

Broadcasting Sep 6



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51st Year 1982

Cuban cold war heating up
Eastern Cable advance
RPC V in review

We'd like to show our thanks.

We want to salute all the great stations who have helped us make this year our best year ever.

WABC-TV	WNBC-TV	WOR-TV	WPIX	KABC-TV	KHJ-TV	KNBC-TV	KTLA
KTTV	WFLD-TV	WLS-TV	WMAQ-TV	WTTW	KYW-TV	WCAU-TV	WPHL-TV
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WNEV-TV	WSBK-TV	WXNE-TV	WDIV	WJBK-TV	WTVS	WXYZ-TV	WDCA-TV
WDVM-TV	WJLA-TV	WRC-TV	WEWS	WKYC-TV	WJKW-TV	WUAB	KDFW-TV
KTVT	KXAS-TV	KXTX-TV	WFAA-TV	KHTV	KPRC-TV	KTRK-TV	KDKA
WQED	WTAE-TV	WCKT	WCIX-TV	WTVJ	KMSP-TV	KSTP-TV	KTCR-TV
KCPQ	KCTS-TV	KING-TV	KSTW	WANX-TV	WSB-TV	WTBS	WXIA-TV
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KGTV	KPBS-TV	XETV	WCGV	WISN-TV	WTMJ-TV	WVTV	WNGE
WSMV	WZTV	WGR-TV	WKBW-TV	WNED-TV	WUTV	WBTW	WPCQ-TV
WSOC-TV	WDBO-TV	WESH-TV	WMFE-TV	WDSU-TV	WVUE	WYES-TV	WBNS-TV
WCMH-TV	WOSU-TV	WHBQ-TV	WREG-TV	WGVC	WOTV	WZZM-TV	WLOS-TV
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WGTE-TV	WTOL-TV	WATE-TV	WALA-TV	WEAR-TV	WKRG-TV	WSRE	WJXT
WTLV	KCCI-TV	KJEO	KMPH	KMTF	KSEE	WDBJ-TV	WSET-TV
WCNY-TV	WIXT	WSTM-TV	WTVH	WPEC	WPTV	WFRV-TV	WLRE
WLJK-TV	KLKK-TV	KOB-TV	KETV	KMTV	WHEC-TV	WOKR	WXXI
WCBW	WGAN-TV	WMTW-TV	WOC-TV	WQAD-TV	WDDD	WPSD-TV	KHQ-TV
KSPS-TV	KXLY-TV	WAND	WBHW	WCIA	WILL-TV	KWWL-TV	WKYH-TV
WKYT-TV	WLEX-TV	WTVQ-TV	WDEF-TV	WRIP-TV	WTVC	WSBT-TV	WSJV
KOLR-TV	KYTV	WJAC-TV	WAPT	WJTV	KGUN-TV	KOLD-TV	KZAZ
KHGI-TV	WOLO-TV	WIS-TV	WEHT	WFIE-TV	WBRZ	WRBT	WHNT-TV
WOWL-TV	WFMJ-TV	WYTV	WGBY-TV	WQGB-TV	WFFT-TV	WPTA	WEEK-TV
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KTVB	KTSB	WIBW-TV	KAAL	KIMT	KTTC	WCBI-TV	KHSL-TV
KRCR-TV	KCBJ-TV	KRCG	KTPX	KFPW-TV	KFSM-TV	KERO-TV	WVH-TV
KTVL	KPAX-TV	KRBC-TV	KTXS-TV	WALB-TV	WKTW	WPDE-TV	WXLT-TV
KIFI-TV	KTRE-TV	KEVN-TV	KCMT	WMBB	WBOC-TV	WMDT	KOUS-TV
WBOY-TV	WDHN	WNPE-TV	KPLC-TV	WUFT	KXII	KAJT-TV	KECC-TV
KMUR-TV	WHTV	KCWY-TV	WLUC-TV	WLFI-TV	WBGU	KEYC-TV	KCTV
KTVO	WHIZ-TV	KVTV	KXIX	KTVG	KNOP-TV	WVIR-TV	KDUB-TV

And stations in 78 foreign countries around the world.

We'd like to thank our shows.

*And a special salute to our talented producers and their shows.
Thanks to them, it's going to be a great year for everyone.*

MORE REAL PEOPLE



George Schlatter's network hit, debuting this Fall in 130 fast-paced half-hours, now sold in over 80 markets.

THE PEOPLE'S COURT



From Ralph Edwards and Stu Billett, last season's #1 smash enters its second year with more than 130 stations.

SO YOU THINK YOU GOT TROUBLES?!



The most unpredictable strip on television from the producers of "The People's Court," with a blue-chip lineup of over 90 stations including ABC, CBS and NBC O&Os.

HERE'S LUCY



144 first-run, off-network half-hours starring the "Queen of Comedy." The magic of Lucy continues to work, that's why she's already been purchased by over 85 stations.

TELEPICTURES 1



Now sold in over 70 markets, sixteen powerhouse movies including "Guyana Tragedy: The Story of Jim Jones," "The Three Musketeers" and "The Four Musketeers."

TELEPICTURES 2



The landmark concept in the packaging and promotion of movies for local television, 27 blockbuster titles, already bought by over 30 major movie stations including WPIX and KTTV.

N.I.W.S

The most extensive news service in syndication, now in over 100 markets and 40 foreign countries. Quality news stories and multipart series delivered with all the necessary support and promotional materials to maximize ratings. N.I.W.S provides a vital competitive edge. That's why more than 50 stations have already signed up for firm two year renewals.

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When the lights go down, your ratings go up.

“At The Movies” stars Gene Siskel and Roger Ebert in a full half-hour of movie reviews on all the latest releases. This advertiser-sponsored format is already a proven success for prime access and late fringe. Don't miss this opportunity to bring “At The Movies” to your market. Available in September. For more information call: Joe Antelo (312) 222-4486 or Bud Donnelly (213) 456-8613.

SISKEL & EBERT “AT THE MOVIES.”



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Productions Inc.

Already cleared in 82 markets
including the top ten.

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Broadcasting Sep 6

Cuba fires pre-Radio Marti salvo □ Chicago franchises draw six cable bidders □ NAB's RPC attracts record turnout and qualified acclaim □ Cable preens for its Eastern Show

CASTRO SHOOTS ACROSS AM'S BOW □ Cuba challenges U.S. plans for Radio Marti by transmitting with increased power on six frequencies assigned to American broadcasters. **PAGE 27.**

WINDY CITY BIDS □ Six cable companies file 10 applications for five franchise areas in Chicago. Group W, Cablevision Systems and TCI-Cross Country each bid in more than one area. **PAGE 28.**

FRITTS SMOOTHS TROUBLED WATERS □ Meeting with reluctant NAB TV board ends in show of harmony. Stakelin says election process will be reviewed and executive committee will discuss it in Cancun this week. **PAGE 29.**

SPECIAL REPORT: NEW ORLEANS □ NAB's fifth annual radio programming conference draws record 2,100 for three-day status report on aural medium's position today and some upbeat predictions for tomorrow. **PAGE 30.** Bortz unveils findings of NAB-sponsored study that sketches in changing profile of radio audience and need for radio to adjust to different demographics. **PAGE 31.** RPC V panels analyze each format. **PAGES 33-38.** Management is provided multiple forums at New Orleans conference. **PAGES 38-40.**

HUSH, HUSH, CHARLOTTE NEWS □ Group W station blames poor ratings as it drops *NBC Nightly News* and own early evening news show. **PAGE 41.**

UPI REVAMPS □ New owners create six divisions to emphasize regional and state coverage. **PAGE 41.**

EXPANDING WORLD OF ADI'S □ Arbitron completes listing of 210 areas of dominant influence that will be used in October local market measurements. **PAGE 42.**

CABLE TIME IN ATLANTA □ SCTA to offer beefed-up technical/management panels at Eastern Show that

begins Thursday. **PAGE 46.** List of exhibitors. **PAGES 47-52.**

NO MOVIE CHANNELS DEAL □ WASEC and three major film producers give up because of complications in forging structure for partnership. **PAGE 54.**

CBS CABLE-BRAVO TALKS □ CBS and Dolan company confirms that merger discussions are being held. Speculation is that former sees union as way for it to switch to subscriber route. **PAGE 54.**

SOHMER'S TURF REPARCELED □ Changes in NBC's advertising and creative services departments include new units on West Coast, hiring of personnel that had worked with Sohmer at CBS. **PAGE 54.**

LUKASIK'S VISIONS □ FCC's chief scientist expects slow but sure growth of HDTV, great potential and regulatory problems for Integrated Services Digital Network and boom for AM radio. **PAGE 55.**

SEE SPOTLIGHT RUN □ Service for pay cable reaches 600,000-subscriber mark. **PAGE 56.**

INTELSAT: GLOBAL GODFATHER □ For 18 years, International Telecommunications Satellite Organization has provided satellite telecommunications services to member countries—rich and poor. Director General Joe Pelton reviews that successful record and talks of adjustments being made to protect it. **PAGE 57.**

MAN FOR ALL CABLE CAUSES □ As operator and trade association executive, Ed Allen, has been in forefront of battles for betterment of cable television. Proud moment will come next Monday for head of Western Communications Inc. when Cable Satellite Public Affairs Network, of which he is chairman, begins 24-hour daily operations. **PAGE 79.**

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On the trail of a hit-and-run driver.

While doctors fought to save the young victim of a hit-and-run accident, police in Lincoln, Nebraska, began their search for the person responsible. For help in tracking down the driver, the police turned to KOLN-TV/KGIN-TV and its Crimestopper program.

Working in conjunction with the police department, the station taped a reenactment of the crime and asked viewers for any information they might have regarding the incident. Shortly after the station began airing the spot, leads came in directing officers to the car involved in the accident. The police were then able to trace the driver and make an arrest.

Fortunately, the young boy injured in the accident is on his way to a full recovery. And the person responsible has been apprehended. According to the lieutenant handling the case, the arrest came as a direct result of the Crimestopper public service announcements aired on KOLN-TV/KGIN-TV.

Helping fight crime by getting the public involved in its solution is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

Tomorrow the world

When communications entrepreneur Ted Turner visits Los Angeles next week (to speak Tuesday at Southern California Cable Club dinner) it's likely he'll spend some time meeting with major television producers to discuss plans for fourth broadcast network, which Turner began promoting last month as alternative to CBS, ABC, and NBC. Turner Broadcasting System spokesman said last week Turner is "very serious" about launching national service, possibly as early as fall, 1983. Turner is planning "completely original schedule" that would include prime time, afternoon, and early morning programming.

"Fourth Network," as it is being called, would not duplicate or directly compete with Turner's three cable-delivered services, although CNN news programming would be integrated into broadcast network. Turner pitch would be directed at independent stations and affiliates that are unhappy with existing network fare, with 10% of advertising gross and increased number of local availabilities offered as incentives.

Early birds

Summer Olympics in Los Angeles and winter games in Sarajevo, Yugoslavia, aren't until 1984, but advertiser pocketbooks are already open to ABC in big way. Latest word from network is that it has reached 75% of its \$625 million advertising target.

Strain eased

Network TV sports and sales people were given breather last week on problem with close to \$450 million in billings attached: pro football. National Football League club owners announced they'll impose no lockout in ongoing dispute with NFL Players Association. Network sources figured they may still have to cope with players strike, but probably not before all teams have completed three regular-season games—number said to be necessary for players to get this season's vesting in football pension plan. That could mean strike on or after Oct. 2, and networks were keeping their just-in-case plans in place: movies on ABC, other sports and possibly college football on CBS, Canadian football on NBC.

Officials agree substitute programming wouldn't command NFL-type advertising rates—but wouldn't cost as much as NFL rights, either. (Those rights now total estimated \$414 million per season.) Sales people say they expect most NFL advertisers to maintain scheduled

spending if strike comes, using other sports and other dayparts to augment strike programming. Best available estimates put billings committed to NFL games at about \$425 million not counting NBC's coverage of Super Bowl, which with associated hoopla is believed to represent close to \$25 million in revenues.

Raising sights

Representative Tim Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, may be looking for new and larger political arena. Observers in Colorado say he is one of several likely candidates for Democratic nomination for senator in 1984, when present Republican incumbent, Bill Armstrong, will seek re-election. Other Democrats being mentioned as interested in Senate seat are Colorado's congresswoman from Denver, Pat Schroeder, and present governor, Richard Lamb, who is expected to be re-elected to four-year term in November. Lamb would probably be favorite if he made run for Senate nomination. But those following developments in Colorado say Wirth would have good chance.

Waiting scaffold

Three days of hearings that one prospective participant says will be "a real circus" have been set by nine-member Los Angeles Human Rights Commission for Sept. 14-16. Stated purpose: to investigate image and employment of minorities in entertainment industry. Among those invited—"practically commanded," one recipient said—are all talent guilds, all three TV networks, major producers, Los Angeles stations. Apparently commission left little doubt about where it stands on issue. "It's an invitation to a hanging," said one invited witness. "And we're supposed to bring the rope." Los Angeles city hall is site.

Morning line on NRBA

Jury is still out on whether National Radio Broadcasters Association will better last year's performance, crowdwise, at annual convention, to be held next week (Sept. 12-15) at MGM Grand hotel in Reno. According to NRBA, about 1,400 have preregistered for event, which is expected to feature 77 exhibiting companies and 75 hospitality suites. At this time last year, NRBA reported over 1,700 preregistrants, but by end of event it had counted 2,800 full-time participants, 74 exhibiting companies and 60 hospitality suites.

Final decision had not been made by nominating committee as of Friday, but

word from committee Chairman Lynn Christian, vice president. Century Broadcasting Co., Chicago, was that Harriet (Sis) Kaplan, SIS Radio Inc., Charlotte, N.C., would be nominated to serve fourth year as president of NRBA and that Bill Clark, president of KABL(AM) San Francisco, would be asked to serve second year as chairman.

Pass

Gannett Co., preparing for Sept. 15 launch of high-risk national newspaper, *USA Today* (BROADCASTING, Aug. 30), was close to reserving transponders on proposed direct broadcast satellite system of DBS Corp. last fall, but executives at highest level of multimedia firm quashed deal at 11th hour. In passing over transponder, Gannett missed one-time chance for reserving spot with minimal downpayment. According to sources, Gannett had no specific plans for transponders.

Trafficking jam?

While FCC Broadcast Bureau has drafted order that would delete commission's antitrafficking rule, which prohibits sale of station within three years of its purchase except in extenuating circumstances, chairman's office is said to be concerned that proposal may not fly. Although commission voted unanimously to adopt notice proposing deletion (BROADCASTING, Dec. 21, 1981), and proposal has support of broadcasters, commission voted 5-2 (with Chairman Mark Fowler and Commissioner Mimi Weyforth Dawson dissenting) to impose one-year antitrafficking rule on low-power television service (BROADCASTING, March 8). Whether commission majority's concern over potential trafficking of LPTV's tips its hands on attitude toward potential trafficking of conventional broadcast properties is question to be resolved.

Ups and downs

For Minneapolis-St. Paul and Seattle-Tacoma, market ranking among top-20 depends on whether it's world according to Arbitron's ADI's (areas of dominant influence) or Nielsen's DMA's (designated market areas). Arbitron's new rankings, effective next month (see page 42) put Minneapolis-St. Paul at 14 and Seattle-Tacoma at 16. Nielsen has them reversed. Nielsen household estimates, just released to clients, show DMA universe at 83,739,000 TV households, up 2.2% from previous total.

Rate rights

California Governor Edmund Brown last Tuesday (Aug. 31) signed into law a bill giving the state's cable television operators an expanded right to set their own subscriber rates (see picture below). The new law extends a 1979 law that allows operators meeting certain criteria—such as providing a community access channel and at least 20 program choices—to set their own rates. The earlier measure, which would have expired on Jan. 1, 1984, is now in force until 1991. The latest bill bars local governments from requiring cable firms to waive their deregulation rights in order to receive a franchise agreement. In the past, some cities had gotten around the deregulation law by withholding franchises unless a cable company agreed not to set its own rates. The new law also gives deregulation rights to some urban operators that were previously unqualified.

Hill rally

The National Cable Television Association is gearing up for a legislative conference Sept. 14 and 15 in Washington to brief cable operators on Senate cable deregulation bill S.2172 and to counter efforts by the National League of Cities to kill the bill. The

conference will include a Tuesday morning (Sept. 14) briefing at the International Inn followed by an afternoon rally in support of the measure on the steps of the Capitol. NCTA President Thomas Wheeler and John Saeman, NCTA chairman, and possibly some members of Congress are expected to speak. A cocktail reception is slated that evening in the Senate courtyard. The following day will be devoted to giving members the opportunity to lobby their congressman for the bill before it goes to the floor later this month.

Birthday retrospective

ESPN will bring out the birthday candles this week to celebrate its third year in the cable universe, and to look back at its achievements. From the base of 1.4 million cable homes that could have seen ESPN at launch Sept. 7, 1979, the "Total Sports Network," as it likes to call itself, has grown to a base of 18.1 million on over 4,400 cable systems. The number of national advertisers buying time on the service has grown from 12 to 210; and by year's end, ESPN expects to reach 20 million homes—the network reports no slackening of a 500,000 homes-per-month growth rate.

Among the major events in ESPN's third year was the ascension to the presidency of

J. William Grimes, when former president Chet Simmons departed to become commissioner of the new United States Football League. Not surprisingly, ESPN captured the rights to planned USFL games; in other rights news, the network landed contracts for NBA basketball, for NCAA football, and an arrangement with ABC that gave it access to certain sports programming rights held by that network. Going into its fourth year, ESPN is looking toward the start-up of a pay-per-view joint venture with ABC (which also has an option to purchase close to half of Getty Oil's 85% holding in ESPN) and the start of Nielsen metered measurement of ESPN viewing.

Incentive

Ted Turner has announced he will offer a minute of local ad time in each hour of one of cable-advertising's hottest sells—CNN. But there's no free lunch, as Turner Broadcasting's Nory LeBrun notes: "This is a negotiated situation." The new avails would be parceled out on a market-by-market basis "designated by the carriage of TBS services." Roughly translated, that means systems carrying CNN (most of which already carry WTBS) would have to add CNN Headline News as their quid pro quo.

While the TBS executives stress that the program is an outgrowth of "continued interaction with the cable industry ... a means for our affiliates to explore other revenue sources," it's conceded the new minute is in part a response to the up-front cash sign-on inducement being offered by rival Satellite News Channels.

CNN will still cost operators 15 cents per subscriber per month, although CNN Headline News is free to systems carrying CNN. The value of a minute of air time to an operator will vary by market. But it will cost CNN "a lot of money" says LeBrun—the minutes are being carved out of CNN's national inventory on the half hour.

Cable campaign

CommuniCom, holder of the largest Los Angeles cable television franchise, has launched a \$400,000 advertising campaign to promote service to potential subscribers in the Hollywood-Wilshire corridor and suburbs of Tustin, Covina, Corona, La Verne and Maywood. CommuniCom passes more than 300,000 homes in the area and expects to pick up an additional 150,000 during the next 12 months. Three-month campaign, to be implemented by NW Ayer Inc., includes 12 weekly full-page color insertions in *Time*, *Newsweek* and *People* magazines; ads in local trade publications and the *Los Angeles Times*; 100 billboards, and 100 bus placards. The campaign relies on the slogan, "We're being



Eyewitness. Top California cable operators were present for the signing of the state's new cable bill by Governor Jerry Brown (see above). L-r: Spencer Kaitz, president, California Cable Television Association; Robert Hosfelt, executive vice president and general manager, Gill Cable; Allen T. Gilliland, president Gill Industries; state senator Joseph Montoya, chairman of senate cable subcommittee; assemblyman Bruce Young, author of the bill; Brown; Dan L. Radcliff, senior vice president of Western operations, Viacom; Neil R. McHugh, senior vice president of operations, San Francisco, Viacom, and Edward Allen, president, Western Communications.

watched," and CommuniCom's rainbow logo. CommuniCom currently has about 14,000 subscribers in 300,000-home Hollywood-Wilshire franchise.

Cable status

Arbitron, based on its July survey, has put cable penetration at 26%—or 21,179,525 out of 81,496,500 TV households during the summer. That's up from Arbitron's July estimate of 22% last year but probably still too low in Arbitron's mind. Earlier this year Arbitron said it would be revising its methods of determining penetration to rely more on diaries rather than information supplied by cable systems. Last month, Nielsen came up with a July penetration figure of 34% ("Cablecastings," Aug. 16).

Showing

Showtime promises to unveil at this week's Eastern Cable Show its "most ambitious marketing communications project to date"—a "whole new positioning" for Showtime that's been cooked up by Benton & Bowles. The cable network believes it will prove to be a campaign that will "last for years to come."

Bill footing

The evening with Bob Hope at next week's Eastern Cable Show will cost its organizers between \$75,000 and \$80,000. According to Bill Keller, president of the Southern Cable Television Association, sponsor of the show, Hope will receive just \$55,000, but his contract calls for a 25-piece band that will add another \$20,000 to \$25,000 to SCTA's final bill. Home Box Office, Keller said, has agreed to pick up a portion of the production costs.

Panel of experts

The National Cable Television Association announced last week two eclectic panels of judges to select this year's winners of NCTA's ACE programming awards. Judging of the 126 nominees will take place in New York Sept. 17 at the Waldorf Astoria and in Los Angeles Sept. 22 at the American Film Institute. The New York judges: former FCC Commissioner and Washington attorney Tyrone Brown; Robert Currie, senior producer, Post Newsweek Video; Robert Geller, executive producer, Learning in Focus Inc.; Barbara Holsopple, TV critic, *Pittsburgh Press*, and Joseph Papp, producer, the New York Shakespeare Festival. The Los Angeles judges: Joseph Finnigan, TV columnist, *TV Guide*; Jean Firstenberg, director, AFI; Michael Nesmith, independent producer, Pacific Arts Corp.; George Schaefer, partner, Schaefer/Karf Productions, and Ernest Thompson, screenwriter.

The awards will be presented at a gala Nov. 15 at the Biltmore hotel in Los

Angeles, on the last day of NCTA's three-day National Cable Programming Conference. The show will be televised over superstation WTBS(TV) Atlanta.

Counting noses for news

A University of Michigan study of cable systems in Grand Rapids and Ann Arbor shows that the Cable News Network has significant viewership among subscribers, but not necessarily at the expense of network newscasts. The telephone survey of 545 subscribers found "CNN does not compete directly with the networks. Cable subscribers tend to view throughout the day, returning to the networks for the evening news programs around 6 p.m. and after 10 p.m.," said Joey Reagan, a Michigan communications professor. The study also found that "CNN viewers and cable subscribers spend five to 10 minutes more with local and network TV news than do nonsubscribers."

In viewing times, the study found subscribers spend nine to 17 minutes with CNN, 15-30 minutes with local TV news and about 30 minutes with network news and the daily newspaper. "Thus, CNN viewing does not take away from the time budgets of the other news media," the study said.

As for believability, 40% of respondents said networks were "more believable" than CNN; 20% chose CNN over the networks. Compared to local papers, CNN fared slightly behind in Ann Arbor and far ahead in Grand Rapids in believability.

LPTV EAST

CONFERENCE & EXPOSITION

Sponsored by
The National Institute for Low Power Television
Managed by Conference Management Corporation

The future is **NOW!**
The time is October 1-3, 1982!
The place is the Shoreham Hotel, Washington, D.C.
THE EVENT IS LPTV EAST!

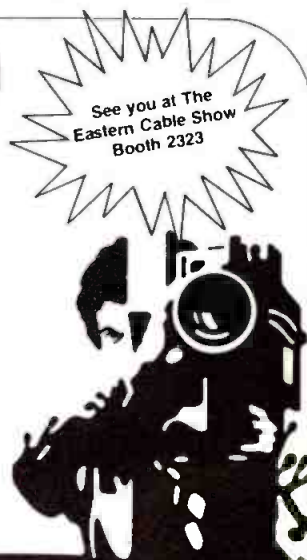
COME AND SEE

- **FREE LPTV PROGRAMMING FESTIVAL**
Distributors will be screening both tape and satellite received programming.
- **FREE EXHIBIT HALL**
Over 100 outstanding exhibits of the latest equipment and services available—everything you'll need to establish and run an LPTV station.

COME AND HEAR

- **KEYNOTE ADDRESS**
Senator Ernest F. Hollings, an active and vocal advocate of low power television, will deliver the Keynote Address on Friday, October 1 at 9:00 a.m.
- **FCC FORUM**
Four lively and informative sessions, designed to explore current issues, will be conducted by Larry Harris, Molly Pauker, Keith Larson, and Clay Pendarvis.
- **SEMINAR/WORKSHOPS**
Distinguished experts from across the country will conduct sessions designed to help you turn your dreams into physical and fiscal realities.

FOR YOUR FREE
BROCHURE
DESCRIBING
THE CONFERENCE
IN DETAIL



CALL NOW

203-852-0500

Business Briefly

TV ONLY

Riviana Foods □ Houston-based subsidiary of Colgate-Palmolive Co. will begin four-week campaign in 12 to 15 markets—including Dallas, Houston and Phoenix—for Success rice in mid-September. Bloom Advertising, Dallas, is handling campaign, aimed at women, 25-54, in day, fringe, prime access and prime times.

Stokely-Van Camp □ Manufacturer of canned fruits and vegetables will begin campaign in late October for pork and beans. Campaign will run in 27 markets that include Chicago, Boston, Cincinnati, Minneapolis-St. Paul and Albany, N.Y. Brand awareness will be aim of commercial that will air in all dayparts. Agency for campaign, targeted to women 18-49, is Clinton E. Frank Advertising, Chicago.

Tonka Toys □ Jordan, Case & McGrath Inc., New York, is handling campaign for five Tonka toy truck models, set to begin Sept. 27 for three weeks and resume Nov. 8 for additional four-week flight.

Advertising will run on three major broadcast networks, supported by 23 spot TV markets, and will be geared toward children, 2-11, with strong emphasis on boys, primarily 3-6. Spots will appear on day, weekend and early fringe times.

Hormel □ Producer of meat products is set to begin campaign this week for Little Sizzlers pork sausages. Two-week flight will be carried in 31 markets with commercial featuring family during breakfast. BBDO, Minneapolis, is seeking time slots during day and fringe times to reach housewives.

Altair Airlines □ Based in Philadelphia, Altair has scheduled four-week TV flight for its airline service to 17 markets, including Philadelphia, Boston and Rochester, N.Y., with price and service major emphasis of commercial. VanSant Dugdale & Co., Philadelphia, is agency. Campaign—aimed at adults 25-54—begins Sept. 13 in most of 17 markets.

Ateco □ Mrs. T's cheese and potato pierogies, Polish food item, will be



Pattie push. Peter Paul Cadbury Inc. is set to launch estimated \$5 million television advertising campaign in late November for addition of 10% more chocolate in York Peppermint Patties. Campaign, scheduled to run for six months, doubles brand's advertising budget for previous similar product. Theme of commercial, "I love New York with 10% more chocolate," will air on network TV along with supplemental TV spots in major markets. Dancer Fitzgerald Sample is advertising agency handling account.

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advertised on TV starting Sept. 7 and will continue for five-week period. Commercial is considered informational. Total women are target. A. Eicoff & Co., Chicago, is agency. Markets include Pittsburgh, Cleveland and South Bend, Ind. Spots will be aired during day, fringe, prime and weekend times.

Mazda Motors of America □ Sept. 13 start set for TV flight for Mazda's "great little cars" (GLC's). Campaign will run in 59 markets for three weeks in prime, news, fringe and sports times with major emphasis on upscale educated males, 25-54. Foote Cone & Belding Communications, Los Angeles is agency.

Dannon □ Marsteller Inc., New York, is promoting all varieties of Dannon yogurt in campaign beginning Sept. 27. Flights will vary in top 20 markets. Campaign is aimed at adults, 18-49, and will be aired during day, early fringe, late fringe and weekend times.

Rep Report

WLQQ(FM) Orlando, Fla.: To Bernard Howard from P/W.

WSWF-AM-FM Fort Myers, Fla.: To Eastman Radio (no previous rep).

WTKC(AM) Lexington, Ky.: To Eastman Radio from Selcom.

We have the winners!

Not the hopefuls. Not the also-rans.
Fifty Olympic winners at their moments of glory!
Produced from United States Olympic Committee archives.

THE OLYMPIC WINNING MOMENT



All new 30 second inserts. The winning moments from 15 Winter & 35 Summer Olympic events. 50 Gold Medal winners. The most spectacular sports event on television can now work for you with prestige spot carriers for your local or national advertisers. For the first time in 50 years the United States will host the Summer Olympics. You won't have another advertising sales vehicle like this for four more years. We have the winners for 1984. Fifty 30 second programs providing you with Olympic inventory to sell.

AVAILABLE ON AN ADVERTISER SUPPORTED BASIS

To air beginning October 1, 1983
From the companies that started a
tradition with



Produced and distributed by MG Films/Perin Enterprises
For screening cassette and more information, contact:

Marvin Grieve / MG Films, Inc. / 400 East 54 Street / New York, New York 10022 / 212-371-1622
Richard Perin, Fran Reiter / Perin Enterprises, Inc. / 50 East 42 Street / New York, New York 10017 / 212-697-8887

Ronco Foods □ Through Caldwell/Bartlett/Wood Inc., Memphis, Ronco Foods will launch six-to-eight week TV campaign in 26 markets for spaghetti products. Adult-oriented commercial carries theme, "Ronco makes the best spaghetti," to increase brand awareness. Spots will begin in mid-September during day, fringe, prime access, weekend and sports times. Target: adults, 18-49.

Tenneco □ Bozell & Jacobs, Los Angeles, is agency for Tenneco's Sun Giant almonds campaign scheduled to begin in October. Product will be advertised in nine markets for six-week period, targeting adults, 25-49, and aired during prime, fringe and weekend times.

RADIO ONLY

S&W □ Vantage Advertising, San Leandro, Calif., is handling seven-week radio promotion for S&W's Columbian coffee in San Francisco and Sacramento, Calif. Product offers consumers three choices—regular, decaffeinated and freeze-dried. Commercial emphasizes slogan, "Only S&W offers 100% Columbian coffee any way you like it." Campaign is scheduled to begin Sept. 20 and will cost an estimated \$80,000. Target is adults, 25-54.

Air France □ Overseas airline is scheduling four-week radio flight in four markets beginning Sept. 13 for passenger

service. Target is adults, 25-54. Kenyon & Eckhardt, New York, is agency.

Middleton Inc. □ Mel Richman Inc., Bala Cynwyd, Pa., is handling Middleton small cigars placement in Louisville, Ky., and Omaha. Cigars are made of pipe tobacco and are available in three flavors. Flight begins this week and continues into early October. Target is men, 25-49. Spots will air during weekend sports times.

RADIO AND TV

American Dairy Association □ It will launch third annual fall cheese promotion in late September with theme, "Cheese adds a slice of life." Advertising will run on ABC-TV, CBS-TV and NBC-TV, supported by spot radio through October, and will feature six processed cheeses: cheddar, colby, Monterey Jack, mozzarella and processed American Swiss. Thirty-second TV commercial will air during evening, morning and weekend news shows. D'Arcy-MacManus & Masius, Chicago, created campaign that will target adults, 25-54.

Smuckers Co. □ Wyse Advertising, Cleveland, is in midst of spot television and radio campaign for Smuckers fruit

spreads. Current campaign, airing in 17% of U.S. markets, began in mid-August on biweekly basis, and will pick up again in last week of October for four-week, biweekly flight. Target: women, 25-54.

Heublein □ Manufacturer of sherries and port wines, has scheduled late September-early October television and radio spot campaign for Lancers red rose and chablis wines. Flight will run approximately four weeks in about 20 markets, aimed at adults, 25-54. Agency is D'Arcy-MacManus & Masius, New York.

Union Carbide Corp. □ Battery products division is promoting Eveready batteries for fourth quarter, beginning Sept. 13. William Esty Co., New York, will place campaign in two radio markets and seven television markets. TV spots will air during prime, fringe, and sports times. Target is adults 18-49.

Sanderson Farms □ Advertising for Miss Goldi chicken begins this week in Louisiana and Mississippi markets for three-week flight. Spots are geared toward tenderness and quality of chicken, targeting adults, 18-49. TV buy is in all dayparts and radio from noon to 7 p.m. Agency: Sawyer Advertising Inc., Gainesville, Ga.

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6445 Powers Ferry Road, Suite 180
Atlanta, Georgia 30339

AdVantage



Whitney's yogurt

More yogurt. Whitney's Foods Inc., subsidiary of Kellogg Co., Battle Creek, Mich., has introduced new product, Whitney's 100% natural yogurt. Available in nine flavors, yogurt is manufactured by Steuben Foods, New York, and is marketed in six-ounce plastic cups with both foil cover and plastic lid. TV advertising for product started in August and is scheduled to run through December in Washington and Baltimore. Leo Burnett Co. is agency.

Reach out. Telephone advertising on television in first half of 1982 totaled \$81,691,200, 44% increase over comparable period in 1981, according to Broadcast Advertisers Reports estimates being released by Television Bureau of Advertising today (Sept. 6). AT&T boosted its TV spending 28% to \$42.5 million in network and \$2.3 million in spot. MCI Telecommunications, AT&T competitor, ranked second to AT&T in total TV spending with \$9.5 million, all in spot and up 251% from year ago. Other television expenditures among top 15 phone-service advertisers, all in spot, ranged from \$4.4 million by Southwestern Bell to \$613,000 by Northwestern Bell. Only one of 15 curtailed its TV outlays during period: Pacific Northwest Bell, at \$621,800, was down by 9%. Biggest percentage increase was scored by Bell System competitor, Southern Pacific Co.'s Sprint service, whose \$4,035,200 investment represented 1,861% increase and ranked fourth in dollar spending.

Sanka break. Actor Robert Young, who for past six years has given reassuring advice on TV commercial that decaffeinated Sanka brand coffee was "good coffee that makes good sense," has left airwaves. General Foods, maker of Sanka, and Young & Rubicam decided that "authority figure" was no longer needed to sell product. Instead, starting Sept. 13, new campaign will be launched called "Sanka People." Commercials will feature variety of individuals in swashbuckling roles, including white water kayak and mountain climbing instructors, thoroughbred horse trainer and underwater welder. According to Mark Stroock, senior vice president at Y&R, research shows consumers are better informed about caffeine than they were in 1976 when former star of *Marcus Welby, M.D.* began as Sanka spokesman. Consumers like to make up their own minds today, Stroock explained, and new commercials try to show "people who are like them, doing what they do."

IF YOU RUN THE STATION, HERE'S GOOD NEWS.

Now there's a computer system that will put every piece of information in your station at your fingertip.

It's called BIAS® Network Control System. Because that's exactly what it lets you do. Control your system.

With Network Control you'll enjoy instant access to information that would take months to tabulate by hand. You'll also be able to share this information with your corporate office, sister stations, and national rep.

BIAS Network Control System will allow you to automate all of your station's departments.

- Local and National Sales
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- And much more

BIAS has developed the broadcast industry's most

sophisticated computer system.

Over half of the total national spot and local advertising sales in the U.S. are processed by DCC every day. We would like to put this system to work for you. It can automate your entire station, or any part of it.

You simply can't buy a better system. Or one that's easier to operate. So mail the coupon today. Or call us at 901-345-3544. And put your entire station at your fingertip.

TELL ME HOW TO PUT MY STATION AT MY FINGERTIP.

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STATION/COMPANY

CITY

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ZIP

BIAS®

BROADCAST DIVISION OF DATA COMMUNICATIONS CORPORATION
3000 Directors Row • Memphis, TN 38131-0403

A broadcasting in China commentary from Mary Jean Parson, Blair Representatives, New York

Learning how the other half broadcasts

China is on the brink of a great experiment. It has not yet harnessed the greatest communication tool of the 20th century, but there is a tentative experiment going on to make it more than a propaganda tool.

That was the general feeling I gathered during a two-week, 35-person, broadcast study tour to China in May, sponsored by American Women in Radio and Television, led by Mal Johnson, international chairman of AWRT and senior correspondent for Cox Broadcasting in Washington.

In the five cities we visited, we had extensive meetings and briefings with the leaders of China broadcasting and the press, as well as with travel and governmental leaders. We were an unusual experience to our Chinese hosts as the first group of professional women to be official study guests in China, and we were the first women broadcasters to visit there. We hold a wide variety of executive positions, so the range of questions was broad and the exchange of information was invigorating.

The Ministry of Television and Radio in Beijing is the only central broadcast system in China and is called "Peking Radio" and "Central Broadcasting" (TV). Our briefing was conducted by Jin Chow, adviser to the ministry.

Central TV has one microwave channel for all of China and one for Beijing only. Both are in color and use the European TV system. There are plans to launch a satellite for better coverage of the country in 1983. They have an eight-hour broadcast day, with two kinds of programing: educational and "comprehensive." The educational programing is basic lecture with slides or blackboard instruction on subjects ranging from English to algebra. It is fundamental to the Chinese educational system; 300,000 are enrolled in the "TV University." They sit in class, watch the lectures on TV, take tests and get their high school diplomas. It has helped make China over 80% literate, an enviable record.

The "comprehensive" programing is a montage of newscasts and features (commune success stories, operas and plays). I had the pleasure of sitting in on a live televised performance of one act each from "Faust," "La Boheme" and "Rigoletto," performed by students of the Shanghai Conservatory of Music and conducted by Dr. Kurt Herbert Adler of the San Francisco Opera.

The Central People's Radio has five services: two for the nation (home program services for all China), one for the Chinese minorities, one for the Taiwan



Mary Jean Parson has been vice president and director of administration for Blair Representative Division, New York, since 1980. She has been in broadcasting since 1965, holding a number of positions with ABC, including director of planning, ABC corporate relations. She is a member of the International Radio and Television Society and American Women in Radio and Television.

"province" and one FM music service. It also has an overseas broadcasting service for 130 cumulative hours a day in 38 foreign languages. Although the Chinese claim the signal "isn't very strong," representatives of our Voice of America say it's "loud and clear."

The equipment is old and very badly maintained. A U.S. engineer would have a stroke over the dust covering the tape machines. It is Studer in Beijing and a mixture of Sony, Ampex and Wallensak in the more modern studios of Shanghai. As Dr. Ling, director of broadcasting in Nanjing, said, "We are 15 years behind you technically, and when we catch up to you in 15 years, you will again be 15 years ahead."

Officials estimate there are about 100 million radio sets and 16 million TV sets in China. Many of them are used by groups of families or by whole communes. Only with an increase in sets can the real impact of broadcasting be felt, and that will occur only when the central government makes a financial commitment to expansion.

At the provincial level, there are 114 radio stations and 42 TV stations throughout China. The 10-year-old facility we visited in Shanghai was an example of this regional diversification. It has 1,300 full-time employes, 50% of them women, and 2,000 "stringers" throughout the province. One TV channel carries the Beijing central programing, one carries educational programing and one local programing.

Three radio channels are for literature, art and music; two are for recorded and "occasional" programing including foreign languages (English, Japanese, French and German) and an FM is for music. The total broadcast day is a cumulative 77 hours. The English educational materials come from the BBC.

The newest and most interesting experiment in the provinces is in advertising. They are selling 30's and 60's to promote products and stores; and the stations negotiate directly with the businesses. Spots are played at the end of programs instead of interrupting programs, and the provincial directors express restrained enthusiasm for this as a new source of funds. We were not really surprised at this new phenomenon as there are more commercial billboards in the cities now than there are political propaganda posters.

The majority of visitors to China are there to do business. The inevitable question is: What are the opportunities for U.S. companies in broadcast communications? The likeliest opportunity near-term is in equipment sales; as we witnessed in Shanghai, the control rooms contained equipment from Switzerland, West Germany, the U.S. and Japan. As more exotic technology becomes attractive to the Central Broadcasting heirarchy, American manufacturers will undoubtedly compete more for equipment sales.

Another area is production and technological consulting. As the Chinese broadcast audience expands, demands for enhanced production values and techniques will inevitably grow. It must be said, however, that the Chinese do an efficient, straightforward production job, far in excess of the perceived technical ability to do so. They depend on ingenuity and creativity, not machinery.

If advertising grows, so will the opportunity for American companies manufacturing in China. But my instinct says it will be a number of years before the Chinese will advertise foreign goods over domestic ones.

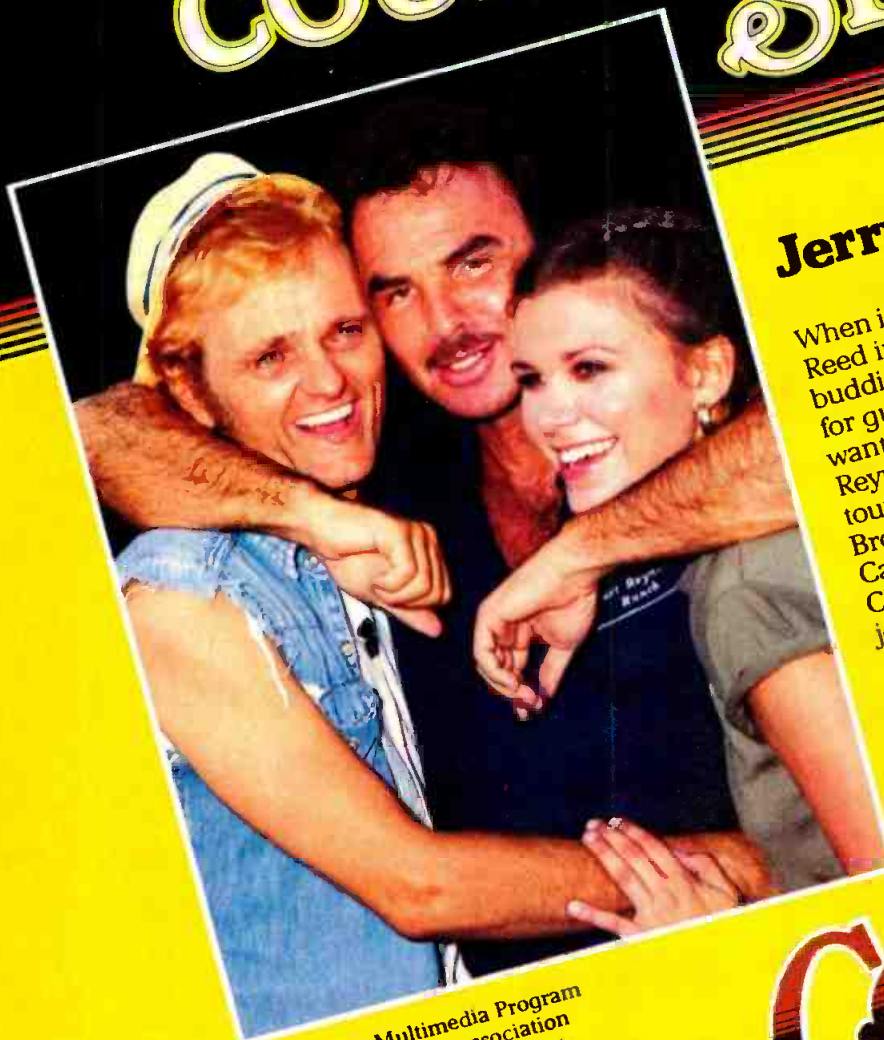
Ideas know no national boundaries, as broadcasters know so well. And the young, many of them now English-speaking, are being exposed to Western ideas, Western music and Western reports of world events, through the Voice of America, BBC, through tourists and through other sources.

Maybe, just maybe, broadcasters and broadcast technology can be at the right place at the right time in this massive experiment in human destiny, where the nourishment of the human body (a billion of them) can become the nourishment of the human spirit.

Let's keep these two-way exchanges going, and keep an open mind.

Multimedia Program Productions, Inc.
Is Ready with Another

PRIME TIME COUNTRY SUPER SPECIAL



Produced by Multimedia Program
Productions, Inc., in association
with Jim Owens Entertainment.

Jerry Reed And Friends

When is a TV special not a TV special? When Jerry Reed invites his country music and Hollywood buddies to a Nashville outing, topped off by a show for guest of honor, Burt Reynolds. Jerry Reed wants to picnic with his friends and let Burt Reynolds enjoy a day of solitude and fishing but tourists and pretty women intrude. The Statler Bros., Brenda Lee, Louise Mandrell, Glen Campbell, Jimmy Dean, Vicky Lawrence, Al Checco, Faron Young, and daughter Sedina join the fun and add their musical talents. Country Comes Alive, Series 2, is a package of 8 prime time shows. 11 commercial minutes are available for local sales. Now cleared in 90% of the U.S. market.

For more information call
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COUNTRY COMES ALIVE 2

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PRODUCTIONS, INC.

Datebook

This week

Sept. 8—Cable Television and Marketing Society Eastern show "Track Day," Peachtree Plaza, Atlanta. Information: Emily Burch, (202) 296-4219.

Sept. 8—Society of Cable Television Engineers workshop: "The Front Line Supervisor: The Key to Keeping Your Company Union-Free." Atlanta Hilton.

Sept. 8—National Academy of Television Arts and Sciences drop-in luncheon. Speaker: Kay Koplovitz, president, USA Network, on "The Cable TV Boom—The Positive Explosion." Copacabana, New York.

Sept. 9—Federal Bar Association's Council on Information, Communications and the Law program on "FCC Regulation of TV Networks and TV Station Ownership," during FBA's annual convention. Speakers include Stephen Sharp, FCC general counsel; Henry Baumann, FCC Broadcast Bureau; Peter Pitsch, FCC Office of Plans and Policy; George Vradenburg, CBS; Howard Monderer, NBC, and Christopher Coursen, Senate Committee on Commerce, Science and Transportation. Hyatt Regency Crystal City, Arlington, Va.

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

Sept. 9-11—Society of Broadcast Engineers' Central region convention. Stouffer's Riverfront Towers, St. Louis.

■ Indicates new or revised listing

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.

Sept. 10-12—New Hampshire/Vermont Association of Broadcasters joint convention. Waterville Valley Resort, Waterville Valley, N.H.

■ **Sept. 11—Sixth annual "Broadcasters vs. Regulators"** softball game, sponsored by *Washington chapter of American Women in Radio and Television*. Francis Field, 25th & M, N.W., Washington.

Also in September

Sept. 12—Nevada Broadcasters Association fall meeting. MGM Grand hotel, Reno.

Sept. 12—Academy of Television Arts and Sciences Emmy Awards banquet honoring nonbroadcast Emmy nominees. Century Plaza, Los Angeles.

Sept. 12-15—National Radio Broadcasters Association annual convention. Keynote speech: FCC Chairman Mark Fowler. MGM Grand hotel, Reno.

Sept. 12-15—Broadcast Financial Management 22d annual conference. Riviera hotel, Las Vegas.

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

Sept. 14—Southern California Cable Club dinner meeting. Speaker: Ted Turner, president, Turner Broadcasting System. Beverly Wilshire hotel, Los Angeles.

Sept. 14-15—Bay Area Cable Club advertising seminar co-sponsored by *Cabletelevision Advertising Bureau*. St. Francis hotel, San Francisco.

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

Sept. 15—Washington Metropolitan Cable Club luncheon. Speaker: John Saeman, Daniels & Associates. Washington Marriott, Washington.

