

Broadcasting Jun 7

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Bob Hattrik, previously Doubleday's VP/Programming, has the best winning percentage and more #1 startups than anyone! Now the most competent broadcast consultant in history can work for you!

*KWK-FM/AM St. Louis

Bob Hattrik delivered the highest music radio share ever in St. Louis the first book on the air, only to top that in the next book (with an 11.0 12+, #1 18-49, #1 18-34, #1 teens). KWK-FM is still St. Louis' #1 music station over 3 1/2 years later!

*KDWB-FM Minneapolis

Upon appointment as group P.D., Bob Hattrik took KDWB-FM from a 2.8 to a 5.7 in one book, using the same local staff and P.D. That turnaround put "Twin Cities 101" on top of the AOR competition! KDWB-FM is still the #1 FM AOR!

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WLLZ-Detroit

Bob Hattrik's next move was the creation of Detroit's first new rock station in years. Detroit's "Wheels" signed on and was instantly Detroit's #1 music station (7.9 12+). WLLZ then scored the highest share in Detroit music radio history (9.2 12+, #1 18-49, #1 18-34, #1 teens)! WLLZ still holds that record!

KPKE-Denver

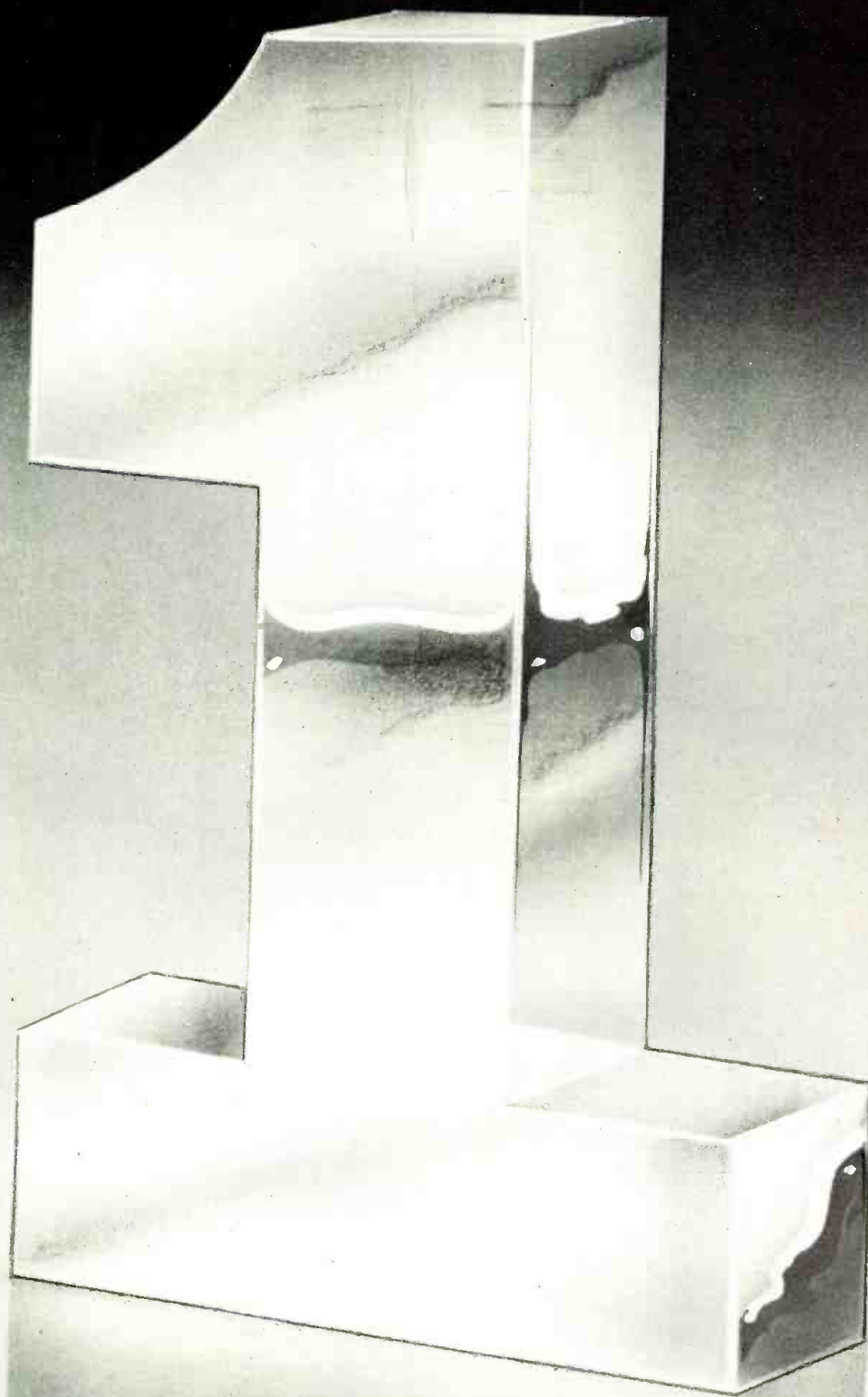
Perhaps Bob's most impressive debut of all was the recent explosion of KPKE, Denver's new peak! With just two weeks lead time before the book, the Hattrik format was installed, and suddenly Denver radio was transformed! KPKE soared from a 1.8 to a 5.9 12+. Then last winter, the peak climbed to Denver's #1 contemporary music station 12+, and held rank #1 adults 18-34 M-S 6A-MID.

State of the art programming (staff building and training), *Research* (computerized music analysis version 5.3, focus groups, and market studies), *Target positioning and promotion* (on air, television, street awareness), *Complete audio analysis*. . . clearly, *a comprehensive approach unmatched by anyone! Our commitment to being number one demands it!*



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Broadcasting Jun 7

Down to short strokes on copyright compromise □ New owners for UPI □ An explosion of interest in cellular radio □ What's upcoming in international communications negotiations

COPYRIGHT COMPROMISE NEARER □ Wirth subcommittee gives all parties another chance, but there's no inclination to make changes. Once past House, bill is expected to clear Senate handily. **PAGE 35.**

UPI SOLD □ Media News Corp. partners take over with plans for expansion of 75-year-old operation. **PAGE 36.**

CELLULAR RADIO'S INCUBATION □ Applicants, big and small and in all organizational shapes, eagerly await chance to offer new telephone service that could generate carrier revenues of as much as \$7 billion annually by 1990. This special report looks at how cellular radio will work, how companies plan to set up service and hurdles to be cleared on legal front. **PAGE 38.** Also in wings for Fifth Estate: digital electronic message service and digital termination system. **PAGE 41.**

PELL PLAN TO HIT FAN □ Controversial amendment that would shift control of Radio Free Europe/Radio Liberty back to BIB comes up in Congress next week. Backers, including White House and Senate, say present setup is inefficient. **PAGE 46.**

FCC LOTTERY CHANGES □ House Commerce Committee approves bill that would alter law for drawings among mutually exclusive applicants. Measure also includes noncontroversial "Track One" amendments to reform FCC procedures. **PAGE 54.**

SORTING IT OUT GLOBALLY □ America's telecommunications services will be affected by outcome of international meetings of ITU during next six years. Key issues are demands for spectrum space, satellite orbital slots, short-wave and AM frequencies. **PAGE 56.** Pioneer broadcaster Jim Ebel, who has represented the U.S. private

sector at international technical conferences, discusses American needs with BROADCASTING editors. **PAGE 60.**

GROUP W's UPBEAT REPORT □ Presentation to New York analysts offers bright prognosis for cable, TV and radio. **PAGE 68.**

BATES RATES FALL CROP □ Agency sees few smash hits in prime-time schedules, expects ABC and CBS to tie for top ratings and shares, NBC to show improvement. **PAGE 72.**

NEW FROM TCI □ To upgrade its systems, MSO will offer combination of ad-supported and pay networks. **PAGE 75.**

PROMOTION AND DESIGN □ Record turnout of more than 1,200 in San Francisco expected this week for annual joint seminar of Broadcasters Promotion Association and Broadcast Designers Association. **PAGE 78.**

HAPPY ENDING IN PHOENIX □ After holding KOOL-TV anchorman and three others at gunpoint for five hours, gunman surrenders after his material is read on air. **PAGE 84.**

PAY TV IN CANADA □ Toronto cable meeting told subscription service will be single most important element in next 25 years, but it will be blessing with some problems. **PAGE 86.**

MAKING IT PERFECTLY CLEAR □ In interview, split over four days on *CBS Morning News*, former President says he now has live-and-let-live attitude toward press, disapproves of attitudes of some women reporters. **PAGE 88.**

BPA's FAVORITE MARTIN □ In low-key but effective way, Missourian Clarence Martin has carried out mandate of Broadcasters Promotion Association as its president and driving force. **PAGE 111.**

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**WJR Detroit just won
another Peabody on
their 60th birthday.
That's what you call
lasting quality.**



Congratulations to News Director David White, and his great staff, for the 1981 George Foster Peabody Award Winning series, "Newsfile: A Bankrupt Court."

In winning the only Peabody given to a radio station for investigative reporting in 1981, WJR has added another fine effort to a long list of broadcasting achievements, which include two other Peabody Awards.

We, at Eastman Radio, are proud to represent them.



Heating up

Jack Valenti for presidency of National Association of Broadcasters? While neither applicant nor announced candidate, he has been singled out as having qualities sought by search committee. Friends hint he just might be available. Valenti has been president of Motion Picture Association of America since 1966 after three-year stint as special assistant to President Lyndon B. Johnson. Former Houston ad agency head, has had encounters with NAB recently, mainly in copyright compromise. He's won praise for tenacity and high-powered lobbying on both sides of aisle of Congress.

Valenti's name will surface, along with formidable list of applicants and nominees when NAB search committee meets June 14, preparatory to joint board's session in Washington (see "In Brief"). Valenti, 60, is year older than incumbent Vincent T. Wasilewski, who seeks early separation to enter law practice. Revived too is support for Julian Goodman, 60, retired president, chairman and chief executive officer of NBC (1965 to 1978), who got his start in Washington news before going into management.

Looking up

Prospects for passage of cable copyright bill (H.R. 5949) brightened considerably last Thursday after key meeting between cable and sports representatives in New York. Sports rejected proposal for amendment that would insure teams right to black out broadcasts of home games imported on distant signals in favor of earlier proposal, apparently rejected on Capitol Hill (see story, page 35), that would permit teams to black out any game of same sport during day home game is played. Cable representatives, who received promise from House Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) that he would not block passage of bill as long as good-faith effort to bargain was made, feel they've fulfilled their half of deal.

Squeeze on TIO?

Among recommendations expected from National Association of Broadcasters' Futures Committee is reorganization of Television Information Office to eliminate some TIO functions that duplicate work done by NAB. Dissatisfaction with TIO surfaced last year when NAB rejected request for 30% increase in three-year funding for TIO in favor of seven percent increase for this year only.

Report by Futures Committee, which is

not expected to be completed in time for NAB joint board meeting in Washington this week as originally planned, is also expected to recommend that job of Larry Patrick, NAB senior vice president for research, be expanded to recognize Patrick's growing role in developing and disseminating information to NAB members about opportunities in new technologies.

Limits off?

Serious question about continuation of present media ownership restrictions will be raised by FCC Commissioner Mimi Dawson in appearance Tuesday (June 8) at *Business Week* telecommunications seminar in New York. She will question whether such rules as those prohibiting duopoly ownership, regional concentration and limits on number of entities single owner may hold have fostered diversity of content or, instead, have created "a lot of lookalikes."

Beat goes on

Campaign by Committee for Prudent Deregulation, which aims to keep networks out of domestic syndication (BROADCASTING, May 17) continues to heat up. Committee, including television producers, distributors, rep firms and trade associations, last week held meetings in New York to solicit new members and build war chest for lobbying effort to retain FCC's financial interest and network syndication rules.

Visiting FCC commissioners in Washington last week were representatives of NATPE International which is part of committee. NATPE delegation—Charles Larsen, president; Phil Corvo, executive director, and George Back, Corvo's predecessor—told commission poll showed not only association's syndicators but also station program-director members "overwhelmingly" in favor of retaining rules.

Now it can be told

Why has ripper bill to reduce FCC from seven members to five—as means of blocking seven-year appointment for General Counsel Stephen Sharp to FCC—apparently died aborning? Because, it is said in high administration circles, President would veto legislative ploy.

If device of using rider on other "must" legislation such as overall budget were attempted, new problem would be presented. But in that event, several GOP legislators are prepared to filibuster against what's regarded as strike legislation to block presidential appointment.

Tailor made

Advertising agencies are showing increased interest in production of cable television programming for specific advertisers. In addition to recently announced women's show for Campbell Soup (via BBDO) for showing on superstation WTBS(TV) Atlanta, other projects in various stages of development are understood to involve: Ogilvy & Mather for series on women achievers for American Express Co. and another on sports medicine for unidentified sponsor; Doyle Dane Bernbach for sports series for five clients to be carried on ESPN next fall and women's magazine show for another advertiser, and Grey Advertising for two women-oriented series for two specific clients.

Turnaround

Everyone knows that in corporate universe CBS, with its varied interests, is much bigger company than broadcasting rival, ABC. Guess again. As of last Thursday's close on New York Stock Exchange, ABC was \$12-million bigger than CBS, figuring comparative common stock capitalization: ABC, \$1.053 billion; CBS, \$1.041 billion.

Leg up

If administration's proposed Radio Marti is approved by Congress to operate on 1040 khz, its antenna will be ready for instant use. Navy is nearing completion of three-tower array on Florida's Saddlebunch Key—where administration plans to locate Radio Marti—for broadcast on 1040 khz. Defense Department official, James Duncan, said \$1-million facility is needed to meet DOD "requirement" for use in "national or military emergency."

Word is that Radio Marti would not be required to pay construction costs but would rent antenna from Defense Department. Project could run into criticism in Congress, where some members already feel administration is proceeding too fast on Radio Marti without congressional approval.

HVN labs

ABC is looking at its Chicago owned station WLS-TV as likely site for this summer's planned test of prototype Home Video Network pay movie system for videocassette owners. Criteria underlying market selection center on high recorder population/low cable penetration. Second owned station, WXYZ-TV Detroit, is being talked about, may later host test of production-run decoder units.

Battle of the birds

When launched last January, Satcom IV was supposed to be Cable Net Two, a companion to Cable Net One (Satcom III-R), loaded with cable programming and the target of thousands of earth stations at cable head-ends. It's not working out that way. While RCA marketers search for well-heeled programmers to come up with \$13 million to join Bravo, The Playboy Channel and The Entertainment Channel, National Christian Network and Trinity Broadcasting Network on Satcom IV, Westar V, a Western Union satellite scheduled for launch from Cape Canaveral, Fla., tomorrow (June 8), may steal the Cable Net Two title.

The lineup tentatively slated for Westar V comprises a number of attractive (mostly future) services that as a package may be strong enough to convince cable operators installing a second dish to aim it at Westar V rather than Satcom IV: Satellite News Channels I and II, The Disney Channel (considered by many as the most desirable, prospective new service), the Nashville Network, Black Entertainment Television, MTV Cable Network, CBS Cable, Home Music Store, and superstation WOR-TV New York. What's more, Tele-Communications Inc. plans to use one of its two transponders on bird to distribute a children's programming service. SIN Inc. says it has been looking into shifting GalaVision and its other Spanish-language programming from Westar IV to Westar V. (Satellite Program Network had also been leaning on Western Union for space on Westar V, but now says it is content to remain on Westar IV until it moves to Southern Pacific's Spacenet I in March 1984.)

Beer blast

Superstation WTBS(TV) Atlanta is moving ahead with advertisers for its coverage of the National Collegiate Athletic Association football games. Joseph Schlitz Brewing, Milwaukee, has signed a two-year agreement at a reported cost of more than \$1 million, joining an earlier client, Chevrolet, which is understood to be paying more than \$10 million over two years for the first regularly scheduled, nationwide coverage of the college games on cable television.

Schlitz will receive two 30-second spots per game, exclusivity within any one quarter and billboard identification. Schlitz is the first brewery to commit a sponsorship to the NCAA package on WTBS—but it isn't likely to be the last. Schlitz's agency is J. Walter Thompson Co., Chicago.

WTBS's sales staff is selling hard for additional beer sponsors. A station spokesman told BROADCASTING that Anheuser-Busch and Stroh's Brewery are in negotiations with WTBS and he added: "We think that some of the smaller breweries are natural advertisers for the NCAA games." Schlitz and

Chevrolet are the sole national sponsors to date. Chevrolet's agency is Campbell-Ewald, Detroit. WTBS will telecast 39 games, all in prime time, during the 1982 and 1983 seasons.

Cake and candles

Nov. 8 marks Home Box Office's 10th anniversary and the pioneer pay cable service has lots in store for the celebration. Not only has HBO designed a special logo for its anniversary but it plans on publishing a book in November on its 10 years of operation. A big bash for HBO affiliates is scheduled for the Western Cable Show that month and a 30-minute retrospective on HBO will air at various times on the network. More events will be scheduled as the anniversary draws near, HBO says.

One-third wired

A.C. Nielsen's latest figures for May put cable penetration at 33.4% of U.S. television households. That amounts to 27,362,000 homes. Earlier this year, Nielsen's "official" estimate for February was only 29% or 23,726,220 homes.

Cable's growth accounts for some of the jump in the Nielsen numbers but not all of it. Nielsen has changed the way it measures penetration. Previously the figures were based on data from cable system operators and Nielsen diaries. Now Nielsen also is factoring in the telephone responses it gets when recruiting diary homes in the first place.

The new 33.4% penetration figure for May will apply across the board at Nielsen. Before, cable numbers had varied depending on the specific survey.

Build a better trap

Blonder-Tongue Laboratories, Old Bridge, N.J., has come up with a two-element trap designed to make participation of non-addressable cable systems in pay-per-view programming easier and more lucrative. To share in the mounting PPV revenues today, non-addressable systems—they account for all but a handful of the nation's 4,700 systems—must buy and distribute relatively costly and bulky traps to customers that allow them to watch unscrambled PPV programs. (The traps "trap out" the interfering signal inserted into the normal TV signal at the cable headend.) Traps, which can cost \$5 or more, are thrown away after each event.

Cable operators will have to pay a little

more for the new B-T trap, but after the event only a small, plug-in battery that energizes the trap would be thrown away, the main body of trap would remain in the cable line. When the next event comes along, all the cable operator has to do is purchase a new battery for around \$2 and mail it to his subscribers for cost of a 20-cent stamp and envelope. First customer may be the Don King Sports and Entertainment Network. It will buy and resell them to operators to create a market for its series of upcoming PPV events.

Reaching for a 'Star'

"Star Wars," the highest-grossing film in motion picture history, is now up for grabs in the pay cable universe. So far two of the three leading national satellite-distributed program services (Showtime and The Movie Channel) have bought the rights from 20th Century-Fox Telecommunications for carriage in February 1983. HBO has been offered the film, a source close to the negotiations said, but to date has made no commitment. HBO had no comment. Showtime is said to have paid slightly more than \$1 per sub, or more than \$3 million in all for the rights to the film—the highest amount it has ever paid for a single theatrical release. The Movie Channel is said to have also paid in the \$1 per-sub range, (or a total of about \$2.2 million) for its "Star Wars" rights. Fox is currently negotiating with all interested cable and STV operators for a one-time-only pay-per-view showing of the film on Sept. 26, four months before the scheduled Showtime and Movie Channel engagements. Industry executives have speculated that a blockbuster film such as "Star Wars" might yield as much as \$20 million on a pay-per-view basis.

Cable's own

"In a recent poll, 95% of the Television Critics Association members said they wanted more information on cable television programming." To meet that demand, said TCA President Ron Miller, the association is jointly sponsoring, with Women In Cable, the first-ever "Cable Day" during the current Consumer Press Tour. The tours, attracting TV critics to the West Coast to view network programs and interview industry personnel, have traditionally been dominated by the three commercial networks, with less elaborate presentations by the Public Broadcasting Service and TCA itself. This year's day-long cable session is scheduled for Saturday, June 12, at the Sheraton Universal hotel in Los Angeles.

Organizers of the meeting have managed to put together a distinguished lineup of speakers to tell the cable story. It includes National Cable Television President Tom

On June 30, America will look at health in a whole new way. Introducing Cable Health Network.

There's a revolution in America. Feeling good is now a \$30 billion a year business.[†] A remarkable 81% of the viewers surveyed are interested in seeing more television programs on health and medical developments.^{††} And viewers want to see more television programs on health and science as opposed to more programs on news, situation comedy or sports by a margin of more than 2 to 1.^{†††}

DEMAND FOR MORE TYPES OF PROGRAMS ON:

PROGRAM TYPES	Health	Science	Lifestyles	News	Sitcoms	Sports
	64%	62%	46%	30%	26%	23%

The Concept. To fill this information gap, Cable Health Network was created. Beginning June 30, 1982 it will be available free to cable operators on the primary cable satellite, RCA Satcom III-R, Transponder 17. Broadcasting the kind of informative, *entertaining* programming America wants to see, 24 hours a day, 7 days a week. Shows cover health and science, keeping fit, healthy relationships, human interest and lifestyles, self-help and medical care, growing up and getting older.

The Team. Cable Health Network is headed by Dr. Art Ulene, well-known for his appearances on NBC's *Today Show*, and Jeffrey Reiss, former head of Showtime, who are working in conjunction with Viacom International Inc. and a team of top professionals including Loreen Arbus, Programming; Ron Friedman, Marketing; Don Andersson, Cable Affiliate Relations; and Bob Illjes, Advertiser Sales. Medical advisory boards of doctors, dentists, psychologists and other health experts will consult on program content.

The Potential. Cable Health Network will have broad appeal and a projected start up audience of millions

of households. And advertisers can accurately reach target prospects through individual shows focusing on specific demographic and lifestyle groups. Besides eliminating the waste inherent in broadcast television, Cable Health Network provides an environment to enhance your corporate image and add credibility to your product message.

Communicate with us.

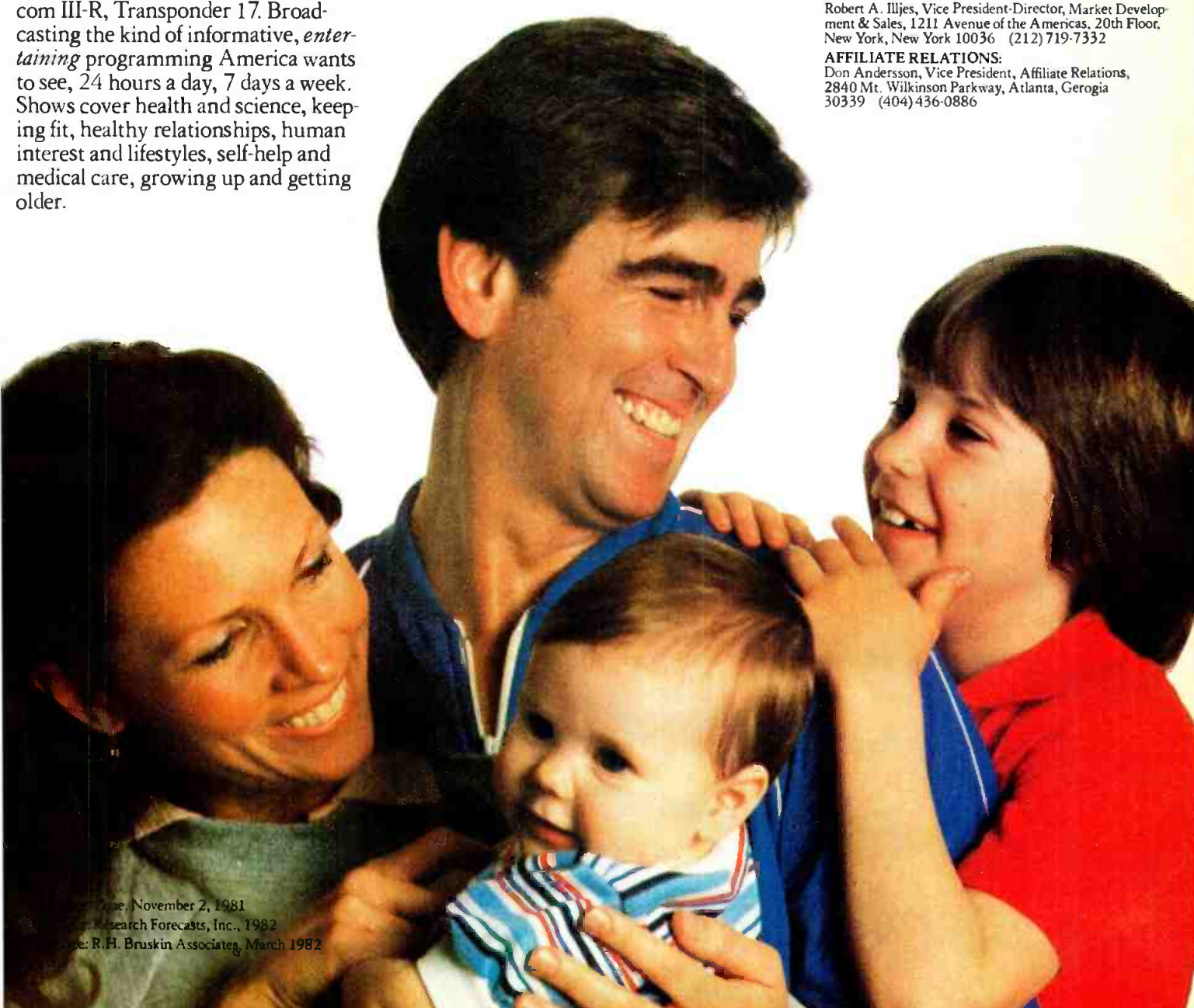


Keeping America Healthy™

Launch Date: June 30, 1982

ADVERTISER SALES:
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AFFILIATE RELATIONS:
Don Andersson, Vice President, Affiliate Relations, 2840 Mt. Wilkinson Parkway, Atlanta, Georgia 30339 (404) 436-0886



[†]Time, November 2, 1981
^{††}Research Forecasts, Inc., 1982
^{†††}Time, R.H. Bruskin Associates, March 1982

Wheeler; Robert Pittman, Warner Amex Satellite Entertainment; Chet Simmons, ESPN; Brian Lamb, C-SPAN; Kay Koplovitz, USA Cable Network; Michael Fuchs, Home Box Office; Arnold Huberman, The Entertainment Channel; Jonathan Hayes, Group W Satellite Communications; James Perkins, Daytime, and Loreen Arbus, Cable Health Network. The day's program will feature a "discussion" between representatives of the two competing cable news services. Robert Wussler, executive vice president, Turner Broadcasting System, will speak for TBS's Cable News Network and CNN2 and S. William Scott, president, Group W/ABC's Satellite News Channels, will present the case for his service.

The tour itself began June 4-6 at Los Angeles's Century Plaza with a presentation by NBC-TV, followed by CBS-TV at the Arizona Biltmore in Phoenix June 7-11. The series picks up at the Century Plaza again on June 13 (after Cable Day) with the TCA's own scheduled events, followed by PBS on June 14 and ABC-TV June 15-17.

Switching

Thank you, Paine Webber. That's a phrase the company hopes to hear more often from cable operators, judging from the "tombstone" ads appearing in trade and business publications. That financial firm's Blyth Eastman Paine Webber unit has hired four away from Warburg Paribas Becker four members of Becker's cable lending unit—Ian Gilchrist, Connie Higginson, Nancy Fraze and Dan Baldini. Paine Webber says they have joined the firm "in the further expansion of our service to the cable television, broadcasting and telecommunications industries," though word is cable will be their primary concern. Will cable clients follow? Continuing Becker staffers, notably David Wicks and James Ackerman, draw a lot of water in cable financial circles. As one past client of both firms, Dr. John Malone of Telecommunications Inc., puts it—Becker "is an organization with a lot of depth"—he'll continue to do business with them both.

Ad vexation

What's bothering advertising agencies and advertisers these days? The same thing that has been plaguing them for years: spiralling costs, but particularly the effect cable television will have on the bottom line.

During recent meetings of the American Association of Advertising Agencies and the Association of National Advertisers, one question that cable officials in attendance were asked was: Will the cost of creating different commercials to reach vast numbers of specialized audiences add to the creative budgets?

Another worrisome thing to agencies is the burden they must shoulder in handling commercials for a large number of cable systems needed to achieve broad coverage. In fact, a few weeks ago, John Slaven, advertising director, Volkswagen of America, Englewood, N.J., wrote to the Cabletelevision Advertising Bureau, noting that agencies are not pushing cable. He came up with a novel solution to persuade advertising

agencies to use cable more extensively.

"Proportionately, there is much more work for the agency as a result of sheer volume," Slaven wrote. "Since your C-P-M costs hold up very well against network and since every cable representative is wheeling and dealing and working well off rate card, it would seem you have enough cushion to enhance your position. In other words, if you were to offer 20% or even 22% to the agency for commission, you would probably get more serious consideration when it comes time for media planning. At least, it's a way to get on the list."

Paper chase

Former National Cable Television Association Chairman Doug Dittrick had to order new stationery again. This time to reflect name change of 100,000-subscriber MSO he heads as president and CEO for Tribune Co. —from Tribune Company Cable Inc. to Tribune Cable Communications Inc. (TCC). First paper switch came in January 1981 after Dittrick merged his Douglas Communications into Tribune Company Cable in exchange for interest in surviving firm. Name of WGN Electronic Systems Co., a TTC subsidiary, was also changed, to Tribune Cablevision Co.

Renewal primer

The franchise renewal process can be a "renewing" experience, leading to greater profits and community acceptance, according to Communication Strategies Inc., a Cambridge, Mass., consulting firm. The firm's 13-page "Communication Strategies Franchise Renewal Primer," released last week, is thought to be the first such guide for cable system operators. Its 22-step procedure includes recommendations that operators conduct a market survey and analysis to determine the proper mix of services to be offered on an upgraded system and to establish tiering and pricing strategies.

"It is your job," the guide tells operators, "to help limit [technical upgrading] to what is financially feasible for your system." So it recommends that operators make revenue and cost projections before conferring with municipal officials about the franchise renewal process.

If a competitor wants to overbuild, the report advises commissioning a study of the community's ability to support a second franchise, with the aim "to show the city that a second franchise will not only be unsuccessful, but will also siphon off enough subscribers to cause financial problems for both systems."

The guide's authors, Stuart N. Brotman and Larry S. Levine, suggest that operators consult with city officials early and often to get their input. The report is available free of charge: CSI, 80 Trowbridge Street, Cambridge, Mass. 02138.

Congress watchers

Nearly 9% of cable TV households with access to the Cable Satellite Public Affairs Network (C-SPAN) tune in to its programming regularly, according to a survey conducted in January by Video Probe Index, Bay Side, N.Y. The survey results, based on a sample of 5,900 cable homes, have been submitted to the Senate Rules Committee by C-SPAN President Brian Lamb as a supplement to testimony given two weeks ago on S. Res. 20, a proposal to permit televising of Senate proceedings.

C-SPAN, which broadcasts the proceedings of the House of Representatives as well as a variety of other public affairs programs to more than 10 million households, is viewed, according to the survey, by some 216,000 households daily, by 480,000 households weekly and by 888,000 households monthly. The survey was conducted, noted Lamb in a letter to Rules Committee Chairman Charles Mathias (R-Md.), before C-SPAN expanded its daily fare to include prime time, when the typical audience is five times greater than that during daytime hours, and weekends.

C-SPAN does not subscribe to VPI's services, said Lamb, but received permission to reveal the January results after Rules Committee members requested figures on how much House broadcasts are viewed (BROADCASTING, May 31).

Converter coup

It seems Zenith came out on top of the "Phase One" evaluation Group W Cable executives say they've conducted of one-way addressable converters currently on the market (see page 68). The word is Group W has placed "sizable orders" with Zenith and has already started to accept delivery on some units. Others with high scores are Jerrold, Oak and Tocom. Taken together, these four companies will likely supply all of Group W's short-term addressable converter needs—some 90% of all the orders Group W will be placing. Later this month Group W expects to release its own set of specifications for one-way addressable converters that would be upgradeable for text and other services. One primary concern of Group W has been that converters should be able to interact with billing computers for pay-per-view service.

Aftermath

Two on-air CNN veterans, Sandi Freeman and Marcia Ladendorff—both with the network since its June 1980 debut, have signed new multiyear contracts providing for their continued service to the Atlanta-based news organization. A source close to the events surrounding the resignation of Reese Schonfeld as CNN president several weeks ago said the deciding factor was Ted Turner's determination to retain the services of Freeman while Schonfeld wanted her dropped. The source indicated that Schonfeld simply had enough of Turner's meddling in the day-to-day operations of the network. With her contract renegotiated, Freeman will continue to host a one-hour interview program airing weeknights at 10 p.m., entitled *Freeman Reports*.

THE WINDS OF CHANGE



CTAM '82
CHICAGO
JULY 19-21

Like a breeze off Lake Michigan *The Winds of Change* are blowing through the cable industry. New revenue sources, marketing methods, management techniques, and corporate strategies are streaming into our business from all directions.

Will we be able to funnel the strength of new services and ideas into ongoing growth? How will we weather the storms of controversy and reach the safe harbor of continuing profitability?

Join CTAM, the Cable Television Administration and Marketing Society, at its annual conference, July 19-21, in Chicago, *the windy city*, and learn how to chart a course for the 80's through *The Winds of Change*.

Mail this coupon for registration materials. Space is limited; CTAM members will receive priority attention.

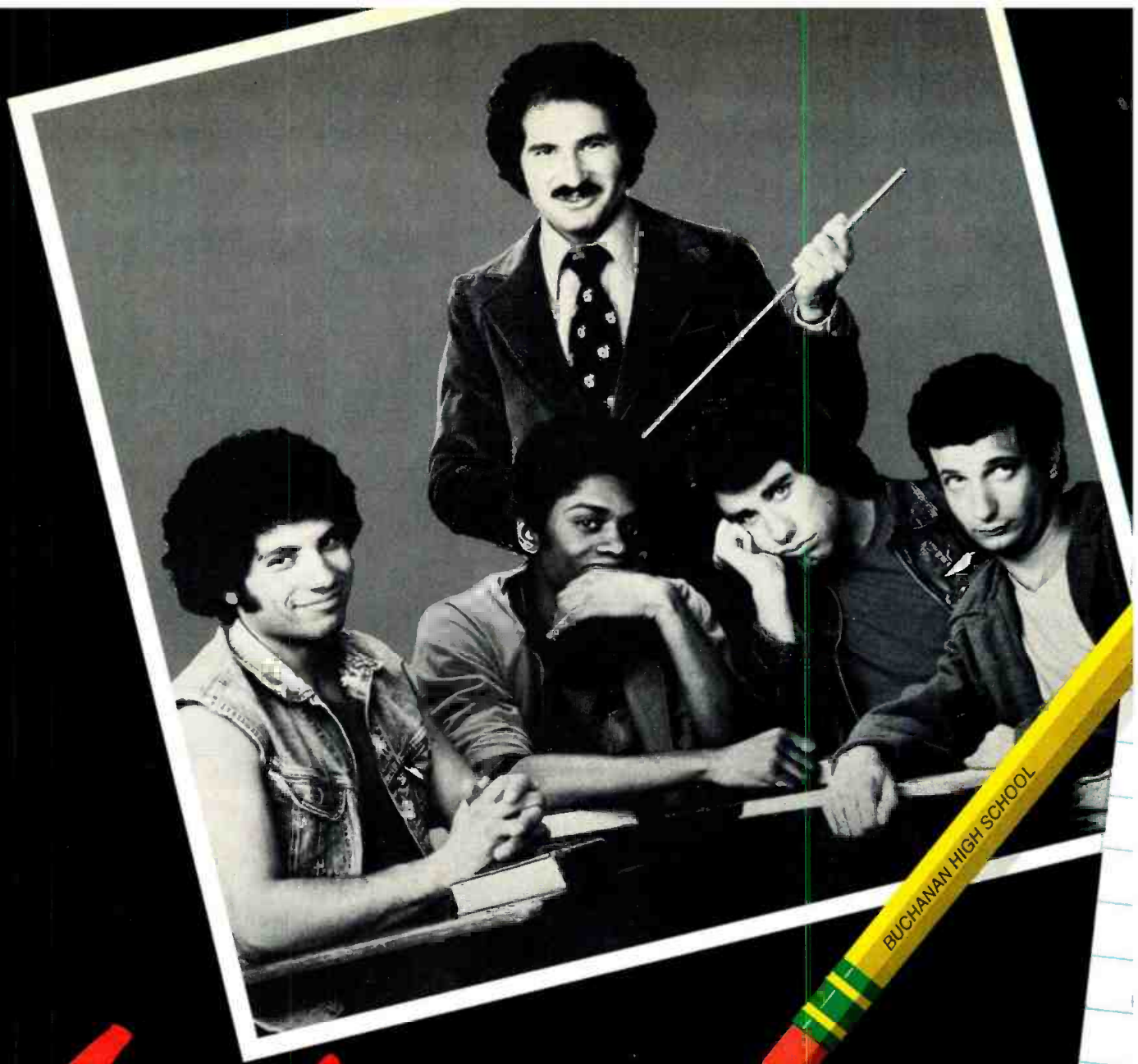
**Rush me registration materials for
CTAM '82**

Lucille Larkin, Executive Director
Suite 703/2033 M Street NW
Washington, DC 20036

Name _____

Address _____

City _____ State _____ Zip _____



BUCHANAN HIGH SCHOOL

Welcome
Back, Kottler

A lesson in success!

ALEXANDRIA, LA.

KALB-TV, 4-4:30PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, Men 18-49, Teens, and Children. 50% Rating Increase over February 1981.

BOISE

KTVB, 4-4:30PM, M-F

NUMBER ONE in: Total Women,* Women 18-34,* Women 18-49, Men 18-34,* Men 18-49, and Teens.

BOSTON

WLVI-TV, 7:30-8PM, M-F

NUMBER ONE in: Teens and Children.

CHICAGO

WGN-TV, 5:30-6PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, Men 18-49, Teens, and Children. 20% Rating Increase over lead-in. Already Renewed.

COLORADO SPRINGS-PUEBLO

KRDO-TV, 4:30-5PM, M-F

NUMBER ONE in: Women 18-34, Men 18-34, Men 18-49, Teens, and Children. 11% Rating Increase over lead-in.

DETROIT

WKBD-TV, 7-7:30PM, M-F

NUMBER ONE in: Women 18-34, Women 18-49, Men 18-34, and Teens. Number One Independent in time period.

EUGENE

KVAL, 3:30-4PM, M-Th

NUMBER ONE in: Total Women, Women 18-34,* Women 18-49,* Total Men, Men 18-34,* Men 18-49, and Teens.*

FRESNO

KMPH-TV, 6:30-7PM, M-F

NUMBER ONE in: Women 18-34, Women 18-49, Men 18-34, Men 18-49, Teens, and Children. No. One Independent in time period.

HONOLULU

KITV, 4-4:30PM, M-F

NUMBER ONE in: Rating,* Total Women,* Women 18-49, Total Men, Men 18-34, Men 18-49, & Teens. 20% Rating Increase over lead-in.

HOUSTON

KRIV-TV, 4:30-5PM, M-F

NUMBER ONE in: Teens and Children. Number One Independent in time period.

INDIANAPOLIS

WTTV, 6-6:30PM, M-F

NUMBER ONE in: Women 18-34, Teens, and Children.

MILWAUKEE

WISN-TV, 4:30-5PM, M-F

NUMBER ONE in: Women 18-34, Men 18-34,* Men 18-49, and Teens.

NASHVILLE

WZTV, 6-6:30PM, M-F

NUMBER ONE in Children.

OKLAHOMA CITY

KGMC, 5:30-6PM, M-F

NUMBER ONE in: Teens* and Children. Number One Independent in time period.

PITTSBURGH

WTAE-TV, 4:30-5PM, M-F

NUMBER ONE in: Men 18-34, Men 18-49, and Teens. 14% Rating Increase over lead-in.

RICHMOND-PETERSBURG

WRLH-TV, 6:30-7PM, M-F

NUMBER ONE in Children. 150% Rating Increase over lead-in.

SPOKANE

KREM-TV, 4:30-5PM, M-F

NUMBER ONE in Women 18-34.* 20% Rating Increase over lead-in.

SYRACUSE

WIXT, 6:30-7PM, M-F

NUMBER ONE in: Teens* and Children. 17% Rating Improvement over February 1981.

WASHINGTON, D.C.

WTTG, 7-7:30PM, M-F

NUMBER ONE in: Rating,* Women 18-34, Women 18-49, Men 18-34, Men 18-49, Teens, and Children. 9% Rating Increase over lead-in. Already Renewed.

WHEELING-STEUBENVILLE

WTOV-TV, 4:30-5PM, M-F

NUMBER ONE in: Men 18-34,* Men 18-49, Teens, and Children.

*Tie. Source: NSI February 1982 and 1981 Reports. Cassandra. Data are estimates subject to qualification in reports used.

95 HALF-HOURS



Warner Bros. Television Distribution
A Warner Communications Company

Business Briefly

TV ONLY

J.C. Sloan Diamonds Begins June 28 for 13 weeks in eight markets. Day, early fringe, late fringe, fringe and weekends. Agency: Kelly, Scott & Madison, Chicago. Target: total adults.

Helena Rubinstein Color Classics (cosmetics). Begins in June for third quarter in 30 markets. Agency: Shaller Rubin Associates, New York. Target: women, 18-49.

Procter & Gamble Brigade (detergent). Begins in June for third quarter in Omaha and Lincoln-Hastings-Kearney, Neb. Agency: Young & Rubicam, New York. Target: women, 25-49.

K-Tel International Record albums. Begins Aug. 9 for seven weeks in over 150 markets. Day, early fringe, prime access, late fringe and weekend times. Agency: Commonwealth Advertising, Minnetonka, Minn. Target: teen-agers, 12-17; adults, 18-49.

American Dairy Association Milk. Begins this week for six weeks in about



45 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: adults, 18-49.

Pennsylvania state lottery Begins June 18 for four weeks in about seven Pennsylvania markets. All dayparts. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25-64.

National Liberty Marketing Veterans' insurance. Begins June 28 for four weeks in over 100 markets. Agency:

Valley Forge Associates, Valley Forge, Pa. Target: men, 25-54.

S.C. Johnson & Son Glade air strips. Begins June 26 for four weeks in Tucson, Ariz., and Toledo, Ohio. Day, prime access, prime and specials. Agency: Needham, Harper & Steers, Chicago. Target: total women.

Excell Mineral Cat litter. Begins Sept. 13 for two weeks in four California markets. Day and early fringe times. Agency: Larson, Bateman & MacAllister, Santa Barbara, Calif. Target: women, 25-54.

Gold Pin Fun Centers Begins in August for two weeks in about 75 markets. All dayparts. Agency: Kisner & Associates, Baltimore. Target: adults, 18-49.

Dillard Department Stores July 4th promotion. Begins July 1 for one week in about 25 markets. Day, news and late fringe times. Agency: Faulkner & Associates, Little Rock, Ark. Target: total adults.

RADIO ONLY

Northwestern Bell Residence long distance. Begins Sept. 11 for 11 weeks in about 50 markets. Agency: Bozell & Jacobs, Minneapolis. Target: men, 18 and over.

National Pork Producers Council Begins Sept. 6 for nine weeks in Chicago and Dallas. Agency: Lord, Sullivan & Yoder, West Des Moines, Iowa. Target: total farmers.

Folonari Wine. Begins this week for six weeks in Hartford, Conn.; Boston; Los Angeles; Washington; Philadelphia; Miami, and Providence, R.I. Agency: Vitt

Dead letter. Federal Express Corp., under recent attack by U.S. Postal Service for its ads comparing Overnight Letter to Express Mail, allowed TV flight to end "naturally" on May 23 but has "no plans to use the spot again," according to Brandon Davis, director of public relations at Federal Express. "We did not pull the ads in response to anyone," Davis said, adding that Overnight Letter spot was one in series of Federal Express TV ads that started in mid-April (created by Ally & Gargano, New York). Next phase of network and spot campaign has not been decided.

FREE

FREE

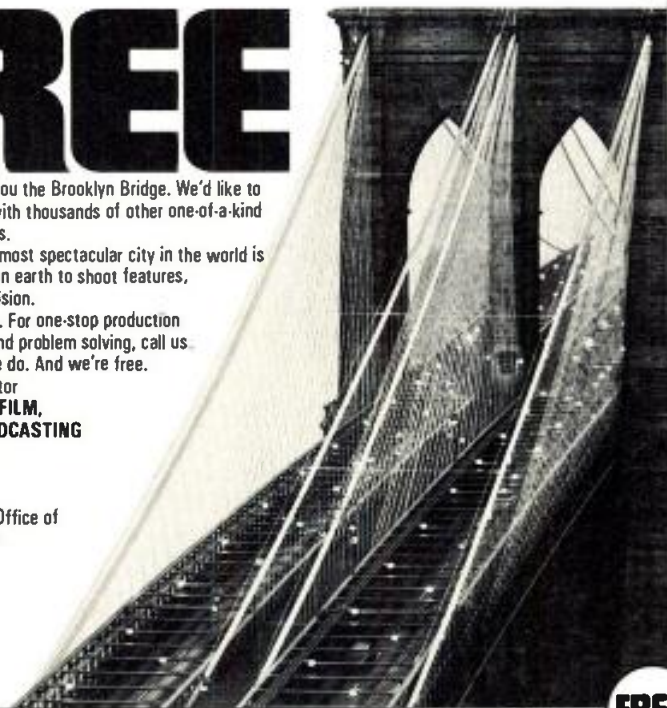
We don't want to sell you the Brooklyn Bridge. We'd like to give it to you...along with thousands of other one-of-a-kind New York City locations.

The biggest, toughest, most spectacular city in the world is also the easiest place on earth to shoot features, commercials, and television.

The reason? Our office. For one-stop production information, permits, and problem solving, call us. We're good at what we do. And we're free.

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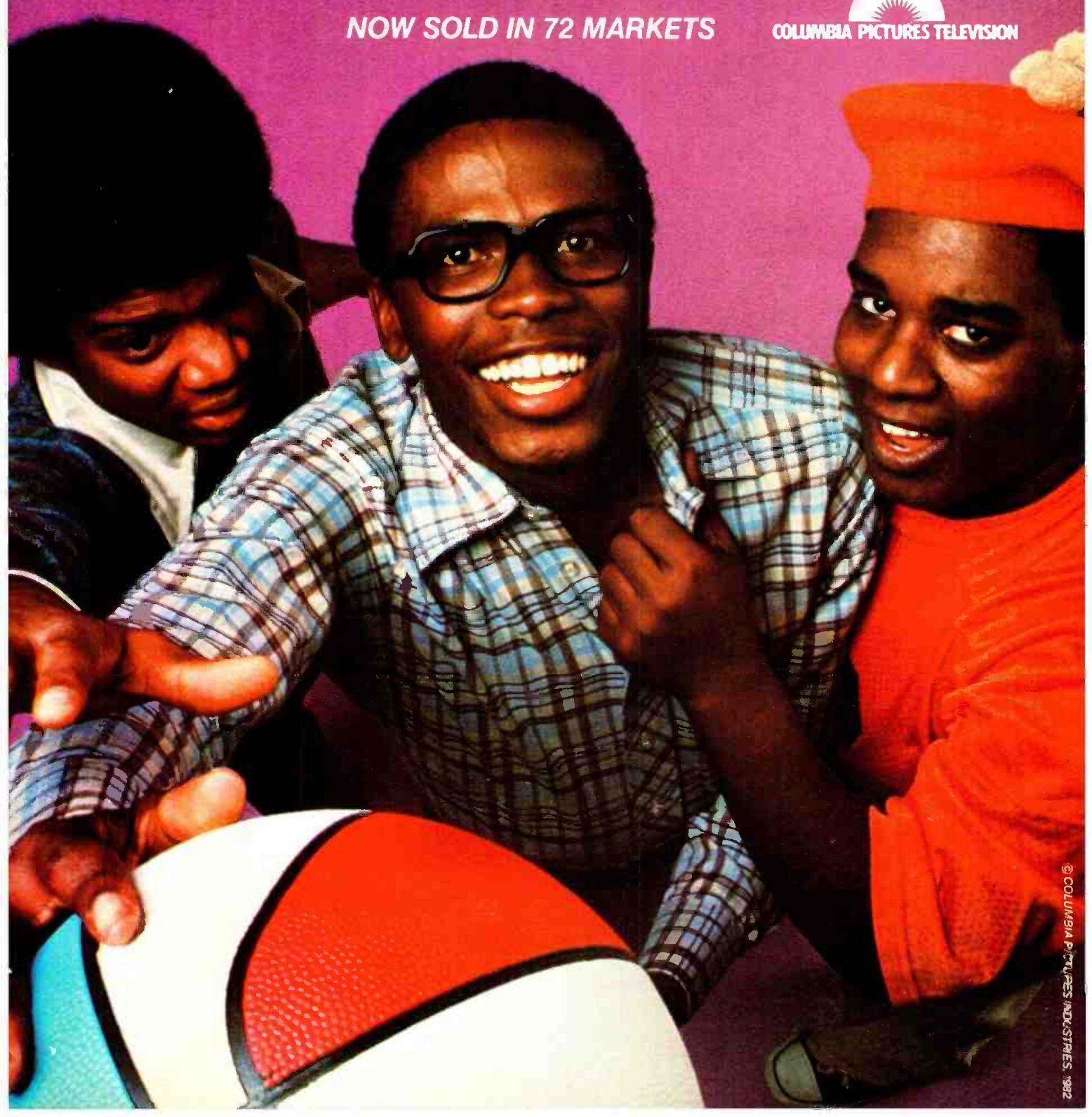
HERE'S WHAT'S HAPPENING!

ALBANY	WALB	CHARLESTON	WCBD	FT. WAYNE	WKJG	LEXINGTON	WTVQ	NEW YORK	WNEW	ST. LOUIS	KDNL
ALBUQUERQUE	KOAT	CHARLOTTE	WBTW	FRESNO	KJEO	LITTLE ROCK	KTHV	NORFOLK	WTVZ	SAVANNAH	WTOC
ALEXANDRIA	KLAX	CHATTANOOGA	WRCB	GREENSBORO	WFMY	LOS ANGELES	KHJ	PHILADELPHIA	WTAF	SEATTLE	KSTW
AMARILLO	KVII	CLEVELAND	WUAB	GREENVILLE, NC	WCTI	LOUISVILLE	WAVE	PITTSBURGH	WPXI	SHREVEPORT	KTAL
ANCHORAGE	KIMO	COLUMBIA	WLTX	GREENVILLE, SC	WFBC	MACON	WMAZ	RALEIGH	WPTF	TAMPA	WTOG
ATLANTA	WSB	COLUMBUS, GA	WYEA	HONOLULU	KITV	MCCALLEN	KRGV	RICHMOND	WWBT	WACO	KCEN
AUGUSTA	WRDW	COLUMBUS, MS	WTVA	HOUSTON	KHTV	MEMPHIS	WMC	ROANOKE	WSLS	WASHINGTON	WDCA
BAKERSFIELD	KWPR	DALLAS	KTVT	HUNTSVILLE	WAFF	MILWAUKEE	WVTV	SACRAMENTO	KRBK	WILMINGTON	WWAY
BALTIMORE	WBAL	DAYTON	WDTN	JACKSON	WAPT	MINNEAPOLIS	KMSP				
BATON ROUGE	WAFB	DENVER	KWGN	JACKSONVILLE	WTLV	MOBILE	WKRG				
BEAUMONT	KJAC	DETROIT	WDIV	KANSAS CITY	WDAF	MONROE	KTVE				
BIRMINGHAM	WBRC	EVANSVILLE	WFIE	KNOXVILLE	WBIR	MONTGOMERY	WSFA				
BOSTON	WSBK	FLINT	WPEI	LAFAYETTE	KLFY	NASHVILLE	WTVF				
BUFFALO	WGR	FLORENCE	WPDE	LAS VEGAS	KTNV	NEW ORLEANS	WVUE				

What's Happening!!

A Toy Production distributed by

NOW SOLD IN 72 MARKETS



AdVantage

Targeting on dogs. Carnation Co. is using celebrity dog to advertise its pure beef product, Mighty Dog, in new network and spot TV campaign breaking this week. Jim Hartley, product manager for Mighty Dog, said television effort marks "first time we have positioned the brand from the dog's point of view." All-barking, no-talking 30-second spot was created by SSC&B Inc., New York, and features Toto of "The Wiz" motion picture. In crawl, under visual sequences, Toto extols Mighty Dog and at one point calls on all canines to "demand Mighty Dog even if you have to beg."



New from Ad Council. During National Child Abuse Prevention Week (June 6-12) some 6,000 radio stations as well as more than 800 TV stations may be running spots produced by Advertising Council on child abuse, in addition to network radio and television. Ad Council's new public service announcements, created by Campbell-Ewald, Detroit, will run throughout 1982. Child abuse prevention has been promoted by Ad Council since 1976.

