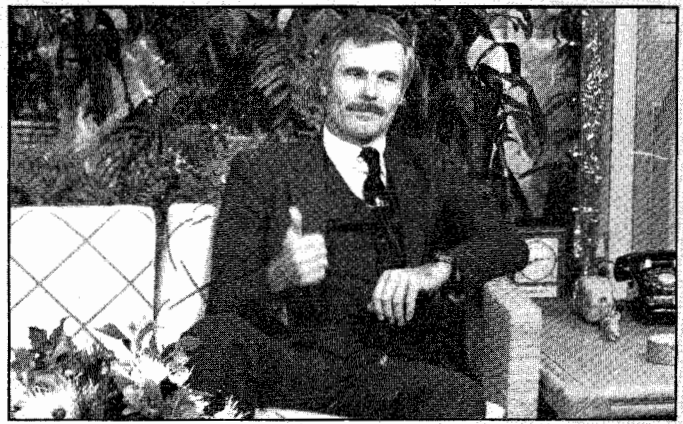
□  
**Representative James Collins (R-Tex.) has introduced revised version of broadcast deregulation package that does not include provisions to repeal equal-time laws and fairness doctrine.** New bill (H.R. 5242) is otherwise identical to original bills (H.R. 4780, 4781) and would codify FCC's radio deregulation order and extend it to TV, eliminate comparative renewal proceedings and attempt to streamline FCC's processing of petitions to deny. Collins struck fairness and equal-time provisions from bill late Wednesday (Dec. 16) after receiving assurances he'd have many more sponsors for bill without them. Preparation of separate bill to repeal fairness and equal time and to carry out many of recommendations in FCC's controversial "track two" legislative proposals is still under way and is expected to be introduced early next year by Representative James Broyhill (R-N.C.).

□  
U.S. judge has affirmed administration claim of executive privilege and **denied AT&T opportunity to examine Secretary of Commerce Malcolm Baldrige** as part of company's defense against Justice Department's antitrust suit. AT&T had hoped to place on record Baldrige's account of White House deliberations as to whether Justice Department should be ordered to drop seven-year-old case. Some top officials favored that approach. However, because deliberations involved President Reagan, Judge Harold S. Greene said testimony is privileged. AT&T still plans to call Secretary of State Alexander Haig Jr. and Defense Secretary Caspar Weinberger.

□  
**American Federation of Television and Radio Artists and Screen Actors Guild will hold joint negotiations with advertisers and advertising agencies, starting Jan. 6, on contract covering TV and radio commercials.** Sessions will be held in New York to frame contract to replace three-year pact that expires on Feb. 6. Three years ago unions called strike that lasted seven weeks.

□  
**Satellite Television Corp. last week filed opposition to National Association of Broadcasters petition** requesting that FCC launch broad-based inquiry into STC's application for authority to construct DBS system (BROADCASTING, Dec. 14). In opposition, STC said each of major areas NAB said needed further investigation—potential for STC's parent, Comsat, to cross-subsidize DBS offering with its regulated common carrier services, Intelsat and Inmarsat; potential for using information and technology Comsat derives from regulated services to give STC unfair competitive advantage, and potential of financial commitment to DBS keeping Comsat from meeting its obligations to Intelsat and Inmarsat—have been, and are being, addressed in other proceedings. As result, STC said it was "at a loss to find a public interest objective to be served by yet another proceeding." STC charged NAB petition was "submitted for the sole purpose of injecting delay into the commission's consideration of STC's application."

□  
**Storer Broadcasting Co. has filed notice with Securities and Exchange Commission of proposed offering of \$75 million** in notes due Dec. 1, 1991. Proceeds would be used to repay bank debt.



□  
**Ted Turner, owner of WTBS-TV Atlanta, Cable News Network and assorted sports properties, appeared on ABC-TV's "Good Morning America" last Thursday and probably surprised no one who knows him by using network's facilities to blast networks.** With their kind of programing, Turner said, television is not being used "to uplift us and bring us together and make us better," but "to make criminals out of us." He said his own company's programing is and will be "of a higher type." He also had trouble with ABC Inc. Chairman Leonard H. Goldenson's name, referring to him once as "Goldenstein, or whatever his name is," and another time as "Goldensohn, Goldenstein, whatever his name is."

□  
**Roderick K. Porter, 35, now with Fletcher, Heald & Hildreth, Washington, will join FCC's Broadcast Bureau as chief of Policy and Rules Division—post now vacant.** He was selected by incoming Broadcast Bureau chief, Laurence Harris, who takes office Jan. 4. Porter was in office of FCC Chairman Richard E. Wiley in 1976-77, leaving as legal assistant. For preceding three years he had been senior trial lawyer for FCC.

□  
**Thomas Sawyer, VP, Ohio Association of Broadcasters, has turned down offer from National Association of Broadcasters for position as chief lobbyist.** Sawyer said cost of relocating to Washington was prohibitive. Other top candidates, **David Markey**, staff director to Senator Frank Murkowski (R-Alaska) and former NAB lobbyist; **George Gross**, director of federal relations, National League of Cities, and **Thomas Adams**, assistant director, governmental affairs, Republic Steel Corp., had not received offers from NAB as of last Friday.