Sept. 15—National Academy of Television Arts and Sciences drop-in luncheon. Speaker: Tony Malara, vice president and general manager, CBS-TV. Copacabana, New York.

Sept. 15—Washington Journalism Center conference, "The Flat Rate Tax—Pros and Cons." Watergate hotel, Washington.

Sept. 15—Women in Communications meeting on "Illiteracy in America." Speaker: Barbara Bush, wife of Vice President Bush. Helmsley Palace, New York.

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

Sept. 15-17—Institute of Electronic and Electrical Engineers 32d annual broadcast symposium. Washington hotel, Washington.

Sept. 16—Radio Advertising Bureau sales clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

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

Sept. 16-17—National Association of Black Owned Broadcasters annual fall conference. Washington. Information: Diane Wilson (202) 463-8970.

Sept. 16-18—American Women in Radio and Television south central area conference. Driscoll hotel, Austin, Tex.

Sept. 17-18—Sixteenth annual South Dakota Broadcasters Day. South Dakota State University campus and Holiday Inn, Brookings, S.D.

Sept. 17-19—Maine Association of Broadcasters annual convention. Sebasco Estates, Sebasco, Maine.

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

Sept. 19—Academy of Television Arts and Sciences 34th annual prime time Emmy Awards program on ABC-TV. Pasadena Civic Auditorium, Pasadena, Calif. Governors ball honoring nominees and winners follows telecast. Century Plaza hotel, Los Angeles.

Sept. 19-21—CBS Radio network affiliates board meeting. Arizona Biltmore, Phoenix.

Sept. 19-21—National Religious Broadcasters Western convention. Los Angeles Marriott, Los Angeles.

Sept. 19-21—Washington State Association of Broadcasters annual fall meeting. Speakers include Eddie Fritts, Incoming president of National Association of Broadcasters; Representative Al Swift (D-Wash.); Paul Harvey, ABC Radio, and by satellite, FCC Chairman Mark Fowler. Red Lion Inn, Spokane, Washington.

■ **Sept. 19-21—Pacific Northwest Cable Communications Association** 27th annual convention. Speakers include Tom Wheeler, president, National Cable Television Association. Red Lion Sea-Tac, Seattle.

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

Sept. 20-21—Arbitron Radio workshop. Hyatt Regency, O'Hare Airport, Chicago.

Major Meetings

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. MGM Grand hotel, 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. 21-24—CBS Radio Network affiliates convention. Arizona Biltmore, Phoenix.

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.

Oct. 15-19—VIDCOM international market for videocommunications. Palais des Festivals, Cannes, France.

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 Television 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. 15-19, 1983—Association of Independent Television Stations 10th annual convention. Century Plaza hotel, Los Angeles.

Jan. 29-Feb. 1, 1983—Radio Advertising Bureau's managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

March 17-22, 1983—NATPE International 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; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

April 22-28, 1983—MIPTV international TV program market. Palais des Festivals, Cannes, France.

May 3-7, 1983—American Women in Radio and Television 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 18-21, 1983—American Association of Advertising Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

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.

The Cable Brats of Madison Avenue:



Doyle Dane Bernbach
Michael Drexler



Scali, McCabe, Sloves
Michael Ephron



BBDO
Susan Auerbach



Dancer Fitzgerald Sample
Allen Banks



Doyle Dane Bernbach
Watson James



BBDO
Arnold Semsky



Jordan, Case & McGrath
Ned Gelband



Scali, McCabe, Sloves
John Krayson



Dancer Fitzgerald Sample
Beverly O'Malley



BBDO
Stephen Grubbs



Foote, Cone & Belding
Robert Daubenspeck



McCaffrey and McCall
Harris Lefkon

The top agencies and advertisers who choose Cable know what's happening out there. Cable is sweeping America. The ratings aren't here yet, but the viewing habits of decades are changing—fast. It's as inevitable as day follows night: America is becoming a land of Cable Brats!

The Cable Brats of America

Rock 'n' Roll
wasn't enough for them—
now they want their



The
exploding
24-hour
Video Music
Cable Network
(and its
Stereo!)

MUSIC TELEVISION™

Considering a Satellite Format?

Do It Right With
Broadcast Electronics

SAT-16

Satellite commands will "directly start" station ID over the satellite audio exactly the way the satellite programmers intended their formats to be handled.

With Sat-16 system, programming is quick and simple. Only your commercials need to be programmed thus greatly reducing programming time and complexity.

Printer notation of when each source started including those "directly started" by satellite command gives you a permanent record of what is going-on.

2000 event memory for a full 24 hours of programming plus space saving single rack configuration with full expansion capability.

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

Sept. 20-23—New England Cable Television Association annual convention and exhibition. Speakers include Tom Wheeler, president, National Cable Television Association, and Arthur Taylor, chairman, Entertainment Channel. Dunfey Hyannis hotel, Hyannis, Mass.

Sept. 21—Federal Communications Bar Association luncheon. Speaker: Charles Brown, chairman, AT&T. Touchdown Club, Washington.

■ **Sept. 21**—Women in Cable, Seattle chapter, meeting. Subject: "Advertising Interconnects—A Reality for the Northwest." Red Lion Sea-Tac, Seattle.

Sept. 21—Radio Advertising Bureau sales clinic. Hilton Airport Inn, Pittsburgh.

Sept. 21—Independent Media Producers Association seminar, "How to Do Business with Washington Ad Agencies." Gangplank Restaurant and Marina, Washington.

Sept. 21-23—Conference for journalists on "Politics: Who Will Win in 1982?" sponsored by Washington Journalism Center. Watergate hotel, Washington.

■ **Sept. 21-23**—C-Cor Electronics technical seminar for cable technicians. Holiday Inn, Long Beach, Calif.

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

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

Sept. 22—Association of National Advertisers promotion management workshop. Waldorf-Astoria hotel, New York.

Sept. 22—Radio Advertising Bureau sales clinic. Bloomington Marriott hotel-Airport, Minneapolis.

Sept. 22-24—National Religious Broadcasters Midwest convention. Holiday Inn O'Hare-Kennedy, Chicago.

Sept. 23—Radio Advertising Bureau sales clinic. Ramada Inn, Romulus-Airport, Detroit.

■ **Sept. 23**—Philadelphia Cable Club meeting. Franklin Plaza, Philadelphia.

Sept. 23-26—American Women in Radio and Television Western area conference. Hyatt Regency Phoenix at Civic Plaza, Phoenix.

Sept. 23-26—American Advertising Federation Western region conference. Salt Lake Hilton, Salt Lake City.

Sept. 26-28—Kentucky CATV Association fall convention. Marriott Resort, Lexington, Ky.

Sept. 28—Radio Advertising Bureau's sales clinic. Hilton Inn, Florida Center, Orlando, Fla.

Sept. 28-Oct. 1—Third annual Videodisk Symposium of Nebraska Videodisk Design/Production Group. Nebraska Educational Telecommunications Center, Lincoln, Neb.

Sept. 29-30—CBS FM National Sales annual seminar. St. Regis hotel, New York.

Sept. 29-Oct. 1—Ninth annual Spectrum Management Conference, sponsored by George Washington University's Center for Telecommunications Studies in cooperation with FCC and National Telecommunications and Information Administration. Conference title: "Radio Spectrum Management in a Period of

Errata

News station **KFWB(AM)** was left out of **Los Angeles** radio rankings in Aug. 30 issue of BROADCASTING. KFWB, with 51,400 persons per average quarter, ranks **eighth** in market, according to Arbitron Radio's spring metro rankings.

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Rapid Technological Change: The Government's Role." GW campus, Washington.

Sept. 29-Oct. 1—*National Religious Broadcasters* Southeastern convention, Biltmore hotel, Atlanta.

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

Sept. 30—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Alan Wagner, president and chief executive officer, The Disney Channel, Copacabana, New York.

Sept. 30—*Radio Advertising Bureau's* sales clinic, Sheraton Center hotel, Charlotte, N.C.

Sept. 30—*Cabletelevision Advertising Bureau* conference, Cathedral Hill hotel, San Francisco. Information: Barbara Hobart, (212) 751-7770.

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

Sept. 30-Oct. 1—"Cable in Context" conference sponsored by *Women in Cable with American Television and Communications*, *Jerrold division of General Instruments*, *Showtime Entertainment*, *United Video*, *Warner Amex Cable Communications*, collaboration with *Annenberg School of Communications* and *Wharton School of Business*, University of Pennsylvania campus, Philadelphia.

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

Sept. 30-Oct. 2—Midwest Radio Theater Workshop cosponsored by *KOPN(FM)* and *Stephens College Warehouse Theater*, both Columbia, Mo. St. Stephens College campus, Columbia.

Sept. 30-Oct. 3—*National Black Media Coalition's* ninth annual media conference. Speakers include Robert Wussler, Turner Broadcasting System; Percy Sutton, Inner City Broadcasting; Robert Bennett, Metromedia, and Ragan Henry, Broadcast Enterprises National, Sheraton-Washington, Washington. Informa-

tion: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

October

Oct. 1—"Cable Television Interconnect in Massachusetts" conference sponsored by *Boston Health Care Cable Consortium*, *Boston University*, *Communications Consortium*, *Emerson College*, *Northeastern University*, *Massachusetts Cable Television Commission*, *University of Massachusetts* and *WGBH Educational Foundation*, Boston University Law Auditorium, Boston. Information: (617) 727-6925.

Oct. 1—Deadline for entries in *U.S. Television Commercials Festival*. Information: Filmfest, 841 North Addison Avenue, Elmhurst, Ill. 60126, (312) 834-7773.

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

Oct. 1-2—*Wisconsin UPI* broadcasters meeting with UPI newspaper editors with UPI Wisconsin Awards presentation, Devil's Head Resort, Merrimac, Wis.

Oct. 1-3—National Institute for Low Power Television's LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*, Shoreham hotel, Washington. Information: Frank Comaro, (203) 852-0500.

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

Oct. 3-5—*New Jersey Broadcasters Association* 36th annual convention. Speaker: National Association of Broadcasters President Vince Wasilewski, Tamiment Resort and Country Club, Tamiment, Pa.

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

Oct. 4-6—"Videotex II, Implications for Marketing," conference sponsored by *Management Development Programs*, *College of Administrative Science*, *Ohio State University*, Columbus, Ohio.

Oct. 4-7—*Telocator Network of America* 34th annual

convention. Speakers include Mark Fowler, FCC chairman, and Larry Harris, FCC Broadcast Bureau chief, Sheraton Washington, Washington.

Oct. 5—*Radio Advertising Bureau's* sales clinic, Sheraton Denver Airport, Denver.

Oct. 5—*Cabletelevision Advertising Bureau* conference, Michigan Inn, Detroit. Information: Barbara Hobart, (212) 751-7770.

Oct. 5—*Association of National Advertisers* corporate advertising workshop, Plaza hotel, New York.

Oct. 5-7—*University of Wisconsin-Extension* 28th annual Broadcasters Clinic, Sheraton Inn, Madison, Wis. Information: Don Borchert, (608) 263-2157.

■ **Oct. 6**—*Radio-Television News Directors Association* region seven meeting, Lewis Faculty Center, University of Illinois, Champaign, Ill.

Oct. 6—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: Neal Pilson, president, CBS Sports, Copacabana, New York.

Oct. 6-7—*National Association of Broadcasters* directional antenna seminar, Cleveland Airport Marriott, Cleveland.

Oct. 6-8—*Indiana Broadcasters Association* fall conference, Marriott hotel, South Bend, Ind.

Oct. 7-8—*Ohio Association of Broadcasters* fall convention, New Marriott North, Columbus, Ohio.

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

Oct. 7-10—*Missouri Broadcasters Association* fall meeting, Holiday Inn, Cape Girardeau, Mo.

Oct. 8—*Radio Advertising Bureau's* sales clinic, Chicago O'Hare Marriott, Chicago.

Oct. 8-12—*Texas Association of Broadcasters* management and engineering conference, Hyatt Regency, Houston.

Oct. 10-12—*Society of Cable Television Engineers* fall engineering conference, Don CeSar hotel, St. Petersburg Beach, Fla.

Oct. 10-12—*National Religious Broadcasters* Southwestern convention, Holiday Inn, Tulsa, Okla.

Oct. 10-12—*Pennsylvania Association of Broadcasters* annual fall convention, Host Farm and Corral, Lancaster, Pa.

Oct. 10-12—*University of Wisconsin-Extension Communication Programs and Cable Television Information Center* of Arlington, Va., conference, "Upgrading Cable Systems: Renegotiation, Renewal, Rebuilding and Refranchising," Sheraton Inn and Conference Center, Madison, Wis. Information: Barry Orton, (608) 262-2394 or (608) 262-8953.

Oct. 11-13—*Electronic Industries Association* 58th annual conference, Century Plaza hotel, Los Angeles.

Oct. 11-13—*National Cable Television Association* business development symposium, "Minorities and Cable: The Interconnect of the 80's," Washington Marriott, Washington.

Oct. 12—*Radio Advertising Bureau's* sales clinic, Springfield Hilton (suburban Washington), Springfield, Va.

■ **Oct. 12**—*Women in Communications* meeting, "Insights: The New American Woman," Speakers include Jeanne Kirkpatrick, U.S. Ambassador to United Nations, and Jane Pauley, anchor, NBC's *Today Show*, Essex House hotel, New York.

Oct. 12-13—*Yankee Group*, Boston-based cable consultants, seminar on delivery of interactive services and products via cable, Plaza hotel, New York.

Oct. 13—*Radio Advertising Bureau's* sales clinic, White Plains hotel, White Plains, N.Y.

Oct. 13—*Cabletelevision Advertising Bureau* conference, Plaza of the Americas, Dallas. Information: Barbara Hobart, (212) 751-7770.

■ **Oct. 13**—*National Academy of Television Arts and Sciences* drop-in luncheon. Speaker: John Gault, president, Manhattan Cable TV, Copacabana, New York.

Oct. 13-14—*Kentucky Broadcasters Association* annual fall convention, Hyatt Regency hotel, Lexington, Ky.

Oct. 13-14—*Arbitron Radio* workshop, Colony Square, Atlanta.

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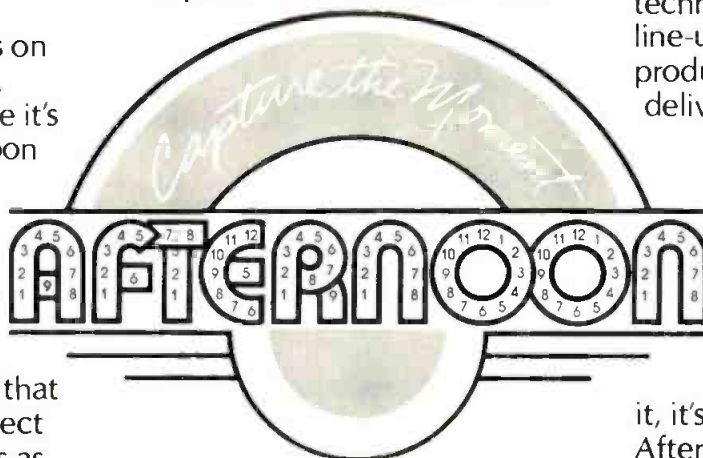
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ST

EDITOR: All of us in broadcasting knew and admired Sol Taishoff and we mourn his death. Sol was a true pioneer. He helped shape the course of this industry through his high standards of journalism and the counsel of his editorial direction.—*Frederick S. Pierce, executive vice president, ABC Inc., New York.*

EDITOR: I can't begin to tell you the countless times that Sol Taishoff and I discussed many matters involving not just me, but the companies I have directed. At no time did I find his advice to be faulty, whether it meant a step I should take in my career personally, or whether it meant a broadcast acquisition for Crosley, or an added property for the WGN "group," or whether or not, in my efforts to give industry leadership, I should go in one direction or another on matters before the FCC. In a multitude of situations he gave sound advice, not just to me but to broadcasting in general, for half a century, and that is why we have, today, the greatest system of broadcasting the world has ever seen.

In the ad my company carried in BROADCASTING's 50th anniversary issue, we tried to recognize the man who made everything possible in American broadcasting. Yes, it is true, many persons in the past 50 years have contributed to the growth and development of the broadcasting arts but I feel that Sol Taishoff stands above all of them. Indeed, the greatest legacy, among the many left behind by this great man, is the American broadcasting industry. Without Sol Taishoff, we wouldn't have broadcasting in our country as it exists today.—*Ward L. Quaal, Chicago.*

EDITOR: A rare and unique individual has departed this life, leaving it enriched in the hearts of all those whose paths he crossed. One might think it impossible for one man to be a "close and good friend" to thousands, but in the case of Sol Taishoff this was true.

He won a bet from me on the last Super Bowl game, but he couldn't wait to use the proceeds to buy me a drink at the next industry gathering. When I would entertain at some of these functions, he would always request me to sing "The Sheik of Araby," and I'll think of him every time I hear that tune for the rest of my life. I'll think of him many other times, too.

You have inherited a heavy mantle. I hope you'll wear it with the grace and honor with which it has been endowed.—*Walter M. Windsor, general manager, WFTV(TV) Orlando, Fla.*

No more FM's

EDITOR: I can certainly see where an individual or group could applaud the current move to allow more FM radio stations. If the commission decides to give the nod, I'm sure a few of those putting up new FM's will make a nice living. But I'm equally sure that the vast majority will lose. In reality, it would be far more fair to both aspiring owners and the public to leave things as they are on FM. Lack of ad revenue and increased competition already have stations sounding pretty bad.

If you want to hear some guys hurting, just listen to AM radio. More stations, AM or FM, will not improve service to the public. Needed: a helping hand for AM: no new FM's.—*Dan Ryan, program director, WYEA(AM)-WMLS-FM Sylacauga, Ala.*

Requiem for a lightweight

EDITOR: I read with great interest your Aug. 16 subscription television special report. It amazes me how the people in the business can be so convincing about the future of a dying service. [STV's] only redeeming aspects are: (1) getting into an area with no cable television, and (2) the possibility of having more than one program available on one STV channel. As for getting into an uncabled area, the STV people have admitted that 50% of their customers will unhook them and go with cable television when it arrives. A consumer, especially in this economy, would be foolish to pay the same amount, if not more, for one STV channel when they could get 35 channels. Second, if STV could give more than one program on their one channel, it would not be for at least 10 years: this is by their own admission. By that time cable, by all available estimates, will have penetrated over 50% of the U.S. population. I truly believe that the owners and operators of STV know all this and plan to get out as soon as they make a quick buck. The bottom line is buyer beware.—*Peter Maynard, Englewood, N.J.*

Reveille

EDITOR: A group of us are forming the Armed Forces Broadcasters Association for civilians or service members who have served in any capacity in military radio and television.

An organizational meeting will be held at 1735 North Lynn Street, Arlington, Va., on Oct. 7 at 7 p.m. Reservations are required and may be made with me at 202-696-5268 or with John Morris at 609-924-3600.—*Robert P. Bubniak, executive secretary, Armed Forces Broadcasters Association, Arlington.*

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WOR-TV TK-47's Save Time, Air Picture-Perfect N.Y. Mets Games Across USA



Channel 9 covers home plate action from one of their six TK-47 automatic color cameras. In the distance, the Met's Diamond Vision replays game action in slow motion from another TK-47 output.

WOR-TV is no ordinary independent VHF station. It's one of the few superstations in the U.S. Of the 81 Mets home games per season, most are carried via satellite to baseball fans in nearly every major U.S. city. "Fundamental to the quality of service we provide viewers . . . and essential to production efficiency are our six TK-47 Automatic Color Cameras installed at Shea Stadium (the Mets' home field)", reports Dick Quodomine, WOR's Chief Engineer.

In their third season of operation, WOR's 47's have proved the advantages of their extensive automatic capabilities. Explains Quodomine, "With our previous cameras, we needed the assistance of each cameraman to set-up our cameras before every telecast . . . an operation taking one and one-half to two hours. Now the video operator can do the total job himself in about 12 minutes. Cameramen are free to do other jobs, such as setting up audio facilities and assembling our two 47's used on the field."

Quodomine adds, "With the diascope in the lens and the automatics, the video operator just hits a button at the set-up terminal and the 47 goes through the complete set-up on its own." And, because the TK-47 covers more parameters (100 in all) than the video operator and cameraman can manually, "You're getting far more precise results. Video quality is far more consistent from telecast to telecast . . . far more

uniform from camera to camera. We've had comments from a number of ball clubs in the league as to the excellent quality of pictures we're airing from Shea Stadium."

WOR-TV has also found that the TK-47 memory files have challenged the changing lighting conditions inherent to outdoor production. Lighting settings are preset for games played at night . . . or day games where there's bright sunlight or overcast conditions. By simply selecting the appropriate memory file, the proper balance is set automatically . . . saving the video operator time and providing the precise setting for the lighting conditions encountered.

Reliability, consistently and uniformly superior pictures have convinced Quodomine that his TK-47 choice was right-on-the-money. He comments, "No, we're not happy with our 47's . . . we're very, very happy!"

This year WOR received the New York State Broadcasters Association's TV award for "Outstanding Telecast of a Local Sporting Event". In Quodomine's estimation it was the superior picture quality of the TK-47 and the expertise of WOR's technical staff that clinched the award for the station. He says proudly, "As an independent you like to feel you're providing video quality comparable to the networks'. From the feedback we're getting from various sources, we believe we are."

TR-800 NEWS UPDATE

WRGB, Schenectady, NY

"We have been increasingly aware that the future of commercial production at WRGB was in the retail area," remarks Charlie King, Manager of Operations for WRGB in Schenectady, New York. "We needed increased quality in recording and more sophistication in post-production. We realized that the TR-800 might be the answer to our need for better equipment."

With two TR-800's in use at WRGB, Charlie King reports a shift towards more mobile production and relying heavily on the TR-800's for post production. "Our first editing job on the TR-800's was for our annual Christmas special. The clients and station staff were very pleased with the results," says King. An interesting side note is that the location recording was done on three different brands of portable units. All tapes were edited on the TR-800's which are equipped with the integral TR-800 editing unit. Charlie King at WRGB states, "Our clients have become very interested in going almost exclusively to 1 inch as the best marriage between 3/4 inch portability and the 2 inch quality. You do encourage the local client, particularly the retailer, to come in to your shop and do your work with you. You can really be his consultant from start to finish." King concludes, "Our programming people are insisting on 1 inch quality and flexibility in their productions. Our promotional people are very intrigued with the flexibility of 1 inch. Our commercial clients have received it very favorably."



Charlie King (left) watches TR-800's in action

WEHT-TV, Evansville, Indiana



Elmer Chancellor, Director of Engineering for Gilmore Broadcasting/WEHT, and Earl Waitman, WEHT Director, at the station's new TR-800 installation.

"Our local clients have been impressed with our TR-800's editing capabilities. The machines are convenient to use, the flexibility is very good, quality is very high, and we believe that clients should be very happy with the quality of work we can produce for them," says Elmer Chancellor, Director of Engineering for Gilmore Broadcasting Company/WEHT television.

WEHT is replacing its RCA quad VTR's, in service for sixteen years, with modern 1 inch machines. According to Chancellor, "We looked at the 1 inch market for quite some time before making a final decision. We believe that the RCA TR-800 with its micro-processor based control circuitry is the most modern machine on the market today. Our clients come to us for quality production work and we want to continue to maintain that image."

Earl Waitman, TV Director at the station finds that "being able to edit very accurately to the frame is something else that we're ecstatic about."

One of WEHT's two TR-800's is equipped with the Super Search Editor (SSE) option. Also micro-processor controlled, the SSE gives tape operators even more flexibility: nine independent search-to-cue points, modifiable edit point through the keyboard, a store-direct model to capture edit points on the fly, an out transfer mode, keyboard entry and playback VTR control. About SSE, Waitman says, "One tremendous

feature is search to cue . . . the ability to make that same edit on that very same frame any number of times, if it's not correct the first time."

Director of Engineering Chancellor concludes, "We wanted to make sure that the equipment we purchased was state of the art, that it would serve our clients, have flexibility, be functional, and efficient. We decided that the TR-800 was the machine that would fulfill our needs, now and for the future."

Built in historic Camden, New Jersey, U.S.A., RCA's TR-800 1 inch type C helical scan VTR's are now in service in many parts of the world. New TR-800 shipments include:

BTV-6, Ballarat, Australia
Continental Color
Recording, New York, NY
ECV, Enterprise ColorVideo,
Crows Nest, NSW,
Australia
Humphrey Video Service,
London, England
KUSI-TV, San Diego, CA
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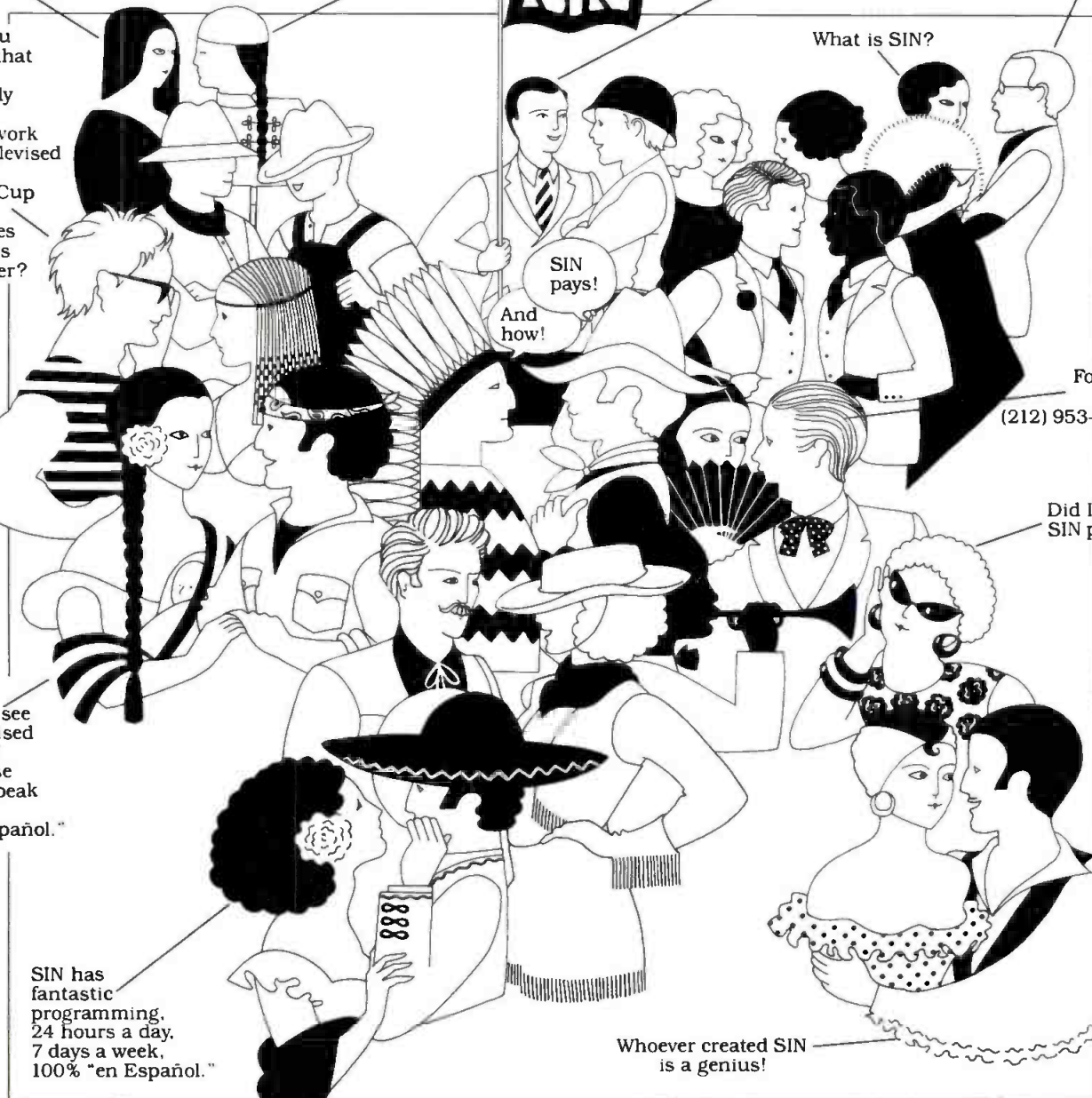
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Vol. 103 □ No. 10

TOP OF THE WEEK

Castro's shot across the AM bow

Cuba steps up the pace of its audio warfare, challenging U.S. plans for Radio Marti; large number of stations affected

Fidel Castro stepped out of the wings and onto center stage last week in the controversy over Reagan administration plans to establish Radio Marti, the station it says would break what it considers to be Castro's monopoly on news in Cuba. Cuban stations were heard for up to four hours Monday night—from 7 to 11 p.m.—on six frequencies assigned to American AM broadcasters, transmitting music and news delivered by American-accented announcers.

FCC monitors said the strength of the Cuban transmissions generally appeared to be greater than they had heard in the past—particularly in the case of 1040 khz, the frequency the administration has proposed for Radio Marti. Abe Barron, general manager of WHO(AM) Des Moines, Iowa, the dominant station on that clear channel, commented, "Mr. Castro has left his calling card on our front door."

Cuban-caused interference is an old story for American stations. In Florida, it goes back 15 years. But WHO had never experienced it in its 58 years on the air, according to Barron. (An FCC engineer said "a weak signal" on 1040 khz had been observed in Florida in the past.) And, although the FCC monitoring station in Fort Lauderdale, Fla., was unable to make field strength measurements, WHO officials believe the strength of the signal on 1040 khz was over 200 kw.

Barron said the station received complaints of Cuban interference from a variety of points in the station's vast

nighttime listening area—Texas, Tennessee, Missouri, Illinois, Nebraska, Indiana and New York (Mount Kisco). He also said the Cuban broadcasts were heard by WHO listeners no more than 50 miles from Des Moines.

Although administration officials declined to speculate on the reason for the Cuban broadcasts, WHO officials saw them as a signal of the retaliation Castro would order if Radio Marti were to broadcast on a commercial AM channel. Castro has said Cuba would retaliate. And Cuba long ago proposed putting two 500 kw stations on the air, one on 1040 khz.

The other frequency on which Cuba has proposed operating a 500 kw station is 1160 khz, on which KSL Salt Lake City is the dominant station. It was one of the other clear channels on which Cuban stations were heard Monday night. Another clear channel involved was 670 khz, on which WMAQ Chicago is the dominant outlet. The FCC monitors also heard the Cuban broadcasts on two regional channels, 570 khz and 1380 khz, on which a number of U.S. stations operate. All told, 96 stations are heard on the five frequencies.

Most of the stations on those channels appeared not to have suffered from interference on Monday night, after Cuban stations went on the air with an invitation to Americans to "listen to the Voice of Cuba broadcasting from Cuba." The broadcast included Cuban music and ideologically tinted news of events in Central America and Cuba, as well as Angola, where Cuban troops are operating in behalf of the government. Ted Cramer of WMAQ and William Loveless of KSL said those stations received no listener complaints. A spot check of stations on the two regional chan-

nels monitored by the FCC produced the same answer.

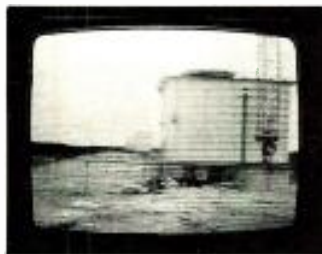
But Cuba was apparently broadcasting on a sixth channel as well—620 khz. The commission did not monitor that frequency, on which Cuban broadcasts had been heard previously. But Don Hibbits, general manager of WSUN(AM) St. Petersburg, Fla., which broadcasts on the frequency, said a Cuban station "boomed in" when the station's transmitter failed.

The Cuban broadcasts inevitably became a factor in the debate over Radio Marti. The threat of Cuban retaliation that would adversely affect commercial broadcasters had long been cited by American broadcasters worried about the effect on their stations. With the administration eyeing 1040 khz, WHO officials expressed the greatest concern.

Last week, they cited the Cuban broadcast as proof of the validity of that concern. "Maybe it was a warning," Barron said. "We told Congress, the State Department and others that this [interference] would happen [in retaliation for Radio Marti broadcasts]. We have no problem with the concept of a Radio Marti. But what good is it if it's going to be jammed?"

The Reagan administration did not read the incident in the same manner. A State Department spokesman, Allen Romberg, said the Cuban broadcasts represent evidence of "continuing Cuban disregard for international agreements and the rule of law." And he said a "response" would be considered. But as for the reason for the broadcasts, he said, that is a matter for speculation.

Romberg noted that Cuban stations have interfered with American outlets for over 15 years and that there had been a



National news. Escalation of the U.S.-Cuba radio war last week made the evening television newscasts—as evidenced by these four stills taken from Tuesday's *CBS Evening News*, with Charles Kuralt anchoring. L to r: the Florida transmitting site for Radio Mar-

ti; the FCC monitoring station outside Fort Lauderdale, Fla.; an interior view of the monitoring apparatus; a CBS artist's representation of the interference arc transmitted by Cuba. Cuban interference was heard as far away as New York and Texas.

major increase in such interference in 1979—"two years before the announcement of Radio Marti." He said that "the problem of Cuban interference, which is assuming national proportions, needs to be addressed as a separate issue from Radio Marti."

The Cuban broadcasts occurred while they could still influence congressional action on the administration's request for legislation to authorize Radio Marti. The House, by a wide margin, last month passed the bill. But in the Senate, the measure is yet to clear the Foreign Relations Committee, which is scheduled to mark up the bill on Thursday (Sept. 9).

The bill (H.R. 5427) was still being shaped last week, as the administration sought to alleviate broadcasters' fears of retaliation against Radio Marti. As it came from the House, the bill required the National Telecommunications and Information Administration to make another frequency search and, in the process, to take into consideration the need for protection against interference to U.S. stations, both from Radio Marti itself and from Cuban stations engaging in "counter-measures" as a result of Radio Marti broadcasts. The State Department has proposed yet another amendment, one that would require NTIA, in addition, to consider the "service and interference potential of radio stations" that Cuba is operating or has announced plans to build. The aim was said to be to encourage, at least, the selection of a frequency on which Radio Marti would be less likely to encounter interference. Thus, the amendment would seem to rule out 1040 khz, because of Cuba's announced plans to build a 500 kw station.

Who officials and Iowa's two senators—Roger W. Jepsen and Charles E. Grassley, both Republicans, who have represented the station's interests vigorously—agreed to support the amendment, provided they received word from National Security Adviser William Clark that President Reagan would back the State Department amendment through to enactment of the bill.

A letter from Clark arrived Thursday, but it failed to persuade the recipients. Clark said the administration affirms its "commitment" to the amendment, but "subject to the stipulation" he said a State Department official, Powell Moore, had explained to the senators. The stipulation was said to declare the administration is not ruling out any frequency.

An aide to Jepsen on Friday said the senator had not yet decided whether he is prepared to support the amendment. Grassley, for his part, made it clear he is not.

Even if the protective amendments do become law, various observers, including Senate Foreign Relations Committee aides, say there is no guarantee 1040 khz will not ultimately be selected.

Another noted that some administration officials feel that abandoning 1040 khz would constitute "a loss of face" for the administration. □

They're on the line in Chicago

Free universal service highlights Windy City's cable bids; four MSO's among six bidders for five areas to be franchised

Six companies, including some of the industry's blue-chip MSO's, bid last week for one or more of Chicago's five cable franchises. Each area has between 188,000 and 271,000 homes.

The six applicants: Chicago Cable Communications, a joint venture of Tele-Communications Inc. and Cross Country Cable, which applied for three franchises; Group W and Cablevision Systems Chicago Inc., which applied for two franchises each; Satellite Cable & Communications; Continental Cable Chicago Inc.; and Communications & Cable Inc., all of which applied for one franchise.

The City of Chicago will release a draft evaluation of the applications on Nov. 1. The applicants then have 15 days to respond to "factual errors," and a final evaluation is expected by Dec. 1. According to John McGuire, city cable administrator, awards should be handed down before the end of the year.

The capacity of the systems bid ranged from 108 channels to 122 and, as required by the city's request for proposal, they all

offered free, 36-channel "universal" service, including carriage of local broadcast stations as well as access channels, for which the RFP required applicants to set aside at least 20% of their channel capacity. When the systems are built, subscribers will be able to pick up at least three additional advertiser supported services and pay programming plus interactive services such as shopping, banking, home security and opinion polling. Franchise areas will be endowed with their own fully staffed studios plus mobile studios. The Chicago Access Corp. will be formed and funded by the cable companies to oversee the cultural and educational programs for the numerous access channels.

Each applicant has also promised to build an extensive institutional loop to service government agencies and private businesses with data retrieval, electronic mail and computer networks.

What all the applicants propose, essentially, is a complete entertainment and informational cable communications system with unmatched flexibility. The applicants report they are prepared to invest up to \$175 million to build their systems. They've also earmarked money to train people in the cable arts and to provide equipment. For example, Chicago Cable

What they propose

Applicant	Franchise areas	Total number of channels	Interactive	Cost of basic service	Institutional network	Miles of plant	Cost of construction
Group W	2					777	\$175 million
	3	120	Yes	\$4.95	Yes	815	\$155 million
Continental Cable Chicago Inc.	5	120	Yes	\$4.95	Yes	1,000	\$110 million
Cablevision Systems Chicago Inc.	1					522	\$108 million
	3	120	Yes	\$4.50	Yes	892	\$79.5 million
Satellite Cable Communications Chicago Inc.	4	120	Yes	\$5.95	Yes	919	\$85-\$95 million*
Chicago Cable Communications	2					696	\$70 million*
	3	122	Yes	\$5.00	Yes	741	\$73 million*
	4					771	\$74 million*
Communications & Cable Inc.	1	108	Yes	\$3.95	Yes	916	\$120 million

*Includes initial capitalization costs only.

Communications (CCC), will give an initial grant to CAC of \$1 million and donate 1.5% above the standard 5% franchise fee for development of local programming. Continental will provide \$9.8 million for access and local-origination operations, and will back that up with a 77-member staff to assist local residents in that task. Group W will construct one central local origination studio and satellite neighborhood studios for each of its franchises, backed up by a 52-member staff recruited largely from Chicago's "existing local talent." Group W intends to spend \$3.5 million on local production equipment.

Few of the MSO's are planning to move into the Windy City unescorted. Continental is splitting its application equally with a group called Stellar Investors, prominent local minority business leaders who include John H. Johnson, publisher of *Ebony* and *Jet*. Michael Jarard, owner of Satellite Cable Communications (SCC), plans to sell local interests in \$2,500 units and expects 60 minority investors to sign up, 45 of whom the application said, are already "conditionally committed." SCC owns cable systems in Charlotte county Florida, and Lowndes, Mosses, Whitehall, and Trinity, all Alabama.

Cablevision Systems Chicago (CSC) is a partnership headed by Charles F. Dolan, managing general partner. The CSC application makes clear that Dolan will have strict control over the operation and does not identify any minority limited partners, although it reports Cablevision has secured about \$100 million from limited partners.

Communications & Cable of Chicago Inc. is owned 80% by its parent, West Palm Beach-based Communications & Cable Inc., and 20% by Theodore Tannebaum, a Chicago attorney. C&C owns cable and SMATV (satellite master antenna television) systems in Indiana, Michigan and Florida and is headed by H. Irwin Levy, chairman, and John Raines, president. It is the only applicant to match each mile of its subscriber cable plant with institutional cable plant. C&C reported it could have its 108-channel, 916-mile system completed within three to five years after awarding of the initial grant.

Most applicants are prepared to advance \$2 million or more in franchise fees after their grant. SCC even upped the ante to a \$4 million franchise prepayment. It also is adding a \$1 million cash payment to CAC, plus \$1.3 for studios and equipment and leasehold equipment.

All the applicants are proposing a free universal tier that will carry all local off-air stations and access channels (customers need only pay about a \$40 hookup fee). The second tier, in most cases identified as a basic service, generally carries more access channels plus children's, cultural, religious and news and public affairs programming.

For interactive services the applicants are carving out their own brands, with Cablevision proposing two kinds, a conventional one with an addressable con-

verter for second-tier subscribers, allowing them to respond to opinion polling and offering video games. Cablevision's more advanced interactive system is called Communicom, and it would allow the subscriber, through an alphanumeric keyboard, to

dip into a wealth of data bases or take computer-assisted educational courses. Group W is proposing three levels of interactive "Quest" service, one each for its basic and superbasic subscribers plus an additional level featuring text services. □

Fritts dampens the flames in Chicago

Meeting with reluctant TV board members ends in show of harmony; Stakelin says election process will be reviewed; executive committee to discuss in Cancun this week

National Association of Broadcasters' President-elect Edward O. Fritts took another step last week in his efforts to unify the association. Fritts met informally with six members of NAB's TV board in Chicago, after questions had been raised about his leadership and about the process through which he was elected.

Fritts had pledged (BROADCASTING, Aug. 23) to meet with major television group heads to allay fears that his election might split the association. However, he began by meeting with TV board members, who now say they have confidence in the Mississippi broadcaster.

TV board member William Dunaway, vice president and general manager of WTHR-TV Indianapolis—who had been among those most upset by the Fritts election—characterized the meeting as productive and useful. He said his colleagues left feeling satisfied that Fritts had struck no deals before the election and that he has a clear understanding of the issues that concern TV broadcasters.

Fritts was sharply criticized when he stepped down as chairman of the NAB search committee, charged with finding a new NAB president, and ran for the post himself. A prime source of worry to some board members was that representatives of two of the three major networks actively campaigned in Fritts's behalf and that all six network representatives reportedly voted in his favor. In addition, television broadcasters feared that Fritts, with only a small-market radio background, might not understand the needs of TV station members. Fritts is the NAB's former joint board chairman.

(At last Monday's luncheon during the NAB Radio Programming Conference in New Orleans, the new joint board chairman, William Stakelin, said that the board had wanted "a radio broadcaster" as the new president. He later amended that statement to just "a broadcaster.")

Additionally, two weeks ago, one station group member, Maine Broadcasting System, Portland, Me., threatened to withdraw its membership because of Fritts. While that group reconsidered, Harscope Broadcasting Corp., Los Angeles, did cancel membership for its three TV stations and one AM station (BROADCASTING, Aug. 30).

Dunaway noted that during the meeting board members told Fritts they were disappointed with the way the election process went. They suggested that Joint Board Chairman William Stakelin, executive vice president of Bluegrass Broadcasting, Orlando, Fla., establish a committee to review the election process.

Stakelin, who joined those members in Chicago, said the issue will be examined either through another futures committee report or possibly by another committee set up by the board. He said the item will likely be discussed when the board's executive committee meets this week (Sept. 8 and 9) in Cancun, Mexico, with broadcasters from Mexico and Canada (the main topic of discussion: Cuban interference). Stakelin also said he was delighted with the group's "unanimous endorsement of Eddie Fritts."

After the meeting, the six TV board members issued a statement saying they support Fritts's leadership (TV Board Chairman Gert Schmidt, vice president, Harte-Hanks Communications, Jacksonville, Fla.; Jerry Holley, vice president for broadcasting, Stauffer Communications, Topeka, Kan.; Bill Bengston, vice president and general manager, KOAM-TV Pittsburg, Kan.; Crawford Rice, executive vice president, Gaylord Broadcasting, Dallas, and James Dowdle, president and chief executive officer, Tribune Co. Broadcasting, Chicago, and Dunaway).

Dunaway noted that the group was satisfied Fritts would represent them fairly, that he hadn't struck any deals and that he is "his own man." He noted they are convinced that he "will do what the board tells him to do." Dunaway said it is now important for all board members "to pull together."

Schmidt called the meeting productive because it gave Fritts a chance to "clear the atmosphere." And, he added, it gave TV board members an opportunity to "assure themselves that he is fully aware of the issues and challenges facing them, and that he will do his utmost."

Fritts said he was pleased with the meeting's outcome. He noted that it allowed him to meet with some of the newer board members and to assure them he will represent them equally and fairly.

Another issue that surfaced during the meeting was the NAB's primary mission to lobby. There were complaints raised about the lack of local broadcasters representing the industry before Congress. Fritts noted that they wanted to see more "home town broadcasters in touch with the home town congressman." □



RPC V: The in place for radio in 1982

New Orleans programing conference attracts record 2,107 turnout; panelists assess current formats, suggest changes for tomorrow

The best and the brightest of the radio industry—from group heads and network executives to some of today's best known program directors—met in New Orleans last Sunday through Wednesday (Aug. 29-Sept. 1) for the fifth annual National Association of Broadcasters Radio Programming Conference. This year's conference was larger than last year's by about 300 people, but drew fewer exhibiting companies. Although many delegates complained that working sessions were "boring" and "uninformative," there appeared to be few, if any, who regretted being there.

"This and the RAB Managing Sales Conference are the meetings where broadcasters come to really work," said Bob Hosking, president, CBS Radio. The only drawback, said he and a number of other attendees, is that working sessions led by consultants and vendors tend to be self-serving and those led by program directors too often lack real information. "A major-market program director isn't going to share his secrets when his competition is sitting in the front row taking notes," said Hosking.

Still, many vendors praised the quality of people in attendance and the broad representation from the industry's creative and management sectors. "Everybody I wanted to see is here," was a comment echoed by several of the hundreds of consultants who circulated at the workshops, hospitality suites and gathering places of the conference.

NAB officials had feared the slow economy and smaller industry profits would

keep the conference from growing this year, but it drew 2,107 people over all, up from 1,800 last year and 1,600 in 1980. There were 1,400 full-time registrants this year, the same number as attended last year's conference, held in Chicago.

Many delegates and vendors who had attended the conference in its previous years said there appeared to be more general managers at this year's event than

ever before. According to NAB staffers, 80% of those attending this year's conference were program directors. The other 20% included general managers, program syndicators and producers, network representatives and station promotion managers. This is the first year the NAB provided a breakdown of its conference participants.

Highlights of the conference included "Tomorrow's Radio," a 90-minute session on the closing day that unveiled the results of a \$50,000 study, commissioned by the NAB, into radio's changing role in the lives of its listeners and its future as a marketing medium. Paul Bortz, of the Denver-based research firm, Browne, Bortz and Coddington, delivered the presentation, which predicted, among other things, a much larger role for news in radio's future and troubled times for what has been one of the medium's most successful formats in recent years, album-oriented-rock.

Among the conference's most popular working sessions was a rundown on the "Top 30 Trademarks of a Successful Station," moderated by John Lund, The Lund Consultants to Broadcast Management, San Francisco. Another was a presentation by Gerry Cagle, program director, KFRC(AM) San Francisco, entitled, "AM: What Now?" which offered some unusual insights into why AM broadcasters have been outrun by FM in recent years.

About the only hard news at the conference came from outside, when it was learned Tuesday that Cuban government-run radio stations had caused significant interference to American stations on AM frequencies the night before for about two hours (see story, page 27). Former NAB radio board chairman Cullie M. Tarleton, senior vice president, Jefferson-Pilot



Broadcasting, Charlotte, N.C., appeared on Mutual Broadcasting System's all-night *Larry King Show* Wednesday morning and addressed the situation. Tarleton, who heads the NAB's new task force on Cuban interference, reiterated that the Reagan administration should begin negotiating with the Castro government to try to end what is now 13 years of interference to American broadcasters from Cuban stations. The NAB, he said, has chosen not to oppose the administration's proposal for a high powered AM station to broadcast information to the Cuban people about their government's foreign policies.