Movie version. Swensen's Ice Cream Co. kicks off marketing campaign June 20 in conjunction with national release of Columbia Pictures' "Annie" to introduce "Annie Ice Cream." Strawberry ice cream with marshmallow ribbon is promoted in new campaign that includes spot TV in Phoenix; Las Vegas; San Diego; Miami; Raleigh-Durham, N.C.; Nashville; Albuquerque, N.M.; Palm Springs, Calif., and Austin, Tex. to run varying flights. Collector glass will be featured in both broadcast and print ads.

Business good? Si, si. SIN Television Network projects that revenues for 1982 should grow by 40% to \$35 million, up from \$25 million in 1981. In first quarter of year, SIN reports advertising revenues rose by 46% over last year. SIN says that the upward swing in expenditures represents effort by advertisers to reach growing Hispanic sector, which represents potential consumer goods market of \$60 billion. During first quarter, SIN says, it added Bayer aspirin, Milk of Magnesia, Oil of Olay, Riunite wines, United Artists, Johnson & Johnson's baby oil and K-Mart to its roster.

Helping out. "You auto buy now" was slogan for month-long PSA campaign in which 18 of 20 Baltimore radio stations participated. Campaign, brainchild of Jack Brahm's & Associates, was designed to help Baltimore's car dealerships. Three 60-second spots were produced, which stations aired throughout May. WCBM(AM) offered trip to Netherlands in promotion run in tandem with PSA campaign. Stations donated airtime of upwards of \$50,000 for announcements, run in all dayparts, including drive times.

Media International, New York. Target: adults, 25-49.

Sedgfield Sportswear Men's sportswear. Begins July 26 for six weeks in over 15 markets. Agency: Mathieu, Gerfen & Bresner, New York. Target: men, 18-34.

Fram Corp. Autolite (automobile products). Begins this week for four weeks in Cleveland. Morning drive, afternoon drive, plus weekends. Agency: SFM Media Corp., New York. Target: men, 18-49.

Austin Kane Microwave popcorn machine. Begins July 19 for four weeks in Cincinnati, Denver, St. Louis, Louisville, Ky., and Columbus and Dayton, both Ohio. Agency: Juhl Advertising, Elkhart, Ind. Target: women, 25-54.

Eastern Apple Commission Begins Sept. 20 for four weeks in Washington, Baltimore, Philadelphia and Charlotte, N.C. Mornings and afternoon drive times. Agency: Walter G. O'Connor Co., Hershey, Pa. Target: adults, 25 and over.

International Multifoods Supersweet feeds (hog feed). Begins this week for two weeks in 35 markets. Morning drive times and middays. Agency: William L. Baxter Advertising, New York. Target: men, 25-54.

Wendy's Old Fashioned Hamburgers Regional buy. Begins this week for two weeks in Chicago; Rockford, Ill.; Madison, Wis., and Milwaukee. Agency: Clinton E. Frank Advertising, Chicago. Target: adults, 18-34.

Westin Renaissance Center Hotel Begins this week for one week in Michigan markets of Flint, Lansing, Kalamazoo and Grand Rapids. Agency: Desmond & Associates, Oak Park, Mich. Target: adults, 25-54.

K-Mart Pharmaceutical products. Begins June 14 for one week in three to five markets. Morning drive, middays and afternoon drive times. Agency: Ross Roy, Detroit. Target: women, 25-54.

B. Dalton Books. Begins this week for one week in Denver, New Orleans, Phoenix, Philadelphia and Kansas City, Mo. Agency: Grey Advertising, Minneapolis. Target: adults, 19-49.

Century 21 Real estate. Begins June 21 for one week in Oklahoma City; Tulsa, Okla.; Houston; Dallas; Baton Rouge, and Shreveport, La. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: women, 25-49.



— THE BECK-ROSS COMMUNICATIONS STATIONS —
Dynamic... Vibrant... In Touch.

WBLI-FM
LONG ISLAND, N.Y.

WHCN-FM
HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

*We are proud to announce that
Pulitzer Prize - winner Jack Anderson's
new, weekly half-hour will premiere
on stations across the country this September.*



Ahead of the headlines

and behind the headlines

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CONFIDENTIAL

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Datebook

This week

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

June 7—Third annual seminar of *Pacific Telecommunications Council*, headquartered in Honolulu and dedicated to development of telecommunications in Pacific. Manila.

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

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

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

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

June 7-July 9—*Rochester Institute of Technology's* School of Photographic Arts and Sciences motion picture workshop. RIT. Rochester. N.Y.

■ indicates new or revised listing

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

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

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

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

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

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

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

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

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

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

■ **June 10**—*Radio Advertising Bureau's* Idearama

for radio salespeople. Atlanta Airport Hilton. Atlanta.

■ **June 10**—*Radio Advertising Bureau's* Idearama for radio salespeople. Amfac hotel. Dallas.

■ **June 10**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Airport. Boise. Idaho.

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

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

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

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

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

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

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

■ **June 11-13**—Conference on "Economic Issues and the Media" sponsored by *Society of Professional Journalists, Sigma Delta Chi, and Illinois AP Managing Editors*. Lake Geneva Hilton. Lake Geneva. Wis.

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

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

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

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

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

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

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

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

Also in June

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

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

June 13-15—*MDS Association* annual convention. Theme: "MDS Multichannel 'Wireless Cable' systems." Washington Hilton. Washington. Information: Chris Seifn, MDS Association, 145 Huguenot Street. New Rochelle. N.Y. 10801. (914) 576-6622.

June 13-16—*Kansas Association of Broadcasters*

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

on Engineers 124th technical conference and equipment exhibit. New York Hilton. New York.

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

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

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

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

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

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

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

May 30, 1983—*American Women in Radio and Television* 32d annual convention. Royal York. Toronto. Future conventions: May 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.

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

IN NEW ORLEANS WE WANT TO MAKE SURE OUR NEWS COMES THROUGH LOUD AND CLEAR.



At Gaylord Broadcasting, we think people should get more than a summary of the news each day.

That's why, at our ABC affiliate WVUE in New Orleans, we're expanding our news broadcasts. Now, in addition to reporting more news, we can uncover more news. And we can also offer innovative programming like Crimestoppers, a new feature that reenacts crimes to encourage leads for the police.

We also realize that the people who deliver the news can be as important as the news itself. So at WVUE we've brought in experienced newscasters like Richard Anderson, a former ABC News correspondent best known for his coverage of the hostage takeover in Iran. And to cover all the news in sports, former New York Mets star Ron Swoboda.

At Gaylord we've got a lot of exciting news for people in New Orleans to hear about. And we know once they do, they'll want to see it all for themselves.



Gaylord Broadcasting
We're making ourselves heard.



"It's true. When we took the station over in 1978 spots were selling for only \$1.25. But, we felt there was excellent market potential if we provided an outstanding radio product.

"I'm not a programming person, I'm a bottom line businessman, so I consulted a top programmer—Jay Mitchell. One of the first decisions Jay made was to bring in AP Radio Network. At first I balked—we could hardly afford the basic radio wire. Jay argued that the AP news and features would upgrade our sound and our rates.

"Back in 1978 the street rate was \$1.25. Now a spot on the news or an AP Feature is \$28."

"I was skeptical, but now I'm a believer. We don't use everything that comes down the network, but we sure use a lot of it. AP Radio Network is absolutely top quality with all the prestige of the AP behind it. We strip and package it just the way AP suggests. Our news and features sell well at premium prices.

"We've cut commercial time per hour from 18 minutes down to 12. Our goal is no more than 10 minutes. Better programming and less clutter more than justify the much higher rates. The result—more bottom line profit per hour and a better product to sell.

"The AP network has been one of the key factors in our growth. I don't think there's a station in the country that's too small to take on the AP Radio Network and upgrade their air product the way we did.

"For me AP means Added Profit."

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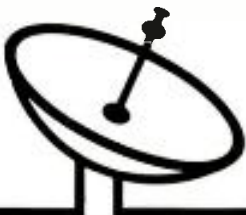
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EASTERN

32d annual meeting. Holidome, Hutchinson, Kan.

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

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

June 15-17—ABC consumer press tour. Century Plaza hotel, Los Angeles.

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

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

■ **June 15**—*Copyright Royalty Tribunal* hearings begin to determine how much cable operators should pay for distant signals. Postal Rate Commission, Washington.

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

■ **June 15**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Denver Airport, Denver.

■ **June 15**—*Radio Advertising Bureau's* Idearama for radio salespeople. Indianapolis Hilton, Indianapolis.

■ **June 15**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn, Fargo, N.D.

■ **June 15**—*American Women in Radio and Television* (Atlanta chapter) 30th anniversary awards banquet. Downtown Marriott, Atlanta.

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

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

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

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

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

■ **June 17**—*Advertising Club of Metropolitan Washington* annual Radio Day luncheon. Speaker: Dick Clark, United Stations Country Music Network, Washington Hilton, Washington.

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

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

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

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

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

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

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

■ **June 23**—*National Association of Broadcasters* seminar, "The Broadcast Marketplace: Legal Issues for the 80's," for house counsel of NAB member stations and associate member law firms. NAB headquarters.

Washington. Information: William Kennard or Janet Zeide, (202) 293-3560.

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

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

June 24-26—Iowa Broadcasters Association annual convention. New Inn. Okobojo, Iowa.

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

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

■ **June 25**—Federal Communications Bar Association outing. Isaak Walton League. Damascus, Md. Information: Forbes W. Blair, 202-659-4230.

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

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

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

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

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

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

July

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

July 3-6—Community Antenna Television Association CCOS '82 convention. Opryland, Nashville.

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

■ **July 7-8**—Arbitron radio workshop. Hyatt Regency, Crystal City, Washington.

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

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

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

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

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

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

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

July 13-15—National Federation of Community

Broadcasters annual conference. MacAlister College campus. St. Paul.

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

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

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

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

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

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

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

■ **July 23**—Deadline for entries in seventh annual San Antonio CineFestival, held to "foster excellence and to promote Hispanic cinema ideals." Information: CineFestival, P.O. Box 96, San Antonio, Tex., 78921.

August

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

Aug. 18-21—Michigan Association of Broadcasters annual convention. Hidden Valley Resort, Gaylord, Mich.

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

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

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

September

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

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

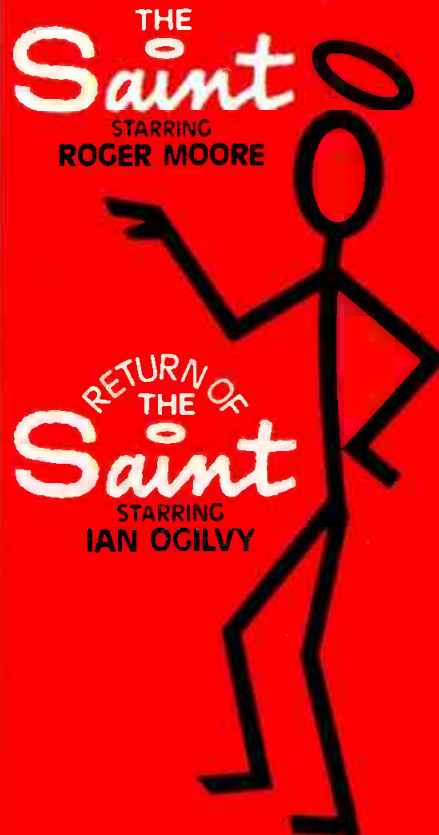
Sept. 9-11—Southern Cable Television Association's Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

■ **Sept. 10**—Deadline for entries in International Emmy Awards sponsored by *International Council of National Academy of Television Arts and Sciences*. Information: International Council, 1350 Avenue of the Americas, New York, 10019.

Errata

Caption accompanying photograph on page 42 of BROADCASTING's May 24 issue was wrong on two counts: presentation of NBC chimes to NBC affiliate board chairman, **Fred Paxton**, was made by Blair Television Chairman **Harry Smart**, not, as caption suggests, by NBC affiliates and management. Smart, familiar figure to BROADCASTING readers and subject of a "Profile" (Nov. 9, 1981), was misnamed "Harry Wise" in caption.

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- THE GENTLE RAIN ▪ TICKLE ME ▪ FRENCH CONSPIRACY
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- DESPERATE WOMEN ▪ SOME KIND OF MIRACLE
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Right church, wrong pew

EDITOR: I am flattered someone thought highly enough of me to mention my name as a candidate for president of the NAB. Obviously, that issue was confused with my candidacy for another term as NAB chairman, which is the office I am presently running for.

With the advice and counsel of members of the broadcasting community, I'm confident we will find an excellent successor to Vince Wasilewski in the weeks to come.—*Edward O. Fritts, chairman of the joint board of directors, National Association of Broadcasters, Washington.*

Wheeling and dealing

EDITOR: There was a time when I believed that our elected representatives in Washington were there to represent the best interests of all the people. Now, I am not naive enough to believe that some accommodations aren't made in trying to reach a decision, but when you come public with something such as the Steve Sharp controversy in which senators have made deals with one another as to who they are going to put in certain slots regardless of

the wishes of the President of the United States (BROADCASTING, May 24), then perhaps it's time we all took a second look.

I find it hard to believe that the Commerce Committee chairman, Bob Packwood, would say that confirmation hearings on the FCC nomination would not be held unless the nominee was Marvin Weatherly, a member of Alaska's Public Utilities Commission. Surely Mr. Weatherly would not want to be shoved into the FCC slot, knowing full well that it is the President's prerogative to appoint members and that Mr. Reagan fully intended to appoint Steve Sharp. And now we are told that Senate Commerce Committee members are thinking of introducing legislation trimming size of the FCC from seven members to five. That would certainly give Steve Sharp "what's for" and the senators may be able to convince some among us that they did it simply to save taxpayers' dollars. I for one would like to see these senators spending more time on reducing the federal deficit, balancing the federal budget, and bringing interest rates down to a tolerable level.

I would suggest to the gentlemen that there is much to do in that regard and that

this constant arguing over who's going to steer the ship of state is of little consequence once the damn thing runs aground.—*Tom Joyner, president, WQLS(FM) Chattanooga.*

Overwhelmed

EDITOR: After three-and-one-half years, I was just recently awarded a CP for a Class A FM in Montevideo, Minn. (population 6,000) and Granite Falls (4,000). Someone else applied and I just recently paid them \$6,000. A long hard fight to get my first FM. Next, I applied for KMGM—M for Montevideo, G for Granite Falls and M for Minnesota. Today I am informed that MGM has decided to file a petition to deny... off to court... little me against the giant... tons of money spent. My lawyer says I would win, the FCC thinks I would win, yet I don't have that kind of money. So I drop out and take some other call letters. How many broadcasters out there have done the same thing? Why does the FCC allow this? It's sad.—*Jerry Hennen, president, Western Minnesota Stereo, Huron, S.D.*

Geller repercussion

EDITOR: The taking away of Simon Geller's license for WVCA-FM Gloucester, Mass. (BROADCASTING, May 24) could have potential long-range implications for the broadcasting industry. While it seemingly portends the end of the dream of many a young broadcaster to be a one-person station entrepreneur, it could open public thinking to a new opportunity in communications.

Channels in the noncommercial portion of the FM band are available in many markets, notwithstanding the FCC freeze on accepting applications within the secondary coverages of channel 6 TV stations. Then there is the prospect of low-power FM translators repeating a favorite format to a community thus deprived, including the chance that the FCC would allow for local origination and programing, just as low-power TV is being touted in the industry.

I applaud Simon Geller, and hope that he is able to prevail in what is certain to be a long legal appeal; however, broadcasters like Mr. Geller should be aware of the need to embrace improved broadcasting technologies—specifically, stereo and vertical polarization for best automotive reception, which he has failed to do.

Another thing the WVCA-FM story tells us is that the ascertainment, community problems-needs and public records file rules of the commission are a farce. Broadcasters like Mr. Geller know best how to serve their communities, and to indulge in haphazard comparative renewal cases like



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this is a waste of commission time and taxpayers' money.—*Bruce F. Elving, general manager, KSCV(AM) Kearney, Neb.*

makes you realize what a fragile, yet precious document it is. Hopefully, we'll all respect what it stands for as much—or more—than we did before.—*Bob Greenlee, KADE(AM)-KBCO(FM) Boulder, Colo.*

EDITOR: Simon Geller's WVCA-FM in Gloucester, Mass., is about to become history. The one-man radio station has been fighting a losing battle now for over five years.

I'm not going to debate the commission's action nor justify Geller's performance, or lack of it. The thing that's important to remember is that Geller's license probably looks just like the one hanging on your wall, and mine. It's probably printed on the same kind of paper. It

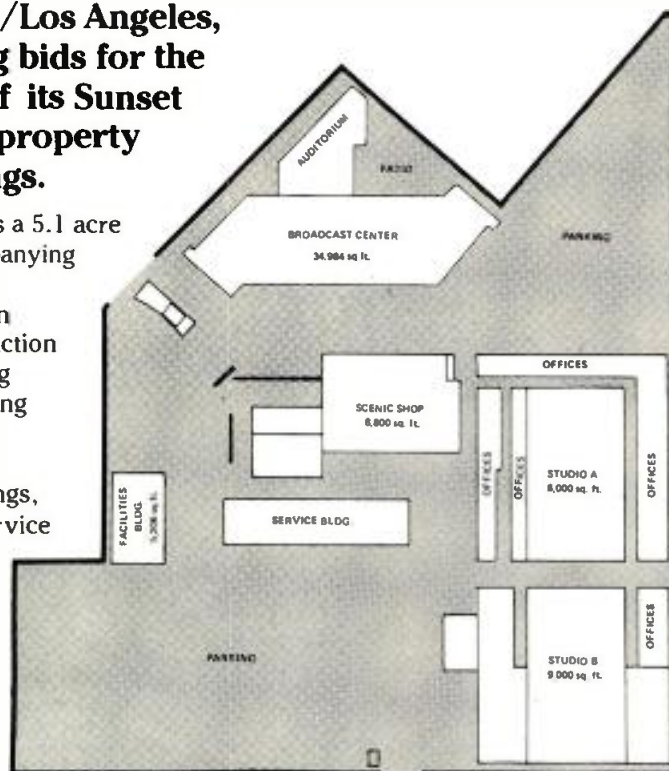
In memoriam

EDITOR: Our firm is setting up a modest \$10,000 (principal) scholarship trust fund in the name of the late James Lawrence Fly [chairman of the FCC from 1939 to 1944] with the Broadcast Education Association. There may be others "out there" who would like to participate.—*Peter Shuebruk, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, Washington.*

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A radio advertising commentary from Donald Evanson, director, Marketing and Media Insights, New York

Expanding opportunities for radio advertising

Among advertisers and their agencies, there is a growing awareness of radio as an effective advertising medium in today's marketing environment. Several trends have converged to prompt a reassessment of the role that radio can play in the marketing of products and services.

The work of the Radio Advertising Bureau must be cited as an ongoing contributor to the increased awareness of radio. It has been highly visible in positioning radio with its theme, "Radio: It's Red Hot." While this is a good promotional theme around which radio sales staffs can rally, advertisers have long been interested in another theme of their own . . . segmentation.

It is the trends in population, marketing and media segmentation that are causing advertisers to explore the use of radio for their products. For segmentation produces diversity in the packaging, pricing, promoting and positioning of products. With more than 7,700 radio stations and the wide diversity of individual station formats, the radio medium is especially in harmony with a segmented marketing approach.

"Population potpourri" is a phrase that reflects the vast social and demographic changes now in evidence within the U.S. marketplace. For example, the traditional concept of an average family made up of a young husband, wife and 2.7 children, with dad as the sole breadwinner, is a shambles in today's society.

Radio's diversity in programing is especially attuned to appealing to different life styles. There are rock and contemporary stations to appeal to teens and young adults, soft music and country to reach the middle-years segment, middle of the road, beautiful music and news-talk stations for more mature listeners, plus black and Spanish stations to direct special messages at these growing market segments.

Advertisers are learning that with radio they can effectively target the advertising message to those population segments that offer the best purchase potential for their products. This is a strong marketing advantage for radio.

The trend, by major advertisers, has been to market products to clearly defined segments of the total marketplace. The changes in the social structure and the demographic profile of the U.S. population have reduced the emphasis, by companies, to mass market and advertise their products and services.

Product positioning became an important marketing tool. It was used to distinguish, in the mind of the consumer,



Donald Evanson is director, Marketing and Media Insights, New York, a media consulting and training firm. Previously he was executive VP, media and business affairs, Rosenfeld, Sirowitz & Lawson. His background also includes service with J. Walter Thompson Co., New York, as VP, group media director.

one product from another within product categories. Product positioning is evident within companies that market several brands or forms of a product against vital segments of potential buyers.

Each company seeks to break up the mass market into manageable portions from which to successfully build unit sales and profits within each market segment. Advertisers are realizing that, within these segments, radio can provide national or local market advertising support at a price that is effective, affordable and profitable for the brand at the bottom line.

The third trend is the proliferation of media segmentation that is responding to population changes and the way that products are being marketed. It is significant that no new mass medium has emerged within the past few years.

Newspapers have gone suburban with special zoned editions. They are adding life-style magazine supplements in an effort to segment their readers for advertisers.

The magazine field has seen the growth of segmented editorial magazines such as *Savvy*, *Working Woman*, *Runner* and *Colonial Homes*. These are the magazines that are adding readers and ad pages.

Even cable TV, with all its potential, has been positioned for its narrowcasting and viewer selectivity, rather than as a mass medium.

A few years ago, there were only four major radio networks. This year, adver-

tisers may have as many as 20 to match to their product needs.

FM radio is the growing segment within local radio. FM stations account for over half of the listening audience within the top 10 metro markets. The surge in FM reflects the improved quality of sound reproduction that is available to advertisers and listeners to radio today.

These are the trends: population, marketing and product segmentation. Radio's response is programing. Programing is the key to the future success of radio.

Changes in programing within the radio medium are being seen in a variety of ways. One example is the change in the format of WABC(AM) New York to a talk station. This reflects the decline in the teen market and the shift in young adult listening to FM stations.

Radio networks are appearing faster than rabbits out of a magician's hat. In 1981, 4,000 stations were affiliated with 10 different radio networks. By the end of 1982, there may be as many as 20 radio networks. NBC's *The Source*, CBS's *Radioradio*, RKO 2 and 3 are examples of alternate station lineups under the same network banner.

New networks such as the Satellite Music Network will air pop adult stereo. Transtar will target a 24-hour network aimed at the 25-to-34 segment. The Christian Broadcasting Network plans to offer adult contemporary music with gospel and religion.

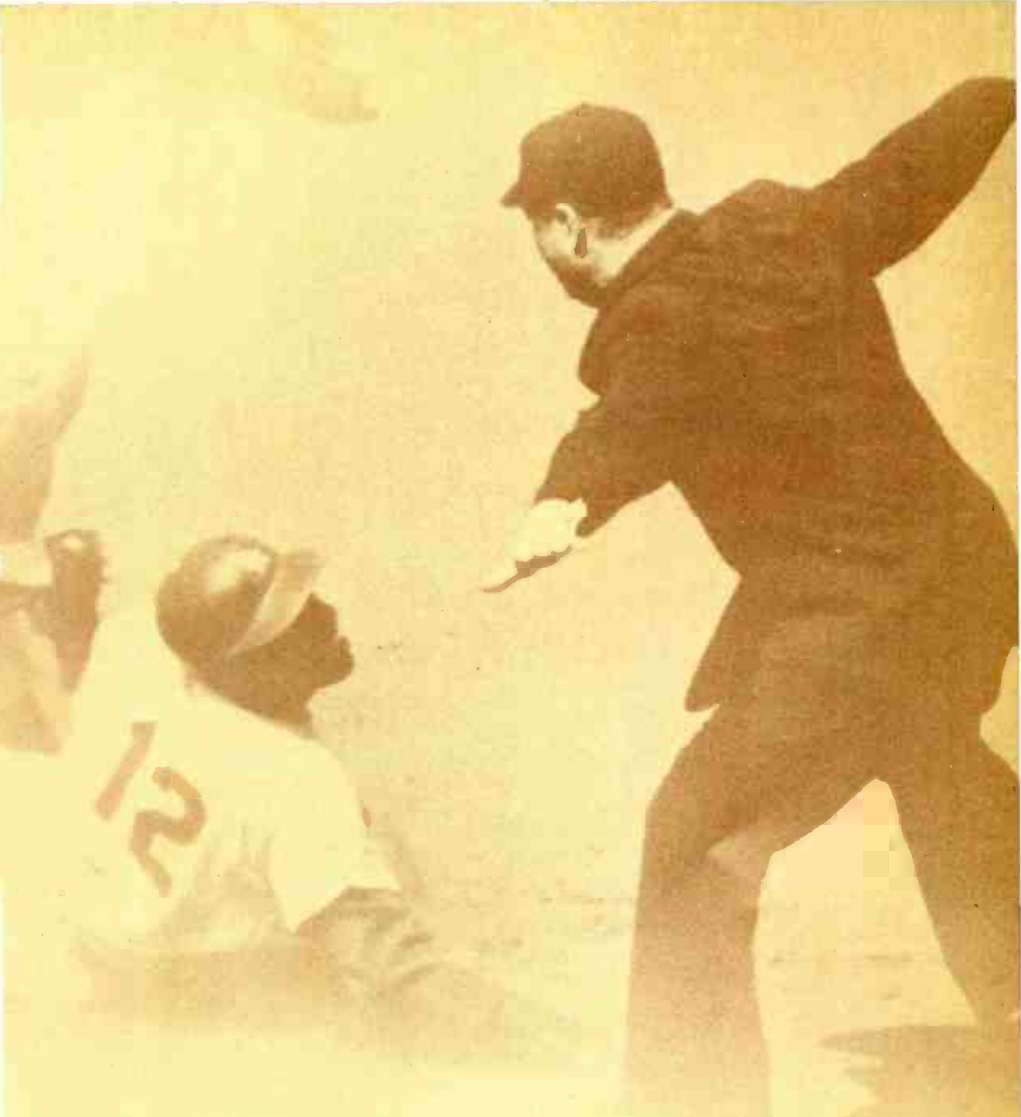
Another source of new radio programing is provided by syndicators who package a sound or program format and sell it to individual stations. *The Wall Street Report* is one example of a syndicated radio program. *America's Top Forty*, *The Forbes Magazine Report*, *Your Hit Parade*, *The Power of Positive Thinking*, are all now available to advertisers that want to reach a segment of the total radio audience for their products and services.

The growing diversity and the improved quality of radio's programing explosion should continue to position radio as a growing medium in importance to advertisers.

The inherent values of radio are receiving more attention as those values become more meaningful to advertisers in today's market. The awareness that radio and television combine to form a solid media bond is also growing.

Radio programing is being upgraded, which is providing new choices for advertisers to promote their products, nationally, regionally or in selected cities.

Radio will continue to grow in importance to advertisers. From that growth will come continued prosperity for the radio medium.



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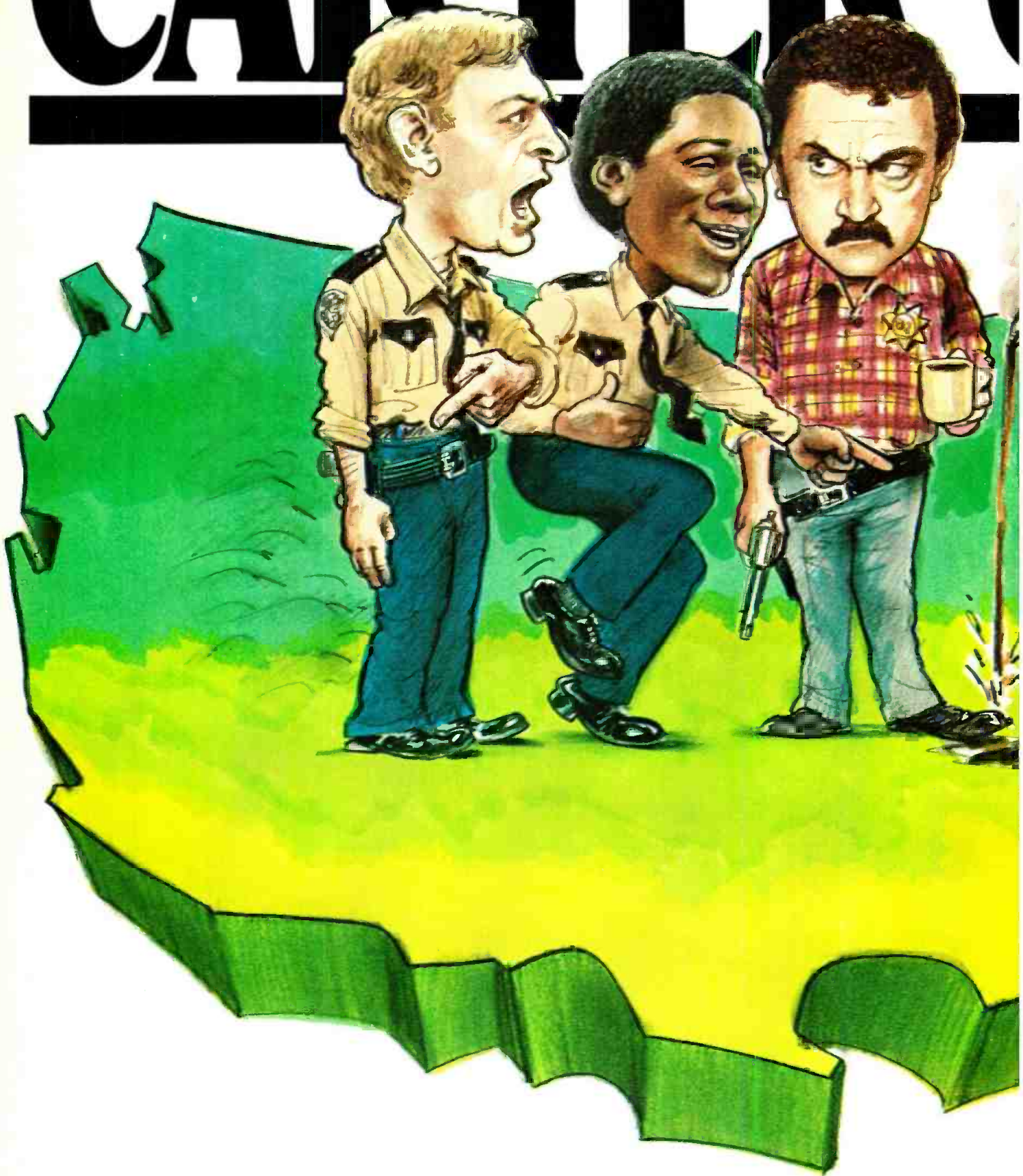
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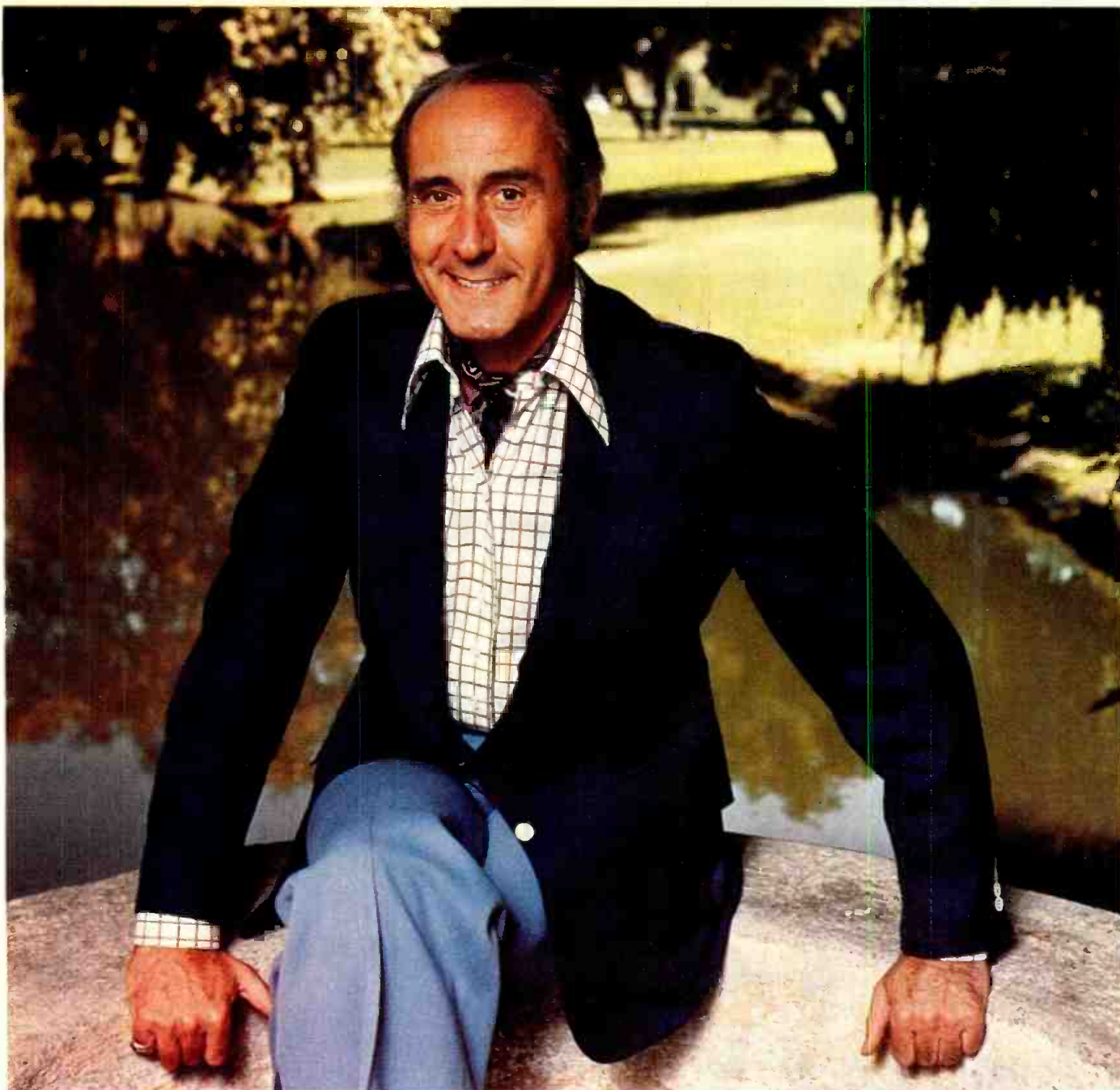
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ALEXANDRIA	KLAX	LAS VEGAS	KTNV
AMARILLO	KVII	LEXINGTON	WTVQ
ANCHORAGE	KIMO	LITTLE ROCK	KTHV
ATLANTA	WSB	LOS ANGELES	KHJ
AUGUSTA	WJBF	LOUISVILLE	WAVE
AUSTIN	KTVV	MACON	WXGA
BALTIMORE	WBAL	MEMPHIS	WMC
BATON ROUGE	WAFB	MILWAUKEE	WVTV
BIRMINGHAM	WBRC	MINNEAPOLIS	KMSP
BOSTON	WSBK	MOBILE	WKRQ
BUFFALO	WGR	MONROE	KTVE
CHARLESTON	WCIV	MONTGOMERY	WSFA
CHARLOTTE	WSOC	NASHVILLE	WNGE
CHATTANOOGA	WRCB	NEW ORLEANS	WVUE
CLEVELAND	WUAB	NORFOLK	WTVZ
COLUMBIA	WLTX	ORLANDO	WOFL
COLUMBUS	WYEA	PADUCAH	WSIL
DALLAS	KTVT	PEORIA	WEEK
DAYTON	WHIO	PHILADELPHIA	WTAF
DENVER	KWGN	PITTSBURGH	WTAE
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FLORENCE	WPDE	RALEIGH	WTVD
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TOP OF THE WEEK

Hearing no evil on copyright compromise

Wirth subcommittee gives all the parties another time at bat, doesn't seem inclined to change deal now; once past the House, bill is expected to clear Senate handily

The highly controversial compromise among the broadcast, cable TV and program production industries to amend cable copyright laws appeared much closer to passage by Congress last Thursday (June 3) after the House Telecommunications Subcommittee held a hearing on the issue. In spite of significant opposition to the measure (H.R. 5949) from the Reagan administration, professional baseball and basketball and smaller cable operators and broadcasters, subcommittee members showed no inclination to reject or amend the compromise, which has already been passed by the House Judiciary Committee and faces easy acceptance by the Senate once it passes the full House.

Representatives Robert W. Kastenmeier (D-Wis.), who chairs the subcommittee that drafted the legislation, told Telecommunications Subcommittee members the compromise is the best solution to "one of the most difficult copyright questions Congress has ever faced." The compromise is in the public interest, said Kastenmeier, who was supported in his view by the ranking Republican on his subcommittee, Representative Thomas Railsback (R-Ill.), who maintained that the compromise is the only politically feasible solution.

"There are equities involved" in the cable copyright problem, said Kastenmeier. Congress "can't let one industry run over the others." The compromise bill "makes the adjustments necessary to allow these industries to work together," he said.

Signalling his intention to continue fighting the compromise was another member of Kastenmeier's subcommittee,

Representative Harold Sawyer (R-Mich.), who said H.R. 5949 is a "step into further regulation" and a move many cable operators do not support. Recalling a panel session at last month's National Cable Television Association convention in which he'd participated, Sawyer said half of the 200 cable operators present opposed trading continuation of the compulsory license for the "horrendous burden of syndicated exclusivity and the must-carry rules."

FCC Chairman Mark S. Fowler and Bernard Wunder, chief of the National Telecommunications and Information Administration, agreed with Sawyer, arguing that the cable industry no longer needs the compulsory license and that the bill would deny the FCC the flexibility it needs to adjust to a changing marketplace. Reinstitution of syndicated exclusivity would "reduce the amount of programming available to the public," said Fowler. "It may serve the parties' interests," he said, "but it doesn't serve the peoples' very well."

Wunder said he is ambivalent about the need to codify the must-carry rules. The issue for the time being is whether cable operators would substitute distant signals for local ones if relieved of the rules, he said, and the FCC should examine that issue with the need for broadcast localism in mind. Congress should not stop the FCC from reviewing the rules, he said.

Representative Al Swift (D-Wash.), who chaired much of the four-hour hearing, told Fowler and Wunder they have an "absolutist view of the marketplace" that "runs afoul" of the fact that the industries involved in the compromise have put a great deal of effort into resolving the copyright problem. "It's time to put that problem behind them," he said.

The video marketplace is in a period of "enormous growth," said Swift, who doubted the restrictions in program supply that Fowler predicted would occur. Be-

cause cable systems are relying less and less on distant signals and are increasing their channel capacities, the copyright bill really deals with "short-term transition issues," he said. Until much of the industry has the channel capacity to carry all local broadcast signals, however, "must-carry rules are vital to the survival of localism in broadcasting," he said; "People won't appreciate localism until they've lost it," he said.

Fowler countered that it will be "a long time before new technologies have any effect on our present system of broadcasting," and that, "one reason we have newspapers is their comprehensive coverage of local news."

Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) questioned the consistency in the cable industry's argument that it deserves the right under the First Amendment to control the content of all its channels, while at the same time accepting codification of the must-carry rules. "Does this mean Congress can assume we can mandate carriage of other kinds of services by cable operators?" he asked.

NCTA President Thomas Wheeler said accepting the must-carry rules in the compromise was "disagreeable to the cable industry" but that acceptance was "an answer to a problem, not a disavowal of rights." John Summers, executive vice president and general manager of the National Association of Broadcasters, who with Wheeler endorsed the compromise, said the FCC has already ruled the must-carry rules do not violate the First Amendment. "There's a big difference between mandating access for licensed TV stations and doing so for other entities," he said. Also endorsing the compromise was Bruce Christensen, president, National Association of Public TV Stations.

Although Wheeler and Summers urged



Wirth



Summers



Wheeler



Fitzpatrick



Kastenmeier



Sawyer



Swift



Fowler



Wunder



Railsback



Turner



Effros

the subcommittee to accept the compromise without amending it, a number of witnesses at the hearing asked for changes, primarily in the provisions for must-carry rules. Stephen Effros, executive director of the Community Antenna Television Association, said the must-carry rules single out broadcasters for protection and ought to be rejected in favor of requiring an inexpensive "A-B switch" that enables a viewer to receive cable and over-the-air signals.

Criticizing both that solution and the industry compromise, however, was Richard C. Dean, president and general manager of WFMZ-TV, a UHF station in Allentown, Pa. In mountainous areas such as his, the public is denied local programming unless cable systems carry broadcasters' signals to residents who can't receive signals over the air, he said. If the compromise in H.R.

5949 is enacted, WFMZ-TV and hundreds of other rural stations will lose their right to be carried by cable systems, he said, because they may not be able to garner the 10% or 20% share of county viewership needed to qualify for mandated carriage. WFMZ-TV will be denied access to cable in "six of the seven counties" it serves, he said. Congress should grandfather existing station's must-carry rights or recognize local and nonentertainment programming in H.R. 5949, he said, instead of passing the compromise as is. "There are many rural broadcasters," he said, who feel they've been "sold down the river by NAB."

Also asking for an exception from the present compromise was Jerry Rose, second vice president of the National Religious Broadcasters, who urged that the bill require carriage of "nonentertainment programming." Religious broadcasters

do not program for the ratings as network affiliates do, he said, and will not be able to claim enough audience to mandate access under the compromise bill. Because religious broadcasters offer programming that fills "unmet needs" in their communities, he said, they should be protected under the must carry laws.

Maria Dabancens, manager of an experimental UHF Spanish TV station in Washington, urged the subcommittee to codify the FCC's present must-carry rules and extend them to require carriage of small, special interest stations such as hers, and for low-power stations, else minority programming will not reach the viewers who want it.

Effros countered that if programming is of interest to their communities, cable operators will carry it. Agreeing with him was Robert Johnson, president of Black Enter-

New team takes over at UPI

Media News Corp. partners represent newspapers, pay TV cable; plan is to expand veteran news service operation

United Press International, the nation's second largest news organization, serving newspapers, radio, TV and cable, was acquired last week by new owners, who said they would improve those services and expand aggressively into newer technologies.

The new owners are four men with TV, newspaper and cable interests who, as individuals, formed and own Media News Corp., in whose name they bought the financially ailing service. They are: Douglas Ruhe, president of Focus Communications, Nashville, which owns WFBN(TV) Joliet, Ill., a subscription TV station serving the Chicago market, and was said to be building TV stations in Norfolk, Va., and Nashville; Len R. Small, editor of the *Daily Dispatch* in Moline, Ill., and vice president of the Small Newspaper Group; William E. Geissler, Focus Communications' senior vice president for planning, and Cordell J. Overgaard, a Chicago lawyer and president of Community Cablevision Inc., operator of cable systems in southern Wisconsin and northern Illinois. (Also see "In Brief," page 112.)

Ruhe, 38, a former reporter who has also been active in TV production and teleconferencing, is managing director of

Media News Corp. and presumably will be the owner most directly involved in UPI. MNC said Roderick W. Beaton will continue as UPI president and no staff changes are planned. The service will continue to be known as United Press International.

The purchase was from E.W. Scripps Co., which has acknowledged that over the last decade it has lost millions on UPI and which for almost three years has been looking intermittently for a buyer of its 95% interest, and from the Hearst Corp., which owned 5% as a result of the merger of United Press and Hearst's International News Service to form UPI in 1958.

The price was not disclosed. In view of UPI's record of financial losses, observers speculated that the amount probably did not exceed UPI's asset value by much—and may have fallen far short of it. In papers filed in Nevada this year, UPI put its assets at \$21.9 million as of Dec. 31, 1981. It also said cash on hand was a deficit of \$1.1 million, its liabilities about \$4 million and its pretax loss for 1981 about \$10.2 million. Revenues were said to be about \$93.4 million.

Last week's announcement said MNC was "acquiring a modern news and information-gathering system which is debt-free, and has a significant net worth and adequate capitalization to effect a turnaround." This was taken to mean, among

other things, that Scripps was absorbing all losses to date.

MNC's Ruhe said "our plan calls for improved services to customers, vigorous competition with the Associated Press and other news services that will begin to generate profit for UPI in the coming years."

Ruhe said that "we feel that the greatest opportunities for growth lie in the new technologies, cable, direct broadcast satellite service, low-power TV, videodisk and tape and computer data bases."

Edward W. Estlow, president and chief executive of Scripps, said he was "pleased a group of experienced media people is acquiring UPI," and particularly that they have "the same deep conviction" about it that Scripps has had. Scripps has said all along it would prefer to sell to people experienced in news. Although it also wanted to keep the ownership in the U.S., at one time it appeared on the verge of selling to the British-based Reuters news service, although in the end those talks were called off (BROADCASTING, Dec. 7, 1981). Later there was talk that Scripps might give UPI to National Public Radio—and perhaps get a bigger tax deduction for the donation than it would realize from an outright sale—but NPR dropped out of that discussion, apparently unable to raise enough money to keep UPI afloat.

UPI, which celebrates its 75th anniversary this month, says it employs 2,000 employees and serves 445 TV stations and 3,237 radio stations in the U.S., plus some



Christensen



Johnson



Rose



Dabancens



Stern



Dean

tainment Television, who argued that the government should stop protecting well-established broadcasters from competing fairly with smaller programers who are denied access to cable systems that are saturated or nearly saturated with "must carry signals."

Sports interests present at the hearing argued with Sawyer, Fowler and Wunder that the compulsory license should be eliminated. Professional sports were not included in the compromise negotiations, said Jim Fitzpatrick, spokesman for the commissioner of baseball, and consequently will not be protected by its syndicated exclusivity provisions.

Wheeler argued that sports interests have not been included because they want to gain from the compromise a right they've never had before. The compromise would "restore the status quo" as

it existed before elimination of the FCC's syndicated exclusivity rules, said Wheeler. In an amendment being advanced by professional baseball and basketball, a team would gain the right to force a cable system to black out any game of the same sport as that being played live in the area that day.

Representative W.J. "Billy" Tauzin (D-La.) asked Fitzpatrick if sports would give up its antitrust exemption in return for control of its product on cable. Fitzpatrick said no, asserting that the two issues are separate. But R.E. (Ted) Turner, president of the Turner Broadcasting System as well as owner of the Atlanta Hawks and Braves teams, said sports should lose its antitrust exemption. The problems of baseball and basketball in supporting the home gates of weaker teams would be solved, said Turner, if teams in those leagues would

share their revenues, as do teams in the National Football League.

The protection afforded sports in the proposed amendment to the compromise would not treat sports any better than the compromise treats program producers, said David Stern, executive vice president of the National Basketball Association. Just as the compromise would permit broadcasters to protect all the segments of a syndicated series, the sports amendment would permit leagues to protect all of their games.

If professional sports are not permitted control of the product they sell to free TV, said Fitzpatrick, they will be forced to sell only to pay TV. Wheeler countered, however, that leagues already sell games to both free and pay TV. "The two systems can exist side by side," he said. "Why not continue it?" □

750 radio stations affiliated with the UPI Audio network. It also operates the UPI Cable News service. Its newspaper customers are said to exceed 1,000.

AP, its biggest competitor, is said to serve more than 1,400 newspapers and about 5,800 broadcast properties, including 1,150 stations affiliated with the AP Radio Network.

Station and newspaper operators alike had been rooting for UPI's survival, to maintain competition in the field. AP joined that group last week. When the sale was announced, Keith Fuller, AP president and general manager, issued a statement welcoming the new owners and adding: "Under the Scripps ownership, UPI has had its place in the industry, and we are gratified with the prospect of continued competition between the two services."

Focus Communications, home base for two of UPI's new owners, Ruhe and Geissler, was described as having been involved in developing new broadcast technologies, including low-power TV and direct broadcast satellites, as well as in station ownership. Ruhe, with a master's degree from the University of Massachusetts at Amherst, has worked in communications for 13 years. Geissler, 36, worked as a reporter for the *Caracas Daily Journal* in Venezuela, contributed stories on Latin American politics to the *Kansas City Star* and, while obtaining his master's from the University of Massachusetts, was a reporter for the *Springfield (Mass.) Daily*

News. He also edited a weekly newspaper in Springfield.

The other principals, Small and Overgaard, have ties with the Small Newspaper Group, seven daily and three weekly papers in the Midwest and California. Small is a vice president, Overgaard a director.

Small, who joined the *Moline Daily Dispatch* in 1971, previously worked as a reporter for the *Ottawa (Ill.) Daily Times* and for the UPI in London and Paris.

Small, who is 39 and has a degree from the University of Illinois College of Law, had family connections with what is now the Mid America Media group of radio stations, but according to associates is not

himself involved with it. His father, Leslie H. Small, was president-elect of the American Newspaper Publishers Association when he was killed two years ago in an automobile accident while enroute to the ANPA convention. Overgaard, 48, a Harvard law graduate, is senior partner in the Chicago law firm of Hopkins & Sutter, specializing in corporate and communications law, as well as president of Community Cablevision Inc. He is former board secretary of Family Weekly Inc., New York, and director of Cahners Publishing Co., Boston, and currently is on the board of Prucare, a subsidiary of Prudential Insurance, in addition to the board of Small Newspapers. □



The men who at Media News. L to r: Managing Director Douglas Ruhe, president of Focus Communications; William Geissler, senior vice president of Focus; Cordell Overgaard, president of Community Cablevision, and Len R. Small, editor and publisher, *The Daily Dispatch*, Moline, Ill.



CELLULAR RADIO

The land rush begins today at FCC; mobile communication service is attracting intense interest from Fifth Estaters, with Metromedia, LIN, Cox, MCI, Associated among pioneers

For several days in a row last month, selected officials of Metromedia Inc. refused to return calls. They were unavailable, their secretaries said; they were attending meetings in New York, and the secretaries couldn't say what was going on. On the fourth day, when an official finally did become available, all she had to offer was a cautious "no comment" on what the meetings were about.

It turned out that those meetings involved the latest of Metromedia's attempted multimillion-dollar deals. This deal wasn't of the magnitude of its purchase for \$220 million of WCVB-TV Boston from Boston Broadcasters Inc. It involved a company comprising 12 radio common carriers (RCC's) that joined forces under the name of Cellular Systems Inc. specifically to apply for a cellular radio license for the New York City

metropolitan area. And Metromedia was offering more than \$20 million in equity and financing for up to 80% of the company ("Closed Circuit," May 24).

Earlier that same month, Chairman John Kluge marked Metromedia's "firm commitment" to expand into cellular radio with the announcement of an agreement in principle to purchase Radiofone Corp. for \$56 million. That news came after Metromedia's announcement of an agreement in principle to buy Beep Communications, another New York City-area paging company, for \$9 million-plus (BROADCASTING, May 10). Both companies are partners in the Cellular Systems consortium.

At about the same time, LIN Broadcasting Inc., with four television and 10 radio stations, announced that it intended to apply for five cellular licenses in the top 30 markets, four on its own—New York, Los Angeles, Houston and Dallas-Fort Worth—and one, Philadelphia, through a joint venture with Radio Telephone Co., a Philadelphia RCC (BROADCASTING, May 3).

In the same month, Associated Com-

munications Corp., the Pittsburgh-based owner of 11 radio stations—and two RCC's in the New York City area—announced that it planned to apply for cellular licenses in about 10 major markets and 20 secondary markets (BROADCASTING, May 17). More recently, a top official of Cox Broadcasting Corp. told BROADCASTING that Cox is considering applying for one license through another joint venture with an RCC. And the word is that more broadcasters and cable operators are eyeing cellular technology closely, for the same reason other telecommunications companies are: Getting into cellular looks like good business.

The projections seem encouraging. While Arthur D. Little, the Cambridge, Mass.-based consulting firm, has estimated that the cellular industry will generate carrier revenues of \$2 billion by 1990, more optimistic sorts, such as MCI Telecommunications Corp., claim the industry will generate annual service revenues of more than \$7 billion by that year. AT&T, which invented the technology, projects the whole cellular industry will be generating annual revenues of

\$6 billion by then. And almost everyone seems to agree that cellular has the potential to grow substantially thereafter.

What all the excitement is about essentially amounts to a telephone service, but one that subscribers can use while traveling in their cars or even, with portable models, while putting around the golf course. It's essentially a re-invention of the existing mobile telephone service (MTS) technology.

It's not hard to understand why cellular advocates stress that cellular is a vast improvement, however. Existing MTS technology leaves much to be desired. In most existing MTS systems, an operator's assistance is needed to make a call; service is relatively expensive, averaging, according to a study by Lehman Brothers Kuhn Loeb, \$175 a month, and the systems themselves can handle only relatively few subscribers. Perhaps worse, even those lucky enough to have a mobile telephone report considerable difficulty in making telephone calls during telephone-calling rush hours; during those same rush hours, receiving a telephone call is said to be almost impossible.

The chief problem with the current MTS systems is that they use one centrally located, relatively high-powered transmitter—connected by landlines to the local telephone company network—to cover their entire service area. Subscribers' cars, in turn, are equipped with relatively high-powered transmitters/receivers (mobile units), and all communications between subscriber and transmitter must be carried on the limited number of radio channels available for MTS in that market.

The FCC has allocated 44 channels for MTS, but to avoid interference with neighboring MTS systems not all are available for use in most markets. For example, the New York Telephone Co. has but 12 channels to serve its 700 MTS subscribers in New York City. While the waiting list for New York Telephone's MTS service exceeds 1,200, there's hardly room for more. As it stands, when 12 of its customers are using their phones, the other 688 are blocked out.