□  
**Donn H. O'Brien, program practices vice president, CBS/Broadcast Group, last week was named VP-director of programs of CBS Sports, in effect division's number two executive, under its new president, Neal H. Pilson (BROADCASTING, Nov. 16).** O'Brien will be succeeded by **Alice M. Henderson**, currently VP-program practices, Hollywood—and will herself be succeeded by **Paul Bogrow**, who has been director, prime time, program practices, Hollywood. At CBS Sports, O'Brien succeeds **Herb Gross**, who has transferred to CBS Entertainment in Hollywood. O'Brien will be responsible for planning and management of all CBS Sports broadcasts. In another change there, **James M. McKenna**, VP-finance and administration, was promoted to VP and director, finance and business planning, CBS Sports. Carl Lindemann Jr., VP-assistant to president of CBS Sports, and George Schweitzer, VP-communications and operations, continue to report to Pilson.

□  
**Mendes J. Napoli has been appointed general manager of General Electric Broadcasting's WNGE-TV Nashville.** Napoli goes to station from Scripps-Howard Broadcasting where he had most recently been in charge of developing nightly prime-time news magazine program for its KBMA-TV Kansas City. Napoli succeeds **Ed Shadburne** who becomes VP of General Electric for Nashville region.

# Editorials

## Season's greetings

The approach of a new year is traditionally a time for revelry, of course, but also for reflection. Leaving revelry to take care of itself, which it usually does anyway, we would observe the obvious: that 1981 has produced signs of significant changes in the electronic communications arts. Cable has made great strides, videodisks have begun to appear, albeit hesitantly thus far, and videocassettes keep rolling on. On the programming side, more services than anyone can count have sprung up, ready or preparing to serve all these "new" media. And the effect upon the established broadcast networks has become apparent.

It takes no reading of entrails left in Chasen's kitchen to predict that 1982 will see all of these processes continue. There may, indeed, be some shake-outs—not necessarily among the commercial TV networks, as Paul Klein's comments elsewhere in this issue might lead readers to expect, but among the multitude of new program services.

The new year may also bring answers to some other questions raised in 1981: Is there really a market for four 24-hour cable news services? (Will there, for that matter, be a one-hour evening newscast on the conventional networks?) How much audience does a cable programmer need to make a go of it? How is that audience to be measured? Will it be large enough, by whatever measurement, to accelerate the erosion of network audiences?

Questions like these make 1982 an intriguing year to anticipate. Indeed, this New Year's seems a promising one for all the electronic media to celebrate. We make that suggestion with a little revelry in mind.

## First thing first

The FCC has been given a lot of advice, much of it bad, on what to do about direct-to-home broadcast satellite service. The worst advice of all has come from Comsat and its Satellite Television Corp. subsidiary, which started the whole thing with an application for three subscription services to shower movies from the sky. When the original application provoked objection, Comsat proposed an "interim" authorization of its DBS service, pending the development of final policy on use of the spectrum where DBS is now tentatively assigned.

The procedure at the FCC is still in the "interim" mode. Comsat is dying to spend three-quarters of a billion dollars to build a system that the FCC ostensibly could take away if the operation conflicted with whatever permanent policy is ultimately adopted. Other applicants, obviously covering the Comsat bet, are seeking interim approval of their systems.

It is time for the pretense to be dropped. Everybody knows that any system permitted to develop on the scale imagined by the principal DBS applicants would be too big, and the public stake in it too serious, for the government to decide on its removal, even if some other spectrum use were deemed more valuable in the final decision on DBS.

There are very basic conflicts among the rival applications. CBS is vigorously promoting DBS as the mechanism for introduction of high-definition television. CBS is opposed by applicants who say the present system provides as much quality as the public wants. Merely deciding between those two points of view takes the FCC toward a basic policy decision that would go far beyond individual applications now on file.

The orderly course is for the FCC to decide how much space will be allocated to DBS (a decision that cannot be conclusively

made until the western hemisphere comes to terms on spectrum use at or after its 1983 conference). It must then set technical standards.

If in the interim the FCC attempts to make choices among competing applications, it will inevitably fall into appraisals of service content and other subjective judgments that will lead to the kind of regulatory apparatus that this same FCC is trying to dismantle in radio and television now.

Nobody disputes the need for a traffic cop of the air. The need is in no way diminished when the traffic goes by satellite on a limited number of channels.

## Maybe on Sunday

In several hearings since the last presidential election, the House Administration Committee has collected a thick sheaf of proposals, most contradictory, on how to curb the presumed affect of network election reporting on voting behavior. The latest batch was collected last week.

Not unexpectedly, there were those advocating laws to prohibit the practice of journalism on election day. Washington state election officials would make it illegal to broadcast news of election returns or projections before polls close everywhere. They would include in the list of outlawed reports the concessions of losing candidates. Presumably, witnesses of that disposition pause at the National Archives on their way out of town to spit on the First Amendment.

In contrast, several sensible proposals were made, especially by Representatives Mario Biaggi (D-N.Y.), George Danielson (D-Calif.) and Cecil Heftel (D-Hawaii), for uniform closing time for polls across the country. The common purpose is not only to eliminate any possibility that reports of Eastern returns will affect voting turnout or decisions in the West but also to encourage larger attendance at the polls.

Legislators who seek genuine election reform deserve more help than they are getting from broadcasters—who have a vital stake in reform if their journalistic function is not to endure assault after every election.

At the hearing last week Representative Pat Williams (D-Mont.) said: "We can in no way muzzle the media." Maybe not, but unless the media show more interest in adjusting polling times to the reality of modern communications, they may muzzle themselves.



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