There were few formalities at the conference. At a luncheon session on Monday, NAB's joint board chairman, William L. Stakelin, executive vice president, Bluegrass Broadcasting Co., Lexington, Ky., presented Mutual Broadcasting System President Marty Rubenstein with a plaque, thanking him for chairing this



A thank you. NAB Joint Board Chairman William Stakelin (l) presents a plaque to Mutual President Marty Rubenstein for chairing conference steering committee.

year's conference steering committee. The next evening, at a dinner concert, Stakelin delivered a brief tribute to outgoing NAB President Vincent T. Wasilewski, who in early October will retire from the association to join the communications law firm of Dow, Lohnes & Albertson.

Many of the working sessions at this year's conference were sparsely attended. Life in the 57 hospitality suites was described as "lonely" by some, "fair" by others and "brisk" by still others. In the exhibit hall, where 42 companies displayed their products, traffic was most often characterized as "pretty good," with the oft-heard comment that "the right kind of people, the decision makers, are here."

Last year's conference featured 52 hospitality suites and 57 exhibitors. The NAB attributed the drop in exhibitors to some hardware distributors and manufacturers that did not return this year. "This is a programming conference," said Bob Hallahan, NAB news bureau director. "We want to be heavier on software than hardware." □

Bortz reports on changing face of radio's audience

More working women, an older population and freer life styles are among the changes he sees medium having to adapt to

The social structure and demographic makeup of the U.S. are changing dramatically. Older demographics (35-plus) will soon dominate radio's listening audience, women are taking on increasingly aggressive and responsible roles within society and individuals generally appear to be adopting more independent life styles. Those factors, combined with technological developments that will insure the widespread availability of "functionally equivalent alternatives" to radio in the next 10 to 15 years, will force the industry to change the way it serves its audience or run the risk of falling by the wayside.

That's the conclusion of a study conducted on behalf of the NAB by the Denver-based communications research firm of Browne, Bortz & Coddington. Paul Bortz, managing partner of that firm, briefed radio programmers in New Orleans last week on the study. The survey is based on a random national probability sample of 1,500 telephone interviews conducted last June. It represents a "forecast," and "not a prophesy" of things to come, he said.

Bortz began his presentation by noting that most of the media attention paid to the developing communications technologies has been focused on the television side. Yet it's his contention that "the most interesting changes will be in radio." It has always been a "more volatile medium," he said, and has undergone "continual change" from the outset.

Examples: Group W Broadcasting in 1920 put KDKA (AM) Pittsburgh on the air to promote the sale of receivers and not as a vehicle for attracting a large listenership. Bortz said that advertising agencies were vehemently opposed, at first, to the idea of using radio as an advertising vehicle. In the 1940's, networks produced 35% of all radio revenues, Bortz noted. Now revenues are generated almost entirely by the local stations (about 95%, according to Bortz). And growth over the last 30 years in stations on the air has more than tripled compared with the industry's first 30 years (2,800 stations in 1950 to over 9,000 stations today).

Change, said Bortz, should be measured on three levels—social and demographic characteristics, technology, and audience usage of all electronic media.

The so-called "baby-boom generation," Bortz noted, is rapidly moving out of the 18-to-34 demographic and "into the abyss of 35-to-54." By 1985, he said, the latter age group will account for about 31% of the general population, and by the year 2000, about 36%. Meanwhile, by the end

of this decade, individuals within the 18-to-34-year-old category will have declined by roughly one million.

The overall percentage of workers in the U.S. has increased over the past 20 years from 37.8% in 1960 to 51.9% in 1980. Perhaps more significantly, observed Bortz, growth in particular occupation groups has varied dramatically. For example, there has been no growth in the number of workers in the mining industry over the last two decades while the service industries have grown by a combined 50%. As to education, Bortz said a greater percentage of the population has achieved higher levels of learning in recent decades.

"Self-fulfillment" life styles also appear to be a growing trend. Bortz cited a recent event in San Francisco billed as the "Us Festival of Song and Science," which attracted 250,000 people to participate in the emerging world of "rock, computers and videodisks." To Bortz, the festival and its turnout represented one example of the direction society appears to be taking: "We are seeing growing independence at a time when media outlets are proliferating."

Nevertheless, the radio study seems to indicate that "the population as a whole uses radio intensively." Of those surveyed, 71% reported listening to radio more than one hour per day, while 26% claimed to use the medium more than three hours per day. Audio receivers are ubiquitous, with each household in the survey averaging about 5.4 ratios, and about 70% of the respondents claiming to have an audio tape recorder. While that phenomenon may not be an important change factor (although it was at one time), Bortz interprets those statistics to mean that "listening is individualized."

As to radio usage in the automobile, about two-thirds of those surveyed responded that they listen mostly to radio,



Bortz



Leadership duo. Newly elected NAB President Eddie Fritts, Fritts Broadcasting, Indianola, Miss., and current NAB President Vincent Wasilewski joined radio programmers last week in New Orleans at the Hyatt Regency for RPC V.

with the rest divided between those who listen predominantly to tapes and those who claimed to alternate equally between radio and tapes.

Listening to the radio ranked third among respondents asked to identify their most frequent leisure activity (35%), followed closely on the heels of those who answered that they most often engage in some kind of sporting activity (36%). Television viewing topped the list with 51% acknowledging that leisure activity as the one they engage in most.

Why do listeners tune in? Some 64% responded that they use radio as a form of "relaxation and entertainment," while 15% said they tuned in primarily for news and information. About 19% indicated that they listened for both news and entertainment.

Bortz told his RPC audience to keep up and perhaps strengthen their promotional efforts in the future, because station loyalty appears as a trait of about two-thirds of listeners. "Dial twisters" constituted 28% of the survey respondents.

"Light" listeners (one to three hours per day) tend to skew older. Of the light listeners (35% total) in the survey, 63% were 35 years old or older and half of those surveyed who fell into the 55-plus age bracket reported being light users. Heavy users of the medium (10 or more hours per day) skewed younger and tended to be heavy users of the electronic media generally (television, stereo and recording equipment, video games). Heavy users constituted 30% of those interviewed, and 36% of the heavy users were between the ages of 18 and 23 (listeners below the age of 18 were not included in the survey).

Those surveyed were asked to name two or three formats that they listened to most often. The top five most frequently mentioned formats were, news (52%), rock (44%), country and western (32%), classical (17%) and talk (16%).

But with the projected decline in the 18-to-34-year-old demographic, stations targeting the rock 'n' rollers may have smaller audiences in the future. Of those citing rock as a frequently listened-to format, 89% were younger than 25 years old. Country and talk stations may reap the benefits. The interest level for those formats, said Bortz, "peaks at the 35-to-54 category." And interest in classical formats, he said, "increases steadily with age."

Where can radio expect to meet increased competition from the new technologies? On the advertising level, said Bortz, "cable competes directly with you."

Cable, he said, offers "an awful lot of \$20 spots," while spots on a national cable network can be purchased for between \$200 and \$500. By virtue of the medium's long-standing position with the retail community, said Bortz, radio may have the advantage there and is probably better prepared to face cable head-on because of radio's "existing competitive market." But because cable's strength lies in the ability to deliver segments instead of reach, he warned his radio audience not to expect to do battle with cable in the rating book jungle. The pitch cable will deliver most often, he said, is "you [the advertiser] can get your message on television for 20 bucks."

On the programming level, said Bortz, radio will have to confront the appeal of such cable services as Warner's Music Television Network (MTV), Hearst/ABC's Daytime and the Cable Health Network, which he said were "more reminiscent" of long-form radio formats than the standard television approach.

MTV, for example, is transmitted in stereo and thus, like radio, provides a high-fidelity sound that the subscriber can enjoy listening to while engaging in another activity. And when an artist of special interest is featured, "you can walk over and look at it." The same would hold true for the all-news cable services, CNN and Satellite News Channels.

And Bortz sees LPTV having a similar appeal cutting into radio's audience from a different angle. Sony's miniature portable television, known as the "watchman," will be introduced to the U.S. market later this year for approximately \$280. If it becomes as popular in the U.S. as in Japan (where it is currently selling at a rate of about 5,000 per week), television in the near future

Owning up. "We lied once too often and the audience left." That's how Gerry Cagle, program manager of KFRC(AM) San Francisco, summed up what he called AM radio's current "image problem."

The lies started, said Cagle, when FM made its challenge a decade ago. Before that challenge, asserted Cagle, "a top-40 [AM] jock was the absolute positive king [and] AM was hip." Such DJ's, he continued, assumed the role of "guru to young adults" in nearly all phases of their day-to-day living. "Even the commercials were hip," said Cagle. Listeners "wanted to know where to go and what to do. And [the jock] didn't lie. Parents lied, but top-40 was pure and unadulterated. [But] when FM challenged, we chose to lie—we sold out our own audience."

Perhaps the most blatant deception of the AM listener by music radio, he said, was the editing of recordings, "And we had the audacity to say we weren't doing it." Eventually, "the audience said: 'We've had enough,'" He compared the tampering with music to buying a Picasso and trimming it "to fit the Woolworth frame we bought."

What to do now? Format change may not be the answer. His remedy: "Lower your expectations, realize your potential audience and serve it well."

In time, the damage inflicted by the medium on its self, may be repaired. "Program better for the long run," he urged. "Be a radio station that entertains; show that you care... the day of the multimillion dollar give-away was never viable."

And Cagle stressed that the image repair will take time. "Sit down and put down a five-year plan... and stick with it. Forget the overnight ratings success. Longevity is something you can't buy." Those AM's that have remained successful over the years, he said, "have kept a consistent image in the community over the years."

While AM has paid a heavy price for its apparent misdeeds, Cagle still believes in the future of the medium. "I have to or else I'd get out of it and work for FM."



Cagle

may be as common on the street as radio is today.

Another "functionally equivalent" service that may draw from radio's audience is cable radio, either as part of a basic package or perhaps at a nominal monthly fee. Bortz suggested that cable radio would attract listeners who enjoy a musical format of limited appeal, one that radio broadcasting cannot economically support. Cable systems have almost limitless audio-subcarrier capacity, Bortz said. Cable operators offering such services now report that between 15% and 30% of their

subscribers sign up.

Bortz emphasized, however, that the day when the new technologies are fully prepared to take on radio is still perhaps 10 to 15 years off. "They still have a lot of black-box problems," he said, which won't be solved easily. He also said many marketing issues that each competitor faces have yet to be worked out.

But when they do arrive, said Bortz, regardless of how well radio prepares itself, those new services will exert "a downward pressure on your audiences," meaning some decline in listenership. "You will

have to change," said Bortz, in order to remain competitive.

How should radio prepare for the rush of competitive technologies? Dr. Hal Mendelsohn, a professor at the University of Denver who helped analyze the survey data, suggested radio broadcasters "pay as much attention to changes in [their audiences] as to changes in technology." At this time, he said, "the social changes are more important than changes in technology." Radio has to be "much more responsive" to the changing needs of its listeners. □

RPC V: Format by format

Country's future challenge: Blend the past with the present

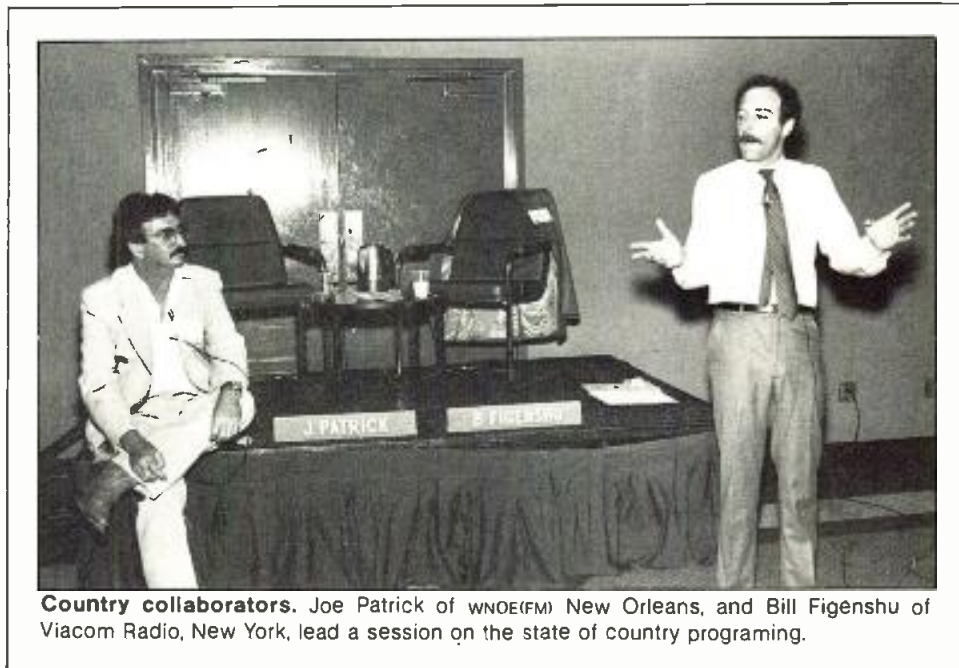
It's no secret that the popularity of country music has spread in recent years, so much so that a nagging concern of country programmers today is how to counter the encroachments of competing stations with formats such as adult contemporary or even middle-of-the-road that air as much as 60% of a competing country station's playlist.

Leading the discussion about country radio were Bill Figenshu, vice president, programming, Viacom Radio, New York, and Joe Patrick, program director, WNOE(FM) New Orleans.

Where is country music today and where is it going tomorrow, asked one attendant at the session. Figenshu's response: "That's my question too. We're past the urban cowboy stage." He contended that many, if not most, AC stations "have discovered that country plays well—and they'll play it till the cows come home." Counteroffensives include cutting back on current material and adding more traditional songs to "slow down the rotation on songs shared with the AC's," as Patrick suggested. Figenshu argued, however, that such a move could result in ratings suicide. "You take a chance on getting killed," he said.

The advantage of the country station has in competing with other formats playing country music is positioning, an advantage that must be maintained and exploited, he said. "You have the image," said Figenshu, and it must be nurtured constantly. To maintain that image, a station can be the first to air a new release by a country artist and secure interviews with such artists when they're in town. Dene Hallam, program manager, WIIN(AM) New York, noted that his station recently held a birthday party on stage for Kenny Rogers when he was in New York for a concert.

Programers also were concerned about the true status of such crossover artists as Dolly Parton, Kenny Rogers and Alabama. Are they really country any more or have they slipped entirely out of that genre? Figenshu observed that even a band like Gary Puckett and the Union Gap, a bubble-gum rock group popular in the late 1960's, "sounds more country in



Country collaborators. Joe Patrick of WNOE(FM) New Orleans, and Bill Figenshu of Viacom Radio, New York, lead a session on the state of country programming.

1982 than it did in 1967." Nevertheless, the future of country radio, he believes, lies in part in expanding the appeal of the format by playing oldies that mesh better with modern country records than do older, traditional country songs.

Urban contemporary's battle with its ethnic/nonethnic image

"American's most misunderstood format." That's how one participant described the urban contemporary format. Moderating the session was Ron Riley of WCAO(AM)-WXYV(FM) Baltimore. On the panel were Amos Brown, WTLC(FM) Indianapolis; Scottie Andrews, WVEE(FM) Atlanta, and Lee Simonson WRKS-FM New York.

Brown said several myths are frequently associated with the format, such as: "You can't sell it; you can't get out of it," and that it appeals predominantly to unemployed minorities. His station's audience, he said, comprises 74% blacks and 24% whites over all, but the crossover audience (in the 12-to-34-year-old demographic) is 40% white. He described the station as "inclusionary," with an ethnic base but a strong nonethnic appeal

as well.

In 1976, noted Andrews, WVEE switched from a country format to disco, but realized a year later, as disco faded, that further changes would have to be made. With the addition of rhythm and blues, jazz fusion and other popular material, he said, the station has experienced a "constant growth pattern." Currently, the station's musical programming consists of 40% dance, 44% black and 8% each of "white image" music and jazz. He also noted, as did Brown, that his station is deeply involved in community affairs, working with the Jaycees and the National Association for the Advancement of Colored People.

Simonson said that although the urban contemporary format has "black roots," it "appeals to a cross section of listeners." He said that on the average, one-third of WRKS-FM's audience is nonethnic. "And that's the key to our success," he said. "We are becoming the mass-appeal format of the '80's," replacing such giants of a decade or more ago as WABC(AM) New York.

Andrews said his station competes with three black and three pop stations in Atlanta. "We compete with the black stations in music, community service and



Strong showing. Many members of the NAB's radio board were present this year at RPC V, among them Chairman Martin Beck, president, Beck-Ross Communications, Rockville Center, New York, (l) and board member Dick Osburn, president, Osburn/Reynolds Stations, Fort Worth.

news," he said. With the pop stations, WVEE competes with "promotions and presentation of format."

In markets where there is a strong nightclub presence, urban contemporary stations will often base a significant number of on-air selections on the music being played at those clubs. In New York, WRKS-FM surveys weekly up to 150 club DJ's to ascertain what the hottest selections are.

WVEE's Andrews reported that the club scene there is also "very much alive." But in lieu of a weekly phone survey, said Andrews, personalities and interns at his station "are out on the street" routinely, keeping in touch with the club scene firsthand, while he conducts a continuous survey of the retail record outlets.

In Indianapolis, where club activity is not strong, Brown said his station relies primarily on store reports "and gut" to determine what the on-air selections will be.

Selling the format is not easy, panelists said. "Agencies aren't used to working with it," said Simonson, "and don't understand it." He added that "We're fortunate that the trail has been blazed in New York," where new trends are more apt to be initiated and readily accepted.

Adult contemporary: how to pick the hits and how much news to use

Michael O'Shea, general manager, KUBE(FM) Seattle, and Bobby Rich, air personality, KFIC(AM) Los Angeles, led the discussion of the contemporary hits format, concentrating on how to pick a hit record and how important news and weather information are.

Much of the music played on contemporary radio today is older material, according to Rich, who said many stations have become afraid to take a chance with newer releases. Program directors must

rely more on their "gut feelings about a song," he said. Appearing to agree, a broadcaster attending the session said many stations have become too reliant on computer research to choose records for air play. Another participant, however, said he thought that trend was beginning to reverse itself as some contemporary stations are showing a willingness to take chances.

Asked if there are fewer good air personalities now than there were in the past, O'Shea said the difference today is that good young announcers don't always come looking for a job. "They are harder to find now so you have to go looking for them," he said, noting that there are more personalities content to stay in smaller markets now than there were in the past.

Frequent news and weather updates are important on contemporary radio, said O'Shea, but they don't necessarily have to come in large doses. Live newcasts, particularly during local emergencies, are essential, he said.

Middle-of-the-road music recalls the nostalgia of yesteryear but its promotion must be with 1982 techniques

Leading a discussion of the nostalgia-MOR format were Art Wander, operations manager, WJJD(FM) Chicago, and Morris Wilkes, operations manager, KRLB(AM) Lubbock, Tex.

Wilkes said the format is reminiscent of the "way radio used to be." Wilkes, whose station uses TM Programming's T-MOR format, said that nostalgia facilitates a transition that is under way on AM toward more news and information.

Both Wander and Wilkes emphasized the importance of news in the nostalgia format. Wilkes said his station had done specials on the tax legislation because it is a subject that affects everyone. He said, however, that his station has no illusions of competing with all-news formats.

Wander warned against using what he called "negative" public service announcements. PSA's that may make people feel unpleasant or feel that they are getting old should be avoided. He said stations should shy away from PSA's on cancer. He recommended PSA's that deal with the community and are upbeat.

Wander, whose station uses Al Ham's Music of Your Life format, stressed the importance of "generating youthful feelings."

He also noted that the nostalgia format "creates a feeling of remembrance." But he said it is important to let people do their own remembering; the audience shouldn't be told what to think, he said.

When asked if he drops songs from his syndicator's playlists, Wilkes said no. He explained that his philosophy was to "let them do the job until the job isn't being done." Wilkes also emphasized that the nostalgia format is more than putting "old records on the air." Instead, he said, "it's like any other format; it has to be promoted and established."

Wilkes cited one drawback of the format: Record updates are a problem since many of the featured artists are no longer



Nostalgia comes alive. Morris Wilkes, operations manager, KRLB(AM) Lubbock, Tex., (l) discusses the nostalgia/MOR format with Art Wander, operations manager, WJJD(AM) Chicago. Stay away from negative PSA's, they advised.

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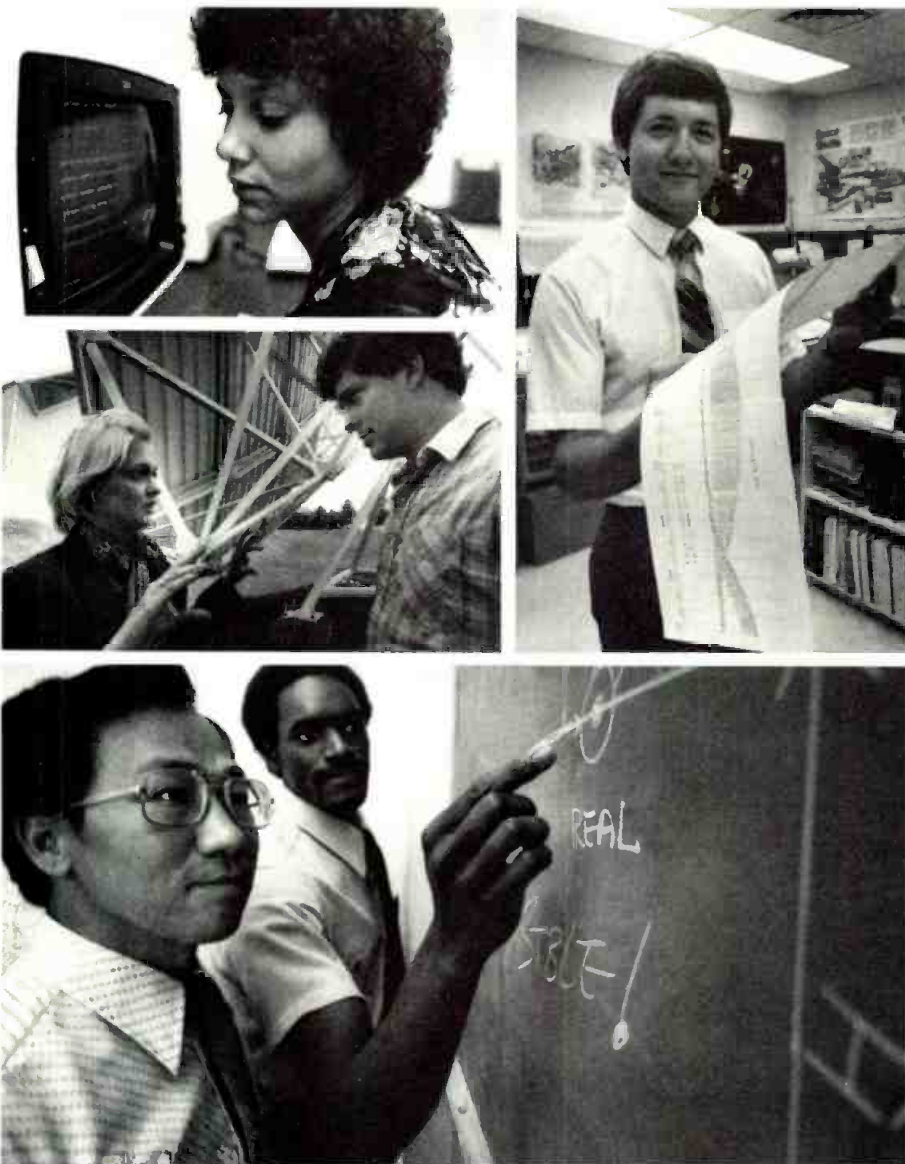
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at work. He also warned against "burnout" from playing the same songs continuously.

Due to increased competition, beautiful music goes through 'midlife crisis'; panelists suggest ways to increase visibility, meet competition

"Beautiful music radio is going through its midlife crisis," said Marlin Taylor, president, Bonneville Broadcasting System, Tenafly, N.J., and one of several programmers who gathered to discuss that format last week. As do other beautiful music programmers, both syndicators and independent station operators, Taylor believes his format will have to get used to lower audience shares in the future and will have to work much harder than it ever has for those shares. Beautiful music is not the only format, he maintains, that has lost a share of its audience to increased competition in recent years.

According to syndicator Tom Churchill, president, Churchill Productions, Phoenix, "The visibility of beautiful music stations in their communities has traditionally been nil." Unlike stations in other formats, he said, beautiful music stations have tended to avoid advertising in newspapers and other media.

Al Braud of WBYU(AM) New Orleans believes beautiful music stations must reposition themselves as full-service stations, assuming the role that middle-of-

the-road stations often no longer fill in their markets. "We've got to be listened to as radio again," he said.

Rich Wood, president, Noble Broadcast Consultants, San Diego, said beautiful music programmers must "progress gradually" to a musical mix that appeals to younger listeners as well as older ones. By moving too quickly, he said, a station risks losing its audience to other soft formats, such as adult contemporary, that are sharing increasing numbers of listeners with beautiful music radio.

Panelists debate the state of 'new music,' a new format that is providing competition to AOR

"New music" is making waves in album oriented rock radio and from the reactions of some rock programmers who gathered to discuss their format, those waves are rocking the boat. At issue is rock radio's primary audience, the 18-24-year-old male, who before new music tuned almost exclusively to AOR to hear what he wanted to hear. New music is a tightly programmed format concentrating on a short list of very current records that are rotated as often as every 90 minutes, and it has some programmers puzzled. It was AOR, after all, that gave listeners an alternative just a few years ago to the repetitiveness of top 40.

"Whether anybody wants to admit it, new music is very acceptable to mainstream AOR audiences," said Norm Pattiz, president, Westwood One, a Los

Angeles-based program syndicator. Pattiz said his company has had no trouble marketing concerts by such relatively unfamiliar new music groups as Haircut 100 and Flock of Seagulls to stations that in recent years have featured more established groups.

Although Pattiz and other programmers argued that stations experimenting with new music formats, such as KROQ(FM) Los Angeles, have done consistently well in the ratings for several months, consultant John Sebastian, of John Sebastian Associates Inc., Phoenix, maintained it is a format that is likely to do well only in large, urban markets. New music is closer to top 40 than rock, he said. "There was a real void in Los Angeles for top 40 and KROQ filled it," Sebastian said. Agreeing with him was Tommy Hedges, program director, KLOS(FM) Los Angeles, who called new music "just another extension of top 40."

Still, others in the session appeared to believe new music is more than just another splinter format that, like the new wave formats of two years ago, will never grow beyond a handful of stations. "The use of gold records is very important to new music," said Robert Braide, program director, CHUM-FM Montreal, who said he competes with a new music station in his market. "There's a diversity in the selection of gold records that you just don't hear on any other stations these days," he said. "The choice has a lot to do with the sound of new music, and its sparse production." □

RPC V: Management's forums

Panelists pinpoint traits common to winning radio stations

What are the common traits of successful radio stations around the nation? John Lund, of Lund Consultants to Broadcast Management Inc., San Francisco, moderated a session that addressed that question at last week's NAB Radio Programming Conference. Panel participants at the session included his wife, June, Brian Scott, also with the Lund group, and Nellene

Teubner, editor of the San Francisco-based *Radio Management Monthly*.

Some of the more crucial traits, the group suggested, include:

- A balanced management team among the three top executives at a radio station: the general manager, program director and sales manager. Each must have "a clear understanding of what the others do," explained June Lund.
- Organization, which John Lund labeled "the key to productivity."

- Development of a marketing model, which should include a realistic perception of what a station's target audience is, a plan for programming the station's product to go after it, positioning and promotion.
- Enthusiasm. A station should "sizzle with positive energy," said Scott. Questions that management must address are: "Is the talent having a good time on the air? Is he fun to listen to? Is he genuine, warm and sincere?"
- Frequent identification of the station on-air, including a positioning statement that projects "what the station stands for."
- Precisely targeted and thoroughly researched music. Stations targeting the 25-plus demographic, said John Lund, "should emphasize gold regardless of format." Younger audiences prefer more current selections.
- Key strategic placement of musical selections. According to Scott: "Stronger songs should be placed at the top and bottom of the hour."
- Demographically targeted news. "News talents bear a similar responsibility to air talents," Scott said. They should be "bright, succinct and enthusiastic." News segments, he said, should not be treated as "time outs."
- Building and maintaining an image.



Station basics. Highlighting the common trademarks of successful stations are from left: June Lund, Lund Consultants to Broadcast Management, San Francisco; Nellene Teubner, managing editor, *Radio Management Monthly*, San Francisco; Brian Scott and John Lund, both with Lund Consultants.

Stations must take an active involvement in the community, said Teubner, because listeners "like to perceive you as responding to" community needs and problems. She also noted the publicity that a station can derive from such involvement.

■ **Air-talent basics.** Few if any time checks should be broadcast outside morning and afternoon drive periods, said Scott, to avoid reminding listeners of other things they should be doing. With a 25-plus demo, he said, talents should spend little if any time talking about title and artist or what he described as "extraneous" material. Adults want more community-oriented information.

■ **Program presentation.** Scott said that only about "5% of talents have the ability to ad lib" on the air. A rule of thumb, he said, is that on-air people should spend perhaps one hour before each show going over their material for that day.

Panelists advise news as mortar between format bricks at successful radio operations

"There should be news in your format [because] the audience wants it and will go someplace else to get it if you don't provide it," said Ed DeFontaine, managing editor, AP Radio Network, Washington. The importance of news in the format of a music radio station was also stressed by DeFontaine and members of the panel—Jo Interrante, president, IS Inc., San Francisco-based independent radio producer; Jerry Nachman, vice president and general manager, WRC(AM) Washington, and Diane Raymond, director of a talk show on WFAA-AM-FM Dallas.

DeFontaine offered statistics from a poll conducted last year by AP that showed how news awareness and a desire for news had increased from an earlier poll conducted by AP in 1978. He said that 83% of those polled, in a sampling of more than a thousand people, showed a positive attitude toward radio news and 38% said they tune to a specific station for news. "That figure is up 26% from the previous survey," he said.

DeFontaine said respondents to that survey said they wanted to be told "how the news will affect my personal life." He also pointed out that the general audience, according to the study, wants news at specific times. "Before 9 in the morning, 87% want good local coverage and 84% want national and world news," he said.

"That boils down to the realization that music won't do the job for you alone," he added.

DeFontaine said that what the audience wants is brief and basic information—"chatty news is a waste of time."

Nachman maintained that news is the "profit center" of a station. He said he thought that ABC-TV's *Nightline*, "raised" the public's appetite for news. In addition, Nachman said that if a station doesn't have a news department, it won't



News on news. From left to right, Diane Raymond, director, talk show programs, WFAA-AM-FM Dallas, joins Jerry Nachman, vice president and general manager, WRC(AM) Washington; Jo Interrante, president, IS, San Francisco, and Ed DeFontaine, managing editor, AP Radio, Washington, during a panel session on news on music radio.

have any apparatus to deal with big news events, like the assassination attempt on President Reagan.

One problem with news, he added, "is how to make it sound different." He said the audience doesn't want to listen to wire service jargon. Interrante listed several sources that may be of value to news directors who want to be effective. "Directors," she noted, "must be members of the management team and have an understanding of the station's audience and target audience. Newspapers and wire machines are a must, she said. And she reported that the presentation and style of the news must match the stations overall style.

One problem that has affected some news/talk stations is a division both physical and emotional between the programing and news departments. This was a problem Raymond faced when she joined WFAA-AM-FM. She suggested that stations try for a more integrated operation. To help build the bond, she recommended that programers encourage the use of news teasers.

Balancing the costs of using network programing

The business of radio networking has "come full circle," said Bruce Holberg, president and general manager of WFIL(AM)-WVFL(FM) Philadelphia, moderator of a session on network programing. After adjusting to the competition of television entertainment by trimming back their service to mostly news and sports, radio networks are experiencing a resurgence as entertainment providers. There is a "proliferation" of new players on the scene, noted Holberg, "giving stations tremendous choices." Among the options: young-adult concerts, all-night talk and special material, drama and satellite-delivered programing.

"Each station," said Holberg, now has the opportunity to be "highly selective as to how and what programing to use."

He also made note of the "informal networks" that have been created by program syndicators offering programing similar to that of the networks—including Westwood One, DIR and Watermark (recently acquired by ABC).

Charlie Moss, program director at a news/talk station, WKRK(AM) Mobile, Ala., said that his station uses product from three networks—CBS, NBC and Mutual, as well as from AP, UPI and the *Wall Street Journal* news services.

Moss noted that most people in the business think of news/talk as the most expensive format. And it is, he said. But by using networks, "you can deliver quality product without a lot of extra staff."

With the three networks his station uses, said Moss, "we can give our audiences every kind of sporting event possible," when combined with the station's local coverage.

The combined compensation from WKRK(AM)'s affiliations, said Moss, amounts to "better than \$20,000 per year." But network affiliation has its costs—local availabilities. He said his station gives up four minutes per hour, "which can be a bit of a problem in morning drive. But there has to be a trade-off."

The era of satellite delivery, said Moss, "represents a marked departure from the way we receive our programing." With land lines, he said, the network programing was delivered directly to the station at no cost. And with the \$13,000 to \$15,000 price for a dish to pick up the CBS and NBC feeds, he said, "we are examining the alternatives."

Moss also suggested that affiliates ask their networks for custom-made promotional spots for their stations. "It really sounds good," he said, "when Harry Reasoner" says WKRK(AM) is the best news station in the market.

Scott Richards of WCAO(AM) Baltimore said that with RKO II, his station can program music all day and talk all night.

"We also use custom promos," he said, "and it really does help. They sound almost like a local show."

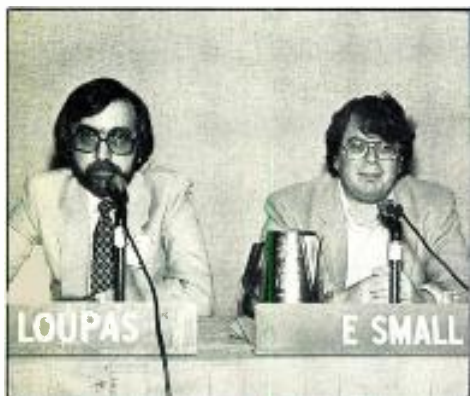
WQMF(FM) Louisville, Ky., is an unaffiliated station. "It's a question of costs and balances," said WQMF's Tom Owens. He admitted that the benefits were worth contemplating—better news and sports coverage and "higher caliber talent." But he cited the inventory demands as "the primary reason we're not an affiliate." With the networks demanding about 10% of a station's inventory, he

said, the cost to his station would be about \$200,000 per year, or it would "increase our clutter factor by 10%," if the loss were made up in added inventory.

Sound of radio is changing with FCC rulings and new technology, say consultants Loupas and Small; they predict that in three years, staff engineers will be found only in large markets as more stations use contract services

FCC rulemakings, both past and pending, are having a profound effect on the sound of AM and FM radio and on radio engineering, according to audio engineering consultant Eric Small, who with another consultant, Jim Loupas of James Loupas Associates, Chesterton, Ind., offered advice on how a program director can make sure the sound of his station is what it should be. Along with changes in FCC rules, satellite transmission and the development of AM stereo are likely, they said, to change the quality of radio.

With the FCC's elimination of requirements for the presence of staff engineers, many stations are using contract services,



Loupas, Small

said Small. Contractors are cheaper and don't carry the personal obligations that employees do, he said, but because many contractors are not "radio oriented," a program director must know enough about audio engineering to get what he wants from his contractor. "In three years, there will be few staff engineers except in larger markets," he said, but that won't necessarily have a negative affect on the sound of radio. Contract services often charge more to service old, run-down equipment, he said, so many stations are now finding it cost-effective to upgrade their technical facilities.

A possibility for dramatic change in the sound of radio lies buried in the FCC's pending rulemaking to authorize the commercial use of FM subcarriers, said Small. The proposal would eliminate FCC limits on FM modulation and in the process, he said, eliminate many of the "loudness wars" going on today among stations. "People are realizing that the relationship between modulation and the amount of bandwidth a station uses are not necessarily related," he said. What's more,

the FCC's limits on modulation, set many years ago, were determined arbitrarily and do not really serve the original purpose of preventing stations from interfering with one another. An Environmental Protection Agency study released a few years ago found that even the most heavily processed stations are using only about 60% of their available bandwidth, he said. Today's widespread audio processing "is the result of trying to fill an unrealistic piece of highway" defined by the FCC, he said. "As that realization begins to sink in, you'll see much of the really brutal equipment, like FM clippers, go away."

Both Small and Loupas recommended investing in satellite technology, but cautioned station operators to do so carefully. "In the long run, the standard will definitely be digital," Small said, "but it's expensive and if you have to pay for it yourself, it will not be cost-effective for quite a few years." The audio quality of satellite transmission is far better than that of land lines, according to both engineers.

Small and Loupas agreed it is better for stations to own their own downlinks, rather than to share one at a remote site and use land lines for the last leg of the connection. For stations that have no available site for a dish near their studios, Small recommended trying to rent a channel from a local cable system that receives programming from the same satellite as that carrying the programming the radio operator is trying to receive. A closed cable channel provides better audio quality than that of a telephone line, he said, and it is relatively inexpensive. "The only drawback," he said, "is that cable operators as a rule are not quite as concerned about reliability of air as broadcasters are."

Broadcasters should postpone buying AM stereo equipment until a standard has been chosen by auto receiver manufacturers, said Loupas, who believes all five of the proposed systems are "inadequate." However, one advantage of AM stereo, he said, is that it may encourage manufacturers to build better AM receivers. "AM broadcasters have encouraged manufacturers to downgrade the AM receiver for years," he said, "by encouraging the development of smaller, cheaper radios."

Call-out research can be performed in-house, say panelists, and can make a difference

Call-out research is neither too expensive nor too complicated to be performed in-house and under the direction of a station's program director, according to three experts who shared their experiences last week. If used properly, a good call-out system can make the difference, they said, between a well-positioned station and one that often misses the mark on what its listeners want to hear.

The most important ingredient in a good call-out system is the sample of people interviewed, said Roger Wimmer of Cox Communications, Atlanta. "Volunteer samples"—derived from lists of contest winners or request line users—should

be avoided, he said, because they represent that minority of a station's listenership that is more involved in its community, more active in its listenership and generally higher on the socio-economic scale. A random sample is most desirable, he said, and to achieve that, a station should use random-digit dialing, instead of the phone book, to reach as broad a range of people as possible.

Once the survey has been completed and its results tabulated, preferably by computer, the second half of a call-out research project, analyzing the data, comes into play. It is here that a researcher must "read human emotions back into the numbers," and must be able to discern subtle differences in the validity of his sample from week to week, according to Bobby Christian, program director, WXXK(FM) Pittsburgh. By observing trends in the results from week to week, a programmer can begin to project how a record's popularity will grow or diminish, he said.

Call-out research fails when a programmer relies on it exclusively without paying any attention to his own feel for the market, said Christian. "There's no cut-off line for popularity, and no replacement for your



Radio TV spots with pizzazz. Chuck Blore of Chuck Blore & Don Richman, Hollywood-based radio commercial production firm, lets radio programmers in on a few of his production secrets for TV spots that "grab numbers for radio."

gut reaction," he said.

It is also important for a programmer to continually verify the quality of his system, said Christian, who occasionally calls back survey participants at random to check up on whether his researchers are making the calls they say they are making and are questioning their participants in the right way.

In addition to call-out research, stations are using mail surveys, the most effective of which are sent to participants recruited over the phone, to determine musical preferences in their market. Another form of music research, and one that is growing in popularity in spite of its greater expense, is the theater method, according to Jim Fletcher, a professor at the University of Georgia at Athens. In this method, a station will pay about 100 listeners chosen through phone interviews to sit in a theater and answer questions on paper about 300 songs that are played. □

Charlotte U to drop NBC News

Blaming ratings, Group W station WPCQ-TV will drop 'Nightly News' and its early local news; will run 90-second news every hour

Group W's WPCQ-TV Charlotte, N.C., later this month will drop the *NBC Nightly News* as well as its local early evening news half hour.

The move could leave NBC without a *Nightly News* outlet in Arbitron Television's 31st ADI (area of dominant influence).

Group W blamed the ratings for its decision. Lawrence Fraiberg, president of Group W TV, claimed that the station had made a "concerted and intense effort . . . to generate some indication of progress" but "we could not make any indentation in two years."

The UHF station was bought from Turner Communications for \$20 million in 1980 and, according to Fraiberg, hasn't managed to improve on a 1-2 rating for the national and local news programs. VHF competitors WBTW(TV), the news leader there, and WSOC-TV both earned numbers in the mid-teens during the summer. For the spring and earlier ratings reports, WBTW has been in the high teens and low 20's.

NBC-TV president Ray Timothy said last week that "we're trying to place it elsewhere."

A five-station market, Charlotte has NBC-affiliated WPCQ-TV, CBS-affiliated WBTW which carries the *CBS Evening News with Dan Rather*, ABC-affiliated WSOC with *World News Tonight*, independent WCCB(TV) and noncommercial WTVI(TV). Like WPCQ-TV, WCCB and WTVI are U's.

At WCCB, Mike Kassner, Bahakel Broadcasting vice president, corporate development, and responsible for the group's TV's, said a possible *Nightly News* pick-up hasn't been considered. But he added that "our programing is pretty well set for the fall."

James Babb Jr., executive vice president at WBTW said that he has had discussions with NBC but it is "highly unlikely" that his stations could take *Nightly News* because its programing already is set.

Greg Stone, vice president and general manager of WSOC-TV, stressed his station's commitment to ABC and said he couldn't program *Nightly News* "in any time period that would be meaningful to NBC."

Stone said that it was "shocking to me that a company like Westinghouse would abandon its commitment" to its network and news.

Group W's Fraiberg called Charlotte a "unique situation" and said that the deci-

sion has no bearing on his group's other two NBC affiliates, WBZ-TV Boston and KYW-TV Philadelphia. In Boston, Group W is a leader with *Nightly News*. In Philadelphia, however, there are ratings problems.

Fraiberg maintained that the Charlotte move "has nothing to do with our philosophy and attitude" toward news. He said that "hasn't changed one iota." But considering the small audience WPCQ-TV has made for early evening news, he claimed, it was in the public interest to do "something sane."

WPCQ-TV will begin running 90-second news capsules every hour. It also will continue with its own noon news show and other NBC News programs. □

UPI beefs up regional, state news

UPI announced last week a reorganization of its U.S. operations into six divisions "to provide enhanced news coverage and more aggressive marketing."

Douglas Ruhe, UPI managing director and chief executive officer, said the changes were based on research conducted internally and with UPI broadcast and newspaper subscribers since he and his partners in Media News Corp. acquired the news service in June. "This is the first step in strengthening UPI's domestic operation," Ruhe said.

Ruhe said that through the new structure, UPI will reallocate staff to do more reporting and that it will also add news bureaus "in the near future."

The system, he said, was designed to conform with key research findings, one of which was that both broadcast and newspaper subscribers want more regional and state news. "It will make regional editing more efficient, free up more news staffers for reporting and insure that regional distinctions are maintained," Ruhe said.

Each of the six new divisions will be headed by a UPI vice president and general manager responsible for all UPI activities therein. The divisions, their vice presidents and general managers, their headquarters cities and the states they comprise were announced as follows:

Northeastern—Ian Westergren: Boston Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont.

Eastern—John Payne: Pittsburgh. Delaware, Kentucky, Maryland, New Jersey, Ohio, Pennsylvania and West Virginia.

Southern—Thomas J. Beatty: Atlanta. Alabama, Florida, Georgia, Mississippi, North and South Carolina, Tennessee and Virginia.

Central—Robert Crennen: Chicago, Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North and South Dakota and Wisconsin.

Southwest—Travis Hughs: Dallas. Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, Texas and Wyoming.

Pacific—John Mantle: San Francisco. Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah and Washington.

In addition, Frederick H. Marks was named vice president and business manager for the Northeastern division, based in Boston, and Lee Hamann was named vice president for Rocky Mountain newspaper sales based in Denver.

Additional administrative units were created to meet "special needs" in two areas: T.J. (Pinky) Vidacovich was named vice president, marketing, for the District of Columbia, based in UPI's Washington bureau, and Mike Hughes was named general executive for New York City, Long Island, Westchester county, N.Y., Fairfield county, Conn., and the New Jersey counties of Bergen, Essex, Hudson and Union. □

CBS shuffles Washington beats. CBS News President Van Gordon Sauter and Executive Vice President Ed Joyce left New York two weeks ago to spend five days at the network's key news bureau in Washington. After they left, Bureau Chief Jack Smith announced a number of major changes in correspondents' beat assignments he said were designed to strengthen the coverage in Washington. Bob Schieffer was assigned as chief Washington correspondent with the State Department added to his beat, which continues to include political and national affairs. He will remain as anchor of the *CBS Evening News* on Saturday. Robert Pierpoint, who has been the number one correspondent at State, was assigned as national security correspondent. Bob Simon, who has worked with Pierpoint at the State Department, was reassigned as national correspondent. Phil Jones's assignment as Capitol Hill correspondent will be expanded to include coverage of the House of Representatives as well as the Senate, where he had been focusing most of his attention. Jacqueline Adams, who has been general assignment, has been assigned to work with Jones on Capitol Hill. Susan Spencer, who has been covering the House of Representatives, will be assigned to the federal regulatory beat. Smith also announced that Nelson Benton, who has been on the White House beat, will move to the State Department. His place on the White House team will be taken by John Ferrugia, who has been on general assignment with time spent at the Justice Department.

Changing world of television ADI's

Arbitron Television has compiled its 1982-83 market-by-market estimates of TV homes within 210 areas of dominant influence (ADI's). While the order of the top 14 markets remains the same, nearly 75% of the rankings have changed.

The figures—developed from total-homes estimates supplied by Market Statistics Inc., based on 1980 census information and projected to Jan. 1, 1983—will be used beginning with Arbitron's local audience measurements in October.

The overall ADI universe now totals 83,462,600 television households, up 2.4% from last year's 81,486,300.

Aside from the various population and county shifts, two ADI changes have been made. Sarasota, Fla., accorded its own ADI last year (158th), now has been returned to the Tampa-St. Petersburg market. Miles City-Glendive, Mont., last year's smallest ADI (211th), has been dropped, with Glendive now last on the ranking list (210th).

Contrary to earlier indications from Arbitron, only four markets in the top 20 have been shuffled. Atlanta now moves to 15th place (from 16th); Seattle-Tacoma to 16th (from 15th); Tampa-St. Petersburg, this time with Sarasota, to 17th (from 18th), and St. Louis to 18th (from 17th).