Despite those shortcomings, demand for current MTS outstrips supply. While there are currently about 160,000 mobile telephones in use nationwide, more than 50,000 Americans are on waiting lists for service, according to the Telocator Network of America, an association for RCC's. Those waiting lists would be even longer if people thought they had a reasonable chance of getting that service. In fact, AT&T estimates that there is an immediate demand for a half million mobile telephones; it also claims that there will be 1.5 million cellular customers by 1990. Perhaps the most remarkable thing about cellular radio, proponents say, is that one sophisticated system could handle 500,000 subscribers in the New York City area alone.

Cellular radio takes its name from its characteristic of dividing a geographic area into discrete "cells." Instead of serving a large area with one relatively high-powered

transmitter, a cellular system uses many relatively low-powered transmitters, with one of those transmitters, along with a receiver and control equipment (together known as a "cell site") serving each cell. Each cell site is connected by land lines to a centrally located, computerized switching office (the "switch"), which, in turn, is connected by land lines to the local telephone company network.

Each cell site broadcasts a relatively low-powered signal on a set of preassigned channels, which are intended for communication only with mobile units within the cell. The cells themselves vary in size, with areas of more mobile telephone traffic served by smaller cells, and areas of less mobile telephone traffic served by larger cells. Adjacent cell sites broadcast on different channels to avoid interference between neighboring cells.

The mobile, or portable, units used by the subscribers are similarly low powered, not needing the capability to transmit as far as current MTS mobiles must to reach the central transmitter.

□

One strength of the cellular system is that, unlike current MTS, its structure allows the same frequencies to be used over and over again within the same service area. In a cellular system, if two mobile units are far enough apart, they can operate on the same frequencies without causing co-channel interference. Similarly, two cell sites in the same system, as long as they are also far enough apart, can share the same frequencies without causing co-channel interference, a capability that makes cellular far more spectrum efficient than current MTS.

To handle traffic moving from one cell to another, the cellular system also has the capability to hand off signals from one cell site to the next, a procedure accomplished by the switch. The switch, alerted by the cell site that an in-progress call is operating at too low a signal level, asks the adjacent cell sites to determine which cell site is closest to the mobile. Once that has been accomplished, the switch, in a process that takes but a few milliseconds, plugs the land line connection from the first cell site into the second cell site's land line; the second cell begins transmitting on another channel; the mobile unit retunes to the new channel—and the hand-off is made.

Another important advantage of the cellular system is that it can be readily expanded to meet increasing demand, simply by subdividing a cell into smaller units by adding more cell sites.

Still another advantage of cellular is that the FCC, unlike in its AM stereo decision, decided to insure that cellular systems would be compatible nationwide by adopting specific technical standards proposed by the Electronics Industries Association. As a result, once the country is blanketed by cellular systems, a subscriber will be able to use his mobile telephone to place calls from anywhere in the nation.

Proponents also say that cellular will make mobile communications much more

affordable. Increasing by thousands the subscribers that can be served by mobile service will insure that the costs of mobile service decline, they say. Although the mobile telephones themselves will cost as much as \$3,000 each at first, competition among manufacturers and economies of scale will see the cost of these units plummeting below \$1,000 soon, it is said. Then, with two cellular systems vying for customers in the same market, market forces will also work to decrease pricing, it is argued.

Cellular technology has already been proved. Systems are in place in Japan and Scandinavia. And two developmental systems, authorized by the FCC in 1977, already are playing to rave reviews in the United States.

A license for one system was granted to AT&T's Illinois Bell Telephone Co. For that test, Bell has been operating a 10-cell system that covers the Chicago metropolitan area, serving about 2,000 customers, using a switch of its own design, and cell site equipment and mobile units manufactured by Motorola Inc., E. F. Johnson, a Waseca, Minn.-based manufacturer of mobile telecommunications hardware, and Oki Electric Industry Inc., a Japanese firm. The test customers pay an average of \$150 a month for the service, and the response has been "just terrific," according to Margaret Cathcart, a spokeswoman for American Mobile Phone Service Inc. (AMPS), the AT&T subsidiary responsible for developing AT&T's cellular plans.

The other license was granted to American Radio-Telephone Service Inc. (ARTS), a Baltimore-based RCC. ARTS has a seven-cell system in place serving 200 customers in the Baltimore-Washington area. The system was designed, and the hardware was supplied, by Motorola Inc. Al Grimes, ARTS vice president for sales and marketing, said customer response had been "fantastic." One of the more interesting test findings, Grimes said, is that people tend to use their cellular phones three to four times longer than subscribers to ordinary MTS do. That, he said, is apparently because the cellular phones can be used over a broader geographic area; users find that they don't have to stand in line to place calls, and "the quality is far better."

The seeds for cellular were planted at the FCC roughly 14 years ago, when the commission launched a proceeding to try to figure out what to do about the congestion already being experienced in the land mobile radio service. In 1971, Bell Telephone Laboratories, which had been working on the cellular concept for years, presented the FCC with a detailed study outlining how a cellular system could work. In 1974, the FCC allocated 40 mhz for common carriers using the cellular concept. But it wasn't until April 1981 that the FCC issued its report and order authorizing cellular, and that order was modified on reconsideration last February.

In its order, the FCC allocated 40 mhz (825-845 mhz and 870-890 mhz), or 666

channels, for cellular in each market. The commission said it would authorize at most two cellular systems in each market, with half of the spectrum being "set aside" (what critics are referring to as the "give-away") for the exclusive use of the local telephone companies, and the other 20 mhz available to all other applicants.

The rules, however, reserve the set-aside for the wireline carriers for a maximum of two years only; if the local telephone company doesn't apply for a license during that time, anyone can apply for the set-aside. Also under the rules, however, wireline carriers are prohibited from applying for cellular licenses outside their local service areas during those same two years.

Applicants for licenses, which are good for five years, must file separate applications for each standard metropolitan statistical area (SMSA), for which they apply, and each proposed system must be limited to the size of the SMSA. There are no size restrictions for systems that do not encompass any part of an SMSA.

□

Applications for the top 30 markets will be accepted today (June 7) only, while applications for all other markets will be accepted starting Sept. 7. Also for the top 30 markets, the FCC set forth a "streamlined" application procedure that the FCC contends will enable an administrative law judge to reach a decision in a comparative hearing within a year after applications are designated for hearings.

Although the rules allow cellular operators to supply, maintain and manufacture cellular equipment, they also require AT&T—and only AT&T—to offer cellular service through a separate subsidiary.

All applicants may propose regional systems covering several SMSA's—and there is no limitation on the number of systems for which an applicant may file—but each SMSA must be filed for separately.

Applicants also will have to cover 75% of their proposed coverage area within three years of the effective date of their construction permits, and demonstrate that they have the financial resources necessary to operate each system for a minimum of one year "because cellular operations may generate a negative cash flow for at least the first year," the FCC said.

To try to insure that the telephone companies won't charge their nonwireline competitors discriminatory prices for interconnection, the FCC said that all wireline carriers must provide "reasonable and appropriate" interconnection to all cellular systems, regardless of whether the wireline itself provides cellular service. Rate regulation would be left to the states.

Despite the set-aside, most industry analysts expect competition over cellular to be fierce, both among cellular equipment manufacturers and among the actual providers of cellular service in each market.

Major companies that will manufacture

the switch, the single most expensive component of a cellular system, include AT&T, Motorola, Anaconda-Ericsson and E.F. Johnson. Several Japanese firms are said to be considering offering switches of their own. More recently, CTI Manufacturing Inc., a manufacturer of RCC terminal equipment based in Corinth, Miss., announced that it would be offering "affordable" switches, starting at \$50,000 each, for one- and four-cell systems. Jim Tucker, CTI president, said CTI decided to go into the cellular switch business because it thought cellular was going to take over the RCC business. "We don't want to get left behind," he said.

Motorola claims to have spent about \$100 million on cellular over the past 12 years, "and we're still looking to sell something," Travis Marshall, Motorola vice president, said. But Motorola is "ready to go," and expects to be a major provider of complete systems for service providers. "We have [FCC] type-approval for the mobile units, we have type-approval for the base stations and the portables... so it's just a matter of someone getting a license so they can make a commitment," Marshall said.

Bound to give Motorola a run for its money for cellular equipment and systems is E.F. Johnson Co., which, according to Bob Brandel, cellular program manager, has invested, based on a percentage of its total revenues, "more in cellular than any company in the world." Brandel said the company planned to offer a "complete package" for cellular systems—from switch to mobiles—aimed at the "bottom end of the top 30 markets down" by 1985.

AT&T thus far has announced the most grandiose plans for cellular. It claims to have spent more than \$192 million over the past 12 years in developing cellular, and plans to be in every facet of the market at least initially; as equipment manufacturer, system designer and service provider. AT&T says it wants to have its first commercial system in place by late 1983, and expects to be serving 700,000 subscribers with 35 systems serving 70 cities by 1987.

To meet the requirement that it offer cellular service only through a separate subsidiary, AT&T has submitted a capitalization plan for an unnamed subsidiary to the FCC for approval (BROADCASTING, May 31). According to the plan, that subsidiary will be merged with AMPS, which was created in March 1980, with the directors, officers and employees of AMPS staffing the new company. The new cellular subsidiary will incorporate two or more subsidiaries of its own. One subsidiary will be responsible for the design, engineering and actual installation of cellular systems. One or more other subsidiaries will be responsible for applying for cellular service licenses, and providing the actual cellular service, for the 22 Bell operating companies (BOC's).

If the proposed modification of the consent decree settling the Department of Justice's antitrust suit against AT&T is approved, and the 22 BOC's are divested as

planned, AT&T said the actual cellular service subsidiaries would be transferred to the BOC's, with the operating companies conducting the cellular service business through one or more new subsidiaries. After divestiture, however, the new cellular subsidiary will retain the subsidiary that offers the design, engineering and supply of cellular system installations, AT&T said.

Although the FCC's Computer II inquiry decision will not permit AT&T to offer the mobile, or portable, units themselves through AMPS, AT&T spokesman Pic Wagner said the company might eventually offer them through its fully separated equipment subsidiary, XYZ Corp., which is being referred to by AT&T outsiders as "Baby Bell." While AT&T would be excluded from the actual provision of cellular service by the consent decree modification, it would still be a "major competitor" in the cellular market through its offering of cellular system technology to both the exchange companies and independent distributors, Wagner said.

While the set-aside guarantees the local telephone companies relatively little competition for their applications, that doesn't mean there won't be some, or that the competition won't be of a high caliber. Industry sources, for example, maintain that most of the top 30 markets are served, at least in part, by more than one telephone company.

If each company applies and then fails to agree to joint ventures—which the FCC has tried to encourage—they will have to rely on FCC comparative hearings to decide who will be awarded the license.

General Telephone & Electronics Corp., for example, the nation's second largest telephone company, is eligible for the wireline franchise in 19 of those top 30 markets and says that it will file for the "vast majority" of them.

GTE said that it already has signed a contract with Motorola to buy more than \$20 million of cellular equipment for its first planned system. GTE, whose major competitor for those markets will be AT&T, said that while the two had been talking about joint ventures, they had not reached any agreements early last week.

□

With more players in the market for the nonwireline allocation, competition for nonwireline franchises is expected to be even more fierce, especially for the franchises in the top 30 markets, which many analysts say will be the most lucrative. The FCC contends that the entry costs for cellular service—estimates range from \$500,000 to \$1 million per cell and that's without considering the costs of the application process—are high enough to keep its cellular proceeding from duplicating the problems in its low-power television proceeding. The latter generated more than 6,000 applications. The FCC estimates that it will receive around 300 cellular applications for the top 30

markets.

Whether the FCC has correctly estimated remains to be seen. But none of those who are planning to apply for the nonwireline franchises in the larger markets and were interviewed for this article are taking their applications casually. Most report spending anywhere from \$100,000 to \$250,000 for marketing research, engineering studies and legal fees for each application, going to great lengths to try to insure that their applications will have a leg up.

Particularly interested in the non-wireline franchises are the approximately 900 existing RCC's, which currently provide radio telephone and paging services. Probably figuring that if they don't get into cellular, they will be left behind with obsolete radio-telephone systems, many are applying for cellular licenses on their own or through joint ventures with other companies.

Graphic Scanning Corp., for example, the largest paging company in the United States (which has also had a direct broadcast satellite service application accepted for filing), expects to be "the major participant in cellular on the nonwireline side," according to Barry Yampol, company president.

Yampol, who said Graphic Scanning has had 45 people working on cellular for the past three years, has invested \$10 million in cellular so far, and has put another \$136 million in cash together to further its

cellular plans, wouldn't say which, or how many, markets the company intended to apply for. "But obviously we didn't put in all this effort in order to file one application," Yampol said.

More forthright was Clayton Niles, chief executive officer of Communications Industries Inc., a Dallas-based company that operates as an RCC in nine major markets. Niles, who said cellular had presented his company with "a significant opportunity," planned to file applications in 10 markets, eight on its own in markets where it currently operates paging and mobile telephone systems: San Diego; Phoenix; Tucson, Ariz.; St. Louis; Midland, Tex.; Atlanta; Jacksonville, Fla., and Tampa-St. Petersburg, Fla. The company, whose purchase of an RCC in Louisville, Ky., is pending approval at the FCC, also plans to apply there. And, Niles said, the company also is filing as a joint venture with Ram Broadcasting Co., a Dallas RCC, for the Dallas-Fort Worth franchise.

Other RCC's are scrambling to join forces to apply for cellular licenses through consortia, hoping that by pooling their money and expertise, they will be a step ahead of other nonwireline applicants.

One of the more ambitious consortiums was formed two years ago under the name of Interstate Mobilephone Co., with members including Pacific Paging Inc., Beaverton, Ore.; Kelly's Radio-Telephone Co., Seattle; McCaw Communications, Seattle; Tribune Communication, Tacoma, Wash.,

and Mobile Radio Communications Service, Portland, Ore. Charlie Desmond, vice president and general manager of Pacific Paging, said the group intended to file together initially for Seattle and Portland, but also planned to file for all of the areas from Everett, Wash., to Eugene, Ore., to be able to serve the entire Northwest coast with a contiguous system.

Another consortium of 12 RCC's going by the name of Cellular Systems Inc. has been formed to apply for the nonwireline franchise for the New York City metropolitan area. Members include Page America Communications, a national paging company headquartered in New York; Associated Communications Inc., the Pittsburgh-based group broadcaster that recently bought two RCC's in the New York metropolitan area, and Beep Communications and Radiofone Corp., the two metropolitan-area paging companies that Metromedia has announced agreements in principle to buy.

David Post, president and chief executive officer of Page America, said the RCC's decided to form a corporation to apply for the cellular license both to pool their money for what will be an expensive undertaking, and because they felt their combined experience will give them a "strong" application. "None of us alone would have had a chance" for the license, he said. But united, Post said, the RCC's had "gone from a long shot to a favorite." Apparently believing that existing

DEMS and DTS: Here comes another medium for the Fifth Estate

While cellular radio revolutionizes telephone communications, another imminent service—the digital electronic message service (DEMS)—promises to dramatically transform intracity digital communications. DEMS is a common carrier microwave service intended for two-way transmission of digital data, voice and low-grade video among office buildings and institutions within cities. The service is seen by data carriers and long-distance telephone carriers as a means of circumventing the local telephone companies and by at least one cable operator as a means of participating more effectively in potentially lucrative data communications business.

The typical DEMS system would be similar to a cellular radio system. The city being served would be divided into several segments, each with its own "node" or Digital Termination System (DTS) facility, a transmitter-receiver operating on an assigned frequency in the 10 ghz band. The node would be used to send messages to or from "user stations" atop office buildings within the node's range. The individual nodes would then be linked by microwave with a central station—the city node—that would act as a switching point for communications among nodes and for interconnection with microwave networks and satellites for intercity communications.

The FCC is currently considering more than two dozen DEMS system applications, containing hundreds of individual DTS applications. According to the FCC's Kevin Kelley, an attorney in the Common Carrier Bureau, some of the applicants have asked for DTS channels in perhaps as many as 100 cities. (Each applicant is allowed only one channel per city, but because the 10 ghz signals are highly directional and because their propagation is naturally limited, each channel can be reused several times.) Thirteen different DEMS operators

could compete in any given community under the FCC's allocation plan. In each city, according to Bert Withers of the Office of Science and Technology, there are seven 10-mhz channels available for "extended networks" (those serving 30 or more cities) and six 5-mhz channels for "limited networks" (those serving fewer than 30 cities). That accounts for 100 mhz of the 130 mhz allocated to the service (10.55 ghz to 10.68 ghz); the remaining 30 mhz will be parcelled out to operators for the internodal links.

Applicants are hoping for swift action, but before any systems grants can be made the FCC must resolve the problem of what to do with one applicant that subsequent to filing was bought out by an independent telephone company. (The question of whether telephone companies can be DEMS operators was deferred in the FCC's 1981 order authorizing the service.) Processing also has been slowed by the large number of mutually exclusive DTS applications, particularly in the major markets.

Although some cable operators might see DEMS as a threat to their dreams of earning vast profits from carrying data traffic on institutional cable loops in the big cities, Cox Cable, the only cable company among the DEMS applicants, sees the new medium as an aide to realizing those dreams. Cox has proposed integrating DEMS systems with conventional institutional cable networks in seven markets in which it already operates cable systems and one other for which it hopes to win the franchise. According to Cox's application, the MSO will use the DEMS system "to extend services . . . to areas not wired . . . and to connect existing cable locations." Cox estimates that setting up the eight DEMS systems will cost \$5.8 million and it has reportedly signed a deal with Local Digital Distribution Inc., Germantown, Md., for the hardware.

RCC's are the favorites for the non-wireline franchises—they and the telephone companies are the major players with practical mobile telephone experience—other companies are buying up RCC's to enhance their own chances of getting a piece of the cellular pie. Notable examples are Metromedia and Associated Communications.

And then there are companies such as Western Union Telegraph Co. that are trying to enter the cellular service marketplace through equity investments in cellular applicants, and through joint ventures with RCC's and others.

Last March, according to a company spokesman, Western Union bought a "substantial minority interest" in Cellular Communications Inc., another New York-based cellular applicant with substantial ambitions, and entered into joint-venture agreements to file for an undisclosed number of franchises with RAM Broadcasting Corp., an RCC based in Avenel, N.J.; Rapid-American Corp., a diversified New York manufacturer eager to enter the cellular business, and American Cellular Systems Inc., a newly formed company that plans to invest in cellular activities.

Then, last month, Western Union announced that it had become partners in yet another series of joint ventures for cellular licenses with FMI Financial Corp., a Miami Beach-based financial holding company with operating subsidiaries engaged in real estate financing and development.

□

Also bullish on cellular is MCI Telecommunications Corp., which has made an agreement to become 50-50 partners with ICS Communications, an Anaheim, Calif.-based RCC, to apply for the Los Angeles-area cellular franchise.

MCI has also agreed to buy Western Union International (no relationship to Western Union) for \$185 million, and plans to file for another 11 franchises through that company's RCC arm, Airsignal International Inc.

But local cellular service isn't the only part of the market MCI is interested in, according to company spokesman Gary Tobin. MCI wants to provide interconnection among local cellular systems to permit long-distance cellular users to use MCI's long-distance network, bypassing AT&T. "We would like to be the long lines for the cellular radio business," Tobin said.

One company that would seem to have a definite edge when it comes to knowing what the FCC wants in a cellular application is Cellular Communications Inc. Three of its founders served at the commission: Charles Ferris, former chairman; William Ginsberg, former deputy chief for policy, and Thomas Casey, former deputy chief for operations for the Common Carrier Bureau. (The fourth co-founder is George Blumenthal, a partner in Blumenthal & Co., a member firm of the New York Stock Exchange.)

The company, formed exclusively with cellular in mind, plans to apply for be-

tween 10 and 30 licenses, some on its own, but others through joint ventures, Ginsberg said.

Not one to underestimate the value of a solid application, Ginsberg said the company had thus far raised "several" million dollars to see it through the application process and comparative hearings, having picked up financial backing from Western Union (which has bought a "substantial minority interest" of the company), Alan Patricof & Associates, the company's lead venture capital investor; Venrock, the venture capital arm of the Rockefeller family, and from "individual investors who have some prominence in the markets we're interested in."

While bullish on cellular, Ginsberg cautions that the industry won't be the money machine many seem to think it will be. As the costs of providing cellular service are driven down, cellular will become "more of a necessity than a luxury," and franchisees will find themselves with more and more customers, Ginsberg said. But head-to-head competition between the two providers of cellular service in each market should keep those service providers from making more than a monopoly could under fair-rate-of-return regulation, Ginsberg said.

Despite the set-aside, Ginsberg said he thought his company—and other applicants for the nonwireline franchises—would be able to compete effectively against the telephone companies. The telephone companies, he said, aren't used to competition; they aren't used to "serving customers in a competitive way," and that's an inexperience most applicants for the nonwireline franchises won't share. "If one looks at the history of just about anyone who tries to compete with the telephone company, one ought to be encouraged," Ginsberg said.

Millicom Inc. is a cellular firm with a different vision. It's not interested in furnishing mobile service to the major metropolitan areas; instead, it wants to provide more rural areas with portable (not mobile) cellular phones and become a "serious and more superior competitor to the local wireline loop," according to Peter Erb, company president.

Millicom, formed three years ago to apply for a developmental license to test such a system in Raleigh-Durham, N.C., finally received that license last year, and plans to have a seven-cell system in place there within three years, using portables it has developed through a contract with E.F. Johnson.

Erb told BROADCASTING that his research has shown that while the future for mobile telephones was "very limited," the market for "truly" portable phones outside the major metropolitan areas was a different story. That, he said, is because the costs of providing cellular are inversely related to the costs of providing wireline service. In the major cities, it is relatively less costly to provide mass wireline service; in rural areas, however, he said, it is relatively less costly to provide cellular service.

To test that concept, Erb said Millicom is prepared to offer that service, including the lease of a portable, for a basic charge of \$60 per month. And Erb claimed that Millicom would be able to make money off such a system with a minimum of 5,000 customers.

Erb said Millicom has also "targeted" about 300 of the more rural markets for possible franchise applications, and intended to apply for some of those on its own, and for others through joint ventures.

Even if the "politics" behind cellular in the United States prevents Millicom from entering the market in a significant way, Erb said the company would still offer its system—which it has developed through contracts with other firms and on its own—as an alternative to wireline telephone systems in countries that aren't already wired. Such a "prefabricated telephone system" could be put in place for less than half the cost of a wireline system, Erb said. "With ours, you don't have to climb around mountains and jungles and rivers, and be afraid that the wires will be eaten by kangaroos and squirrels," Erb said.

Although entrepreneurs seem ready to start offering cellular service, their plans may not be realized soon. Several parties, including the Department of Justice, have petitioned the Court of Appeals for District of Columbia to review the decision, and several, including Justice, had asked the court to stay the order, at least in part, until the court had had a chance to complete its review.

The chief problem is the set-aside, which a number of parties, including FCC Chairman Mark Fowler, who dissented from the cellular reconsideration order, and the Department of Justice have branded as "anticompetitive." The critics argue that not only does the set-aside give the telcos a substantial break by seeming to assure them access to something everyone else will have to fight over, but that it also assures the telcos a head start in the cellular business by making it less likely that they will have to plead their cases in comparative hearings. With their head starts, the telcos might well have their systems in place, and have attracted most of the potential customers for cellular, before the winner of the nonwireline allocation has even been awarded his license, the argument goes.

While the court declined to stay the order Thursday afternoon (June 3), grants of cellular licenses will be subject to the outcome of the court's review, which might not be completed for another year, an FCC official said. If the court disapproves of the set-aside and remands the order to the FCC, the validity of all licenses granted could be called into question, the official said.

As it stands, it would appear that the set-aside, which a majority of the commission had said was necessary to assure faster delivery of the service to the public, might have the effect of putting cellular on hold for a while longer. □

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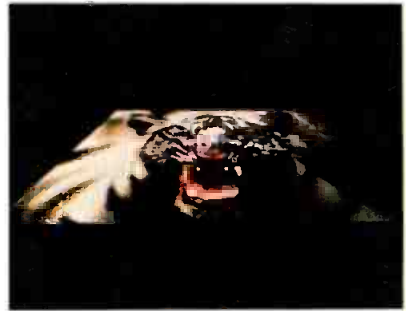
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TELEVISION DOMESTIC DISTRIBUTION

Pell amendment: battle over the operation of Radio Free Europe/Radio Liberty

Next week, Congress will take a look at controversial amendment that would shift control of radios to BIB; backers, which include White House and Senate, say present setup is inefficient

For some 30 years, Radio Free Europe and Radio Liberty have broadcast news of Eastern European countries and the Soviet Union into the Eastern bloc. And the U.S. Congress, which pays the bills, has yet to settle on a mechanism for running the stations that does not generate controversy. Senate and House conferees will have another go at a possible solution to the problem next week, when they discuss the so-called Pell amendment.

The amendment is described as a means of improving the efficiency of the existing order of things. But at issue is a hotly contested turf battle. For the amendment would eliminate the 25-member private board that now runs the two radios and would merge it with the Board for International Broadcasting, a presidentially appointed panel through which Congress funds the radios and which oversees the stations' operations. The BIB membership would increase from five to nine members.

The stations' directors and management and the East European emigre groups who provide staff for the radios maintain that the two-board structure is essential if the radios are to maintain the credibility they claim. Control by a presidentially appointed board would "politicize" the radios, in the view of William A. Buell, the radios' senior vice president.

On the other hand, backers of the amendment—which include the White House and the Senate—say the present structure is hopelessly inefficient. Two boards, with a total of 30 members, each with its own staff, running the radios along "confused lines," make for an "amorphous state," in the view of BIB's present chairman, Frank Shakespeare, president of RKO General Inc.

The conflicting views are scheduled to be the subject of a Senate-House conference committee meeting on June 15. The Senate earlier this year unanimously approved the measure, introduced by Senators Claiborne Pell (D-R.I.) and Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee. The House has not even considered the proposal and the chairman of the House Foreign Affairs Committee, Representative Clement Zablocki (D-Wis.), with a strong Polish-American constituency sensitive to the needs of and supportive of Radio Free Europe, has expressed his op-

position to the Pell amendment.

The outcome of that conference is in doubt. Despite Zablocki's views, a key member of the House conference committee, Representative Dante Fascell (D-Fla.), chairman of the Subcommittee on International Operations and one of the members of the presidential commission that recommended creation of BIB, favors the proposal.

Committee staff members say the Pell amendment is "a member issue," that is, that the staff is not preparing a recommendation and that the members will somehow settle the matter among themselves.

"We can't say how it will come out," said one usually knowledgeable staff member.

The radios, however they are run, constitute a major factor in American foreign policy in Eastern Europe. Radio Free Europe, which broadcasts to Eastern Europe, and Radio Liberty, which beams its message to the Soviet Union, claim a total of some 50 million listeners, often providing news not otherwise available. They broadcast 146 hours a day from 46 transmitters in West Germany, Portugal and Spain. And most of the countries, including the Soviet Union, are sufficiently sensitive to the broadcasts to attempt to

Washington Watch

FTC fight. Senate passed amendment last week barring Federal Trade Commission from closing any of its regional offices in 1982. Amendment was attached to supplemental appropriations bill adopted last week (May 27). FTC is proposing to close four of its 10 regional offices and decision is opposed by both Senate and House subcommittees (BROADCASTING, April 26, May 17). Senator Lowell Weicker (R-Conn.), chairman of Senate appropriations subcommittee, is author of amendment. FTC officials say they will consult with Weicker before taking any further steps. Supplemental now goes to conference where House will vote on amendment.

Duck and cover. FCC Commissioner Mimi Weyforth Dawson has been designated "defense commissioner," position in which she will represent agency on national defense matters involving other agencies. She will also serve as commission's principal representative to Interagency Emergency Planning Committee of Federal Preparedness Agency/General Services Administration.

NAB-ESPN at odds. National Association of Broadcasters has urged FCC to reject request from Entertainment and Sports Programming Network to expand eligibility standards to permit nonbroadcast entities engaged in television programming to obtain broadcast auxiliary authorizations. ESPN made request in comments filed in FCC proceeding considering amendment of rules to permit shared use of auxiliary broadcast station facilities (BROADCASTING, March 22). In reply comments, however, NAB contended that ESPN's request went beyond scope of rulemaking and if adopted would "disserve the public interest by exacerbating an already existing scarcity of [auxiliary broadcast] frequencies in many localities for their intended use: to facilitate the provision of free, off-air television programming to the viewing public."

On your honor. FCC has amended its rules so that applicants for broadcast construction permits will only have to certify that they have complied with rules that they give local notice of their applications. Under former requirement, applicants were required to submit actual proof of such notice within seven days of its being broadcast. In amending rules, FCC said new procedure would expedite processing of applications and reduce reporting requirements of broadcast applicants.

Ruling on Quincy Cable. FCC has upheld staff decision denying request by Quincy Cable TV Inc. for waiver of FCC's mandatory signal carriage rules so it could delete from its Quincy, Wash., cable system signals of three Spokane, Wash., TV network affiliates. Because company had ignored staff's September 1981 order to carry signals of Spokane stations—KHO-TV, KREM-TV and KXLY-TV—commission also voted to fine cable operator \$5,000, \$2,000 more than staff had recommended.

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jam them.

The radios began life in the early 1950's with funding provided covertly by the Central Intelligence Agency. When the CIA link became public knowledge, in 1971, some in Congress favored elimination of the radios. Instead, Congress, acting on the recommendation of a presidential commission, decided to merge the stations into RFE/RL Inc. and provide funding publicly. A private, self-perpetuating board was created, and was given a substantial grant of independence. But at the same time, BIB, with its five presidentially appointed members, was created as a means of overseeing the stations for Congress.

According to the BIB and to Pell, who has introduced his amendment in previous Congresses, the structure has not worked well. One ex-BIB official said the two boards have always clashed, the private board claiming responsibility for the news the stations broadcast and BIB saying it is responsible for the expenditure of taxpayer money. Shakespeare said he has polled everyone who has ever served on BIB, since its creation in 1974, "Republican and Democratic, liberal and conservative," and found that all said, "the structure doesn't work and makes no sense."

The radios' management does not agree. The RFE/RL board chairman, Douglas Manship, president of the Manship Stations, Baton Rouge, said, "There has not been that much disagreement." He attributed the "inspiration for the Pell amendment to people who wanted to get into the action, and couldn't."

The argument most often made by defenders of the present arrangement is that it assures independence and therefore credibility. "The radios are credible because they are perceived to be a nonpolitical source of news," Manship said. "If you have a political chairman and board, you would change that, regardless of whether the members are Republicans or Democrats."

Manship also said the opposition to the Pell amendment is not limited to those in America. He said he had returned the previous week from a trip to Munich for a meeting of the stations' West European Advisory Council, a group of citizens of 10 European countries. The council, he said, "went on record in opposing the Pell amendment as not in the best interest of the radios."

Manship, however, did not seem confident about the chance of persuading the conference committee to reject the Pell amendment. Support by the White House—absent in the Carter administration—could prove crucial, he indicated. President Reagan's support, he said, "makes it difficult for people who support the administration to oppose the amendment—even though over the long run it will be a disservice to the U.S."

One of the arguments circulating in opposition to the proposed change is that it would vest considerable power in a man regarded as "a right-winger," Frank Shakespeare. He would, according to the scenario being recited, be relatively free to

make wholesale changes in staff and policy at the radios.

Shakespeare himself, while readily admitting he is a conservative, dismisses the argument as groundless. He notes the members of the enlarged board would be named for staggered terms of three years and that, as a result, the Senate, whose confirmation would be required, would have ample opportunity to review the board's activities. Furthermore, he said, the chairman—whoever he or she is—annually must appear before four committees of Congress in the authorization and appropriation process. Again, he said, the activities of the radios would be "highly focused on." And while the chairman is "first among equals," he said, "he is only one of nine votes."

Shakespeare also noted he has a track record on which to be judged. He served as director of the U.S. Information Agency for four years during the Nixon administration. During that time, he noted, the Vietnam war provided a very "sensitive" subject for the reporting of the Voice of America, whose director (Ken Giddens) Shakespeare appointed. And "there was no substantial charge from either conservatives or liberals that the VOA didn't play it straight," Shakespeare said.

Those who favor the Pell amendment may not be turned against it because of the degree of Shakespeare's conservatism, in any case. As the aide to one House member of the conference committee who is expected to vote for the measure, put it, "Shakespeare won't be a chairman for all time." □

Enterprise case to go to trial

The Connecticut State Superior Court of West Hartford has denied the application of Scott Rasmussen, president of the defunct Enterprise Radio, for "accelerated rehabilitation" that would have prevented Rasmussen from being tried on criminal charges growing out of the sports network's alleged failure to pay former employees back salaries and other funds owed to them.

The court's decision came on an action by the Connecticut State Department of Labor which asked that criminal charges be filed against Rasmussen for allegedly failing to pay 80 employees about \$260,000. The court said in denying the application for accelerated rehabilitation that it was influenced by affidavits from 60 ex-Enterprise employees who recounted hardships they had suffered as a result of Enterprise's suspension of operations last fall without pay assertedly owed to them.

Rasmussen is expected to appeal the Superior Court's verdict. Enterprise Radio suspended operations on Sept. 25 (BROADCASTING, Sept. 28, 1981 et seq.) and later filed for bankruptcy. A final judgment on the bankruptcy, including disbursement of assets, if any, has not been made. Rasmussen has said he would like to give back pay owed to former employees, but claims he does not have the money. □

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Commerce committee OK's FCC lottery

**H.R. 5008 would also allow
volunteers to monitor CB
and amateur bands; passage
by Congress expected soon**

Changes in the law allowing the FCC to use a lottery when choosing among mutually exclusive license applicants were unanimously passed last Wednesday (June 2) by the House Energy and Commerce Committee. In approving the legislation (H.R. 5008), the committee also paved the way for the FCC to begin using volunteers to monitor violations by amateur and citizen band radio operators, and to require radio and TV set manufacturers to make their products less susceptible to interference from other spectrum users. Key provisions of the bill are essentially the same as those in a Senate-passed bill (S. 929) and final passage of the House version by both chambers of Congress is expected soon.

The proposed new lottery provisions, passed four weeks ago by the Telecommunications Subcommittee (BROADCASTING, May 10), would permit the FCC to consider an applicant's qualifications after selecting the applicant by lottery, rather than reviewing the qualifications of all applicants, as is presently required, and using the lottery to choose only among equally qualified candidates. They would also eliminate a requirement that the FCC award preferences in a computerized lottery to women, labor unions and other groups underrepresented in broadcast ownership. Only nationally recognized racial minorities, blacks, Hispanics, native Americans, Alaska natives, Asians and Pacific Islanders would be given such preferences.

After selecting an applicant by lottery, the FCC could review its qualifications in a hearing based solely on written pleadings and it could assign employees other than administrative law judges to preside at such hearings.

With the exception of the lottery provisions, which were drafted after the FCC informed Congress it was unable to implement the lottery law passed last summer, H.R. 5008 contains the noncontroversial or "Track One" amendments included in a sweeping package of proposals submitted by the FCC to Congress last September. The controversial, or "Track Two" amendments, which include repeal of the fairness doctrine and other political broadcasting laws, have been introduced in the House by Representative James Broyhill (R-N.C.) but have received no action by the Telecommunications Subcommittee.

In addition to allowing volunteer policing of amateur radio operators, H.R. 5008 would permit the FCC to allow volunteers to administer tests required for licensing

amateur radio operators and to discontinue licensing CB radio operators if it finds such action in the public interest. It would also allow the FCC to set "minimum performance standards for audio and visual electronic equipment to reduce their susceptibility to interference from radio frequency energy." This provision is meant to address what its author, Representative Al Swift (D-Wash.), described as an increasing number of complaints from consumers about interference to the reception of their TV sets and other electronic equipment from CB and ham radio operators. Electronic equipment manufacturers have declined to establish voluntary standards, according to Swift.

Other provisions in the Track One bill would permit private parties to reimburse FCC commissioners for travel expenses, as long as the total amount of travel by the FCC each year does not exceed the level of travel funds appropriated for that year. The bill would permit such private reimbursement for only three years, however, beginning at the outset of fiscal 1983. At the end of FY 1985, Congress would reconsider the law and decide whether to make it permanent. During the experiment, the FCC would report to Congress whenever any of its members received reimbursement for travel from private parties.

If the Track One bill becomes law, the FCC would no longer be required to award broadcast licenses only to U.S. citizens. Instead, it could license persons "found to be qualified . . . and who otherwise are legally eligible for employment in the United States."

In a 10-minute session, the Energy and Commerce Committee added no amendments to the Track One bill, although Representative Daniel R. Coats (R-Ind.) noted one would have been offered had Representative Tom Corcoran (R-Ill.) been able to attend. Corcoran, who was traveling at the time of the markup, had planned to reintroduce a proposal he advanced during the 96th Congress, to prohibit the FCC from requiring that broadcast stations black out the home games of local sports teams.

When Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) said the committee had agreed that H.R. 5008 would not become a vehicle for controversial amendments, Coats asked that the subcommittee hold hearings on the proposal, which has not been introduced in the 97th Congress. Wirth replied his panel would review any legislation that is introduced.

The amateur radio provisions of H.R. 5008 are essentially the same as those passed by the Senate last year in S. 929, a bill sponsored by Communications Subcommittee Chairman Barry Goldwater (R-Ariz.). The provisions in H.R. 5008 that are not contained in S. 929 have been accepted by the Senate Commerce Committee and so a conference on the two bills is not planned. Instead, H.R. 5008 will be "held at the desk" when it reaches the Senate after passage by the House, and is likely to be approved quickly. □

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Shaping the future of telecommunications

Demands for spectrum space, satellite orbital slots, short-wave and AM frequencies will be negotiated at ITU

Over the next six years, American telecommunications services will in large measure be affected by decisions taken not in the U.S. but in various cities around the world—at conferences sponsored by the International Telecommunication Union. In all, the U.S. will send delegations to eight conferences, some in two sessions. And they will be held in an atmosphere in which demand for spectrum and, in the case of satellite services, orbital slots, is rising among developing as well as industrial nations.

The conferences will involve all kinds of space services. Shortwave frequencies will also be at issue. So will mobile and MF (AM) broadcasting. Hard bargaining is expected at each of the sessions. And if one issue is to dominate most of the conferences it will likely be developing nations' preference for so-called a priori planning—that is, allocation of frequencies (and orbital slots) among countries on a preset basis, regardless of whether the countries involved have a demonstrated need. The developing countries feel that such planning is the only way—or at least the best way—to assure them access to the services being planned. The U.S. generally favors an evolutionary system, under which frequencies (and orbital slots) are assigned as needed. To the developing nations, that "first come, first served" system is a prescription for shutting the door on them.

The issue could arise at the next ITU conference, to be held in Nairobi, Kenya, beginning in September. It is to be a plenipotentiary conference; that is, ITU members will elect new officers and review and modify, as necessary, the ITU's basic convention. The U.S.—whose delegation will be headed by Washington attorney Michael Gardner—believes no major change in the convention is necessary.

But the issue of a priori planning could be ventilated at the conference. U.S. officials say they have heard "whispers" that some Third World countries may attempt to rewrite a section of the convention to endorse the concept of "equal access" to such resources as the spectrum and the geosynchronous orbit.

The issue will probably arise at the space systems conference to be held in two sessions, in July 1985 and September 1987. The conference, which is to develop a plan for the use of satellite services, is a spin-off from the World Administrative Radio Conference held in Geneva in November and December 1979 (BROADCASTING,

Dec. 10, Dec. 17, 1979). At that time, the U.S. and other industrialized countries were hard put to head off a proposal for a conference that would be instructed to assure all countries frequencies and orbital slots. The means by which the conference is to assure the equitable treatment the countries eventually said would be accorded were left vague. But the U.S. expects the developing countries to press for an a priori plan at the space WARC.

The U.S. will face the problem of helping to develop a plan for a space system in advance of the 1985-87 conference, however. In June 1983, the countries of the western hemisphere will gather in Geneva to determine how they will use the 11.7 to 12.2 ghz band for direct broadcast satellite service. European and Asian countries, in a conference in 1977, adopted rigid plans for their use of broadcast satellites. However, representatives of western hemisphere countries, at a preparatory

issue. It failed at WARC '79 to persuade the other countries to assign an additional 200 khz in the 6 and 7 mhz bands to high frequency broadcasting. The opponents were developing countries that use those bands for fixed services in internal communications services. The setback led the U.S. and seven other countries to reserve the right, "in the absence of an adequate plan, to take the necessary steps to meet the needs of their high frequency broadcasting services."

Two of the other conferences in the next few years involve mobile communications. The sessions will be held in February 1983 and September 1988.

And the eighth conference, in September 1986, will make possible the addition of a number of AM stations in the U.S.—as well as throughout the hemisphere. It will be held to plan the use of the 100 khz of spectrum—from 1605 to 1705 khz—that was added to the MF (AM) services at WARC '79. The first 20 khz were assigned on an exclusive basis, the remainder on a primary basis.

However, it is not certain the U.S. will use the additional frequency space for AM broadcasting. Countries may use it for any purpose, as long as they do not interfere with uses in other countries.

Meanwhile, the U.S. and other industrialized nations will be attempting to fashion answers for developing countries that at the upcoming conferences will contend that rigid or a priori plans are essential if they are to benefit from telecommunications technologies. The recently concluded conference of western hemisphere nations on AM broadcasting might offer a guide in that connection. The countries in Rio de Janeiro developed a plan designed to accommodate countries whose need for access to frequencies had not been met. But no "guarantee" was provided (BROADCASTING, Dec. 7, 1981).

State Department officials say some such plan is essential to the upcoming conferences. "We have to come up with something that gives the last fellow what he feels is his due," said one. "It's only fair," he said. At the same time, he said, "the first guy in, the one who takes the risks, should have some reward."

But he was not sanguine about how the public relations side of the conferences will play. "We'll look like we're losing," he said. "If we're there with all the orbital slots and others come in, you can't do anything but lose..." □

Upcoming for the ITU

September 1982

Plenipotentiary conference

February 1983

WARC mobile services

June 1983

RARC Region 2—satellites

January 1984 &

January 1986

WARC HF broadcasting

July 1985 &

September 1987

WARC space systems

September 1986

RARC Region 2—1605-1706 khz

September 1988

WARC mobile services

Subject to change at plenipotentiary conference.

meeting in Ottawa last year, indicated they would favor a more flexible approach—perhaps in part because of what is regarded as the failure of the plans adopted in 1977 to serve Europe and Asia.

A conference on HF—or shortwave—broadcasting, to be held in two sessions, in January 1984 and January 1986, is also expected to feature a controversy over whether frequencies should be assigned on the basis of rigid or flexible planning. The conference is critical to all shortwave users, including the Voice of America and Radio Free Europe/Radio Liberty. And, one U.S. official said, "it could be very political."

The U.S. has already suffered one setback in connection with the shortwave

An interview with spectrum expert A. James Ebel on the status of international satellite negotiations supplements this report on broadcast technology, beginning on page 60.

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2. NSI Feb. 1982 Net Weekly Circulation.

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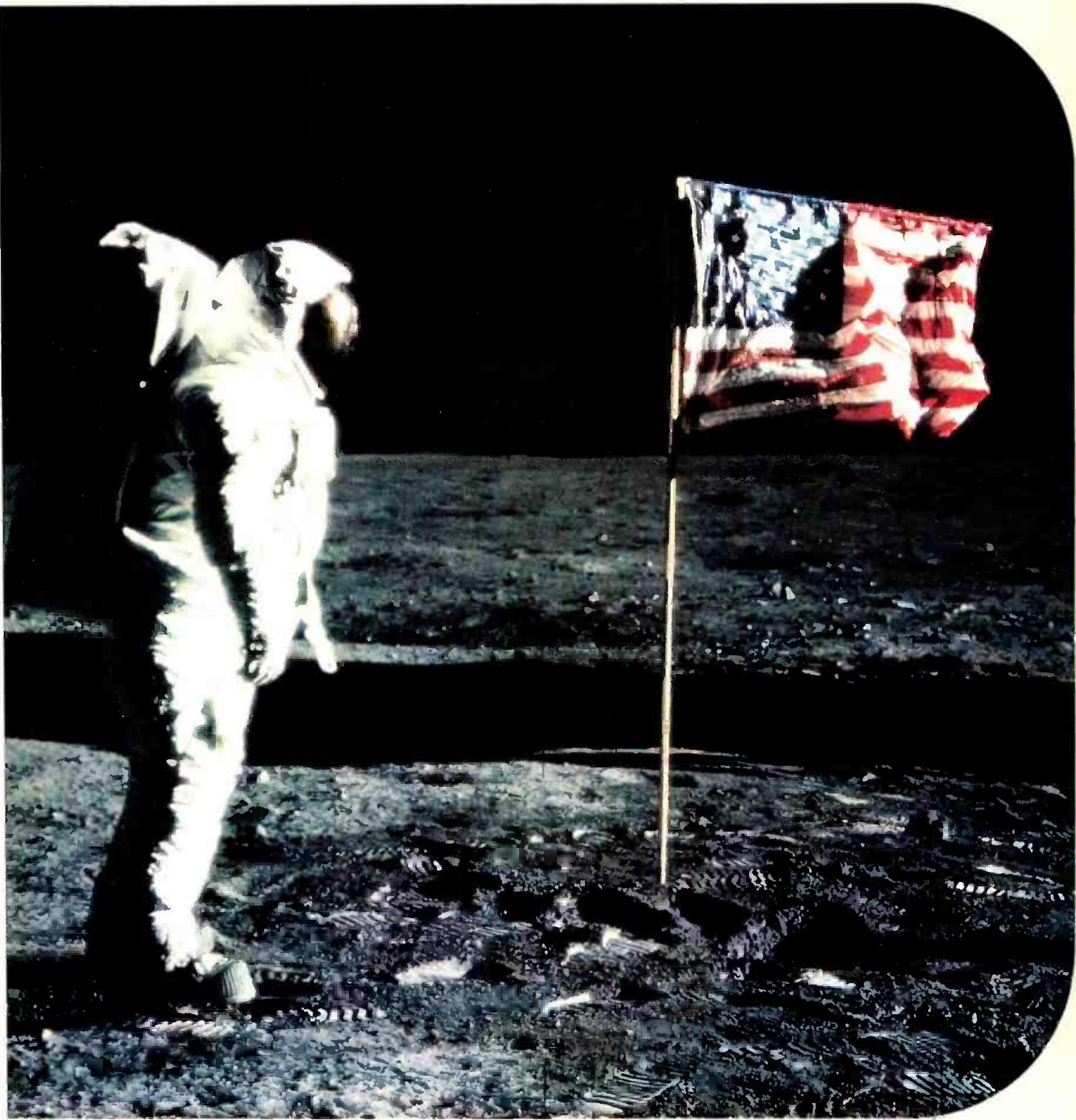
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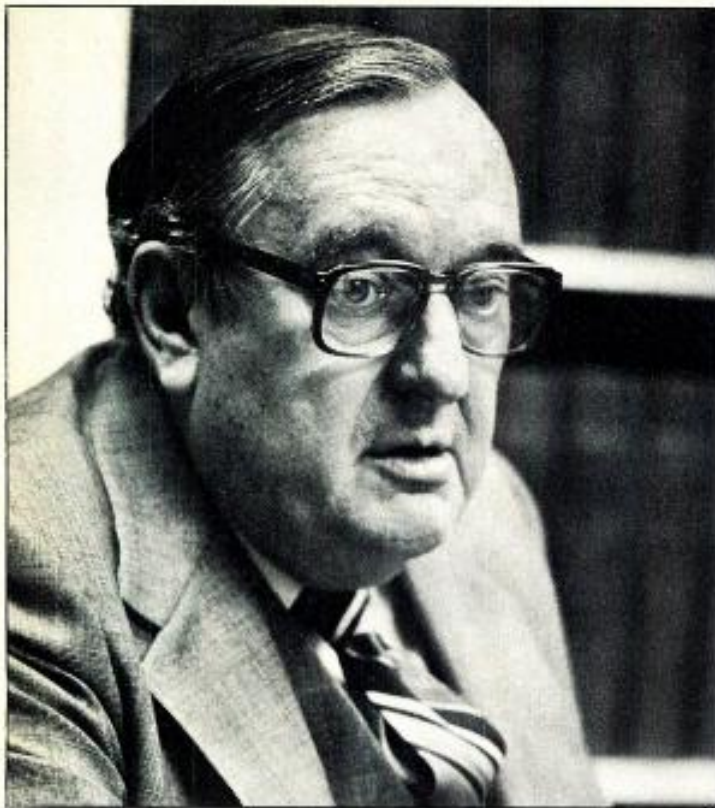




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The world according to Ebel

A. James Ebel, president of the John E. Fetzer stations in Nebraska and Iowa—KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, and KMEG(TV) Sioux City, Iowa—has been a broadcaster and engineer since he was a junior in high school. Today, he is one of the broadcast industry's experts on broadcast satellites. As such, he heads a committee representing the affiliates of all three networks on satellite matters, and he has represented the U.S. private sector at a number of international conferences dealing with satellite issues. In this interview with BROADCASTING editors, Ebel talks in detail about the most imminent of those matters—what to do about the 12 ghz band—and in general about the U.S. approach to worldwide spectrum negotiations.

The area that we want to address is that of international negotiations: What our posture is. What our jeopardies are. During the National Association of Broadcasters convention you expressed alarm, for example, about our position on broadcasting terrestrially in the 12 ghz band.

I was expressing alarm that if high-definition television becomes a fact, broadcasters might not have any place for terrestrial HDTV. That has to do with decisions that somebody's going to make about what the U.S. position will be.

Who's going to be making what decisions?

The FCC. Well, the State Department ultimately decides what the U.S. position will be, but the U.S. position will be recommended to the State Department by the FCC. And the FCC, of course, has reports from an advisory committee.

At the 1979 World Administrative Radio Conference in Geneva it was agreed that the 12 ghz band be shared by both terrestrial and satellite users. Is it correct that when the treaty went up to the Senate for ratification the terrestrial part was conspicuously missing?

What happened was that the FCC issued a notice of proposed rulemaking to accommodate the results of the 1979 WARC. They issued that in several sections, and the section that covered the 12 ghz band did not mention any terrestrial uses in the United States. It mentioned only DBS satellite uses, and that's the problem. The Association of Maximum Service Telecasters and the network affiliates have filed comments pointing up the omission.

The television service working group—the group that put together the recommendations for television broadcasting in the U.S.—recommended to the FCC that the 12 ghz band be set aside for the development of high-definition television. So this isn't a new thing. As a matter of fact, I reported to the Frequency Management Advisory Council in 1972 that we were going to have to do something about a system of terrestrial broadcasting that was getting old and to which nothing had been done for over 40 years.

Does the use of 12 ghz for terrestrial HDTV presuppose the creation of a whole new system? With new equipment all the way through?

Right. It would presuppose what we call a parallel system. This would be one way of getting compatibility, so that people with

standard receivers could get their regular network and local programs on their standard receivers and people with high-definition receivers could get the same network and local programs by high definition.

Presumably, that would be by satellite, wouldn't it?

No. We feel that the future of broadcasting in the United States is still going to be based on a mix between network and local programming and that any program system that bypasses the local broadcaster is going to have a lot of failings. That's why our present system is so good, because we've established this compromise—we've been able to carry network programs and interrupt them for tornado warnings. You can't do that on a direct-to-home satellite.

How do you foresee the parallel system that you've just described operating among affiliates? If a DBS system were to be approved, is there any conflict that you see?

Yes. The CBS proposal is to feed the DBS signal to affiliates and at the same time to feed directly to the home. If the viewer buys a DBS high-definition receiving system he is probably not likely to watch the terrestrial high-definition receiving system for the local programs.

Do you think 12 ghz will work terrestrially?

I don't really know. The tests are now being conducted. But 12 ghz is the only spectrum for terrestrial broadcasting that is not now allocated, so we certainly have to test it, at least, and see what it will do. It's a little bit like saying: How good is it, compared to what? Compared to nothing, compared to having no opportunity for terrestrial high-definition television, 12 ghz may be very good. And it may be that even though it's line of sight and will take more transmitters and be harder to do, it's still the only way that we are going to get access into homes for local type broadcasts at high definition. I think broadcasters have to look at their future.

This, of course, presupposes that we cannot develop a system of high-definition television that will fit into the present 6 mhz bandwidth. But even if we develop that, it probably will be a digital system which means that one way or another we're going to have to start feeding that service on another band of frequencies until we get enough receivers in use so that a transition can be made. We're faced with 150 million TV sets that we can't

How to profit in the coming recovery

Many analysts see the sharp rise in consumer installment debt at the end of the first quarter as a sign of increasing confidence among consumers that the recession has bottomed out.

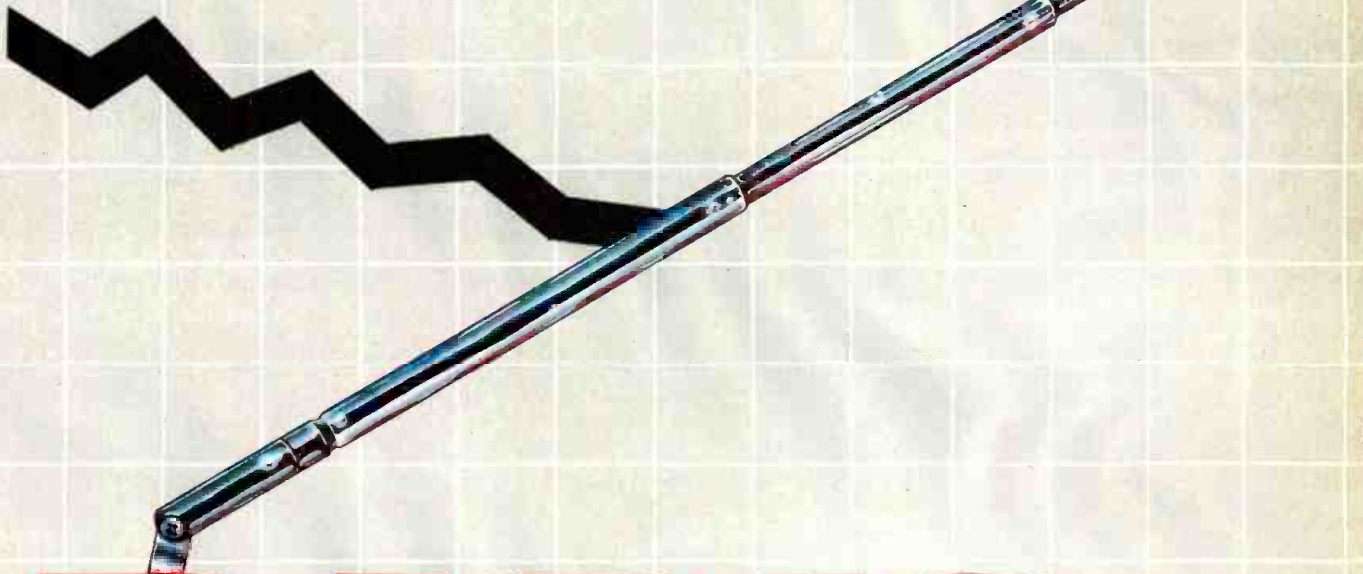
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Do you believe in high-definition television?

I believe that we're going to have high-definition television because it's a better way of transmitting television. I can recall when John V.L. Hogan first proposed high-fidelity radio in New York City at WQXR and a lot of people thought he was crazy and that as long as there were tone controls on radio receivers that there would be no such thing as high fidelity.

Then Major Armstrong came along with FM. The whole idea was that it was going to be great high fidelity, but some people said FM will never go because no one will spend that kind of money for high fidelity. Now high fidelity audio is a multibillion-dollar business. People *have* spent the money and they *have* gotten good FM tuners in their homes and they *do* have good speaker systems and they *have* gone for high fidelity.

I think the same thing is going to be true of the larger projection-type picture or some other type picture. The real difficulties with our NTSC system—which had to be a compromise to make it compatible with our black and white TV system—show up when you put the picture on the projection. That's when you begin to see the compromises that were knowingly made when we went to color. If you look at a blown-up picture you get what is known as a cartoon effect, where the colors don't register. I've noticed it, too, during coverage of golf tournaments when they've used the red balls. Red is the poorest color transmitter. It has the narrowest bandwidth and the red ball transmits like a piece of red fluff, instead of being sharp, as a white ball would be.

Procedurally, what has to be done to get channels set aside for terrestrial HDTV?

Well, internationally it's all set—the allocation for terrestrial broadcast is in the international table. In fact, it was in there during the '77 WARC and also the '71 WARC in the 12 ghz band. Terrestrial broadcasting has always been one of the uses for the band and has been so used in France, Denmark, Switzerland, Germany and Japan. For it to be made available in the U.S. we would have to hold back on using the full 12 ghz bandwidth for DBS. In other words, there would have to be some channels left. Until now, the FCC has proposed to overlook the terrestrial use altogether.

Now, the FCC has given CBS temporary authority to experiment in San Francisco. So it has recognized the need to experiment.

What's coming up next internationally in respect to the satellite problem?

The Region 2 Administrative Radio Conference in Geneva in June 1983.

Will that conference get into the division of orbital locations?

Yes.

What are our prospects for getting a reasonable share—reasonable, judged by our private interests? How much of a contest will there be within the western hemisphere for those orbital slots?

There's going to be a very heavy contest for orbital slots. At the 1977 World Administrative Radio Conference on satellite broadcasting, everybody except the United States went in with the idea of establishing a worldwide plan. The United States said it was opposed to a worldwide plan because satellite transmission is not fully developed and that we're going to be able to learn a great deal and that we thought we could do a much better job of making a worldwide plan in four or five years than we could then.

The other countries—with the possible exception of Canada, which was sort of willing to go one way or the other—but the other countries, the Latin American countries, were all very much concerned that our flexible approach would gobble up all of the orbital slots and that they would be left out in the cold. They pointed to the fact that even at that time we had pretty well used up the 4 and 6 ghz bands with our domestic satellites. And, of course, we finally filled up the whole orbit. We had a number of meetings with the representatives of the Latin American coun-

tries; we'd have a noon meeting instead of lunch to try to convince them to go along with our flexible approach. They finally agreed to it with several conditions—one of them that there be a Region 2 conference to establish an orbital plan in 1982. That has since been moved back to 1983. We agreed that any broadcasting satellite put into operation before the conference was held would be considered experimental and would have no status whatsoever for its orbital position or its frequency and that we would cooperate with the IFRB [the International Frequency Registration Bureau] in the development of a prototype plan for Region 2 to demonstrate to the countries of Region 2 that they could indeed have four channels per service area.

We were smart to come up with that flexible plan. The European system and the Asian system—Regions 1 and 3—are already out of date. In the first place, we've been able to develop low-noise amplifiers for receivers so we don't need so much power—and the amount of power that they propose to plop down is really a lot, because they were going to use their small state-of-the-art dish. They wanted to get a dish about 75 centimeters and in order to do that with the type of amplifiers they had then they had to pump down a lot of power. Now we've improved signal to noise ratio. They don't need that much power.

They also sort of sprinkled the channels around so that there were no adjacent channels. Now there's no way they can go to HDTV because they can't put two channels together—they don't have two footprints on adjacent channels.

Going back to the question of 12 ghz as a terrestrial transmission medium. Yes, it has a lot of disadvantages. It's certainly not a frequency that one would go looking for. But when we got to UHF we had the same problem. I'm not prejudging the results of the 12 ghz tests but I would certainly hate to have something happen that would wipe us out before we know.

I don't think that one test is going to tell all the story. They're not testing what happens out in the flatlands, where you don't have mountains like those in San Francisco to start with. So you have to build whatever height you have. And one of the drawbacks of 12 ghz is getting the power up to the antenna; a 2,000-foot tower could be a lot of drain. It will take a lot of power just to get power up to the antenna.

How is our negotiating position in relation to the other countries?

We're probably at a disadvantage because in many countries the people who negotiated are members of delegations that do nothing but that for entire careers. We see the same people showing up from the United Kingdom and the same people showing up from the Russian delegation and the same people showing up with the Italians and the French delegations, and they're people who spend all their time on that. We have never set up that type of a corps so I presume there could be some people who might outnegotiate us from a political standpoint.

We also have a language weakness in that most of the people in other delegations are better qualified linguistically than we are. It's going to be quite important that we have a good Spanish-speaking capability or at least some people along who can interpret. The Soviets, for example, have several people with their delegation who are engineers with engineering backgrounds who are also linguists.

Another thing. We're one of the few countries in the world where half of our communication—maybe more than half—is privately owned. That sector has a very substantial interest in what happens at an international conference. This is not true where the post office department handles everything as in England and in France, or the postal telegraph in Italy, or Russia, where the government dictates. So they probably don't have nearly the problem with one of their advisory committee meetings as we've had preparing for '83 because most of the countries probably sit down and decide among themselves what the national interest is going to be.

Is that a strength or a weakness in our system?

Our system is stronger because of the fact that private enterprise operates it, and that's why our system is very important.

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Plug-in time base corrector (optional).

also has an optional plug-in time base corrector.

What's more, the BVH-2000's lighter weight and smaller size (almost 50% less than its predecessor) make it as ideal on the road as it is in the studio.

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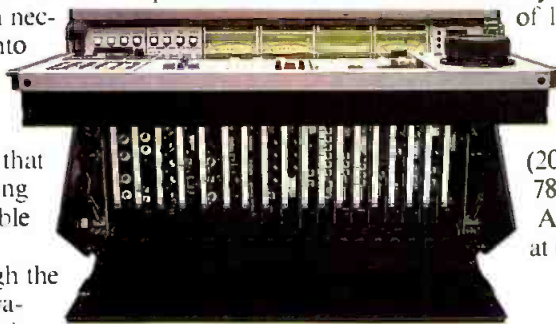
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Even the way the tape moves through the recorder has been simplified. One innovation—an extremely precise servo mechanism



The BVH-2000 (shown with Type-III control panel).



Front access to all electronic circuits and modules.

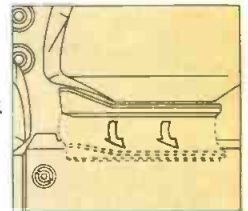
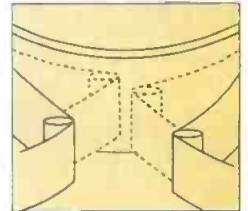
—permits the entrance and exit guide posts to move about 10mm away from the drum during threading. The result is the easiest threading system ever in a 1" video recorder.

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The BVH-2000 removes much of the mystery from maintenance, too. It literally tells you about malfunctions—usually well before you'd notice them yourself—through a microprocessor-governed self-diagnostic system.

The system includes various alarm functions and numerous checks to confirm that everything is working properly. Most defects can be easily found—allowing for far less complicated maintenance and repairs, and reducing downtime considerably.

And because the best way to simplify maintenance



To simplify threading, guide posts automatically move away from drum, and audio head cover opens.

is by lessening the need for it, the Sony BVH-2000 has been designed to be virtually maintenance-free down to the last detail. For example, only brushless DC motors are used, and all incandescent lamps have been replaced with high-brightness LEDs.

Other welcome advances include a greatly expanded dynamic tracking range (from reverse at normal speed to forward at 3 times normal); programmed play (allowing you to vary playback speed across a range of $\pm 20\%$ of normal speed); and video and audio confidence.

Remarkably, these are only some of the Sony BVH-2000's innovations. All of them add up to form the answer to virtually every need ever expressed by the users of 1" video.



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SONY
Broadcast

Getting together on video/teletext

Last year's big news was AT&T's decision on a standard, one which was not unanimous; European proponents have system specs of their own

The current state of videotext and teletext—the computer-video technologies in search of a business—should come clearly into focus at Videotext '82, a trade show that opens a three-day run beginning June 28, at the New York Hilton hotel.

Representatives of every major company known to have an interest in supplying hardware or developing software or services for the new media will be there. In all, more than 1,100 delegates and 30 exhibitors are expected.

The delegate count is considerably less than the 1,600 that showed up last May for Videotext '81 in Toronto, but a spokesman for the show's organizer, Online Conferences Ltd., London, said she hoped publicity about the event in the ensuing weeks would boost the number.

The New York show will need more than comparable attendance to duplicate the success of its Toronto predecessor. Last year's show was the forum AT&T chose to introduce its Presentation Level Protocol (PLP) that it hopes (and most are convinced) will become the de facto videotext standard in North America. And no sooner had AT&T made its play than proponents of the Canadian Telidon and French Antiope systems announced compatibility with PLP. CBS and Telidon proponents, meanwhile, announced that they had agreed on a common teletext standard.

The news from Toronto reshaped the fledgling industry, and delegates to this year's show will try to cope with the ramifications. It is hoped, for instance, that some progress will be made in resolving the differences between the AT&T

The French connections. With more than 3,000 leaders, diplomats and journalists from eight industrial powers expected in the Paris suburb of Versailles last weekend (June 4-6) for an economic summit, the French government had a rare opportunity to showcase its videotext and teletext technology and it was prepared to take full advantage of it. The French PTT (Poste, Telegraphie and Telephone) planned to make available to delegates of the Organization for Economic Cooperation and Development conference, including as of last Thursday President Reagan, a formidable videotext magazine containing information ranging from economic profiles of the participating countries—U.S., Canada, England, West Germany, France, Italy, Belgium and Japan—to the hotel telephone numbers of the delegates, to the best restaurants in Paris. The magazine's 8,000 pages were to be called up at 200 terminals scattered about the conference site and at Paris hotels. In addition, the French also planned to broadcast a 60-page Antiope teletext service containing reports (in French and English) on summit proceedings and happenings, prepared by French journalists. The PTT also hoped to facilitate the conveyance of messages among delegates with an "electronic mail" service. If all went according to plan, each delegate was given a "password" that enabled him to store messages on the videotext computer or retrieve from it messages addressed to him with complete privacy. Users can enter messages at any of 30 "electronic mailboxes" and retrieve them at any of the mailboxes or any of the videotext terminals.

standard and the "European standard," the result of an agreement of 26 countries of the Conference of European Postal and Telegraph Authorities two weeks prior to Videotext '81. The European or CEPT standard makes compatible the British Prestel, West German Bildschirmtext, French Teletel and Dutch Viditel and other European systems but is essentially incompatible with the AT&T standard.

Although AT&T has indicated an unwillingness to make the concessions necessary to lead to compatibility between the two, and therefore an international videotext standard, the debate will continue at one of the Videotext '82's panel sessions—"The Standards Saga"—on Monday. That session will pit Sam Berkman, information management director, AT&T, against Ralph von Vigneau, CEPT; Richard Hooper, British Prestel, and Roy Bright, French Teletel.

To promote the CEPT standard, the Commission of European Communications will demonstrate during the show 13 operational systems in Europe interconnected by the common language of the CEPT standard.

According to proponents of the British Prestel system, who are strongly advocating an international standard, an Austrian company is prepared to exhibit a videotext

decoder capable of handling both PLP and CEPT transmissions, priced at less than \$200.

If headlines are to be made by anyone at Videotext '82, it will probably be by IBM. The computer giant has been supplying the hardware and software for the German Bildschirmtext efforts and software enhancements for the British Prestel system, but its plans for the North American continent, where some expect it to be AT&T's chief videotext competitor, have been kept a secret. (Representatives of IBM and AT&T will appear together on a Monday morning panel: AT&T's Dom Macchà will discuss the first practical application of the PLP standard and IBM's James Soya will unveil the "ideal" videotext printer.)

The show's 20 panel sessions will be spread out over the three days, but most will be concurrent with two others, making it impossible for a delegate to hear and see all.

A Monday morning session on teletext will feature Colin McIntyre, BBC's Ceefax; Ben Symlie, Field Electronic Publishing, and Richard Gingras, KCET-TV Los Angeles, will act as the session's moderator.

A panel set for Monday afternoon addresses the partnerships that common interest in videotext and teletext has spawned. It includes David Carlisle, Infomart; William Cornfeld, Chemical Bank; Richard Levine, Dow Jones; Thomas Taylor, GTE Telenet; Ted Fritts, *The Bakerfield Californian*, and Harry Smith, CBS.

A Wednesday morning panel is promising updates on four major North American videotext experiments. The line-up: James Bauer, CBS; James Holly, Times Mirror Videotext Services; Gwen Edwards, Bell Canada, and Stuart McIntire, First Bank System.

Like any other electronic media, videotext and teletext will have regulatory and legislative battles to fight in the years ahead. Addressing the subject at a Tuesday afternoon session will be attorneys Richard Neustadt and Ronald Plesser; Carol Risher, Association of American Publishers, and former Carter administration Attorney General Benjamin Civiletti.

InSync

One more time. Electronic Industries Association's subcommittee working on industrywide standard for multichannel television sound announced that it will hold second round of subjective listening tests of "companding" systems. System judged best will become part of subcommittee's recommendation for multichannel-sound standard. By encoding audio at source and decoding at receiver, companding systems improve signal-to-noise ratios and dynamic range of recorded sound. Criteria used to judge three vying systems in first round—CBS, dbx and Dolby—were found to be too stringent. None of systems proved compatible with receivers without decoders. But since all multichannel-sound receivers are expected to be built with decoders, compatibility criterion was dropped for second round. According to Eb Tingley, vice president, engineering, EIA, fourth system is expected to be proposed by Straight Wire Audio, Arlington, Va., for consideration with original three. Demonstrations of all systems are slated for August with actual testing due to begin following month.

Going up. Broadcasters should add another dime for every dollar's worth of Harris equipment they intend to buy. Ten percent price increase for all Harris broadcast equipment went into effect May 10.

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Group W presents picture of confidence to security analysts

Cable unit increases subscriber count by 5% in first quarter; TV division's financial performance 'encouraging,' and radio strategy showing outstanding results

Philosophy and numbers were both in the mix when Group W executives made an extended presentation to security analysts in New York. Company Chairman Dan Ritchie, stressing a "marketing" orientation at Group W, said, "We're already changing the culture and direction of a significant part of the cable industry"—calling cable a business that until recently "was doing so well they didn't have to get out and hustle." Group W Cable Chairman William Bresnan later detailed some payoffs of the hustling efforts of that Group W unit: in the first quarter, he told the analysts, the company had increased its basic subscriber count by 5%, and pay subscriptions by 20%.

Giving the analysts "an overview from

my perspective," Ritchie claimed for Group W "the best radio group in America in audience delivery and financial performance," and a "strengthened" television wing where "earnings increased despite the burden of NBC [affiliations]." Group W Satellite Communications, Ritchie said, is set "strategically and financially" to attain a "major position in satellite video service." Group W Cable (formerly Teleprompter), which the company acquired because "we thought cable would be an important part of the future," is to share in both the marketing and community orientations of Group W: "our intent is to make it a first-class organization," Ritchie said.

Among the news the analysts heard from Ritchie that day was that Group W Cable had decided to pull out of the bidding for the Sacramento, Calif., franchise. The word came in response to an analysts' request for the company's view of the financial viability of major ur-

ban franchises. Ritchie, saying that it "varies enormously among franchises," and noting the Sacramento pullout, went on to say "new franchising, properly and selectively done, is still a very attractive proposition." Group W, he said, sees particular value in subscribers adjacent to existing franchises.

Addressing cable growth, Ritchie spoke of Group W's efforts to provide "compelling programming" for cable—"we're trying to make people without cable feel like people today without television or telephones."

Group W Television President Dr. William Baker (who is also chairman of Group W Satellite Communications) quoted the analysts some fundamental television statistics: "The average American spends 29% of his waking hours with television" and "trusts and respects television more than any other institution." Baker said the 10-million-home audience of the six Group W television stations amounts to 12% of U.S. households and makes Group W the fifth largest broadcast group.

Putting commitment to local programming and "quality" local advertising "at the core of our station operation," Baker called "these investments in local and community identifications" an "essential ingredient in our future growth" as video sources "proliferate" in this decade.

Group W Television's financial performance has been "encouraging," according to Baker, with that unit's profit growth rate, over the 1977-81 period, hitting 13%, against an all-station industry average of 8.7%. (And that, Baker reiterated, is even with NBC affiliations.) Speaking of audience share, Baker said, "Only our Philadelphia and our recently acquired Charlotte, N.C., UHF (wpcq-TV) remain unsatisfactory in their ratings."

Looking to the future, Baker said, "We remain confident in the future of our traditional broadcasting business." In the face of new technologies, "the supply of available rating points may diminish," Baker argued, and "advertiser demand will cause prices to rise and revenues to grow." Baker pointed to Group W's experience in heavily cabled San Francisco and Pittsburgh (cable penetrations of 37.8% and 42.9%)—in those cities, he said, the time periods that Group W programs locally "have experienced no ... erosion in the share of audience. In fact, we have gained audience rating points simply by maintaining share in these time periods as cable penetration increased."

Among other points Baker touched upon in his presentation were the soon-to-premiere Satellite News Channels operation, Group W's experiments with teletext (which he said is soon to become opera-

January-March

	1981	1982	% chg.
Daytime:			
Mon.-Fri.	\$286,182,900	\$310,017,500	+8.3
Sat.-Sun.	143,027,500	174,134,900	+21.7
Early fringe:			
Mon.-Fri.	62,072,000	74,480,400	+20.0
Sat.-Sun.	48,524,200	56,195,900	+15.8
Nighttime:			
Mon.-Sun.	643,845,000	743,859,400	+15.5
Late night:			
Mon.-Sun.	75,775,600	74,588,200	-1.6
Total	\$1,259,427,200	\$1,433,276,300	+13.8

Daypart breaks not comparable to previously published data.

By Network

Quarter	ABC	CBS	NBC	Total
Jan.-March	\$493,977,700	\$528,875,600	\$410,423,000	\$1,433,276,300

On the rise. Advertisers increased their investments in network television in the first quarter of 1982 by 13.8% to \$1.4 billion, according to the Television Bureau of Advertising.

Using data compiled by Broadcast Advertisers Reports, TVB said the largest gain on a daypart basis was posted by weekend daytime which climbed by 21.7% to \$174.1 million, followed by weekday early fringe which increased by 15.8% to \$56.2 million.

In releasing the first quarter data, TVB said dayparts have been redefined by BAR and increased from three to six to parallel more closely current network buying patterns. In the past information was given only for daytime, Monday through Friday; daytime, Saturday and Sunday, and nighttime. Categories now include daytime, Monday through Friday; daytimes, Saturday and Sunday; early fringe, Monday through Friday; early fringe, Saturday and Sunday; nighttime, Monday through Sunday, and late night, Monday through Sunday.



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They called it "The Country House". A striking resemblance to a large and comfortable contemporary-style suburban home. Behind the handsome exterior were the most up-to-date broadcasting facilities of the day. WJIM-Television and Radio moved into a new home in Lansing, Michigan on Sunday, October 31, 1954.

That evening a full-hour, star-studded live show was telecast, highlighting the formal dedication of the new WJIM-TV studios. The program featured Eddie Fisher, George Gobel, Janis Page, the McGuire Sisters, The Bud and Cece Robinson dance team, and music by Tommy and Jimmy Dorsey and their Orchestra.

Nearly 29 years later, the WJIM-TV Country house stands as a gracious and magnificent host to visitors from around the world. But, most important, it stands as an important communications center to the residents of Mid-Michigan. Once a dream of its founder, Harold F. Gross, WJIM-TV today is a very real source of entertainment, information, and news in America's thriving 96th market.

It was a *grand* opening in 1954. Today, the WJIM-TV Country House is a grand symbol of American enterprise and service.

WJIM-TV

Gross Telecasting Lansing, Michigan

SERVING MID-MICHIGAN FOR 48 YEARS

tional in San Francisco) and the varied broadcast and cable programming projects of Group W units. Baker also noted that Filmation Studios, acquired as part of the Teleprompter merger, is "being evaluated by our management" and that Filmation's 300-title library may be placed in syndication.

Group W Satellite Communications was

dissected for the analysts by its president, Jonathan Hayes, with senior vice president, sales and affiliate relations, Lloyd Werner, filling in some marketing details.

GWSC's "core activity," according to Hayes, "is our sales and marketing organization, our technical facilities and our transponders." Each of the services GWSC is offering in joint ventures with

other companies—Satellite News Channels (with ABC), the Disney Channel and the Nashville Network, plus GWSC's marketing arrangement with Black Entertainment Television—"fills under-served consumer, advertiser and [cable] operator needs," Hayes said.

Werner expanded on previous GWSC projections of the cable subscriber base for Satellite News Channel 1: By 1985, he said, the service will be available to 20 million cable homes.

For the future, Hayes said GWSC "looks upon the last year and the next couple as years of investment. The year of greatest adverse financial impact is 1983, 1984 should be an improvement and we look at 1985 and beyond as the time during which GWSC will reap the rewards of that investment."

Group W Cable Chief Bresnan detailed that division's growth and strategy for the analysts, with strong emphasis on the "clustering" approach to franchising—trying to pick up areas adjacent to or near existing franchises.

Group W now has between 7% and 8% of all cable homes, Bresnan noted, with 34,000 miles of Group W cable passing 3.2 million homes. Four thousand miles were added in the last 18 months, and Bresnan anticipates having 47,000 miles of cable by 1986. By that year, Bresnan said he expects to have 2 million Group W homes served with addressable converters. By year end 1983, there will be no more 12-channel Group W systems.

Noting that since January 1981 Group W has picked up 42 franchises totaling 415,000 homes, Bresnan said the franchising strategy he employs focuses on target markets selected according to "clustering potential, community demographics and growth potential."

Bresnan tied plans for increased channel capacity to increased revenue per subscriber. The average monthly subscriber payment at Group W is now \$16, he said, with the new-build Irving, Tex., system pulling \$30 per sub per month. The cable division chairman also stressed the importance of marketing in revenue growth and noted that Group W has increased pay subscriptions in its systems from 429,000 in 1980 to over 1 million as of May.

Bresnan counted advertising, pay-per-view and security as the most "imminent" additions to the profit picture. And he expects the advertising picture to benefit from the Group W clustering strategy—three quarters of Group W subscribers are in the Southwest and he is looking to sell them not only to local but to regional advertisers as well.

In pay, Bresnan noted Group W's efforts to conduct an analysis of addressable converters and the company's Middletown, Conn. pay-per-view test. (In the question and answer session, Bresnan said a first phase, evaluating existing equipment, has been completed. Phase two is designed to develop what Bresnan in the past had called the specifications for an "ultimate" home terminal unit [BROADCASTING, May 3].)

The analysts also heard from Group W

BottomLine

Renaming. Shareholders of Minneapolis Star & Tribune Co. voted approval of name change to Cowles Media Co. New name "maintains historical continuity with the past while reflecting the company's diversification into several sectors of the information industry, electronics as well as print," John Cowles Jr., company president said. Headquartered in Minneapolis, Cowles Media has operating companies in eight states involved in newspaper publishing, commercial printing and broadcast and cable TV (KTVH-TV Hutchinson, Kan.; WRB-TV Louisville, Ky. and cable system in Buffalo, N.Y.). With corporate name change, company designated its Minneapolis newspaper division as Minneapolis Star and Tribune Co., replacing Star and Tribune Newspapers. Cowles Media ownership is concentrated among members of Cowles family who are descendants of Gardner Cowles Sr., Iowa banker who entered newspaper business at beginning of century.

Record results. For its fiscal year 1982 ended March 31, Taft Broadcasting reported net revenues up 49% over previous year to record \$358.2 million. Net earnings reached \$38.8 million, up 37% from fiscal 1981 earnings from continuing operations. (FY 1981 earnings from continuing operations amounted to \$28.4 million; net earnings were \$24.3 million with reduction due to discontinuance of Taft's theatrical film distribution business.) Net earnings per share rose from \$2.48 to record \$3.82—40 cents of that from net after-tax gain from sale of certain assets. Taft said "each operating group posted record results." Within broadcast group, television net revenues rose 12% to \$95.7 million, with radio up 9% to \$29.4 million. Broadcast group's operating profit increased 8% to \$45.6 million. For entertainment group, net revenues rose 25% to \$102.3 million and operating profits 97% to \$16.2 million. Taft cited record production by Hanna-Barbara and Ruby-Spears animation houses as well as record year for TV program distributor, Worldvision Enterprises. As for cable, Taft reported \$134,000 loss for year. Through TCI-Taft joint venture it has been acquiring systems.

Storer's bright outlook. Storer Broadcasting Co. filled in entertainment analysts and portfolio managers on company's prospects for 1982 and prognosis was upbeat. Peter Storer, board chairman and chief executive officer, said operating profits from television stations should be in \$55 million-\$58 million range (figure was about \$50 million in 1981). Storer was particularly optimistic about cable activities. He said operating profits of cable communications division would be about \$29 million, including \$6.5 million attributable to changes in accounting procedures. Storer projected that division would end 1982 with about 1,290,000 basic subscribers and figure would climb to about 1,750,000 by Dec. 31, 1984 and 2,060,000 by Dec. 31, 1987.

Disney's dip. Walt Disney Productions reports increase in revenues for quarter ended March 31, 1982, to \$247.7 million, compared to \$235.1 million for same period in 1981, while net income decreased from \$27.6 million to \$21.6 million. Expenses increased from \$184.7 million to \$203.9 million, yielding drop in per-share earnings from 84 cents to 65 cents.

MGM mixed. MGM/UA Entertainment Co. has reported increase in operating revenues, from \$55.9 million to \$190.4 million, and income, from \$6.9 million to \$17.3 million, for quarter ending Feb. 28, 1982, compared with same period last year. Performance yielded drop in net income from \$3.6 million to loss of \$5 million, or loss of 10 cents per share, compared with earnings of 11 cents per share in 1981. Company attributed results largely "to disappointing box office grosses for the company's theatrical releases over the holiday period."

Chyron up. Chyron Corp., Melville, N.Y.-based manufacturer of character generators and related equipment, has reported revenues of \$9,592,000 for nine months ended March 31, up 39% from previous year. Pre-tax income from operations for same period totaled \$3,541,000, up 47%. Net income for three quarters totaled \$2,709,000, 107% increase over comparable 1981 period.

Fighting back. National Life and Trust, whose Wsm Inc. owns Opryland and WSM-AM-FM Nashville, is fighting unfriendly takeover attempt by Houston-based American General Corp. NLT says American General offer to purchase its \$30 traded stock at \$33 per share is below company book value of \$37.50 per share. NLT has won one round—shareholders approved change in bylaws that drops requirement that board make "serious study" of any purchase offer.

Radio President Richard Harris. Reviewing the history of the groups acquisition and programing strategy, Harris said that Group W's programing and marketing have brought "outstanding results." The group outperformed the radio industry in 1980, the last year for which FCC figures are available, with, at that time, 11 Group W stations earning 7.5% of the operating profit of the 7,300 stations then in the country. In 1981, he reported, the radio group logged a 29% profit increase on a sales increase of 20%. And Harris said he expects "the continued strength of the AM group and the emergence of our newly acquired FM properties" to yield further improvement in 1982.

Conceding that the Muzak unit acquired with Teleprompter (and now reporting to Harris) "is not without problem areas which we are seeking to correct," Harris said "the combination of Group W Radio and Muzak is a strong one." □

Covering the costs of cable regulation

NCTA commissioned study says consumers pay \$5.58 more per month than would be charged without franchise requirements

One out of every five dollars taken in by a typical, modern cable system is needed to cover the costs of regulation and to fulfill promises made in franchise agreements, according to a study commissioned by the National Cable Television Association ("In Brief," May 31).

Ernst & Whinney, a Tacoma, Wash.-based research firm, analyzed the books on a new (90%-built) cable system in a top-50 television market and found that "approximately 22% of the total subscriber revenues are used to cover costs which the cable system would not have incurred without the franchise requirements." To enjoy a 20% rate of return, the E&W study said, the monthly revenue required by the cable operator would be \$25.83 per home, \$5.58 more than would be required without the "regulatory costs."

These costs, the study said, include franchise fees, free services to government and schools and investment in non-revenue-generating local-origination facilities and public access channels.

E&W considered its numbers conservative since it did not include "several major cost items," including pole attachment rentals, new local-origination facilities specified in the franchise agreement, but not yet on the books; additional costs involved in building the system at the speed required by the franchise agreement, and the loss of interest due to a \$1 million prepayment of the franchise fee.

E & W called the costs "a tax or entry fee" that cable companies must pay to win and operate cable systems. "If cable system operators behave in an economically rational fashion," the study said, "the costs will be shared by the cable system and its subscribers" with different results. The costs passed on to the subscri-

bers mean higher rates, lower penetration, reduced recovery of fixed costs and possible migration of subscribers to alternative media. The costs passed on to the cable system spell lower profits, reduced availability of capital and decreased desire to develop new services.

The existence of the regulatory costs also mean, the study said, that society will spend paradoxically either too much or too little on cable television. In some cases, it said, cable systems will be built in the face of the regulatory costs, but only at a penalty of increased capital investment. But in other cases, it added, the regulatory costs may prove so high that the capital will begin to dry up. And if the flow of capital to the industry slows, it pointed out, so will the development of cable technology.

Because these regulatory costs are not shared by other media—subscription television, satellite master antenna systems, the multipoint distribution services and direct broadcast satellites—E&W warned that cable's ability to compete with them may be inhibited. The other media, it said, "do not have to recover costs imposed by franchise requirements in their service rates."

E&W points out "the ultimate" justification for imposing regulation is, of course, that the benefits derived ... outweigh its costs." The study made no attempt to identify or balance the benefits of cable regulation, leaving that chore for a "policy level" assessment. □

Scripto launches \$2-million campaign for new lighter

Scripto Inc., Atlanta, will embark on a \$2-million advertising campaign in the last four months of 1982, accenting network television to introduce its new disposable lighter, Ultra Lite.

In unveiling the campaign last week at a news conference in New York, Scripto officials said that in recent years there has been a lull in television advertising for disposable lighters. They estimated that

Gillette and Bic spent more than \$37 million in television during the early and mid-1970's but the spending dropped significantly in the past three years.

Scripto executives raised the possibility that the new campaign for Ultra Lite "will get a quick reaction from one or more of our competitors." Barry W. Miller, Scripto's general manager, lighter division, said "defensive advertising probably would be what we would see first."

Scripto's 30-second TV commercial for Ultra Lite suggests that the product is rich and expensive looking but is parity-priced with the leaders in the field in all trade channels. The commercial's theme is, "Ooo ... expensive. Nooo ... disposable."

The campaign for Ultra Lite will be on network television, in prime and fringe positions and in news programs. The agency is Burton & Campbell, Atlanta. □

Lever Bros. drops JWT as agency of record

J. Walter Thompson Co., New York, rocked by a scandal earlier this year in its TV spot buying and syndication operations, has lost its assignment as agency of record for all TV spot buying for Lever Bros., effective next Oct. 1.

Lever has notified its two other major agencies, BBDO and Ogilvy & Mather, that they will split the assignment while Lever will continue to buy network television in-house. Total spot TV billings are reported to be about \$30 million.

A spokesman for JWT said the agency's discovery of \$30 million of computer accounting irregularities was not discussed in the negotiations for agency-of-record status with Lever. The loss in income to JWT will be about \$500,000.

Thompson will continue to handle creative aspects for Lever's Close Up tooth paste, Shield deodorant soap and Impulse body spray, but the spot TV buying for these products will be shared by Ogilvy and BBDO, which also will handle spot buying for the products for which they perform creative functions. □

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ABC, CBS to tie, NBC to improve in fall, according to Bates

Agency projections for fall show few hits among new series

After the first few months of the 1982-83 prime-time season, ABC-TV and CBS-TV will be tied in Nielsen ratings and shares. NBC-TV will be third but showing improvement.

That's a prediction from the Ted Bates advertising agency in its fall 1982 "Prime Time Network Schedule" report, written by Joel M. Segal, senior vice president and director, network TV/radio division.

According to the Bates report, both ABC and CBS will average an 18.0 rating and 28.5 share during the fourth quarter this year. That amounts to a .7 rating point decline for CBS and .1 drop for ABC from the comparable quarter a year earlier. NBC is expected to improve .3 of a point to a 15.7 rating and 25.0 share.

Regarding adults 18-49, Bates expects fourth-quarter declines for ABC: from 13.4/31 to 13.1/30 and for CBS: from 12.1/28 to 11.3/26. Here too, NBC is expected to gain: from 9.7/22 to 10.3/24. However, Bates puts that projected improvement in the context of a 19% NBC loss in the previous year.

Overall, the report said, "We expect [the networks] to lose only half a rating point among young adults as compared with a two-point drop last fall." A Bates chart shows NBC almost entirely responsible for last year's fall-off, losing 2.3 points while CBS declined .3 and ABC gained .6.

The Bates study concludes that "the network viewer is aging."

Comparing November ratings from 1976 to 1981 on an average-minute basis,

the report found that "adults under 55 have dropped by 2.5 million ... while those 55 and older are up by 2.7 million ..." While representing only 28% of the general population, the study said, the 55-plus group in 1981 was "a third of all adult prime-time network viewers."

Conversely, "nonnetwork" viewership was found to be getting younger. Those 55 or older accounted for 39% of nonnetwork viewing in 1976 and 32% in 1981, the study said.

Bates explained that "the loss of younger network viewers has, in part, resulted from the growth of cable homes with a greater penetration among adults under 50. ..." However, it also contended that a "change in programing patterns" has been a contributing factor.

The study said that detective/mystery shows fell from 16 in 1976 to seven last fall and movie slots dropped from seven to five. Situation comedies increased from 25 to 31. Bates claimed that "movies and detective/mystery shows are among the better performing program types in terms of younger adult viewers per household." It added that "the attempt by the networks to establish long-term comedy successes is understandable, but sitcoms per se are also often an invitation to young adults to exit."

Bates said the networks now "are injecting more humor into action dramas and mystery series which will be rising sharply in number this fall."

Again this year, Bates predicted which shows would be classed "failure" (25 share or less), "borderline" (26-27), "success" (28-32) and "smash hit." The numerical standards, however, are lower than last year's.

Only three new network entries are expected to be successes: CBS's *Bob Newhart Show* and *Gloria* and NBC's *Family Ties*. Bates expects no smash hits from the new crop of shows.

All seven of ABC's new shows are in the

bottom two categories. *Star of the Family*, *The New Odd Couple*, *The Quest* and *Ripley's Believe It or Not* are seen as failures, with borderline shares for *Matt Houston*, *Brass Monkey* and *For Better or Worse*.

Bates predicted failure for CBS's *Square Pegs*, *Seven Brides for Seven Brothers*, *Mama Malone* and *Good Witch of Laurel Canyon*. *Bring 'em Back Alive* is borderline.

At NBC, Bates expects failure for *Matthew Star*, *Knight Rider*, *Remington Steele*, *Silver Spoons*, *Devlin Connection* and *Voyagers*, with borderline performance for *Gavilan*, *St. Elsewhere*, *Cheers* and *Mama's Family*.

For the entire lineups, 10 of ABC's 25 series were classed as failures or borderline cases; 13 of CBS's fell in those categories and 18 of NBC's 24.

Elsewhere in the report, Bates described the "four-year decline in prime-time household audience shares" as "relentless," claiming that from calendar year 1977 to 1981, the three-network share dropped 9% and the three-network rating 6%.

It said that while viewing is up, "usage growth has not been enough to compensate for the decline."

During the same 1977-81 period, Bates said the three-network rating and share for women 18-49 were both off 14%, with ABC suffering most. ABC, Bates explained, dropped from a 16.6 rating/38 share in that category to 12.6/29; CBS stood pat at 12.3/28 and NBC fell from 11.8/27 to 10.2/23.

Bates last year had recommended that national advertisers shift 5% of their network prime-time budgets to superstation WTBS(TV) Atlanta to compensate for the impact it saw cable having on network shares (BROADCASTING, Oct. 5, 1981). □

PBS: Making the most of what remains of programing budget

Organization begins process of reducing departments, reallocating resources

The Public Broadcasting Service has begun scaling down its programing services by concentrating its efforts on distributing prime-time and children's programing. In the process, it has consolidated its three independent programing departments. PBS also plans on reducing distribution hours, to free transponder time for subleasing to commercial users.

The change represents PBS's efforts to maintain its programing services despite a

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reduction in federal funds. It began looking at ways last year to cut costs. A plan was proposed by PBS in January that outlined a national program service (BROADCASTING, Jan. 25). Although final approval has not been given, stations indicated during a series of regional meetings this spring their support for the idea. (Stations are being asked to vote on the matter during the PBS annual meeting June 26.)

The three independent programming departments were: PTV 1, responsible for prime-time programming including arts and humanities; PTV 2, fringe-time programming, usually repeat programming during daytime and Saturday hours, plus public affairs and minority programming, and PTV 3, adult learning and children's programming. The national program service has consolidated all three, and a separate unit for adult learning was formed.

According to Peter Downey, PBS senior vice president, support group. PBS is moving away from distributing fringe-time programming, primarily a repeat service. He said stations would have to depend on regional networks or themselves for the majority of daytime and Saturday programming, though some programming will be provided.

In March, PBS announced its plan to reduce its Saturday programming service from roughly 15 hours to three and one half (BROADCASTING, March 22). The plan goes into effect in July. PBS would operate Saturday service from 5 p.m. to 8:30 p.m. instead of 8 a.m. until 11 p.m.

Downey emphasized that the reduction is only in distribution hours, not program hours. "The new national program service simply means fewer feeds of programs," he added. He explained that PBS now provides about 18,000 distribution hours and will decrease it to about 9,000.

To accomplish the reduction in distribution, PBS would drop one of its four time-zone feeds but only during nonprime-time hours. Prime-time hours (from 7:30 p.m. to 11 p.m.) and the children's block from 4 p.m. until 6:30 p.m. will be carried on all four feeds. Stations in the Pacific and mountain time zones would be affected, Downey said. Downey noted that PBS originally proposed dropping two feeds completely but stations rejected the idea.

Downey said PBS would sublease the relinquished transponder time for commercial use. The revenue, it is hoped, will cover operating costs (PBS needs \$800,000) for the entire transponder.

To meet the reduction in services, the PBS staff also has shrunk. Downey noted that 46 positions have been eliminated. Reductions were primarily made in the PTV 1, 2, and 3 departments and in the engineering division. PBS's 11-member development office in New York also was eliminated.

In addition to asking stations to approve the new program service, PBS is asking how they want to pay for it and other proposed services. One is a management proposal to establish a \$2-million program fund which will be supported by the stations.

In January, PBS presented a model by

which stations would pay for services on a user-pays basis. Since that time it has come up with three options: full assessment (the present pay method), user-pays and modified user-pays. Stations, in a straw poll taken in May, voted for full assessment.

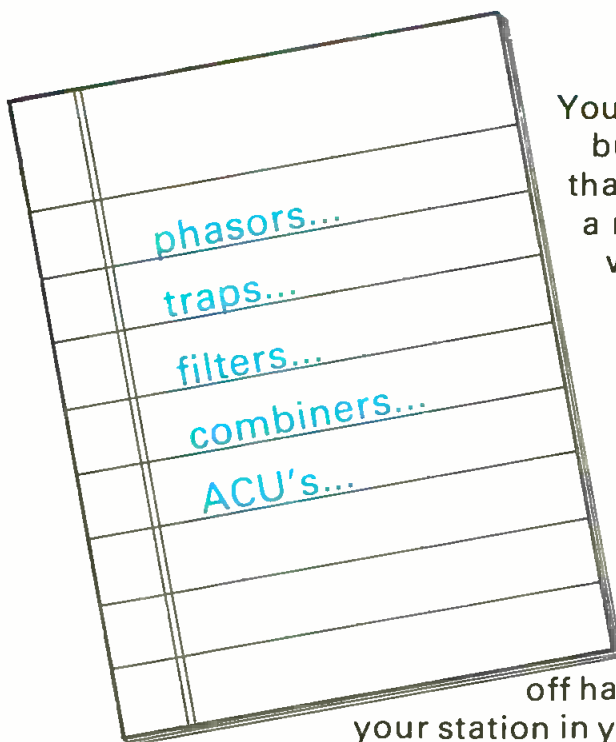
Under full assessment, PBS members pay for all services on the basis of their community service grants. "This would assure the lowest possible cost for the great majority of member stations since virtually all costs would be borne by 100% of the membership," PBS said. The "undesirable" aspect of this approach, PBS said, is that it requires all stations to support services that some stations do not use. □

Schmitt gives CPB good marks

Said he is pleased with decision to make children's programming top priority of budget fund

The Corporation for Public Broadcasting received praise from Senator Harrison Schmitt (R-N.M.) last month for its decision to make children's and family programming its top programming priority. Schmitt told the Senate last month (May 26) that he was pleased with the priority decision. The CPB board at its last meeting in May set priorities for the corporation's

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Monitor

Another record breaker. Warner Bros. Television Distribution claimed \$32,243,571 in worldwide sales in May for new monthly record. All product categories were said to have contributed to high mark, with foreign sales of features, new series and mini-series "particularly heavy." Previous records had been in April: \$30,941,750 and in January: \$28,203,985.

Looking forward. With one of higher estimates of cable growth in coming years, A.C. Nielsen Jr., chairman of A.C. Nielsen Co., has predicted that "based on plans for new systems and projected growth rates, it seems likely that approximately 75% of all United States homes will subscribe to cable service by 1990." Nielsen, offering views on various elements in electronic media mix, including healthy future for broadcasting, addressed International Advertising Association in Rio de Janeiro.

program fund for the coming fiscal year. They were: children's family programming, public affairs and drama (BROADCASTING, May 17).

Schmitt stressed the importance of children's programming and at the same time made a pitch for the \$24.5-million addition to the urgent supplemental bill for CPB's FY 1984 appropriation. (That supplemental was adopted by the full Senate [BROADCASTING, May 31]). The New Mexico senator said he sensed a "declining support" for public broadcasting in the Senate. He attributed that decline to a perception that the "corporation has lost its direction as a necessary public activity. The alternative that public broadcasting promised yesterday is not always evident today," he added.

He argued that public broadcasting shouldn't compete with commercial broadcasters. Schmitt noted that cable TV and the new technologies have "made life particularly difficult for public broadcasting." However, Schmitt said, "television viewing, in contrast to the interactive stimulation of a normal environment, confines a child's mind to the limits of a commercial producer's 19-to-25-square-

inch imagination, diagonally measured."

"As elected representatives, we have a responsibility to the children of America that must be fulfilled. I believe that CPB's new emphasis deserves the support of the full Congress; the \$24.5-million addition to the urgent supplemental appropriations bill can help provide the seed money for the kind of interactive children's programming that challenges the minds of America's school children," Schmitt said.

Schmitt also submitted a letter for the record from CPB President Edward Pfister. In it Pfister thanked Schmitt for his support of the supplemental and explained why the corporation set priority criteria the way it did.

"The scarcity of new, high-quality children's programming both on commercial and public television—in school and particularly out of school and at every age level—led us to the conclusion that, if this need were ever to be met, public broadcasting would have to lead the way," Pfister said. The CPB president also pointed out: "Last year alone, CPB provided \$5.1 million or 22% of our programming funds for 29 children's family programs."



Musical milestone. Willis Conover (r), Voice of America's "Mr. Jazz," is greeted by the Polish pianist, Adam Makowicz, on the occasion of Conover's 10,000th program of *Music, USA*. The program, which went on the air 27 years ago, has helped make American jazz popular throughout the world and has made Conover, a former writer for radio and television, a worldwide cultural phenomenon, except in the U.S., where the program is not heard. Makowicz, Europe's perennial leading jazz musician, now lives in the U.S., and he credits Conover's program with influencing his development. Conover was honored on the occasion of the broadcast with a reception given him by VOA officials at the headquarters in Washington.

TCI launching new cable package

Tele-Communications Inc., the number-one-ranked cable MSO, is currently putting the finishing touches on what might be considered a revolutionary concept in program-channel packaging. The TCI plan calls for the tiering of an initial seven or eight advertiser-supported satellite program services as well as an initial pay-service group of four satellite services to be carried on all 250-plus cable systems that the company operates nationwide.

TCI's national program service is directly linked to its plan to upgrade all of its systems to one-way-addressable capability, and both services will be phased in over the next 24 to 30 months.

The initial services in the national pay group have been established—HBO, Cinemax, Showtime and Spotlight. The initial advertiser-supported services to be carried will be announced in the next two weeks, according to J.C. Sparkman, executive vice president, CTCI (Community Tele-Communications) operations, and, along with TCI President John Malone, a principal architect of the national program service concept.

Sparkman indicated that the seven or eight channels lined up for the advertiser-supported group represented a "minimum" package and "doesn't mean we won't carry others," later on.

The phase-in will commence next September, as about 600,000 of TCI's 2.1 million basic subscribers already utilize one-way addressable converters. And in January, when the company launches two upgraded systems in Parkersburg, W.Va., and Lebanon, N.H., Sparkman said, "we'll start moving through the company," implementing addressable systems and the national program service until the project is complete, about two or so years down the line.

The coupling of the upgrading process with the national program service will enable TCI to "take advantage of [the latest] technology," and utilize it to its fullest potential, explained Sparkman. "The launching of additional pay services is not efficient" without addressability, he said. "The cost of a second premium channel goes up disproportionately with income," due to inadequate security and the high cost of sending a technician to the subscriber's home to turn on the new service.

The national program service has enhanced advertising potential as well. National advertisers would be able to reach all of TCI's systems with a single spot and not be limited to specific regions as the case has been up to now.

The company is also creating a national program guide to promote the advertiser-supported and premium services to be seen on all of its systems. While the details haven't been worked out, it may be offered on a subscription basis to TCI subscribers and might contain its own advertising. □

Ratings Roundup

Less than a rating point separated the three networks for the week ended May 30 when ABC-TV racked up its fifth consecutive victory and NBC-TV ranked a strong second.

ABC won with a 13.8 rating and 26 share to NBC's 13.5/26 and CBS-TV's 12.9/24. The networks had finished in the same order a week earlier with the spread only six-tenths of a point.

While first place went to ABC, NBC proved itself highly competitive. Of the top-10 shows, NBC had seven including the high scorer, a *TV's Greatest Commercials* special (21.5/36). Among the first 20, NBC had 10, ABC eight and CBS two.

NBC won Tuesday, Wednesday and Thursday; ABC took Monday and Saturday, and CBS led on Friday and Sunday.

Movies and specials were plentiful during the week. NBC benefitted the most from them, with its *Commercials* show and a *Bob Hope Birthday* (18.1/31) winning Tuesday. Joining those specials in the top-10 was NBC's Sunday movie, *The Legend of Walks Far Woman* (18.3/35). ABC had the highest rated film, Monday's *Paper Dolls* (20.5/34).

The two sports specials weren't major draws. CBS's Los Angeles v. Philadelphia championship basketball game scored a 12.7/23 and ABC's Indianapolis 500 coverage a 12.1/24.

CBS won the early evening news competition with an 11.2/24 to ABC's 11.0/24 and NBC's 10.2/22.

The May sweeps concluded early in the week with a solid victory for ABC. The Arbitron period, April 28-May 25, gave ABC a 15.4/27, CBS a 14.7/26 and NBC a 14.0/25. In the Nielsen count, April 29-May 26, it was ABC 15.2/27, CBS 14.7/26 and NBC 13.9/25 ("In Brief," May 31).