New rank	Old rank	Market	TV Households
1	1	New York	6,457,900
2	2	Los Angeles	4,241,000
3	3	Chicago	2,999,700
4	4	Philadelphia	2,481,900
5	5	San Francisco	1,998,500
6	6	Boston	1,930,800
7	7	Detroit	1,674,800
8	8	Washington	1,510,100
9	9	Cleveland	1,408,000
10	10	Dallas-Ft. Worth	1,403,000
11	11	Houston	1,326,000
12	12	Pittsburgh	1,229,600
13	13	Miami	1,156,700
14	14	Minneapolis-St. Paul	1,141,700
15	16	Atlanta	1,117,400
16	15	Seattle-Tacoma	1,110,400
17	18	Tampa-St. Petersburg (Sarasota)	1,077,600
18	17	St. Louis	1,040,600
19	19	Denver	911,600
20	20	Baltimore	856,900
21	21	Sacramento-Stockton, Calif.	851,200
22	23	Portland, Ore.	814,100
23	22	Indianapolis	800,200
24	24	Hartford-New Haven, Conn.	797,700
25	25	Phoenix (Flagstaff)	774,300
26	27	San Diego	723,400
27	27	Kansas City, Mo.	704,000

New rank	Old rank	Market	TV Households
28	26	Cincinnati	695,200
29	29	Milwaukee	685,900
30	30	Nashville	641,000
31	32	Charlotte, N.C.	636,700
32	31	Buffalo, N.Y.	632,800
33	33	Orlando-Daytona Beach, Fla.	626,900
34	34	New Orleans	606,500
35	35	Columbus, Ohio	590,800
36	36	Memphis	582,100
37	37	Grand Rapids-Kalamazoo-Battle Creek, Mich.	578,100
38	40	Raleigh-Durham, N.C.	576,100
39	38	Greenville-Spartanburg, S.C.-Asheville, N.C.	576,000
40	41	Oklahoma City	561,100
41	39	Providence, R.I.-New Bedford, Mass.	557,500
42	44	Salt Lake City	533,400
43	43	Charleston-Huntington, W. Va.	525,300
44	42	Louisville, Ky.	520,700
45	45	San Antonio, Tex.	502,700
46	46	Norfolk-Portsmouth-Newport News-Hampton, Va.	495,800
47	47	Birmingham, Ala.	491,800
48	52	Harrisburg-York-Lancaster-Lebanon, Pa.	483,400
49	48	Dayton, Ohio	477,100
50	49	Wilkes Barre-Scranton, Pa.	471,600
51	51	Greensboro-Winston Salem-High Point, N.C.	468,800
52	50	Albany-Schenectady-Troy, N.Y.	467,000
53	53	Flint-Saginaw-Bay City, Mich.	453,900
54	54	Little Rock, Ark.	453,400
55	55	Shreveport, La.-Texarkana, Tex.	440,500
56	56	Richmond (Charlottesville), Va.	435,900
57	57	Tulsa, Okla.	430,800
58	60	Knoxville, Tenn.	420,500
59	58	Wichita-Hutchinson, Kan.	413,000
60	59	Toledo, Ohio	405,800
61	61	Mobile, Ala.-Pensacola, Fla.	399,700
62	62	Jacksonville, Fla.	383,100
63	64	Fresno, Calif.	372,700
64	67	West Palm Beach, Fla.	368,500
65	63	Des Moines, Iowa	367,500
66	65	Roanoke-Lynchburg, Va.	359,700
67	66	Syracuse, N.Y.	358,800
68	69	Albuquerque, N.M.	357,800
69	68	Green Bay, Wis.	351,300
70	70	Omaha, Neb.	341,800
71	71	Rochester, N.Y.	337,500
72	74	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	336,400
73	73	Davenport, Iowa-Rock Island-Moline, Ill.	331,200
74	76	Springfield-Decatur-Champaign, Ill.	329,300
75	75	Spokane, Wash.	326,900
76	77	Cedar Rapids-Waterloo (Dubuque), Iowa	318,000
77	72	Portland-Poland Spring, Me.	303,000
78	79	Lexington, Ky.	292,300
79	80	Chattanooga, Tenn.	287,400
80	81	South Bend-Elkhart, Ind.	281,300
81	91	Youngstown, Ohio	277,000
82	82	Springfield, Mo.	274,400
83	83	Johnstown-Altoona, Pa.	269,500
84	78	Bristol-Kingsport-Johnson City, Tenn.	268,000
85	92	Austin, Tex.	262,000
86	84	Jackson, Miss.	261,400
87	85	Tucson, Ariz.	259,800

New rank	Old rank	Market	TV Households
88	88	Evansville, Ind.	259,700
89	86	Lincoln-Hastings-Kearney, Neb.	254,400
90	87	Columbia, S.C.	247,900
91	90	Huntsville-Decatur-Florence, Ala.	245,200
92	89	Baton Rouge, La.	243,300
93	94	Ft. Wayne, Ind.	240,700
94	100	Burlington, Vt.-Plattsburgh, N.Y.	237,600
95	97	Sioux Falls-Mitchell, S.D.	231,800
96	93	Springfield, Mass.	230,700
97	98	Waco-Temple, Tex.	216,800
98	96	Lansing, Mich.	214,700
99	95	Peoria, Ill.	212,200
100	101	Greenville-New Bern-Washington, N.C.	211,400
101	104	Madison, Wis.	202,900
102	105	Las Vegas	200,100
103	107	Augusta, Ga.	199,700
104	102	Colorado Springs-Pueblo	199,500
105	110	Monroe, La.-El Dorado, Ark.	196,100
106	106	El Paso, Tex.	194,400
107	103	Savannah, Ga.	192,700
108	98	Fargo, N.D.	192,500
109	108	Rockford, Ill.	188,100
110	112	Salinas-Monterey, Calif.	184,800
111	111	Charleston, S.C.	184,600
112	109	Columbus, Ga.	183,300
112	113	Lafayette, La.	183,300
114	114	Amarillo, Tex.	177,100
114	115	Duluth, Minn.-Superior, Wis.	177,100
116	116	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	176,000
117	122	Ft. Myers-Naples, Fla.	173,900
118	117	Joplin, Mo.-Pittsburg, Kan.	173,600
119	119	Montgomery, Ala.	169,700
120	121	Yakima, Wash.	168,500
121	124	Beaumont-Port Arthur, Tex.	167,700
122	120	Eugene, Ore.	167,300
123	123	Terre Haute, Ind.	162,900
124	124	McAllen-Brownsville, Tex.	162,400
125	135	Reno	158,200
126	140	Boise, Idaho	158,100
127	128	Tallahassee, Fla.	155,700
128	125	Wichita Falls-Lawton, Tex.	155,300
129	118	Wheeling, W.Va.-Steubenville, Ohio	155,000
130	132	Wausau-Rhineland, Wis.	154,800
131	136	Bluefield-Beckley-Oak Hill, W. Va.	151,800
132	134	Traverse City-Cadillac, Mich.	151,000
133	127	La Crosse-Eau Claire, Wis.	150,800
134	138	Lubbock, Tex.	150,700
135	133	Binghamton, N.Y.	150,200
136	130	Corpus Christi, Tex.	149,800
137	131	Sioux City, Iowa	149,300
138	139	Macon, Ga.	145,000
139	147	Columbia-Jefferson City, Mo.	142,000
140	144	Chico-Redding, Calif.	141,000
141	142	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	140,700
142	145	Minot-Bismarck-Dickinson, N.D.	134,400
143	143	Columbus-Tupelo, Miss.	134,200
144	132	Erie, Pa.	132,600
145	148	Odessa-Midland, Tex.	132,100
145	141	Topeka, Kan.	132,100
147	157	Florence, S.C.	129,300
148	149	Ft. Smith, Ark.	129,200
149	155	Albany, Ga.	128,200
150	150	Bakersfield, Calif.	125,100
151	126	Wilmington, Del.	123,600
152	152	Medford, Ore.	117,300
153	146	Quincy-Ill.—Hannibal, Mo.	117,200
154	153	Missoula-Butte, Mont.	116,100
155	154	Abilene-Sweetwater, Tex.	110,000
156	151	Bangor, Me.	109,400
157	159	Idaho Falls-Pocatello	103,500
158	156	Utica, N.Y.	101,200

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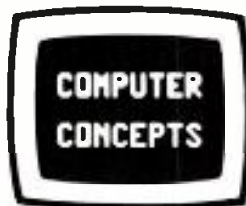
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New rank	Old rank	Market	TV Households
159	170	Dothan, Ala.	95,500
160	160	Tyler, Tex.	95,200
161	161	Rapid City, S.D.	93,700
162	172	Lake Charles, La.	90,300
163	162	Laurel-Hattiesburg, Miss.	85,100
164	163	Elmira, N.Y.	83,600
165	167	Salisbury, Md.	81,500
166	166	Alexandria, Minn.	79,900
167	168	Billings-Harden, Mont.	78,300
168	169	Clarksburg-Weston, W. Va.	76,300
169	171	Watertown-Carthage, N.Y.	76,100
170	173	Gainesville, Fla.	73,800
171	182	Meridian, Miss.	71,800
172	174	Ardmore-Ada, Okla.	68,200
173	176	Jonesboro, Ark.	67,700
174	164	Alexandria, La.	67,500
175	175	Greenwood-Greenville, Miss.	67,400
176	165	Panama City, Fla.	63,700
177	177	Great Falls, Mont.	63,200
178	178	El Centro, Calif.-Yuma, Ariz.	60,200
179	179	Biloxi-Gulfport-Pascagoula, Miss.	58,900
180	183	Casper-Riverton, Wyo.	57,400
181	180	Eureka, Calif.	56,800
182	184	Marquette, Mich.	56,000
183	191	Jackson, Tenn.	55,900
184	185	Roswell, N.M.	54,700
185	193	Bowling Green, Ky.	54,200
186	186	Grand Junction, Colo.	52,500
187	188	Tuscaloosa, Ala.	50,200
188	181	Palm Springs, Calif.	49,800
189	187	Cheyenne, Wyo.	49,600
190	189	St. Joseph, Mo.	49,500
191	192	Lafayette, Ind.	42,200
192	194	Anniston, Ala.	41,800
193	195	Lima, Ohio	40,100
194	198	Parkersburg, W. Va.	38,200
195	190	Harrisonburg, Va.	37,000
196	197	San Angelo, Tex.	35,900
197	196	Mankato, Minn.	33,300

New rank	Old rank	Market	TV Households
198	201	Zanesville, Ohio	30,500
199	203	Laredo, Tex.	30,200
200	202	Presque Isle, Me.	29,500
201	199	Ottumwa, Iowa-Kirksville, Mo.	29,400
202	204	Farmington, N.M.	27,600
203	200	Twin Falls, Idaho	26,700
204	206	Bend, Ore.	25,400

New rank	Old rank	Market	TV Households
205	206	Victoria, Tex.	25,000
206	208	Helena, Mont.	18,700
207	205	Selma, Ala.	17,600
208	209	North Platte, Neb.	17,500
209	210	Alpena, Mich.	11,500
210	—	Glendive, Mont.	6,100
Total U.S. TV households			83,462,600

Changing Hands

PROPOSED

WLNE(TV) Bedford, Mass.-Providence, R.I. □ Sold by Pulitzer Publishing Co. to Freedom Newspapers Inc. for \$15.5 million to make room for pending acquisition of another station that would overflow Pulitzer's allowable portfolio of VHF television stations. **Seller** is St. Louis-based publisher of *St. Louis Post-Dispatch* and *Tucson (Ariz.) Star* and owner of KSDK(TV) St. Louis, KETV(TV) Omaha, KOAT-TV Albuquerque, N.M., WGAL-TV Lancaster, Pa., and KTAR(AM)-KBBC(FM) Phoenix. Pulitzer has swapped, subject to FCC approval, KSDK for Multimedia's WXII-TV Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus \$9 million (BROADCASTING, March 8). Value of KSDK is estimated at \$65 million. **Buyer** is Santa Ana, Calif.-based publisher of 31 daily and

eight weekly newspapers owned by heirs of late R.C. Hoiles, who founded company more than 75 years ago. Freedom Newspapers also own KTVL(TV) Medford, Ore., which it bought last year for \$12.5 million (BROADCASTING, July 27, 1981). D.R. Segal is president. WLNE is CBS affiliate on channel 6 with 100 kw visual, 22.4 kw aural, and antenna 940 feet above average terrain. **Broker: R.C. Crisler & Co.**

WLLOL(FM) Minneapolis □ Sold by Liggett Broadcasting Group to Emmis Broadcasting Corp. for \$6 million. **Seller** is owned two-thirds by Robert G. Liggett and one-third by N.L. Bentson. Liggett is principal owner of WFMK(FM) East Lansing, WZZR(FM) Grand Rapids, WHNN(FM) Bay City, all Michigan, and WCAY(AM)-WZLD(FM) Cayce, S.C., plus cable systems in Michigan. Bentson is president and one-third owner of Midcontinent Broadcasting Co., which owns two AM's, three FM's and three TV's, plus cable systems in South Dakota and Nebraska. **Buyer** is principally owned by Jeffrey H. Smulyan and Michael S. Maurer, who also are principal owners of WENS(FM) Shelbyville, Ind. WLLOL is on 99.5 mhz with 100 kw and antenna 880 feet above average terrain. **Broker: Cecil Richards.**

KGCS(FM) Derby, Kan. □ Sold by Swanson Broadcasting Inc. to Misco FM-96 Ltd. for \$750,000. **Seller** is Tulsa, Okla.-based group of four AM's and three FM's principally owned by Gerock H. Swanson, president. It bought KGCS (formerly KDRB) for \$400,000 (BROADCASTING, Jan. 4, 1980). Swanson also has sold KEGL(FM) Dallas-Fort Worth for \$8.5 million and, subject to FCC approval, KWKN(AM) Wichita, Kan., for \$450,000 (BROADCASTING, Aug. 30). **Buyer** is subsidiary of Misco Broadcasting Corp., which is principally owned by Misco Industries. S.O. Beren is president and 36% owner. Misco Broadcasting is licensee of KAKZ(AM) Wichita, Kan., and is applicant for new FM at Haysville, Kan. (BROADCASTING, May 3). KGCS is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

WSML(AM) Graham, N.C. □ Sold by Graycasting Inc. to Evans Communications Corp. for \$549,824. **Seller** is owned by Theodore J. Gray Jr., who owns WRHI(AM) Rock Hill, S.C.; WFLB(AM)

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9/6/82

Fayetteville, N.C.; 98% of WKDE(AM) Altavista, Va., and 20% of WWKO(AM) Fair Bluff, N.C. He has also sold, subject to FCC approval, WKDE for \$450,000 (see below). Gray bought WSML last year for \$455,000 plus \$65,000 for noncompete agreement and will seek waiver of three-year rule on grounds of financial distress. **Buyer** is owned by Emery Evans (60%) and wife, Diane (40%), who have no other broadcast interests. Emery Evans is former general manager at WLOR(AM) Thomasville, Ga. WSML is 1 kw daytimer on 1190 khz.

WACR-AM-FM Columbus, Miss. □ Sold by Broadcast Associates Inc. to Lynman A. Stamps for \$500,000. **Seller** is owned by Robert S. Caldwell Jr. (51%) and Joseph E. Davis (49%), who have no other broadcast interests. **Buyer** is St. Louis minister and former general manager and part owner of WESL(AM) East St. Louis. WACR is 1 kw daytimer on 1050 khz. WACR-FM is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

WKDE(AM) Altavista, Va. □ Sold by Altavista Broadcasting Corp. to Fernbrook Broadcasting Corp. for \$450,000. **Seller** is owned by Theodore J. Gray Jr., who also sold, subject to FCC approval, WSML(AM) Graham, N.C. (see above). **Buyer** is owned by Mark Jacob and family. Jacob is Richmond, Va., real estate investor and has no other broadcast interests. WKDE is 1 kw daytimer on 1000 khz.

WDGM(FM) Canton, Miss. □ Sold by DGM Co. to Jackson Radio Inc. for \$445,000. **Seller** is principally owned by Donald G. Manuel and wife, Martha. Donald Manuel owns WXMR(FM) Lexington and WKPG(AM) Port Gibson, both Mississippi. **Buyer** is owned by Matthew D. Wiggins Jr., who is general manager at WDGM and has no other broadcast interests. WDGM is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other proposed station sales include: WINN(AM) Louisville, Ky. (BROADCASTING, Aug. 30); WARK(AM)-WWCS(FM) Hagerstown, Md. (BROADCASTING, Aug. 16); WMVQ(FM) Amsterdam, N.Y.; KCIV(FM) The Dalles, Ore. (BROADCASTING, Aug. 30), and KPEP(FM) Gatesville, Tex. (see "For the Record," page 61).

RFE/RL in transition

BIB takes the administrative reins for the two radios as their president resigns; Bailey named director of Radio Liberty

With the law making it possible only several days old, the administrative control of Radio Free Europe and Radio Liberty—the radios that broadcast to Eastern

Europe and to the Soviet Union—began passing to the Board for International Broadcasting, whose duties previously had been limited to serving as a funnel for federal funding and as an oversight agency.

Two weeks ago, Ralph Walter, a 30-year veteran of the radios, resigned as executive vice president for programs and policy. The resignation was said to have been requested by the chairman of the BIB, Frank Shakespeare, who in another major move named journalist George Bailey director of Radio Liberty. The post had been vacant for two years.

And while those moves were being made, the president of RFE/RL, Glen Ferguson, resigned. His resignation was not requested, according to a spokesman

for the radios. However, it gives the BIB an opportunity to replace the former president of the University of Connecticut with its own choice.

The legislation giving BIB tighter control of the radios was sponsored by Senators Claiborne Pell (D-R.I.) and Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee, and was signed by President Reagan on Aug. 24. That presidential act ended years of controversy between the presidentially appointed BIB and the private directors of the RFE/RL over control of the radios. The legislation abolished the private board, expanded BIB from five to nine members and assigned them the additional duty of serving as RFE/RL

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directors.

Ben Wattenberg, whose election as vice chairman of BIB was announced last week, said the personnel changes were part of an overall plan aimed at making "the radios better than they were. Our feeling is that with a new legislative structure and a recasting of governmental and corporate responsibilities, this is a time to start with a new set of initiatives."

One structural change he mentioned was that the director of RFE (James Brown, who is expected to remain in the job) and of RL (Bailey) would report to the president, when a new one is elected, rather than to the executive vice president, as had been the case. That position is being abolished. But while Walter's resignation from that post was requested, Wattenberg took the occasion to praise him as "a distinguished American who has done a dedicated piece of work."

Shakespeare's selection of Bailey provides the Radio Liberty director's office with what an admiring colleague calls "a linguistic genius." He is said to be fluent in Russian and German and familiar with Hungarian. He is a former correspondent and executive editor of the now defunct *Reporter* magazine, and was an ABC correspondent in Europe for 25 years. Since 1974, he served as coordinating editor of *Kontinent*, a quarterly magazine on Soviet and European developments published in Paris. Bailey received the Overseas Press Club award in 1959 for best magazine reporting on foreign affairs. □

Eastern Show sets its sights on the cable operator

Though exhibition continues to expand, almost exponentially, cable operator attendance has lagged, prompting sponsor SCTA to beef up technical/management panels

The Southern Cable Television Association's annual convention has come a long way. Just a few years ago, the meeting was held in the ballrooms of the Atlanta Hilton and, with its table-top exhibits, resembled more a high school science fair than a showcase for one of the country's most dynamic industries.

Although the meeting has grown steadily over the years, it made the big leap last year when it moved out of the local hotels and into Atlanta's sprawling Georgia World Congress Center and attempted to expand its scope by calling itself the Eastern Cable Television Trade Show and Convention.

The changes produced mixed results. The convention began to look like the Eastern equivalent of the Western Cable Show it was meant to be, but attendance, particularly by cable operators, was dwarfed by the size of the hall, and exhibitors complained about the lack of traffic.

The second annual Eastern Cable Show itself opens its doors at the World Congress Center—SCTA has a long-term lease

for the facility—for three days this Thursday (Sept. 9) and organizers believe everything will fall into place. Despite the sparse traffic last year, more than 300 exhibitors have signed up for space, compared to 220 last year. What's more, the number of 10-foot-by-10-foot booths sold has almost doubled from last year, from around 50,000 square feet to more than 90,000. (SCTA is charging exhibitors \$5.50 per square foot.)

Organizers are expecting an equally dramatic jump in attendance from around 3,000 to somewhere around 5,000. To make the exhibitors happy, it's hoped that a substantial portion of the total attendance will comprise cable operators, not only from the 13 Southeastern states that make up SCTA, but also from other states in the eastern half of the country.

(Convention & Show Management Co. is putting the show together for SCTA for the third year in a row.)

According to SCTA Executive Director Judith Williams, one of the reasons for last year's poor turnout of cable operators was the weak lineup of panel sessions. Consequently, she said, the agenda has been expanded to 18 technical and management sessions, addressing, it is hoped, areas of concern to cable operators.

Regardless of its success in attracting cable operators, the show has already attracted three related meetings that will all take place on the Wednesday before the start of the show.

The Cable Television Administration and Marketing Society plans another in its series of track day seminars at the Peachtree Plaza ("Cablecastings," Aug. 30). It will cover product development, promotion and sales and retention marketing.

Meanwhile, Turner Broadcasting System will hold a cable advertising seminar for advertisers and their agencies at the Colony Square hotel. The speakers include TBS's Ted Turner, Bob Seiber, Bob Wussler and Mike Murphy; Bob Alter, president of the Cabletelevision Advertising Bureau, and Tom O'Connell, of *Forbes* Magazine.

The Society of Cable Television Engineers will sponsor a day-long meeting at the Atlanta Hilton on labor relations and, specifically, on keeping out the labor unions.

On the social side of the convention, Bob Hope will entertain at the SCTA's annual banquet Friday night, and newspaper satirist Art Buchwald will speak at the Friday luncheon.

Atlanta is Ted Turner country and, as he has done in the past, he'll take remaining convention delegates to a baseball game Saturday afternoon between his Atlanta Braves, which are battling for their division championship, and the San Diego Padres.

The list of exhibitors follows:



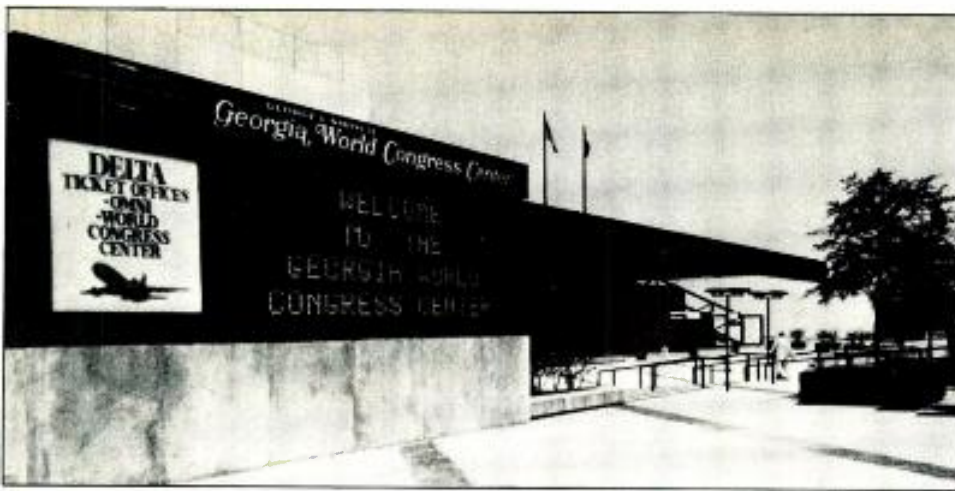
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Site of Eastern Cable Show

Staff: T. Anderson, E. Covington, F. Tackett, B. Johnson, D. McCallie.

Available Plastics 1037
 Box 924, 5020 Beechmont Dr., Huntsville, Ala. 35804

Plastic components for underground cable installation. **Staff:** L. Brown, K. Brown.

Avantek 319
 481 Cottonwood Dr., Milpitas, Calif. 95035

Test instrumentation, earth stations, downconverters, power dividers, line drive amplifiers, preamplifiers. **Staff:** W. Reardon, M. Selinger, S. Schoen, B. Emery, D. Smith.

Beston Electronics 119
 15315 S. 159 Hwy., Box 937, Olathe, Kan. 66061

Weather message and commercial insertion character generators. **Staff:** R. Herring, J. Shaw.

Belden Corp. 219-21-23
 2000 Batavia, Geneva, Ill. 60134.

Bentley & Schultz Cable 752
 215 E. Broad St., Paulsboro, N.J. 08066

Best Communications 1244
 Box 760, Reidsville, Ga. 30453

Black Entertainment Television 705-707
 1050 31st St., Washington 20007

Black-oriented programming network. **Staff:** R. Johnson, V. Goodier, C. Rogers.

Boston Cable 733-35,632-34
 Bentley Rd., Hightstown, N.J. 08520

Brad Cable Electronics 111
 1023 State St., Box 739, Schenectady, N.Y. 12301

Reconditioned cable converters. **Staff:** B. Price, B. Rhodes.

BROADCASTING 457-356
 1735 DeSales St., N.W., Washington 20036

EXHIBITORS

Abey Communications 807
 631 Woodland St., Nashville 37206

Staff: V. Aeby, G. Taylor, J. Aeby, K. England, G. Travis.

ACSN, The Learning Channel 333,335
 1200 New Hampshire Ave., Washington 20036

Educational programming service. **Staff:** H. Morse, H. Schlenker, R. Shuman, L. Washington, J. McLaurin, J. Fires, M. Siebert, J. Ballangee, M. Montefiore.

ADEMCO 2018-2020
 165 Eileen Way, Syosset, N.Y. 11791

Allied CATV Construction 419
 Box 720, Stone Mountain, Ga. 30086

Allied Steel & Tractor Products 1208
 5800 Harper Rd., Solon, Ohio 44139

Underground construction equipment. **Staff:** T. Murphy, J. Gilmore, T. Howell, G. Smith.

Alpha Technologies 854
 1305 Fraser St., Bellingham, Wash. 98226

Stand-by power supply, remote status monitor*. **Staff:** F. Kaiser, J. Dooyeweerd, S. Miller.

AM Cable TV Industries 601
 Box 505, Quakertown, Pa. 18951

450 mhz directional taps, aerial and underground construction services, strand mapping, interactive security devices*. **Staff:** K. Siegel, B. Benefield, D. Anelli, J. Cadile, M. Quarashi, L. Zemnick, B. Ross, B. Ford.

Amcest Corp. 655-657
 1017 Walnut St., Roselle, N.J. 07203

Security monitoring service. **Staff:** L. Rosenfield, M. Hermelin.

American Technology 1210
 4902 Tollview Dr., Rolling Meadows, Ill. 60008

400 mhz taps, pedestals, brackets. **Staff:** M. Falvo, J. Brunton, N. Jurek.

American Video Shopper 1051
 Box 1555, Nashville 37202

Anixter Communications 554-556
 4711 Golf Rd., Skokie, Ill. 60076

Armlift 1225
 Box 108, Hwy., 15 South, Armstrong, Iowa 50514

Staff: W. Godfrey, J. Adams.

Associated Plastics 2218-2220
 18140 Euclid St., Fountain Valley, Calif. 92708

Associated Press 128-129
 50 Rockefeller Plaza, New York 10020

Alpha numeric news service. **Staff:** W. Burrell, S. Crowley, G. Groce, J. Jackson.

ATEC 721
 Box 12705, Pensacola, Fla. 32574

Augat CATV Products 1261
 901 South Ave., Horseheads, N.Y. 14845

Multiple dwelling amplifiers, replacement electronics components, pay TV traps, single dual block converters, multi-taps, cable connectors. **Staff:** K. Wood, J. McQuaid, M. Dilmore, A. Bodner, B. Geissler, J. Griffen, P. Sharp, D. Conlon, C. D'Elio, P. Isaacson, B. Ellis, D. Chavez, J. Trivison, S. Hawley, C. Wise.

Automation Techniques 421-423
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Two Lincoln Sq. 18A, New York 10023

Burnup & Sims 1032,1241
1333 S. University Dr., Plantation, Fla. 33318

Business Systems 900
2720 Wade Hampton Blvd., Greenville, S.C. 29615

Computer systems. **Staff:** L. Edwards, J. Sunderman, W. Cox.

CableBus Systems 608
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Security offerings including intrusion, fire and panic alarms for commercial use, home terminals and headend monitoring equipment. **Staff:** P. Robison, J. Trudel, P. Dennis, C. Schrock, K. Hoffman.

Cable Communications Media 805
203 E. Broad St., Bethlehem, Pa. 18018

Program guides. **Staff:** C. Kehler, R. Funkhouser.

Cable & Computer Technology 239
1501 S. Harris Ct., Anaheim, Calif. 92806

Staff: K. Hollingsworth, B. Rang.

Cabledata 2233
3200 Arden Way, Sacramento, Calif. 95825

Business systems, computerized billing, and one-way addressable converter*. **Staff:** R. Matteson, B. Noren, J. Nelson, A. Markis.

Cablefacts 2004
Box 11908, Lexington, Ky. 40578

Cable Health Network 906
1211 Avenue of the Americas, New York 10036

Health programing service. **Staff:** A. Ulene, J. Reiss, D. Anderson, R. Illjes, R. Friedman, M. Lowe, D. Moore, S. Kaplan, B. Padalino, L. Woodard, P. Van Wagenen, M. Powell, B. Gregory, B. Kuper, A. Mayron.

Cable Installation Services 756
215 E. Broad St., Paulsboro, N.J. 08066

Cable Market Guide 1414
104 Main, Vassar, Mich. 48768

Cable Security Systems 2136
Box 2066, 621 Stage Rd., Auburn, Ala. 36830

Strong boxes and padlocks. **Staff:** A. Ledbetter, B. Ledbetter.

CableText Instruments 703
705 Ave. K., Suite 4, Plano, Tex. 75075
Staff: E. Dupuy, J. Roundtree, B. Karns.

Cabletron Enterprises 754
215 E. Broad St., Paulsboro, N.J. 08066

Cable TV Supply Co. 101,103
5342 Morse Dr., Decatur, Ga. 30035

Poleline hardware, drop material, connectors, tools and safety equipment, cable, Jerrold Electronics headend design and prewire* and distributor of Jerrold equipment*. **Staff:** B. Martin, R. Hunt, J. Cassell, C. Richard, G. Renroe, K. McMichael, J. Demos.

Carbis Ladders 127
Box 4534, Florence, S.C. 29502

Ladders, van racks and interiors, truck caps and drills. **Staff:** S. Cramer, D. Cramer, M. Williams, G. Lind, R. Baldin.

Catel/Tomco Communications 329
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

38-channel stand-by modulator*, Movie Channel, MTV stereo processor*, audio processor*, TV modulators, video FM systems, transmission and standby equipment. **Staff:** R. Old, J. Petter.

CATV Subscriber Services 2119-21
108 State St., Suite 102, Greensboro, N.C. 27408

CBN Cable Network 2040-2042
CBN Center, Virginia Beach, Va. 23463

Family programing service. **Staff:** R. Harris, C. Boudreaux, L. Hart, A. Dionisio, M. Beck.

CBS Cable 2113
1211 Avenue of the Americas, New York 10036

Cultural programing service.

C-COR Electronics 142,243
60 Decibel Rd., State College, Pa. 16801

Trunk amplifiers, extender and distribution amplifiers, main line passives including splitters, directional couplers, equalizers, power inserters, pre-amplifiers, signal mixers, surge protection, standby power, strand mapping, systems design, consulting work, equipment repair, field engineering services and proof-of-performance testing. **Staff:** S. Davidson, J. Hastings, J. Mazzullo.

CCS Cable 306-308
5707 W. Buckeye Rd., Phoenix 85043

Staff: E. Curie, D. Crist, B. Terrill, S. Reed, A. Pfautz, B. Peckrul.

Century III Electronics 809
3880 E. Eagle Dr., Anaheim, Calif. 92807

Channel Commercial Corp. 2019
620 W. Foothill Blvd., Glendora, Calif. 91740

Pedestals, air and water tight underground tap and splitter housings, grade level vaults, conduit, flex conduit sweeps, conduit plugs, splice and trap connectors, molding guard. **Staff:** W. Channell Jr., G. Zuk, B. Rawlings.

Channelmatic 1250
821 Tavern Rd., Alpine, Calif. 92001

Random access commercial insert systems. **Staff:** B. Killion, V. Bertrand, R. Heidenreich.

Chapman Associates 302
1835 Savoy Dr., Atlanta 30341

Media broker. **Staff:** J. Emery, B. Thorburn, M. Younts, B. Cate, E. Pearce.

CHMP Inc. 1214
2505 Lapeer Rd., Flint, Mich. 48503

Engineering services. **Staff:** D. Dubois.

Chyron Corp. 1248
265 Spagnoli Rd., Melville, N.Y. 11747

Video generator*. **Staff:** P. Rozzini, W. Hendler, W. Buynak, L. Mincer, S. Sadowsky, J. Scheuer.

Colormax Electronic 358
180 Northfield Ave., Edison, N.J. 08837

Cable caption converter*, splitters, taps, traps, distribution amplifiers, other passive devices and associated video products. **Staff:** S. Chang, M. Bolduc, R. Morone.

Communications Equity Associates 1215
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Brokerage and financial services. **Staff:** R. Michaels, H. Ewen, M. Thomason, D. Russell, E. Frazier, J. Dugan, M. Sena, B. Lofley.

Communications Supply 1243
Box 1538, West Chester, Pa. 19380

Computer Utilities of the Ozarks 459
Box 1062, Harrison, Ark. 72601

Computer Video Systems 751
3678 West 2150 South, Salt Lake City 84120

Character generators. **Staff:** R. Wegner, E. Walden, R. Malherio, L. Salchow, B. Robertson, B. Morton, C. Dukes, D. Hodges.

ComSE Sales 233
Box 645, Lawrenceville, Ga. 30246

Manufacturer's representative company. **Staff:** J. Weeks, J. Weeks Jr., B. Welch, E. Mitchell.

Comtech Antenna Corp. 2125
3100 Communications Rd., St. Cloud, Fla. 32769

Antennas, earth stations. **Staff:** P. Windus, G. Higgins.

Craig Star View Systems 850-852,951-953
Rt. 3, Box 103G, Pochontas, Ark. 72455

Staff: J. Hastings, A. Hastings, B. Wilkes.

Creative Associates 140
Box 1084, Louisville, Ky. 40201

Custom Alarm Products 1246
14605 49th St., Clearwater, Fla. 33520

Security alarm equipment. **Staff:** J. Cassidy, S. Mallison.

CWY Electronics 116
405 N. Earl Ave., Lafayette, Ind. 47904

- Diamond Cable Electronics** 111
1025 State St., Schenectady, N.Y. 12301
Microprocessor controlled heads for Jerrold converters. 58-channel wireless digital converter*. **Staff:** B. Price, B. Rhodes.
- Ditch Witch** 400-402,501-503
Box 66, Perry, Okla. 73077
Trenching and vibratory plowing equipment. **Staff:** E. Beasley, E. Yant, J. Niles.
- Diversified Manufacturing** 149
1086 Gant Rd., Graham, N.C. 27253
D'versiBit systems and accessories. **Staff:** B. Burns, T. Scoggins.
- Dixie Pow-R Mole** 2030,2032
4479 Jonesboro Rd., Forest Park, Ga. 30050
Hydraulic pipe and cable puller with accessories*, and portable power pac. **Staff:** D. Posteloff, P. Kelly, L. Yoder, P. van Orden.
- Dow Jones & Co.** 115-117
Box 300, Princeton, N.J. 08540
24-hour alphanumeric financial and economic news service. **Staff:** R. Stickney, J. Austin, B. Hollis, F. Nini.
- Drop Shop** 1236-38
Box 284, Roselle, N.J. 07203
Staff: D. Wank, L. Lubell, S. Sullivan.
- DSA Electronic Distributors** 957
P.O. Box 20792, St. Petersburg, Fla. 33742
Staff: D. Scott, A. Scott, B. Record, J. Cantwell, H. Colvin, C. Colvin.
- Durnell Engineering** 2047
Hwy. 4 South, Emmetsburg, Iowa 50536
Van lifts. **Staff:** B. Arthur, L. Prince, R. Bennet, M. Hermansen, J. Eastland, F. Slayburgh, F. Layton.
- Dynacom Electronics** 658,660
590 Commerce Park Dr., Suite 125, Marietta, Ga. 30060
36- and 54-channel addressable converters. **Staff:** R. Payne, R. Broughton, M. Smith, P. Vickers.
- Eagle Comtronics** 433
4562 Waterhouse Rd., Clay, N.Y. 13041
- Eastern Microwave** 722,823
3 Northern Concourse, Box 4872, Syracuse, N.Y. 13221
WOR-TV New York. **Staff:** M. Cotter, C. Mclean, G. Korta.
- Elephant Industries** 1023
3949 N. U.S. 41, Box 3626, Ft. Myers, Fla. 33903
Staff: N. Schosek, M. Janiga, B. Schosek.
- Ellis Tower** 932,1033
3560 N.W. 10th Ave., Fort Lauderdale, Fla. 33309
Staff: W. Ellis, H. Blaksley, C. Douglas.
- Encyclopaedia Britannica** 640
425 N. Michigan Ave., Chicago 60611
Educational publications. **Staff:** A. Shrigley, N. Flam, D. Sanders, G. Reynolds, P. Rockwell, N. Shrigley.
- English Enterprises** TBA
Box 6494, Orlando, Fla. 32853
Staff: S. McGee, R. Reese, D. Miller.
- Entertainment Channel** 2010
1133 Avenue of the Americas, New York 10036
Pay TV service featuring Broadway shows, comedy and drama series, family programming and classic American and foreign films. **Staff:** J. Diller, A. Huberman, A. Schapiro, R. Caird, J. Collins, M. Henderson, P. Tinkham, V. Ingram, B. Stover, G. Beard, J. Osler, M. Gennaro, H. Burkat, L. Getman, J. Carmona.
- Eros** 458,460,559,561
Two Lincoln Square, New York, N.Y. 10023
Adult pay programming service. **Staff:** B. O'Daly, B. Williams, P. Beruowitz, C. Wynne, H. Ziner, R. Fonseca, J. Denby, H. Rand, C. Vulawin, S. Pearson.
- ESPN** 1115
ESPN Plaza, Bristol, Conn. 06010
Sports programming network. **Staff:** R. Werner, J. Cavazzini, S. Rohn, R. Williams, M. Nickerson, M. MacDonald, C. LaPlace, B. Cooper.
- Eternal Word Television** 1220-22
5817 Old Leeds Rd., Birmingham, Ala. 35210
- Financial Collection Agencies** 922
3030 Peachtree Rd., N.W., Suite 514, Atlanta 30305
- Fortel Inc.** 701
6649 Peachtree Industrial Blvd., Norcross, Ga. 30092
Timing corrector, time base corrector*, total error corrector*, chroma noise reducer*. **Staff:** B. Pharr, D. Zandan, J. Larkworthy, B. Baird, B. Johnson, K. Kramer.
- Fort Worth Tower** 515
1901 S. Loop 820 S., Box 8597, Fort Worth, Tex. 76112
Staff: T. Moore, F. Moore, C. Moore, R. Moore, B. Moore.
- Fox Engineering** 851
6440 Hillandale Rd., Lithonia, Ga. 30058
Cable blocks and set-up poles. **Staff:** D. Davis, L. Beverly, R. Cook, E. Davis.
- GAMCO** 136-38
291 Cox St., Roselle, N.J. 07203
- Gaega Trenching** 242
1772 E. Jericho Turnpike, Huntington, N.Y. 11713
- General Cable Co.** 135-37-39
Box 700, Woodbridge, N.J. 07095
- General Cable** 600-02
6500 W. 88th Ave., Westminster, Colo. 80027
- General Electric** 1204
2971 Flowers Rd., Atlanta 30341
Two-way radio communications. **Staff:** J. Fellers, L. Hill, E. Thomas, S. Shoaf, C. Hayes, S. Barrett, T. Horton, N. Maske.
- Gilbert Engineering** 105,107
5310 W. Camelback Rd., Glendale, Ariz. 85301
Cable coaxial connectors, training tapes. **Staff:** J. Dolan, T. Ramsey, J. Moulin, R. Stoneburner.
- GME**
Submarine Cable Consultants 1228
671 N.E. 8th Ct., Pompano Beach, Fla. 33060
Staff: J. Gill, C. Gill.
- Group W Satellite Communications** 842,940
41 Harbor Plaza, Box 10210, Stamford, Conn. 06904
- GTE Products** 314-316, 415-17
10841 Pellicano Dr., El Paso, Tex.
- Harris** 801
P.O. Box 1700, Melbourne, Fla. 32901
Earth station distributor. **Staff:** W. O'Connor, J. Porter, D. Fields, S. Raskin, K. Terry-Flesner, J. Garret.
- HBO** 1340
1271 6th Ave., New York 10020
- Hearst/ABC Video Services** 882-826,923-27
555 Fifth Ave., New York 10017
Daytime and ARTS programming services. **Staff:** K. Creech, K. Tardy, P. Armel, C. Kealy, T. Potter, S. Such, R. Syers, B. Parish, C. Acquire.
- Home Theater Network** 715,717,719
465 Congress St., Portland, Me. 04191
Family pay cable service. **Staff:** J. Smith, R. Murdough, S. Iosty, M. Underwood, B. Callaghan.
- Hughes Microwave** 618
Box 2999, Torrance Calif. 90509
Microwave systems, AML equipment. **Staff:** L. Stanley, J. Taglia, L. Kaufman, M. Tailley.
- IBM** 916,918,1017,1019
1000 N.W. 51st St., Boca Raton, Fla. 33432
- Intercept Corp.** 118-120
220 Entin Rd., Clifton, N.J.
Control and tier traps, cable equipment. **Staff:** R. Ramsden, G. Abdelmessieh, B. Tielert.
- International Video Music Channel** 2011
1274 Peachtree St., Atlanta 30309

Jackson Enterprises 755,757
Box 6, Clayton, Ohio 45315

Aerial construction tools, ground rod drivers*, ramps, computer and strand mapping services, make-ready surveys, construction services for new and rebuilt systems. **Staff:** R. Jackson, H. Kenney, J. Taylor, D. Storey, C. Castilano, E. Paterson.

J.B.E. 759-61
2719 N.W. 6th St., Ft. Lauderdale, Fla. 33311

Jerroid 1151,1251
2200 Byberry Rd., Hatboro, Pa. 19040

JVC 1061
41 Slater Dr., Elmwood Park, N.J. 07407

Color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories. **Staff:** D. Roberts, D. Walton, C. Roberts.

Kelcee Communications 654-56
867 Hopkins Rd., Suite 101, Williamsville, N.Y. 14221

Kennedy Cable Construction 1240-42
Box 760, Reidsville, Ga. 30453

KMP Computer Services 147
703 Central Ave., Los Alamos, N.M. 87544

In-office computerized billing systems. **Staff:** E. Pequette, L. Maas.

Leaming Industries 856
180 McCormic Ave., Costa Mesa, Calif. 92626

Lemco Tool 626
Box 330A, Cogan Station, Pa. 17728

Designer and manufacturer of tools, equipment and materials for construction and maintenance of cable systems, including loop forming tools*. **Staff:** G. Miller, R. Brantlinge.

Lindsay America 241
1051 Clinton St., Buffalo, N.Y. 14206

Linear Security Products Group 1025-1027
347 S. Glasgow Ave., Inglewood, Calif. 90301

Wireless security products. **Staff:** M. Malec, G. Lippert, S. Houston, E. Bell, D. Hume, T. Farrell, G. Piraino.

Lundy Technical Center 229
3901 N.E. 12th Ave., Pompano Beach, Fla. 33064

Continuous strand map* for earth stations. **Staff:** D. Young, R. Warfel, W. Fredlund.

Lynn Ladder & Scaffolding 853
220 S. Common St., Lynn, Mass. 01905

Fiberglass ladders and truck racks. **Staff:** S. Young, M. Bennett.

3M 318,320
Bldg. 223-5S 3M Center, St. Paul 55144

Graphic generators systems, routing switching

equipment and machine control systems. **Staff:** B. Landingham, J. Kerr, B. Weston, L. Johnson, F. D'Ascenzo.

M/A Com Comm/Scope 633
Box 1729, Hickory, N.C. 28603

Staff: B. Barbour, F. Logan, J. Teague, J. Leonhardt, S. Lindsay, J. Wardell.

Magnavox 2001
100 Fairgrounds Dr., Manlius, N.Y. 13104

Magna 6400 converter, status monitoring amplifiers, line extenders, passive devices, connectors, mobile training. **Staff:** J. Duffy, J. Staiger, L. Richards, B. Finnerty, D. Avery, M. Hart, C. Anderson, J. Gardner.

Mastertrack 132-34
905 Memorial Dr., S.E., Atlanta 30316

Merrill Cable Electronics 2101
2629 N. 24th Dr., Phoenix 85009

Merrimac Industries 143
41 Fairfield Pl., West Caldwell, N.J. 07006

MetroData Digital Displays 1216
1190 Burnett Ave., Suite F, Concord, Calif. 94520

Microdyne Corp. 350-352
491 Oak Rd., Box 7213, Ocala, Fl. 32672

Satellite television products*, downconverter receiver systems*. **Staff:** E. Currier, J. Gelfer, J. Grabenstein, D. Giansante, A. Greenlaw.

Midwest Corp. 2111
1021 W. 8th St., Cincinnati 45203

Moose Products 936-38
1510 Tate Blvd., Hickory, N.C. 28601

Motorola 131-33
5096 Panola Ind., Decatur, Ga. 30035

Mycro-Tek 1143-45,1042-44
820 W. 2d, Wichita, Kan. 67203

National Screen Service 341-43
1600 Broadway, New York 10019

Nationwide Advertising Service 1218
6440 N. Central Expwy., Suite 319, Dallas 75206

NCS Industries 750
2255 E. Wyandotte Rd., Willow Grove, Pa. 19090

Test equipment, stand-by power supplies, digital displays, headend equipment, distribution equipment, amplifiers, antennas. **Staff:** D. Grasso, J. Quinn.

Northern CATV Sales 300,401
115 Twin Oaks Dr., Syracuse, N.Y. 13206

North Supply Co. 614-616
600 Industrial Pwy., Industrial Airport, Kan. 66031

Distributor of cable products. **Staff:** B. Obermayer, A. Batts, R. Clark, D. Dougherty, A. Keesecker, B. Haughton, B. Winslow, R. Lee, A. Bales, D. Milan.

Oak Communications Systems 814
Box 517, Crystal Lake, Ill. 60014

Addressable pay TV systems and addressable converter decoders, 400 mhz synthesized converter decoders, standard converter and pay TV decoders, communications financing. **Staff:** R. Kolarik, L. Roels, L. Thacker, C. Bach, J. Hooper, N. Zachrel, T. Holder, D. Howe, C. Krone, D. Wright, D. Eng, D. Barbour.

Octagon-Scientific Inc. 2028
476 E. Brighton Ave., Syracuse, N.Y. 13210

Converters, plain to full one-way addressable systems. **Staff:** D. Mezzalingua, P. Warburton, D. Maio.

On Cable Magazine 550
25 Van Zant St., Norwalk, Conn. 06855

Program guide. **Staff:** P. Funt, D. Vanderbilt, K. Spector, N. Wise, C. Mantegna.

Panduit 914
17301 Ridgeland Ave., Tinely Park, Ill. 60477

Parallex Corp. 121
437 Goldfloss St., Winston-Salem, N.C. 27107

Perfect Telemarketing 2016
841 Chestnut St., Philadelphia 19107

Telephone sales programs. **Staff:** G. Vigil.