The First 20

1.	<i>TV's Greatest Commercials</i> (special)	NBC	21.5/36
2.	<i>"Paper Dolls"</i> (movie)	ABC	20.5/34
3.	<i>Gimme A Break</i>	NBC	19.1/33
4.	<i>"The Legend Of Walks Far Woman"</i> (movie)	NBC	18.5/35
5.	<i>Bob Hope Birthday</i> (special)	NBC	18.1/31
6.	<i>Diff'rent Strokes</i>	NBC	17.9/32
7.	<i>20/20</i>	ABC	17.6/32
8.	<i>Too Close For Comfort</i>	ABC	17.3/28
9.	<i>Hill Street Blues</i>	NBC	17.0/31
10.	<i>Facts of Life</i>	NBC	16.5/28
11.	<i>Three's Company</i>	ABC	16.5/27
12.	<i>"Scout's Honor"</i> (movie)	NBC	16.2/28
13.	<i>Hart to Hart</i>	ABC	16.1/27
14.	<i>60 Minutes</i>	CBS	15.8/38
15.	<i>Teachers Only</i>	NBC	15.7/26
16.	<i>Richard Pryor Show</i> (special)	NBC	15.6/27
17.	<i>Love Boat</i>	ABC	15.4/31
18.	<i>That's Incredible</i>	ABC	15.4/28
19.	<i>"In The Custody Of Strangers"</i> (movie)	ABC	15.1/26
20.	<i>M*A*S*H</i>	CBS	14.8/24

The Final Five

62.	<i>NBC Magazine</i>	NBC	7.8/16
63.	<i>Benji At Marineland</i> (special)	ABC	7.5/17
64.	<i>Goodbye Doesn't Mean Forever</i> (special)	NBC	7.5/17
65.	<i>Chicago Story</i> (special)	NBC	6.6/14
66.	<i>Father Murphy</i>	NBC	6.5/16

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Stock Index

Exchange and Company	Closing Wed. Jun 2	Closing Wed. May 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	36 3/4	36 3/4			7	1,057
N Capital Cities	75 1/2	76 1/2	-1	-1.30	12	983
M CBS	37 1/2	40 1/2	-3	-7.40	6	1,047
N Cox	27 7/8	29 5/8	-1 3/4	-5.90	14	789
A Gross Telecasting	24 5/8	24 3/4	-1/8	-.50	6	19
O LIN	22 3/4	23 3/4	-1	-4.21	14	233
N Metromedia	200 1/4	204 3/4	-4 1/2	-2.19	14	795
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/4	17 1/8	+ 1/8	+ .72	10	178
N Storer	30 1/8	29 1/4	+ 7/8	+ 2.99	15	478
N Taft	31	30	+1	+ 3.33	9	296
O United Television	7 1/2	7 7/8	- 3/8	- 4.76	13	90

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 3/8	20 7/8	- 1/2	- 2.39	15	80
O Affiliated Pubs.	24 3/4	24 3/4			9	128
A A.H. Belo	18 3/8	18	+ 3/8	+ 2.08	8	169
N American Family	8 7/8	8 1/2	+ 3/8	+ 4.41	8	119
O Associated Commun.	11 1/4	11 1/2	- 1/4	- 2.17		26
N John Blair	30	32	-2	- 6.25	8	112
N Charter Co.	9 1/4	8 7/8	+ 3/8	+ 4.22	7	199
N Chris-Craft	40 1/8	41 3/8	-1 1/4	- 3.02	10	90
N Cowles	35 7/8	34 1/2	+1 3/8	+ 3.98	22	142
N Dun & Bradstreet	67 1/4	67 5/8	- 3/8	-.55	16	1,882
N Fairchild Ind.	13	13 3/8	- 3/8	- 2.80	5	169
N Gannett Co.	33	33 1/4	- 1/4	-.75	10	1,750
N General Tire	20 1/2	20 5/8	- 1/8	-.60	8	482
O Gray Commun.	34	34			7	16
N Gulf United	19 5/8	19 3/8	+ 1/4	+ 1.29	7	526
N Harte-Hanks	25 3/8	24 3/4	+ 5/8	+ 2.52	10	247
N Insilco Corp.	14 3/4	15	- 1/4	- 1.66	7	221
N Jefferson-Pilot	25 1/8	26 1/2	-1 3/8	- 5.18	5	541
O Josephson Intl.	8 1/4	8 1/4			7	32
N Knight-Ridder	29 1/2	31 1/4	-1 3/4	- 5.60	10	950
N Lee Enterprises	25 3/8	25 1/4	+ 1/8	+ .49	9	175
N Liberty	12 7/8	13 1/8	- 1/4	- 1.90	6	164
N McGraw-Hill	51 3/8	53 1/4	-1 7/8	- 3.52	13	1,277
A Media General	37 3/8	38 1/2	-1 1/8	- 2.92	8	261
O Meredith	59	59 3/8	- 3/8	-.63	7	188
O Multimedia	29 3/4	29 3/4			12	301
A New York Times Co.	39 1/2	38 5/8	+ 7/8	+ 2.26	10	487
N Outlet Co.	30 1/2	30 5/8	- 1/8	-.40	55	81
A Post Corp.	29	29			16	52
N Rollins	14	14			8	384
N San Juan Racing	22 1/8	22 1/8			35	95
N Schering-Plough	29 1/8	29 3/8	- 1/4	-.85	9	1,548
N Signal Cos.	16 7/8	18	-1 1/8	- 6.25	6	1,219
O Stauffer Commun.	44	44			11	44
A Tech Operations	18 7/8	19 1/4	- 3/8	- 1.94	9	17
N Times Mirror Co.	39 1/4	40	- 3/4	- 1.87	9	1,340
O Turner Bcastg.	10 1/2	10 1/2			13	214
A Washington Post	33 5/8	33 3/8	+ 1/4	+ .74	14	472
N Wometco	24 7/8	24 3/8	+ 1/2	+ 2.05	14	338

CABLE						
A Acton Corp.	7 1/4	7 1/8	+ 1/8	+ 1.75	242	34
N American Express	42 1/2	45 1/8	-2 5/8	- 5.81	8	3,944
O Burnup & Sims	11 3/4	12 1/8	- 3/8	- 3.09	12	102
O Comcast	18 3/4	19 1/4	- 1/2	- 2.59	17	83
N General Instrument	34 1/2	34 1/8	+ 3/8	+ 1.09	12	1,063
O Heritage Commun.	9 1/8	10 1/8	-1	- 9.87	25	66
O Rogers Cablesystems	6	6			120	131
N Tele-Communications	19 1/8	19 5/8	- 1/2	- 2.54	47	534
N Time Inc.	29 1/4	30 3/4	-1 1/2	- 4.87	10	1,455
O Tocom	9 3/4	9 3/4				12
N United Cable TV	20 1/2	24 5/8	-4 1/8	-16.75	19	223
N Viacom	20 1/4	22 3/8	-2 1/8	- 9.49	14	229

Exchange and Company	Closing Wed. Jun 2	Closing Wed. May 26	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	1 7/8	2 1/8	- 1/4	-11.76	14	10
N Columbia Pictures	70 1/4	69	+1 1/4	+ 1.81	14	588
N Disney	55 1/8	57 1/8	-2	- 3.50	16	1,837
N Dow Jones & Co.	44	44 3/8	- 3/8	-.84	17	1,381
N Filmways	5 1/4	5 1/4				1
O Four Star	2 3/8	2 1/2	- 1/8	- 5.00	13	1
N Getty Oil Corp.	52	51 3/4	+ 1/4	+ .48	5	4,272
N Gulf + Western	14 5/8	14 7/8	- 1/4	- 1.68	4	1,080
N MCA	55 1/2	54	+1 1/2	+ 2.77	15	1,320
N MGM/UA	8 3/8	7 3/4	+ 5/8	+ 8.06	12	416
O Reeves Commun.	31 1/4	31 1/4				13
O Telepictures	7 7/8	7 3/4	+ 1/8	+ 1.61	15	38
O Video Corp. of Amer.	8 1/8	9 1/4	-1 1/8	-12.16	31	13
N Warner	47 1/4	48 5/8	-1 3/8	- 2.82	13	2,897
A Wrather	22 1/2	23	- 1/2	- 2.17	18	52

SERVICE						
O BBDO Inc.	46 1/4	46	+ 1/4	+ .54	9	123
O Compact Video	4 1/2	4 3/4	- 1/4	- 5.26	4	14
N Comsat	54 1/2	57 3/4	-3 1/4	- 5.62	15	436
O Doyle Dane Bernbach	15 1/2	15 3/4	- 1/4	- 1.58	8	85
N Foote Cone & Belding	29 1/2	31 3/4	-2 1/4	- 7.08	7	79
O Grey Advertising	67	67				6
N Interpublic Group	29 1/2	28 7/8	+ 5/8	+ 2.16	9	136
N JWT Group	19 3/4	19 7/8	- 1/8	-.62	15	103
O MCI Communications	39 1/4	36 3/8	+2 7/8	+ 7.90	34	1,905
A MovieLab	3 1/8	2 7/8	+ 1/4	+ 8.69	31	5
O A.C. Nielsen	46 1/2	46 1/8	+ 3/8	+ .81	13	522
O Ogilvy & Mather	33 1/4	32 3/4	+ 1/2	+ 1.52	9	142
O Telemation	3	3				18
O TPC Communications	1 5/8	1 5/8				2
O Unitel Video	7 1/4	7 1/2	- 1/4	- 3.33	12	9
N Western Union	32 1/2	31	+1 1/2	+ 4.83	10	553

ELECTRONICS/MANUFACTURING						
O AEL	13 1/2	12 3/4	+ 3/4	+ 5.88	5	26
N Arvin Industries	12 1/2	12 1/2				8
O C-Cor Electronics	20 1/4	20 3/4	- 1/2	- 2.40	26	60
O Cable TV Industries	7	7 1/2	- 1/2	- 6.66	8	21
A Cetec	4 1/4	4 3/8	- 1/8	- 2.85	9	9
O Chyron	17 3/4	17 1/2	+ 1/4	+ 1.42	14	48
A Cohu	4 1/4	4	+ 1/4	+ 6.25	6	7
N Conrac	23 3/8	23 7/8	- 1/2	- 2.09	17	50
N Eastman Kodak	72	71 1/2	+ 1/2	+ .69	9	11,620
O Elec Missile & Comm.	13 1/2	13 1/2				50
N General Electric	62	62 1/8	- 1/8	-.20	9	14,127
N Harris Corp.	25 5/8	26 1/8	- 1/2	- 1.91	9	801
O Microdyne	13 1/4	13 3/8	- 1/8	-.93	16	60
N M/A Com. Inc.	21 5/8	21 1/4	+ 3/8	+ 1.76	20	840
N 3M	51	52 7/8	-1 7/8	- 3.54	9	5,990
N Motorola	59 3/8	59 1/8	+ 1/4	+ .42	11	2,128
O Nippon Electric	84	84 1/2	- 1/2	- .59	30	3,255
N N. American Philips	37	36 7/8	+ 1/8	+ .33	5	505
N Oak Industries	20 3/8	20 3/4	- 3/8	- 1.80	9	289
A Orrox Corp.	8	8 3/8	- 3/8	- 4.47	47	17
N RCA	19 3/8	20 3/8	-1	- 4.90	11	1,464
N Rockwell Intl.	29	29 3/4	- 3/4	- 2.52	7	2,210
A RSC Industries	5	5 1/8	- 1/8	- 2.43	42	16
N Scientific-Atlanta	14	15 3/8	-1 3/8	- 8.94	13	325
N Sony Corp.	14 3/8	15 1/4	- 7/8	- 5.73	12	3,315
N Tektronix	53	53 1/4	- 1/4	-.46	12	991
O Telemet (Geotel Inc.)	1 5/8	1 5/8				4
A Texscan	15	15				19
N Varian Associates	33 1/2	33 3/4	- 1/4	-.74	23	269
N Westinghouse	25 1/8	26	- 7/8	- 3.36	5	2,142
N Zenith	12	12 1/2	- 1/2	- 4.00	15	226

Standard & Poor's 400 Industrial Average 125.60 126.05 - .45

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

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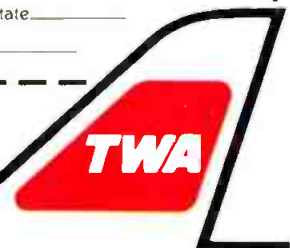
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BPA/BDA opens S.F. meeting

Annual convention of two organizations will have Fred Silverman as keynoter

While cable cars and street performers will provide their traditional appeal for visitors, there will be plenty of other San Francisco attractions to keep members of the Broadcasters Promotion Association and the Broadcast Designers Association busy during their joint seminar sessions at the city's St. Francis hotel this week (June 6-9).

Advance registrations have topped last year's total of 1,090 and BPA/BDA officials are confident the final numbers will surpass 1,200, which would be an attendance record.

The BPA's 27th annual seminar was preceded by a meeting of the organization's board of directors last Friday (June 4) and private gatherings of various networks and station groups, beginning last Friday as well. The BDA concludes its fifth annual seminar with the convening of its own



board of directors on Thursday.

Highlighting the event will be 14 sessions on television advertising and promotion, 10 workshops on radio marketing and promotion, nine broadcast design workshops, and nine major industry presentations on promotion or design topics. For the first time, cable marketing and promotion will be addressed during five workshop sessions. A program distributors roundtable, introduced last year in

New York, will be continued at this year's seminar on Monday afternoon. (On Monday also will begin a special series of management workshops, part of a three-year program leading to a BPA/BDA broadcast management certificate.

Special presentations include a review of current trends in animation, hosted by Bob Abel, on Monday morning; a state-of-the-art look at broadcast advertising on Tuesday morning and, on Wednesday morning, concurrent sessions on "The Promotion Manager Today" and "Electronic Still Storage and the News." Among luncheon speakers scheduled is former NBC president Fred Silverman, keynote speaker on Tuesday in his capacity as president of the newly formed InterMedia Entertainment.

For the first time, the PBS Television Network will hold its annual public information directors' meeting adjacent to the seminar, on Sunday (June 6) and Thursday (June 10). There are four BPA/BDA seminar sessions tailored specifically to the interests of noncommercial promotion directors.

More than 40 hospitality suites will be open to seminar registrants, and about the same number of companies have been signed to fill the exhibition hall, which will be open Sunday through Tuesday evenings until midnight. The seminar ends with the gala 1982 BPA/BDA awards presentation at the Masonic Auditorium on Wednesday night. Willard Scott of NBC-TV's *Today Show* will be master of ceremonies for the presentation, during which more than 100 awards will be presented by industry luminaries. Scheduled for Tuesday evening is a "San Francisco Night Out," which will include a cruise on one of San Francisco's original ferry boats to a restaurant across the bay.

The BPA will elect a new slate of officers and board members during its annual business session, to take place Tuesday afternoon. The BDA will also elect new officers and board members during its business meeting Wednesday afternoon. The complete agenda follows:

Sunday, June 6

Registration. 10 a.m.-5 p.m.

Exhibits. Open noon to 5 p.m. California room.
BDA open meeting. 4-4:50 p.m. Colonial room.

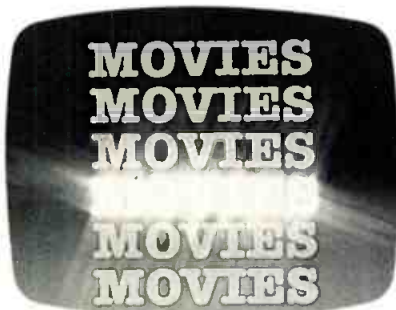
Newcomers meeting. 5-5:30 p.m. Grand ballroom.

Special opening: 5:45-6:30 p.m. Plaza square ballroom. Introducer: Dick Robertson, BPA seminar chief.

Opening reception. 6:30-7:30 p.m. Plaza square reception area.

Official opening. 6:45-8:30 p.m. San Francisco Academy of Art. Hosts: Dick Weise, Bob

A lasting impression takes only a few seconds!



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We produce award-winning, attention-getting, audience-building 35mm Film Graphic Animation, coordinated with our own exclusive music productions, or set to yours. We'll start from scratch, or show you some ideas we've developed over the last dozen years.

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Monday, June 7

Breakfast. 8-8:50 a.m. Grand ballroom. Welcomes by Oakland Mayor Lionel Wilson, BPA President Clarence Martin and BDA President Bob Regler.

Special presentation. 9-10 a.m. Animation by animator Bob Abel. Grand ballroom.

Seven concurrent workshops. (TV) *New Directions in News Promotion.* Colonial room. Moderator: John Chase, KGO-TV San Francisco. Panelists: Doug Clemensen, Reymer & Gersin; Larry Frerk, A.C. Nielsen.

(TV) *New Concepts in Station Image Building for the '80's.* Elizabethan room B. Moderator: Michael Ching. Panelists: Steve Cooper, VTS Productions; Bo Donovan, Tuesday Productions; Jerry Florence, KRON-TV San Francisco.

(TV) *The Dollars and Sense of TV Promotion.* Georgian room. Moderator: Dave Kenworthy, KGO-TV San Francisco. Panelists: John Olken, ABC Owned Stations; Vic Lai, Group W.

(Radio) *Useable Sales Promotion.* Elizabethan room A. Moderator: Erica Farber, McGavren-Guild. Panelists: Paul Palmer, KFMB(AM)-FM San Diego; Steve Fisch, KRLY(FM) Houston.

(Design) *The News Image Workshop.* Elizabethan rooms C&D. Moderator: Jack Apodaca, KNXT(TV) Los Angeles. Panelists: Byron Andrus, Graphic Express; Willis Duff, Audience Research and Development.

(Design) *Quick & Inexpensive Sets.* Borgia room. Moderator: Bob Regler, KGBT-TV Harlingen/Brownsville/McAllen, Tex. Speaker: Rene Heckman, KYW-TV Philadelphia.

(Cable) *Co-op Opportunities with Broadcast TV.* Oxford room. Moderator: Rod Waner, The R Corp. Panelists: Greg Liptak, Times Mirror Cable; Bob-Hosfeldt, Gill Cable; Donna Hutchison, WPIX-TV New York.

Luncheon. Noon-2 p.m. Grand ballroom. Address: Dick Weise, BDA seminar chairman. Presentation: Tom Elrod, Disney World Co.

Five concurrent workshops. 2:12-3:45 p.m. (TV) *Program Distributors Roundtable.* Colonial room. Moderator: Mort Slakoff, MCA TV. Participants: BBI, Columbia Pictures, Comworld International, Group W, Lexington Broadcast Services, MCA, Multimedia, Paramount TV, Post-Newsweek Productions, SFM Media, Syndicast Services, Telepictures, 20th Century Fox, Viacom, World Northal, Worldvision.

(TV) *Public TV Award Winners Strut Their Stuff.* Georgian room. Moderator: Dan Agan, PBS.

(Radio) *Radio Format Discussion Groups.* Adult Contemporary—Bert Gould, WPIX-FM New York, Oxford room. AOR—Kim Reis, WPLJ-FM New York, Elizabethan room B. News-talk—Meryl Cohen, WXYZ(AM) Detroit, Essex room. Black/ethnic—Lorna Ray, WBLF(AM)-WLIB(FM) New York, Board room. Country—Don Hilton, KSOP-AM-FM Salt Lake City, Elizabethan room A. Beautiful music—Linda Price, WEZN(FM) Bridgeport, Conn. Sussex room.

(Design) *Illustration for Television.* Elizabethan room C&D. Moderator: Art Anderson, WRAL-TV Raleigh, N.C. Panelists: Bob Hernandez, KNXT-TV Los Angeles; Ted Young, WSB-TV, Atlanta.

(Design) *Commercial Ventures in Public TV.* Borgia room. Moderator: Neil Sandstad, WNET-TV New York. Speaker: Christopher Pullman, WGBH-TV Boston.

Workshop repeats. 4-5:30 p.m. *New Directions in News Promotion*—Colonial room; *The News Image Workshop*—Borgia room; *Co-op Opportunities in Broadcast TV*—Elizabethan room B.

Management workshop. 4-5:30 p.m. Part I. *Arousing Subordinate Motivation.* Speaker: Bill Brower, Bill Brower Associates.

Suite carnival night. 6:30-midnight. Hospitality suites.

Workshop repeat. 5:30-7 p.m. *The Art of Listening Workshop.* Georgian room.

Roundtable. 8-9:30 p.m. *Art Directors Hot Line Roundtable.* Elizabethan rooms C&D. Moderator: Milton Clipper, WQVM-TV Washington. Committee members: Beverly Littlewood, NBC; Gil Cowley, CBS; Jerry Cappa, WLS-TV Chicago; Clipper; Dick Weise, KTVU(TV) Oakland; Hilton Murray, WKW-TV Cleveland; Hugh Gray Raisky, freelancer; Lou Bortone, WBZ-TV Boston; Bob Regler, KGBT-TV Harlingen, Tex.; Carol Porter, *Washington Post*; Ken Maruyama, Consolidated Visual Center; John Fogler, WCCO-TV Minneapolis.

Management workshop. 8:30-10 p.m. Part II. *Motivational Styles.* Elizabethan rooms A&B. Speaker: Bill Brower.

Tuesday, June 8

Buffet breakfast. 7-8 a.m. Elizabethan rooms A-D.

Continental breakfast. 8-8:30 a.m. Italian foyer.

Special presentation. 8:30-10:30 a.m. *From Here to 1990.* Grand ballroom. Introduction: Dick Robertson, KQED-TV San Francisco. Speaker: Ken Donnellon, Katz Communications. *Design Symposium: The Corporate Image.* Colonial room. Introduction: Gil Cowley, WCBS-TV New York. Speaker: Philip Durbrow, Landor Associates.

Major presentation. 9:30-10:30 a.m. *Broadcast Advertising: State-of-the-Art.* Grand ballroom. Introduction: Clarence Martin, KYTV(TV) Springfield, Mo. Speakers: Steve Sohmer, NBC-TV; Mort Pollack, CBS Entertainment.

Five concurrent workshops. 10:40-11:50 a.m. (TV) *Media Buying Madness.* Elizabethan rooms C&D. Moderator: Dave Kenworthy, KGO-TV San Francisco. Panelists: John Hildalgo, Rand Advertising; Linda Nix, WYES-TV New Orleans.

(TV) *Pressure Group Safety Valve.* Oxford room. Moderator: Louis Ames, Television Information Office. Panelists: Lynne Grasz, CBS/Broadcast Group; Herb Levy, KRON-TV San Francisco.

(TV) *The Press, From the Other Side.* Elizabethan rooms A&B. Moderator: Fred Lacosse Productions. Panelists: Christine Barnes, *Contra Costa Times*, Walnut Creek, Calif.; Lizanne Leyburn, *Performing Arts* magazine; Richard Mahler, BROADCASTING; Rick Malaspina, *Oakland Tribune/East Bay Today*; Hal Silverman, *California Living* magazine.

(TV) *Radio for Television Promotion.* Georgian room. Moderator: John Chase, KGO-TV San Francisco. Panelists: Dick Berhle, Horizon Advertising; Walt Kraemer, Walt Kraemer Creative Services.

(TV and Cable) *Careers in Cable Television.* Borgia room. Moderator: Dick Maul, Western Communications. Panelists: Denise Bovo, Manhattan Cable TV; Susan Krebs, HBO; Patti Trosclair, San Francisco Women in Cable; Jack Dominic, Facet Communications; Michelle Kimmelman, Group W Satellite.

Two luncheons. Noon-1:45 p.m. BPA keynoter: Fred Silverman, Inter-Media Entertainment. Grand ballroom.

BDA special awards luncheon. Colonial room. Host: Bob Regler.

Five concurrent workshops. 2-3:30 p.m. (Radio) *So You Can't Afford TV?* Elizabethan room A. Moderator: Jim Rowley, *Oakland Tribune/East*

The Story of



Oh boy, this TV campaign is gonna put us back on top of the rating book.



Oh C.J., glad to hear your wife likes the new TV spot. Everybody I've talked to thinks it's fantastic.



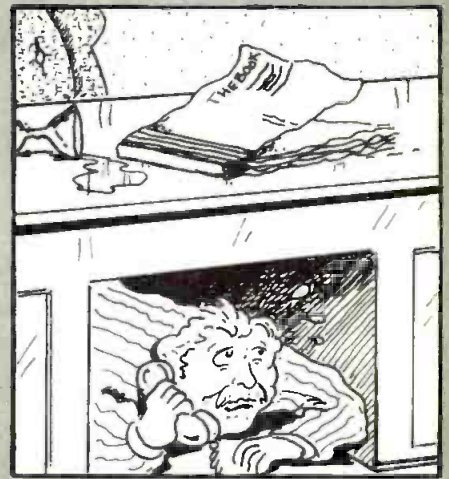
Oh Tom, I knew you'd like it so I played agency for a day. Got an option on it for next year too!



Oh definitely, I've never seen anything like it in our market either, it really sets us apart. How do I know? Oh, come on!



Oh great, it's payday in the points department....come to papa.



Ohhhhh, operator, this is an emergency call to Dr. Rob Balon, 512/327-7010hhhhh.

GETTING over a bad book after what you thought was a good ad campaign can be overwhelming. Yet sadly enough, millions of radio station dollars will be funneled into attractive but ineffective TV, outdoor, and print schedules again this year.

BEFORE you drop a bundle on your next ad campaign, drop us a line or give us a call. We've got scores of satisfied clients which says more than a little about our ability to assess whether your advertising and promotion is on target for your market.

OUR experience is extensive. Our research rates are very competitive. Our track record is untouchable. And our number once again is (512) 327-7010. We think you owe it to yourself.



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Bay Today. Panelists: Don Dwyer, TDI Winston Network; Frank Sanchez, Gannett Outdoor Advertising.

(Radio) **Retailing Radio: Promoting for Profit.** Elizabethan room B. Introducer: Ron Fagan, KFVB(AM) Los Angeles. Speaker: Steve Stockman, WAAF-FM Worcester, Mass.

(Cable) **Cable Research: The Great Debate.** Essex room. Moderator: John Yearwood, Bay Area Interconnect Network. Panelists: Roger Cooper, Roger Cooper & Associates; Ralph Neugebauer, McCann-Erickson; Pete Megroz, Arbitron; Norm Andrus, Gill Cable Interconnect.

(Design) **In-House Animation.** Elizabethan rooms C&D. Moderator: Teresa Heintzman, WHAS-TV Louisville, Ky. Panelists: Louis Bortone, WBZ-TV Boston; Jim Minton, KTVU-TV Oakland.

(Design) **The TV Design Twins: PBS & Commercial.** Borgia room. Moderator: Neil Sandstad, WNET-TV New York. Panelists: Robert Born, Twin Cities Public Television; John Fogler, WCCO-TV Minneapolis.

Management workshop. 5-6:30 p.m. **Building Teamwork.** Colonial room.

San Francisco night out. 6:30-11:30 p.m. Host: Jim Stringer, KGO-TV.

Wednesday, June 9

Breakfast. 7:30-8:30 p.m. Grand ballroom. New Orleans style.

Management workshop. 8-9:30 a.m. **Basics of Negotiating.** Elizabethan rooms A&B. Speaker: Robert Busch, Sterling Institute.

Two special presentations. 8:45-9:30 a.m. (BPA) **The Promotion Manager Today.** Grand ballroom. Moderator: Fred Bergendorff, KNX(AM) Los Angeles. Panelists: Hayes Anderson and John Witherspoon, San Diego State University.

(BDA) **Electronic Still Storage (ESS) and the News.** Colonial room. Introduction: John Ferlaine, WCAU-TV Philadelphia. Speaker: Raymond East, NBC News.

Six concurrent workshops. 9:45-11:15 a.m. (TV) **The New Electronic Media.** Colonial room. Moderator: Jonathan Beacher, Reymier & Gersin. Panelists: Michel Gabereau, Telesync; Richard Gingras, KCET-TV Los Angeles.

(TV) **How To's and Not To's in Print Ad Design.** Elizabethan rooms A&B. Moderator: John Chase, KGO-TV San Francisco. Panelists: Bunny Zaruba, KGO-TV; Joe Palsa, Joe Palsa & Associates.

(TV) **A Major Decision: The Best Ad Agency for Your Station.** Oxford room. Moderator: Dave Kenworthy, KGO-TV San Francisco. Panelists: Tim Bennett, WLS-TV Chicago; Dick O'Reilly, Richard O'Reilly Inc.; David LaFontaine, WSB-TV Atlanta.

(Design) **Animation and the Future.** Elizabethan rooms C&D. Moderator: Jim Minton, KTVU(TV) Oakland. Panelists: Donald Vickers and Nelson Max, Lawrence Livermore Laboratory; Harry Marks, Marks & Marks and Nonocom; George Joblove, Marks & Marks; Tom Cloyd, KYW-TV Philadelphia.

(Design) **Copywriting for Art Directors.** Borgia room. Introduction: Dave Patton, Aurora Services. Speaker: Alan Cundall, Cundall/Whitehead Advertising.

(Radio) **Focus Groups.** Georgian room. Moderator: Ron Fagan, KFVB(AM) Los Angeles. Panelists: Dianne DeArmond, Viacom International; Jeff Smulyan, WENS(AM) Indianapolis.

BPA/BDA incentive luncheon. 11-noon. Grand ballroom. Host: Anne Coleman, WAVE-TV Louisville, Ky. Introducer: Fred Bergendorff, KNX(AM) Los Angeles. Speaker: Jack Yianitsis, Success Dynamics. Guests: Past presidents of both associations.

Six concurrent workshops. 2-3:15 p.m. (TV) **New Horizons in TV On-Air Creative Techniques.** Colonial room. Moderator: Michael Ching, KGO-TV San Francisco. Panelists: Robert Faulk, Marks & Marks; Tom Gericke, Campbell & Gericke; Bob Hoffman, Allen & Dorward.

(TV) **Using the Computer in the Promotion Dept.** Elizabethan rooms A&B. Moderator: Dennis Fitch, ABC-TV.

(Radio) **Radio Press & Publicity.** Georgian room. Moderator: Sherry Frank, KYW(AM) Philadelphia. Panelists: Beryl Spector, WMHT-FM-TV Schenectady, N.Y.; Selma Perelman, National Public Radio.

(Design) **Case Study of a City.** Borgia room. Moderator: Jane Tierney, KOED-TV San Francisco. Panelists: Ray McKinley, KBHK-TV San Francisco; Jim Stringer, KGO-TV San Francisco; Dick Weise, KTVU(TV) Oakland.

(Design) **New Trends in Print.** Elizabethan rooms C&D. Moderator: Chuck Overton, Chuck Overton & Associates. Panelists: Jerry Berman, Sidjakov, Berman & Gomez Design Communications; Scott Miller, WPLG-TV Miami.

(Cable) **Media Relations: Basic Cable and Pay TV.** Sussex room. Co-moderators: Barry Kluger, USA Network; Robbin Ahroid, HBO. Panelists: Dan Ruth, Group W Satellite; Howard Burkhat, HBO.

Workshop. 3:30-4:45 p.m. (Radio) **Understanding Radio Research.** Georgian room. Moderator: Lee Pocock, KSL(AM) Salt Lake City. Panelists: Jhan Hiber and Lynn Hiber Hiber & Hart.

Public TV workshop. 3:30-4:45 p.m. **Public TV Problem Solving.** By

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Management workshop. 3:30-4:45 p.m. *Audience Participation.* Elizabethan Rooms A&B. Speaker: Robert Busch, Sterling Institute.

Joint awards presentation. 6:30-8:30 p.m. Masonic Auditorium. Master of Ceremonies: Willard Scott, Today.

Buffet banquet. 8:30-10 p.m. Grand ballroom.

Hostage attempt in Phoenix ends without violence

After holding KOOL-TV anchorman and three others at gunpoint for five hours, assailant surrenders

Moments before the start of the station's 5 o'clock newscast, a 28-year-old cement finisher burst into the studios of KOOL-TV Phoenix with a loaded pistol and threatened to shoot those present unless his statement of various predictions, which included Phoenix being overrun by ants, was read over the air.

The intruder, Joseph Billie Gwin, held four station employees hostage for five hours Friday, May 29, until his 11-page, hand-written statement was read over the air by news director and anchorman Bill Close. The statement, which predicted that cities in Arkansas, Idaho, Nebraska, New Mexico and Pennsylvania would be destroyed by nuclear bombs, that Argentina would drop a nuclear warhead on London and that Senator Edward M. Kennedy from Massachusetts would become President, was finally read as Gwin sat next to Close with the nose of the pistol held under the anchorman's desk at Close's stomach.

According to Mike Jahn of the Phoenix police, Gwin broke into the studio, fired a shot into the ceiling, and started to go after Nancy Petrenka, a production assis-

Intermedia

Turn down. Los Angeles city council has rejected pending bids for cable television franchise in lucrative south-central area of city. Council voted 9-4 at its May 21 meeting to dismiss bids for 210,000-home franchise submitted by South-Central CATV Associates and Community Telecommunications Inc. Council, following precedent it established in late 1980, called current proposals inadequate and asked for new ones. Two years ago council members decided to reopen bidding for East San Fernando Valley franchise that serves about 200,000 homes. Council's recommendation followed report by Los Angeles City Attorney Ira Reiner criticizing financial capabilities of two bidders. Councilman David Cunningham said it appeared neither firm could come up with \$24-million estimated cost to build system.

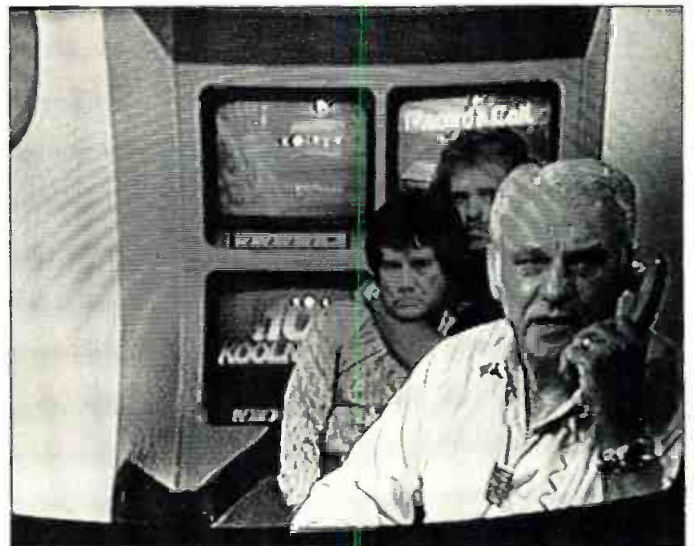
INTV action. Board of Association of Independent Television Stations met in Washington and voted to add regional director to New York office this summer and to open in 1983 new office in Dallas or Atlanta. Final decision on location will be made at next board meeting Oct. 19-20 in Washington. Board also voted to repeat last year's one-day seminar for INTV general managers in late July in New York. Seminar will cover management, finances, sales legal concerns and programing.

New tally. Group W Cable announced it received franchise awards from two New York communities: Ogden and Spencerport. Both will be served from headend of company's Brockport, N.Y., system, adding 4,500 homes to area where Group W Cable has 11,000 subscribers.

Fresno franchises. Fresno county, Calif., awarded franchises to San-Val for cable systems to serve Caruthers and Riverdale, two towns of about 650 households each in southern part of county. San-Val is owned by Keith Munger, former owner of KCOK(AM)-KJUG(FM) Tulare, Calif., and Bob McVay, former owner of KRKC(AM) King City, Calif. They also are building systems in Chowchilla and Planada, and hope to have Fresno systems operating within 10 months.

Sold. Matrix Enterprises, MSO based in Franklin, Tenn., has acquired 80% of Suburban Cablevision, cable system serving suburban Toledo, Ohio. Franchise, 14,000 homes, is still largely under construction with one headend in place serving 360 subscribers. New venture will be called Matrix-Suburban and is seeking to increase its presence by making bids in neighboring communities.

Management seminar. Three-week program on minority broadcast management, to take place July 6-23 at University of Southern California, will include guest lectures from National Association of Broadcasters senior vice president, general counsel, Erwin Krasnow, and vice president, minority and special services, Dwight Ellis. Program, which will offer classes on management theory, programing, finance, sales, law and marketing to 20 full-time broadcasters working toward management positions, will be sponsored by U.S.C. and Media Institute for Minorities, three-year old training program funded by grant from Times Mirror Co. Prospective candidates may call Dr. Clint C. Wilson, at 213-743-5573.



Live drama. "If I don't get what I want I'm not going to walk out of here alive; I'm going to make sure other people die with me," said Joseph Billie Gwin as he held a .38 revolver to KOOL-TV employee Louis Villa. At right, negotiations were conducted through news director and anchorman, Bill Close, who talked on a phone to police and station management as they watched on monitors in another studio.

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tant. Louis Villa, who was operating the prompter, said he interceded "to divert his attention." Petrenka escaped but Villa got caught in a neckhold by Gwin which he did not release until he let Villa go several hours later. Villa quotes Gwin as saying "I mean it ... put me on the air or I'll shoot him."

Jahn said that Gwin had a battery powered TV set so he could tell when he was on the air. Gwin also had two copies of the Bible plus several prophecy and doomsday books, Jahn said.

Jahn said that Gwin would not talk directly with police or KOOL-TV management, but insisted that all negotiating be done through Close. With the assistance of KOOL-TV technicians, a command post was set up in another studio where Phoenix police officers specially trained in negotiating with the captors of hostages talked to Close over the phone as they watched the studio scene via television monitors.

In addition, KOOL-TV set up extra monitors in another room for the various media covering the story.

Through negotiations, two hostages, production technician John Webb and cameraman Robert W. Cimino, were released at 7 p.m. Gwin continued to hold Villa in a necklock until he agreed to let him go free shortly before KOOL-TV cut into its network program with a live telecast at 9:30 p.m.

When Close finished reading the statement with Gwin at his side he took the gun from Gwin, signaled to the police to

hold back a moment, and then shook Gwin's hand. The police then came in and grabbed Gwin.

A decision was reached to read Gwin's statement on the air because it was the "last alternative to release the hostages alive," said Jahn, Tom Chauncey, president of KOOL-TV, said "you do everything you can" to secure the safety of hostages in that kind of crisis. "Anybody would try to save the lives of four people," Chauncey added, "our alternative was not a very good one." Chauncey also said that Gwin had repeatedly tried to enter station premises that week but had been turned away. Responding to a question about station security, Chauncey said that a television station, which serves the public, can take only a certain number of precautions before it seals itself off from the public. □

Seven honored at N.Y. radio festival

The First Annual International Radio Festival of New York presented its Grand Awards last week during ceremonies at the Sheraton Centre hotel. Seven recipients received "Silver Bowl" awards recognizing excellence in programing, advertising and promotion. Radio and TV personalities Dan Ingram and Bob Fitzsimmons were masters of ceremonies. The winners, chosen from more than 750 entries, were:

ABC Radio □ *Roadblock to Learning* (information series).

Bonneville Productions and Street Remley Studios □ *Conference Call* (PSA).

KHJ(AM) Los Angeles □ *Parole of Jimmy Lee Smith* (editorial).

KYW(AM) Philadelphia □ *School Strike Out* (news program).

Ogilvy & Mather □ American Express spot (ad campaign).

Tuesday Productions □ *One More Song* (promotional spot).

Preoccupied with pay: Canadian cable group convenes in Toronto

Maclean Hunter's Metcalf tells annual meeting of CCTA that pay TV will probably be most important issue over next 25 years; suggests drawing on U.S. experience in pay TV

It has been 25 years since Canadian cable operators first discussed using pay TV, and now that pay TV is about to become a reality, the message wasn't lost on Maclean Hunter President Frederick T. Metcalf, who keynoted the Canadian Cable Television Association convention last week in Toronto.

"The pay TV that we talked about in 1957 ... will probably be the single most important element in our next 25 years. Canadian pay TV could be the triggering mechanism to get the hardware into Canadian homes which will make most of these other services [home banking, shopping, etc.] economically viable," Metcalf said.

Only recently has the Canadian government approved six pay TV operations for the country (BROADCASTING, March 22), a ruling that has withstood an appeal. Metcalf urged the four partners in Canada's broadcasting system—private and public broadcasters, regulators and cable—to consult and cooperate in order to make pay TV work. "We are the link," Metcalf said of cable operators, "the vital link; so let's help make it work."

He also suggested contacts with U.S. cable operators, who have offered pay programming since 1975. "[We] will be drawing on their experience gained in the United States to help introduce pay TV in Canada." But, he said, "we need made-in-Canada solutions to our problems and it will not suffice to try to fit Canada into the American mold."

Metcalf saw a number of problems that Canadian operators will face in introducing pay TV. Historically, Metcalf said cable rates have not been tied to inflation and that has hurt the industry. "Since 1973, the cable industry's net income in real terms has been almost flat, falling well below inflation. The major cause has been subscriber rates [that] have not been allowed to keep up with inflation despite the fact that more services were provided. This is a lesson to bear in mind when setting rates for pay TV later this year," Metcalf warned. The government has left rates and carriage unregulated, Metcalf added.

Metcalf foresaw another problem—channel capacity. Pay television will probably mean rebuilding and Metcalf came

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armed with sobering statistics: rebuilds cost \$50 per household; to add two-way capability, an additional \$20 per home, and another \$150-\$200 per subscriber for home terminals—and those costs don't include interest rates. "We must also make it clear to our partners in the Canadian broadcasting system that we are counting on them to recognize our need for future increases and new services to offset inflation," he said.

Metcalf began his presentation by running through accomplishments of the Canadian cable industry, which finds basic penetration at 57%. "[We have] accomplished something no one else has been able to do, or until recently, apparently even wanted to do—involve the community in television production," Metcalf said, a function "now being

copied by some operators in the United States" through telethons and civic meeting coverage.

Metcalf also listed some viewer statistics. In 1970, Vancouver residents watched Canadian stations 51% of the time and U.S. stations 49%. By 1980, Canada's share increased to 62%. Toronto also showed a hike according to Metcalf: from 66% to 75% by 1980. The trend is continuing, he said, and the reason is "simultaneous signal substitution" which has been "replacing audience share for Canadian broadcasters."

All of which went to show that cable in Canada is on the verge of a threshold that operators should prepare for and capitalize upon, Metcalf said. "We are the vital link, cable is the access to the future—a future which is bright indeed," he concluded. □

systems in Jellico, Tenn., and Ramsey and Brownstown, both Illinois. **Buyer** is Greenwich, Conn.-based 65,000-subscriber MSO owned by New York-based investment house, Oppenheimer & Co., and Paul L. Field and Dave W. Pardonner. North Carolina systems serve 2,000 basic subscribers and pass 3,300 homes with 80 miles of plant.

APPROVED

WMAK(FM) Hendersonville, Tenn. □ Sold by Hendersonville Broadcast Corp. to Phoenix of Hendersonville Inc. for \$1.35 million. **Seller** is owned by Mooney Broadcasting Corp., publicly traded, Knoxville, Tenn.-based group owner of four AM's and three FM's. George P. Mooney is president. It also sold subject to FCC approval, WUNO(AM) San Juan, P.R., for \$1.2 million (BROADCASTING, May 24). **Buyer** is subsidiary of Phoenix Communications Group Inc., which is principally owned by Samuel H. Howard. Phoenix Communications owns 78% of WVOL(AM) Berry Hill, Tenn., and one-third of KTRK(FM) Topeka, Kan. WMAK is on 92.1 mhz with 1.5 kw and antenna 430 feet above average terrain.

□ Other approved station sales include: WJAM(AM) Marion, Ala.; WFGS(AM) [CP] Milton, Fla.; WHHL(AM) Pine Castle-Sky Lake, Fla.; KSOA(AM) Ava, Mo., and WJRI(AM) Lenoir, N.C. (see "For the Record," page 92).

Changing Hands

PROPOSED

WKYG(AM)-WQAW(FM) Parkersburg, W. Va. □ Sold by Community Broadcasting Service to Jacor Inc. for \$1.4 million. **Seller** is owned by Smoot Fahlgren, Bill Farson and Jim Swearingen, who have no other broadcast interests. Stations were bought 10 years ago for \$425,000 (BROADCASTING, Oct. 9, 1972). Fahlgren also heads Fahlgren & Ferris, Parkersburg,-based advertising agency. **Buyer**, principally owned by Terry Jacobs, owns WTSJ(AM) Cincinnati; WTOW(AM) Towson, Md.; WVOH(AM) Toledo, Ohio and WURD(FM) Georgetown, Ohio, last of which it bought last year for \$490,000 (BROADCASTING, Aug. 24, 1981). WKYG is on 1230 khz with 1 kw day and 250 w night. WQAW is on 103.1 mhz with 730 w and antenna 550 feet above average terrain. *Broker: R.C. Crisler & Co.*

KNCN(FM) Sinton, Tex. □ Sold by KNCN FM C 101.3 Inc. to Tippie Communications of CC Inc. for \$610,000. **Seller** is owned by estate of Bruce B. Baxter, which has no other broadcast interests. Baxter was principal owner in group which bought station, then silent, six years ago for \$124,500 (BROADCASTING, Aug. 23, 1976). **Buyer** is principally owned by Henry B. Tippie, who owns 95% of KRIO(AM) and 92% of KVLV(FM), both Edinburg, Tex., and is director of Rollins Inc., Atlanta-based group owner of five AM's, one FM and three TV's. KNCN is on 101.3 mhz with 100 kw and antenna 360 feet above average terrain.

□ Other proposed station sales include: KBAI(AM) Morro Bay, Calif. (BROADCASTING, May 31); KKCS(FM) Colorado Springs (BROADCASTING, April 26); WZIP(AM) South Daytona, Fla. (BROADCASTING, May 31); WXKS-AM-FM Medford, Mass. (BROADCASTING, May 31); WNBV-AM-FM Newberry, Mich.; KLID(AM) Poplar Bluff, Mo. (BROADCASTING, May 31); KHND(AM) Harvey, N.D., and WDKN(AM)-WTNQ(FM)

Dickson, Tenn. (BROADCASTING, May 24). (see "For the Record," page 91).

CABLE

Cable system serving Jefferson, West Jefferson and Sparta, all North Carolina □ Sold by V-R Corp. to Essex Group for about \$1.5 million. **Seller** is principally owned by Bartlett Rhoades and Wilbert Vaughn, who also own cable

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Nixon in the news: CBS airs interview over four days on morning news

Sawyer gets two-hour interview; former President says he has now developed 'live and let live' attitude toward press; Watergate, women reporters and role of First Ladies also discussed

Former President Nixon, who in his time has had his share of bitter feuding with members of the press, says that now, "as far as I'm concerned, it's . . . live and let live."

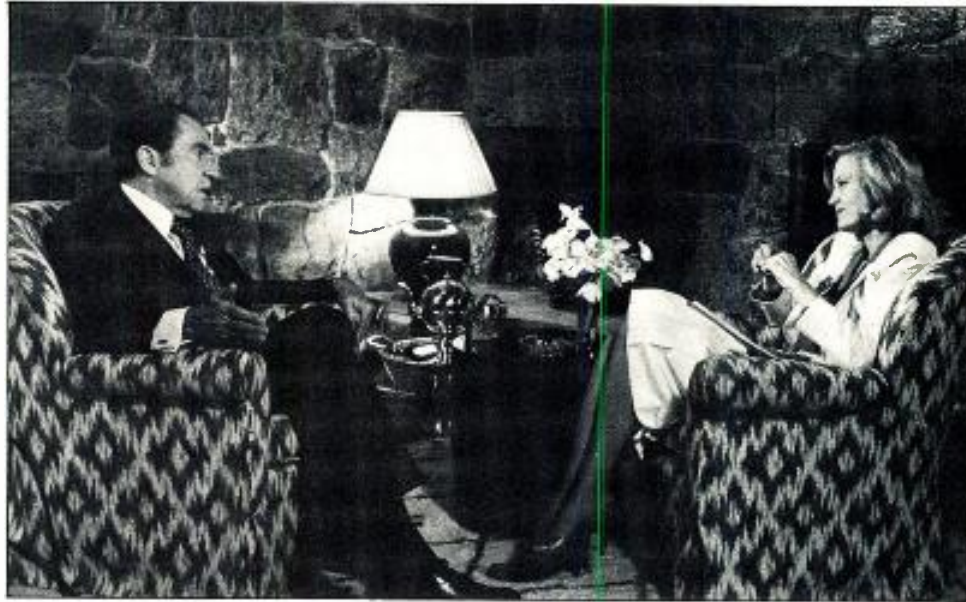
He made the statement last week in a taped interview with CBS News Correspondent Diane Sawyer, carried in segments aired Tuesday through Friday on *CBS Morning News*. It may have been the kindest word he had for the press—at one point he said a White House aide in his administration characterized the press as "the vultures and the witches."

Discussing the role of First Ladies, Nixon said, "they try very, very hard," but have to cope with "myths" created by the media, as when Nancy Reagan visits poor people and the press says she's making "an obvious attempt to change her image of being for the rich, and so forth." Pressed by Sawyer on whether the First Lady wasn't in fact trying to change her image, Nixon suggested that "our media friends should at least report it objectively. Maybe she really cares about those people. I happen to think she does.

"And now," he continued, "let's talk about some of the ladies in the press for a moment. We have to realize that men reporters can be tough, but women reporters think they have to be tougher; they've got to prove something. And they particularly feel they've got to be tough with other women."

It was "a delightful fellow, Manolo Sanchez, who worked for us when we were in the White House years," Nixon said, who described the people in the White House press quarters as vultures and witches, "the vultures [referring] to the men, the witches [referring] to the women." But, he added, "let me put it in the proper perspective. There are a lot of very good women reporters, both—in the print media and now in the television media. And I am not suggesting that they should not be strong and tough."

Asked whether his feeling about the press should be described as contempt, or perhaps loathing, Nixon replied, "No," and added: "My feeling about the press is one of—not personal at all. I have had good relations, on a personal basis, with members of the press, going back 35 years. . . . On the other hand, the press—



Nixon and Sawyer

the media, I should say—the media generally is in an adversary position with whoever is in a top position, particularly with whoever happens to be President."

He didn't feel, he said, that he'd had "a special struggle" with the press: "Generally speaking, I have taken positions the press didn't agree with. I am a conservative economically; they didn't agree with that. I am a hard liner on foreign policy . . . and they didn't agree with that. I've been in a position, over and over again, where as a Republican—most of the press, of course, being probably nonpartisan but more liberal than Republicans—I was simply not their favorite pin-up boy.

"Now I must say—in speaking of President Reagan—that I admire his press relations. He's done extremely well . . . I do not believe that the press has a visceral reaction against him, and maybe did against me. Maybe it was my manner; I don't know. But it was there, and as far as I'm concerned, it's now live and let live."

Nixon denied Sawyer's suggestion that his remarks about women reporters were sexist. It's just, he said, that "I want women to be like women; I want men to be like men." There's "a place for both," he continued, venturing that in this century there will "certainly be a woman Vice President" and "possibly a woman President."

"And that is good," he said. "But they are going to be that not because they are like men, but because they are like women. Look, women can be strong, they can be very tough in the question[ing] and

so forth and so on. I want them to do all that, but I don't think they have to . . . demonstrate that they can be as crude and as ruthless and as vulgar as men are, frankly, because they shouldn't be and they aren't, and the moment they do, they lose something."

The *Morning News* segments were from a two-hour interview conducted by Sawyer, co-anchor of the newscast, at Nixon's New Jersey home. They covered a wide range of subjects including—on its 10th anniversary—the Watergate break-in that led to his downfall as President. Interviewer and interviewee needed no introductions: Sawyer worked for Nixon in the White House and then was his full-time assistant for almost three years in the writing of his memoirs before she joined CBS News in August 1978. □

Graham on journalism in post-Watergate, post-Vietnam world

Washington Post Co. chairman says days of investigative journalism won't subside

Katharine Graham, chairman of the Washington Post Co., told graduates of the Massachusetts Institute of Technology that the days of an American press that is content to "publish more or less what the established order wants published" are "dead and gone." Graham made the remarks in a commencement address last



Air news. American Airlines passengers flying selected flights out of New York do not have to forego their daily TV newscasts from Independent Network News. Under agreement between WPIX Inc. and American, the *INN: Midday Edition* is being offered via cassettes on nonstop DC-10 and 747 flights to Los Angeles, San Francisco and Dallas-Fort Worth. The showings are during afternoon and early-evening hours, Monday through Friday. The 30-minute program, produced by WPIX New York and transmitted by Westar II satellite weekdays to approximately 60 cities, is anchored by Claire Carter and Marvin Scott (shown at left in studio and at right on screen in American plane).

week in discussing the relationship among the press, government and society.

She said Watergate and Vietnam revitalized the tradition of an "independent, irreverent, journalism in our country." Graham said the tradition had been in "abeyance" before the sixties came along while the press considered itself "part of the establishment." "You didn't question as much or at least as fundamentally the motives or veracity of the government of your country. We behaved then the way the 1982 government wishes we would behave now," Graham said.

But despite their revived independence, Graham said, journalists are "not judges. We are not morally superior custodians of others." Instead she contended: "I am speaking only of a revived sense and understanding of our role that emerged in the 1960's and 1970's, in relation to the war in Vietnam, as well as the multiple corruptions uncovered in Watergate."

Graham noted that the "conscientious journalist must continually be asking him or herself where private citizenship begins and ends, and where journalistic imperatives take over." She pointed out that such a role makes it difficult to be "generally understood" or loved. Comparing the roles of the scientific and journalistic professions, Graham said: "Both of us believe our line of business does not just respond to American human values, but rather is an integral aspect of them."

She also addressed charges that the press has become "destructively cynical and disrespectful of all authority, unrestrained and reckless in our assaults on public figures who were merely trying to get the public business done." Graham agreed that there was some merit to the charge but argued it is "pretty well gone. It arose," she said, "partially from the lack of a professional understanding—on the part of many young people who surged into journalism—of investigative reporting and the discipline it involves." □

Rather says media's role is as watchdog

"It is not the proper role for a journalist to be an attack dog and go for the throat, but it is every bit as dangerous to be a lap dog. The proper role is to be a watchdog," CBS anchorman Dan Rather told members of the National Press Club in Washington last week. Rather was guest speaker for the club's consumer journalism awards ceremony.

In his remarks Rather discussed the Reagan administration's relationship with the press.

He noted there was always "predictable conflict" between the White House and the press and said he would be concerned if that conflict didn't exist. In his view, Rather said, the President "doesn't mind being covered by the press" and he would personally give Reagan "good marks" in accessibility to the press.

Although, Rather said, there is merit to complaints about a White House decision

NewsBeat

Confidentiality protected. Press won battle to preserve confidentiality of sources in decision involving McGraw-Hill trade publication that was handed down by U.S. Court of Appeals in New York. Court held that company was not required to disclose confidential sources in antitrust case that several states had filed against 17 oil companies, accusing them of price-fixing. Appeals court, in reversing ruling of district court that held company in contempt for not releasing information, stressed necessity of "confidentiality" in "pivotal function of reporters to collect information for public dissemination." Publication involved was *Platt's Oilgram Price Service*, which reports sales, prices and developments in petroleum industry. States had subpoenaed information because they said alleged conspiracy might have been aided by information leaked to trade publications.

Backgrounder. Political reporters will soon have new research tool. Associated Press and Mead Data Central (MDC) announced last week they will put together computer data base containing regularly updated and expanded information on candidates and issues as well as background material on primary and general elections for Congress and key state offices. Information will come from AP bureaus in every state. To get at material, reporters and other users will need Nexis terminal from MDC. (Nexis is established data base containing editorial content of major consumer and trade press.)

More time. Massachusetts is extending its two-year-old experiment allowing cameras in state courtrooms. Committee of 13 media representatives, judges and lawyers is expected to make report and recommendations on use of television and still cameras this summer, and state's Supreme Judicial Court will decide what, if any, restrictions to put on cameras before new court year begins in September. State is one of 16 now experimenting with cameras in state courts; 18 other states have granted permanent permission for cameras in courtrooms.