Phasecom Corp. 2046-48
6365 Arizona Cr., Los Angeles 90045

Cable headend equipment, data modems and earth station modulator. **Staff:** L. Spitzer, R. Covell, M. Marusich, E. Davis, P. Lesh, D. Roach.

Pico Products 709-711
1001 Vine St., Liverpool, N.Y. 13088

Security equipment. **Staff:** B. Hitchcock, G. Knapp, I. Burke, P. Petrus, P. Dicker, E. Pelgram, H. Thrippleton, G. Hodges.

Pioneer 661
2200 Dividend Dr., Columbus, Ohio 43228

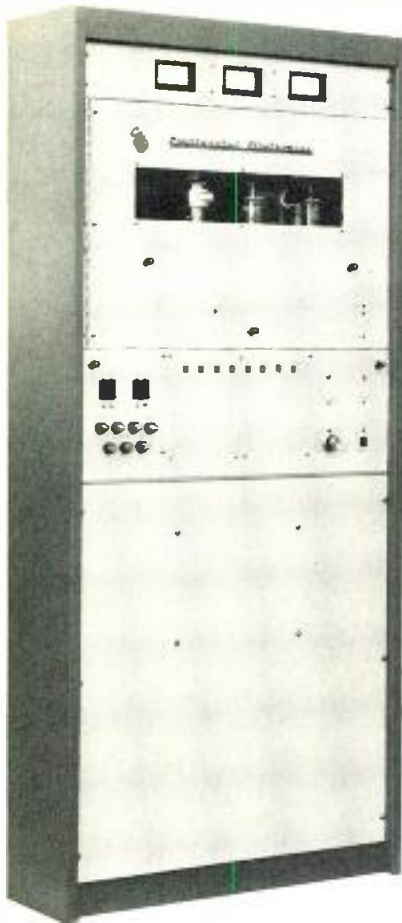
Poleline Corp. 214,216,311,315,317
20 Antin Place, Bronx, N.Y. 10462

Pedestals, lashing machines, security enclosures, security ID markers, drop boxes, measuring wheels, moulding ducts, coaxial cable, strand, test equipment, construction equipment and ancillary hardware. **Staff:** M. Schaeffer, B. Campbell, S. Kaplan.

Power & Telephone Supply 704,706
530 Interchange Dr., N.W., Box 43223, Atlanta 30336

Full line of cable products including 36 channel converter*, test TV protective carrying case*, test meter case* and cable-alpha transformers and splitters. **Staff:** D. Otwell, J. Dickinson, D. Skinner, C. Boykin.

Power Vision 1240 BlueGum, Anaheim, Calif. 92806	1206	Converter repairs, service centers for Oak and Jerrold. Staff: L. Edmondson, P. Hales, J. Kilcoyne.	Southern Bell 675 W. Peachtree St., N.E., Atlanta 30375	723-25-27
Preformed Line Products Box 91129, Cleveland 44101	1200	Ripley Co. 46 Nooks Hill Rd., Cromwell, Conn. 06416	Southern Satellite Systems P.O. Box 45684, Tulsa, Okla. 74145	211
Production Products 133 W. Seneca St., Manlius, N.Y. 13104	2022	RMS Electronics 50 Antin Place, Bronx 10462	Teletext delivery services of UPI, Reuters, Dow Jones, Quotrader, Keyfax, and Music in the Air. Staff: S. Kremer, B. Rasmussen, T. Johnson, E. Taylor, B. Sullivan.	
Cable connectors, trunk and distribution connectors. Staff: Mezzalingua, A. Szegda, E. Manley, D. Hayes, S. Miller, R. Pattison.		Stand-by power supply, inverter power supply, AC regulated power supply, 400 mhz line splitters and directional couplers, multi-taps, scramble/descramble pay TV systems, converters, matching transformers, hybrid splitters and directional couplers, wall plates and taps, house amplifiers, attenuators, antennacable switches, superfit connectors, hardware and tools. Staff: D. Edelman, R. Perez, L. Heller, J. White, T. Grubb, B. Gamble.	Standard Communications Box 92151, Los Angeles 90009	855-57
Project Packaging 800 Briarcliff Ave., Point Pleasant Beach, N.J. 08742	2000	Roart 4956 North Co. Rd. 18, Minneapolis 55428	Station Business Systems 600 W. Putnam Rd., Greenwich, Conn. 06830	1205
PTL Satellite Network Charlotte, N.C. 28279	360	Rohn 6718 West Plank Rd., P.O. Box 2000, Peoria, Ill. 61656	Superior Electronics Center 2010 Pine Terrace, Sarasota, Fla. 33581	1252
Staff: J. Hightower, C. Hesselton, L. Marple.		Staff: K. Cordrey, G. Rooker.	Staff: R. Lipp, D. Lipp, N. Ackerman, R. Shaddock.	
PTS Corp. 5233 S. Hwy. 37, Bloomington, Ind. 47401	859-861	Sachs CATV Division 2095 Chartier Ave., Dorval, Quebec	Supra Products Box 3167, Salem, Ore. 97302	326
Staff: J. Hamilton, J. Rollison, J. Church, G. Wilson, J. King.		Staff: J. Sachs, B. Girard.	Locks for pedestals and apartment boxes, wallplates. Staff: S. Roby, J. Howells.	
Pyramid Industries Box 23169, Phoenix 85063	231	Satellite Program Network 8252 S. Harvard, Tulsa, Okla. 74136	Systems Concepts 2440 S. Progress Dr., Salt Lake City 84119	235-37
Quality RF Services 825 Park Way, Suite 3, Jupiter, Fla. 33458	238	Satellite program service. Staff: G. Rich, K. Anthony, M. Solow, R. Smith, E. Taylor, M. Stangeby, B. Sullivan.	Telecommunication & Industrial Consulting Services 8 Woodlawn Green, Suite 126, Charlotte, N.C. 28210	218
Cable replacement components, up-grade modifications and repair. Staff: F. Rogers, E. Huminsky, S. Rathbone.		Scientific-Atlanta Box 105027, Atlanta 30348	Staff: L. Tulltie, G. Mackelfresh.	
Quanta Corp. 2440 S. Progress Dr., Salt Lake City 84119	235,237	Earth stations, headend electronics, distribution products, broadband data products, set-top terminals, coaxial cable products, series 9000 antenna*, addressable set-top terminals*, 6330 modulator, 440 mhz equipment*, security monitoring equipment*. Staff: S. Topol, J. Levergood, J. Bacon, J. Copeland, S. Webb, P. Miller, P. Rooney, J. Hart, A. Gondek, D. Bothof, J. Feight, B. Schack, A. Best, H. Cason, A. Gunderson.	Telecrafter Corp. P.O. Box 30635, Billings, Mont. 59107	934
Staff: M. Cannon, L. Zaller, R. Thomas, G. Montgomery, M. Williams.		Security Channel 619 S. Olive St., Suite 302, Los Angeles 90014	Cable marking systems, home boxes, control seals, customized jumpers. Staff: T. Moe, D. Herman.	
Rainbow Programing Services 100 Crossways Park West, Suite 200, Woodbury, N.Y. 11797	340	Security marketing, installation, monitoring and management services, national affiliate program. Staff: R. Muller, T. Smith, F. Dunner, B. Jennison.	Teledac 1575 Taschereau Blvd., Longueuil, Quebec J4K 2X8	2038
Bravo, cultural pay service, and Escapade and Playboy, adult programing services. Staff: Q. Spalding, R. Katz, P. Euler, C. Shander, S. McGovern, N. Browning, C. James, S. Muller, K. McEnroe.		Showtime 1633 Broadway, New York, N.Y. 10019	Character generators with Spanish and text characters. Staff: M. Chouinard, J. Chouinard.	
RCA Cablevision Systems 8500 Balboa Blvd., Van Nuys, Calif. 91409	615	Pay programing service. Staff: M. Weinblatt, J. Sie, J. Heim, D. Sullivan, B. Mason, J. Hall Jr, M. Lipscomb Jr., T. Murphy-Baran, B. O'Donnell, F. Levin, S. Porter, J. Bulman, D. Haynes, C. Lumsden, S. Denison.	Telefrance/USA 1966 Broadway, New York	1212
Addressable converters, headend equipment, amplifiers, passives, terminal devices, turnkey system capabilities, color modulators. Staff: D. Reinert, R. Jones, H. Mantz, B. Furman, W. Hansen, J. Walls.		Siboney Communications 6649 Peachtree Industrial, Atlanta 30092	French programing. Staff: A. Rosenthal, J. Vallier, N. Kelleher.	
RCH Cable Marketing 119 River Rd., Riverside, N.J. 68075	739-41	Video systems. Staff: R. Fetters, J. Payne, D. Baughman.	Tele-Log 1819 Peachtree Rd., N.E., Atlanta 30309	1212
Reliable Electric 11333 Addison St., Franklin Park, Ill. 60131	407-409		Program guides. Staff: B. Newman, J. Bowman, J. Dodds, H. Butts.	
Secure Access Free Enclosure for pay TV, pedestals. Staff: R. Mertz, M. Logan, B. Dillon.			Tele-Wire Supply 122 Cutter Mill Rd., Great Neck, N.Y. 11021	304
Reuters 1212 Avenue of the Americas, New York 10036	310,411		Staff: S. Guttenplan, J. Ruh, J. Cordani, L. Belcher, B. Lindberg.	
R.F. Analysts 1542 N. Leroy, Fenton, Minn. 48430	737		Texscan Corp. 2960 Grand Ave., Phoenix 85017	2041
			Character generators, set-top converters, Flexicaster II. Staff: C. Pehlke, J. Luksch, R. Stelle, B. Dawson, B. Hershide, A. Newmans, D. Gourley, L. Fox, E. Kirk.	



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- Time Manufacturing** 961
7601 Imperial Dr., Waco, Tex. 76710
Aerial lift trucks. **Staff:** J. Harrison, C. Little, J. Phillips, T. Nix, R. Hoover.
- Tocom** 321
Box 47066, Dallas 75247
One-way and two-way addressable converters, cable security systems and home alarm terminals, videotext demonstration. **Staff:** J. Campbell, M. Corboy, J. Nolen, W. Churchman, S. Prothro, J. Cummings, S. Stewart, P. Burns, Sandra Rogers, Sheryl Rogers.
- Toner Cable Equipment** 842
969 Horsham Rd., Horsham, Pa. 19044
Headend equipment, character generators, ad inserters, distribution equipment, multi-taps, antennas, earth stations, towers, apartment house security cabinets, computer systems. **Staff:** R. Toner, E. Worley, J. Wigglesworth, M. Ingram, M. Moran, R. Weniger.
- Trinity Broadcasting Network** 114
2442 Michelle Dr., Tustin, Calif. 92680
- Triple Crown Electronics** 800
4560 Fieldgate Dr., Mississauga, Ont. L4W 3N6
Satellite receivers, modulators, processors, and amplifiers. **Staff:** C. Evans, D. Emberson.
- TVC Supply** 123
1746 E. Chocolate Ave., Hershey, Pa. 17033
GTE cable products, earth stations, set-top converters, pedestals, connectors, tools, 3M products and drop materials. **Staff:** R. Alderman, J. Manari, K. Sanford.
- TVSM** 622-624
822 Fox Pavilion, Jenkintown, Pa. 19046
Program guides. **Staff:** N. Heller, A. Turner, M. Levine.
- TV Tempo** 2036
395-A Old Commerce Rd., Athens, Ga. 30607
- T.V. Watch/DIP** 636-638
1819 Peachtree St., Suite 707, Atlanta, Ga. 30309
Electronic program guides, DIP program & Shopping guides, transmission of listings via satellite. **Staff:** P. Horne, J. Browning, D. Bostwick, H. Butts Jr., D. Campo.
- Tyton Corp.** 122
7930 N. Faulkner Rd., Milwaukee 53223
- Turner Broadcasting** 540
1050 Techwood Dr., N.W., Atlanta 30318
- United Industries** 1232
815 E. State Rd., 434, Winter Springs, Fla. 32708
- United Press International** 425
220 E. 42d St., New York 10017
- Uni-Set Corp.** 403-405
449 Avenue A, Rochester, N.Y. 14621
- Modular studio staging systems, riser blocks, tops, ramps, graphic design cart system. **Staff:** Ronald Kniffin, James Simpson, T. O'Toole.
- United Video** 924-926
3801 S. Sheridan Rd., Tulsa, Okla. 74145
Satellite common carrier of WGN-TV Chicago. **Staff:** B. Price, J. Treeman, J. Rickett, C. Lambert, L. Knowles, D. Flournoy, J. Witmer, L. Haworth.
- Universal Security Instruments** 2034
10324 S. Dolfield Rd., Owings Mills, Md. 21117
- UTV Cable Network** 642
22-08 Route 208, Fair Lawn, N.J. 07410
Staff: A. Parinello, S. Saxion, L. Jones, T. Troja, M. Carolan, J. Myers, D. Macaluso, M. Fox, K. Finn, R. Levinson, J. Lindstrom, K. Simon.
- Viewsonics Corp.** 2225
160 Ellen Way, Syosset, N.Y. 11791
Drop and grounding materials, 400 mhz passive devices, pole line hardware, tool and safety equipment, security devices, protective meter/instrument cases, Stereovision*. **Staff:** R. Fevola, A. Ackermam.
- Visual Systems** 955
3870 N. Peachtree Rd., Atlanta 30341
- Warner Amex Satellite Entertainment Co.** 521
1211 Avenue of the Americas, New York 10036
- Wavetek Indiana** 234-36
Box 190, Beech Grove, Ind. 46107
- Weather Channel** 247
2840 Mt. Wilkerson, Puy., Suite 200, Atlanta 30339
24-hour weather channel. **Staff:** J. Coleman, J. Wynne, D. Holladay, M. Ban, D. McCall, C. Sartor, K. Smith, M. Manley, N. Zeller, M. Eckert, B. Stanley, J. Mays, G. Herring, H. Eaton, D. Thompson.
- John Weeks Enterprises** 232
Box 645, Lawrenceville, Ga. 30245
Pyramid connectors and pedestals, passives, taps and hand tools. **Staff:** J. Weeks, B. Thornton.
- Wegener Communications** 745
150 Technology Park, Norcross, Ga. 30076
Staff: B. Placek, H. Wegener, N. Mountain, P. Placek, N. Wegener, C. Albert, S. Copeland.
- Winegard Co.** 454,551,555
Box 329, Montgomeryville, Pa. 18936
Distribution equipment, addressable converters, passive devices including subscriber taps, apartment amplifiers and antennas. **Staff:** R. Winegard, B. Fleming, B. Stone, P. Hasse, E. Stankus, L. Hood.
- Zenith Radio** 758-60
1000 N. Milwaukee, Glenview, Ill. 60025

Stock Index

Exchange and Company	Closing Wed. Sep 1	Closing Wed. Aug 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	45	43 1/2	+1 1/2	+ 3.44	8	1,294
N Capital Cities	84 3/4	79 3/4	+5	+ 6.26	14	1,103
N CBS	45 1/2	42 7/8	+2 5/8	+ 6.12	7	1,271
N Cox	31 3/4	31 1/8	+ 5/8	+ 2.00	15	899
A Gross Telecasting	25	24 1/2	+ 1/2	+ 2.04	6	19
O LIN	23 1/4	22 1/4	+1	+ 4.49	14	238
N Metromedia	241	227	+14	+ 6.16	17	957
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	18	17 1/2	+ 1/2	+ 2.85	10	185
N Storer	24 1/4	24 3/4	- 1/2	- 2.02	12	388
N Taft	34 1/8	32 3/8	+1 3/4	+ 5.40	9	326
O United Television	8	8			13	96

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	19 1/2	20 5/8	-1 1/8	- 5.45	14	77
O Affiliated Pubs.	25 3/4	24 7/8	+ 7/8	+ 3.51	9	133
O A.H. Belo	21 1/2	22 1/8	- 5/8	- 2.82	10	202
N American Family	11 1/4	10 7/8	+ 3/8	+ 3.44	10	151
O Associated Commun.	9 3/4	8 1/2	+1 1/4	+14.70		23
N John Blair	37 3/4	37 5/8	+ 1/8	+ .33	9	143
N Charter Co.	9 5/8	9 3/4	- 1/8	- 1.28	12	210
N Chris-Craft	40 1/4	39 1/2	+ 3/4	+ 1.89	10	90
N Cowles	38 3/4	36 3/4	+2	+ 5.44	24	153
N Dun & Bradstreet	80 3/8	75 1/4	+5 1/8	+ 6.81	18	2,176
N Fairchild Ind.	16 3/8	15 3/4	+ 5/8	+ 3.96	5	213
N Gannett Co.	39	39 1/2	- 1/2	- 1.26	12	2,068
N General Tire	24 3/8	24 1/4	+ 1/8	+ .51	9	574
O Gray Commun.	34 1/2	34 1/2			8	17
N Gulf United	20 7/8	21 1/4	- 3/8	- 1.76	7	559
N Harte-Hanks	29 1/8	28	+1 1/8	+ 4.01	11	285
N Insilco Corp.	14 1/8	14 3/4	- 5/8	- 4.23	6	212
N Jefferson-Pilot	25	25 7/8	- 7/8	- 3.38	5	537
O Josephson Intl.	9 1/4	8 1/8	+1 1/8	+13.84	8	35
N Knight-Ridder	36	32 3/4	+3 1/4	+ 9.92	12	1,162
N Lee Enterprises	25 1/2	24 3/8	+1 1/8	+ 4.61	9	176
N Liberty	12 1/4	11 5/8	+ 5/8	+ 5.37	7	156
N McGraw-Hill	52 1/2	51 3/8	+1 1/8	+ 2.18	13	1,305
A Media General	38 1/2	38 5/8	- 1/8	- .32	8	267
N Meredith	64 3/4	63 1/4	+1 1/2	+ 2.37	8	200
O Multimedia	35 1/4	34	+1 1/4	+ 3.67	14	357
A New York Times Co.	41 1/8	39 1/2	+1 5/8	+ 4.11	10	513
N Outlet Co.	33 3/4	34	- 1/4	- .73	44	89
A Post Corp.	30 1/4	29 5/8	+ 5/8	+ 2.10	16	55
N Rollins	12 3/4	12 1/4	+ 1/2	+ 4.08	7	338
N San Juan Racing	22 1/8	22 1/8			49	95
N Schering-Plough	34 1/4	33 3/4	+ 1/2	+ 1.48	11	1,821
N Signal Cos.	18 3/8	18 7/8	- 1/2	- 2.64	7	1,329
O Stauffer Commun.	43	43			10	43
A Tech Operations	17	15 1/2	+1 1/2	+ 9.67	7	15
N Times Mirror Co.	44 1/2	42	+2 1/2	+ 5.95	11	1,519
O Turner Bcstg.	13	12 3/4	+ 1/4	+ 1.96	21	265
A Washington Post	39 1/8	38	+1 1/8	+ 2.96	14	550
N Wometco	27 3/4	27 1/8	+ 5/8	+ 2.30	16	378

CABLE

A Acton Corp.	5 3/8	5 3/4	- 3/8	- 6.52	45	25
N American Express	46 1/2	44 7/8	+1 5/8	+ 3.62	8	4,324
O Burnup & Sims	10 1/2	11 7/8	-1 3/8	-11.57	11	91
O Comcast	16 1/2	16 1/2			14	73
N General Instrument	36 1/4	34 1/2	+1 3/4	+ 5.07	12	1,117
N Heritage Commun.	9	8 3/4	+ 1/4	+ 2.85	28	65
O Rogers Cablesystems	6 3/4	6 5/8	+ 1/8	+ 1.88	28	148
O Tele-Communications	19	15 3/4	+3 1/4	+20.63	41	401
N Time Inc.	34 3/4	32 3/8	+2 3/8	+ 7.33	12	1,729
O Tocom	9	9			9	45
N United Cable TV	23 3/4	20 3/4	+3	+14.45	17	259
N Viacom	23 3/8	23 1/8	+ 1/4	+ 1.08	16	265

Exchange and Company	Closing Wed. Sep 1	Closing Wed. Aug 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 3/4	1 3/4			18	9
N Columbia Pictures	72	72			14	704
N Disney	53 5/8	55 1/2	-1 7/8	- 3.37	16	1,787
N Dow Jones & Co.	42 3/4	41 3/8	+1 3/8	+ 3.32	16	1,342
O Four Star	2 1/2	2 1/4	+ 1/4	+11.11	14	1
N Getty Oil Corp.	47 1/4	48 3/4	-1 1/2	- 3.07	5	3,833
N Gulf + Western	14 3/8	14	+ 3/8	+ 2.67	4	1,061
N MCA	66	65	+1	+ 1.53	17	1,574
N MGM/UA	6 5/8	6	+ 5/8	+10.41	13	329
N Orion	8 5/8	8 3/8	+ 1/4	+ 2.98	1	50
O Reeves Commun.	28 1/2	28 3/4	- 1/4	- .86	10	231
O Telepictures	8	8 1/2	- 1/2	- 5.88	28	39
O Video Corp. of Amer.	4 3/4	4 3/4			25	7
N Warner	40 1/4	38	+2 1/4	+ 5.92	10	2,573
A Wrather	19 3/8	19 3/4	- 3/8	- 1.89	22	43

SERVICE

O BBDO Inc.	49 1/4	46 3/4	+2 1/2	+ 5.34	9	143
O Compact Video	3	2 3/4	+ 1/4	+ 9.09	3	9
N Comsat	61 3/4	61 5/8	+ 1/8	+ .20	16	494
O Doyle Dane Bernbach	18 1/2	16 3/4	+1 3/4	+10.44	9	102
N Foote Cone & Belding	34 1/4	33	+1 1/4	+ 3.78	8	92
O Grey Advertising	62	59	+3	+ 5.08	6	35
N Interpublic Group	36	34 3/4	+1 1/4	+ 3.59	10	166
N JWT Group	18 3/8	18 1/2	- 1/8	- .67	14	96
O MCI Communications	38 1/4	44 1/4	-6	-13.55	21	1,838
A Movielab	2 3/4	2 5/8	+ 1/8	+ 4.76	5	4
O A.C. Nielsen	53 1/2	53 3/4	- 1/4	- .46	15	600
O Ogilvy & Mather	34 3/4	34 1/2	+ 1/4	+ .72	9	147
O Telemation	3	2 7/8	+ 1/8	+ 4.34	8	3
O TPC Communications	3 1/4	3 3/8	- 1/8	- 3.70	2	3
O Unitel Video	7	7 3/4	- 3/4	- 9.67	11	8
N Western Union	33 1/8	33	+ 1/8	+ .37	9	564

ELECTRONICS/MANUFACTURING

O AEL	13 3/8	12 5/8	+ 3/4	+ 5.94	5	25
N Arvin Industries	13 7/8	13 3/8	+ 1/2	+ 3.73	10	95
O C-Cor Electronics	20 1/4	20 1/4			21	60
O Cable TV Industries	4	4			5	12
A Cetec	4 1/2	4 1/8	+ 3/8	+ 9.09	11	9
O Chyron	19	19 1/4	- 1/4	- 1.29	15	51
A Cohu	5 1/4	4 5/8	+ 5/8	+13.51	9	9
N Conrac	25 7/8	26 3/8	- 1/2	- 1.89	10	56
N Eastman Kodak	81 1/2	79 1/4	+2 1/4	+ 2.83	11	13,242
O Elec Missile & Comm.	14 1/4	13	+1 1/4	+ 9.61	53	39
N General Electric	74 1/8	71 1/4	+2 7/8	+ 4.03	10	16,882
N Harris Corp.	28	27 1/8	+ 7/8	+ 3.22	10	876
O Microdyne	9 3/8	9 1/8	+ 1/4	+ 2.73	12	42
N M/A Com. Inc.	17 7/8	17 1/8	+ 3/4	+ 4.37	16	695
N 3M	60 1/2	59 1/4	+1 1/4	+ 2.10	11	7,106
N Motorola	73 5/8	69 5/8	+4	+ 5.74	14	2,639
O Nippon Electric	78 3/4	80 3/4	-2	- 2.47	28	3,051
N N. American Philips	41	40 3/4	+ 1/4	+ .61	5	560
N Oak Industries	15 1/4	13 1/2	+1 3/4	+12.96	7	248
A Orrox Corp.	6 7/8	6 5/8	+ 1/4	+ 3.77	15	15
N RCA	21	19 7/8	+1 1/8	+ 5.66	10	1,584
N Rockwell Intl.	37 1/2	36 1/4	+1 1/4	+ 3.44	10	2,861
A RSC Industries	4 1/2	4 1/2			41	14
N Scientific-Atlanta	13 7/8	12 1/2	+1 3/8	+11.00	13	323
N Sony Corp.	13 1/2	14 1/2	-1	- 6.89	11	3,113
N Tektronix	40 3/4	40 1/8	+ 5/8	+ 1.55	9	764
O Teletet (Geotel Inc.)	1 3/8	1 3/8			4	4
A Texscan	11 7/8	11 7/8			19	69
N Varian Associates	43 1/8	39 3/4	+3 3/8	+ 8.49	19	347
N Westinghouse	31 3/4	30 3/4	+1	+ 3.25	6	2,707
N Zenith	11 1/4	11	+ 1/4	+ 2.27	29	212

Standard & Poor's 400

Industrial Average 132.10 131.32 + .78

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

Movie Channel talks break off

Negotiations between WASEC and three production houses to buy into pay movie service reach end as structural complications arise

The plans for "Premiere II" have gone awry. Negotiations between Warner Amex Satellite Entertainment Co. (WASEC) and MCA, Paramount and Warner Bros. over those producers' purchases of stakes in The Movie Channel (TMC) pay cable service (BROADCASTING, Aug. 16) have been terminated, with WASEC confirming on Monday rumors it staunchly denied the previous Friday.

Collapse of the talks came after almost three months of discussions, and some few weeks after word of them leaked out, along with indications that the final agreement had been expected in short order. The plans called for the three production firms to put up \$25 million each for a quarter interest in TMC. (Warner Bros. is a subsidiary of Warner Communications, the partner with American Express in WASEC).

Commenting on why the parties abandoned their talks, Paramount President Rich Frank said "it was just so complicated—there were four major companies, and there were a number of points that couldn't be resolved." Frank discounted speculation that his firm and MCA had reservations about structuring the venture wherein Warner companies retained 50% of TMC, saying "everyone was comfortable they owned an appropriate part."

WASEC's president, John Schneider, said: "We just couldn't figure out how to put this together"—that the different organizations of the companies involved created "various structural problems" in trying to forge a partnership.

What the collapse of talks means for the future of TMC is unclear. With some 2.2 million subscribers, it is the smallest of the three "foundation" pay cable services, the other being HBO and Showtime. But it has, according to Schneider, just turned the corner of profitability and he added that, WASEC was not talking partnership "to raise capital" (an acknowledgment of the resources of Warner Communications and American Express).

The experience of Showtime seems to suggest that once the break-even point is passed, substantial profits can be realized in the pay-cable business. Indeed, the amount the producers were willing to put up to get into TMC roughly corresponded with the \$40 to \$45 per subscriber Viacom just paid to buy back the half-interest in Showtime that was held by Group W.

TMC, however, did experience growth delay in reaching the break-even point and

now it and its two rivals are faced with the challenge posed by Spotlight—which started as a stand-alone pay service from MSO Times Mirror and now, with MSO's Cox, Storer, TCI and Cablevision as partners, numbers some 600,000 subscribers, most gained through switchouts of the three major pay services (see story, page 56).

Meanwhile, the cessation of talks does nothing to achieve the producers' goal of boosting the prices paid for their product by the pay services, in particular HBO. It was made amply clear by the attempt to establish the original Premiere joint venture and in the court testimony that followed

that the producers consider HBO (which now has over 9 million subscribers itself, and another 1.5 million Cinemax subscribers), to so monopolize the pay market as to be able to set its price, a point hotly contested by HBO.

There are some who hold out the possibility that the abandoned TMC discussions might resume at some later point, although Schneider downplayed that chance.

From the producer's side, Paramount's Frank notes "the pay TV network business is a good business . . . We thought this was a good investment; if others become apparent, we will pursue them." □

Broadcasting's top millionaires. Among the 400 wealthiest Americans, as published by September's issue of *Forbes* magazine, were 30 who hold substantial broadcast, newspaper and publishing interests. According to *Forbes* estimates, Barbara Cox Anthony and Anne Cox Chambers, daughters of the founder of Cox Enterprises, have a "joint net worth [exceeding] \$1 billion." Also high on the list are Samuel and Donald Newhouse, brothers, who each own about \$600 million worth of S.I. Newhouse stock, a diversified communications company founded by their father. Joseph L. Allbritton, newspaper publisher and owner of WJLA-TV Washington, has an estimated net worth of \$250 million. Edward L. Gaylord, whose father founded group owner Gaylord Broadcasting Co., is reported to be worth \$500 million with newspapers and real estate. William B. Ziff Jr., of Ziff Publishing, which is in the process of selling off its TV stations, is estimated to be worth \$200 million. Ted Turner, *Forbes* said, owns total assets worth \$220 million.

CBS Cable, Bravo merger in the works

Deduction is that CBS Cable is trying to move away from ad revenues to monthly sub fees

CBS and Chuck Dolan's Cablevision last week confirmed that they are discussing arrangements under which CBS Cable and Bravo (the Cablevision-managed cultural pay service) might be merged. Neither side would comment on specifics of their negotiations, or on what shape a joint entity might take. But suspicions generally focused on a move by CBS Cable away from its sole dependence on advertiser revenues for support, and toward the inclusion of monthly subscriber fees, a la Bravo.

CBS Cable reaches a potential audience of five million, more than the company's own initial projections of subscriber base growth, but its advertiser revenues are lagging behind expectations as the current economic climate takes its toll on most advertiser-supported cable networks (and radio as well). After start-up costs estimated to have been \$30 million, CBS Cable continues to lose money, an estimated \$25 million this year. Bravo has had its share of disappointments as well—after 18 months in the market, its paid subscriber count is only about 60,000.

CBS made no secret that it would entertain other partnership ideas after efforts to

include CBS Cable in its venture with 20th Century-Fox failed. Last week, word was that Bravo is but one of "many who've come to us." And Cablevision's vice president, programing and technical services, Marc Lustgarten, stressed that no accord has been reached and that "any characterization would be premature."

But bolstering reports that CBS might consider a pay option as the way out of CBS Cable's current dilemma is a survey CBS Cable commissioned back in July. It asked cable customers in systems carrying the service if they would be willing to subscribe to the service if they moved to a city where such a channel was available only as a pay channel. □

NBC revamps Sohmer's turf with added emphasis on Burbank

NBC-TV last Wednesday (Sept. 1) announced a major reorganization of the network's advertising and creative services departments, including the establishment of print advertising and media departments at NBC in Burbank, Calif.

The move, announced by NBC's vice president of advertising and creative services, Steve Sohmer, involves a shift of personnel and activities from the East to West Coasts, and hiring of several of Sohmer's former co-workers from CBS-TV. Sohmer was vice president of advertis-

ing and promotion for CBS from 1977 until July of this year.

"We are locating the print department on the West Coast to be close to the NBC program executives, the producers and production of NBC's programs," Sohmer said. "The media unit will schedule all print and on-air advertising for all NBC-TV network divisions. On-air and print advertising for NBC News and NBC Sports, which are headquartered in New York, will continue to be created in New York."

Joining Sohmer's Burbank staff from CBS are Paul Wang, as vice president, advertising operations and administration;

John Miller, as vice president, affiliate promotion services, and Chuck Stepler, as vice president, special promotion projects. For the past nine years, Wang has been director, administration and promotion, CBS Entertainment. Miller has been director, advertising and promotion, CBS news, East Coast. Stepler worked as an outside consultant to CBS during the past year and is the former director of creative services for ABC-TV.

In addition, Noel Engler, vice president, on-air promotion, West Coast, takes charge of all print advertising and on-air promotion as NBC's vice president, adver-

tising and promotion. Frank Pintauro, vice president, advertising operations, becomes vice president, advertising and creative services, New York, with responsibility for day-to-day creative and management control for the New York-based advertising and creative services department.

NBC has confirmed that positions of 12 advertising and promotion employees in New York are being phased out and that 21 others are being offered positions in Burbank. The network says it is trying to find jobs within the company for those whose positions are eliminated. □

Technology 4

FCC's Lukasik shares his technical visions

Commission's chief scientist gives his thoughts on the future of HDTV and predicts single wire to home may be hard to stop

High-definition television may not be broadcast terrestrially until the 21st century, but consumer demand for better-resolution video images will insure that "HDTV is going to be the normal kind of TV signal eventually," Stephen Lukasik, FCC chief scientist, said last week.

Peering into his crystal ball at a luncheon for reporters, Lukasik also said he expected to see some HDTV transmissions by the end of the decade—even if most of those won't come from direct broadcast satellites or terrestrial broadcasters. In fact, Lukasik said figures cited in a Kalba Bowen study seemed right to him. That study, he said, estimated about 1.1 million homes will receive HDTV by 1990, with 160,000 getting it from DBS, 640,000 getting it from cable and another 320,000 getting it with cassettes and disks. "It smells right to me," Lukasik said.

Lukasik also said the commission was planning to issue a notice of inquiry seeking comment on whether it should relax or delete many of its technical rules. One question the commission would ask, Lukasik said, which could lead to the development of higher resolution television, was what engineers and broadcasters could do "if you weren't chained to the NTSC standard"—that is, how they could improve upon the 525-line standard while retaining a six-mhz bandwidth.

One of the "biggest swingers" for the future, however, Lukasik said, was the whole notion of the Integrated Services Digital Network (ISDN), which he said was already receiving attention from the International Telegraph and Telephone Consultative Committee (CITT). The thrust of the ISDN proposal is to put all electronic communications into one "pipeline" rather than running them

through separate transmission facilities for voice, data, video and so forth. Such a system, he said, would be economically less expensive than running parallel networks; the "single wire" concept also would afford consumers more flexibility in "coupling" services—their telephones and their home computers for example—than separate wires. Besides, he said, the public "wants and likes" the notion of a single wire coming into its homes.

While Lukasik said the ISDN proposal—to deliver all electronic information digitally over the same network—is already technically feasible, he also said a transition to such a system would be "very difficult from a regulatory point of view." Deciding who would control that pipeline would be a "very major regulatory problem," Lukasik said. And although the commission had not looked at the possibility of such a system in great depth, he said the Common Carrier Bureau and the Office of Science and Technology were "very concerned about what it means."

Lukasik also noted that while considerable work had been done to "digitize" signals within television receivers and at the point of production, he didn't think video signals would be transmitted digitally in near term, since digital transmission takes up more bandwidth than the current

analog transmissions. "In 1992, someone might be able to transmit [video signals digitally] on six mhz," he said.

He also said he didn't expect cellular radio ever to replace normal telephones in homes and businesses since cellular phones will be more expensive, bulkier, and subject to more interference and will need spectrum.

For the immediate future, Lukasik said he expected the electronic data transmission business to expand more rapidly than other areas of the telecommunications sector—primarily since little has been done in that area. Nonetheless, Lukasik said, the voice (telephones) and video sectors would generate the most total revenue in the future.

Regardless, he said, the entire telecommunications industry seems marked for expansion. Through the 1990's, the demand for electronic data services will continue to grow, Lukasik said, and the costs of delivering that data will decrease—through improved chip architectures, higher-density chips and devices such as "packet switching" (a more economic method of transmitting aggregates of data simultaneously, rather than transmitting them one at a time).

The 1980's would also see an increase of broadcast data services through subsidiary communications authorizations and teletext, home information systems, two-way cable and digital paging, he said.

Lukasik also said he thought the entire character of the video business would change as a result of the expansion of delivery mechanisms. With more channels available, there should be a higher degree of market segmentation, Lukasik said.

Among the major issues for the future are: which country will dominate the technological scene; whether a move toward ISDN will require more or less regulation; whether there will be "serious" constraints on transborder information flow; whether there will be international constraints on orbit and spectrum use, and whether nonspectrum-using alternatives for point-to-point services can be developed. □



Lukasik

Spotlight pay service making mark; hits 600,000 subscribers

All-movie makeover in works for the pay-cable service

Can a one-time stand-alone find happiness in the multi-pay universe? If the past few months are any indication, Spotlight will, thanks in no small measure to the muscle its five major MSO owners are putting behind that pay-cable service's drive for subscribers. Best estimates set the number of paying customers for Spotlight at 600,000, a number that seems sure to grow as the marketing efforts for Spotlight intensify. And Spotlight President John Cooke last week issued an announcement clarifying the positioning of the service—starting in October, Spotlight will drop the special programming and position itself as an all-movie service.

Spotlight acquired its present configuration as a partnership of five major MSO's back in December at the Western Cable Show. There, Spotlight founder Times-Mirror announced that Cox, Cablevision, Storer and Tele-Communications Inc. were joining it as equity partners. It's understood that equity contribution varies with the number of subscribers.

The attraction then, as now, to those systems is that by operating a pay service themselves, they cut out the middleman costs—costs which are anything but light. Major MSO's pass roughly 40% of the subscribers fees they collect for HBO, Showtime or The Movie Channel on to the programmers. Chunks of that, of course, pay for the programming, transmission costs, consumer advertising and staffing costs of the services, costs that Spotlight would have to duplicate anyway. But Spotlight could start saving money by eliminating affiliate relations and marketing costs—no need to market to the owners or hold their hands. More importantly, there's the contribution the pay services make to their corporate parents' bottom lines—Showtime and The Movie Channel to be sure haven't yet turned much if any profit, but HBO is estimated to be currently operating with a 20% to 25% profit margin. Showtime might turn in a 10% to 15% margin this year. The Spotlight partners are looking to turn such profits back to themselves.

Spotlight's history to date is mostly a compilation of "switchouts"—the system-wide substitution of one cable service for another. Spotlight's Cooke, without putting a number to the total, concedes that "most" of Spotlight's subscribers to date have come from switchouts by the Spotlight partners.

The biggest single switchout was the one engineered by Times-Mirror at the in-

ception of the service last May—210,000 pay cable subscribers in Times-Mirror systems were told that the service to which they subscribed was no longer going to be offered by their system, that Spotlight was the substitute. Cooke notes that the criteria used to determine what service got switched out in each market was simply who had the most subscribers. That hit HBO for some 150,000 subscribers; Showtime for some 40,000.

Most recently, Cox switched out HBO, Cinemax and The Movie Channel in systems totaling 170,000 pay subscribers: an earlier Cox switch in February hit Showtime for 45,000 subscribers. Those programming changes occurred almost entirely in one-pay, older systems with limited channel capacity. Cox, indeed, said that as it rebuilds those systems, it expects to reintroduce cancelled pay services.

That means that the significant question about Spotlight's impact on the pay universe becomes how will Spotlight be positioned and marketed by its partners. Those familiar with the venture admit there's been some pretty "healthy discussion" about Spotlight's programming philosophy among the partners. Marc Lustgarten of Cablevision (which has already concentrated heavily on multi-pay) notes that he expects Spotlight growth for Cablevision to come in new builds. Convinced that "subscribers will take more than one pay," Lustgarten says "there's a clear place for Spotlight to be one or two" among the foundation pay services a system offers.

That's a point repeated by marketers at the competing services—that in Spotlight systems, their own success will depend on being marketed as the complementary service in that foundation pay package along with Spotlight. It's no surprise then that Showtime has emphasized to the industry its recent introduction by Cox in four major new build systems: New Orleans; Saginaw, Mich.; Great Neck, N.Y., and Fort Wayne, Ind. Those launches, says Showtime, "underscore the already evident performance success of the Spotlight-Showtime combination."

Spotlight's Cooke isn't prepared to estimate how his service is going to grow. Introductions, he says, are "independent partner decisions" and Spotlight is just now "calling up new forecasts from the partners." Nor can Cooke say how much growth will come from introductions into competitive multi-pay environments, as opposed to switchouts: that decision as well is "an independent partner consideration... we are not privileged to their plans

says it doesn't see any "major switchouts" in the immediate future.

Given last week's programming announcement, Spotlight's intent is to position itself for a role in the multi-pay market. And given the all-movie formatting, Spotlight may pose the greatest threat to the growth of The Movie Channel and Cinemax in the systems owned by the Spotlight partners. □

NATPE's Larsen to join Almi Group

NATPE International President Charles Larsen will be joining the Almi Group to head a new division for syndication and cable networking.

Larsen, former WABC-TV New York program director, shortly will be named president of Almi Television Productions. Last week contract details still were being finalized and Larsen would offer no comment.

The move to Almi is not expected to affect Larsen's NATPE tenure. Although he will be active on the distribution side, Larsen also will be chief programmer for a planned satellite-transmitted cable network. The latter programming responsibility is thought to keep him a NATPE voting member and therefore eligible for the organization's presidency.

An operator of movie theaters, the Almi Group is principally owned by Al Schwartz and Michael Landis. Almi president, to whom Larsen will report, is Bill Adams.

Almi currently owns a wide ranging portfolio of more than 150 theatrical films. It also plans to produce three to five films a year and is now involved with "The Creature That Wasn't Nice" with Cindy Williams and Patrick Macnee and "I Am The Cheese" with Robert MacNaughton.

With Larsen at the helm, Almi plans to build a full service syndication firm involved in distribution of its movies through various television windows, other television program syndication, and co-productions. The cable service envisioned is expected to have films as its staple.

When Larsen departed WABC-TV earlier this year, NATPE grappled with his eligibility since he no longer was directly working in the programming field. The NATPE board in June cleared the way for him to continue leading the organization by referring the matter of his eligibility to a committee which would not report back until the fall. By that time, Larsen would have come within six months of the next NATPE conference when, according to the organization's by-laws, a president can remain in office regardless of his employment status (BROADCASTING, 21). □

Beyond the Fifth Estate

Intelsat seeks new worlds to conquer

Despite the prospect of increased competition, international satellite carrier's aspirations for the future are as wide-eyed as 18 years ago

The International Telecommunications Satellite Organization (Intelsat) has accomplished what it set out more than 18 years ago to do. It has created an integrated, global satellite system, providing telecommunications services to scores of countries—rich and poor.

And while Intelsat takes pride in its past achievements, it recognizes that it must also prepare for future challenges. Fresh competition from regional international satellite systems and continued competition from the transoceanic cable carriers threaten Intelsat's economic underpinnings and its ability to attain its perennial goal of more service at less cost.

A proliferation of satellite systems offering international service to countries in a particular region, says Joe Pelton, executive assistant to Intelsat's director general, "could undercut the economy of scale that Intelsat has achieved."

That economy of scale combined with advances in satellite technology, Pelton says, have caused the cost of Intelsat services to plummet over the years. Adjusting for the effects of inflation, he says, the price of a single telephone circuit in 1982 is one-eighteenth what it was in 1965 when service was inaugurated.

Intelsat could combat the rise of regional systems among Intelsat member-countries, Pelton says, by invoking a clause in the agreement each Intelsat country signs pledging to promote a single global system. But such a tack, he believes, would fail. "People will support the ideal of global service," he says, "if it coincides with what they really want. If we are not able to provide the products and services at a price people are going to pay with the reliability they want, they are going to go elsewhere."

Consequently, he says Intelsat believes "the best defense is a good offense. We'll be trying to develop new services to deploy the new technologies." With that in mind, Pelton says he is keeping a close eye on developments in television and other forms of telecommunications. He's paying particular attention to wide-band television (high-definition television and stereoscopic television) and videoconferencing, which he believes will be followed by the widespread use of picturephones.

The rise of a regional system does not necessarily mean the advent of competition. So far, only three such systems have been proposed, the European Communications Satellite System, the Arab Communications Satellite System and the Palapa Indonesia domestic system. And all three have been "coordinated successfully with Intelsat technically and economically," Pelton says. Intelsat has come to an understanding with the countries launching the systems, he says, setting forth "what traffic is to be carried on those systems and what traffic would continue to be carried on Intelsat."

The Intelsat system of 1982 is massive, comprising 16 geostationary satellites deployed over three oceans (Atlantic, Pacific and Indian) and 310 earth stations in 155 countries.

The system's capacity and coverage have evolved steadily over the years. Intelsat started in 1965 as a lone Early Bird satellite above the Atlantic Ocean providing service (240 telephone circuits or one "low-quality, black-and-white" television channel) between North American and Europe. In 1969, the global system was completed in time to bring television images of man's landing on the moon to some 500 million viewers around the world.

"What's amazing about Intelsat," Pelton says, "is how quickly we have changed."

For broadcasters, Intelsat has meant live television from virtually anywhere in the world. The hours upon hours of television that stream out of the capitals of the world and into American living rooms flow at some point through the Intelsat system. Reflecting both increased capacity and increased demand, the number of television hours transmitted annually by Intelsat has risen from 80 in 1965 to 35,658 in 1981. And Intelsat predicts the upward trend will continue, projecting 45,000 hours in 1982.

Some of the television audiences assembled by Intelsat are just as impressive as the gross television hours. In addition to the half billion who watched the moon landing, an estimated 1.3 billion



Intelsat V



Pelton

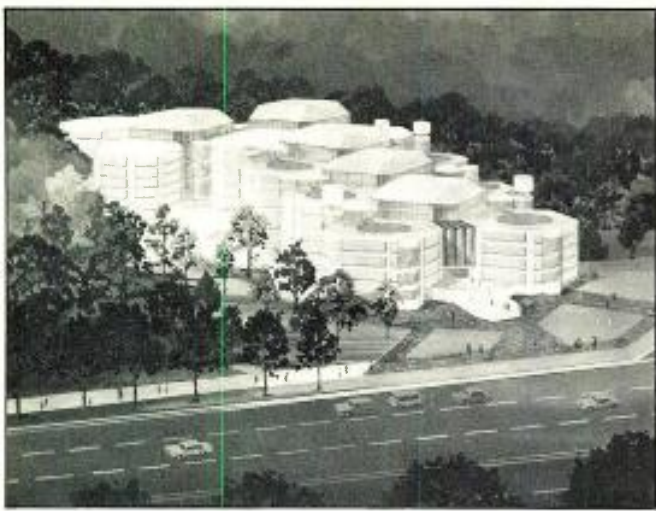
tuned in this year to some portion of the World Cup soccer matches carried by Intelsat. And half the people of the world—more than two billion—are expected to watch via Intelsat, segments of the 1984 Olympic games from Los Angeles.

To increase television usage of the system still further, Intelsat in June 1981 adopted a new tariff permitting member countries or groups of them to lease a full-time TV channel. According to Pelton, the possibilities opened up by the tariff are considerable. For example, he says, a group of countries could use the channel for exchange programs or members of that group could use it part-time for national television distribution.

So far, according to Comsat's Joel Alper, two entities have contracted through the proper channels for the full-time television service. An Australian broadcaster has stepped up with plans to use one transponder to import American programming, and the American Forces Radio and Television Service will use one to beam regular broadcast network programming to a military base in the Indian Ocean.

To handle the ever-greater demand on its system, Intelsat has turned to ever-greater satellites. Three generations of satellites are in use today: Intelsat IV (4,000 voice circuits and two video channels), Intelsat IV-A (6,000 voice, two video) and Intelsat V (12,000 voice, two video). The first of the Intelsat V-A's (15,000 voice, two video) is scheduled for launch in 1984 and the first of the Intelsat VI's (36,000 voice, two video) will be placed in orbit in 1986.

The organization of Intelsat is as unique as the services it provides. It's made up of 106 member countries, each of which has a voice in the running of the system and each of which is entitled to a piece of equity in it. Each country's equity is based roughly, Pelton says, on its use of the system. The U.S. for example, accounts for 22% of the system's usage, earning it a 23%—and, by



Northwest territory. The 500 Washington staffers of Intelsat will move from several locations in the city's L'Enfant Plaza complex into new headquarters in the northwest section of the city. The \$50-million facility is scheduled for completion in October 1984.

far, the largest—share of the system.

Since 1973, Intelsat has been run by a 26-member board of governors of which France's Pierre Godiniaux is chairman. Director General Santiago Astrain is in charge of Intelsat's staff of 520 and the day-to-day operation of the system.

The Communications Satellite Corp., which was instrumental in the formation of Intelsat and which managed it until 1976, is the U.S. representative to Intelsat. It acts as the intermediary between Intelsat and U.S. users of the system and holds the 23% equity in the system.

Comsat's role as the U.S.'s Intelsat representative has undergone some recent changes. In reaction to an FCC study released in May 1980, concluding that Comsat should restructure itself to prevent Intelsat ratepayers from subsidizing Comsat's

competitive services, Comsat shifted all its Intelsat activities under one roof—the World Systems Division. In one of a series of actions affecting Comsat on Aug. 5, the FCC said Comsat's restructuring satisfied its concerns about cross-subsidization, although the FCC had reservations about the accounting methods the World Systems Division would use and the provisions it made for making Intelsat technical information available to the public.

At that meeting, the FCC also authorized the new division to deal directly with large voice and data users. Prior to the action, Comsat was restricted to dealing with a few carriers that, in turn, dealt with the end users. (Television users have been able to deal directly with Comsat for several years.)

Through two notices of inquiry, the FCC also began looking at the question of whether to end Comsat's exclusive access to the Intelsat system. According to Comsat's A.P. Statham, vice president, corporate affairs, Comsat is concerned about the possibly negative impact open access could have not only on Comsat, but also on Intelsat.

Although Pelton insists that Intelsat does not get involved in internal politics and regulation of its member-countries, he betrays a bias in favor of preserving the status quo when asked about the FCC's inquiries. He notes that Comsat has kept its rates lower than those that prevail in most countries and adds that multiple access could be disruptive to Intelsat on a national scale and "chaotic" on an international one. "There is no evidence that the U.S. is suffering from the present arrangement," he says.

Although Intelsat is perceived as an international carrier, Pelton says, it also happens to be the world's leading purveyor of domestic satellite services. For 20 countries from Algeria to Zaire, the Intelsat system is the Satcoms, Westars and Comstars all rolled into one. The domestic satellite service, Pelton says, is "an enormous advantage" to developing countries. "They can enter the age of satellite communications," he says, "by leasing a quarter of a transponder for \$200,000 a year." That "small amount of money," he says, contrasts sharply with the \$200 million it takes to launch a dedicated domestic satellite system.

Algeria, which has enjoyed the benefits of the Intelsat's domestic service since 1974, uses its capacity for telephone communications until 5 p.m. and then switches to national television distribution. Initiation of the service there quickly shattered a centuries-old tradition, Pelton says. The markets had traditionally closed at sunset, Pelton says, but "a week after the service began, the markets began closing at 5 p.m. because that's when the TV came on."

Another hidden facet of Intelsat is its participation in the International Maritime Satellite Organization (Inmarsat), an organization similar to Intelsat that provides satellite communications services to ships at sea. Inmarsat combines the resources of the maritime systems of Comsat, the European Space Agency and Intelsat into one integrated system.

Possible answers to the expected crush of demand in the future, Pelton says, are large space platforms—the National Aeronautics and Space Administration is working on one for launch in 1988 or 1989 that will have at least 10 times the capacity of Intelsat VI and satellite clusters in which several interconnected satellites orbit in the same geostationary slot.

Although Pelton is unsure where satellite technology will lead in the 21st century, he would be happy if it evolved in the next 25 years as rapidly as it has in the past 20. If the technology advanced at the same pace, he says, the spacecraft of 2007 would weigh 40 metric tons and have the ability to simultaneously handle five million voice circuits. (He concedes, however, that projections he's seen are "less ambitious" than his "straight-line extrapolation.")

Intelsat believes that by keeping an eye on technology and demands for new service it will be able to offer highly reliable services at decreasing costs far into the future, despite the specter of competition. "One image I would like to portray," says Pelton, "is that we are not an organization with our wagons circled around us, firing at the invaders. We are very much looking at the future with a high degree of confidence and optimism." □

Data pact reached. The U.S. and Canada have concluded an agreement under which they will use domestic satellites to transmit data across their common border. The agreement, executed in an exchange of letters dated Aug. 24, represents another step in the implementation of FCC policy adopted in October 1981, which detailed the circumstances under which domestic satellites may be used for international services. The exchange of letters followed by two months the two countries' agreement in principle on the issue (BROADCASTING, June 21).

The agreement does not provide for the transmission of entertainment programming. The Canadians, already concerned over what they regard as America's cultural invasion of their country, are reluctant to facilitate the entry of additional American television programming.

The commission's transborder policy, formulated in consultation with the State Department, maintains that domestic satellites may be used for transborder service provided Intelsat facilities cannot provide the service or it would be uneconomical or impractical for American companies to use the international system.

Washington and Ottawa notified Intelsat in June of their plans to establish a transborder service. They said the service would be in compliance with the Intelsat charter in that it would not adversely affect the global system. An Intelsat response is still awaited.

The commission last year granted applications for transborder service between the U.S. and various countries in the western hemisphere including Canada. Subsequently, talks between the U.S. and Canada were held that led to the exchange of letters.

Under the terms of the agreement, the satellite services in the two countries will negotiate the division of revenues. And the earth stations and related facilities used in Canada will be owned and operated by Canadian entities and the stations and facilities employed in the U.S. will be owned and operated in accordance with U.S. law. Both governments, in their letters, say they continue to support the concept of the Intelsat global system, and are mindful of their obligations under the Intelsat agreement.

For the Record

As compiled by BROADCASTING, Aug 16 through Aug. 20, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ Redding Calif.—McCarthy Enterprises seeks 97.3 mhz, 28.2 kw, HAAT: 3,570 ft. Address: P.O. Box 190, Red Bluff, Calif. 96080. Principal: Robert E. McCarthy and family, who have no other broadcast interests. Filed Aug. 25.

■ Walsenburg, Colo.—Quintana Broadcasting Inc. seeks 102.3 mhz, 3 kw, HAAT: -81 ft. Address: Box 593, Walsenburg 81089. Principals: Virginia Quintana, Marvin Sussman, Kris Jeter (30% each) and Floyd Jeter (10%). Floyd Jeter owns KFLJ(AM) Walsenburg. Filed Aug. 25.

■ Walsenburg, Colo.—Redwing Broadcasting Inc. seeks 102.3 mhz, 3 kw, HAAT: 381 ft. Address: 136 West Seventh Street, Walsenburg 81089. Principals: Jesse Manzanares (40%) and wife, Kathryn (35%), and Gerald L. Castro (25%). Castro is news director at KLMO-AM-FM Longmont, Colo. Filed Aug. 23.

■ Widefield, Colo.—Louis E. Allen seeks 106.3 mhz, 60 w, HAAT: 634 ft. Address: 411 Lakewood Circle, Colorado Springs 80910. Principal: Allen is former account executive with CBS Radio Spot Sales, Chicago. Filed Aug. 25.

■ Cape Coral, Fla.—L.B.C. Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 9600 South Tamiami Trail, Ft. Myers, Fla. 33907. Principal: Frederick L. Lippold (100%), who is 90% owner of Media Pac Inc., Ft. Myers time buying service and barter house. He has no other broadcast interests. Filed Aug. 24.

■ North Fort Myers, Fla.—Janet G. Kneller seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 47 Wood Pond Road, West Hartford, Conn. 06107. Principal: Kneller has no other broadcast interests. Filed Aug. 25.

■ Kailua-Kona, Hawaii—Abell Communications Corp. seeks 93.5 mhz, 3 kw, HAAT: 730 ft. Address: 6400 York Road, Baltimore 21212. Principal: Subsidiary of the A.S. Abell Co., Baltimore-based publisher of *The Sun* and *Evening Sun* and owner of WRLX(AM)-WMAR-TV Baltimore; WDOQ(FM) Daytona Beach, Fla.; WCRJ-AM-FM Jacksonville, Fla.; and WTJZ(AM)-WQRK(FM) Newport News, Va. Stuart Frankel is president of Radio Division. Abell also is applicant for new FM at Lahaina, Hawaii. (see below) Filed Aug. 24.

■ Lahaina, Hawaii—Abell Communications Corp. seeks 93.5 mhz, 3 kw, HAAT: -1,275 ft. Address: 6400 York Road, Baltimore 21212. Principal: Subsidiary of the A.S. Abell Co., Baltimore-based publisher of *The Sun* and *Evening Sun* and owner of WRLX(AM)-WMAR-TV Baltimore; WDOQ(FM) Daytona Beach, Fla.; WCRJ-AM-FM Jacksonville, Fla.; and WTJZ(AM)-WQRK(FM) Newport News, Va. Stuart Frankel is president of Radio Division. Abell also is applicant for new FM at Kailua-Kona, Hawaii. (see above) Filed Aug. 25.

■ Lahaina, Hawaii—Lahaina Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT: -1,240 ft. Address: Box 774050, Steamboat Springs, Colo. 80477. Principals: Douglas Faigin and wife, Mary Jean Pew (100% jointly), who jointly own 40% of KSBT-AM-FM Steamboat Springs, Colo., and 5% of KHFX(FM) Carmel Bay, Calif. Filed Aug. 25.

■ Lahaina, Hawaii—Lahaina Broadcasting Ltd. seeks 93.5 mhz, 3 kw, HAAT: -100 ft. Address: P.O. Box 85, Kula, Hawaii 96790. Principals: Violet M. Kowalski, president (22%) and husband, Alexander Kowalski (48%) and two others. Alexander Kowalski is chief engineer at KAOL-FM-TV Wailuku, Hawaii. Filed Aug. 25.

■ Petersburg, Ind.—Pike County Broadcasting Co. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 612 Main Street, Petersburg, Ind. 47567. Principal: W. Wyatt Rauch, president (20%) and four others, none of whom have other broadcast interests. Filed Aug. 25.

■ Hays, Kan.—Peak Broadcasting Co. seeks 99.5 mhz, 100 kw, HAAT: 562 ft. Address: 1411 Emery Street, Longmont, Colo. 80501. Principals: Jon E. Hotaling, Joan Bellmann, Terri A. Black (20% each), Kevin Fulton, Helen Jindra (15% each) and Connie Chapin (10%). Black and Chapin each own 20% of KKOZ(AM) Ava, Mo. Filed Aug. 23.

■ Poplar Bluff, Mo.—Foster Broadcasting seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Route 2, Will McSwean Road, Ozark, Ala. 36360. Principals: Deborah L. Foster (80%) and Linda P. Cox (20%). Foster is general manager at WORJ(AM)-WAYD(FM) Ozark, Ala. Cox is traffic manager at WJHR(FM) Jackson, Tenn. Filed Aug. 25.

■ Bozeman, Mont.—Old West Broadcasting Inc. seeks 95.1 mhz, 100 kw, HAAT: 164 ft. Address: 203 Miners Bank Building Butte, Mont. 59701. Principals: George D. McCarthy, John S. Cote, (25% each), Carolyn S. McCarthy (50%), who also are applicants for new FM at East Helena, Mont. Filed Aug. 25.

■ Bozeman, Mont.—Bill E. Stallard seeks 95.1 mhz, 100 kw, HAAT: 776 ft. Address: 613 Laurel Avenue, Plentywood, Mont. 59254. Principal: Stallard is president and 6% owner of KATQ-AM-FM Plentywood, Mont., which is principally owned by his parents. He also owns 10% of applicant for new TV at Bozeman. Filed Aug. 25.

■ Bozeman, Mont.—Westradio seeks 95.1 mhz, 100 kw, Address: Third and Mendenhall, Bozeman, Mont. 59715. Principals: Michael Nash and John Bronken (50% each). Nash is Bozeman attorney. Bronken owns 50% of KWYS(AM)-KXXL(FM) West Yellowstone and Bozeman, Mont. Filed Aug. 25.

■ Centralia, Mo.—Southwest Communications Inc. seeks 92.1 mhz, 1 kw, HAAT: 514 ft. Address: 200 Sidney Street, St. Louis, Mo. 63104. Principal: Dennis M. McDaniel (100%), who has no other broadcast interests. Filed Aug. 25.

■ Mt. Vernon, Ohio—Knox Communications seeks 98.3 mhz, 1 kw, HAAT: 480 ft. Address: 906 Howard Street, Mt. Vernon 43050. Principals: Turn-key Broadcast Systems Inc. (95%) and Phil Nichols (5%). Turn-key is principally owned by John W. Smith Sr. and family. Nichols is former board operator at WSFJ(TV) Newark, Ohio. Smith is Jeffersonville, Ind., consulting engineer. Filed Aug. 24.

■ Ashland, Ore.—Cecilia Murphy seeks 105.1 mhz, 100 kw, HAAT: 1,453 ft. Address: 5290 S.W. Elm

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Street, Beaverton, Ore. 97005. Principal: Murphy is regional sales manager at KSLM(AM)-KSKD(FM) Salem, Ore., and 20% owner of new permittee for Florence, Ore. Filed Aug. 5.

■ Cape Coral, Fla.—Todd Stuart Noordyk seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 12984 24th Avenue, Marne, Mich. 49435. Principal: Todd Noordyk is son of Stuart P. Noordyk, who owns WSHN-AM-FM Fremont, Mich. Filed Aug. 25.

■ Freeport, Tex.—Willis J. Harpole seeks 102.5 mhz, 100 kw, HAAT: 541 ft. Address: Box 758, Batesville Road, Uvalde, Tex. 78801. Principal: Harpole is principal owner of KCVY(AM) San Marcos, Tex., and 49.8% owner of KVOV(AM)-KYUF(FM) Uvalde, Tex., and applicant for new FM at Midland, Tex. Filed Aug. 24.

■ Freeport, Tex.—Satellite Syndicated Systems Inc. seeks 103.3 mhz, 100 kw, HAAT: 453 ft. Address: P.O. Box 45684 Tulsa, Okla. 74145. Principal: Edward L. Taylor is president and principal owner. Through subsidiaries, SSS also owns WIHT(TV) Ann Arbor, Mich., and 50% of KGCT(TV) Tulsa, Okla. Filed Aug. 25.

■ Tremonton, Utah—Jeff Casey seeks 104.9 mhz, 3 kw, HAAT: -111 ft. Address: P.O. Box 5245, Boise, Idaho 83705. Principal: Casey has no other broadcast interests. Filed Aug. 24.

TV applications

■ Gadsden, Ala.—Sterling Associates Ltd. seeks ch. 60: ERP: 1,368 kw vis., 136 kw aur., HAAT: 1,013 ft.; ant. height above ground: 351 ft. Address: 7469 Twinbrook Drive, Chattanooga, Tenn. 37421. Legal Counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: A.G. Thiessen (51%) and wife, Ellen Ann (49%). A.G. Thiessen is principal in applicant for new FM at Hilton Head, S.C., and limited partner in applicant for new TV's at Madison, Wis., Waterloo, Iowa; Boise, Idaho, Anacortes, Wash., and Knoxville, Tenn. Filed Aug. 24.

■ Citrus Heights, Calif.—Royce International Broadcasting Co. seeks ch. 29: ERP: 2,400 kw vis., 48 kw aur., HAAT: 500 ft.; ant. height above ground: 315 ft. Address: 777 Campus Commons Drive, Sacramento 95825. Principal: Edward R. Stolz II (100%) who owns KWOD (FM) Sacramento and KROQ(AM) Burbank, Calif., and is applicant for new FM at Desert Hot Springs, Calif., and new TV at Caldwell, Idaho. Filed Aug. 24.

■ *Santa Rosa, Calif.—Bay North Educational TV Inc. seeks ch. 62: ERP: 2,421 kw vis., 242 kw aur., HAAT: 2,010 ft. Address: 21 Gregg Place, Novato, Calif. 94947. Principal: Harold K. Graves is chairman. James Rives, Sacramento, Calif.

■ Sacramento, Calif.—Alden Communications Corp. seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,075 ft.; ant. height above ground: 557 ft. Address: 120 North Robertson Blvd., Los Angeles 90048. Legal counsel: Fly, Shuebruk, Ganquine, Boros, Schulkind & Braun, New York and Washington. Principal: Subsidiary of Robertson Properties Inc., which is wholly owned by Michael Forman. He is applicant for new TV's at Tucson; Fresno, Calif.; Denver, and

Galveston, Tex. Filed Aug. 24.

■ Sacramento, Calif.—Capitol Hispanic Broadcasters seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,363 ft.; ant. height above ground: 1,316 ft. Address: 18026 Rodarte Way, Encino, Calif. 91316. Principals: Dennis Luna (40%), Jesse Casso Jr. and George Castro (30% each), who have no other broadcast interests. Filed Aug. 24.

■ Sacramento, Calif.—Channel 29 Investors seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,413 ft.; ant. height above ground: 1,448 ft. Address: 810 Southwick Way, Sacramento 95825. Principals: Channel 29 Investors (85%, limited partner) and River City Television Inc. (15%, general partner). Channel 29 is group of 15 stockholders. River City is group of six stockholders headed by Ramsey G. Elliot, president and one-third owner. Elliot is vice president for McClatchy Newspapers. Filed Aug. 24.

■ Sacramento, Calif.—Delta Broadcasting Inc. seeks ch. 29: ERP: 2,090 kw vis., 209 kw aur., HAAT: 405 ft.; ant. height above ground: 209 ft. Address: 6420 Wilshire Blvd., Los Angeles 90048. Legal counsel: Tepper & Edmundson, Washington. Principals: Lawrence Rogrow and Garry Spire (50% each), who hold CP for new low power UHF at Hermosa, Colo. They also are applicants for new TV at Houston. Filed Aug. 24.

■ Sacramento, Calif.—Do Decca Ecktron Corp. seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,500 ft.; ant. height above ground: 1,477 ft. Address: 2907 Morgan Road, Ceres, Calif. 95307. Legal counsel: Gardner, Carton & Douglas, Washington. Principals: Ronald J. Malik (51%), Mattice F. Harris Jr. (39%) and Glen Dale Bell (10%). Malik is applicant for 13 low power TV stations. Filed Aug. 24.

■ Sacramento, Calif.—El Dorado TV Co. seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,483 ft.; ant. height above ground: 1,529 ft. Address: 415-A South Broadway, Santa Maria, Calif. 93454. Legal counsel: Kirkland & Ellis, Washington. Consulting engineer: Pathfinders Ltd., Silver Spring, Md. Principals: Leticia Jaramillo (90%) and Joseph Rey (10%). Rey is general manager of WCMQ(AM) Miami and WCMQ(FM) Hialeah, Fla. Leticia Jaramillo is sister of Susan Jaramillo, general partner is permittee WDZL(TV) Miami. Filed Aug. 24.

■ Sacramento, Calif.—Michael L. Parker seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 677 ft.; ant. height above ground: 263 ft. Address: 2104 North 30th Tacoma, Wash. 98403. Principal: Parker owns 11.11% of CP for new TV at Tacoma, Wash.; 9.1% of permittee KTBY(TV) Anchorage, Alaska; 6.7% of CP for new TV at Honolulu. Filed Aug. 24.

■ Sacramento, Calif.—Ponce-Nicasio Broadcasting seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,296 ft.; ant. height above ground: 1,268 ft. Address: 1029 K Street, Suite 23, Sacramento, Calif. 95814. Principal: Applicant consists of Ponce-Nicasio Broadcasting Inc. and Ponce-Nicasio Broadcasting, limited partnership. Ponce-Nicasio is owned by Carmen Briggs (100%). Limited partnership is owned by Briggs (69%), Dora Clapp (14%), Edwina Auel (14%) and John Virga (3%). Briggs is director of foundation of Constitutional Education. Filed Aug. 24.

■ Sacramento, Calif.—Sacramento Entertainment TV Ltd. seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,309 ft.; ant. height above ground: 1,353 ft. Address: 400 Davey Glen Road, Belmont, Calif. 94002. Principals: Michael Martin (51%) and Adrian Woodfork (49%), who have other broadcast interests. Filed Aug. 24.

■ Waterloo, Iowa—The Independence Broadcasting Corp. seeks ch. 22: ERP: 2,315 kw vis., 231 kw aur., HAAT: 1,309 ft.; ant. height above ground: 1,305 ft. Address: 111 Third Street, Des Moines, Iowa 50309. Principals: William J. Trout (17.33%) and wife, Barbara (16%); Raymond J. Gazzo (17.3%) and wife, Jean (16%), and Carl G. Goldsberry (18.33%) and wife, Linda (15%). They own construction permit for new TV on ch. 17 at Des Moines. Filed Aug. 24.

■ Lawrence, Kan.—Denning Santee Communications Inc. seeks ch. 38: ERP: 863 kw vis., 172.6 kw aur., HAAT: 244 ft. Route 1, Box 181, Lawrence, Kan. 66044. Legal counsel: Booth & Freret, Washington. Consulting engineer: Vir James, Denver. Principals: Danna L. Denning (75%) and Edward W. Santee (25%), who own KZIP(AM) Amarillo, Tex. Filed Aug. 24.

■ Lawrence, Kan.—Horizon Communications 38 Ltd. seeks ch. 38: ERP: 1,170 kw vis., 117 kw aur., HAAT: 841 ft.; ant. height above ground: 824 ft. Address: 4828 Rose Avenue, Cleveland, Tenn. 37311. Legal counsel: Covington & Burling, Washington. Consulting engineer Hammett & Edison. Principals: Farrell B. Jones (75%) and Susan L. Bivens (25%). Jones owns 75% of applicant for new TV at Roanoke, VA.; 66% of applicant to buy KSPR(TV) Springfield, Mo.; 10% of applicant for new TV at Salem, Mass., and 5% of applicant for new TV at Daytona Beach, Fla. Filed Aug. 24.

■ Humacao, P.R.—Angel E. Bocanegra seeks ch. 68: ERP: 825 kw vis., 99 kw aur., HAAT: 773 ft.; ant. height above ground: 218 ft. Address: P.O. Box 503, Luguillo, P.R. Legal counsel: Liberman, Sanchez, Bentley, Washington. Principal: Bocanegra has no other broadcast interests. Filed Aug. 24.

■ Mayaguez, P.R.—Ana J. Plaza seeks ch. 22: ERP: 90 kw vis., 9 kw aur., HAAT: 1,090 ft.; ant. height above ground: 83 ft. Address: Miramontes, El Garden Ct., Guaynabo, P.R. 00657. Legal counsel: Baraff, Koerner, Olender & Hochberg, Washington. Principal: Plaza has no other broadcast interests. Filed Aug. 23.

■ Toa Baja, P.R.—Freddie Gauthier Broadcasting Co. seeks ch. 64: ERP: 217 kw vis., 43 kw aur., HAAT: 391 ft.; ant. height above ground: 361 ft. Address: Gemini FD35 Irlanda, Bayamon, P.R. 00619. Principals: Frederick Gauthier de Castro (80%), and wife, Carmen Rodriguez (15%) and Edward G. Osborne (5%). Gauthier owns 60% construction permit for Sabana Grande, P.R. Filed Aug. 24.

■ *Fort Worth, Tex.—Texas Educational Network seeks ch. 31: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,055 ft. Address: 3504 Acorn Run, Fort Worth 76109. Legal counsel: Keith & Smithwick, Winston-Salem, N.C. Consulting engineer: Peter V. Gurekakis & Associates, Rockville, Md. Principal: Warren S. Binio is president. He is former president of applicant for new educational TV at Houston. Filed Aug. 24.

AM action

■ Maryville, Ohio—Mid America Broadcasting Co. granted 1270 khz, 500 w-D, 500 w-N. Address: 1274 Ducrest Drive South, Columbus, Ohio 43220. Estimated construction costs: \$203,000; first-quarter operating cost: \$27,800; first-year revenue: \$120,000. Principal: Ronald E. Barlow (100%), who is public information officer for Ohio Department of Transportation and has no other broadcast interests. (BP-811014AB). Action Aug. 16.

FM actions

■ Clinton, Ark.—Weber-King Radio granted 92.1 mhz, 800 w, HAAT: 574 ft. Address: Main & Criggs, Clinton, Ark. 72031. First-quarter operating cost: \$25,800. Principals: Victor R. Weber (75%) and Sidney R. King (25%), who own KGFL(AM) Clinton, Ark. (BPH-810812A1). Action Aug. 13.

■ *Albert Lea, Minn.—Independent School District No. 241 dismissed application for 90.7 mhz, 126.7 w, HAAT: 72 ft. Address: 504 W. Clark St., Albert Lea 56007. (BPED-800218AA). Action Aug. 12.

■ Havre, Mont.—Hi-Line Radio Fellowship Inc. granted 95.1 mhz, 100 kw, HAAT: 793 ft. Address: 601 Third St., Havre 59501. Estimated construction cost: \$244,600; first-quarter operating cost: \$30,800; revenue: \$40,000. Format: Religious. Principal: Mar-

Summary of broadcasting

FCC tabulations as of June 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,667	0	1	4,668	121	4,789
Commercial FM	3,378	1	1	3,380	237	3,617
Educational FM	1,112	0	0	1,112	80	1,192
Total Radio	9,157	1	2	9,160	430	9,590
Commercial TV						
VHF	524	1	0	525	12	537
UHF	271	0	0	271	124	395
Educational TV						
VHF	103	1	3	107	9	116
UHF	162	2	4	168	16	184
Total TV	1,060	4	7	1,071	161	1,232
FM Translators	477	0	0	477	257	734
TV Translators						
UHF	2,734	0	0	2,734	284	3,018
VHF	1,635	0	0	1,635	409	2,044

*Special temporary authorization

**Includes off-air licenses

vin R. Calahan, who is Havre life insurance agent and has no other broadcast interests. (BPH-800828AA). Action Dec. 21, 1981.

Ownership changes

Applications

■ WINN(AM) Louisville, Ky. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Whatever's Fair Kentucky Inc. to Communications Properties Inc. for \$774,900 (BROADCASTING, Aug. 30). Seller: John T. Rutledge (65%), Charles R. Legette (30%) and John Rutledge's wife, Marcella (5%), who have no other broadcast interests. Buyer is owned by David Roederer (51%) and David E. Rogers (49%), who are former owners of WKED(AM) Frankfort, Ky., which they sold last year for \$350,000 (BROADCASTING, Sept. 7, 1981). Filed July 18.

■ WARK(AM)-WWCS(FM) Hagerstown, Md. (AM: 1490 khz, 1 kw-D, 250 w-N; 106.9 mhz, 13.5 kw, HAAT: 840 ft.)—Seeks assignment of license from Rau Radio Stations Inc. to Manning Broadcasting Inc. for \$730,000 (BROADCASTING, Aug. 16). Seller is Washington-based group owner of live AM's and live FM's owned by Robin Rau Henry, president, and Rau family. Buyer: Fred W. Manning and wife, Margaret A. (70% jointly) and son, Eugene J. Manning (30%). Fred Manning owns 20% of WICK(AM) Scranton, Pa. Fred Manning owns Jim Thorpe, Pa., far processing company. Eugene Manning is former Harrisburg, Pa., Associated Press broadcast executive. Filed Aug. 6.

■ WMVQ(FM) Amsterdam, N.Y. (97.7 mhz, 3 kw, HAAT: 135 ft.)—Seeks assignment of license from WMVQ Corp. to Richbern Broadcasting Corp. for \$170,000. Seller is principally owned by Joseph M. Isabel, who earlier tried to sell station for \$250,000 (BROADCASTING, Nov. 19, 1981) but deal fell through. Buyer Frederick Medeiros and Bernard Glazer (50% each). Filed Aug. 2.

■ KCIV(FM) The Dalles, Ore. (104.7 mhz, 32 kw, HAAT: 1,892 ft.)—Seeks assignment of license from Leslie L. Cunningham to Mid Columbia Broadcasting Inc. for \$400,000. Seller has no other broadcast interests. Buyer is group of seven stockholders headed by Steven M. Wood, president and 51% owner. Wood is Parkdale, Ore., orchardist and investor and has no other broadcast interests. Filed Aug. 18.

■ WSM-AM-FM Nashville, Tenn. (AM: 650 khz, 50 w-U; FM: 95.5 mhz, 100 kw, HAAT: 1,280 ft.)—Seeks transfer of control of WSM Inc. from NLT Corp. (100% before; none after) to American General Corp. (none before; 100% after). Principals: Application is part of overall \$1.5 billion merger of NLT into American General (BROADCASTING, July 12) and no value has been specifically assigned to WSM-AM-FM transfer. Last year NLT Corp. sold WSM-TV Nashville to Gillette Broadcasting Co. for \$38 million (BROADCASTING, Oct. 5, 1981). Filed Aug. 4.

■ KPEP(FM) Gatesville, Tex. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Monarch Communications Systems Inc. to Hornet Broadcasting Inc. for \$33,510. Seller is principally owned by Ron Briley, who bought KPEP (formerly KMCS) in 1979 for \$115,000 plus \$10,000 for noncompete agreement (BROADCASTING, June 11, 1979). He has no other broadcast interests. Buyer is owned by Edward H. Tricker (100%), who is one-third owner of KROX(AM) Crookstown, Minn., which he bought with two other principals in 1980 for \$620,000 (BROADCASTING, July 14, 1980). Filed Aug. 9.

Actions

■ WSVQ(AM) Harrogate, Tenn. (740 khz, 250 w-D)—Granted assignment of license from Appalachian Communications to Appalachian Communications for \$6,000. Seller: Tom E. Amis, one-third owner of WSVQ(AM), is transferring his interest to remaining stockholders. Buyer: Charles E. Ownes III and Douglas Mullins (50% each), who currently each own one-third of WSVQ(AM). (BAL-820618GE). Action Aug. 18.

■ WBHITV(CP) Memphis, Tenn. (ch. 30, 1,452 kw vis., 145 kw aur., HAAT: 502 ft.)—Granted assignment of construction permit from Memphis Area Telecasters to The Television Corporation of Memphis. Assignment proposed reordering of stockholders. Currently stockholders are: Memphis Thirty Inc. and TV 30 Inc. (40.932% each) and the Television Corporation Stations (18.136%). After transaction, stockholders will be: The Television Corporation Stations (51%), TV 30

Inc. and Memphis Thirty Inc. (24.5% each). (BAPT-820706GF). Action Aug. 7.

Facilities changes

AM applications

Tendered

■ KUKU (1250 khz) Wickenburg, Ariz.—Seeks CP to increase power to 1 kw. Ann. Aug. 25.

■ WINI (1420 khz) Murphysboro, Ill.—Seeks CP to increase D power to 1 kw; install DA-2; change (day site) TL; and make changes in ant. sys. Ann. Aug. 19.

■ WCNS (1480 khz) Latrobe, Pa.—Seeks CP to change hours of operation to U by adding 1 kw-N. Ann. Aug. 19.

■ WBCV (1550 khz) Bristol, Tenn.—Seeks CP to increase power to 5 kw. Ann. Aug. 24.

■ KCNY (1470 khz) San Marcos, Tex.—Seeks CP to change hours of operation to U by adding 250 w-N. Ann. Aug. 23.

Accepted

■ KKBB (1090 khz) Aurora, Colo.—Seeks MP of CP to modify D dir. ant. pattern augmentation. Ann. Aug. 23.

■ KKBB (1090 khz) Aurora, Colo.—Seeks MP to modify N ant. standard radiation pattern. Ann. Aug. 24.

■ WKIZ (1500 khz) Cocoa, Fla.—Seeks MP of CP (BP21175) to add augmentation to standard modified pattern. Ann. Aug. 18.

■ WRIC (1550 khz) Coral Gables, Fla.—Seeks MP (BP20043) to augment standard N pattern. Ann. Aug. 24.

■ WLYN (1360 khz) Lynn, Mass.—Seeks MP of CP (BP-18548) to install new tower with increased tower height of 385 ft. above terrain and to reduce output power. Ann. Aug. 19.

■ KYST (920 khz) Texas City, Tex.—Seeks modification of CP (BP-801219AA) to change augmentation of N dir. ant. pattern. Ann. Aug. 23.

■ WSCW (1410 khz) South Charleston, W. Va.—Seeks modification of CP (BP-810904AD) to change TL. Ann. Aug. 25.

FM applications

Tendered

■ KGFT (101.7 mhz) Carpinteria, Calif.—Seeks CP to increase ERP to 380 w. Ann. Aug. 20.

■ WABK-FM (104.3 mhz) Gardiner, Me.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 50 kw; increase HAAT to 372 ft. and change TPO. Ann. Aug. 20.

■ WCBY-FM (105.1 mhz) Cheboygan, Mich.—Seeks CP to change ERP to 100 kw; change HAAT to 600 ft. and change TL. Ann. Aug. 24.

■ *WMSB (89.1 mhz) Mississippi State, Miss.—Seeks CP to change frequency to 96.7 mhz. Ann. Aug. 24.

■ KMIT (102.3 mhz) Mitchell, S.D.—Seeks modification of CP (BPH-800407AG, As Mod.) to change TL; increase ERP to 61.7 kw; increase HAAT to 471 ft. and change TPO. Ann. Aug. 20.

■ KNOK-FM (107.5 mhz) Fort Worth, Tex.—Seeks modification of CP (BPH-820330AL) to change TL; increase HAAT to 1095 ft. and change TPO. Ann. Aug. 20.

■ KWLV (93.3 mhz) San Angelo, Tex.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 698 ft. and make changes in ant. sys. Ann. Aug. 20.

■ WIZM-FM (93.3 mhz) La Crosse, Wis.—Seeks CP to change TL; increase HAAT to 1,021.5 ft. and change TPO. Ann. Aug. 20.

Accepted

■ KSRF (103.1 mhz) Santa Monica, Calif.—Seeks modification of CP (BPH-790130AC) to change TL; increase ERP to 2 kw and decrease HAAT to -95 ft. Ann. Aug. 18.

■ WAUR (107.9 mhz) Aurora, Ill.—Seeks CP to decrease ERP to 22.4 kw; increase HAAT to 735 ft.; change TPO. Ann. Aug. 20.

■ WBYG (99.9 mhz) Kankakee, Ill.—Seeks CP to utilize former trans. and ant.; change ERP to 1.87 kw; change HAAT to 245 ft. to be located at site other than

main and change TPO. Ann. Aug. 18.

■ *WUEV (91.5 mhz) Evansville, Ind.—Seeks CP to make changes in ant. sys. change type trans.; change type ant.; increase ERP to 6.1 kw (v) and increase HAAT to 155 ft. (v). Ann. Aug. 20.

■ KCHA-FM (95.9 mhz) Charles City, Iowa—Seeks CP to increase HAAT to 300 ft. and change TPO. Ann. Aug. 25.

■ KBUF-FM (97.3 mhz) Garden City, Kan.—Seeks CP to change TL; increase ERP to 100 kw; increase HAAT to 463 ft. and change TPO. Ann. Aug. 25.

■ WLYN-FM (101.7 mhz) Lynn, Mass.—Seeks CP to increase HAAT to 300 ft. Ann. Aug. 20.

■ KNFR (103.3 mhz) Albuquerque, N.M.—Seeks CP to make changes in ant. sys.; change TL; change type ant.; increase ERP to 2295 kw; decrease HAAT to 4,048 ft. and change TPO. Ann. Aug. 25.

■ WALK-FM (97.5 mhz) Patchogue, N.Y.—Seeks modification of CP (BPH-811022AI) to decrease HAAT to 530 ft. Ann. Aug. 23.

■ KPNW-FM (99.1 mhz) Eugene, Ore.—Seeks CP to change TL. Ann. Aug. 18.

■ KBNR (88.3 mhz) Brownville, Tex.—Seeks modification of CP (BPEID-801118AF, as mod.) to change TL and SL. Ann. Aug. 20.

TV applications

Accepted

■ KOOL-TV (ch. 10) Phoenix—Seeks CP to change HAAT to 2,000 ft. and change ant. to circular polarization. Ann. Aug. 19.

■ KSBW-TV (ch. 8) Salinas, Calif.—Seeks CP to change ERP to 162 kw vis., 24.3 kw aur.; change HAAT to 2,948 ft.; change TL. Ann. Aug. 19.

AM actions

■ WKAT (1360 khz) Miami Beach—Granted modification of CP (BP-791217AS, as mod.) to change TL; increase height of tower to 403 ft. Action Aug. 11.

■ WCMQ (1210 khz) Miami Springs, Fla.—Granted CP to change frequency from 1220 to 1210 khz; change city of license from Miami to Miami Springs, Fla. Increase D to 21.5 kw; change hours of operation to U by adding 2.5 kw-N, DA-2, and change TL. Action Aug. 16.

■ WKKS (1570 khz) Vanceburg, Ky.—Granted MP of CP (BP-20562) to change TL. Action Aug. 17.

■ WUHN (1110 khz) Pittsfield, Mass.—Granted CP to increase power to 5 kw, DA-D. Action Aug. 9.

■ WMSO (640 khz) Collierville, Tenn.—Granted CP to change frequency to 640 khz; change hours of operation to U by adding 1 kw-N, DA-N. Action Aug. 12.

■ WSWC (1190 khz) Dunlap, Tenn.—Granted CP to increase power to 1 kw. Action Aug. 5.

■ WTNX (1290 khz) Lynchburg, Tenn.—Granted CP to increase power to 5 kw, DA-D. Action Aug. 9.

■ KKOL (1590 khz) El Paso, Tex.—Granted CP to increase power from 1 to 5 kw. Action Aug. 9.

FM actions

■ KKAZ (106.3 mhz) Arizona City, Ariz.—Granted modification of CP (BPH-800225AW, as mod.) to change city of license to Arizona City; change TL. Action Aug. 6.

■ WMMK (92.1 mhz) Destin, Fla.—Granted CP to change ERP to 285 ft. Action July 30.

■ KKXL-FM (ch. 92.9 mhz) Grand Forks, N.D.—Granted CP to decrease ERP to 63 kw; increase HAAT to 386 ft. and change TPO. Action Aug. 11.

TV actions

■ WKAB-TV (ch. 32) Montgomery, Ala.—Granted CP to change ERP to 1,236 kw vis., 123.6 kw aur.; change HAAT to 820 ft.; change TL. Action Aug. 3.

■ WCIU-TV (ch. 26) Chicago—Granted MP (BPCT-791022KH, as mod.) to change ERP to 500 kw vis., 50 kw aur.; change TL and change HAAT to 1,555 ft. Action July 29.

■ *WCME (ch. 20) Chicago—Granted MP (BPET-559, as mod.) to change ERP to 2,421 kw vis., 242.1 kw aur.; change HAAT to 1,239 ft.; change ant. sys. Action July 28.

■ WHAS-TV (ch. 11) Louisville, Ky.—Granted CP to change ERP to 135 kw vis., 13.5 kw aur., and make changes ant. sys. Action July 28.

■ WFBT-TV (ch. 29) Minneapolis—Granted CP

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(BPCT-4985, as mod.) to change TL and change HAAT to 1,226 ft. Action July 29.

■ **KWBA** (ch. 12) Pembina, N.D.—Granted MP (BPCT-791129KO) to change ERP to 316 kw vis., 31.6 kw aur.; and change TL. Action July 29.

■ ***WEAO** (ch. 49) Akron, Ohio—Granted MP (BPCT-790720KE, as mod.) to change ERP to 685.6 kw vis., 68.5 kw aur.; change HAAT to 975 ft.; and change TL. Action Aug. 10.

■ **KQFB** (ch. 20) Tacoma, Wash.—Granted MP (BPCT-791026KL) to change ERP to 2,495 kw vis., 249 kw aur.; change HAAT to 1,800 ft.; change TL; to be determined; change ant. sys. Action Aug. 12.

■ ***WSWP-TV** (ch. 9) Grandview, W. Va.—Granted CP to change ERP to 290.4 kw vis., 63.2 kw aur.; change HAAT to 995.7 ft. and change TL; and change ant. sys. Action Aug. 10.

■ **WTMB-TV** (ch. 43) Tomah, Wis.—Granted MP (BPCT-790522KF) to change ERP to 501.2 kw vis., 50.1 kw aur.; change trans. and make changes to ant. sys. Action Aug. 11.

In contest

Procedural rulings

■ **Dillon, Vail, Fraser and Golden**, all Colorado **AM proceeding** (Alan K. Levin et al.)—ALJ Joseph Chackin granted joint petition by Mountain Wireless Ltd. and Eagle Radio Inc., and approved agreement which provides for merger of Mountain with two Eagle

principals and reimbursement of expenses to three remaining Eagle principals; granted petition by Mountain for leave to amend to show ownership and other changes resulting from merger; granted motion by Mountain for summary decision and resolved coverage issue in its favor; severed Mountain's application from proceeding and granted its application for new AM at Vail (BC Doc. 80-712-718). Action Aug. 12.

■ **Lexington, Ky. TV proceeding** (FBC Inc. et al.)—ALJ Joseph Chackin granted joint request by way of the Cross Outreach Inc., and Lexington Family Television Inc., and approved agreement; authorized reimbursement to Family by Way of the Cross for \$10,000; dismissed Family's application and dismissed as moot several pending pleadings. (BC Doc. 82-106-108). Action Aug. 13.

FCC actions

■ **ALJ Edward J. Kuhlman** granted Broadcast Communications Inc. license renewal for WOJO(AM) Evanston, Ill., and denied competing applicant Genesis Broadcasting Ltd. permit for WOJO's frequency. Although Genesis received slight credit for its integration proposal (100%), it received demerit because its application was inaccurately prepared and was outflanked by BCI's spanish language format proposal plus past broadcast experience of its principals, almost all female. Decision becomes effective within 50 days after release unless appeal is filed within 30 days or FCC reviews case on own motion.

■ **FCC amended rules** to make ch. 5 available exclusively for vessel traffic service in Seattle radio protected area. Action Aug. 23.

■ **FCC ALJ John M. Frysiak** granted Joyce L. Hagen CP for new FM at Crookston, Minn., and denied that

of competing applicant. Agassiz Broadcast Group Inc. ALJ pointed out that while Agassiz proposed 87.5% integration of ownership and management, Hagen proposed 100%. Also, Hagen's long-time residence at Crookston plus female status put her in lead. ALJ concluded, Hagen is Crookston real estate salesman and has no other broadcast interests. Decision becomes effective within 50 days after release unless appeal is filed within 30 days or FCC reviews case on own motion. Issued Aug. 18, released Aug. 24.

■ **Common Carrier Bureau** designated for hearing four representative applications out of about 700 covering 40 markets filed by A.S.D. Answer Service Inc., B.W. Communications Systems, Inc., Vineyard Communications Inc., for new DPLMRS one-way paging stations on 35 and 43 mhz. Action Aug. 20.

Other

■ **FCC Office of Plans and Policy** released study of radio broadcast revenues and station trading prices. Findings suggest that one-half of new station's revenues are likely to come from advertising not previously spent on radio, while less than one-half are likely to come from advertising that previously went to competing stations. Data examined is from 1976 through 1980, with emphasis on 1978. Ann. Aug. 23.

Call letters

Applications

Call	Sought by
	New AM
WLNT	Tellico Broadcasting Co. Loudon, Tenn.
	New FM's
WKBP	Cairo Broadcasting Inc. Cairo, Ga.
KMOK	KRLC Inc. Lewiston, Idaho
WDVR	Ocean City Radio of New Jersey Inc. Ocean City, N.J.
WLOG	Life Broadcasting Network Inc., Riverhead, N.Y.
WTLQ	Morgan Communications Inc., Pittston, Pa.
WRON-FM	Radio Greenbrier Inc., Ronceverte, W. Va.
	New TV
WTUK	Alabama Management Co., Florence, Ala.
	Existing AM's
WXXR	WKUL Cullman, Ala.
KQLV	KVOV Henderson, Nev.
KLXX	KBOM Bismark-Mandan, N.D.
KLNX	KLUF Lufkin, Tex.
	Existing FM's
KMGX	KIOY Hanford, Calif.
KSEC	KLMR-FM Lamar, Calif.
WSVE	WKUE Green Cove Springs, Fla.
	Existing TV
KWWY	KTUX Rock Springs, Wyo.

Grants

Call	Assigned to
	New AM
KSDP	Sand Point Broadcasting Inc., Sand Point, Alaska
	New FM's
KBHW	Minnesota Christian Broadcasters Inc., International Falls, Minn.
KTWB	Jomay Broadcasting Inc., Las Vegas
KDXE	Gilbert Group Inc., Sulphur Springs, Tex.
WELK	Elkins Radio Corp., Elkins, W. Va.
	New TV
WCEE	Pyramid Broadcasting Corp., Mount Vernon, Ill.
	Existing AM's
WMCB	WCBK Martinville, Ind.
KYSR	KELP El Paso
	Existing FM's
KQAK	KMPX San Francisco
	Existing TV
KPNY	KFAH Alliance, Neb.
KPEZ	KMXX Austin, Tex.
	Existing TV
KSNF	KTJV Joplin, Mo.

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General Manager. Small market AM/FM, Midwest. Aggressiveness, good small market experience, integrity a must. Opportunity to buy equity in growing company. Opportunity of a lifetime for a real winner. Reply Box E-265.

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Group VP/General Manager needed for medium-to-large market stations. East coast office. Must have extensive General Manager experience. Send resume to Box G-26. EOE.

HELP WANTED SALES

Radio sales for major market with track record. Managing now or capable. Top opportunity. Unique situation. Base plus. Box E-260.

Looking for greener grass? We are now accepting resumes for dynamic broadcast sales professionals with a minimum of three years experience for Jackson, Kemmerer and Powell, Wyoming. Must be assertive, is people and success oriented, uses consultant selling, is organized, has a positive attitude and is a 100% team player with a desire to earn no less than \$30,000. Send resume, salary history and references to Harry L. Dyer, KSGT, P.O. Box 100, Jackson, WY 83001 (EOE).

Join our team. Build your career. College city AM/FM looking for FM salesperson. Let's talk. Don Miller, WKCY/WJSY Harrisonburg, Va. 703-434-1777.

Southern Idaho AM-FM combo wants a street pounding hustler who is motivated by money! Reply Box G-4.

A solid growth organization looking for sales person with track record in radio sales. Able, through sales, to move to management quickly. Opportunity to grow, as organization grows. Rate of advancement directly on your sales. KDWD-FM, Burlington, IA. 319-752-5402.

Colorado sales opportunity with a growing organization. We are looking for a mature, enthusiastic individual to join our successful sales team. Send resume and references to Dan Robbins, Group Manager, KWDF Broadcasting, Inc., 36 South Selig, Montrose CO 81401, 303-249-8007.

Account Executive—Southern California. Top 25 combo, aggressive sales management needs a professionally experienced retail account executive. Minimum 2 years. Draw against commission and benefits. Send resume to: John H. Kahn, General Sales Manager, KDIG-AM/KBON-FM Radio, PO Box 5066, San Bernardino, CA 92412.