Still thriving. CBS-owned WBBM-TV Chicago feared its ratings might plummet with departure of its star anchor, Bill Kurtis, last February. Kurtis joined CBS's *Morning* (BROADCASTING, Jan. 4). However, May sweeps show WBBM-TV still holding lead for newscasts in city.

barring reporters from asking questions during photographic sessions, this actually illustrates Reagan's "unwillingness to duck questions." Rather said, since the President has responded positively to requests for more press conferences.

But Rather's tone changed: "Having said gracious things about President Reagan I now have something critical to say." He expressed disappointment in the President for allowing his administration to "frustrate the people's right to know." And he noted that he was puzzled by the administration's attempts to alter the Freedom of Information Act because of the President's "public openness." He described that attempt as "menacing."

Rather also criticized the administration's campaign to plug news leaks. "[I expected] this administration to open the doors of government, not close them," he said.

During a question and answer session, Rather said if he could "redesign" the evening news he first would increase it to an hour. When asked if the discrepancy between television and print journalism salaries was fair, he stated that it was not. "In some ways print journalism is harder," he said.

One press club member asked the CBS newsmen if he thought TV's concentrating on war increases the public's appetite for war. He replied that he was not a

sociologist and was not sure, but thought "war on TV has been one of the greater influences in the rethinking of our attitude toward war."

Winners of the press club awards for excellence in consumer journalism were:

Roberta Baskin, WLS-TV Chicago □ First place, TV.

Sylvia Chase, ABC □ Citation, TV.

Randy Ripplinger, KATU-TV Portland, Ore. □ Citation, TV.

Scott Smith, WCFL(AM) Chicago □ First place, radio.

Danny Zwerdling, National Public Radio □ Citation, radio.

Tony Mauro and John T. McGowan, Gannett News Service □ First place, wire.

For the Record

As compiled by BROADCASTING May 24 through May 28, 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. MEQV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

■ Glendale, Ariz.—Interstate Broadcasting Systems of Arizona Inc. seeks 103.5 mhz, 80 kw, HAAT: 2,154 ft. Address: 1740 West Katella, Orange, Calif. 92667. Principal: Subsidiary of Interstate Broadcasting Systems Inc., which is principally owned by Paul J. Toberty Financial Corporation, which in turn is owned by Paul J. Toberty and wife, Joyce. Interstate Broadcasting Systems owns KYMS(FM) Santa Ana, Calif., KBRN(AM) Brighton, Colo., and KRDS(AM) Tolleson, Ariz. Filed May 21.

■ Lake Havasu City, Ariz.—K-BOM Broadcasting seeks 105.1 mhz, 100 kw, HAAT: 796 ft. Address: 62 South Smoke Tree, Lake Havasu City 86403-0022. Principals: Kenneth A. Jones, Kevin Shepardson and Gary F. Baumkirchner (one-third each), who have no other broadcast interests. Filed May 24.

■ Lake Havasu City, Ariz.—Nikki Coven Hill seeks 105.1 mhz. Address: 2417 North 36th Street, Phoenix, Ariz. 85008. Principal: Applicant has no other broadcast interests. Filed May 24.

■ Lakeport, Calif.—Merkin Broadcasting seeks 98.3 mhz, 3 kw, HAAT: 2,480 ft. Address: 210 First Street, Lakeport, Calif. 95453. Principals: John Moorhead and Gordon Johnson (50% each). Moorhead is truck mechanic. Johnson is Lakeport civil servant. Neither has other broadcast interests. Filed May 24.

■ Los Osos-Baywood Park, Calif.—Alpert Broadcasting Co. seeks 101.3 mhz, 4.35 kw, HAAT: 1,528 ft. Address: 450 Mitchell Road, Cape Elizabeth, ME. 04107. Principal: Barbara A. Alpert and family, who have no other broadcast interests. Filed May 24.

■ Los Osos-Baywood Park, Calif.—Coastal Broadcasting Co. seeks 101.3 mhz, 4.7 kw, HAAT: 1,516 ft. Address: 37194 Berkshire Drive, Madera, Calif. 93637. Principals: Joseph M. Perez (50.1%), James C. Thompson (35%), Robert P. Hess (13.9%) and H. Kent Randles (1%). Perez is chief engineer at KFTY(TV) Santa Rosa, Calif. Thompson is former president and general manager of KSEE(TV) Fresno, Calif. Hess is chief engineer at KSEE. Randles is chief engineer at KFMR(FM) Stockton, Calif. Filed May 20.

■ Los Osos-Baywood Park, Calif.—Eduardo Diaz seeks 101.3 mhz, 4.79 kw, HAAT: 1,506 ft. Address: 10370 Vista Del Cerro, Santee, Calif. 92071. Principal:

Eduardo Diaz (100%), who is account executive at KCBQ(AM) San Diego. Filed May 24.

■ Los Osos-Baywood Park, Calif.—Robert T & Robert A. Mindte seeks 101.3 mhz, 50 kw, HAAT: 1,445 ft. Address: 232 Via Eboli, Newport Beach, Calif. 92663. Principals: Robert A. Mindte (75%) and son, Robert T. Mindte (25%). Elder Mindte is retired broadcasting engineer. Younger Mindte is electronic engineer. Neither has other broadcast interests. Filed May 20.

■ Los Osos-Baywood Park, Calif.—Osos Valley Broadcasters seeks 101.3 mhz, 5.46 kw, HAAT: 1,403 ft. Address: 127 35th Street, Newport Beach, Calif. 92663. Principals: Denise Di Sandro and Michael P. Penrose (50% each), who have no other broadcast interests. Filed May 24.

■ Los Osos-Baywood Park, Calif.—Route One Radio seeks 101.3 mhz, 3.6 kw, HAAT: 1,480 ft. Address: 2300 Nottingham Avenue, Los Angeles 90027. Principals: Art James, Johnny Gilbert and Steven Fuss (one-third each). Fuss owns KSQU(FM) Weed and is applicant for new FM at Taft, both California. James owns 45% of applicant for new FM at Laramie, Wyo. (BROADCASTING, June 23, 1980).

■ Rohnert Park, Calif.—Edward and Alina Abramson seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: Route 2, Box 200A, Chico, Calif. 95926. Principals: Edward Abramson and wife, Alina, who also are applicants for new FM at Paradise, Calif. (BROADCASTING, May 11). Filed May 19.

■ Rohnert Park, Calif.—California/Coast Communications seeks 104.9 mhz; 470 w, HAAT: 777 ft. Address: 2020 Pinehurst Road, Los Angeles 90068. Principal: Frank S. Kilpatrick (100%), who has no other broadcast interests. Filed May 24.

■ Rohnert Park, Calif.—F. Robert Fenton seeks 104.9 mhz, 267 w, HAAT: 1,049 ft. Address: 2437 East Orangeburg Avenue, Modesto, Calif. 95353. Principal: F. Robert Fenton (100%), who owns 50% of Kilibro Broadcasting Corp., which owns KFIV(FM) Modesto, Calif.; KPLS(AM) Santa Rosa, Calif.; 51% of KTOM(AM)-KWYT(FM) Salinas, Calif., and 50% of KMYC(AM)-KRFD(FM) Marysville, Calif. Filed May 20.

■ Rohnert Park-Sebastopol, Calif.—Twin Oaks Broadcasting Co. seeks 104.9 mhz, 1.05 kw, HAAT: 512 ft. Address: 2281 Crane Canyon Road, Santa Rosa, Calif. 95404. Principal: Lynn E. Hendel (100%) and Elizabeth B. Michaels (limited partner). Michaels' husband, John Q. Hearne, owns 15% of KSRE(FM) Santa Monica, Calif. Hearne's father, John P. Hearne, owns 45% of KFXX(AM) San Bernardino and co-owned KDUO(FM) Riverside, both California. Filed May 24.

■ Fountain, Colo.—B&D Wireless Radio Inc. seeks 106.3 mhz, 3 kw, HAAT: -48 ft. Address: 4840 Riverbend Road, Boulder 80301. Estimated construction costs: \$56,000; first-quarter operating cost: \$35,500; first-quarter revenue: \$30,000. Principals: Beisy Skibitsky, Diane M. Greenlee (35% each) and their

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husbands, Robert D. Greenlee and Raymond Skibitsky (15% each). Raymond Skibitsky is general manager of KADE(AM)-KBKO(FM) Boulder, Colo., of which Greenlees are owners. Filed May 20.

■ Rifle, Colo.—Ronald L. Bryant seeks 105.3 mhz, 100 kw, HAAT: -78 ft. Address: 3101 Parklawn Drive, Midwest City, Okla. 73110. Principal: Ronald L. Bryant (100%), who was formerly principal in applicant for new FM at Duncan, Okla., before case was settled and dismissed, has no other broadcast interests. Filed May 24.

■ Rifle, Colo.—Mesa Broadcasting of Colorado seeks 105.3 mhz, 100 kw, HAAT: 530.5 ft. Address: 311½ South Gillette Avenue, Gillette, Wyo. 82716. Principal: Susan K. Hughes (100%), who is vice president and general manager of KOLL(FM) Gillette, Wyo., of which her husband, Stephen L. Hughes, is president and 45% owner. Filed May 24.

■ Spirit Lake, Iowa—Marquerite E. Kleven seeks 103.9 mhz, 3 kw, HAAT: 400 ft. Address: 1325 Nellie Street, Sturgis, S.D. 57785. Principal: Marquerite E. Kleven, who owns 21.25% of KLTC Dickinson, N.D., and 21.25% of permittee for new FM there. Also, owns 45% of KKCM(AM) Waite Park/St. Cloud, Minn., and 18% of KBHB(AM)-KRCS(FM) Sturgis, S.D. Filed May 21.

■ Chubbuck-Fort Hall, Idaho—Good Times Inc. seeks 98.3 mhz, 3 kw, HAAT: -141.5 ft. Address: 140 Burnside, Pocatello, Idaho 83202. Principals: James T. Goddard (50%), J.A. Niefenegger (40%) and Louis C. Erck (10%), who own KKLE(AM) Chubbuck. Filed May 24.

■ Idaho Falls, Idaho—Pamela A. Mathis seeks 103 mhz, 100 kw, HAAT: 1,487 ft. Address: 303 Polk, Twin Falls, Idaho 83301. Estimated construction costs: \$72,000; first-quarter operating cost: \$33,000; first-year revenue: \$75,000. Principal: Pamela A. Mathis (100%), who is reporter with KMUT(TV) Twin Falls, Idaho. Filed May 21.

■ Idaho Falls, Idaho—Celestino Montoya seeks 103.3 mhz, 100 kw, HAAT: 1,487 ft. Address: 1360 Douglas Street, Ogden, Utah 84404. Principal: Celestino Montoya (100%), who is also applicant for new FM's at Las Vegas and Casper, Wyo. (see below). Filed May 24.

■ North Muskegon, Mich.—LDM Broadcasters Inc. seeks 98.3 mhz, 2.6 kw, HAAT: 321 ft. Address: 175 West Apple, Muskegon, Mich. 49443. Principals: Lee A. Gorbach, David S. Czarak and Michael M. Knowlton (one-third each). Czarak owns 12% of WLKI(FM) Angola, Ind. Others have no other broadcast interests. Filed May 19.

■ North Mankato, Minn.—Eagle Broadcasting Co. seeks 96.7 mhz, 1.7 kw, HAAT: 395 ft. Address: Rural Route No. 1, Sherburn, Minn. 56171. Principal: David F. Worthley is majority partner and has no other broadcast interests.

■ North Mankato, Minn.—North Mankato Communications Co. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 814 19th Street, N.E., Rochester, Minn. 55901. Principal: Lucille S. Bill (100%), who is wife of Howard G. Bill, president and owner of KOLM(AM)-KWWK(FM) Rochester, Minn., and 51% owner of applicant for new FM at Ottumwa, Iowa. Filed May 24.

■ Charleston, Miss.—Tallahatchie Broadcasting Systems seeks 94.3 mhz, 2 kw, HAAT: 364 ft. Address: 307 Chestnut Street, Charleston, Miss. 38921. Principals: Thomas U. Reynolds and Keith Bloodworth (50% each), who have no other broadcast interests. Filed May 24.

■ Las Vegas, Nev.—Lorraine Walker Arms seeks 106.5 mhz, 100 kw, HAAT: 1,250 ft. Address: 100 North Arlington, 17-F, Reno, Nev. 89503. Estimated construction costs: \$282,000; first-quarter operating cost: \$65,000; first-year revenue: \$315,000. Principal: Lorraine W. Arms (100%), who is former president and general manager of KCBN(AM)-KRNO(FM) Great Falls, Mont. Filed May 21.

■ Sparks, Nev.—Pepper Schultz seeks 92.1 mhz, 500 w, HAAT: -530 ft. Address: 527 10th Street, Sparks 89431-0811. Principal: Pepper Schultz (100%) who has no other broadcast interests. Filed May 19.

■ Winchester township, Nev.—William H. Hernstadt seeks 106.5 mhz, 100 kw, HAAT: 1,257 ft. Address: 3111 Bel Air Drive, Winchester township 89109. Principal: William H. Hernstadt (100%), who also is president and principal owner of WKAT(AM) Miami Beach, Fla., and applicant for new FM's at North Miami Beach (BROADCASTING, July 20, 1981) and Dayton township, Nev. Filed May 24.

■ Newark, N.J.—Latin American Radio Broadcasters seeks interim operating authority for 105.9 mhz, 10 kw. Address: P.O. Box 2, Cidra, P.R. 00639. Principals: George M. Arroyo, Esperanza T. Arroyo, Jose J. Arzuaga and Idalia Arzuaga (25% each). George Arroyo owns 90% of WBRQ(FM) Cidra, P.R.; 90% of WBJA(AM) Guayama, P.R.; 25% of WBS(FM) Saint Thomas, V.I. Jose owns WREI-AM-FM Quebradillas, P.R. Idalia Arzuaga is sales manager at WREI-FM. Filed May 18.

■ Mount Vernon, Ohio—Knox Communications seeks 98.3 mhz, 1 kw, HAAT: 480 ft. Address: 906 Howard Street, Mt. Vernon 43050. Principals: John W. Smith Sr. (35%), John W. Smith Jr. (30%), Damon A. Nelson Jr. (30%) and Phil Nichols (5%). John Smith Sr. is Jeffersonville, Ind., radio consultant, and also principal in four applications for new FM's. Filed May 21.

■ Irmo, S.C.—Radio Internart Corp. seeks 102.3 mhz, 3 kw, HAAT: 316 ft. Address: P.O. Box 2696, 522 Park Street, Jacksonville, Fla. 32203. Principal: James E. Martin Jr. (100%), who is president and 78% owner of WMKM(FM) St. Augustine, Fla., and 100% owner of applicant for new FM at Florida City, Fla. (BROADCASTING, Feb. 15). He also owns 2.3% of WAWS(TV) Jacksonville, Fla. Filed May 24.

■ North Charleston, S.C.—Haynes Communications Co. seeks 96.1 mhz, 100 kw, HAAT: 939 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principals: Carl Haynes (90%) and sister, Deborah Chunn (10%), who also are applicants for new FM at San Springs, Okla. Haynes is former 23% owner of WTUP(AM) Tupelo, Miss., and is applicant for new FM's at Neederland, Tex., Le Claire, Iowa; and 75% of applicant for new FM at West Memphis, Ark. Filed May 20.

■ Temple, Tex.—Bell City Broadcasting Co. seeks 101.7 mhz, 358.2 kw, HAAT: 299 ft. Address: 8515 Hlaton Street, Houston 77025. Principals: Teresa L. Watts (51%) and husband, William A. Watts (49%). William Watts is weekly program host at KUHT-TV Houston and reporter and anchorman at KPRC radio, Houston. Filed May 24.

■ Temple, Tex.—MaryMc Broadcasting Co. seeks 101.7 mhz, 2.82 kw, HAAT: 310 ft. Address: 340 Bowie Street, Beaumont, Tex. 77704. Principal: Mary McFaddin Pyle (100%), who controls 10% of Pyle Communications Inc., licensee of KIKM-AM-FM Sherman, Tex. Pyle Communications also owns 90% of KTLK(AM)-KWIC(FM) Beaumont, Tex. Filed May 24.

■ Temple, Tex.—MCB Broadcasting of Texas Inc. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 318 West Boardman, Youngstown, Ohio 44503. Principals: Mary S. Marsh (44.5%), William C. Bartels and wife, Connie Y. Bartels (22.2% each) and Robert D. Hanna (11.1%). Marsh and Bartels are also applicants for new FM at North Las Vegas (BROADCASTING, May 3). Hanna is Dallas media broker and controlling stockholder of KCLW(AM) Hamilton, Tex.; 33% owner of KROX(AM) Crookston, Minn., and 100% owner of Maverick Broadcasting Inc., proposed assignee of KERC(AM) Eastland, Tex. Filed May 24.

■ Casper, Wyo.—Burton Broadcasting Inc. seeks 106.9 mhz, 100 kw, HAAT: 1,854 ft. Address: 96 Davis Tee, Sheridan, Wyo. 82801. Principals: Cheryl Burton (51%) and Fred Wamhoff (49%). Burton is general manager of KROE-AM-FM Sheridan, Wyo. Wamhoff is general manager of KFTM(AM)-KBRU(FM) Fort Morgan, Colo. Neither has other broadcast interests. Filed May 24.

■ Casper, Wyo.—Harvey Q. Gregory seeks 103.7 mhz, 57.7 kw, HAAT: 1,929 ft. Address: 6800 South Cloverdale Road, Boise, Idaho 83709. Principal: Harvey Q. Gregory (100%), who has no other broadcast interests. Filed May 24.

■ Casper, Wyo.—Celestino Montoya seeks 106.9 mhz, 57.7 kw, HAAT: 1,929 ft. Address: 1360 Douglas Street, Ogden, Utah 84404. Principal: Celestino Montoya (100%), who is also applicant for new FM's at Idaho Falls, Idaho (see above) and Las Vegas. Filed May 24.

■ Casper, Wyo.—Wyoming Family Broadcasting Inc. seeks 106.9 mhz, 100 kw, HAAT: 1,825 ft. Address: 2132 West 42nd Street, Casper 82604. Principal: Principally owned by Karen K. Loucks, who has no other broadcast interests. Filed May 24.

AM actions

■ Honolulu—Wilson-Tipton Broadcasting Co. granted 1310 khz, 5 kw-U. Address: 4066 Black Point

Road, Honolulu 96816. Estimated construction costs: \$108,000; first-quarter operating cost: \$120,000; first-quarter revenue: \$40,000. Principals: Robert S. Wilson and John K. Tipton (50% each). Wilson is former vice president, general manager and 35% owner of KKAU(AM)-KQMQ(FM) Honolulu. Tipton is Lakewood, Colo., commercial real estate salesman. (BP-810421AF). Action May 6.

■ Pearl City, Hawaii—Alan Adams granted 1380 khz, 5 kw-U. Address: 1152 Bishop St., Honolulu. Estimated construction costs: \$60,100; first-quarter operating cost: \$15,925 and revenue \$25,000. Format: MOR. Principal: Adams is former disk jockey. He has no other broadcast interests. (BP-790338AA). Action May 6.

FM action

■ *Charleston, Ill.—Eastern Illinois University granted 88.9 mhz, 4 kw, HAAT: 166 ft. Address: Charleston, Ill. 61920. Estimated construction costs: \$66,000; first-year operating cost: \$98,000. Principal: Noncommercial, educational institution which has no other broadcast interests. Daniel E. Marvin Jr. is president. (BPED-810602AA). Action April 28.

TV action

■ Panama City, Fla.—Kenneth B. Darby et al granted ch. 28, ERP 4404 kw vis., 440 kw aur. HAAT 827 ft.; ant. height above ground: 835 ft. Address: 5775 Eunice Court, Tallahassee, Fla. 32303. Estimated construction cost: \$173,750; first-year operating cost: \$173,750; first-year operating cost: \$120,000; first-year revenue \$350,000. Consultant Edward M. Johnson & Associates, Knoxville. Principals: Group of 11 stockholders, including Kenneth B. Darby (9%) and Edward M. Johnson (10%). Darby is producer at WFSL-TV Tallahassee. Johnson has ownership interests in four AM's in Tennessee and also is applicant for several new FM's and TV's. (BPCT-820122KE). Action May 20.

Ownership changes

Applications

■ KBAI(AM) Morrow Bay, Calif. (1150 khz, 5 kw-U)—Seeks transfer of control of Morro Bay Investment Corp. from stockholders (100% before; none after) to Alan Everett (none before; 100% after). Consideration: \$700,000 (BROADCASTING, May 31). Principals: Sellers are Robert E. Darling, Dino R. Fulvio (37.04% each), Larry E. Kelley (15.23%), Michael Cardenas (6.17%) and Darling's father-in-law, Stanley W. Swenson (4.53%), who have no other broadcast interests. Buyer Everett is Huntington Park, Calif., real estate investor and has no other broadcast interests. Filed May 20.

■ KKCS(FM) Colorado Springs (101.9 mhz, 50 kw, HAAT: 310 ft.)—Seeks assignment of license from Mountain Center Broadcasting Co. to Walton Stations Colorado Inc. for \$1,020,000 (BROADCASTING, April 26). Seller is principally owned by Dale Palmer, Al Burke and Steve Adams, who are also principal owners of co-located KKCS(AM), KTYL-AM-FM Tyler, Tex., and KIBA-TV Farmington, N.M. KKCS-FM was bought three years ago along with KKCS(AM) for \$765,000 (BROADCASTING, May 14, 1979). Buyer is Pebble Beach, Calif.-based group owner of three AM's and two FM's principally owned by John B. Walton, who also bought co-located KYSN(AM) for \$1.3 million (BROADCASTING, May 24). Filed May 21.

■ WZIP(AM) South Daytona, Fla. (1590 khz, 1 kw-D)—Seeks assignment of license from Vacationland Industries Inc. to Creative Broadcasting Inc. for \$370,000 (BROADCASTING, May 31). Seller: Jerry Kieffer (100%), who bought station last year for \$385,000 and must sell due to financial difficulties. Buyer: Glenn Summers and Frank Canale, on-air personalities at, respectively, WOBM(AM) Lakeland and co-owned WOBM-FM Toms River, both New Jersey, and have no other broadcast interests. Filed May 24.

■ WXKS-AM-FM Medford, Mass. (AM: 1490 khz, 5 kw-D; FM: 107.9 mhz, 21 kw, HAAT: 720 ft.)—Seeks assignment of license from Hefel Broadcasting Corp. to Pyramid Broadcasting for \$15 million (BROADCASTING, May 31). Seller is Honolulu-based group owner of three AM's, four FM's and two TV's prin-

cially owned by Representative Cecil Hefiel (D-Hawaii) who bought stations three years ago for \$4.25 million (BROADCASTING, Jan. 1, 1979). Hefiel Broadcasting also owns 10% of WTFM(FM) Lake Success, N.Y. Buyer is general partnership of WXKS-AM-FM employes and group of limited investors headed by controlling partner Richard M. Balsbaugh, vice president and general manager, and includes Arnie Ginsburg, station manager; Janet Karger, general sales manager; Sunny J. White, FM program director; Robert Kline, business manager, and Dorothy Jones, assistant general manager. None have other broadcast interests. Filed May 19.

■ **WNBY-AM-FM** Newberry, Mich. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Prime Time Productions Inc. to Jack St. Andre for \$160,000. Seller: Alfred E. Thomas and Janet M. Johnson (50% each) who have no other broadcast interests. Buyer is general manager at WNBY(AM) and has no other broadcast interests. Filed May 19.

■ **KLID(AM)** Poplar Bluff, Mo. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Lucille Lidenton to Poplar Bluff Broadcasters Inc. for \$475,000 (BROADCASTING, May 31). Seller has no other broadcast interests. Buyer: Closely held group of 11 stockholders headed by Bruce W. Schneider, president and 20% owner. He is president and principal owner of St. Louis, Mo., station representative firm and has no other broadcast interests. Filed May 21.

■ **KHND(AM)** Harvey, N.D. (1540 khz, 500 w-D)—Seeks assignment of license from Shamrock Communications Inc. to Amber Waves Communications Inc. for \$270,000 plus \$25,000 for accounts receivable. Seller: D. Thomas McKinnon (100%), who has no other broadcast interests. Buyer: Fritz G. Onken (100%), who has no other broadcast interests. Filed May 19.

■ **WDKN(AM)-WTNQ(FM)** Dickson, Tenn. (AM: 1260 khz, 1 kw-D; FM: 102.3 mhz, 3 kw, HAAT: 250 ft.)—Seeks assignment of license from Dickson County Broadcasting Co. to American Communications Inc. for \$700,000. (BROADCASTING, May 31). Seller: C. S. Hawkins (100%), who is also president and 51% owner of WAEW(AM)-WXVL(FM) Crossville, Tenn. Buyer is owned by Stephen H. Coltrin, chairman (87.5%), David T. Christofferson (12%) and Roderick Waldorf (5%). Coltrin is New York radio consultant. Christofferson is Nashville attorney. Neither has other broadcast interests. Filed May 24.

Actions

■ **WJAM(AM)** Marion, Ala. (1310 khz, 5 kw-D)—Granted assignment of license from Radio Marion Inc. to Marion Communications Inc. for \$235,000. Seller: James H. Dennis (50%), father-in-law, John T. O'Neal and O'Neal's wife, Clara O. (25% each). They own WLKF(AM)-WEZZ(FM) Clanton, Ala. Buyer: Closely held group of 23 stockholders; Ernest L. Palmer is president and 26% owner. Henry E. Smith III, secretary/treasurer, owns 26%. Palmer is superintendent for Perry County Board of Education, Marion. Smith is announcer/chief engineer at WACT-AM-FM Tuscaloosa, Ala. None have other broadcast interests. (BAL-811027GN). Action May 19.

■ **WFGS(AM)[CP]** Milton, Fla. (1330 khz, 5 kw-D)—Granted assignment of license from Wells Broadcasting Inc. to Robert A. Switzer for \$47,200. Seller: Aaron J. Wells has no other broadcast interests but will retain option for minority interest in proposed station. Buyer is Omaha, Neb., and Newbury Park., Calif., radio equipment supplier and has no other broadcast interests. (BAP-811223HV). Action May 17.

■ **WHHL(AM)** Pine Castle-Sky Lake, Fla. (1190 khz, 1 kw-D)—Granted assignment of license from Borgen & Murphy to Suntime Radio Inc. for \$385,000. Seller is owned by Obed S. Borgen and Kingsley Murphy Jr. (50% each) who own KCHK(AM) New Prague, Minn. Borgen also owns KFLL-AM-FM Preston, KWMB(AM) Wabasha and WMIN(AM) Maplewood, all Minnesota, and WMCW(AM) Harvard, Ill. Buyer is owned by group of investors including A.J. Donahue and Charles D. Schwartz. Donahue heads group which last year bought WSTC(AM)-WYRS(FM) Stamford, Conn. (BROADCASTING, July 20, 1981). Schwartz is president of radio division of Broadcast Enterprises National Inc., Philadelphia group of five AM's, three FM's and one TV. (BAL-820405HH). Action May 18.

■ **KSOA(AM)** Ava., Mo. (1430 khz, 500 w-D)—Granted assignment of license from Floyd Broadcasting Inc. to Ava Broadcasting Inc. for \$125,000. Seller:

W. Dave Floyd (100%), who acquired KSOA last year for \$125,000 (BROADCASTING, Aug. 17, 1981). Buyer: Joseph E. Jindra and wife, Susan K. (20% jointly), Roland H. Brummer and wife, Betty J. (20% jointly), Connie K. Chapin, Kenneth Holmes and Terri A. Black (20% each). Joseph Jindra is sales manager at KRJZ-AM-FM Beloit, Kan. Susan Jindra is restorative aide at Beloit nursing home. Roland Brummer is Beloit businessman. Chapin is librarian. Holmes is banker. Black is secretary. None have other broadcast interests. (BAL-820322HL). Action May 17.

■ **WJRI(AM)** Lenoir, N.C. (1340 khz, 1 kw-D, 250 w-N)—Granted transfer of control of WJRI Inc. from Grace R. Stewert and John P. Rabb to Katherine B. Rabb. Consideration: \$300,000. Principals: Sellers own 66.77% of stock. Buyer is mother of sellers and currently one-third owner of WJRI. She also owns one-third of WGED(AM) Chester, S.C. (BTC-820222HK). Action May 19.

■ **WMAK(FM)** Hendersonville, Tenn. (92.1 mhz, 1.5 kw, ant. 430 ft.)—Granted assignment of license from Hendersonville Broadcasting Corp. to Phoenix of Hendersonville Inc. for \$1.35 million. Seller is owned by Mooney Broadcasting Corp., publicly traded, Knoxville, Tenn.-based group owner of four AM's and three FM's. George P. Mooney is president. Mooney Broadcasting also sold, subject to FCC approval, WUNO(AM) San Juan, P.R., for \$1.2 million (BROADCASTING, May 24). Buyer: Phoenix Communications Group Inc. (100%), which is principally owned by Samuel H. Howard. Phoenix Communications owns 78% of WVOL(AM) Berry Hill, Tenn., and one-third of KTRK(FM) Topeka, Kan. (BALH-820325EL). Action May 17.

Facilities changes

AM applications

Tendered

■ **KOTO(AM)** Tulluride, Colo.—Seeks CP to change TL: increase ERP to 280 w and operate by RC. Ann. May 21.

■ **KZOO(AM)** Honolulu—Seeks CP to increase power from 1 to 5 kw. Ann. May 26.

■ **WHII(AM)** Bay Springs, Miss.—Seeks CP to increase power from 1 kw to 5 kw. Ann. May 18.

■ **WIGG(AM)** Monticello, Miss.—Seeks CP to increase power to 5 w. Ann. May 18.

■ **WDER(AM)** Derry, N.H.—Seeks modification of CP (BP-790725AD) to add N operation. Ann. May 17.

■ **WADJ(AM)** Somerset, Pa.—Seeks CP to increase power to 5 kw, DA-D. Ann. May 24.

■ **KBHB(AM)** Sturgis, S.D.—Seeks CP to increase D power from 5 kw to 25 kw. Ann. May 18.

Accepted

■ **WUNI(AM)** Mobile, Ala.—Seeks CP to augment standard pattern. Ann. May 21.

■ **KLRA(AM)** Little Rock, Ark.—Seeks CP to change ant. sys., increase tower height from 235 to 388 ft. Ann. May 21.

■ **KWUN(AM)** Concord, Calif.—Seeks CP to change ant. sys. (modify D standard pattern). Ann. May 21.

■ **KUDE(AM)** Oceanside, Calif.—Seeks CP to make changes in ant. sys.: change TL: and change dir. ant. parameters. Ann. May 18.

■ **KRLA(AM)** Pasadena, Calif.—Seeks modification of CP (BP-16, 173) to augment D standard pattern. Ann. May 21.

■ **KSIR(AM)** Estes Park, Colo.—Seeks CP to move TL (loc. description remains same, parameters remain same). Ann. May 21.

■ **WAXE(AM)** Vero Beach, Fla.—Seeks CP to change TL. Ann. May 21.

■ **WFRL(AM)** Freeport, Ill.—Seeks modification of CP (BP-810804AP) to increase height of East tower No. 1. Ann. May 21.

■ **WAOV(AM)** Vincennes, Ind.—Seeks CP to increase D inverse field. Ann. May 21.

■ ***WSUI(AM)** Iowa City—Seeks modification of CP (BP-810810AD) to change specified radials on N pattern. Ann. May 21.

■ **KZOC(AM)** Osage City, Kan.—Seeks modification of CP (BPH-800310AB, as mod.) to change type trans.; change type ant.; decrease ERP to 2.3 kw; increase HAAT to 341 ft. and change TPO. Ann. May 18.

■ **WBZ(AM)** Boston—Seeks CP to change ant. sys. (change augmentation of standard pattern). Ann. May 20.

■ **WNBR(AM)** Wildwood, N.J.—Seeks CP to change HAAT to 330 ft. Ann. May 21.

■ **WEOK(AM)** Poughkeepsie, N.Y.—Seeks CP to change description of TL and change monitoring radial direction of one of monitoring radials. Ann. May 21.

■ **KROI(AM)** Sparks, Nev.—Seeks CP to change D operation from 5 kw directional to 5 kw non-directional. Ann. May 21.

■ **KMJK(AM)** Lake Oswego, Ore.—Seeks CP to install aux. ant. at main TL: to be operated on ERP of 25 kw; change HAAT to 811 ft. and change TPO. Ann. May 26.

■ **WTAR(AM)** Norfolk, Va.—Seeks CP to change TL: change from ND-D, DA-N to DA-1. U. Ann. May 21.

FM applications

Tendered

■ ***KUOP(FM)** Stockton, Calif.—Seeks CP to move TL: change ERP to 6.966 kw (main lobe) and make changes in ant. sys. Ann. May 17.

■ **WDOQ(FM)** Daytona Beach, Fla.—Seeks CP to change TL: change ERP to 100 kw; and change HAAT to 581 ft. Ann. May 24.

■ **WHME(FM)** South Bend, Ind.—Seeks CP to change TL/SL: change HAAT to 300 ft. and make changes in ant. sys. Ann. May 17.

■ **KTCR-FM** Minneapolis, Minn.—Seeks CP to change TL: change ERP to 100 kw, and change HAAT to 236 ft. Ann. May 24.

■ ***WMSU(FM)** Hattiesburg, Miss.—Seeks CP to change frequency to 88.5 mhz; change TL: change ERP to 3.0 kw; change HAAT to 281.5 ft. and make changes in ant. sys. Ann. May 24.

■ ***KTDB(FM)** Ramah, N.M.—Seeks CP to change TL: specify SL; decrease ERP to 15.2 kw; increase HAAT to 288 ft.; change type trans. and TPO and make changes in ant. sys. Ann. May 17.

■ ***KETR(FM)** Commerce, Tex.—Seeks CP to increase ERP to 100 kw; change HAAT to 378 ft. Ann. May 17.

■ **KKDA-FM** Dallas, Tex.—Seeks CP to change TL: change ERP to 100 kw; change HAAT to 1585 ft.; change feedline and make changes in ant. sys. Ann. May 21.

Accepted

■ **KBCB(FM)** Corpus Christi, Tex.—Seeks modification of CP (BPH-10.644, as mod.) to change TL: increase ERP to 63 kw (H); increase HAAT to 490 ft. (H) and change TPO. Ann. May 21.

TV applications

Tendered

■ ***WDPB(TV)** Seaford, Del.—Seeks MP (BPET-810119KF) to change ERP to 141 kw vis., 14.1 kw aur. Ann. May 18.

■ ***WTTW(TV)** Chicago—Seeks CP to change ERP to 60.26 kw vis., 6.03 kw aur., and make changes to ant. sys. Ann. May 18.

■ ***WNED-TV** Buffalo, N.Y.—Seeks CP to change ERP to 2.355 kw vis.; 235.5 kw aur.; change TL: change trans.; and make changes to ant. sys. Ann. May 18.

■ ***KLRN(TV)** San Antonio, Tex.—Seeks MP (BPET-810122KG) to change ERP to 306.2 kw vis., 60.5 kw aur.; change trans.; change TL; and change SL. Ann. May 18.

■ **WLRE(TV)** Green Bay, Wis.—Seeks MP (BPCT-5049, as mod.) to change ERP to 2,844.5 kw vis., 284.5 kw aur., and change trans. Ann. May 18.

Accepted

■ **WKAB-TV** Montgomery, Ala.—Seeks CP to change ERP to 1,236 kw vis., 123.6 kw aur.; change HAAT to 820 ft. and change TL. Ann. May 21.

■ KFCB(TV) Concord, Calif.—Seeks MP (BPCT-5048) to change ERP to 1,288 kw vis., 123.3 kw aur., change trans. and make changes to ant. sys. Ann. May 26.

■ *WSP-TV Fort Myers, Fla.—Seeks MP (BPET-604, as mod.) to change ERP to 1,321 kw vis., 158.5 kw aur., and change TL. Ann. May 26.

■ WHAS-TV Louisville, Ky.—Seeks CP to change ERP to 135 kw vis., 13.5 kw aur., and make changes to ant. sys. Ann. May 18.

■ KWBA(TV) Pembina, N.D.—Seeks MP (BPCT-791129KO) to change ERP to 316 kw vis., 31.6 kw aur., and change TL. Ann. May 26.

■ *WPTD(TV) Dayton, Ohio—Seeks MP (BPET-790605KF) to change ERP to 1,140 kw vis., 114 kw aur.; change trans. and make changes to ant. sys. Ann. May 26.

■ WVAH-TV Charleston, W.Va.—Seeks MP (BPCT-800721KG) to change TL. Ann. May 18.

■ WTMB-TV Tomah, Wis.—Seeks MP (BPCT-790522KF) to change ERP to 501.20 kw vis., 50.12 kw aur.; change trans.; make changes to ant. sys. Ann. May 18.

AM actions

■ KGST(AM) Fresno, Calif.—Granted modification of CP (BP-781204AF) for additional augmentation for standard pattern. Action May 18.

■ *KPKF(AM) Los Angeles, Calif.—Granted modification of CP (BPED-2186, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 1,112 kw and change TPO. Action May 20.

■ KYFR(AM) Shenandoah, Iowa—Granted modification of CP (BP-780926AA) to change D power to 5 kw and install DA-2. Action May 18.

FM actions

■ WOAB(FM) Ozark, Ala.—Granted CP to change TL; change type trans.; change type ant.; increase ERP to 2.52 kw; increase HAAAT to 272 ft. and change TPO. Action May 20.

■ *KSKA(FM) Anchorage, Alaska—Granted CP to change frequency to 91.1 mhz, increase ERP to 36 kw; change HAAAT to 112.1 ft. and make changes in ant. sys. Action May 13.

■ *KPCC(FM) Pasadena, Calif.—Granted modification of CP (BPED-800201AK) to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 700 w; increase HAAAT to 2,758 ft. and change TPO. Action May 20.

■ KQLH(FM) San Bernardino, Calif.—Granted CP to increase ERP to 50 kw (H) and 48 kw (V); change type trans.; change type ant., and change TPO. Action May 20.

■ KWIZ-FM Santa Ana, Calif.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 3 kw (H) and 2.7 kw (V); increase HAAAT to 199.5 and change TPO. Action May 20.

■ WWOJ(FM) Avon Park, Fla.—Granted modification of CP (BPH-10,377, as mod) to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 1.90 kw; increase HAAAT to 310 ft. and change TPO. Action May 13.

■ WCRJ-FM Jacksonville, Fla.—Granted CP to make changes in ant. sys.; change TL; change SL & RC; change type ant.; decrease ERP to 40 kw; increase HAAAT to 590 ft. and change TPO. Action May 20.

■ WIVY-FM Jacksonville, Fla.—Granted CP to increase ERP to 100 kw. Action May 20.

■ KSRA-FM Salmon, Idaho—Granted CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; change ERP to 1,510 kw; change HAAAT to -880 ft. and change TPO. Action May 20.

■ WFSH(FM) Annapolis, MD.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 50 kw; change HAAAT to 500 ft. and change TPO. Action May 18.

■ WICO-FM Salisbury, Md.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 3 kw; change HAAAT to 170 ft.; utilize former trans. as aux., and change TPO. Action May 20.

■ WMJX(FM) Boston—Granted CP to install aux. ant. at main trans. loc.; to be operated on 12.89 kw; change HAAAT to 523 ft. and change TPO. Action May 20.

■ WXYW(FM) Winchendon, Mass.—Granted modification of CP (BPH-10,037, as mod) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 1.27 kw; increase HAAAT to 439 ft. and change TPO. Action May 20.

■ KQDS(FM) Duluth, Minn.—Granted CP to install aux. ant. at main TL to be operated on ERP of 37 kw (H); change HAAAT to 402 ft. and change TPO. Action May 20.

■ KZIN-FM Shelby, Mont.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 100 kw (H) and 64.79 kw (V); increase HAAAT to 693 ft. and change TPO. Action May 20.

■ WALK-FM Patchogue, N.Y.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 44.7 kw; increase HAAAT to 540 ft. and change TPO. Action May 20.

■ WDST(FM) Woodstock, N.Y.—Granted CP to make changes in ant. sys.; change type trans.; decrease ERP to 2.9 kw; increase HAAAT to 305.6 ft. and change TPO. Action May 20.

■ WRKB-FM Kannapolis, N.C.—Granted CP to increase ERP to 50 kw; change HAAAT to 330.5 ft.; change type trans.; change transmission line; change TPO and make changes in ant. sys. Action May 18.

■ WCVZ(FM) Zanesville, Ohio—Granted modification of CP (BPH-11,014) to change TL; change type trans.; change type ant. and change TPO. Action May 20.

■ *KSOR(FM) Ashland, Ore.—Granted CP to change TL; increase ERP to 35.48 kw; change HAAAT to 2,690.3 ft. and make changes in ant. sys. Action May 17.

■ WFLO-FM Farmville, Va.—Granted CP to change type trans.; change type ant.; increase ERP to 50 kw and change TPO. Action May 20.

■ WPLZ(FM) Petersburg, Va.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 2.5 kw; increase HAAAT to 328 ft. and change TPO. Action May 20.

■ WWWW(FM) Warrenton, Va.—Granted CP to change type trans.; change type ant.; change ERP to 20 kw (H) and 16.9 kw (V); increase HAAAT to 837 ft. and change TPO. Action May 18.

■ KUBE(FM) Seattle, Wash.—Granted CP to install aux. trans. and ant. at main TL; to be operated on ERP of 890 w (H) and change TPO. Action May 20.

TV action

■ WMTW-TV Poland Spring, Me.—Granted CP to change SL. Action May 19.

Allocations

Petitions

■ Miles City and Billings, both Montana—In response to petition by Comanche Enterprises: Proposed reassigning ch. 6 from Miles City, where it is reserved for noncommercial educational use, to Billings for commercial use and replace ch. 6 with ch. 10 in Miles City; comments due July 5, replies July 20 (BC Doc. 82-276). Action May 13.

■ Fort Smith, Ark., and Poteau, Okla.—Dismissed petition by Collins Broadcasting Corp. and Herrreich Community Broadcasting Inc. for reassignment of 97.9 mhz, from Poteau to Fort Smith and 100.9 mhz from Fort Smith to Poteau (BC Doc. 82-74). Action May 12.

Assignments

■ Devils Lake, N.D.—Assigned 102.5 mhz and 103.5 mhz and deleted 96.7 mhz at Devils Lake and modified license for KDLV(FM) to specify operation on 102.5 mhz; effective July 20 (BC Doc. 81-874). Action May 12.

■ Leland, Miss., and McGehee, Ark.—Assigned 102.3 mhz to Leland as its second FM and substituted 103.1 mhz for unused 102.3 mhz at McGehee; effective July 20 (BC Doc. 81-775). Action May 13.

■ Dyersville, Iowa—Assigned 99.3 mhz to Dyersville

as its first FM; effective July 20 (BC Doc. 81-873). Action May 13.

In contest

Procedural rulings

■ Burbank and Pasadena, both California—**Renewal proceeding** [George E. Cameron Jr. Communications (KROQ), et al.]—Review Board granted to limited extent joint petition by Cameron and Burbank Broadcasting Co. and enlarged issues to determine whether San Marco Broadcasting Co., principal James C. Gates misrepresented station location and coverage area of station KMJC(AM) El Cajon, Calif., to public and station's advertisers, and, if so, to determine effect on San Marco's comparative qualifications to be licensee; denied petition by A.W.A.R.E. Communications Inc., to enlarge issues and remand hearing; denied contingent motion by Kenneth J. Roberts for remand and reopening of record on comparative qualifications of renewal applicants and/or other appropriate relief; dismissed petition to enlarge and for remand by A.W.A.R.E.; remanded proceeding to presiding ALJ for consideration of added issue, and ordered applications of Cameron, Royce International Broadcasting Co. and Baker-Smith Communications Inc., be served from remanded proceeding and that Review Board will retain jurisdiction over Burbank aspect of proceeding (Action May 13); and dismissed motion by San Marco to strike reply by Kenneth Roberts to oppositions to contingent motion (BC Doc. 20629-31, BC Doc. 79-65-67). Action May 18.

■ Winnsboro, Tex.—**FM proceeding** (Tower Power Corp. and Winnsboro Broadcasting Co.)—ALJ Joseph P. Gonzalez granted petition by Winnsboro for leave to amend to reflect new bank commitment letter, equipment lease proposal and other information; granted motion by Winnsboro for partial summary decision and resolved in its favor financial issues designated against it; granted joint petition by applicants and approved agreement; authorized reimbursement of \$1,674.68 to Tower and dismissed its application with prejudice; granted Winnsboro's application and terminated proceeding (BC Doc. 81-180-181). Action April 19.

Designated for hearing

■ Paradise, Calif.—(92.7 mhz) **new FM**—Competing applications of John C. Butler, Cheshire Broadcast Group, The Colonial Broadcasting, Joseph D. Zink and Jibo Broadcasting: To determine whether proposals of Butler and Zink would provide coverage of Paradise as required, and, if not, whether waiver is warranted; whether good cause exists for Butler's main studio to be located outside community of license; whether Cheshire will locate its main studio in Paradise and, if not, whether waiver is warranted; whether Cheshire, Colonial and Zink are financially qualified; which of proposals would best serve public and which should be granted (BC Doc. 82-277-281). Action May 13.

■ Kannapolis, N.C.—(ch. 64) **new TV**—Competing applications of Focus Television Co., Joint Venture and Community Action Communications Inc.: To determine if applicants are financially qualified; which of applications would better serve public and which should be granted (BC Doc. 82-259-260). Action May 18.

■ Berryville, Va.—(105.5 mhz) **new FM**—Competing applications of Berryville Media Group for renewal of WWOJ(FM) Berryville, Va., and Bentom Enterprises Inc., for new station there and frequency to determine which of proposals would better serve public and which should be granted (BC Doc. 82-274-275). Action April 29.

FCC actions

■ FCC denied request by Robert E. Williams Jr., Ellicott City, Md., for review of staff action denying in part his FOIA request for equipment records of Teleglobe Pay TV Systems Inc., on file at FCC's Laurel, Md., laboratory. Action May 19.

■ FCC affirmed Common Carrier Bureau's decision denying in part Millicom's FOIA request to inspect records regarding FCC's reconsideration of its cellular radio decision. Action May 17.

■ FCC waived its rule restricting use of TV aural sub-carriers to permit noncommercial WILL-TV Urbana-

Champaign, Ill., to transmit programing on subcarrier in TV aural baseband. It deferred action on similar request by WTTV(TV) Indianapolis. Action May 20.

■ FCC ALJ's Byron E. Harrison and Joseph P. Gonzalez granted CP to Peoples Broadcasting Corp. on 107.9 mhz to replace deleted facilities of WIFE(FM), and denied several competing applicants. Initial decision issued May 10.

■ FCC denied renewal of WVCA-FM Gloucester, Mass., and granted competing application of Grandbanke Corp., on comparative grounds. Action May 20.

■ FCC streamlined and updated FM channel assignment policies to speed up processing of petitions for FM channel rulemakings. Action May 20.

■ FCC granted permission to four Charleston, S.C., TV stations to move their transmitters to common site,

15 miles northeast of Charleston. Action May 20.

■ FCC designated for hearing renewal application of WBBY(FM) Webserville, Ohio, and that of Metro Broadcasting Inc., which seeks WBBY's frequency. It also granted request by WBBY for transfer of control from William R. Bates, 50.1% owner, to QNP Corp. Action May 20.

■ FCC denied reconsideration to WWAY-TV Wilmington, N.C., to move and increase antenna height and power. Action May 20.

■ ALJ Byron E. Harrison granted Country Broadcasting Co. CP for new FM at High Springs, Fla., and denied competing applicant, Alachua Broadcasting Inc., for same facility at Alachua, Fla. ALJ found Alachua unfit to be awarded permit because of intentionally deceptive statements made to FCC by one of

its principals. Country also was awarded preference for its superior proposal to integrate ownership and management. Country is owned by Baxter Forrester (50.1%) and Ray Forrester (49.9%), who have no other broadcast interests. Decision becomes effective 50 days after its release unless appeal is filed within 30 days or FCC appeals it on own motion. Issued May 24, released May 24.

■ FCC partially granted FOIA request by Vincent L. Hoffman to inspect 1977, 1978 and 1979 annual financial records of National Broadcasting Inc., for its KUUZ-FM Nampa, Idaho, facility. Action May 17.

Summary of broadcasting

FCC tabulations as of April 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,650	0	0	4,650	125	4,775
Commercial FM	3,361	1	0	3,362	218	3,580
Educational FM	1,127	0	1	1,128	80	1,208
Total Radio	9,138	1	1	9,140	423	9,563
Commercial TV						
VHF	523	1	0	524	11	535
UHF	263	0	0	263	126	389
Educational TV						
VHF	103	1	3	107	9	116
UHF	161	2	4	167	16	183
Total TV	1,050	4	7	1,061	162	1,232
FM Translators	468	0	0	468	208	676
TV Translators						
UHF	2,722	0	0	2,722	222	2,944
VHF	1,619	0	0	1,619	382	2,001

*Special temporary authorization

**Includes off-air licenses

Other

■ North Charleston, Eastover, Ravenel, Elloree, Mount Pleasant, Parris Island, Batesburg, Johnston, Leesville, Winnsboro Mills, Saluda, Union and Batesburg, all South Carolina—Granted request by William Dudley III, and extended through June 7 time for parties to file replies to oppositions in proceeding seeking amendments to FM table of assignments for listed communities (BC Doc. Nos. 80-201,211,213, 81-171). Action May 21.

Call letters

Applications

Call	Sought by
	New AM's
WDKA	Seashore Broadcasting Inc., Cross City, Fla.
WLJN	Good News Media Inc., Elmwood township, Mich.
WCXQ	Moca Broadcasting Associates Inc., Moca, Puerto Rico, PR.
	New FM's
KWHL	Pioneer Broadcasting Inc., Anchorage, Alaska
WEIU	Eastern Illinois University, Charleston, Ill.
KLSX-FM	Minnesota Public Radio Inc., Rochester, Minn.
WEUC-FM	Catholic University of Puerto Rico Service Association, Ponce, PR.
WIMC-FM	South Carolina State College, Orangeburg, S.C.
	New TV's
WLJC-TV	Hour of Harvest Inc., Beattyville, Ky.
KEHB-TV	Paso Del Norte Broadcasting Corp., El Paso, Tex.
	Existing AM's
KSUN	KXIV Phoenix
WQBH	WMZK Detroit
WQOK	WMYB Myrtle Beach, S.C.
WHIT	WWQM Madison, Wis.
	Existing FM's
KVNM	KXRT Taos, N.M.
WZSR-FM	WRMZ Columbus, Ohio
WRBO	WVWM Cleveland
KAYI	KMMM Muskogee, Okla.

Grants

Call	Assigned to
	New FM's
KLMC	Sears Broadcasting of Colorado Inc., Leadville, Colo.
KOIR	Rio Grand Bible Institute Inc., Edinburg, Tex.
KRRG	Laredo Broadcasting Inc., Laredo, Tex.
	Existing AM's
KGMQ	KPUB Pueblo, Colo.
WONO	WBMS Black Mountain, N.C.
WRKQ	WZZI Madisonville, Tenn.
KTLE	KDYL Tooele, Utah
	Existing FM's
WHRF-FM	WHRF West Palm Beach, Fla.
WJKZ	WIZO-FM Franklin, Tenn.
KMXL	KJKJ Logan, Utah
KTLE-FM	KTLE Tooele, Utah
	Existing TV
WHRF-TV	WWPF West Palm Beach, Fla.

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RADIO

HELP WANTED MANAGEMENT

Exceptionally strong General Manager for all news CNN2 10 KW daytimer serving Monterey Bay market, California. Must be local sales-oriented with capacity to oversee station's promotional, programing, technical, financial and FCC compliance operations. Base salary plus incentives. Possible investment opportunity. Resume to KMFO, 519 Capitola Ave., Capitola, CA 95010.

Public Radio Station Operations Director wanted—University 100,000 watt FM station seeks full-time Operations Director/Adjunct Instructor. Salary dependent upon qualifications. Master's degree preferred or appropriate professional experience. For full description send application letter, resume, audition tape, and three references postmarked by June 24, 1982, to: Craig Beeby, Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74078. An Affirmative Action, Equal Opportunities Employer.

Sales Manager, Eastern Mass. AM fulltimer—We need a sales manager who believes that AM radio is not dead and who is willing to get totally involved with the station and the market. He/she would lead by the example set of hard work, enthusiasm, knowledge of radio, personal sales ability, and follow through. Compensation would be based primarily on rewarding increases in what I consider to be an underdeveloped billing. The right person would likely move up to station manager as confidence develops on both sides. If you are interested in learning more, send me a resume and I will call you. E.O.E. Box A-212.

General Manager: A golden opportunity for a general manager in the U.S. Virgin Islands. Must be a proven leader, motivator and have excellent experience in sales and developing successful promotions. Reply in complete confidence. Send resume to Box B-4.

Local Sales Manager. Wanted: strong, hardworking sales pro/administrator from medium to small market who wants to move up to regional Northeastern grossing \$1-1.5 million. Send resume & salary requirements to Marguerite Findra, Greater Media, 197 Highway 18, East Brunswick, NJ 08816, or call 201-247-6161.