Expanding our sales locally and regionally. General Sales Manager, Midwestern top 50 market. Minimum 5 years sales and management experience. Write Box G-16.

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KIMN, Denver, needs a sports Director/Personality for morning drive show. Sports and/or air personality experience vital. Tapes and resumes to: Doug Erickson, KIMN, 5350 W. 20th Ave., Denver, CO 80214. No calls please. EOE.

If you're fond of sand dunes, why not come to Cape Cod for your next position? An evening position is now open at the Cape's No. 1 Adult Contemporary station. Vacation and medical standard equipment. If you have experience, and like talking to people, send resume and tape to: Keith G. Corey, Spring Bars Road, Falmouth, MA 02540.

Central Calif. coastal automated FM wants a communicator, not a D.J. We want a personality who will relate to an audience. Send tape, resume and salary requirements to Garry Brill, KIQO, PO Box Q, Atascadero, CA 93423.

Urban Contemporary jocks needed. Send resume first letter. Beautiful coastal Carolina city. Write Box E-250.

Top 25 market Southern California, needs a high personality jock for country daytime shift. Jock expansion for this high profile combo makes this a super opportunity for an experienced announcer for both on-air and production slot. Call Renee Drew at 714-885-6555.

Mississippi is like coming home—to a good place to work—announcers, sales, management openings in medium to small markets. Send resumes to Mississippi Broadcasters Association, PO Box 4561, Jackson, MS 39216.

HELP WANTED TECHNICAL

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Chief Operator for dominant Midwest medium market 5 kw AM and class A FM. Must be experienced in DAS, FM, audio, automation, remote control, maintenance, proofs, and FCC rules and regulations. EOE. Send resume with references and letter of application with salary requirements to: General Manager, Radio Stations KWEB and KRCH(FM), Broadcast Plaza, Rochester, MN 55901.

Santa Maria-San Luis Obispo, Calif. area automated FM needs chief who can also handle air shift. Send resume, salary requirements to Box E-251.

HELP WANTED NEWS

Small market, Southern Midwest. Our newsman is moving up and we need a replacement. Prior news experience required. Journalism grad preferred. Send resume and salary requirements to Box E-204.

Newsperson with personality and pizzazz for Akron's top-rated talk station WNIR. Excellent salary, benefits and facilities. Call now: Bill Klaus, 216-673-2323. EOE.

News Producer for Public Radio AM with news & public affairs format. Serves as announcer/producer/reporter and prepares documentaries. Salary \$10,416-\$15,264, plus liberal state employee benefits. Send application and tape to David Beach, GM, KFJM, Box 8116, Grand Forks, ND 58202. EOE.

Anchor-reporter for afternoon drive news in major West Coast market. We're looking for a thoroughly professional broadcast journalist with excellent on-air sound, solid personal writing and reporting abilities. Minimum five years' experience in radio news. This is a job for an exceptional individual seeking to break into a top ten market. Tell all in resume and letter including references and salary requirements. EOE. Write Box E-256.

WUBE/WMLX, Cincinnati, needs an experienced newperson for general assignment reporting and to anchor some newscasts. Tapes, resumes to Doug Anthony, WUBE/WMLX, 225 E 6th, Cincinnati, OH 45201. EOE/MF.

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Director of Information Programming. Supervise small public radio news staff. Journalism or broadcast-related degree required plus three years' experience and good on-air abilities. Salary competitive plus university benefits. Deadline 10/1/82. Send tape, resume and five references to Frank Thomas, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. An Equal Opportunity/Affirmative Action Employer.

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News Director needed at WEZN, Katz Broadcasting's Beautiful Music FM in Bridgeport, CT. Position includes writing and anchoring morning drive newscasts. On-air news experience a must. Tape and resume to: Paul Knight, Operations Manager, WEZN, Park City Plaza, Bridgeport, CT 06604. EOE.

Reporter/Announcer. AM/FM in state capital. PM shift. 2 years' experience & degree. Tape & resume: News Director, KLIK/KTXV, P.O. Box 414, Jefferson City, MO 65102. EOE.

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Radio commercial writer and producer needed for Midwest AM/FM. Seeking highly creative person with proven writing and production skills. We have top facilities, staff, pay and benefits. Send tape, resume and writing samples to WEAQ/WIAL, Box 1, Eau Claire, WI 54702. EOE. MF.

100 KW FM has opening for Operations Manager. This person will function as Program/Production Director and will have a 3 to 4-hour air shift in afternoon drive. Minimum 5 years' experience. Prefer individual who has college degree and/or management experience as PD, or M.D. Must be strong on-air personality who will fit adult contemporary format and be knowledgeable and skilled at production. Send air/production tape, resume and salary requirements to Randolph Millar, Piedmont Communications Corp., P.O. Drawer 900, Macon, GA, 31202. We are an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Looking for Program Director for small market AM in Southwestern ski-country Colorado. Must do some engineering and production. Salary open. Call 303-387-5586.

Program Director. Immediate opening. WFMD-AM 93—Adult Contemporary. Send resume & references to: General Manager, WFMD, Box 151, Frederick, MD 21701.

SITUATIONS WANTED MANAGEMENT

General Manager with exceptionally strong history of documented success now looking for excellent situation. Box E-198.

General Manager—Sales Manager—Young and aggressive manager experienced in all phases of broadcasting but strongest in sales, seeks medium market position with a growing company. I can raise your billing no matter what the situation is. Currently employed and your reply will be held in strictest confidence. Write Box E-241.

GM available. Prefer warm climate. Consider all. Management and staff experience all aspects. References. Track record. Write Box E-236.

General Manager: Sales intensive, self-motivated highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Reply Box E-253.

Does this 30-second commercial meet your needs? An all-around manager, assistant or sales manager who is very strong in personal sales (\$180,000 last year) & trains in a variety of positive marketing methods. Interested in 25 years of creative experience with most formats in all size markets, with the talent for writing, production, programming, presentations & community involvement? Florida, Southern or Northeast markets preferred. Write Box E-248.

Sales Manager with ten years success in 1/2 million mid-western market seeking sales management position. Can build unbeatable sales program and sales force. Top recruiter, trainer, motivator. Strong with agency and direct advertiser. Ethical and effective salesman. Excellent references. Replies welcome from brand new independent owner to established corporation. Salary less important than good override. Write today. Confidentiality assured. Box G-29.

Group V.P., GM. Shirt-sleeved serendipitist. Exceptional record of successes. Know how to climb mountains, manage, lead, program, sell, promote. Creative. Reply Box G-24.

Station owner: Retiring within a year? Establish working relationship with potential buyer. For details, write: DMS, PO Box 3271, St. Louis, MO 63130.

SITUATIONS WANTED ANNOUNCERS

Want new talent? Nothing newer. Just finished Broadcasting School, ready to work. Call George, 319-324-8905.

Currently programing assistant, First Class license. 6 years recording industry. Ready to move. Guy Campo, 215-922-2530.

Willing to relocate. Available immediately. Experienced announcer/DJ. Can work any airshift or music format. For tape/resume, contact F.L., 612-777-9363; 2481 Elm Dr., White Bear Lk., MN 55110.

Bright, young, versatile broadcaster, 1981 college grad, experienced in country-crossover, A/C personality, play-by-play, and news. Interested in position to work hard and learn. Midwest preferred. Neil Isaacs, 616-798-4613.

Have brains-will travel. "Highly literate" broadcaster-writer, thoroughly trained in performance and production. Engineering degree. Call Bob, 201-546-5546.

Dolly, Kenny, and Willie love me. You will too! Experienced—great country-pop tape. Prefer southern California or Chicago area. Call Linda, 312-280-9302 or 216-322-9439.

Ambitious, versatile, college grad with on-air and technical skills seeks challenge. Will relocate. Mike, 203-254-0304.

Mature - eight years' experience looking for situation in C&W station. Prefer eastern VA or N.C. I've done news, PD, DJ, etc. Call me collect. Ralph Bristol, 802-438-2423.

Fully trained & qualified licensed announcer seeks entry level position. Hard, conscientious worker, eager to learn every aspect of business. For tape & resume, call Nancy, after 5, 212-933-0118

Top talk host wants to relocate. You probably know my name. Drop me a line. I'll consider all markets. Write Box G-8

Crazy Bernie is looking for a small radio station D.J. job. Creative talent & air personality are great! I am willing to work just for experience, not money, for letter of recommendation, tape and resume; call: Crazy Bernie, 312-421-0428 (Call collect) or write to: 2355 W. Ohio St., Chicago, IL 60612.

Do your ratings slump in the morning? Wake em up with "total experience radio." Morning man available immediately. Informative, intuitive, innovative, topical & outrageous with great voice. Phone & interview experience 216-732-8383.

Announcers: Good deep voice, ten years' experience personality top 40 or country seeks gig with good station in Northeast or near the Big Apple. Bill, 516-423-0167

Long time major market jock wants to switch to talk. College educated, well read, good interviewer, who thinks at age 34 it's time to let others flog the hits. Willing to go wherever necessary to realize goal. Let's talk. Ken, 415-672-3015.

Country/60's rock whiz desires evenings or overnights. New announcer with good voice, personality, dependability. Ohio, nearby state. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867

Announcer/Sportscaster. Six years' experience. Know rock format. Southern Rockies, West Coast only reply. Anytime, 303-651-3549.

SITUATIONS WANTED NEWS

Radio Sports-caster—11 years' experience covering high school, Jr. and major college programs. Exciting style. PE. grad. Desire college PBP Rob Williams, 515-233-3117.

Economic layoff dismantles north Florida's best news department. ND available, with major-market experience. Looking for long stay in dynamic city. Prefers staff of young tigers wanting to learn to be the best 904-269-4940.

Harvard grad, age 23, 3 years in commercial radio with work done for national and regional networks seeks position in news department of radio station or broadcast news service. Write Box E-247.

Position sought in sports or news; PBP experience; strong delivery; law degree; political experience; will relocate. Bob, 703-892-0920.

Four years in small market news as writer and reporter. Seeking same position in major market news radio, California, Nevada preferred. Hard worker. Minority. Degree. Box G-30.

Rookie-of-the-year. Aggressive, seasoned broadcaster, '82 Newhouse M.S. with on-air experience six sports (including Triple A baseball). Radio-TV sportscasting, newscasting. Strong writer, dogged interviewer. Wrote, narrated and produced TV documentary, hosted FM trivia show. Thorough knowledge professional, Ivy League, ACC and East Coast sports. Excellent background U.S. politics. David Elfin, 2804 29th St., N.W., Washington, D.C., 20008, 202-234-3466.

Aspiring journalist, BA broadcast journalism, seeks entry level in radio news production or related field. Valeria, 212-629-0428, after six.

You name it, I'll do it. Sports must be a partial responsibility, 3 years' experience. 315-942-2007.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experience and quality make radio a profit-oriented business. As an experienced programmer, my background ranges from sales to operations manager in contemporary, country, A/C radio. Call 215-435-4283.

TELEVISION

HELP WANTED MANAGEMENT

America's finest city. New, independent station need promotion professional with can-do, hands-on experience. Send complete info along with tape. KUSI-TV, PO. Box 11985, San Diego, CA 92111. No phone calls, please. An Equal Opportunity Employer.

General manager for major market independent. We are looking for someone with extensive management experience in independent station operation. Strong sales and programing background a must. Excellent salary and benefits with a growing group broadcaster. An EOE. Write Box E-266.

Director of Marketing for WGTE-TV-FM, Toledo public broadcasting. Plan, direct, execute on-air and off-air fund raising, including auctions, underwriting, memberships, endowments, deferred giving, sale of WGTE industrial video services and program guide advertising, and public information activities. Personal ability to pledge on-air essential. Track record of successful development and marketing for public broadcasting or similar non-profit organization highly desirable. Salary range: \$23,000-\$30,000. Send full resume and references, plus letter explaining your knowledge of, commitment to, public broadcasting, to R. Smith, WGTE, Box 30, Toledo, OH 43692. Equal Opportunity Employer

Top 40, established, Mid-South independent TV station looking for an experienced business manager. Must be knowledgeable in all areas of business management with working knowledge of the Bias accounting system helpful. Minimum 3 years' experience. Write Box G-3. An equal opportunity employer.

General Manager opportunity for top-notch television sales manager through our unique multi-station executive program. Creativity, aggressiveness and hard work will be required. Call George Johnson, 615-894-4980

Director of Research & sales development. Top 15 market network affiliate is seeking an individual with a strong background to direct program research and sales promotion. Previous experience should include ratings research with a TV representative, network or rating service. Presentation writing ability important. Salary commensurate with experience, plus outstanding benefits. Please send resume and written representative samples of work in confidence to Box G-9. EOE.

HELP WANTED SALES

National sales manager—Group-owned ABC affiliate in the 21st market. Must have previous national sales experience and/or rep background. Apply in confidence to General Sales Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. M/F, EOE.

KYEL-TV, Yuma, Arizona—El Centro, California, is looking for an experienced local television account executive. An opportunity to grow rapidly in a fast growing market. Send resume to Keith Lewis, KYEL-TV, PO Box 592, Yuma, AZ 85364. Equal Opportunity Employer.

Immediate opening for local sales manager. Need aggressive person to run with the ball. All replies in strictest confidence. Equal Opportunity Employer. Write Box E-267.

East and West coast sales managers—well-established firm experiencing rapid growth needs top notch syndicated sales managers for East and West Coasts. Must have successful experience in first-run programing and movie packages. Reply in confidence with resume and salary requirements to Box G-20.

General Sales Manager—network affiliate in southern California. El Centro/Yuma market. All new facility. Write Box G-5 with background, salary, etc. Confidential. EOE.

HELP WANTED SALES CONTINUED

San Diego account executive. KUSI-TV in America's finest city is requesting written contact by America's finest sales persons. Please address your updated resume, a letter explaining your sales aptitude and attitudes with your income expectations to: GSM, KUSI-TV, P.O. Box 11985, San Diego, CA 92111. An Equal Opportunity Employer.

Local sales: NBC affiliate has an immediate position open for a sharp salesperson. This is an established list with very little turnover. Broadcast experience required. Call 815-963-5413, or send resume to Rod Leezer, Local Sales Manager, P.O. Box 470, Rockford, IL 61105.

Sales Management. Chicago TV station, well-established independent, wants assistant sales manager. If you are the correct person: earning good money but want to make great money, have at least several years' experience in the field and a proven track record, able to replace our present sales manager who will be retiring in the next couple of years. Write, giving full details. Our employees know of this Ad. Box G-11.

Local Sales Manager - Dominant net affiliate in most desirable upper Midwest city seeking manager/trainer for a solid local sales force. This person must know how to market television, supervise and involve the sales force and price the product. Minimum two years television industry experience essential. Inquiries will be held confidential. EOE/FM. Reply Box G-21.

Local sales manager. Top 15 N.E. market, group owned VHF affiliate. If you have TV sales management experience and would like to be part of a forward-thinking TV sales operation with state of the art research and marketing facilities, send your resume to Box G-32. An Equal Opportunity Employer, M/F.

HELP WANTED TECHNICAL

Assistant chief engineer—major market. We are currently seeking a talented individual with a strong maintenance and supervisory background. We offer an excellent salary, good benefits, and room for advancement. Send resume to Earle Connors, Chief Engineer, WDSU-TV, 520 Royal Street, New Orleans, LA 70130.

Chief Engineer for TV/AM/FM operation. Must be strong on maintenance all phases of operation with supervisory ability. UHF construction experience desirable. Contact Charles Perkins. 601-372-6311, collect. Equal Opportunity Employer.

Maintenance Engineer for rapidly growing south Florida market. Now building new transmitter facilities with Harris 100 KW and 1500' tower. Need a person with transmitter and ENG experience. Also, consideration will be given to general TV broadcast maintenance experience. Please contact Robert Cleveland, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. 813-939-2020.

TV Maintenance Engineer: General Class FCC License. Background in all phases of TV maintenance required. Experience required in maintenance of studio equipment, Microwave, ENG equipment, and UHF transmitter. Contact: Roy Webb WXVT-TV, 3015 East Reed Road, Greenville, MS 38701.

Television Maintenance Engineer: immediate opening for a maintenance engineer. Applicant should possess a general FCC license with at least one year experience. Send resume to Ray Felckowski, Director of Engineering, WUTV-TV, 951 Whitehaven Road, Grand Island, NY 14072. WUTV-TV is an equal opportunity employer. M/F.

Maintenance Engineer. 3-5 years' experience. Will assist in maintaining television equipment at the station. Contact John Simmons, Chief Engineer, WRBL-TV, Box 270, Columbus, Ga 31944, or call 404-323-3333. EOE, M/F.

Transmitter Supervisor. Maintain 2 UHF transmitters in southwest Iowa. FCC license and 4 years' experience in maintaining TV transmitters. Salary range: \$21,964.80-\$27,539.20 Phone 515-281-4498 for application materials. Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, IA 50306. EOE M/F.

Chief Engineer - KEYC-TV, El Centro, CA/Yuma, AZ. All new facility - completely state of the art. Contact Bob Jameson. 714-352-9670. EOE.

Engineer: Responsible for production recording, editing and remotes. Minimum two years' experience in production editing and maintaining VTR's, cameras and editing equipment. FCC license required. Send resume and salary requirements to Chief Engineer, 42 Coliseum Drive, Charlotte, N.C. 28205. EOE.

TV maintenance engineer, must have 3 years' experience with RCA VTRs, PC 70s, AMPX switcher, EMG-EFP field equipment, microwave experience helpful. EOE. Send resume or contact: Warren Murray, KSFY-TV, 300 N. Dakota Ave., Suite 13, Sioux Falls, SD 57102. 605-336-1300.

TV-broadcasting positions open for Channel 20-WYCC Chicago's newest TV station. Broadcasting Instructional TV. Chief Engineer - responsible for all technical areas including studio and transmitter. Technical Director - for television production. 1st Class License required. 3-4 yrs' experience in television directing and switching. Publicity - talented, creative writer strong in PR and writing to develop and implement publicity campaign. Graphic Artist - experience in television graphics required for on-air material and publication. Send resume (no telephone calls), to: Salvatore G. Rotella, President, Chicago City-Wide College, 185 N. Wabash, Chicago IL 60601. Equal Opportunity Employer.

Director of Engineering/Austin, Texas. KLRN-TV/KLRU-TV. Duties: supervise and coordinate all technical functions of a major broadcast operation, consisting of several production studios, two transmitters, terrestrial and satellite interconnection facility and postproduction operations. Assists in planning, budgeting and coordination of station activities. Minimum requirements: B.S. degree in electrical engineering or physics, FCC licensing, 8-10 years' experience in broadcasting. Salary: negotiable. Deadline: open until filled. Send resume and salary requirements to: Howard Gutin, General Manager, KLRN/U-TV, P.O. Box 9, San Antonio, TX 78291. An EOE.

HELP WANTED NEWS

Anchor/Producer. We need an experienced professional to anchor early and late news on Southwest medium market. Must be good people handler and have excellent qualifications and recommendations. Does not have to be the number one person in present position. Resume to Box E-199.

Top news talent. Can you impact a news show's ratings? Are you believable? Can you work hard? Can you present the news in a professional and dynamic way? Do you like to win? If so, we are a major market television station determined to be number one in our top-ten market. We are looking for a top, mature news talent who will help our news team win. We are a growth and development oriented management, offering an attractive compensation and benefit package for people who enjoy winning their way to the top. This opportunity offers: Strong promotional support; the opportunity to display your broadcasting talent and be recognized; work for a network affiliate in a major market with high visibility; a chance to help build a quality news show. If you go above and beyond standard news talent expectations and seek financial recognition from outstanding performance, please submit a resume only to Box E-254 and have a tape ready when we call.

Reporters With Street Savvy and experience. Expanding group is searching for the best. If you know how to use the tools to tell the message, then rush cover letter, resume, and salary requirements to Box E-231. EOE. No beginners, please.

Feature Reporter to find and tell the people stories in our market. Our station has a long history of feature reporting, and a strong commitment to news. Previous feature or general assignment reporting experience required. Current feature reporter is moving to a top 20 market. Tapes and resumes to News Director, KGAN-TV, PO Box 3131, Cedar Rapids, IA 52406. EOE.

Sports director/anchor for number one station in top 100 Sunbelt market. We're looking for sharp, energetic sports director. Must be polished on the air and love to cover local and recreational sports. A great position for someone who has outgrown the weekends but still likes to get out with the action. Send resume to Box E-232. EOE.

News update anchor/producer for 4:30am-12:30pm shift. Salary negotiable. Advance potential. Strong news background desired. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

Sports: weekend anchor. 3-day/week sports reporter. 1-year experience minimum. Tapes and resumes only, no phone calls: Jay Moore, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An EOE.

Producer. If you can work well with people and have high journalistic and production standards and are extremely dynamic, then rush resume, salary requirement, plus cover letter to box E-233. EOE. No beginners please.

We're looking for the best anchor around. We also need two reporters and two photo journalists. If you're better than most, then rush resume, salary requirement, plus cover letter to Box E-228. EOE. No beginners, please.

TV Sports Director for Valley's top rated news. Good voice and on-air appearance. Innovative writer/reporter with feature story experience. On-air television experience preferred. Qualified candidates should send resumes and tapes to: Mike Sechrist, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an equal opportunity employer.

General assignment reporter wanted. Degree required, some anchor work possible. Resume to Terry Kurtright, KQTV, P.O. Box 247, St. Joseph, MO 64506. EOE.

Midwest medium market station looking for solid journalist for anchor slot. Format is mix between 'Live at Five' and 'Nightline' concepts. Must be a good reporter first, and secondly, a good communicator. Must have good writing and production skills. No beginners. Minimum three years' television experience, including anchoring. Resumes only to Box G-15. EOE

Washington correspondent: Rapidly-expanding New York-based company with bureaus in New York and Washington wants the best reporter available to do quality work for quality clients. Resume and tape to Docuvid, 400 N Capitol Street, Suite 185, Washington, D.C. 20001.

Wanted: A creative, personable and authoritative weathercaster to work in top 100 market with the latest state of the art equipment. We are committed to weather in an agricultural area where it is number one! Write to Box G-25.

Primo People, Inc. Anchors, reporters, weathercasters, sportscasters and producers now invited to send tapes to nationwide talent specialists. All markets. No fees. Immediate openings Contact: Steve Porricelli, Primo Newservice, 182 Sound Beach Avenue, Old Greenwich, CT 06870. 203-637-3653.

Feature Reporter—WDIV, the Post-Newsweek station in Detroit, continues to look for the best feature reporter in America. We are looking for someone who is a weaver of stories, who is an excellent writer, and possesses a dynamic personality. Our winning candidate will possess both a sense of the humorous as well as have a way of looking at the human condition that is unique. Please send a resume as well as a tape to: Mark Efron, Executive Producer, WDIV-TV News, 622 W. Lafayette, Detroit, MI 48231. We are an equal opportunity employer.

We are looking for the right sports anchor/reporter to join our staff. Must have on-air experience, sharp reporter skills and play by play. Send tapes and resume to Olivia Lage, Personnel Manager, KSEE-TV, P.O. Box 24,000, Fresno, CA 93779. KSEE is an equal opportunity employer. M/F.

News Director. If you're currently an experienced producer or are producing an excellent product, then you may be ready for this news director position. Major Midwest group seeks person to lead one of its station's news departments. Must work well with people and know motivation techniques. Send detailed letter of philosophy, resume and salary requirements to Box G-1. E.O.E. All replies confidential.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

WHA-TV in Madison, Wisconsin, is seeking an exceptionally well qualified Director of Operations to manage and supervise all TV production operations including personnel administration, production cost accounting systems, production budget estimates, quality control, and scheduling. We are looking for a minimum of five years full-time successful work experience as a production or operations manager in either commercial or public television, plus a strong background in at least two of the following: TV studio and remote production, scenic or graphic design, lighting, producing or directing. Part of this experience should be in a facility with a high production load. Candidates must possess the ability to manage and lead creative personnel and have a thorough knowledge of the TV production process. Knowledge and experience in computerized cost accounting essential. Bachelor's degree or higher preferred. Salary \$30,000 per annum, plus excellent fringe benefit package. Application deadline is September 24, 1982. For an application and full position description, contact Kathy Dickerson, WHA-TV, 821 University Ave., Madison, WI 53706; 608-263-2114. WHA-TV is an equal opportunity employer.

Experienced production manager for rapidly-expanding, top-rated Alaskan commercial television network. A tough, hands-on pro who believes in getting the job done and has the know-how to do it. No phone calls, please. Resumes to KIMO, 2700 East Tudor Road, Anchorage, AK 99507. EEO/AEE.

WPVI-TV seeks creative, organized professional with a flair for fresh ideas and current topics to work as part of a team for number one rated AM/Philadelphia. Must have in-studio, video tape field production and editing experience. Please forward a video tape of current production work along with a resume stating salary requirements to Charles R. Bradley, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

Continuity Manager. Production-oriented professional wanted to assume responsibility for station breaks on 8-station state public television network. Requirement: college degree in appropriate field or comparable experience. TV production and editing, ability to write on-air announce copy, knowledge of principles of public information and publicity, and a pleasant on-air announcing voice. Applications accepted through Sept. 27, 1982. For application materials, contact: Personnel Office, Iowa Public Broadcasting Network, 2801 Bell Avenue, Des Moines, IA 50321. 515-281-4498. EOE, M/F.

Program Director: Promotion-minded person, knowledgeable in all phases of production, programming, scheduling and buying. Manage production/program staff. Apply in writing with resume and salary history to Personnel, WHAG-TV, P.O. Box 310, Hagerstown, MD 21740. EOE/M/F/H.

Production Unit-significant television production experience required in the following areas: camera, audio and lighting for studio and remote productions; set construction; floor managing; video switching; on-air directing. EOE, M/F. Send resume to Mary Sullivan, Connecticut Public Television, 24 Summit Street, Hartford, CT 06106

Videotape Editor. San Francisco network affiliate TV station needs magazine show videotape editor. Prior video magazine or new feature editing a must. Datatron Tempo 76 experience preferred. We need more than a button pusher. If you are creative, know how to select music & put a story together, send resume/tape to Melanie Chieik, 855 Battery, S.F. CA 94111. An EOE.

WTAE-TV has an immediate opening for an experienced producer/director. Applicants for this position should have the following qualifications: must have creative writing ability, location shoot experience, control room directing & editing background. Contact Alan Sanford, 412-244-4458.

News Cinematographer. TV-9 is looking for a creative photographer with working knowledge of ENG equipment and editing experience. Requires a high school diploma or equivalent plus one year's experience. Send resume and tape to: Billye Gavitt, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/M-F.

SITUATIONS WANTED MANAGEMENT

Darn fine GM. TV or AM-FM combo. low CPM on your investment. Investigation welcomed. Write Box E-230.

SITUATIONS WANTED TECHNICAL

My position's falling apart under me. I'm 30, single, with 8 years TV engineering experience—6½ in broadcasting, 1½ in cable. My experience is heavy into video maintenance & operation. Have college degree, 1st phone. Want work at reputable station. Prefer SE Michigan or NW Ohio area. 313-675-8413.

Currently employed, female, first phone. Major market TV and prior radio technical operations. Desire to combine skills and experience where most useful to next employer. Willing to relocate. 215-667-4605.

SITUATIONS WANTED NEWS

Anchor/Reporter. Looks, voice, credibility, vitality, experience. Curt Renz, 4620 Timberlane Rd., Crystal Lake, IL 60014. 815-455-5797. What the heck, give me a call—you might hit gold.

Sportscaster — B.S., 1 year commercial TV experience. Shoot, edit, produce, report, anchor. Enthusiasm, creativity, professionalism. Small-medium market. Long term commitment. Ken Bland, 215-438-3806.

A Rocky III movie review, local fan reaction, athlete of the week. Those features heard this week on my daily radio sports show. Currently employed as Sports Director for highly successful sports department for past 2 years. Looking to move into commercial television. Believe in originality and creativity. Bob. 201-366-3195.

Sports expert, eager to make move in TV, currently radio sports director, 25, solid, quick learner, TV/radio degree. PBP dedicated to excellence, hard worker. Creative writing with emphasis on local sports, good on-air look. Satisfaction guaranteed! Tape available. Reply to Box G-2.

Career-minded black female with 2½ years' experience as TV reporter, plus several years experience in radio and print news. Looking to relocate to station with strong commitment to news. Reply Box G-33.

Reporter/anchor/producer. Currently in 30's market. Looking for an operation with a total commitment to news. Write Box G-12.

Black journalist, excellent references, seeks small, medium sized market. General assignments reporting, anchoring, ENG, film experience. B.A. degree. Resume, tape available. Write Box G-13.

Innovative meteorologist/personality from leading major markets seeking position with progressive station. Florida, Texas, California preferred. Reply Box G-18.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Available now. Entertainer and singer. Experience in children's shows and country music specials. Top ratings. Excellent background. Reply Box G-6.

Recent Film/TV grad (NYU) seeks entry level programming, production, operations, promotion or writing position in TV. Administrative & production internships: cable public access group/WNBCTV/Cable Health Network (wrote original synopses of program proposals). 2 scholarships. Published short story. Completed 4 years of college in 3. Tom Sipos, 212-793-4414.

Recent trade school grad. seeks starting position in television production. Great air personality. Ability to direct. Will locate. Craig Bundy, 310 E. 52 St., N.Y.C. 10022. 212-688-7841

Radio Network sports producer with TV experience looking for local TV sports production job. Call 202-462-4105.

ALLIED FIELDS

HELP WANTED SALES

Representatives to market new products to TV, Radio and non-broadcast clients. Only experienced representatives and/or successful representative companies should apply. Commission basis. Write Box G-22.

HELP WANTED INSTRUCTION

South Dakota State University seeks an assistant professor for broadcast journalism sequence. Includes teaching, advising, internship supervision and professional media liaison for 40 students in broadcast option. Laboratory courses utilize NPR and PBS facilities. Must have newsroom experience and Master's degree. Ph.D. and some teaching preferred. Salary approximately \$20,000/9 months. Send resume and references to Head, Department of Journalism, South Dakota State University, Box 2235, Brookings, SD 57007. Deadline extended to October 15, 1982, or until suitable candidate hired. SDSU is AA/EEO employer.

Coordinator of Utilization - Denver. Provides direct supervision of utilization and other educational support services at station reaching 2.5 million viewers. Demonstrated successful full-time experience in instructional television utilization activities, including supervision of staff in development and implementation of utilization activities with school districts, colleges and/or other agencies serving children and adults. Administrative and/or supervisory experience in education, demonstrated communication and public speaking skills. Master's degree and recent classroom teaching experience are highly desirable. Starting salary: \$25,345. Application deadline: October 11, 1982. Starting date: After January 1, 1983. Contact Mary Lou Ray, KRMA, 1261 Glenarm Place, Denver, CO 80204: 303-892-6666 for complete job posting and application procedures.

Mass Communication: Graduate faculty position available in Spring, 1983. Duties: teach graduate and undergraduate courses in film and journalism, advise students, direct theses, and participate in department activities. Qualifications: Ph.D., professional experience, and scholarly potential. Rank: assistant professor (tenure track); salary: \$16,500-\$25,000. Opportunity for summer and evening teaching for additional remuneration. Minorities and women are encouraged to apply. Send curriculum vita and letters of recommendation by October 15, 1982, to: Dr. Irene K. Shipman, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An Equal Opportunity/Affirmative Action Employer.

CABLE

SITUATIONS WANTED MANAGEMENT

Cable related position wanted. Background includes: broadcasting degree, electronics technician, commercial radio announcer, Air Force Captain, Central Intelligence Agency, motion picture producer, public relations & advertising, training consultant. For detailed resume, call 703-524-1654.

WANTER 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.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Bill Kitchen, 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. Bill Kitchen, Quality Media Corp., 404-324-1271.

Western Electric amplifiers, tubes, mixers, other products. Call 213-576-2642.

FOR SALE EQUIPMENT

Towers for sale: 1-1000' G-7 guyed, 1-1425' 10' face guyed, 1-890' 7' face guyed, 1-150' self-support, 1-190' self service, 1800' of RCA 191B 3-1/8" coax, 1-450' microwave. Call 901-274-7510.

GPL 35mm Telecine motion picture projector, like new, low hours, \$13,995.00 Norelco PC-60 camera chain, \$4,500.00, Norelco/Kinotone 16mm telecine, \$6,500.00, RCA TP-7 slide projector, \$4,500.00. More Write, wire, or phone: International Cinema Equipment Co., 6750 NE 4th Ct., Miami, FL 33138. Ph: 305-756-0699; Tele 522071 Int Cinema Mia.

**FOR SALE EQUIPMENT
CONTINUED**

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215—379-6585.

Remote truck—20 Ft. Ford truck body, complete (except VTR) and self contained. Two cameras. \$45,000.00. Negotiable. Call Ed Shaper. 904—893-3127.

Sparingly used Ampex VPR-20 portable video recorder W/TCG, color stabilizer, battery packs and charger, carrying case. 30-day warranty. Used Ikegami HL-77 camera in good condition, good tubes, as is. \$10,000. New Ikegami ITC-350 cameras, four with 1428 plumbs, 9 others with sats. at cost. Both studio and ENG versions available. Landy Associates, Inc., Cherry Hill, N.J., 609—424-4660; Framingham, MA 617—877-9570.

Quantel DPE5000-SP (special performance) with "Digiflip" programmable flip and tumble; 10 custom moves. 32 pre-programmable catalog moves; noise reduction; external I/F control. Still in warranty. \$56,200. For details, contact Jeff Van Pelt, 512—473-2020.

Complete SMC DP-2 automation system in service and A-1 condition. 6 carousels, 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 713—769-2475. Dave or Gary.

For Sale: Ampex VR-1200B overhead bridge containing 14" pix monitor, 529 WFM with colortec, velcomp, auto chroma, VHO, 3M dropout compensator. In good condition. Call Bob Swayze. WJRT-TV, 2302 Lapeer Rd., Flint, MI 48503. 313—233-3130.

Grass Valley 1600-1X video production switcher with E-MEM, 2 digital borderline generators; encoded chromakeyer; audio E-Mem, AFV system; auto transitions. Still in warranty. \$55,500. For details, contact Jeff Van Pelt, 512—473-2020.

Used TV transmitter bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE TT-530 VHF hi band 25 kw good working condition; RCA TTU-50C, 50kw UHF, low-band; RCA TTU-10, 10kw, mid-channels, excellent condition; RCA 30kw, UHF hi-channels, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Most of the above can be retuned! (4) Varian 30kw klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Bill Kitchen, Quality Media Corp., 404—324-1271.

A few left— 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. Originally \$11,990; your price, \$6,950! Also, specials on: MC-501, 601, & 701! Call while they last. Bill Kitchen, Quality Media Corp., 404—324-1271.

VTR's: (1) RCA TR-70; (3) RCA TR-60, color record units, 1000 hrs. total time each; Ampex 1200A; (1) 1200B, (3) 2000; Ampex VR 3000 with metering and charger. Call Bill Kitchen, Quality Media Corp., 404—324-1271.

Color cameras - used: GE and RCA film chains, excellent condition; (1) Norelco LDH-1, 50' cable (1) LDH-20; (3) GE PE-350; (3) GE TE-201 good operating condition; (3) Philips PC-70, 10:1, plenty of cable; (1) Hitachi SK-80; (2) SK-96; Ikegami HL-33, HL-35; HL-77A; Toshiba/GBC CTC-7X, minicam, plumbs. Call Bill Kitchen, Quality Media Corp., 404—324-1271.

Solid state TV exciters: Change out your old tube-type unit to the new NEC solid-state, IF modulated exciter. Upgrade your present transmitter and improve your reliability, color, and stability problems. Complete new NEC transmitters also! Call Bill Kitchen, Quality Media Corp., 404—324-1271.

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Copper strap, wire, screen. Check our prices. 317—962-8596. ask for copper sales.

5000 & 10,000 watt AM transmitter. RCA - BTA*5/10H. Excellent condition. Partly solid state. Lew Parrish. 919—269-6113.

AM transmitters: RCA-BTA-1R, on air, Collins 21E, on air, exc. cond. M. Cooper. 215—379-6585.

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Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Comic relief. Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Classical libraries sought: Trinity University's fine arts station, KRTU-FM, solicits donations of classical recordings. If you're holding a non-productive library, call Manny Levy, 512—736-8313.

RADIO PROGRAMING

Station ID's & sweep sets. Top-of-the-hour legal I.D.'s, quarter hour maintenance sweeps, signature pieces and image lines available now from the production team that writes, voices and produces 'em for American's No. 1, premier, AOR station. Package price starts at \$300.00. Demo available. Studio 4 Productions, PO Box 39154, Cleveland, OH 44139.

Guide to radio formats defines fuzzy radio terminology. Copyright 1982. Send \$65 to S. Himburg, Vitt Media International, 1114 Avenue of the Americas, NY, NY 10036.

CONSULTANTS

Announcers. Send us one hour of your show. We'll send you a professionally edited and equalized aircheck. \$30. Sound Idea. PO. Box 6528, Concord, CA 94524.

RADIO

Help Wanted Technical



RADIO TECHNICIAN

WRKO-AM, Talk Radio 68 in Boston, has an immediate opening for a broadcast technician with a minimum of two years' experience in a major market or equivalent. Background in electronics maintenance as well as an FCC first for General radio/telephone license are also required. Join our team at WRKO, and that's not just "talk". So send your resume, with salary requirements, to: Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. AN Equal Opportunity Employer, M/F/H/Vets.

Help Wanted News

WGCH NEWS DIRECTOR

Position opening shortly. Respected news-talk operation in sophisticated suburban NYC market. Thoroughness and savvy essential. We offer a challenge, growth and visibility. Reply with T and R should include references and salary requirements. Dennis Jackson, GM, WGCH, Greenwich, CT 06830. E.O.E., M/F.

**Help Wanted News
Continued**

**News Director
WFTQ-AM
WORCESTER, MA**

Katz Broadcasting's WFTQ-AM seeks an aggressive, energetic News Director for Worcester's top Adult Contemporary station.

If you're currently a news-leader with on-air experience, management ability and enjoy working in a state-of-the-art facility, join the Katz Broadcasting Team and help build Central New England's "best". To make application send tape, resume and other materials that reflect your news management philosophy in confidence to Richard Reis, General Manager, WFTQ-AM, 19 Norwich Street, Worcester, MA 01608. Katz Broadcasting is an Equal Opportunity Employer.

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WDBO-AM**

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Dynamic evening talk show host needed at Katz Broadcasting's newest kin, WDBO-AM, Orlando.

If you... have an outstanding personality

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Send tape and resume in confidence to Tom Kennington, Program Director, WDBO-AM, 58 South Ivanhoe, Orlando, Florida 32802. Katz Broadcasting Company is an Equal Opportunity Employer.

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If you've built a career making someone else's business successful, here's an opportunity to make your own pay off.

Satellite Music Network, the leader in live, 24-hour satellite radio programming, is seeking individuals with successful track records in radio management or sales who would like to establish a business of their own.

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To learn more about this opportunity, send your resumé with cover letter to Ivan Braiker, President, Satellite Music Network, at the address below, or call him at 1-800-527-4892. (In Texas, call 214-343-9205.) All replies will be held in confidence.

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has had enough of New York. Looking for long-term relationship as major market News Director or morning drive anchor. Solid track record. Conversational, credible sound. Reply Box G-28.

TELEVISION Help Wanted Technical

TELEVISION BROADCAST TECHNICIANS

Washington, D.C. International Communication Agency is accepting applications from qualified personnel having a minimum of six (6) years operations and maintenance experience in video, audio, camera, lighting, quad and one-inch videotape recording and computer assisted editing for positions in color television studio and mini-cam production facilities. Starting salary: \$28,245, with full federal benefits. Regular working hours from 8:45 a.m. to 5:30 p.m., Mon.-Fri. with periodic overtime. Moving expenses to Washington, D.C. must be provided by selected applicant. Interested applicants are requested to send a standard application form SF-171, obtainable at most Federal offices, to Office of Personnel for Broadcasting, Room 1341, 330 Independence Avenue, S.W., Washington, D.C. 20547. An EOE.

CHIEF ENGINEER

WCVB-TV, Boston, a subsidiary of Metromedia Inc., seeks a production oriented Chief Engineer who has familiarity with state-of-the-art technology and strong administrative abilities. Knowledge of all pertinent FCC rules and experience with labor relations and budgetary matters are essential.

Ideal candidate should have a General Class License, and at least ten years in TV broadcasting or related experience with five years in a supervisory capacity. SBE certification is helpful.

If interested, please send resume (no telephone calls, please) to WCVB-TV, Personnel Department, EC882, 5 TV Place, Needham, MA 02192. An equal opportunity employer M/F.

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AM IS NOT DEAD

But it's killing this superb morning act/PD combo. If you're not one of those who's pre-destining AM's failure by doing nothing, we should talk. Money will not be an obstacle for the right opportunity, regardless of locale. 609-737-1421/305-771-1962. Personality FM's welcome, too.

CHIEF ENGINEER

Midwest ABC-TV affiliate. Five years of proven management and motivational skills required. Must have a general radio/television license and experience in all phases of a local radio and television technical operation, capital expenditures and operating budget. Salary commensurate with experience level. Send resume and references to Box G-31. EOE.

GENERAL MANAGER- HOUSTON



We're looking for a pro to manage one of the hottest AM stations in the country - 79Q KKBB, Houston, Texas. Send resume to:

Peter M. Schulte
Regional Vice President
Harte-Hanks Radio
P.O. Box 42-138
St. Petersburg, FL 33702

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I HAVE A JOB

I'm chief engineer in a large market in the wrong place. Help me out and in return you'll get an experienced, loyal, hard-working engineer who cares about quality and knows how to make it pay. Write Box G-34.

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Help Wanted Technical Continued

The National Broadcasting Company is now offering exceptional opportunities at its Rockefeller Center headquarters in New York City.

Broadcast Systems Engineer

Responsible for the design and implementation of network broadcast facilities, the successful candidate will specify, design and supervise the installation and testing of the following:

- Control rooms, production videotape editing facilities and remote vans.
- Electronic news gathering, equipment room and general support facilities.

Additionally, will be responsible for planning, budgetary control of projects and performance of completed facilities.

Required is a BSEE or equivalent degree and extensive experience in broadcast facilities design and test procedures.

Design Draftsman

Responsibilities include the design and drafting of consoles, equipment panels and layouts used in broadcast facilities. Specifically, the selected candidate will:

- Design PC board layouts for broadcast equipment.
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- Draft architectural layouts for broadcast facilities.

Along with extensive experience in electronic, mechanical or architectural drafting, the ideal candidate will have a related college degree or equivalent training.

NBC offers salaries commensurate with experience and a comprehensive benefits package. For prompt consideration, please send resume and salary requirements in confidence to:



NBC

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NBC, Suite 1678
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New York, N.Y. 10112

An equal opportunity employer, M/F.

Help Wanted Programing, Production, Others

Senior Producer

We are a leader in the growing cable television industry, based in the Midwest, with an exceptional opportunity available for a Senior Producer.

Reporting to the Director of Programming and Studio Operations, responsibilities encompass development of local origination programming; direction of all programming activities; and supervision of the production staff for a large metropolitan area.

The ideal candidate will have a degree in communications or equivalent work experience in TV or a related area and 5-7 years broadcast or cable experience. This experience should include proven expertise in program development; working knowledge of editing equipment; and both in-studio and field experience. A minimum of 2 years in a supervisory capacity and exceptional interpersonal and communications skills are essential.

We offer a salary/benefits package fully commensurate with level of experience. For consideration, please submit resume, including salary history, to:

Equal Opportunity Employer M/F

Help Wanted Sales

SALES EXECUTIVE

Television syndicator requires Strong self-starter to work the traditional Northeast territory. Applicants should have sound and productive television sales distribution background. Will base in New York City, but frequent travel required. Salary \$52M+. Address correspondence to: P.O. Box 66930, Los Angeles, CA 90066. All replies confidential.

PM MAGAZINE CO-HOST.

To join female co-host as part of a 10 person PM staff. Previous PM co-host or related experience required. If you can project a dynamic personality, produce great visual stories, and want to do major market style PM in the heart of one of America's prime recreation areas, send your resume to:
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P. O. BOX 30901, SALT LAKE CITY, UTAH 84130.
NO PHONE CALLS.

Help Wanted News

LOCAL SALES MANAGER

Sunbelt network affiliated station in major market, looking for experienced TV sales manager with ability to direct sales staff. Good management skills & communication a must. Send all details in first letter. Confidentiality assured. Equal Opportunity Employer Write Box E-261.

WEATHERCASTER

Preferably an experienced meteorologist, to anchor our half-hour newscasts at 5, 6 and 10 p.m. A totally equipped weather facility with the newest model Col-ographics system. Mail resume and tape to Dan Steele, WPSD-TV, 100 Television Lane, P.O. Box 1197, Paducah, KY 42001.

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A leading major network affiliate in a western growth market is seeking an exceptional Program Director/Executive Producer to be responsible for all programing, local program production plus total station marketing and promotional efforts. Send resume and salary requirements to Box G-7. Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others
Continued**



CO-HOST

We are currently seeking a dynamic co-host to work with our female co-host already on staff. Enjoy South Florida while putting it on television. There's plenty of sun and fun and a Number One 7:30 audience waiting for more each night. We have a creative staff which works together to produce a proud product.

Send resume and tape in confidence to:

**Employment Manager
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324 N. Miami Avenue
Miami, Florida 33128**

Equal Opportunity Employer

**Help Wanted Management
Continued**

**MARKETING AND
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We have an immediate opening for a Marketing and Promotion Manager. We are looking for an individual with outstanding creative ability who can supervise a department of eight people as well as conceptualize and supervise the production of major promotional campaigns utilizing all media.

Excellent GE benefits. Send resume and tapes to Susan Loos, Employee Relations Manager, WNGE-TV, 441 Murfreesboro Road, Nashville, TN 37210. An equal opportunity employer.

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WNGE/NASHVILLE**



Situations Wanted News

**MR. SPLIT MARKET NEWS
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Looking for an inexpensive way to open a bureau? Experienced husband/reporter-wife/shooter team available. 919-735-4055 for tape.

Radio Programing

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**Station ID's
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(617) 426-3131



Help Wanted Management

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Need experienced creative person to supervise promotion and marketing efforts in all areas of media for network affiliate. Must be familiar with research and its application to marketing and audience promotion. Management capabilities required to direct marketing and art departments. Send resume to: Personnel Director, KUTV, P.O. Box 30901, Salt Lake City, UT 84130. Equal opportunity employer. No phone calls will be accepted regarding this position.

MANAGER-PROMOTION

Denver station. Successful applicant will have major market experience with strong creative and production skills. High energy level and aggressiveness a must. Send resume to Box E-255. EOE, M/F

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If you are currently employed, but thinking of improving your position, or if you are "in between and looking," NBTC can help. We specialize in placing qualified D.J.'s, news people, sports, PD's, sales and management. For confidential details, including registration form, enclose \$1.00 postage and handling to: National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144.

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10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

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Western Union broadcast studio clock circa the 1930's/40's. Reply Box G-27.