General Manager. WRRO is accepting applications for position of General Manager—must be strong in sales, motivation, and administration—excellent pay and benefits with this group owner—send resume and references to WRRO Radio c/o Bernard Brobst, P.O. Box 1440, Warren, OH 44482. E.O.E.

WERZ/WMYF in beautiful coastal New Hampshire. Group looking for an aggressive sales manager. Willing to be groomed for GM's slot and equity situation. Ground floor opportunity. Great financial package. Call Turner Porter, 9 to 5 (EDT), 603-772-4757. E.O.E.

HELP WANTED SALES

Local sales manager to sell country gospel radio in major top 20 market. Must be able to deliver sales and direct people, work with the largest gospel radio chain in the country. Excellent opportunity for advancement. Station about to increase power 400 percent. Contact Dick Marsh, Vice President, Universal Broadcasting, 3844 East Foothill Blvd., Pasadena, CA 91107. 213-577-1224. This is an immediate golden opportunity. E.O.E.

Sales/Sports position with emphasis on sales. Opportunity for aggressive, professional to handle play-by-play of full schedule of Big 10 Football and Basketball. Must be top biller with minimum of three year track record. Send resume with sales and income history to Box B-18.

General Sales Manager. New Orleans leading news/talk station seeks aggressive General Sales Manager. Show me you can take more than your share out of the market. No phone calls. Write: Mike McGee, General Manager, WGSO, 1440 Canal Street, New Orleans, LA 70112. An Equal Opportunity Employer.

Sales Manager. First such opening in nine years at this small market leader. Salary, commission and good fringe benefits. Advertiser and listener acceptance at this Virginia station is phenomenal. We need experienced, conscientious and self-motivated person to help keep it that way. EOE. Excellent market and place to live. Call 804-744-2847, or send complete resume to Box A-202.

Ready to move up and into a great radio station in a great radio market? We'll add one person to our local sales staff by July 1. That person will have a minimum of two years local radio sales experience and be able to verify a top performance level. That person will earn high commission income, receive free benefit package, on-going training, a pro support staff, the resources of a large broadcast group and a market leader. Interested? Qualified? Send resume to: Ray Gardella, GSM, WICC Radio, 177 State Street, Bridgeport, CT 06604.

HELP WANTED ANNOUNCERS

Talk. Talk. Talk. We want an exciting, unique and witty telephone talk show host, with personality. We're a top-rated, major market station with an unusual talk format. Send resume to Box A-157. EOE.

Sold one-to-one communicator needed today for Gulf Coast beautiful music. Beautiful music background not needed, but warm, relaxed, friendly style a must, along with good news and production skills. Rush tape, resume, references, and salary requirements to: Bob Martin/Program Manager, WJQY-FM, 2402 Wolf Ridge Road, Mobile, AL 36618.

Announcers for adult, live assist FM, in small market, mid-Atlantic area. On-air early July. Smooth delivery/production, minimum 2 years' commercial experience. Tape and resume to: Operations Director, WKYZ-FM, Route 3, Box 13, Salisbury, MD 21801 EOE.

East Coast South Florida adult contemporary leader accepting resumes for future consideration. Top facilities. Top staff, and tops in the market. Good bucks, too. Only professionals with good track record who want to work any shift assigned need apply. Write Box B-13.

Wanted: Announcer, experienced preferred, to work six days per week. Duties include production and operator for Harris System 90. Send resume and references to Mike Day, General Manager, WMRI, Inc., P.O. Box 538, Marion, IN 46952. WMRI, Inc., is an equal opportunity/affirmative action employer.

Afternoon drive announcer wanted. Modern country station in St. Louis ADI looking for announcer with minimum 3 years' experience. Send confidential tape & resume to: Steve Beeny, KWRE Radio, PO Box 220, Warrenton, MO 63383.

Combination sales person-DJ. We will pay up to 25% sales commission plus salary for DJ show. We are Country and Western. Heavy on local news. We pay more and we expect more. If you want more, call J. C. Johnson or Mike Howard, WJEM Radio, Valdosta, GA 31601. 912-242-1565.

Good Production, air personality for modern operator. Beach, top 40 Rock AM, A/C FM. Eastern North Carolina. Send resume to Box B-9. E.O.E.

HELP WANTED TECHNICAL

Radio Chief Engineer. Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, P.O. Box 728, Houma, LA 70360. Equal Opportunity Employer.

Top rated Midwest station looking for Chief Engineer. Must have experience in AM directional, FM stereo, studio and audio processing. Send resume and salary requirements to WROK/WZOK, P.O. Box 6186, Rockford, IL 61125.

Southeast Michigan AM-FM is seeking an assistant chief. Applicant must have a minimum of two years of technical school plus three years of experience and valid FCC license. SBE certification a plus. EOE. Send resume & references to Box B-14.

HELP WANTED NEWS

News Director and newsmen sought for Midwest broadcast chain that is expanding rapidly. Investigative reporting skills, one-to-one conversational delivery. We want people who need only to be told once how the job is done. Our staffers respond to good pay, benefits and security with consistent quality performance! Send resume, tape, writing samples and salary history to Greater Muskegon Broadcasters, 506 Muskegon Federal Savings Building, Muskegon, MI 49440.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

California Metropolitan Daytimer seeking highly qualified, proven program director, who can do it all. Air shift (optional), on/off air promotions, merchandising, music/audience research; audience, community involvement. Many challenges, many rewards. Resume and references to Box A-13.

WNMU-FM seeks cultural affairs producer for arts/music programming. Responsible for seeking, planning the recording & scheduling local concerts & radio features. Host daily 3-hour program. Minimum qualifications: Bachelor's degree in related area of radio, music or mass. comm.; FCC permit; full-time experience in public radio; strong background in production of short audio features. Salary range: \$14,600 plus. Send resume, 10-minute audio cassette of news, classical music commentary to: Personnel Office, Northern Michigan University, Marquette, MI 49855. Must be postmarked by June 18, 1982. EOE/AA.

Program Director, adult contemporary, unique dual market. If you can make a locally programed AM station exciting, fun and touch people's lives, we want to talk with you. Announcing and administrative skills a must. Send tape and resume to Arnold Lerner, WLLH, Lowell, MA 01853. E.O.E.

PD. for eastern N.C., AM, beach rock and A/C FM. Ability to handle personnel and good production a must. Send resume to Box B-10. E.O.E.

Director Radio. Responsible for radio production and operational activities, budget and all network non-instructional programing. Supervises Producers, announcers & operational professional. Requirements: Bachelor's & 7 yrs. related exp. Ed. and exp. may be equally substituted. Entry salary: \$24,481.56. MS Authority for Educational Television, Personnel, P.O. Drawer 1101, Jackson, MS 39205. 601-982-6227. An Equal Opportunity/Affirmative Action Employer, M-F. State service application must be postmarked by June 30, 1982.

Desire to use your talents for Jesus Christ? Following positions open in nationwide satellite network. Engineer, news/sports director, reporter, programing/production, announcers, network planning/development. Send resume to Box B-1.

SITUATIONS WANTED MANAGEMENT

Small medium market GM. Experienced all phases. Track record. Best references. Write Box A-179.

High performing General Manager with 17 years managing AM/FM. Expertise includes sales and profits, programing, superior leader and motivator. Looking for station owner/group owner who wants quality. Dedicated professional with all the tools. Write Box A-216.

Business flat? Growth? Expansion? Need shirt sleeve goal, people-oriented organizational leader? I'm seeking permanent career move with positive established company. 8 years GM, network GSM. Strong sales development, administrative, programing skills. Hardworking achiever. Economics degree. Joe, 912-924-4852.

SITUATIONS WANTED MANAGEMENT CONTINUED

22-Years Broadcasting. Nine in sales. 1½ sales manager. Employed. What have you? All areas. Write Box A-215.

This highly organized and competent engineer has the skills necessary to provide good stable management of your station. It's time for a change. Write Box A-225.

Sold my interest as President and General Manager of major market property. Want to rejoin group or top independent. Dynamic sales background. Top broadcaster. Top management. Resume covering 25 years on request. Reply Box B-22.

Small market GM/GSM. Sales always No. 1, strong promotions, production, community involvement, air work, even PBP, all in one package. Call 919-278-6530, evenings 6-9 (EDT), or write: PO Box 10914, Southport, NC 28461.

SITUATIONS WANTED ANNOUNCERS

College and broadcast school graduate looks for entry level announcer position with station in tri-county Michigan area (or Flint, Ann Arbor, Lansing). What I lack in experience, I make up in zest and enthusiasm. 313-868-3467, Rhodney.

Versatile 3rd w/, C&W or rock. 313-277-5062; Jay Dubb, 415 Brentwood, Inkster, MI 48141.

18-year professional looking for a New England home. Searching for someone who's done it all? I'm your man! T & R available. Write Box B-8.

Wait until you hear my play-by-play. Sports director, good on board. 3 years' experience. 516-437-2688.

Intelligent, creative announcer experienced in all areas of radio, looking for challenging job at innovative station. Dedication, maturity, drive are all Dan. Call 313-744-3598 (leave message), or 313-655-8623. Will relocate.

Mature, veteran broadcaster - newsman, talk host, good music, writer, lecturer, et al., seeks position of responsibility and living wage. 313-682-7798.

Good voice and reader. Professional sound and attitude. Cooperative. Available now. Brian Davis, 414-255-2078.

Major Market AOR announcer, very strong production, seeks Rocky Mountain, East-West Coast locale. Seven years' experience. Tim, 216-884-8438.

My tape can mend your broken station. Great pipes! Trained for jock or news. Production too! Prefer Rockies, but will go anywhere. Call Tom at 312-686-7105 or 312-358-5142.

SITUATIONS WANTED TECHNICAL

Available in September. Well-organized Chief Engineer with first phone and advanced ham licenses, experienced in AM, directionals, FM, stereo, automation, studio construction and maintenance, proofs and record keeping. Presently rebuilding entire station on contract basis, will have project completed by September and will be ready for the next opportunity; permanent position or for duration of project. Write Box A-221.

SITUATIONS WANTED NEWS

Health Reporter. Research shows medical reporting is a must. I have the experience, knowledge and talent to make the beat come alive for your major market station. Box A-96.

Crisp, accurate, creative coverage of breaking news and legal beat my specialty. 5 yrs' experience. Looking for position in medium to large market (350,000+). Doug, 217-546-9389.

Newsman, 6 years' experience, looking for challenge in news/talk/public affairs. Presently working morning drive in large-medium market. Write me, and I'll send you an air check and resume. Write Box B-23.

Experienced Reporter: will cover Congressional and Washington events, good delivery, interviews. Credentials. Call 202-547-2459.

You want the best basketball PBP man available? Nine years PBP experience. All four major sports, excellent sportscasts and interviews also. 612-255-0386, Gary.

Knowledgeable, dependable, energetic sports director with PBP experience of 5 years. Looking to move up to medium market. Call Bob Simen at 615-775-2341 after 4:15 p.m. Tape and resume available.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

14-year pro—experienced PD, currently in major market seeking solid company to advance with. Great references and track record. All markets considered. 301-249-6578.

Experienced, creative professional. Ten years, excellent production, seasoned air talent, B.A. degree. Copywriter, producer, management background. Seeking creative services, production, operations, air shift. Knowledgeable, responsible, dedicated personality. Write Box B-15.

Program/Operations: 33, 10 years small/medium market experience, A.B., strong promotion and staff development. Seeks stable operation. Box B-7.

Operations Director for group or growing AM/FM combination. 20 years' experience, announcer to station manager. Strong family man, heavy community involvement. Good leader and teacher of young talent. Excellent radio fundamentals. Prefer Southeast. Write Box B-20.

Experienced Ops Dir/PD/announcer looking to join beautiful music or news/talk operation. Medium to major Western market preferred. 8 years broadcasting plus freelance. First phone, sharp, hardworking. Will consider all replies. Phone 702-673-6370 or write Box B-21.

TELEVISION

HELP WANTED MANAGEMENT

Cable Communications Administrator. We are seeking an individual to coordinate the cable television franchise process, installation of cable in the city and development of public access for the City of Naperville. Ability to work effectively with franchisees, cable TV committee, residents and municipal staff is essential. Two years previous experience coordinating the Cable TV franchise process, monitoring contract compliance and developing public access preferred. Knowledge of current technology in cable communications field helpful. A college degree in public administration, communications or related field required. A starting salary in high teens with an excellent benefit package are offered for this challenging position. Apply by submitting a resume, in confidence, to the Personnel Officer, City of Naperville, 175 W. Jackson Ave., Naperville, IL 60566.

KTWU/11, Washburn University, Topeka, Kansas, seeks Director of Operations. Duties include: directing creative, budgetary, personnel activities of operations/production area, develop middle/long range goals; serve as member of station management team. Position is internally oriented and reports to Executive Director/General Manager. KTWU/11, a 17-year-old nationally viewer-ranked PTV station in growth mode, serves northeast Kansas and portion of northwest Missouri and will soon increase service to southeastern corridor of Kansas via translators and enter into new building/equipment drive. Qualifications: MA/MS degree required or BA/BS degree with experience equivalent to advanced degree; minimum of five years fulltime employment in educational/public/commercial television with substantial production/administrative/personnel/teaching experience. Successful candidate will reflect public broadcasting philosophy as found within context of university licensure and academic environment. Salary dependent upon qualifications. Position available September 1 or before. Send letter, complete current resume, and three recent references with telephone numbers to D.N. Anderson, Executive Director/General Manager, KTWU, 301 N. Wanamaker Road, Topeka, KS 66604. Application must be postmarked no later than June 30th. Washburn University is an Equal Opportunity/Affirmative Action Employer.

Program Director for KING-TV in Seattle, Washington. Must have substantial experience as a television Program Director with a proven record of conceiving, developing and producing local programming. The ability to manage and motivate a large and diverse department is essential. Send resume to: Kathleen M. Hughes, Personnel Director, King Broadcasting Company, 333 Dexter Avenue, N., Seattle, WA 98109. EOE.

HELP WANTED SALES

Local Sales Manager to work with number one local sales team in growing Sunbelt market. Applicant should possess outstanding written and verbal sales presentation skills and experience in development of vendor support programs and co-op campaigns. Send resume to: William J. Kemple, Vice-President and General Sales Manager, WRDW-TV, Drawer 1212, Augusta GA 30903. An Equal Opportunity Employer.

Account Executive—WTVD, the CBS affiliate in Raleigh/Durham, is seeking a team-oriented person with a proven record of excellence in television sales. A Capital Cities Communications station, WTVD offers major benefits and an opportunity to grow with one of the industry's leading groups. Apply in writing to: Peter J. Celentano, Local Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Calif. Coastal CBS affiliate seeks AE w/street sales experience. Great opportunity to grow w/innovative sales team. Contact Charles Stauffer, Local Sales Manager, KCOY-TV, 1503 N. McClelland, Santa Maria, CA 93454. EOE/AA employer.

Account executive needed for Southeastern CBS affiliate. Strong sales/marketing department looking for a salesperson with at least three, preferably four years of proven television sales experience. Great potential. No calls, please. Send resume to Charlie Boush, Local Sales Manager, WDBJ-TV, Call Service 7, Roanoke, VA 24022. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Technician for maintenance of state-of-the-art TV broadcast equipment, at new videotape post production facility. Must have digital and analog background, familiar with quad, 1 inch, computer editing and Telecine equipment. Engineering degree or technical school grad. with 2-3 years' experience required. Positions are open at all levels. Competitive salaries and benefits. Reply to Box A-152.

Hands-On VHF Chief—Proficient in areas of: RF Digital, Ampex Quad, RCA Telecine, BVU, Vidifont. Two year old ABC affiliate with new owners undergoing upgrade. Eastern Shore market adjacent to summer resort. Offering \$30-35,000. Resume and references to: Frank Pilgrim, General Manager, P.O. Box 321, Salisbury, MD 21801. AA, EOE/AF.

Television Engineer. CBS-TV affiliate seeks hands-on pro ready to take on supervisory responsibilities. Req: FCC lic., digital knowledge, background in operation and maintenance of UHF-TV. Exc. salary & benefits. Send resume or call C.E., KPWR-TV, 2831 Eye Street, Bakersfield, CA 93301. 805-327-7511.

Midwest videotape production facility is seeking chief engineer well-versed in set-up, maintenance, trouble-shooting and repair of 1" type "C" VTR's; 2" Ampex VTR's; CMX editing systems. Vital "Squeezezoom"; broadcast cameras and audio systems. Minimum 5 years' experience with one year supervisory experience preferred. Excellent benefits with progressive, expanding company. Send resume and salary requirements to: Telematrix Videotape Productions, 5635 W. 80th Street, Indianapolis, IN 46278.

Want to hire: Director of Engineering—medium market—sunny South. Most modern television equipment. Requires leadership, planning, supervisory ability, good with people. Some "hands-on" required. Excellent opportunity. Send resume and salary requirements. Strictly confidential. Write Box A-198.

Maintenance Engineer—for Southeastern group-owned station in 56th market. Must have FCC. General class and 3 to 5 years' experience in all phases of studio maintenance. Experience with Ampex Quad, TCR-100 and Sony BVU helpful. Salary commensurate with experience. Contact Bill Vansycoc, WTVR-TV, 3301 West Broad, Richmond, VA 23230. 804-254-3630. An equal opportunity employer.

HELP WANTED TECHNICAL CONTINUED

Executive Engineer with high technical qualifications and ability to train and supervise. Important Texas market. EOE. Box A-224.

Need operating Engineer with FCC license. Good place to live. Good growing company. EOE. Contact Ken High, KAMR-TV, 806-383-3321, or Box 751, Amarillo, TX 79189.

Asst. Engineer/Equipment Mgr.—Assistant to the Chief Engineer of Richardson Communication Center. Knowledge of broadcast level studio and portable TV equipment required. Should be strong in audio with an understanding of film and photography. Five years' experience with a minimum of two years technical education or equivalent engineering experience. Hold a valid FCC General Class License and/or S.B.E. certification. Salary range \$19,000-\$21,000. Send resume to Dr. Manfred K. Wolfram, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. Closing date: June 15, 1982. Trinity University is an Equal Opportunity Employer.

Engineer. WFUM-TV has technical staff opening. Seeking individual with 1-2 years' experience in operation/maintenance of TV equipment. General class radio-telephone license preferred. Opportunity to grow and learn in all new facilities. Send resume to: Guy Beverlin, WFUM-TV, University of Michigan, Flint, MI 48503. Equal Opportunity/Affirmative Action Employer.

KMGH-TV, a CBS affiliate in Denver, Colorado, seeks applications from experienced career minded operations engineers in the areas of ENG, switching, audio, master control, and video. Applicants should have solid operations skills and a good technical background. A First Class or General Class FCC license is highly desirable. We offer excellent pay, benefits, and working conditions for the right professional. Send resume to: John Hellyer, Director of Engineering, KMGH-TV, P.O. Box 5007, Denver, CO 80217. KMGH-TV is an equal opportunity employer (M/F).

Engineering Supervisor. Four-station network serving New Jersey and the New York/Philadelphia markets has an immediate opening for a supervisor with 5 years' experience in news operations or one-inch CMX editing. This position is based in our Trenton headquarters. Salary range to mid \$20's. Send resume and salary history to: George Hoover, Director of Engineering, New Jersey Network, 1573 Parkside Avenue, Trenton, NJ 08638. Deadline: June 15, 1982. EOE/M/F No phone calls, please.

Rank Cintel Operator. Spotlight has an opening for an experienced Rank Cintel Operator whose responsibility will be for movie and short subject transfer work at our satellite uplink facility in Laguna Niguel. Please send your resume and salary history in confidence to: Ed Gordon, VP of Engineering & Operations, Spotlight, 27632 El Lazo Road, Laguna Niguel, CA 92677. We are an Equal Opportunity Employer and encourage women and minorities to apply.

Television Technician. Immediate opening. Minimum two years' experience in TV broadcasting and hold a second class FCC license. Operating experience with audio, quad and 1 inch video tape operation, camera setup and ENG operations necessary. Interested persons should contact or send resume to Ted Newcomb, Chief Engineer, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. An Equal Opportunity Employer.

Studio Technician II. TV broadcast studio engineering technician II, first class or general FCC license, SBE certification a plus. In-depth electronic and digital theory, at least 3 years' maintenance experience and AA degree in electronics or equivalent required, preferably with broadcast color equipment or equipment of equivalent circuit sophistication. Salary range: \$14,460 to \$22,400. Send resume to Director of Engineering, New Hampshire Public Television, Box Z, Durham, NH 03824. AA/EEO.

Maintenance Engineer. Repair and maintain studio and transmitter equipment. UHF transmitter & digital troubleshooting experience required. General Radiotelephone Operator license required. Resume to: Personnel, WMFE-TV, 11510 E. Colonial Dr., Orlando, FL 32817. Equal Opportunity Employer.

Chief Engineer for KWWL-TV, Waterloo/Cedar Rapids. Supervise technical staff of 10, operating/capital budgeting. This VHF affiliate is all-ENG, heavily committed to state-of-the-art and regional networking of collegiate sports. At least 3-5 years' experience required, including some supervisory/budget work. BSEE preferred. Send resume and salary needs to J.A. VanHorn, VP/Personnel, American Family Broadcast Group, 500 E. Fourth Street, Waterloo, IA 50703. An equal opportunity employer.

We need Assistant Chief for family-oriented independent TV in sunny Florida. Looking for someone with plenty of experience for hands-on studio/transmitter maintenance. Salary negotiable. Contact Jerry Smith, CE, WXAO-TV, PO Box 17547, Jacksonville, FL 32216. EOE.

CMX Editor. Spotlight has an opening for an experienced CMX editor whose responsibility will be for promotional editing at our satellite uplink facility in Laguna Niguel. Please send your resume and salary history in confidence to: Ed Gordon, VP of Engineering & Operations, Spotlight, 27632 El Lazo Road, Laguna Niguel, CA 92677. We are an Equal Opportunity Employer and encourage women and minorities to apply.

HELP WANTED NEWS

News Photographer—ENG shooter/editor for Virginia's capital city CBS affiliate. One year experience required. Resumes and tapes to: Jay Moore, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

Executive Producer for San Diego NBC affiliate. We want the hard work of fifty-five news pros presented in a crisp, cohesive and watchable manner. A leader and spark plug with a minimum of five years news experience. Please send resume to Tom Mitchell, KCST-TV, 8330 Engineer Road, San Diego, CA 92111. Equal Opportunity Employer.

Weathercaster for progressive, 40th market Cap Cities station. Only two requirements are essential: a genuine fascination with weather, and an ability to make it relevant and interesting to the viewers. Send tape and resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Reporter.—Cover state capitol and government beat. Top 50's market. Immediate opening. Only experienced apply. E.O.E. Write Box A-197.

Our search continues for a dynamic, aggressive co-anchor. Send cassettes to News Director, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. An Equal Opportunity Employer, M/F.

KMPH-TV has opening for sportscaster who is interested in community sports and features. Must be able to gather, write and produce good work. No beginners. Must have at least 2 or 3 years prior on-air experience as anchor or number two sports reporter. Send tape and resume to Dick Carr, News Director, KMPH-TV, 5111 East McKinley, Fresno, CA 93727. An EOE/M-F Employer.

Experienced Anchor/Producer for 6 & 11 PM news needed for top-rated Sunbelt market. No beginners. EOE. Rush resume to Box A-213.

Meteorologist. WFRV-TV, Green Bay, is looking for a qualified meteorologist. Strong presentation a must. Fully equipped weather facility, including computer graphics and color radar. EEO. Rush tape and resume to Ray Wilck, News Director, WFRV-TV, P.O. Box 1128, Green Bay, WI 54305.

Group-owned stations in five Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box B-17. We are an Equal Opportunity Employer, M/F.

Top New York news agent expanding representation of personable, creative anchors, reporters, specialists. Send tape, resume with SASE. P.O. Box 1103, New York, NY 10101.

Denver sports reporter. The city is a big-league town with plenty of big-league anchors. Network affiliate needs a reporter with solid production skills and a taste for recreational and high school sports. Resume to Box B-12.

Photographers: Two aggressive and creative photographers wanted for this top-rated, group-owned shop. Individual car and state-of-the-art gear. Extensive Live capability, chopper, 1" effects editor. Two years' experience. Send tape, resume and salary requirements to: News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. E.O.E.

Reporter/Photographer: 2 years minimum professional experience and degree required. Must be able to shoot and edit. EOE. Write to Box B-6.

News Director—Chesapeake country, small market (164) needs pro to manage and motivate award-winning staff, yet spend most of your time in the field. Perfect for experienced assistant or reporter ready to step-up. Good salary and fringes. Send resume and salary history to Frank Pilgrim, GM, WMOT-TV 202 Downtown Plaza, Salisbury, MD 21801. AA, EOE/M/F.

Sports Photographer: Looking for someone who lives, eats, sleeps sports. 1 year of photo experience. Ability to do some sports reporting desirable, but not required. Send resumes, tapes to Ray Depa, News Director, KETV, 27th & Douglas, Omaha, NE 68131. We are an EEO employer.

Anchor-News Director. Aggressive, experienced for NBC affiliate in Ft. Smith, Ark. Tape and resume-Gordon Brown, Box 1867, Ft. Smith, AR 72902. EOE. 501-785-4334.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art Director. First class working designer, competent in administrative detail to supervise small staff for position which includes TV graphics, print, and scenic designs. Applicant should be especially strong in design, typography, and illustration. Bachelor's degree required; TV design experience preferred. Send resume, samples, and salary requirement to Wiley Hance, Drawer B, WNEB-TV, PO Box 1263, Buffalo, NY 14240. Equal Opportunity Employer.

Director—Immediate opening for person who can switch and direct. Minimum two years' experience directing news and commercial production. Must be creative. Send demo tape, resume and salary requirements to: Production Manager, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. An equal opportunity employer.

Researcher to two producers on well-known TV news magazine show in Washington, D.C. Must have ability to recognize a news story, experience in news researching, knowledge of film and background information sources and good judgment of people. Please send resume to Box A-188.

Media Development Director, Mark Taper Forum, Los Angeles. Dynamic individual with entrepreneurial skills sought to develop material for television production. At least three years' experience in both theatre and television required. Submit resumes and salary history in strictest confidence to exclusive agent for the search: Opportunity Resources, Box FB, 1501 Broadway, NY, NY 10036.

News-cast Director for well-paced 30-minute broadcasts at 6:00 and 10:00 p.m. Production tools include DVE effects, live unit and all ENG news operation. This is a full-time news department position. Tape, resume and salary requirements to Ken Keller, ND, WHBF-TV, 231 18th Street, Rock Island, IL 61201.

Video/Film Director to shoot videotape and to oversee video production unit for television programs used in college credit telecourses. Skills required include shooting, directing on location, supervising editing. Work experience plus college degree required. Write to: Bob Crook, Center for Telecommunications, Dallas County Community College District, 12800 Abrams Road, Dallas, TX 75243; 214-746-4465. An Equal Opportunity/Affirmative Action Employer.

Associate Director of public relations for leading national children's television series. Need experienced professional with strong writing skills who understands TV promotion, publicity and budgeting. Send confidential resume with salary history to Box B-24.

Training Coordinator needed to teach volunteers video production skills at KBDI-TV, an unconventional public TV station. Resumes to: John Schwartz, KBDI-TV, Box 6060, Boulder, CO 80306.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Wanted: Program Manager for small market public television station. At least 5 years' experience in public broadcasting required, knowledge of PBS and regional network programing policies essential. Demonstrated ability to conduct community ascertainment, work with volunteers and develop local programing desirable. Send written resume to: Odell Skinner, WCBB, 1450 Lisbon Street, Lewiston, ME 04240. WCBB is an Equal Opportunity Employer.

Position Available: Television producer/writer/reporter. Salary range \$13-\$14,000. Two years full-time experience at a broadcast station or major production operation required. BA in journalism or related field preferred. TV directing ability helpful. Contact: Ronald Gargas, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer. Application deadline: June 28, 1982.

Electronic Field Producer. Must have 3 years' experience in commercial or industrial field production. Must have a complete knowledge of all aspects of field production. Some writing experience desirable. College preferred. Contact Rich Benham, KAKE-TV, P.O. Box 10, Wichita, KS 67201. E.O.E.

SITUATIONS WANTED MANAGEMENT

President/Chief Executive Officer/General Manager! 30+ years practicing television! Thoroughly experienced all aspects! Empire-builder/rebuilder! Acustomed to multiple-station/bottom-line responsibilities! Compensation based on performance! Nationally-recognized industry-leader! Outstanding record of achievements! Produces spectacular profits and prestige! Also available as outside-director! Box B-2.

SITUATIONS WANTED NEWS

Female sportscaster—edit/report/anchor, plus one year sports production. Enthusiastic, willing to relocate anywhere. Write Box A-154.

Conscientious 9-year news photographer/reporter seeks news photographer position. Also 16 and 35 MM film experience. TK-76 and Sony 1600 series camera and editor qualified. Request tape. Write Box A-178.

Aggressive Investigative Reporter: 3 years' experience, award-winner with management expertise seeks opening on investigative team. Write Box A-181.

Army Officer who was at the Pentagon is now available for sports or news reporting position. I have over 3 years on-air experience. Call Jack, 914-783-4432.

Young, good looking, aggressive sports anchor/reporter currently at small medium market station would like to work for station dedicated to a good sports show. Reply Box A-209.

T.V. news video cameraman and news production. Knowledge of TV operations and news gathering. College background. Looking for start. Will relocate. Art Bengier, 390 Wadsworth Ave., N.Y., N.Y. 10040. 212-927-6197.

Ambitious, aggressive newsmen seeks anchor and/or reporter position in small or medium market 3 years radio and television experience. Prefer Midwest—will consider all offers. Terry Kelley, 712-276-8583.

Attractive Black Male seeks a challenging sports reporter or anchor position. Experienced and aggressive. Better than most I've seen. Tom, 3356 Broadway, Indianapolis, IN 46205.

Aggressive, enterprising reporter seeking to resume TV news career after following adventuresome roads. 27, three years reporting experience. Send for the tape. Bob, 919-782-5255.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Continuity Director. Radio-TV. Willing to learn other areas of broadcasting. Looking for a challenge and diversity. Write Box A-189.

Experienced print and broadcast reporter wants major-market off-air job in television or radio. Excellent writing skills. Write Box B-16.

Move over, Julia Child. Attractive, creative & entertaining cooking personality, food & nutrition expert seeks position on news-talk, magazine or cooking show. Credits include: NBC "Today" & major N.Y. programs, host of radio food magazine "Alison's Restaurant." Call Alison, 203-576-9230.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Writer/Producer. Creative individual with two years' production experience to work in a fast growing in-house ad agency in Southeast. Salary commensurate with ability. Send resume, stating salary requirements, to: Carolyn McGinnis, P.O. Box 31788, Charlotte, N.C. 28231.

HELP WANTED INSTRUCTION

Anticipated vacancies, Fall 1982. Lyndon State College, Lyndonville, VT 05851. Lyndon State College is located in rural northeastern Vermont, ten miles from ski facilities at Burke Mountain, four hours north of Boston and two hours from Montreal. There are 1000 undergraduates and 59 full-time faculty. The Communications major is one of the College's four largest programs, along with Recreation, Business, and Meteorology. The Communications Department sponsors the Lyndon Interactive Communications Project (LINC) which is a broadcast quality public telecommunications production facility housed on the campus at Lyndon, Communication Arts & Sciences: Anticipated staff vacancy - Engineer, one-year position with possibility of permanent continuation. Perform all maintenance on electronic equipment assigned to the CAS Department and the Library Media Services office; supervise CAS equipment sign-out operation; supervise students working in the CAS Dept. production facility; control equipment inventory and supplies for maintenance functions; manage the two repair shops in the CAS Dept., and other assigned duties which may include teaching no more than 2 courses per semester. B.S. in electronic engineering or media, required. Master's preferred. FCC 1st Class License or equivalent required with three years of working in repair situation of broadcast equipment. College level teaching experience, preferred. Salary range: \$15,112-18,538, with appropriate additional stipend for teaching responsibilities. Starting date: September 1, 1982, with option of earlier appointment. Closing date: June 14, 1982. Anticipated staff vacancy - Telecommunications Production Director to fill a full-time, twelve-month position. Ensure successful daily operation of the LINC project production activities both in-studio and in the field; manage the facility usage in the LINC project and the CAS Dept. video production facility; manage the budget for LINC project; coordinate all externally generated contract video production work at the LINC project; supervise 12-16 intern staff working in the LINC project; act as producer for externally generated contract video production work; serve as news director for Newscenter 2; act as liaison between the LINC project and PBS and other broadcast stations; act as liaison between the LINC project and the surrounding communities it serves; supervise the engineer; and other assigned duties which may include teaching no more than 2 courses per semester. Masters degree in educational media or equivalent with three years experience required from among the following: broadcast quality video production both in-studio and on location; personnel management; budget preparation; and college level teaching experience, preferred. Salary range: \$17,304-\$21,225, with appropriate additional stipend for teaching responsibilities. Starting date: September 1, 1982 with option for earlier appointment. Closing date: June 14, 1982. Application to the above staff positions are to be sent to Ray C. Dethy, Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851. Include resume and three letters of reference. Communication Arts & Sciences: Faculty position as Instructor/Assistant Professor in Visual Communications. Teach courses in: photo-b/w and color; graphic design; media production; visual literacy, and, supervise student field projects. Manage photo facilities and supervise graphics production for local origination television production facility and Department events. M.F.A. plus three years teaching and professional experiences desired. Salary is negotiable with liberal fringe benefits. Starting date is September 7, 1982. Closing date is June 14, 1982. Send application, resume, and letters of reference to Ray C. Dethy, Dean of Academic Affairs, Lyndon State College, Lyndonville, VT 05851.

Opening for Assistant/Associate Professor of Speech with a concentration in Radio/Television; must have MA or PhD. For information, call or write: Dr. William Johnson, Department of Languages and Literature, Augusta College, Augusta, GA 30910. Deadline: June 15, 1982.

Tenure-track position for Assistant/Associate Professor to teach undergraduate courses in print and broadcast journalism, August 16, 1982. Salary negotiable: \$18,000 minimum, 9 months. MA required. PhD preferred. Publication in scholarly journals and college teaching experience desirable. Apply by June 15, 1982, to: Voncile Smith, Department of Communication, Florida Atlantic University, Boca Raton, FL 33431. Affirmative Action/Equal Opportunity Employer.

Tenure track assistant professorship to teach courses in mass communication theory and empirical research methods at both the graduate and undergraduate levels to begin mid-August. Candidates should have Ph.D. (or be very near completion) and show strong promise of scholarly productivity. Teaching and/or professional experience is desirable. Send resume and three letters of reference by July 1, 1982, to Denise Trauth, Chair, Radio-Television-Film Program, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. AA/EO employer.

Mass Communication: Assistant/Associate Professor, Ph.D. in radio-television, definite commitment to research/with demonstrated publication record; qualified to direct theses/dissertations and assist graduates in placement. Teach large section of introductory course and courses in broadcast law, mass communication and society, research methods in mass communication, and the broadcasting industry. Send letter, complete academic transcripts, vita and have three letters of recommendation sent to: Willard S. Jacquot, Chairman, Speech Communication and Drama, North Texas State University, Denton, TX 76203. AA/EOE.

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.

Westrex, Western Electric tubes, microphones, mixers, amps, tweeters, drivers, speakers, others. 213-576-2642, David Yo, Box 832, Monterey Park, CA 91754.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271.

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Wanted: ITC 3-D and R-P cart machines. 313-285-9700.

Wanting 5 kw AM transmitter. In good condition. WAQE Radio, Box 703, Rice Lake, WI 54868. Tom Beschta, 715-234-9059.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

RCA BTF-5D, 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215-379-6585.

1 KW AM RCA-BTA-1R, on air. Many spares. M. Cooper, 215-379-6585.

For sale: General Electric type TT-535B1 35 kilowatt high band VHF transmitter. Will sell as is -or modified with new solid state exciter and drive system. Townsend Associates, Inc., 79 Mainline Drive, Westfield, MA 01085. 413-562-5055.

Complete 2 camera system for sale with switcher, character generator, 2-3/4 VTRs, TEK 528, 1420, racks. Call Jim Hyder, 404-255-1181.

FOR SALE EQUIPMENT CONTINUED

Videotape editing system: Two Sony BVU-200A broadcast editing U-matic videocassette recorders. These VTRs include separate time code track, frame-lock servo and standard broadcast audio levels and impedance; one Cezar "Editing Centre". This micro-processor based editing system features SMPTE time code interface, CMX Decision Lister, CRT Display, Source Reader and Record Reader. \$20,000, or best offer. Video production switcher: Vital 114-10A featuring downstream keyer and AFV package. \$11,000, or best offer. Videotape recorder: Sony BVU-100 3/4" portable VTR. \$3700, or best offer. Contact National Video Industries, 15 West 17 St., NY, NY 10011. 212-691-1300.

10KW FM transmitters, Harris 10H1 (1969), RCA BTF-10E (1970), CCA 12000E (1978), Collins 831-F2 (1977) M. Cooper. 215-379-6585.

For sale: Panasonic 2150 cameras, cables, lenses; 4600 switcher; IMI video projector; McMartin Stereo Board. Call Vernon Cramer, 305-644-1199.

FM Optimods 8100A, \$4195! Two week delivery. Call Kidd Communications, Authorized Urban Dealer, 916-961-6411 8534 Hayden, Fair Oaks, CA 95628.

Quantity 4 HME System 25E hand-held wireless mic systems. Like new, 6 months old. 612-890-8920.

Low power TV—Television technology 10 watt VHF 20,100, 1000 watt UHF. Complete low power RF packages! Call Kidd Communications, 916-961-6411. 8534 Hayden, Fair Oaks, CA 95628.

New and used equipment: Sony; CVM-2150—\$1,100.00, LDP-1000—\$2,300.00, SLO-383—\$2,650.00, JVC; AAP-44U—\$100.00, Hitachi; used HR-200 w/HST—\$48,000.00, used SK-80 w/12 x 1—\$9,000.00, used FP-1011 w/10 x 1—\$4,900.00, used FP-1011 w/10 x 1—\$4,900.00, CEI; used 310 w/12 x 1 100 FT Cable—\$30,000, Fortel; CCD-2H3 TBC—\$6,700.00, Cezar; EA-3X (executive)—\$3,000.00, Tektronix; 1480—\$3,580.00, R-520—\$5,655.00, 650HR—\$3,880.00, Anvil; FP-40s case—\$150.00, Crosspoint Latch; 6134—\$1,700.00. Prices are limited to in stock items. Call 512-451-0138, X 15 or 16.

Equipment for sale: Digital video systems DPS-1 TBC; Hitachi FP-40SS ENG/EFP/studio camera; Hitachi HR-200/HST 1" Type C w/SLO-MO; Hitachi SK-91 ENG camera; Panasonic AU-800 edit system; Conrac 7641 Hi-Rez monitor; Ikegami TM-142RHA Hi-Rez monitor; Ikegami ITC-350 ENG camera; 3M Chroma Keyer for No. 6114 SEG; 3M No. 5130 Matrix Wipe Generator; Jatex USEC-42T editor; Sony VP-3000 3/4" portable player; Cinema Products 5P001 cameraprompter; Ampex ATR-700-2; 3M No. 210 color bar/sync generator; Quanta Q-VII character generator. Call Ted or Terry at 518-449-7213.

RCA BTF-10B, 10 kw, dual exciters, spares, very low hours. Jerry Eisenberg, WNYE-FM, 212-596-5934.

2 Ghz TV Microwave, Unused, one year old. Terracom TCM601B 5 watt. Video and audio. Also, 475' & 50' of 1 1/2" heliax, 6' grid and 10' solid dishes. Sid Shumate, WVIR-TV, 804-977-7082.

SMC Carousel owners. Save money. replace gears, not motors. Fiber drive gear for old THOR motors. \$6.95 ea. 201-876-4444.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35 kw, excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE TT-530 VHF, hi band 25 kw good working condition; GE UHF transmitter 30 kw (low band), operating with good useable klystrons; RCA TTU-50C, 50 kw UHF, low band; RCA 10 kw Ch. 42, excellent condition; RCA 30 kw UHF, hi band, fine transmitter; RCA 1 kw from Ch. 14, up. What do you need? Most of the above can be returned! (4) Varian 30 kw klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Incredible Camera Buy! New Thomson MC-301 ENG camera includes 14:1 Fuji, servo/zoom lens, 1.5" viewfinder, (3) saticons, AC supply, carrying case, Factory Warranty, your price \$6,950! Call while they last. Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

VTR's: RCA TR-70; (3) RCA TR-60 record units, 1000 hrs. total time each; Ampex 1200B; Ampex VR 3000 with metering and charger. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

Color Cameras - Used: GE and RCA film chains, excellent condition; (1) Norelco LDH-1, 50' cable; (1) GE PE-350; (3) GE TE-201 good operating condition; Ikegami HL-33, HL-35; Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Hundreds Renewed Again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

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.

RADIO PROGRAMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

CONSULTANTS

Communicators; Looking for a job? Let's face it! Everybody won't get a job this year. But, the folks registered with CPS stand a better chance than you do. Find out more. Contact: Communications Placement Service, 2025 Eye Street, N.W., Suite 813, Washington, D.C. 20006. 202-659-8251.

RADIO

Help Wanted Management

RADIO GENERAL MANAGER

An important opportunity with a group-owned station in the Southeast. Suburban living in a small/medium market, a compensation package in excess of \$50,000, plus attractive perquisites.

Requirements: strong management, leadership, and communications skills; a documented history of sales success; clear potential for growth.

For confidential consideration, call Joe Sullivan or Susan Bishop at 212-765-3330

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment
1270 Avenue of the Americas
New York, NY 10020

Help Wanted Sales

SALES OPPORTUNITY UNLIMITED

KOLM - Big Country 10,000 watts, Rochester, Minnesota, searching for ambitious-aggressive sales person with positive attitude. Come grow with us, where the quality of life is second to none. (Friendly-clean-safe). 95.6% work force in this big one billion dollar market. Ideal All-American city to raise your family and "INCREASE" your income.

We're adding to our present sales staff quality people to sell quantity radio in a professional manner. Prefer seasoned sales achievers who do not require intro basic sales training of radio's advertising advantages; who will appreciate our developed professional sales methods and techniques.

CONTACT:
GLENN H. PEDERSON
SALES MANAGER
KOLM-114 1/2 SO. BROADWAY
ROCHESTER, MN 55901
507-288-1971

Help Wanted Announcers

**It's midnight.
And you could
talk 'til dawn.**

Satellite Radio Network needs an overnight talk show host who can maintain a Christian format on up to 100 religious stations from coast to coast. And keep it interesting. Keep it exciting. For details on this tremendous opportunity, call Michael Gliner, Vice President and General Manager, toll free at 1-800-438-6311. In North Carolina, call 704-552-2103.

Satellite Radio Network

One South Executive Park
Suite 403
Charlotte, N.C. 28287

GET RID OF YOUR COMPETITION!

Unusual opportunity in Seattle/Everett/Tacoma. Morning drive - team or individual - at a contemporary music station. Looking for entertaining adults who enjoy what they do, experienced in CHR, A/C, or AOR. Work with good people, an excellent company, in a great city. EOE. Send your resume, or let us know about the competition, to Box B-19.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted News

TALK-NEWS-SPORTS PERSONALITIES

KNUS, Denver's newest talk radio station, is seeking experienced mature talent for future openings in the talk, news and sports area. KNUS is part of the prestigious Sandusky Broadcast Group. KNUS is an equal opportunity employer. Absolutely no telephone calls accepted. Send tapes and resumes only to Programming Dept., KNUS, 4450 Morrison Road, Denver, CO 80219.



Radio Division/Sandusky Newspapers, Incorporated

Situations Wanted Management

RADIO GENERAL MANAGER

Extensive background in sales (RAB/Welsh trained), programming (major market PD), engineering (general license), financial planning (self-employment), training and motivating staff (pace course). Presently employed as GM in West Coast market seeking long term association with stable operation or with operation that would like to become stable in Washington, Oregon or California. Reply today to Box W-182.

DIVERSITY

Vice President, sales of major broadcast automation firm looking for new challenges. Considering wide range of demanding positions. Please write Box A-112.

EXPERIENCED

but young general manager. Have increased revenue and ratings consistently. Have extensive sales background, insights and judgmental capacity to lead. Group experience within top 50 markets. Stable. Excellent references. Write Box A-219.

SUCCESSFUL

AM/FM group radio manager seeks new opportunities. Excellent references. Over 12 years with same company. Still employed. I manage winners. I will do the same for you. Midwest or Southwest. Please indicate salary. Will consider all serious offers from owners and C.E.O.'s. Box A-227.

Situations Wanted Announcers

SALARY BACK

If not completely satisfied with the ratings and revenue this mass appeal morning concept generates. Currently succeeding through community involvement, localized humor, credibility, and no ego problems. This product, major market proven, is available if you meet a criteria for winning. 305-771-1962. (Offer good in the U.S. and Canada.)

TELEVISION

Help Wanted Programing, Production, Others



Top-rated major market PM Magazine is looking for co-host with television on-air and story producing experience to work with male co-host already on staff. Please send a tape and resume to: Ken Rees, WCCO-TV, 50 S. Ninth Street, Minneapolis, MN 55402, or call 612-330-2498. An equal opportunity employer.

PRODUCER/DIRECTOR

Top 40, group-owned network affiliate needs a strong producer/director experienced in news, public affairs, commercials, and EFP. Send resume to Box A-200. EOE, M/F.

DIRECTOR OF ADVERTISING & PROMOTION

Organized, self starter needed to manage promotion department for the leading independent station in the country. Responsible for on-air, print and radio promotion, as well as publicity. Send resume to: Box B-3. An equal opportunity employer. M/F

Help Wanted Management

PROMOTION AND PUBLIC RELATIONS MANAGER

Puerto Rico Broadcasting, Inc (WAPA-TV) is seeking a professional T.V. Promotion and Public Relations Manager. The individual we need must have a thorough understanding of T.V. promotion and publicity, as well as managing. Must motivate creative people and be knowledgeable in budgeting. Bilingual (English/Spanish) desirable. Minimum of two (2) years experience in promotion and advertising preferably. Interviews will be conducted at the Broadcasters Promotion Association 1982 Seminar, St. Francis Hotel, San Francisco, California, from June 6 thru June 10. Please contact Mr. James Pratt, Jr. at the Hotel reservation desk or send confidential resume with salary history to:

Industrial Relations Director
WAPA-TV
G.P.O. Box 2050
San Juan, PR 00936
Equal Opportunity Employer. M/F

DIRECTOR OF COMMERCIAL OPERATIONS TV

L.A. VHF Indie. Must have "hands-on" knowledge of computer traffic systems (BCS), broadcast standards and sales service. Experience as supervisor or manager in a TV traffic area and day-to-day sales contact are required. Call or send resume to: Metromedia, Inc., Human Resources Dept., 5746 Sunset Blvd., Los Angeles, CA 90028. 213-462-7111, ext. 1481. (Equal Opportunity Employer).

Help Wanted Management Continued

BUSINESS MANAGER

WNEV-TV, Channel 7 Boston, seeks executive to manage WNEV-TV business affairs activities. Responsible for directing all financial activities. Position requires a dynamic, creative, and assertive individual. Major market experience preferred. This position will report to the VP of Finance & Administration. WNEV-TV is an equal opportunity employer.

EMPLOYEE RELATIONS MANAGER

WNEV-TV, Channel 7 Boston, seeks Employee Relations Manager to direct personnel and labor relations activities. Major market experience at a broadcast station highly preferred. WNEV-TV is an equal opportunity employer. Send resumes to WNEV-TV, Personnel Dept., 7 Bulfinch Pl., Boston, MA 02114.

Help Wanted News

NEWS REPORTER

Immediate opening with Binghamton area station for individual to perform general assignment, TV news reporting and FM radio newscasting. Prefer previous on-air experience. We are a dynamic organization seeking growth-oriented professionals. Send resume & salary requirements to:

M. VALENTA
PO BOX 300
BINGHAMTON, NY 13902
EQUAL OPPORTUNITY EMPLOYER, M/F/H

EJ EDITOR

Must have 2 to 3 years of 3/4" tape editing experience; working knowledge of large news application with respect to demands of editors, familiarity with Sony BVE 500 and 500 A editors. Some street EJ experience preferred. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4461 Conn. Ave., N.W., Washington, DC 20008. Equal Opportunity Employer.

PRODUCER/ANCHOR

Experienced broadcast journalist to produce and anchor 6:30 AM half-hour weekday newscast. Top-rated medium market news operation backed by latest technology. Send resume, tape to News Director, WPSD-TV, Box 1197, Paducah, KY 42001. Equal Opportunity Employer.

ALLIED FIELDS Help Wanted Technical

VIDEO ELECTRONIC TECHNICIAN

The Navy's major research, development, test and evaluation activity, located at the foot of the Sierra Nevada, has immediate openings for a video electronic technician.

Candidates should have experience in TV production equipment operation and maintenance for technical information presentations extensive knowledge of:

- Color Cameras
 - TBCs
 - SEGs
- and
- 3/4" editing and related equipment

This is a career position in the U.S. Civil Service and offers excellent fringe benefits as well as the opportunity to live in a small town atmosphere with excellent schools, recreational activities, no smog and affordable housing.

Salary commensurate with experience.

Apply by 15 July 1982.



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An Equal Opportunity Employer

U.S. Citizenship Required

Help Wanted Sales

ADDA Corporation Is Looking For Three District Sales Managers

ADDA Corporation, a leader in digital video technology, has openings for three district sales managers responsible for opening new offices. Reporting to the National Sales Manager, duties will include planning, reporting and budget functions related to district office operations and responsibility for fulfilling sales quotas. Applicants must currently live within respective sales districts.

Southwest District Manager—sales territory to include Texas, Oklahoma, Arkansas, Louisiana and New Mexico.

Midwest District Manager—sales territory to include Illinois, Wisconsin, Iowa, Minnesota, South Dakota and North Dakota.

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Prospective candidates should have a proven track record of 6-10 years experience in selling video equipment to the broadcast industry in the price range of 20K to 150K, a BA or BS or equivalent preferably in a technical field, and a thorough knowledge of the broadcast industry within the district.

ADDA Corporation has a comprehensive employee benefits package, including fully paid health, dental and life insurance plus profit sharing and competitive salaries. Please forward your resume in confidence to the Director of Human Resources or call (408) 379-1500, ext. 211.

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EOE M/F/H

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Career opportunity for a technically trained individual with strong interest in cartridge machine performance and application. Must have practical up-to-date experience with cart machines and good communication skills to interface with design engineers and with customers. BS Degree preferred. This important new position reports to company Vice President.

Excellent company benefits including Profit Sharing Plan.

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FOR SALE

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For Fast Action Use
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Classified Advertising

Public Notice

PUBLIC NOTICE

The Technology/Distribution Committee of National Public Radio will meet on June 15-17, 1982 at the Writer's Manor in Denver, Colorado. The meeting will begin at 1 p.m. on June 15 in the Greenbrier Room and adjourn at noon on June 17. The primary item of business will be operations. For further information concerning this meeting, contact Michael A. Glass, NPR General Counsel, at 202-822-2043.

NOTICE OF ANNUAL MEETING

The annual meeting of the National Association of Public Television Stations will be June 24-26, 1982, at the Crystal City Hyatt Hotel, Arlington, Virginia. The NAPTS meeting will convene June 25, at 8:30 a.m. The agenda will include annual reports and discussion of 1982-83 activities, the financing of public broadcasting, and industry plans for the future. The NAPTS Board of Trustees annual meeting will convene at 7:00 p.m., June 26. The agenda will include election of officers, discussion of delegate activities, 1982-83 plans, staff reports, and other appropriate business. Except for an Executive Session, the Board meeting is open to the public.

For Sale Stations

STATION FOR SALE

In west Texas, 1000-Watt AM daytimer. 1981's net: \$61,000. Still room for more growth. Price: \$400,000, with attractive real estate. Reply Box A-136.

**FOR SALE AM RADIO STATION
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Sale of AM radio station pursuant to direction of U.S. Bankruptcy Court for District of Connecticut and subject to approval of Federal Communications Commission and U.S. Bankruptcy Court for District of Connecticut. WNHCI/AM, Radio 1340, khz, 1000 watts day, 250 watts night, New Haven, CT. Inquiries from prospective purchasers should be in writing and addressed to Daniel Meister, Trustee, 71 East Avenue, Norwalk, CT 06852. (Telephone 203-866-5531). Date of sale: June 21, 1982 at 10:00 a.m. (EDT); place of sale: U.S. Bankruptcy Court, 915 Lafayette Boulevard, Bridgeport, CT 06604.

**CLASS C FM
LARGE SOUTHEASTERN MARKET**

Station in early stage of development. Already top rated. Great opportunity for group broadcaster to grow with the market and station audience. Asking price of \$3.5 million must be cash due to owner's need to reduce corporate debt. Priced for quick sale to qualified buyer. Station presently has positive cash flow. Price is based on approximately twice 1982 revenues and less than eight times 1982 cash flow. Write Box A-232.

**For Sale Stations
Continued**

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S	Metro AM/FM \$2500K	Cash	Bill Chapman (404) 458-9226
E	Metro Fulltime \$1400K	\$920K	Bob Thorburn (404) 458-9226
W	Medium AM/FM \$750K	\$150K	Ray Stanfield (213) 366-2554
W	Medium AM \$750K	\$100K	Elliot Evers (213) 366-2554
E	Small AM \$575K	Terms	Jim Mackin (207) 623-1874
MW	Small FM \$400K	\$123K	Bill Lochman (816) 254-6899
E	Small Fulltime \$325K	\$150K	Jim Mackin (207) 623-1874
NW	Small Fulltime \$300K	Cash	Elliot Evers (213) 366-2554
W	Small AM \$185K	\$50K	Greg Merrill (801) 753-8090

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr. Atlanta, GA 30341. (404) 458-9226.

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Medium market-Indiana. Excellent real estate. \$650K, cash; \$750K, terms. 812-738-3034.

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Northwest 5,000 watt full-time profitable operation grossing over \$300,000. \$835,000, including real estate. \$350,000 down.

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Bob Kimel's office:
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St. Albans, VT 05478
24 hr Phone: (802)524-5963
Brokers and Consultants



Dan Hayslett

& ASSOCIATES, INC.
dh Media Brokers
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**For Sale Stations
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FL: West Coast AM-FM, 1.65 M; major market AM, 400K; coastal med mkt AM, low dial position, 600K; small mkt. AM, excellent turnaround, 350K; Small mkt. fulltime AM, 285K; CA: fulltime Pacific Coast AM, 1.5M; coastal AM-FM, 1.2M; ID: fulltime profitable AM, major mkt, 835K; WY: Class C FM, 1.2M; GA: small mkt FM, 170K; MO: AM-FM combos. 525K and 315K; NM: med. mkt FM, 450 K; OH: AM-FM combo, 750K; IA: med mkt FM, 735K; IL: fulltime AM, 675K; TN: adj. maj. mkt AM, 500K; Sunbelt: maj. mkt. AM-FM, 7M. In-house legal services available without charge.

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Owner retiring after three decades of ownership and management in radio industry. Plant is owned and in excellent condition. No unions. Good growth prospects for both the FM and the AM. FM is Class C and AM is fulltime. Cash buyers only. No terms available. Price is slightly over 8x 1981 "cash flow." No brokers. Write Box A-231.

FOR SALE

Central Washington AM, \$385K, terms. Central Washington fulltime AM, \$650K. Oklahoma FM in strong economy, \$1.8M. Profitable Oregon combi, \$800K. Montana over-thrust FM Class C, terms. John H. Runkle, Media Broker, 208—344-0947

MARYLAND AM-FM

Full time 5000 KW AM, Class A FM. Profitable, stable economy - one hour from Wash. D.C. Price: \$950,000, with real estate. Box B-11.

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IL	FM	400K	20%	Small
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AZ	AM	350K	50K	Small
MN	AM	220K	30%	Small
IA	FM	300K	20%	Small
WI	AM	495K	75K	Small
MO	AM/FM	275K	50K	Small
KS	AM	410K	75K	Small
SD	AM	260K	22%	Small
IN	AM	240K	17%	Small
MT	AM	160K	40K	Small
MI	AM/FM	930K	30%	Small
MI	AM	550K	50K	Small
GA	FM	170K	15K	Small
VA	AM	325K	50K	Small
OK	FM	380K	20%	Small
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AR	AM	150K	20K	Small
NE	FM	550K	40%	Medium
NC	AM	235K	35K	Small
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**Books For
Broadcasters**

**T5213 HANDBOOK OF RADIO PUBLI-
CITY & PROMOTION**, by Jack

MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder.

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**T5819 JOURNALIST'S NOTEBOOK OF
LIVE RADIO-TV NEWS**, by Phillip

Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 ills.

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**S8001 THE POLITICS OF BROADCAST
REGULATION**, Third Edition, by Erwin

G. Krasnow, Lawrence D. Longley, Herbert A. Terry. Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizens groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 pages, annotated bibliography, index.

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Books for Broadcasters

T51161 TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus. **\$15.95**

T5541 VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES, by J.L. Efrein. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work in commercial, industrial, and school applications. 256 pps., 100 illus. **\$12.95**

T51115 MOTION PICTURE DISTRIBUTION HANDBOOK, by Joseph F. Robertson. A guide for the professional and amateur filmmaker, completely detailing how motion pictures are sold and distributed. Loaded with useful data for the professional, this book will prove absolutely invaluable for the amateur or student. Robertson, a Hollywood producer, comprehensively discusses booking schedules, rental fees, copyrights, promotion campaigns, foreign distribution, release prints, responsibilities of the distributor, and everything else needed to understand the intricate distribution process. Included are samples of actual contracts, schedules, and pro-

motion campaigns. Demographics and audience expectations are discussed for both the theatrical and television markets. Copyright law is featured, as is the motion picture code rating ... plus everything else you need to know about filmmaking. 252 pps., 114 illus. **\$19.95**

T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing, how to actually direct a film shooting, photography, dialogue development, and how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pps., 32 illus. **\$14.95**

T5798 CATV CIRCUIT ENGINEERING, by William A. Rheinfelder. Here is a virtual treasurehouse of practical advice and techniques on CATV design. Shows how to avoid all the most common design pitfalls. Provides everything needed about CATV circuit design, including specifications: first-, second-, and third-generation design; and pricing policies for CATV equipment. A wide range of auxiliary equipment is also discussed: level monitors, combining networks, power supplies, etc. Four Appendices and a comprehensive glossary comprise a minihandbook of CATV data. 294 pps., 138 illus. **\$14.95**

T5977 MODERN PUBLIC AFFAIRS PROGRAMMING, by Phillip Keirstead. This is an up-to-date guide to community public affairs programming, written for broadcasting executives and program-

mers. There is information presented for both television and radio, explaining methods of preparing and executing documentaries, interviews, even quiz shows, along with practical examples of each type. Public surveys, public notice, agreements between licenses and the public, and the NAB Codes are all covered in one chapter designed to clarify the legal questions that face every station involved in public affairs broadcasting. There's also a guide to editorializing, explaining ways to handle the tricky problem of opposing views, which includes various methods used by different stations. 252 pps., 35 illus. **\$14.95**

T5793 TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly-needed technicians and acquaint producers, directors, and anyone involved in production with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out, for both color and black and white television. 228 pps., 230 illus., including 4-color section. **\$12.95**

T5845 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE—2nd Edition, by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, personnel—creative, technical, and talent—scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, etc. 196 pps. **\$12.95**

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**For Sale Stations
Continued**

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Less Than 10X Cash Flow
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T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing, how to actually direct a film shooting, photography, dialogue development, and how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pps., 32 illus.

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T5518 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING, by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pps.

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See Order Form on Page 104

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



Harter



Ryan

Robert Harter, president and chief operating officer, Palmer Communications, Des Moines, Iowa, elected chairman of board and chief executive officer. **William Ryan**, VP for cable television and general manager of group's WNOG(AM)-WCVU(FM) Naples, Fla., succeeds Harter. **Robert Englehardt**,



Englehardt

VP and technical director, named executive VP. **Wayne Blick**, VP and secretary, named senior VP.

John Behnke, president, general manager and chief operating officer, Fisher Broadcasting, Seattle, elected president and chief executive officer. **Glenn Gormley**, secretary and treasurer, named VP, chief financial officer and secretary. **Howard Wilkinson**, assistant treasurer, succeeds Gormley as treasurer. Fisher owns KOMO-AM-TV Seattle and KATU(TV) Portland, Ore.

George Phillips, executive VP and treasurer, Acton Corp., Acton, Mass., station group owner and MSO, elected president and chief operating officer, succeeding **Samuel Phillips**, who remains chairman and chief executive officer.

Tim Robertson, VP and general manager, WXNE-TV Boston, named head of new Middle East Television division for parent CBN Broadcasting, to be based in Virginia Beach, Va. **Charles Verell**, VP and general manager, CNS, New York, former national sales division of CBN, succeeds Robertson.

Brian Deevy, corporate lending officer, Continental Illinois National Bank, joins Daniels & Associates, Denver, as VP, investment services.

Nicholas Miller, marketing manager, Kings Island, Cincinnati theme park owned by Taft Broadcasting, named VP, research, Taft Radio, Cincinnati.

Jay Williams, VP and general manager, WVBF(FM) Framingham, Mass., named VP, marketing, of parent, Fairbanks Broadcasting. **Ken Spitzer**, general sales manager, WVBF, succeeds Williams.

Jan Guenther, franchising coordinator, Centel Videopath, Chicago-area two-way cable televi-

sion interconnect system, named assistant manager, special projects.

Andrew Seid, independent consultant, New York, joins USA Cable Network there as manager of financial planning.

Sandra Lamonica, assistant supervisor, Group W Productions, Los Angeles, named assistant controller.

Richard Greener, general sales manager, WAOK(AM) Atlanta, named VP and general manager.

Ted Stuart, display advertising manager, *Des Moines (Iowa) Register and Tribune*, joins Heritage Cablevision there as general manager.

Jennifer Lear, station manager, WZZD(AM) Philadelphia, named general manager.

Kathryn Jensen, acting general manager, non-commercial KUAC-FM Fairbanks, Alaska, named general manager.

G. Scott Rader, operations manager, WVAQ(FM) Morgantown, W. Va., joins WKWK-AM-FM Wheeling, W. Va., as general manager.

Don Richards, station manager, WTMJ(AM) Milwaukee, named general manager.

Steve Smith, station manager, WKTI(FM) Milwaukee, named general manager.



Dressler

Fred Dressler, VP, new market development, American Television & Communications Corp., named president and chief executive officer of ATC's Mile Hi Cablevision, Denver.

Gary Ballard, VP and general manager, WBUK(AM) Portage, Mich., joins WIVQ(FM) Peru, Ill., as president

and general manager.

Arthur Dignam, VP, auditing, NBC, New York, named VP, finance and administration, NBC News.

Greg Everett, from KKJO(AM)-KSFT(FM) St. Joseph, Mo., joins KWUN(AM) Concord, Calif., as general manager. **Matt Cates**, operations manager, KKJO-KSFT, joins KWUN in same capacity.

Frank Bussone, production manager, WEEK-TV Peoria, Ill., named operations manager.

Oliver (Ollie) Marcelli, administrative services director, Palmer Cablevision, Naples, Fla., named cable sales supervisor. **Evelyn Selvaggio**, accounting and customer service supervisor, named accounting and data processing supervisor.

Henry Kanegsberg, VP, finance and administration, NBC News, New York, named VP, finance and administration, operations and technical services, NBC, there.

Oliver Janney, attorney, RKO General, New York, named assistant general counsel. R.

David Bustard, attorney, RKO, named deputy assistant general counsel.

Advertising



Howard

John Howard, executive VP and director, Ted Bates Co., joins FCB/Corporate, New York, as general manager of corporate communications division of Foote, Cone & Belding.

Brian Palmer, manager of market research services, Kenyon & Eckhardt, Detroit, named VP.

Stephanie Saunders

Fouch, VP, client services director, Weitzman, Dym & Associates, Washington, joins Abramson Associates there in same capacity.

Richard Holmberg, San Francisco regional manager, Torbet Radio, joins Bernard Howard & Co., there, as manager of San Francisco office.

Appointments, Marschalk Co., New York: **Steve Ende**, from Ted Bates, to director of sales promotion; **Matthew Helmerich**, from

SHERLEE SENDS HER BEST.



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Wells, Rich, Greene, and **Jeffrey Mordos**, from Compton Advertising, to account executives; **Patricia McCloskey**, from D'Arcy-MacManus & Masius, to senior media planner, and **Eugene Calabrese**, from Ted Bates, to spot buyer.

Jesse Lucoa, residential sales manager, Valley Cable TV, Los Angeles, named general sales manager.

Edgar Jay House, senior VP, Arthur Hecht & Partners, New York, elected president.

Irene DeGonia, media supervisor, J. Walter Thompson, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as associate media director.

John Faus, research account supervisor, McDonald & Little, Atlanta, named associate research director.

Janet Ebert, media buyer, Marx Advertising, Milwaukee, joins McDonald & Associates there in same capacity. **Linda Jorgensen**, sales coordinator, WCGV-TV Milwaukee, joins McDonald & Associates as media assistant.

Frank O'Neill, research manager of computer systems, McGavren Guild Radio, New York, named research director. **Jane Sobel**, senior research analyst, Blair Radio, New York, joins McGavren Guild as research analyst.

Robert T. Haller, VP and management supervisor, Ogilvy & Mather Inc., New York, has resigned to form own advertising agency, Creative Firepower Inc., New York. Agency is located at 331 Madison Avenue, New York.

Lawrence Storch, director, sales, Radioradio, CBS, New York, named manager, West Coast sales, CBS Radio Network.

Robert Levin, VP, management supervisor, McCann-Erickson, Houston, joins Needham, Harper & Steers, Chicago, as management representative.

Brian Goerke, assistant account executive, Weightman Advertising, Philadelphia, named account executive.

George Dick, account executive, D'Arcy-MacManus & Masius, Atlanta, joins McDonald & Little there in same capacity.

David Krishock, account executive, Bozell & Jacobs, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, in same capacity.

Nancy Vaeth, national sales manager, KPLX(FM) Fort Worth, named general sales manager. **Brenda Scott**, co-op sales manager, succeeds Vaeth. **Wayne Martin**, Fort Worth sales manager, named local sales manager.

William Germano, sales presentation writer, ABC Spot Sales, New York, named assistant director of research and sales development, WABC-TV there.

Cam Wilson, account executive, Katz Communications, joins KMTR-TV Eugene, Ore., as general sales manager.

Robert Gilbert, account executive, Independent TV Sales, division of Katz Television, New York, joins WZTV(TV) Nashville as sales manager.

Lee Gregory, from WTVX(TV) Fort Pierce, Fla., joins WPBR(AM) Palm Beach, Fla., as regional sales manager.

Rlene Perez, senior account executive, KGUM(AM) Agana, Guam, named sales manager.

Maureen Rice, account executive, WQWQ-FM Muskegon, Mich., joins WJFM(FM) Grand Rapids, Mich., as account executive and co-op coordinator.

John Ford, advertising consultant, Nassau Broadcasting, Princeton, N.J., named senior account executive of group's WHWH(AM)-WPST(FM) there. **Thomas Fisher**, advertising consultant, Nassau, named co-op specialist WHWH-WPST.

Lance Jon Tlustos, consultant, Butler Communications, Niagara Falls, N.Y., joins WGR-TV Buffalo, N.Y., as account executive.

Martha Richardson, retail sales supervisor, Vicks Health Care, joins KYUU(FM) San Francisco, as account executive.

Programing

Stuart Lefkowitz, video consultant, Teleprompter Corp., San Francisco, joins Cable Health Network, New York, as director of operations. **Donald Norris**, director of station advertising services, ABC, New York, joins Cable Health Network as director of administration. **James Foley**, account manager, Warner Amex Satellite Entertainment, New York, and **Dave Moore**, account executive, WTBS-TV Atlanta, join Cable Health Network as VP's, market development and sales.

Pierre Weis, executive VP, sales, ITC Entertainment, New York, named to head pay television and cable sales as well as syndication. **Joseph Ceslik**, VP, domestic sales administration, named to new post of VP, sales manager. **Cy Kaplan**, VP, takes on additional responsibilities in special projects to include pay TV and cable.

George Livergood, president, Theta Cable, Los Angeles, joins California Subscription Television, area MDS operator, in same capacity.

Edward Labowitz, VP of business affairs, Polygram Pictures, Los Angeles, joins ABC Motion Pictures Inc. there in same capacity.



Goldstein

Harris Goldstein, independent research and marketing consultant, joins Spotlight, Santa Monica, Calif.-based satellite-delivered pay cable network, as VP, research. **Joan Estes**, traffic manager, named director of programing administration. **Amy Divine**, programing assistant, named manager of shorts programing. **Doug Zwick**, from Furman Films, San Francisco, succeeds Divine. **Joan Coleman**, traffic assistant, named traffic coordinator.

Carole Francesca, licensing director, MGM/UA Licensing and Merchandising, Los Angeles, joins ABC Merchandising, Inc. there in same capacity.

Richard Nathan, private attorney, appointed associate television counsel, 20th Century-Fox Film Corp., Los Angeles.

Thomas Jackson, advertising and sales promotion manager, KDNL-TV St. Louis, joins Preview Subscription Television there as director of marketing. **Mary Carole Mather**, program manager, KPLR-TV St. Louis, joins Preview as director of programing.

Frank Cody, affiliate consultant, The Source,

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New board of directors for American Women in Radio and Television was elected at annual convention in San Francisco. They are: Front row, l-r—Norma Cox, Howard & Cox Associates, VP, programming; Jeri Warrick Crisman, WJNR(AM) Newark, N.J., president-elect; Charlotte Tharp, WHAS(AM) Louisville, Ky., president; Diane Sutter, WWSW-AM-FM Pittsburgh, secretary-treasurer, and Vicki Galligan, WDBO-TV Orlando, Fla., VP, Southwest. Back row, l-r—Joan Sanborn, WCVB-TV Boston, VP, Northeast; Stephanie Rolon, KLNK(FM) Oklahoma City, VP, south central; Marni Pingree, KOY(AM) Phoenix, VP, Western; Julie Cunningham, non-commercial WFUM(TV) Flint, Mich., VP, north central. Jeanne Toncre, VP, membership, and Charles Scully, SESAC, VP, resource development.

NBC's New York-based young-adult radio network, named director, affiliate relations and program development.

Cindy Larson, special projects coordinator, Arkoff International Pictures, Los Angeles, joins New World Pictures there as director of television and nontheatrical sales.

Mark Carlson, sports information director, Florida State University, named associate director, College Sports Information, CBS Sports, New York.

Mark Ittner, assistant controller, Hanna-Barbera Productions, promoted to controller of parent Taft Entertainment Co.

Sally Jacoby, sales executive, Xerox, joins Rainbow Programming Services, Century City, Calif., as regional director.

Steven Hecht, manager of own sales and marketing company, joins sales staff of Pro Sports Entertainment, New York.

Karen McGee, producer-host, *P.M. Magazine*, WHAS-TV Louisville, Ky., joins *PM Magazine's* national office, San Francisco, as coordinating producer.

News and Public Affairs



Scott

Patrick Scott, program manager, KOMO-TV Seattle, named VP, news and programming.

Douglas Sutton, operations and news director, WRSG(AM) Sylvester, Ga., joins WTIF(AM) Tifton, Ga., as news director.

Ed Richards, news anchor, WGAR(AM) Cleveland, assumes additional duties as news

director.

Bill Houck, sports director, American Forces Network/Europe, named news producer, American Forces Radio and Television, Los Angeles.

Stansfield Turner, former director of Central Intelligence Agency, joins NBC News as military analyst.

Pat Bailey, news director, KKJO(AM)-KSFT(FM) St. Joseph, Mo., joins KWUN(AM) Concord, Calif., in same capacity.

Douglas La Rocque, news director, WRUN(AM) Utica, N.Y., joins WGNA(FM) Albany, N.Y., in same capacity.

Thomas Gariepy, reporter, *Providence (R.I.) Journal*, joins WFSB-TV Hartford, Conn., as editorial director.

Ed Fillmer, documentary producer and reporter, KYTV(TV) Springfield, Mo., named to additional post of senior news producer. **Joyce Reed**, co-anchor, reporter, KYTV, named weekend assignment editor-producer. **Jim Hankins**, news photographer, named chief news photographer.

Frank Costa, news and sports director, Metro News Systems, Houston, joins KUHF(FM) there as director of public issues and news.

Lu Anne Reeb, anchor-producer and reporter, WFRV-TV Green Bay, Wis., joins WKRC-TV Cincinnati, as news producer. **Terry McKinley**, intern, news department, named production assistant. **James Harrison**, intern, named news photographer.

J. Michael Hawkins, news director, WDBQ(AM)-KIWI(FM) Dubuque, Iowa, joins WLAP-AM-FM Lexington, Ky., as news and public affairs director.

Robert Font, from KGNR(AM) Sacramento, Calif., joins KCBS(AM) San Francisco, as reporter-editor.

Pat Walker, producer, WCJB(TV) Gainesville, Fla., joins WTLV(TV) Jacksonville, Fla., in same capacity.

Michael Cascio, news producer, WPVI-TV Philadelphia, named director of public affairs.

Mike Schneider, anchor-reporter, WTAE-TV Pittsburgh, joins WPLG(TV) Miami as anchor.

Sally Fitz, weekend co-anchor, WCKT(TV) Miami, named weeknight co-anchor.

Larry Green, from KMGH-TV Denver, joins KOA-TV there as evening news anchor.

Mark Russo, news director, WCLG(AM) Morgantown, W. Va., joins WASH(FM) Washington as news anchor.

Mike Maus, anchor, NBC Radio Network, New York, joins NBC News there as general assignment reporter.

Promotion and PR



Mancini

Frank Mancini, president, Chardon Agency, Dallas, joins Rainbow Programming Services, Woodbury, N.Y., as manager, promotion and sales planning.

John Bailey, account supervisor, Burston-Marsteller, New York, joins Frank Barth Inc., there, as director of public relations.

Howard Mitchell, reporter, Missouri Network, Jefferson City, Mo., joins Keller-Crescent Co., Evansville, Ind., as public relations account specialist.

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Susan Peterson, freelance journalist, joins MCA Videocassette, MCA Videodisk, and Universal Pay Television, Universal City, Calif., as public relations director.

Rick Weidner, director of advertising and promotional services, Paramount Television and Video Distribution Division, Los Angeles, elected VP.

J. D. Garoutte, director of advertising and public relations, Midway Motor Lodges-MML Restaurants, Waukesha, Wis., joins US Cable Corp., Kenosha, Wis., as community affairs coordinator for Kenosha franchise.

Melinda Torrey Bacon, creative service producer-director, WNE-TV Hartford, Conn., named promotion director.

Technology

In restructuring of broadcast division of Harris Corp., Quincy, Ill., **Eugene Jaeger**, VP, program management, named VP, head of broadcast RF operation; and **Kenneth Schwenk**, director, domestic sales, named VP, head of broadcast studio systems operation.

Lewis Solomon, VP, new ventures, General Instrument Corp., New York, elected senior VP and executive assistant to chairman.

Stanford Cook, director of manufacturing, C-Cor Electronics, State College Pa., named VP, manufacturing.

Reba Hill, director of corporate development, Satellite Syndicated Systems, Tulsa, Okla., named director of specialized systems.

George Reed, executive VP, finance and ad-

Division of labor. John Saeman, president and chief executive officer, Daniels & Associates, Denver, and chairman of National Cable Television Association, has named chairman of NCTA committees for 1982-83:

Associates—James Heyworth, president, Home Box Office, New York; **awards**—June Travis, senior vice president, American Television & Communications Corp., Denver; **awards for cablecasting excellence**—Martin C. Lafferty, director of programming services, Cox Cable Communications, Atlanta; **Cablepac**—Richard W. Loftus, president, Scripps-Howard Cable Services, West Medway, Mass.; **convention**—Monroe Rifkin, managing partner, Rifkin-Fox Communications, Denver; **election and bylaws**—Polly Dunn, Columbus Cable, Columbus, Miss.; **enhanced services**—Robert Wright, president, Cox Cable Communications, Atlanta; **engineering**—Gary Tjaden, vice president, engineering and technology, Cox Cable Communications, Atlanta; **independent operators board**—Brian Blow, president, Ajo Television Service Co., Inc., Ajo, Ariz.; **minority affairs**—June Travis of American Television & Communications Corp.; **public policy planning**—*chairman*: Ralph Baruch, chairman and chief executive officer, Viacom International, Inc., New York, N.Y. *vice chairman*: Richard W. Loftus, president, Scripps-Howard Cable Services, West Medway, Mass.; **state-local government**—William T. Bresnan, chairman, Group W Cable, New York.

ministration, Plant Industries, Inc., joins Comtech Telecommunications Corp., Long Island, N.Y., as president and chief operating officer.

Charles Mascari, from broadcast technical operations, CBS, New York, joins Sony Broadcast Products there as sales engineer.

Stevan Vigneaux, maintenance engineer, WGBH-FM-TV Boston, joins WXNE-TV there as director of engineering.

Judith Spurgeon, zone manager, Motorola Communications, Denver, joins Magnavox CATV Systems, Manlius, N.Y., as account executive.

John Colucci, mid-Atlantic regional sales director, Paradyne Corp., joins American Satellite Co., Washington, as Southeast regional manager for commercial sales.

Allied Fields

G. Scott Brodey, VP, marketing, RCA Global Communications, joins LIN Broadcasting, New York, as president of LIN Communications, radio paging and personal communications subsidiary.

Earnal S. Campbell, VP, engineering, Radio Free Europe, Radio Liberty, Munich, retires. **Hugh Falls**, director of engineering, RFE/RL, succeeds Campbell.

Mary Jane Kolar, director of education, National Moving and Storage Association, Alexandria, Va., joins Women in Communications, Austin, Tex., as executive director.

Donald Hinman, project manager, research department, Arbitron, New York, named manager of marketing research services.

Earl Stanley, partner, Dow, Lohnes & Albertson, Washington, and **Catherine Heinz**, director, Broadcast Pioneers Library there, elected to board of directors, Broadcast Pioneers Educational Fund.

James Brown, associate professor, School of Journalism, University of Southern California, Los Angeles, joins University of Alabama, Tuscaloosa, as chairman of broadcast and film communication department.

Edward O'Neill, partner, Wilner & Scheiner, Washington, joins Bryan, Cave, McPheeters & McRoberts, there, specializing in communications law.

Elected officers, Oklahoma Associated Press Broadcasters: **James Baum**, KOTV(TV) Tulsa,

president; **Neal Kennedy**, KVOO(AM) Tulsa, president-elect.

Elected officers, Association of Federal Communications Consulting Engineers: **William King**, Jules Cohen & Associates, Washington, president; **Jeremy Raines**, Electromagnetic Engineering & Analysis, Potomac, Md., vice president; **John Lundin**, A.D. Ring & Associates, Washington, secretary; **Warren Paul Hoppel**, Scripps-Howard Broadcasting, Cleveland, treasurer.

Elected officers, South Carolina Associated Press Broadcasters Association: **Dave Cureton**, WIS(AM) Columbia, president; **Bill Poston**, WBEU(AM) Beaufort, VP, radio; **Amanda Kelly**, WOLO-TV Columbia, VP, television.

James Wade, president of Wade Broadcasting/Radio CATV named recipient of American Jewish Committee's 1982 Human Relations award.

Dave Peschau, VP and general manager, wxow-TV La Crosse, Wis., and **Charles Bergeson**, VP and general manager, KNTV(TV) San Jose, Calif., appointed to Viewer Information/Education Committee, affiliate association board of directors, ABC Television Network.

James Monroe, president, Apache Cablevision, Scottsdale, Ariz., was awarded Maryland/Delaware Cable Television Association's national public affairs award.

Charla Hewitt, director of operations, marketing and creative services, Turner Program Services, Atlanta, named Young Career Woman of the Year by Georgia Federation of Business and Professional Women.

Deaths

George Groce, 36, one-time reporter, WMAR-TV Baltimore, and Washington correspondent, KMOX-TV St. Louis, died of leukemia May 30, at University hospital, Baltimore. He is survived by his wife, Ramona, and four children.

Bierne Lay Jr., 72, television writer, author, and pilot, whose credits included *Combat*, *Twelve O'Clock High*, and *Barbara Stanwyck Theater* television series, died of cancer May 26 at Los Angeles hospital. He is survived by his wife, Philippa, and two daughters.

Bob Allard, 55, former air personality, WAYL(AM) Minneapolis, and in 1960's, news anchor for KMSP-TV there, died of self-inflicted carbon monoxide poisoning May 30, at his parent's home in Minneapolis.

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BPA's Clarence Martin: promoting the promoters

It's almost 2,000 miles from 999 West Sunshine Street in Springfield, Mo., to San Francisco's St. Francis hotel. But for Broadcasters Promotion Association President Clarence Martin, it's a trip that began 13 years ago.

That's when he attended his first BPA convention. One of just 397 delegates jammed into Philadelphia's Marriott motor hotel, he recalls how then-BPA President Joe Constantino vigorously gaveled the convention to order.

This morning, in San Francisco, it's Martin's turn to rap the gavel for BPA's annual seminar being held in conjunction with the Broadcast Designers Association. Changed will be the number of delegates; the turnout will triple that of 1969. Unchanged will be the BPA president's dedication to the organization, his profession and the people at KYTV(TV) Springfield who helped to make his career possible.

Martin is proof that it doesn't take a fast talker to travel in life's fast lane. He complements conservative dress with low-key tones and a Midwest inflection that leaves little doubt he is a native Missourian. In fact, Martin was born in Springfield (Feb. 1, 1930), raised and educated in Springfield (Southwest Missouri State University), and has worked at KYTV there for 27 years.

He offers some reasons for his longevity at the station: "I'm allowed to do things in the Springfield market that a lot of people don't get a chance to do in a larger market. KYTV is a progressive and dominant station and the owners [Harte-Hanks] are good people to work for. It's been good training. I've even had network experience without leaving Springfield. We produced *Ozark Jubilee* on ABC for five years, and *Five Star Jubilee* on NBC for one year."

His long tenure as promotion manager of KYTV hasn't necessarily given Martin the itch to move. "Anything is possible," he concedes, "and I'm always looking for new challenges. But I don't plan any changes. I honestly feel I've still got some things to learn in this field. Anytime you think you know everything, you're in a lot of trouble."

Martin is delighted that this week's BPA-BDA agenda emphasizes that learning process. He stresses one area: "For the first time, we're having management sessions for promotion people that we hope to develop into a three-year undertaking for which people can get a management certificate. This training is important in that the promotion manager of the future has to be more effective in utilizing his time and in communicating with management. This has been a mandate for our member-



Clarence LeRoy Martin—president of Broadcasters Promotion Association and promotion manager of KYTV(TV) Springfield, Mo.; b. Feb. 1, 1930, Springfield; B.S. in marketing and organizational management, Southwest Missouri State College, 1957; joined KYTV while undergraduate at Southwest Missouri State, becoming promotion manager in 1967; m. Dolores Barrett, September 1972; daughter (by previous marriage)—Cynthia, 23.

ship who are finding that they're increasingly being called on, as department heads, to participate in high-level meetings."

Reflecting that increased stature, says Martin, are preliminary indications from a BPA/San Diego State University survey of promotion directors that will be announced in San Francisco this week. It found more and more promotion people reporting salaries over \$35,000 and even over \$50,000. It further found that more TV stations are reporting promotion budgets exceeding \$500,000 and \$750,000 than had been reported in earlier surveys. And, in keeping with this, the term "creative services" is supplanting "promotion" in describing both the director and the department in this area.

"This is because the day is gone when a station could be content with a promotion director who placed ads, sent out logs and produced promos," Martin affirms.

Challenges now facing promotion people include:

"Adapting to the new technologies, such as teletext, to help increase audiences.

"Organizing 'focus groups' to help shape promotion and programing.

"Keeping abreast of new equipment useful in attaining a more sophisticated promotion and production look.

"Matching the station image to the community.

"Keeping the station visible despite the

proliferation of audio-visual resources for the audiences.

"Bending some of those new resources to serve station interests."

In noting that much of this year's seminar will focus on the new technologies, Martin says BPA is making a special effort to encourage cable TV membership. "We've always welcomed them," he says, "although right now only a small percent of our organization—not over 10%—is associated with cable."

Martin contrasts the thinking of today with that of yesteryears "when broadcasters fought cable TV. Now [broadcasters] are either in it or have to learn how to compete with it."

The BPA president also expressed enthusiasm for the present arrangement, now in its fifth year, in which the BDA simultaneously conducts its annual seminar. "It makes sense for the promotion director and the art director to attend the same sessions where there is so much crossover information available. It gives them the background to make joint decisions for their organizations."

Martin says BPA is mindful that it needs a bullpen for tomorrow: "This year, we're creating a major broadcast promotion scholarship program to encourage students and we're sponsoring publication of a college text to further expand instruction in the field. We're beginning a major expansion of our library of promotion ideas and resources and its services. And we've established a long-range planning group, drawn from throughout the industry, to help BPA focus on new directions for the rest of the decade."

Martin sums it up with a need for continually increasing sophistication in the field. "I remember a clothier here in Springfield," he recalls, "who said that before TV a boy would come in from the farm and you could sell him anything. But after TV came along, that same boy wanted to see the apparel the star was wearing."

That growing maturity in the community and the competition of new services have mandated that "stations become sharper in their promotion," Martin says, "and bear in mind that the station of the future is the one that is community-oriented and community-involved."

With that attitude, the unflappable Clarence Martin should have little difficulty in shifting gears later this week. That's after he turns the gavel over to BPA president-elect, Anne Coleman. Then it's back to KYTV to put into practice the BPA ideals he espouses. And, of course, there may be a chance to compare notes on San Francisco and Philadelphia with a friend handling public relations for the large regional hospital in Springfield, former BPA President Constantino. ■

Latest to throw hat in ring for **presidency of National Association of Broadcasters** is Collingwood Harris, VP-director, Advertising Council, Washington, whose announcement last week brought total of formal candidates to 10. Candidates who've been nominated but have not formally indicated availability now include Representative Matt Rinaldo (R-N.J.), member of House Telecommunications Subcommittee, Larry Grossman, president, Public Broadcasting Service, John Pettit, former FCC general counsel and now attorney in Washington, Herb Schlosser, executive VP, RCA and Jack Schneider, former president, CBS/Broadcast Group and now president of Warner Amex Satellite Entertainment. That brings to 22 number of candidates now being considered by NAB search committee (BROADCASTING, May 24, 31). In letter sent to major broadcast groups last Friday, NAB Joint Board Chairman Edward O. Fritts asked for additional nominees and for comments on those already on list. His committee will meet Monday (June 14) to decide whether to employ executive search firm to further expand possibilities. In separate development last week, announced candidate Representative Marc L. Marks (R-Pa.) received endorsement from Energy and Commerce Committee Chairman John D. Dingell (D-Mich.). Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) praised Marks highly but said he preferred to remain neutral on subject of NAB presidency. Marks recently announced he would retire from Congress this year due to severe back problems.

NBC acknowledged that **12 of 28 advertisers** buying into feature film, "**Sister, Sister**," scheduled for telecast tonight, starting at 9 p.m., **had asked to review movie** to determine if their commercials should be carried. Development arose coincident with statement issued by Rev. Donald Wildmon, chairman of Coalition for Better Television, calling on advertisers to cancel their sponsorship because film, he said, is "example of anti-Christian, antireligious network programing." Film reportedly shows woman in adulterous relationship with minister who embezzles church funds. Lever Bros. was said to be one advertiser withdrawing from program and spokesman there said Lever will not be in show but declined to say if it had earlier bought into program. Another sponsor, Eastman Kodak, said it had decided not to participate but it added its decision was not related to pressure from Wildmon. NBC would not comment but said program would be fully sponsored when it is telecast, using back-up advertisers, and added several advertisers telephoned to say they would be available for sponsorship.

Coalition of seven broadcast trade associations that set out to compile some of station revenue data formerly collected by FCC Form 324 (BROADCASTING, March 29, et seq.) had

dwindled to five last week and seemed apt to drop to four. But representative of those four said they would carry on. First, **Television Bureau of Advertising had dropped out.** Last week, **Station Representatives Association followed suit;** its TV board, some of whose members are also on TVB board, preferred to rely on quarterly figures collected by TVB, while its radio board elected not to go for extra assessment that would have been required. Then **Association of Independent TV Stations** protested it shouldn't pay pro rata share of cost (estimated at \$49,000 to \$58,000) and, when rebuffed, seemed **likely to abandon project.** Representative of those remaining—National Association of Broadcasters, Broadcast Financial Management Association, Radio Advertising Bureau and National Association of Radio Broadcasters—said they'd need go-ahead from their managements but thought this would be *pro forma* and scheduled meeting for Tuesday at NAB headquarters in Washington to plan next steps.

Fall will be beginning of NBC's turnaround, network Chairman **Grant Tinker** said Friday (June 4). Tinker, in Boston to accept National Academy of Television Arts and Sciences award, said that if his prediction doesn't come true "you can label me something of a failure." Tinker called his NBC colleagues "individually and collectively the best." He had similar praise for network affiliates who he said "have been promised a lot that hasn't been delivered. They've been very sympathetic and restrained, and it's up to us at the network to deliver." What has been his greatest frustration since taking over network reins 11 months ago? "I can't be as involved in programing. Some of the ritual activity of being chief executive officer makes me uneasy and impatient."

After conference with Senate, House of Representatives passed final version of bill to **make disclosure of identities of covert U.S. agents,** criminal offense, even if information leading to discovery of agent's identity is not classified. Before passing bill last Thursday (June 3), however, House accepted language added to report accompanying bill that would direct courts to apply penalties to private individuals, such as members of press, "only in very limited circumstances to deter those who make it their business to ferret out and publish the identities of agents." Bill is primarily aimed at quashing activities of former CIA agent, Philip Agee, whose now discontinued *Covert Action Information Bulletin* regularly published identities of overseas agents, and handful of others who've sought to disrupt CIA activities by identifying agents. It would permit fines of up to \$50,000 and 10 years' imprisonment for government employees who disclose agents' identities and up to \$15,000 and three years' imprisonment for private individuals who do so. Final

Backgrounder. UPI said Friday that two of its four new owners (see page 36), Managing Director Douglas Ruhe and William E. Geissler, had that day "discussed their personal background, including civil rights activity by one and a prison term for the other, with top executives of the news agency." Geissler was quoted as saying he served 10 months of one-year term in 1969-70 for draft resistance but "did not dodge the draft," offered to serve in non-combat role in Vietnam, "cooperated with prosecutors every step of the way" and was pardoned by President Ford in 1975. "I am not a radical," Geissler was quoted. "I would characterize myself as an economic conservative but I don't participate in partisan politics." Ruhe said he was arrested with civil rights demonstrators in 1963 and 1965 and that in first case a guilty verdict and \$25 fine were overturned on appeal and in second instance charge was dismissed. "I did not break the law," Ruhe said. "I am not ashamed of what happened." Ruhe said records of both men were on file with FCC in applications for broadcast properties—also source of story in Friday's *Nashville Tennessean* dealing with their backgrounds. *Boston Globe*, meanwhile, reported Ruhe and Geissler were mem-

bers of Baha'i Faith, independent world religion emphasizing spiritual unity of mankind. Said Ruhe: "... We have no intention of imposing our religious beliefs on UPI and its newsgathering operation. We are dedicated to full and fair presentation of the facts and the truth in all matters..." Ruhe also denied Baha'i Faith put money into UPI purchase, or that there were other partners. There had been speculation that group broadcaster Woody Sudbrink had invested; Sudbrink told BROADCASTING he was involved only "in a very small way," through part ownership of Community Cablevision Inc., which is headed by Cordell Overgaard, another member of UPI group. Fourth member, Len Small, is to be chairman of UPI board. Ruhe and Geissler are also principals of Focus Communications, which besides owning WFBN(FM) Joliet, Ill., is applicant for new full-power TV's at Murfreesboro, Tenn.; Seaside, Calif.; Kannapolis, N.C.; Norfolk, Va., and Riverside, Calif. Murfreesboro and Norfolk are in negotiation with competing applicants. Focus also has filed 20 applications for low-power TV stations, and last year had its application to build and operate its own DBS satellite rejected by FCC although application to use Advanced Westar was accepted.

vote on bill was 315-32 with some members of Congress arguing that bill, which is favored by Reagan administration, will be overturned by courts as unconstitutional.

After unusually crowded race, **National Radio Broadcasters Association elected five new regional directors** last week and announced plans for runoff elections in two regions. Elected were Bernard Mann, WOKX(AM)-WGLD(FM) High Point, N.C. (region 4); Arthur Ortega, WNCI(FM) Columbus, Ohio (region 6); Bill Dunnavant, WJMW(AM)-WYZZ(FM) Athena, Ala. (region 8); James J. Wychor, KWOA-AM-FM Worthington, Minn. (region 10), and Fred Hildebrand, KVOC(AM) Casper, Wyo. (region 14). Runoff elections will be held in region 2 between Peter Cassella, WEEP-AM-WDSY(FM) Pittsburgh, and Simon Goldman, WJTN(AM)-WWSE(FM) Jamestown, N.Y., and in region 7 between Steve Hicks, KIXK(FM) Denton (Dallas) Tex., and David Small, KMGC(FM) Dallas. More than twice as many broadcasters were nominated for regional directorships this year as were nominated last year.

Ted Turner's views on violence in recent films were espoused in editorial on CNN over Memorial Day weekend (May 29-30). It was first time Turner personally used network as editorial forum, and its content, as well as subsequent treatment of commentary on issue by CNN correspondent Daniel Schorr, reportedly did not set well with number of network staffers. Inspired by news reports of Hinckley trial seen during stay at his plantation near Charleston, S.C., Friday May 28, Turner rented facilities of WCIV(TV) Charleston next day to tape editorial denouncing violence in recent theatrical films such as "Taxi Driver," which is claimed to have had effect on Hinckley's decision to shoot President. Editorial, which ran on CNN and WTBS(TV) Atlanta total of 21 times over weekend, also called for possible government action to prevent production of such films if necessary. Subsequent Schorr commentary, which ran Monday evening (June 1), said that while violence in media was relevant issue, it was "not an issue for Congress." While most of Schorr's commentaries are repeated next day, this one was not. Reason for that, Robert Caulfield, CNN producer was quoted as saying, "[Schorr] made the point... I don't believe in intramural point counterpoint."

Prospect of **conflicting telethons** (and prospect of dust-up if it happens): CBS-TV has offered **Democratic National Committee** telethon time in late August, reportedly Saturday and Sunday before Labor Day; but CBS sources, without confirming date, say Democrats have not responded. If they accept offer, their fundraiser would be in competition—for funds and talent, as well as virtually head-to-head—with Jerry Lewis's traditional Labor Day telethon for **Muscular Dystrophy Association**. MDA officials say they don't want to make public issue of it but they're trying to persuade both CBS and Democrats to seek other dates. Theater Authority, which approves star talent's participation in telethons without pay, normally wants two months between such fundraisers, but does not apply this rule to political telethons. Jerry Lewis is said to be upset over potential competition and in mood, some say, to stir things up publicly if necessary, to avert it.

ABC and CBS radio networks were expected to finalize **agreements with RCA Americom** late last Friday (June 4) for **transponder space on Satcom I** and later its replacement, Satcom I-R, for eight-year period starting in 1983. NBC signed similar deal recently and commenced transmission of radio network and The Source by both satellite and land lines on June 1 ("In Brief," May 31). Three networks are putting up combined \$46.5 million to secure transponder space and certain digital equipment, to be provided also by RCA.

Typical U.S. TV station generated revenues of \$5,066,300 in 1981, according to figures to be released by National Associ-

ation of Broadcasters this week. That's 16.65% increase over typical 1980 revenues of \$4,343,200. Typical expenses grew 17.78% in 1981 from \$3,397,300 to \$4,001,400, and before-tax profits grew 12.58% from \$945,900 in 1980 to \$1,064,900 in 1981.

Hartford Gunn, senior VP, KCET(TV) Los Angeles, announced resignation last Thursday to become senior consultant with Satellite TV Corp., Comsat's DBS subsidiary in Washington. Gunn joined KCET as senior VP-general manager in 1980, but dropped title of general manager earlier this year following series of staff reductions and number of financial problems plaguing station since last year. KCET placed its studio on sales block in February (BROADCASTING, Feb. 22). Gunn is former Public Broadcasting Service president and board vice chairman.



Saboteurs cut guy lines and felled tower of **Rev. Jerry Falwell's WRVL(FM) Lynchburg, Va.**, knocking it off air. Incident occurred in early morning hours of June 1 after engineer noticed station signal was out. After unsuccessfully running through procedures to put station back on air, chief engineer rode out to transmitter site on Tobacco Row Mountain, 20 miles from studio location at Liberty Baptist College, and discovered guy-lines securing tower had been sheared. Jerry Edwards, director of operations, said 60 feet of 138-foot tower is salvageable and he hopes to have station on air within two weeks with temporary antenna. Damage is estimated at \$100,000 and is covered by insurance, Edwards said. As of middle of last week, police had identified no suspects.

Corporation for Public Broadcasting has received number of letters from House Committee on Energy and Commerce concerned about CPB decision to **close its Office of Communications Research**. Committee chairman, John Dingell (D-Mich.), and Congressmen Cardiss Collins (D-Ill.) and Edward Markey (D-Mass.) sent letter expressing fear that "demise of OCR would harm minorities in several ways." OCR is responsible for minority audience research. Congressman Louis Stokes (D-Ohio) also sent letter. CPB in 10-page response last week said cutback was necessary because of reduced federal funds by roughly 25%.

George Breece, Ted Turner's director of government relations, based in Washington, resigned last Thursday, according to spokesman for Turner Broadcasting System. Breece could not be reached for comment. Washington attorney Robert Ross will handle all congressional relations for TBS, spokesman said.

Michael R. Ewing, VP-general manager, CBS Spot Radio Sales, has been named to newly created position of VP-general manager, CBS Radio Network, reporting to Richard M. Brescia, senior VP for CBS Radio Network and Radioradio New York. **Edward Kiernan**, director of sales, WCBS(AM) New York, replaces Ewing in former post. **Judson Niver**, manager of eastern sales, CBS Radio Network, has been promoted to director of national sales.

ABC, CBS and NBC have failed to persuade U.S. Court of Appeals in New York that FCC erred in permitting **AT&T** to implement **new tariff** on June 28, 1981. Tariff, providing for 16% increase across board, was to carry out commission order permitting rate of return increase from 10.5% to 12.75%. Court said commission refusal to reject tariff is not reviewable.

Go for it

The compromise on copyright legislation reached by broadcasters, cable operators and program producers is making headway on Capitol Hill despite the opposition of significant, if divergent, interests. If all three parties to the compromise keep the pressure on, the chance for action in this Congress looks promising.

It is in the parties' interests to keep the pressure on. The probable alternative to adoption of the compromise legislation, introduced by Representative Robert W. Kastenmeier (D-Wis.), is no legislation in this Congress at all. No legislation would deny broadcasters the must-carry protection and syndicated exclusivity that the compromise would provide. It would threaten cable operators with future legislation exposing them to total copyright liability.

The latter is the preference of the Reagan administration, as argued last week before the House Telecommunications Subcommittee by the chairman of the FCC and head of the National Telecommunications and Information Administration. It could be the eventual result of the sports interests' dogged opposition to the Kastenmeier bill and demand for special legislation tailored to their aspirations.

The compromise was reached only after arduous negotiation among the National Association of Broadcasters, National Cable Television Association and program producers represented by the Motion Picture Association of America. There are still members of each organization who think theirs gave too much away, as was reflected in some testimony last week.

But, as Kastenmeier told the House subcommittee, the compromise is the only politically feasible solution to "one of the most difficult copyright questions Congress has ever faced." In the public interest it ought to be supported.

Get the show on the road

It is evident, as reported in this publication a week ago, that Senator Bob Packwood (R-Ore.) will attract little support for a constitutional amendment to guarantee electronic media the same freedom from government control that is enjoyed by the printed press. Packwood's proposal, first advanced at the National Association of Broadcasters convention last April, is regarded, even by those who are sympathetic to its aims, as probably unattainable and possibly dangerous. As Professor Lawrence Tribe of Harvard Law School sees it: "It's like reaching for the gun."

But Packwood's promised campaign for electronic parity in constitutional protection is something else. Floyd Abrams, who has represented the *New York Times* and broadcasting networks, among other major clients, in First Amendment cases, thinks repairs would be preferable in the form of legislation to affirm the electronic media's First Amendment rights. But, he added in his interview with BROADCASTING: "You have to start somewhere, and Packwood has done that."

Exactly.

Packwood's announced intention is to start with, say, half a dozen hearings this year in different parts of the country to collect the views of scholars, publishers, broadcasters and others on how an amendment should be drafted. These will be ideal forums for review of the constitutional predicament that the electronic media are in and how they got into it. A review would prove instructive.

It would show that First Amendment rights were never

seriously claimed by broadcasters until radio became an accepted medium of journalism, and by then the case law gave government the power to do to broadcasters what it would never think of doing to the printed press. With little precedent to support an opposite finding, the Supreme Court in 1969 could deliver a *Red Lion* decision that turned the First Amendment upside down. The FCC was empowered to order the broadcast of specific programming in compliance with its fairness doctrine.

As noted by Professor Tribe in the BROADCASTING article of last week, the courts cannot "live indefinitely" with the *Red Lion* decision and another reached in the *Miami Herald* case when the Supreme Court overturned a state law requiring newspapers to make space available to politicians whom they attacked. Perhaps, suggested Tribe, another case could reach the Supreme Court in a "new electronic context" and repair the damages of *Red Lion*.

Whether modern media will attain their rights in the courts or in the Congress, the process will be accelerated by the kind of dialogue Packwood has in mind. Even though his plans for a constitutional amendment may prove unrealistic, he will have performed a distinguished service by exposing to the public view the lamentable discriminations against broadcasting.

Packwood says he is serious, and we take him at his word.

Needed presence

It took United Press International two and a half years to find a rescuer, and the rescue was not the one originally planned, but the organization is still in business. For that the world of journalism and the American public may be thankful.

The presence in this country of two strong international news services, with both print and broadcast capability, is vastly preferable to a monopoly of one. As noted here when UPI first offered limited partnerships (BROADCASTING, Oct. 1, 1979), both it and the bigger and more affluent Associated Press have been the better for the competition between the two of them.

Without a UPI service to measure against its own, AP would lose at least some of the incentive to go after the news with the intensity and objectivity that have characterized both services' reports. The loss of one wire service and deterioration of the survivor would be reflected throughout American journalism. All serious journalists will hope that UPI prospers under its new owners.



Drawn for BROADCASTING by Jack Schmidt

"Man, I had no idea that the oldies you wanted to play were this old."



Ride the Bus on Us

Getting customers into the stores is the all-important first step in building sales during difficult economic times. So last December, during the peak holiday shopping season, WKZO Radio and WKZO-TV in Michigan set aside one Saturday for a unique program called "Ride the Bus on Us."

On that day, WKZO Radio and WKZO-TV paid all fares for bus riders in Grand Rapids, Kalamazoo, Battle Creek and Muskegon. The program was a tremendous success in boosting both retail sales and mass transit ridership. In fact, one transportation director reported an increase of more than 300% in ridership that day alone.

Bringing customers and retailers together while encouraging the use of mass transit is all part of the Fetzer tradition of total community involvement.



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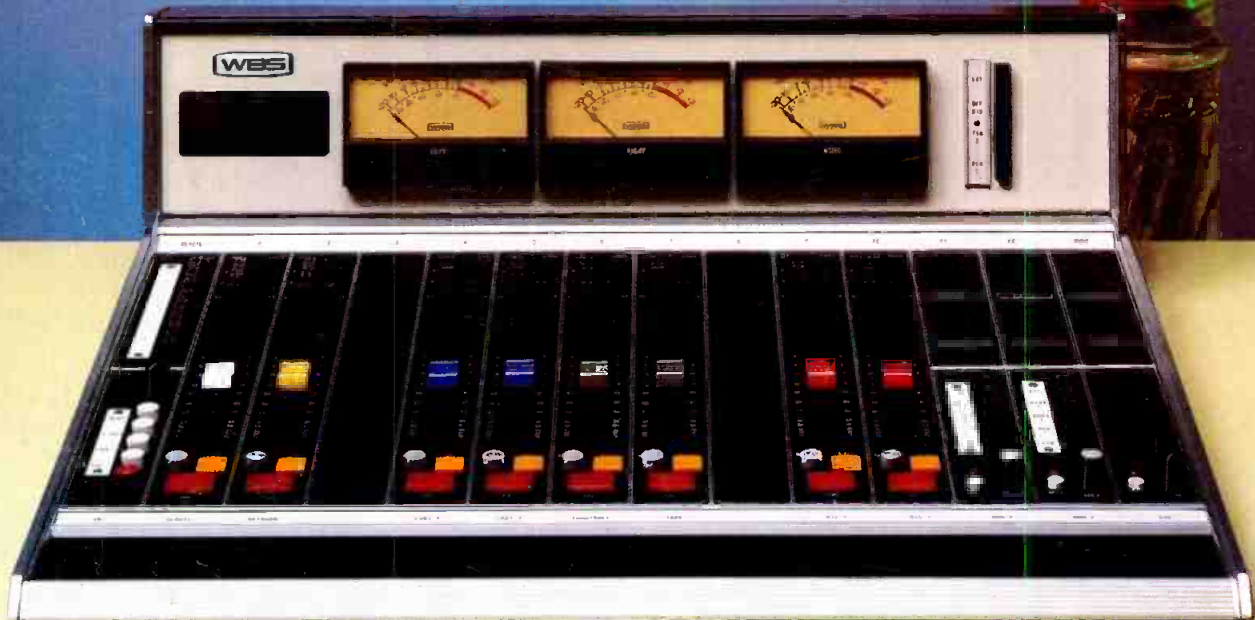
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