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SE	Regional	Cl. C FM	\$1200K	\$500K	Ernie Pearce (615) 373-8315
SW	Medium	AM/FM	\$775K	\$175K	Greg Merrill (801) 753-8090
SE	Medium	Fulltime	\$750K	\$100K	Bill Cate (904) 893-6471
New Eng.	Small	AM	\$575K	\$175K	Jim Mackin (207) 623-1874
MW	Small	AM/FM	\$550K	\$150K	Bill Lochman (816) 254-6899
SW	Small	Fulltime	\$495K	\$125K	Bill Whitley (214) 387-2303
SE	Small	Fulltime	\$410K	\$119K	Mitt Younts (804) 355-8702
NW	Small	Fulltime	\$300K	Cash	Elliot Evers (213) 366-2554
Mid- Atl.	Small	AM	\$250K	29%	Bob Thorburn (404) 458-9226

Chapman Associates will be at the Eastern Cable Show-World Congress Center-Booth 302 Hospitality Suite-Omni Intl. Hotel. To buy or sell, for appraisals or financing-contact John Emery, General Manager, Chapman Co., Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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MW	1169/2400	1000K	Cash	Bob Thorburn	(404) 458-9226
NW	1290/1925	980K	Nego.	Elliot Evers	(213) 366-2554
NW	900/1350	900K	\$200K	Elliot Evers	(213) 366-2554
SW	1009/2100	728K	Cash	Bill Whitley	(214) 387-2303
SW	443/1400	372K	Cash	Bill Whitley	(214) 387-2303
E	350/753	275K	125K	Bob Rathsmill	(215) 245-7489

Chapman Associates will be at the Eastern Cable Show-World Congress Center-Booth 302-Hospitality Suite—Omni. Intl. Hotel. To buy or sell, for appraisals or financing-contact John Emery, General Manager, Chapman Co., Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

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NE	AM/FM	1.100K	30%	Small
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MN	AM	220K	30%	Small
MO	AM/FM	275K	50K	Small
SD	AM	260K	22%	Small
WI	AM	495K	50K	Small
KS	AM	410K	50K	Small
AR	AM	215K	25K	Small
IA	AM	300K	25K	Small
MS	AM	300K	50K	Small
ND	AM/FM	250K	20K	Small

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Fates & Fortunes

Media

Leslie Small, senior VP, Mid America, Kankakee, Ill., assumes additional responsibilities as president of newly created broadcast division. **Stephen Small**, senior VP, assumes additional duties as president of new cable television division. **Howard Frederick**, executive VP, assumes executive VP responsibilities for broadcast division.



Latz

William Latz, general sales manager, KOAX(FM) Dallas, joins WOWO(AM) Fort Wayne, Ind., as VP and general manager.

Appointments, Home Entertainment Network: **Paul Beckelheimer**, controller for HEN, Cincinnati, to VP, operations; **Chris McCleary**, VP, Subscription Television of

America, Washington, to HEN, Cincinnati, as VP, finance; **Vicki Mondae**, director of marketing, Spectrum, Chicago, to HEN corporate marketing director, remaining based in Chicago. **Harry Kangls**, director of marketing and sales HENS's ON TV, Cincinnati, to VP and general manager, ON TV.

Gary Starr, general manager WWL(FM) Miami Beach, Fla., named general manager of co-owned WBM(AM) there, and VP of parent Community Broadcasters.

Dennis Rossman, general manager, WIKS(FM) Greenfield, Ind., joins WWZZ(AM) Sarasota, Fla., as VP and general manager.

David Sternlicht, formerly attorney with Broadcast Bureau, FCC, Washington, joins legal department, ABC Inc., New York, as assistant general attorney, network governmental regulation.

Michael Marder, general manager, WEAZ(FM) Philadelphia joins WRCP(AM)-WSNI(FM) there as general manager.

Diane Rogers, office manager, Valdosta, Ga., franchise, Group W Cable, named general manager of system.

John Maddex, station manager, Moody Broadcasting's noncommercial WCRF(FM) Cleveland, named director of broadcast stations, Moody Bible Institute, Chicago. **Doug Bickerstaff**, assistant station manager, noncommercial KMBI-AM-FM Spokane, Wash., succeeds Maddex.

Peter Gross, general counsel, Time Inc.'s Video Group, New York, named president of newly created development and information services division.

Roger Ashley, sales manager, Katz, Los Angeles, joins KHTV(TV) Houston as assistant general manager.

Michael Pitts, recent graduate, MBA, Georgia State University, Atlanta, joins Group W Cable as general manager, Millidgeville, Ga. system.

Bill Reed, music director, KDSX(AM) Denison-Sherman, Tex., named operations-program director.

Betty Marshal, accountant, WDHN(TV) Dothan, Ala., named station manager.

Gene Swanzy, VP, broadcast services, Mutual Broadcasting, Washington, named senior VP for broadcast and communications services.

Wendy Stahl, associate, corporate planning department, NBC, New York, named manager, corporate planning.

Meryl Marshall, assistant general attorney, law department, NBC, New York, named VP, compliance and practices, West Coast, NBC, Los Angeles.

R. John Cooper, partner, Lane & Mittendorf, joins Time Inc.'s Video Group there as general counsel.

L.K. Abbott, VP, TV operations, KSL-TV Salt Lake City, named coordinator, special projects, for parent Bonneville International Corp.

Margaret Sims, legislative aide, Senator Charles McC. Mathias Jr. (R-Md.), joins National Public Radio, Washington, as assistant director of national affairs.

Wayne Jefferson, audit director, CBS, New York, named director of finance and administration for CBS-owned WBBM(AM) Chicago.

James Thornton, director of development, noncommercial WGUC(FM) Cincinnati, named executive director and general manager.

Bill Weeks, treasurer, Swanson Broadcasting, Tulsa, Okla., elected VP and chief financial officer.

Paula Aberle, business manager, WAWS(TV) Jacksonville, Fla., joins WFIX(TV) West Palm Beach, Fla., in same capacity.

Janice Gomes, manager, revenues and overhead analysis, noncommercial WGBH-TV Boston, joins WNEV-TV there in newly created position of manager, budgets and financial information department.

Advertising

Stacey Lippman and **Al Romano**, associate media directors, planning, and **Ron Von Urf**, supervisor, network negotiating, J. Walter Thompson U.S.A., New York, named VP's.

Livingston Miller and **Robert Sullivan**, from Ogilvy & Mather, New York, join D'Arcy-MacManus & Masius there as VP's, associate creative directors. **David Cohen**, director of theater, television and film department, Trantum, Robertson & Hughes, New York, joins D-M&M there in newly created position of director of casting and music coordinator. **Doris Bellamy**, clerk, personnel department, D-M&M, Bloomfield Hills, Mich., named assistant manager.

Elected VP's, Young & Rubicam, New York: **Susan Schermer**, copywriter; **Michael Hampton**, art director; **Barbara Badyna**, director of casting; **Hunter Murtaugh**, music director, and **John Triolo**, creative supervisor.

Dennis O'Connell, merchandising director, and **Joyce Moore**, director of office services, Needham, Harper & Steers, Chicago, elected VP's.

George Guimaraes, senior VP, management supervisor, Young & Rubicam, New York, joins SSC&B there as executive VP, account management.



Heller

Art Heller, senior VP, Griffin Bacal, New York advertising agency, and executive VP of affiliated Sunbow Productions television production company, elected executive VP, Griffin Bacal.

Raymond Dundas, associate media director, Weightman Advertising, Philadelphia, named VP.

Bob Mills, senior account executive, McCann-Erickson, Louisville, Ky., joins Bon Advertising there as VP, creative.

Adrienne Powell, senior VP, creative director, Eisaman, Johns & Laws, Los Angeles, joins Ogilvy & Mather there as creative director.



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John DeCerchio, VP, creative group supervisor, W.B. Doner & Co., Detroit, named associate creative director.

Jeff Gorosh, media supervisor, Barkley & Evergreen, Kansas City, Mo., named media director.

Jay Gould, senior media planner, Chuck Ruhr Advertising, Minneapolis, named associate media director.

William Ryan, account supervisor, Rosenfeld, Sirowitz & Lawson, New York, joins Calet, Hirsch, Kurnit & Spector there as account supervisor.

David Clark, director of marketing services, Christian Broadcasting Network, Virginia Beach, Va., named VP, marketing.

Steve Kayne, account executive, Clear Television Cable Corp., Toms River, N.J., named sales manager, local origination and satellite programming services.

Kathy Crawford Gilbert, from Los Angeles office, Petry Television, joins new Denver office as sales manager.

David Miller, regional marketing manager, Warner Amex, Columbus, Ohio, joins Cable Concepts, Wausau, Wis., cable advertising and marketing support services firm, as operations manager.

Paula Dvoskin and Martha Pfeffer, producers, broadcast production department, The Marschalk Company, New York, elected VP's. **Susan Henes**, account executive, named account supervisor, new products group.

Ellen Judson, senior buyer, Chiat-Day, joins Avery-Knodel Television, Los Angeles, as account executive.

Thomas Talbott, from WBOS(FM) Brookline, Mass., joins Kettell-Carter, Boston broadcast representative, as account executive.

Claude Hulet, account executive, CBS-FM National Sales, Los Angeles, named sales manager. **Kim Khoury**, sales assistant, Los Angeles, named account executive.

Deanna Cassin, account executive, Marketing Showcase, New York, joins John Blair Marketing there in same capacity.

Donald Casey, account executive, WSNi(FM) Philadelphia, joins new Cable Television Advertising, Inc., Wilmington, Del., as VP and general manager.

Bill Gilreath, sales manager, KSFO(AM) San Francisco, joins KCBS(AM) there as general sales manager.

Don Squires, local sales manager, WICS(TV) Springfield, Ill., named general sales manager. **Virginia Rush**, assistant national sales manager, named national sales manager.

Stu Goldberg, manager, Torbet Radio, Los Angeles, joins WRKS-FM New York as sales manager.

Karl Gallagher, sales manager, KSGW-TV Sheridan, Wyo., joins KUSK(TV) Prescott, Ariz., in same capacity.

Scott Slocum, sales manager, WJON(AM)-wwJO(FM) St. Cloud, Minn., joins WTON(AM) Staunton, Va., as sales-operations manager.

Scott Thomas, manager, ABC Spot Sales, Detroit, joins WLS-TV Chicago as local sales manager.

Ron Piro, senior account executive, WEEI-FM Boston, named local sales manager.

John Gutbrod, from KEZK(FM) St. Louis, joins KSD-AM-FM there as national sales manager.

Janet Adler Conti, account executive, WRGB(TV) Schenectady, N.Y., named regional sales manager.

Dave Jester, account executive, KEBC(FM) Oklahoma City, named assistant sales manager.

Loret Cusworth, account executive, KSBW-TV Salinas, Calif., joins KHTV(TV) Houston in same capacity.

Kim Smith, from KENO(AM)-KOMP(FM) Las Vegas, joins KOKB(FM) Mesa, Ariz., as account executive.

Ron Kleinstiver, manager, CBS-FM Sales, Detroit, and **Lori Seger**, from www(FM) Detroit, join WJBK-TV there as account executives.

Debbie Horn, account executive, wwOL(AM)-wnys(FM) Buffalo, N.Y., joins WGR-TV there in same capacity.

Robert West, assistant supervisor, ASI Market Research, Tulsa, Okla., joins KBEZ(FM) there as account executive.

William Horowitz, from WMAQ-TV Chicago, joins Entertainment and Sports Programming Network, Chicago, as account executive. **Kelly Ann McCoy**, from Needham, Harper & Steers, New York, joins ESPN there as account executive.

Bruce Kimmel, retail sales manager, WKTU(FM) New York, joins WPIX-FM there as account executive.

Judie Handman, from KTNV-TV Las Vegas, **Vicki Atherton**, from KFwb(AM) Los Angeles, and **Stuart Wright**, from KNXT(TV) Los Angeles, join KKGO(FM) Los Angeles as account executives.

Courtney Thompson, former retail sales manager, KBZT(FM) San Diego, joins KFAC-AM-FM Los Angeles as account executive.

Dan Lutgen, local sales manager, KSBW-TV Salinas, Calif., joins KHTV(TV) Houston as account executive.

Daniel Gorby, account executive, WKZL(FM) Winston-Salem, N.C., joins WQMG(FM) Greensboro, N.C. in same capacity.

Programing

Larry King, manager, special markets, Showtime, New York, named director of



King



Schreff

market analysis. **David Schreff**, director of marketing and research, Woodside Cable Con-

sulting Group, Stamford, Conn., joins Showtime, New York, as director of market strategy.

Andrew Hill, VP of development for movies and mini-series, Henry Jaffe Enterprises, named VP, movies and mini-series, Columbia Pictures Television, Los Angeles.

E. Lyle Marshall, VP and treasurer, 20th Century-Fox Film Corp., Los Angeles, resigned. **Arthur Vetrone**, VP, corporate accounting, succeeds Marshall.

Karen Hendel, associate director of talent and casting, CBS Entertainment, Los Angeles, joins NBC Entertainment, West Coast, there, as director, casting.

Thomas Patton, manager, operations and marketing, ABC Entertainment Center, named manager of Los Angeles-based complex.

June Shelley, manager, advertising and promotion, ABC Video Enterprises, New York, named to newly created position of director, advertising and promotion.

Cj Sartor, affiliate relations representative, The Weather Channel, Atlanta, named affiliate director, network department. **Judy Rask**, accounting assistant, named data base director.

George Veras, associate producer, CBS Sports Saturday-Sunday, CBS Sports, New York, named producer, *The NFL Today*.

Judy Gold, director of station sales, Westwood One, Los Angeles radio program producer-distributor, named VP, director of sales.

Jay Press, VP, account supervisor, SSC&B, New York, joins Thorn EMI Video Programming Enterprises there as director of market development and advertising.

Douglas Willet, production director, noncommercial KSGN(FM) Riverside, Calif., joins Sound Dynamics, Denver-based radio syndication firm, as VP, marketing and sales.

Jim Bochroneak, government sales manager, Pyramid Film and Video, Santa Monica, Calif., named special licensing manager for cable and nonstandard television.

Michael Barker, New York regional manager, United Artists Classics, named to newly created position of assistant national sales manager.

Jerilyn Kessel, senior research analyst, Warner Amex Satellite Entertainment, New York, named manager, research.

Terry Meeuwssen, from CBN, Virginia Beach, Va., joins WTMJ-TV Milwaukee as special projects director.

Cary Pahigian, program director, WGAN-AM-FM Portland, Me., named director of programming and operations.

James Major, program director, KGO-TV San Francisco, joins Petry Television, New York, as associate director of programming.

Rae Maupin, promotion-creative services director, wwBT(TV) Richmond, Va., named program operations manager.

Patrick Murray, sports producer-director, wUAB(TV) Cleveland, named director of production services.

Robert Mandella, director of promotions, whDN(TV) Dothan, Ala., named program director.

Mark Siegal, from WRAU-TV Peoria, Ill., joins

WBLN(TV) Bloomington, Ill., as producer-director.

Joan Kinsey, production manager, KOTI(TV) Klamath Falls, Ore., joins KTVM(TV) Medford, Ore., as producer-director.

Mark Mathew, from KSHB-TV Kansas City, Mo., joins WOI-TV Ames, Iowa, as sports director.

Howard Eskin, from WWDB(FM) Philadelphia, joins KYW-TV there as sports director.

Mike Evans, from KROQ-FM Pasadena, Calif., joins KMET(FM) Los Angeles as sports director.

Jack Brayboy, reporter-producer, WSOC-TV Charlotte, N.C., joins WPVI-TV Philadelphia as sports producer.

Tim and Ev Kelly, husband-and-wife air personalities, WAKY(AM) Louisville, Ky., join KPPL(FM) Denver in same capacity.

Jim Mika, from WZZM-TV Grand Rapids, Mich., and **Nancy Christopher**, from WDBJ-TV Roanoke, Va., join WISN-TV Milwaukee as co-hosts, *PM Magazine*.

Gary Apple, graduate, Syracuse (N.Y.) University, joins WTOG(TV) Savannah, Ga., as weekend sports anchor and weekday sports reporter.

News and Public Affairs



Roddy

Patrick Roddy, producer, *This Week With David Brinkley*, ABC News, Washington, named senior producer. **Veronique Rodman**, Center for Strategic and International Studies, Georgetown University, Washington, joins ABC News there as coordinating guest producer.

Steve Lewis, press representative, *ABC News Nightline*, New York, named associate producer. **Gayle Kline Moore**, production associate, *Nightline*, Washington, named associate producer. **Carol De Landri**, researcher, *Nightline*, New York, named reportorial producer, ABC News there.

David Cochran, executive news producer, WJZ-TV Baltimore, named assistant news director.

Charles (Chuck) Whitten, assistant news director, KESQ-TV Palm Springs, Calif., named news director. **Patti Patane**, news director-anchor, KLMN(TV) Fort Smith, Ark., joins KESQ-TV as anchor.

Hal Stoppel, assistant news director, WHAS-TV Louisville, Ky., named news director.

Lee Hall, news director, WSGN(AM) Birmingham, Ala., joins WFLA-AM-FM Tampa, Fla., in same capacity.

Stuart Kellogg, promotion manager, WALA-TV Mobile, Ala., named news director.

Susan Stewart, administrative assistant to news director, KMOX-TV St. Louis, Mo., named manager of news administration.

Steve Biro, anchor, WOBN(FM) Toms River, N.J., joins WZIP(AM) South Daytona, Fla., as news director.

Michelle Petersen, interim director of news and current affairs, noncommercial KLON(FM)

Long Beach, Calif., named director of news and current affairs.

Suzanne Wolff, executive news producer, WSOC-TV Charlotte, N.C., joins WPLG(TV) Miami as assistant news director-managing editor. **Bill Bouyer**, associate news producer, WPLG, named 12:30 newscast producer.

Lorraine Bennett, bureau chief, Riverside-San Bernardino, Calif., bureau, *Los Angeles Times*, named assignment editor. Inland Empire bureau, *Eyewitness News*, KABC-TV Los Angeles.

Frank Biancuzzo, associate news producer, WITI-TV Milwaukee, joins WXOW-TV LaCrosse, Wis., as field producer.

Doug Caldwell, producer and news operation manager, KRON-TV San Francisco, joins WBTM(TV) Charlotte, N.C., as managing editor, 6 p.m. news.

Named producers, *Nightwatch* news program, WCPO-TV Cincinnati: **Tom McKee**, night editor and senior news editor; **Peg Duffy Ashbrook**, writer-reporter, and **Dwight Bachman**, wire editor.

Randy Caruso, from KIII(TV) Corpus Christi, Tex., joins KTVH(TV) Wichita, Kan., as night supervisor, reporter and news producer.

Lorraine Hillman, news coordinator, KNXT(TV) Los Angeles, named manager, news research.

Ward Andrews, business reporter, KRLD(AM) Dallas, named business editor.

Gregory Jackson, from CBS Cable, New York, joins ABC News there as host of new late night news program scheduled in October.

Sandy Zimmet, from WFMD(AM) Frederick, Md., joins WINX(AM) Rockville, Md., as morning news anchor.

Diane Willis, weekend anchor-reporter, KTVI(TV) St. Louis, joins WNEV-TV Boston as anchor-reporter.

Alan Frio, from KCST-TV San Diego, joins KOVR(TV) Sacramento, Calif., as co-anchor, 5 and 11 p.m. newscasts.

Mary Wallace, general assignment reporter, WFSB-TV Hartford, Conn., joins KNBC(TV) Los Angeles in same capacity.

John Phillips, freelance broadcast reporter, Portland, Ore., joins KAPP(TV) Yakima, Wash., as reporter.

Stan Devereux, recent graduate, Washington State University, Pullman, Wash., joins KTTU-TV Fairbanks, Alaska, as reporter.

Gary Griffith, Washington bureau chief, non-commercial WGBH-TV Boston, joins noncommercial WTVS(TV) Detroit as director of public affairs programming.

Cindy Pelton, promotion assistant, KGW(AM) Portland, Ore., named public affairs director.

Terri-Rae Elmer, from KWG(AM) Stockton, Calif., joins KFBK(AM) Sacramento, Calif., as agriculture editor.

Technology

Appointments, newly created audio-video systems division, Panasonic Industrial Co.,

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Secaucus, N.J.: **Toshio Iizuka**, VP and general manager, video systems division, to VP and general manager; **Larry Ingenito**, national credit manager, video systems division, to national sales manager; **Milton Landau**, manager, marketing administration and planning, video systems group, to group manager, closed circuit television and commercial sound product lines, and **Richard Salam**, manager, Panasonic CCTV, to manager, professional audio systems.

Russell Groshans, VP, systems development, Gould, Inc., Rolling Meadows, Ill., joins American Satellite Co., Rockville, Md., as VP, satellite systems.

Warren Chin, lead systems analyst, broadcast division, Data Communications Corp., Memphis, named manager of BIAS (broadcast industry automation system) installations department. **Greg Calhoun**, account executive, broadcast division, named assistant sales manager, BIAS.

James Moore, manager, export sales, RCA Sales Corp., Indianapolis, elected VP, international sales, RCA Sales Corp., and executive VP, RCA Distribution Corp.

Angello Figurella, chief engineer, Malrite Communications' WCTI-TV Greenville, N.C., joins co-owned WFLX(TV) West Palm Beach, Fla., in same capacity.

Promotion and PR

Paul Amedick, manager, news and information, RCA commercial communications systems division, Camden, N.J., named man-

ager, community affairs, commercial communications and government systems divisions, Cherry Hill, N.J. **Bruce White**, manager of news services, government systems division, succeeds Amedick.

Art Roventine, director, on-air promotion, CBS Cable, New York, joins Home Box Office there in same capacity. **Dee Lefkowitz**, manager, affiliate broadcast promotion, named to newly created position of director, broadcast advertising and promotion.

John Fannetti, president, JDF Communications, Canosta, N.Y., joins Microwave Filter, Co., Syracuse, N.Y., as senior technical consultant.

W. R. (Terry) Sheffield, VP, marketing, Swintek, Inc., joins Modulation Associates, Mountain View, Calif., broadcast equipment manufacturer, as VP, SAT marketing, responsible for marketing Modulation's small aperture satellite terminal products.

Steven Hagedorn, film director, WDCA-TV Washington, named producer-director, promotion department.

Gregory Savage, film director, WHNT-TV Huntsville, Ala., named promotion manager.

Carol Schell, promotion manager, WAVY-TV Norfolk, Va., joins KUSK(TV) Prescott, Ariz., as promotion-public service manager.

Ruth Kaplan, head of press relations, Royal Shakespeare Company, London, joins noncommercial WETA-TV Washington as director of communications.

Clive Brash, advertising and promotion manager, KXTV(TV) Sacramento, Calif., joins noncommercial WHMM(TV) Washington as director of advertising and promotion.

Allied Fields

Stuart Young, associate, litigation department, Townley & Updike, New York, joins communications law firm of Fly, Shuebruk, Gaguine, Boros, Schulkind and Braun there.

Don Bishop, from KBRQ(AM) Denver, joins Vir James P.C., broadcast engineering consulting firm there as chief executive officer.

Jeanne Steele, administrative assistant, Kalil & Co., Tucson, Ariz., station broker, named VP, administration and finance.

Judith Sheib Bean, national account manager, Home Box Office, New York, joins National Cable Television Association, Washington, as director of media services. **Timothy Sloan**, attorney, Wilkinson, Cragun & Barker, Washington, joins NCTA there as member of legal staff.

Kay Wight, VP, compliance and administration, CBS Sports, New York, named to Mayor Edward Koch's commission on status of women.

Terrie Brennan, manager, analysis/information department, Nielsen Station Index, New York, named client service executive assistant.

Elected officers, Washington chapter, American Women in Radio and Television: **Helen Disenhaus**, Dow, Lohnes & Albertson, president; **Dorothy Townsend**, CBS, president-elect; **Marianne McDermott**, Hill & Knowlton, vice president; **Pat Mahoney**, Fletcher, Heald & Hildreth, treasurer; **Helen Panarites**, freelance writer, interviewer, corresponding secretary, and **Gail Wright**, U.S. House of Repre-

Tyler too. Board of directors of Financial News Network, Santa Monica, Calif.-based producer and distributor of business news service, has dismissed Karen Tyler as chairman, president and chief executive officer. Tyler, who remains director, had replaced long-time associate, Glen Taylor, company's founder, after latter's resignation July 11. Jeremy Wiesen succeeds Tyler as chairman, and will share responsibilities of chief executive with Paul Farrell, FNN's chief operating officer and executive VP. According to Wiesen, Tyler was dismissed over "difference in management styles."

sentatives TV Gallery, recording secretary.

Elected officers, New Hampshire Associated Press Broadcasters Association, Concord, N.H.: **Kathy O'Meara**, WASR(AM) Wolfeboro, president; **Elise Klysa**, WKXL(AM) Concord, first vice president, and **Paul Jacobson**, WGIR(AM) Manchester, second vice president.

National Radio Broadcasters Association elected three new at-large directors serving two-year terms. They are: **Gary Edens**, Harte-Hanks Radio, Phoenix; **Robert Fuller**, Fuller-Jeffrey Group, Cumberland, Md., and **Don Sharp**, WGIL(AM)-WAAG(FM) Galesburg, Ill. Re-elected directors at large are: **Kent Burkhardt**, Burkhardt/Abrams/Michaels/Douglas, Atlanta; **Jim Connor**, WWSH(FM) Philadelphia; **Joe Costello**, Gulf South Broadcasters, Metairie, La.; **Ron Kempff**, WHIO-AM-FM Dayton, Ohio; **Law Latto**, WAKX-FM Duluth, Minn., and **Gary Worth**, Wold Communications, Los Angeles.

Elected officers, Long Island (N.Y.) Radio Broadcasters Association: **Zim Barstein**, WLIR(FM) Garden City, president; **Richard Scholem**, WGSM(AM) Huntington-WCTO(FM) Smithtown, vice president; **Ralph Conner**, WHLI(AM)-WKJY-FM Hempstead, treasurer, and **Barbara Rumpel**, WLAK-AM-FM Patchogue, secretary.

Dinah Saylor, VP, spot broadcast, SMY Inc., Chicago, joins Arbitron Television Eastern Advertiser/Agency Sales, New York, as division manager.

Deaths

Stanley Swinton, 62, vice president and director of world services, division, Associated Press, New York, died of cancer Aug. 29 at his home in New York. Swinton, who had been with AP for over 40 years, joined agency's Chicago bureau in 1942. He is survived by his wife, Helen, and three sons.

Charles L. Copenhaver, 67, retired senior minister, Reform Church of Bronxville, N.Y., and radio and television personality, died of heart attack on trip to visit son in Vermont. Copenhaver hosted *The Art of Living* radio show on NBC in 1970's and up until his death, had *This is My Answer* program on WNBC(AM) New York. He is survived by his wife, Marian, two sons, and daughter.

Laurens Pierce, 66, retired cameraman, CBS News, died of heart attack Aug. 26 in Atlanta. Pierce received several awards for his coverage of shooting of Alabama Governor George Wallace, including Sigma Delta Chi distinguished service award for television reporting. He is survived by his wife, Patricia, son, and two daughters.

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Western's Ed Allen: a man for all causes in cable television

Next Monday evening (Sept. 13), in the Cannon House office building, the elite of the cable television industry will gather to admire one of their crown jewels: the Cable Satellite Public Affairs Network, which at 9 a.m. that day will begin 24-hours-a-day operation. If Ed Allen has anything to do with it, the signal will never stop thereafter.

It's a new challenge for a senior warrior. For more than two decades, Ed Allen—now the chairman of C-SPAN—has made the cable industry's causes his own. Much of that time has been spent in waging war against government regulation. "I feel strongly about what this industry can be," he says from his modest office in Walnut Creek, Calif., 25 miles east of San Francisco, "if we are allowed to create a market unfettered by the whims of regulations."

Allen admits, however, that he is uncomfortable around the politics of law-making. "I think it is a messy process and I've seen things that bother me," he says. "There's an old saying: If you like good sausage and good law, you should never watch either one of them being made."

Nevertheless, he's been at it for 24 years. A cable pioneer and the 57-year-old head of Chronicle Publishing Co.'s 150,000-subscriber MSO, Western Communications Inc., he has waged the fight against government regulation principally through his work in industry associations and on committees. And as a director of the National Cable Television Association (for the past 10 years) and a former director of the California Cable Television Association, Allen has been willing to help out whenever "good law" needed making.

Despite his commitment to the cause of free enterprise, Allen's service to the industry has taken a more narrow focus in recent months. He's been a long-time supporter of C-SPAN and, since his election as chairman last May, has been out beating the bushes for new cable affiliates, trying to recoup the losses in the viewership the network suffered when it moved to its own transponder last April.

In pitching C-SPAN to the chief executives of other MSO's, Allen stresses that C-SPAN is more than just the House of Representatives. "We are broadening all the time what constitutes public affairs," he says. The network is also a "tremendous public policy vehicle for the industry," Allen also argues. "We make brownie points with congressmen by giving them exposure in their communities," he said.

Allen's reputation in the industry is that of a laconic but articulate spokesman,



Edward MacDowell Allen—president, Western Communications Inc., Walnut Creek, Calif.; chairman, Cable Satellite Public Affairs Network, and director, National Cable Television Association; b. Nov. 7, 1924, Winona, Minn.; St. Mary's College, Winona, 1950; first lieutenant, U.S. Army Air Force, 1942-46; salesman, KWNO(AM) Winona, 1954-56, and general manager, 1956-58; vice president, Winona TV Signal, 1958-65; vice president LaCrosse TV Signal, 1960-65; general manager, Spencer-Kennedy Laboratories Inc. cable television division, 1965-67; vice president and general manager, Western Communications, 1967-70; present position since 1970; m. Geraldine Nelson, April 26, 1980 (first wife, Patricia Gurney, died in 1976); children—Tracy Barnett, 34; Steve, 31; Paige, 29, and Richard, 28; stepchildren—Lynne Sperry, 21, and Holly 18.

willing to do what needs to be done. These attributes were recognized in 1978 when the NCTA presented him with the Larry Boggs Award, the industry's most prestigious. Allen believes he received the award for a much simpler reason—"for being an old barnacle, for being around a lot of years."

After college and some general sales experience, Allen began selling time and eventually became part owner of KWNO(AM) in his hometown of Winona, Minn. (He still retains a half interest in the station.) In 1958, Allen put together local financing and built one of the country's first broadband (12-channel) cable systems for the town. The success of the system prompted him to build another in La Crosse, Wis., two years later. After selling the pair to Jack Kent Cooke in 1964, Allen headed to California to manage five systems scattered across the country for Spencer-Kennedy Laboratories, a now-defunct cable equipment manufacturer.

In 1967, Chronicle Publishing, the family-owned publisher of the *San Fran-*

cisco Chronicle, got the cable itch and tapped Allen to establish its own MSO. Western Communications, as it was dubbed, started out by franchising but has maintained its slow growth over the years through acquisitions. It now operates five large systems, four in northern California and one in Las Cruces, N.M. The company is in the middle of an across-the-board rebuild, he says; all the systems will be expanded to 35 channels.

With an extraordinarily high average penetration of 84%, Allen says, the five systems generate annual revenues of more than \$20 million. The market value of the systems, he says, is around \$150 million (\$1,000 per subscriber).

The growth of Western will be accelerated in 1983. Once the parent digests the purchases of a Bloomington, Ind., newspaper and a Wichita, Kan., television station, Western Communications will launch a nationwide search for systems, Allen says. It will be on the lookout for underdeveloped systems in the sunbelt, with at least 10,000 subscribers, he says. "We're so highly penetrated that in order to grow, we've got to have more property."

That Western will seek to expand through acquisition rather than franchising is attributable to Allen's distaste for the latter. The state of franchising is "idiotic," he says. "It's as bad as it was in the 1960's." The promises being made by operators and being extracted by cities, he says, "are an extreme disservice to stockholders [of the bidding companies] and ultimately to the industry." The excesses of franchising set bad precedents for franchise renewals, he says. "All of these cities are going to want the goodies the city down the road got," he says.

With the expansion of channel capacity in his systems, Allen is looking at a panoply of cable programming and trying to figure out what services to offer in what systems. His method of programming is not the least bit scientific; it's based on "gut feeling" and personal preferences. "I'm not a big believer in research," Allen admits. In the early days of cable, surveys of communities often came to the conclusion that people were unwilling to pay for television. "If we had relied on that research," Allen says, "there would never have been a cable television industry."

In his campaign to boost the subscriber-ship audience of C-SPAN, Allen has targeted the top 50 MSO's, the top 100 individual systems and systems serving state capitals. Although Allen and C-SPAN have made significant gains in getting operators to restore or add C-SPAN in the past few months, there remain recalcitrant operators. But Allen pledges to keep after them. "I'm tenacious," he says. "I don't let go."

As expected, **President Reagan** last week **vetoed \$14.2-billion supplemental bill, which included \$3 million** to meet pay raises for FCC personnel for fiscal 1982. Tom Campbell, associate managing director for operations at FCC, said **without supplemental, commission would run out of money Sept. 16**. If Congress isn't able to pass supplemental bill satisfactory to President, commission would prepare to furlough majority of employees starting Sept. 17, Campbell said. Even if FCC is forced to shut its doors, about 60 employees will continue to report to work, to keep certain FCC operations, such as monitoring stations, functioning, Campbell said. Supplemental bill is expected to be a major focus of Congress after it reconvenes this Wednesday (Sept. 8).

Loss of **NBC Nightly News** carriage on WPCQ-TV Charlotte, N.C. (see page 41), isn't only affiliate blow network faces this month. **Wsmv-tv Nashville will drop "Tonight Show with Johnny Carson" Sept. 27** and instead run syndicated *Three's Company* and *Barney Miller*. Station had wanted to delay *Tonight* until 11 p.m. (central time) as now permitted at WTMJ-TV Milwaukee and WTCN-TV Minneapolis. NBC said delay "experiment" wasn't intended to go beyond those two stations and turned WSMV-TV's request down. NBC said it is looking for new outlet for *Tonight* in market.

Philadelphia has released its cable television request for proposals. Bids are due Dec. 22. City has divided itself into four franchise areas, each having between 153,000 and 156,000 homes. City is asking for 72-channel system with minority participation recommended in ownership, employment and subcontracting.

National Association of Broadcasters last week established **seven-member committee to investigate incorporating Television Information Office into association's operation** ("In Brief," Aug. 30). Committee is part of recommendations from NAB's futures committee report that suggested TIO move to NAB. Members selected include: William Dunaway, of WTHR-TV Indianapolis, named chairman; James Dowdle, president and chief executive officer, Tribune Co., Chicago; George Schweitzer, vice president, communications, CBS/Broadcast Group, New York; Donald Moeller, president and general manager, KYTV(TV) Springfield, Mo.; Wallace Dunlap, vice president, Westinghouse Broadcasting, based in Washington; Kenneth Johnson, vice president and general manager, KTRK(TV) Houston, and John Williams, general manager, WPSD-TV Paducah, Ky.



Back on the air. President Ronald Reagan returned to the airwaves Aug. 28, resuming the five-minute, Saturday afternoon radio broadcasts he began last spring. Reagan broadcast his remarks while on vacation at his California ranch.

Former FCC Chairman **Charles D. Ferris**, who now is lawyer for Democratic National Committee, is reported to have **sought to add equal-time amendment to Reagan administration's \$9 billion tax bill** that would have benefited Democrats in their effort to get free air time. According to one source, Ferris, in final hectic hours of Senate Finance Committee's markup of bill, suggested proposal that would have required broadcast who had sold time to one political party outside campaign period to offer free time for response to opposing views. Proposal reportedly was rejected after staffer saw implications for political problems.

Corporation for Public Broadcasting board last week appointed **new program fund director**, elected **new vice chairman** and placed \$2 million in its TV production fund. **Ron Hull**, assistant general manager, noncommercial KUON(TV) Lincoln, Neb., and program manager for Nebraska Educational TV Network, was named program fund director. He succeeds Lewis Freedman who resigned earlier this year (BROADCASTING, April 5). Board member **Sonia Landau** defeated Jose Rivera in latter's bid for re-election as **board vice chairman**. Chairman Sharon Rockefeller was re-elected. Board also placed \$2 million in interest income in CPB TV program production fund.

Golden West Subscription Television, division of Los Angeles based Golden West Broadcasters, has **acquired Preview & Communications Corp.** in Dallas/Fort Worth. Financial terms were not disclosed, but Anthony Cassara, president of GWB television division, stated deal encompasses acquisition of substantially all of Preview's assets which include decoder boxes and Preview's 25,000 subscribers. Analysts estimated deal to be between \$15 million to \$18 million. **Golden West will switch its VEU STV program service**, with 42,000 subscribers, from KXNB-TV to KTWB-TV, both Dallas, during next 90 days.

Oak Industries, leading STV operator and prospective DBS operator, and **Racal Electronics**, London-based equipment manufacturer with sales of \$1.1 million in 1981, have formed **joint venture to explore and exploit pay television market in western Europe**. According to Oak spokesman, venture will investigate supplying pay-television via cable, STV and DBS and could end up using any or all of media. Agreement was precipitated, he said, by movement in many western European governments toward expansion of television services, including pay variety. Venture would do it all, he said, supplying hardware and programming. Financial details were not disclosed.

White House this week is expected to **announce appointment of third Voice of America director** since Reagan administration came to power in January 1981. **Kenneth Y. Tomlinson**, *Reader's Digest* editor and reporter for 14 years, is said to be choice. He would replace John Hughes, who held job for four months before moving to State Department as its chief spokesman, in August. Hughes had succeeded James Conkling, administration's first VOA director, who quit in March, expressing frustration at working in government bureaucracy after years in private industry. Meanwhile, USIA officials confirmed report that USIA and Defense Department were exploring possibility of coordinating overseas information activities of those agencies ("Closed Circuit," Aug. 23).

In letter to FCC Chairman Mark Fowler last week, **Multi-State Communications Inc.**, competing applicant for RKO General Inc.'s WOR-TV New York, **said recently passed bill** that would require FCC to renew license of any VHF station that agrees to move to state now underserved by VHF (BROADCASTING, Aug.

30) **should not be read to benefit RKO.** RKO has said it would notify FCC of its intent to relocate to Secaucus, N.J., as soon as law, which had been included in \$99-billion tax bill, was signed. In letter, however, Multi-State said "clear" reading of new law, "coupled with the commission's policy of not permitting sales or transfers of facilities while there are outstanding resolved and unresolved character issues against the incumbent," precluded RKO from benefitting from law. "RKO must finally face up in either New York or New Jersey to a determination of its qualifications to be a broadcast licensee," Multi-State said. "Simple justice, the public interest and the integrity of the commission's procedures demand no less."

FCC last week agreed to **put proceeding temporarily on hold** while networks and other interested parties attempt to negotiate long-standing differences over **how much AT&T should charge for program transmission service**—and how those charges should be allocated among various service users. FCC, noting that efforts to negotiate settlement "may ultimately be conducive to resolving the issues in this proceeding in an expeditious manner," extended latest comment deadline in proceeding from Sept. 2 to Oct. 21.

National Association of Broadcasters filed findings of fact with **Copyright Royalty Tribunal** last week which it says backs up its claim that royalty rates paid by cable television systems for carriage of new distant signals should be raised by significant amount.

Communications stocks continued to perform well in market last week—ABC and Capital Cities both set successive new 52-week highs Tuesday, Wednesday and Thursday; Metromedia set new high Tuesday (slipping back somewhat by Thursday); United Cable finished Thursday up 10% over week-earlier; Tele-Communications, at \$19 bid, was up 12.5% over last Thursday's close.

Former Vice President Walter Mondale promotes Democratic candidates in **radio spots** that ran from last Friday (Sept. 3) through today (Sept. 6) in 15 major markets. He does not mention specific candidates but refers generally to races on local, state and federal level. Mondale spokesman said radio was chosen because it is most cost-effective way to reach greatest number of people.

Private foundation that has made grants to help fund various domestic and foreign projects **has donated \$50,000 to help finance Radio Marti.** Smith Richardson Foundation Inc., of New York, made grant to Radio Broadcasting to Cuba Inc., private organization set up in District of Columbia last year to accept funds for radio station. Grant was made in November, surfaced last week.

Boston Herald American reporter was awaiting word on Friday whether he would receive **governor's pardon** to escape three-month jail sentence for contempt of court. Reporter, Paul Corsetti, 33, appealed to Governor Edward King after Supreme Court Justice William Brennan refused to free him until October, when the full nine-member court could decide whether to hear his appeal. Brennan said there was little chance conviction would be overturned. Corsetti, first Massachusetts reporter jailed for contempt of court, is in Middlesex county jail on order of superior court judge for refusing to testify at 1978 murder trial about conversation with defendant that served as basis for story Corsetti wrote. Defendant was later acquitted.

Public Broadcasting Service has petitioned FCC to deny applications by Contemporary Communications Corp. for developmental authorizations to operate **multichannel multipoint distribution services** in five markets: New York, Chicago, Los Angeles, Philadelphia and St. Louis (BROADCASTING, Aug.

9). In its petition, PBS said CCC's proposal wasn't experiment but way "to get a massive major-market multichannel MDS system" in place before FCC had resolved pending dockets to determine whether it should grant MDS additional channels. CCC's proposed systems, for which CBS would supply programming, call for reassignment of four to eight unused channels currently allocated to Instructional Television Fixed Service. PBS and some of its member stations have applied for four ITFS channels in more than 100 markets for proposed National Narrowcast Service.



After more than 20 years with network, **Robert Fountain**, head of ABC Television's affiliate relations department, is **joining United States Satellite Broadcasting** in newly created post of executive VP. According to Stanley S. Hubbard, president of Hubbard Broadcasting and USSB, "Bob will be the senior executive, and will lead our efforts to position USSB as a potent factor in the emerging broadcasting arena." United is among eight companies whose applications for direct broadcast satellite (DBS) service have been accepted by FCC. Decision on application is expected in fall.

John Severino, ABC Television president, took **responsibility for ABC-owned Television Stations** effective last Friday (Sept. 3). That's in addition to ABC Entertainment, ABC Television Network and ABC Operations and Engineering already under him. ABC-owned TV's had been directly reporting to Frederick Pierce, ABC Inc. executive vice president, who has expanded his purview moving closer to corporate presidency he has been promised (BROADCASTING, Aug. 2). Severino reports to Pierce.

William Small, former NBC News president, has become senior consultant for **Hill & Knowlton** public relations firm. Small said consulting will be on "occasional" basis, mostly for some overseas clients of agency.

Ed DeFontaine, managing editor for **Associated Press Radio** for almost eight years, **resigned** last Wednesday (Sept. 1). DeFontaine said he thought it was time to move on "to pursue new interests."

Stephen Lukasik, **FCC chief scientist**, has announced he will **resign** Oct. 2. Lukasik, who had been looking for position in private sector for economic reasons, will start Oct. 4 as vice president for Northrop Corp.; he will be manager of corporation's research and technology center in Palos Verdes, Calif. FCC Chairman Mark Fowler said no successor had been selected. It is said that Robert Powers, Lukasik's deputy for policy, is "strong" candidate.

Frank Rosenfelt, vice chairman and chief operating officer, **MGM/UA Entertainment**, has been **named** to additional position of **vice chairman and chief executive officer of United Artists subsidiary.** He succeeds David Begelman, who was ousted in July (BROADCASTING, July 19), and will remain until permanent appointment is made.

Vince Wasilewski, outgoing **National Association of Broadcasters** president, will receive **tribute** from Washington area chapter of Broadcast Pioneers at moonlight boat party (Western style) Sept. 24 from 7:30 to 10:30 on cruise ship *Diplomat*, Washington. Also on Washington chapter BP agenda is third annual awards banquet, Dec. 10, at Kenwood country club, Bethesda, Md.

Some lottery

Included in the catch-all communications bill that Congress passed before leaving for its Labor Day vacation (BROADCASTING, Aug. 23) was a provision empowering the FCC to choose licenses by lot. Well, not quite. Not all the contestants in a lottery are to be given the same chance. The FCC is ordered to set odds that will rig the outcome.

In composition and effect, the provision bears the marks of legislative haste. At the outset it authorizes the commission to choose a winner among rival applicants by "random selection." In the next paragraph, it takes the randomness back by stipulating that "significant preferences will be granted to applicants or groups of applicants, the grant to which of the license or permit would increase the diversification of ownership of the mass communications media. That said, and about as awkwardly as possible, the provision adds that "an additional significant preference will be granted to any applicant controlled by a member or members of a minority group." Minority groups are later defined as including "blacks, Hispanics, American Indians, Alaskan natives, Asians and Pacific Islanders."

It will be interesting to watch how the FCC works all this out. Perhaps it can consult the syndicate that fixes odds and prices in Las Vegas, although no experience has been indicated there in devising odds that will deliver social engineering at a crap table.

The one certainty emerging from the lottery provision is that any applicant who owns a piece of a communication property and is off the list of approved minorities must be lucky indeed to win a lottery against any rival that can claim the "significant preferences" that Congress has prescribed. Never mind what other qualifications may be represented in the contest. That throws discrimination into reverse, at full speed.

Talking back

The other night Dan Rather took a telephone call early in the second feed of the *CBS Evening News*, not the sort of thing the anchor usually does while a broadcast is in progress. This call, however, came from the President of the United States, who wanted to take issue with the way the *CBS Evening News* in its first feed had characterized the administration's announcement of an intention to limit arms sales to Taiwan. After the second feed repeated the Taiwan coverage, Rather interposed a report of the President's telephoned remarks. It made for a more balanced presentation than viewers of the first feed had seen.

Presidents have the advantage of their office when they pick up the telephone. It is doubtful that a lesser caller would have reached Rather while the anchor was at work or even afterward. A week or so after the Reagan-Rather incident, George Watson, vice president of ABC News, in a piece appearing on the *New York Times's* op-ed page, complained that television provided virtually no forum for complaints about television news.

Watson, who has become ABC's ombudsman, without calling his function by that name, noted that ABC-TV carries a quarterly program, *Viewpoint*, that goes into criticism of TV news but that to his knowledge it is the only thing of its kind. Television ought to present "equivalents of op-ed pages and letters to the editor," Watson wrote. "TV news ought to take this step out of enlightened self-interest, to correct the impression that it arrogantly does not give a damn."

The impression of arrogance was documented by Watson with research. He referred to a recent ABC poll (BROADCASTING, Aug.

16) that found 62% of the respondents saying they would approve of a law preventing television reporters from asking questions of people who did not want to be interviewed and 50% saying reporters' questions seemed more designed to offend people than to elicit news. An earlier Gallup poll that found three out of four respondents unfamiliar with the First Amendment also found 37% saying present governmental controls on journalism are "not strict enough" and another 32% saying existing curbs are "about right" (BROADCASTING, Jan. 21, 1980). Clearly, there is a lingering public disenchantment with the media of journalism, and television, as the medium of highest visibility, is a principal source.

What is to be done about it? ABC News is on the right course in naming a senior executive of Watson's status as producer of *Viewpoint* and broadcasting the program four times a year. CBS News is on the right course in deciding to appoint a vice president in charge of news practices and to produce a sequel to the Vietnam story on *60 Minutes* that was criticized in *TV Guide*. But nobody has found a way yet to deal on the air at timely intervals with the interplay between television journalism and its subjects and audiences.

At the time the dispiriting Gallup survey came out, it was remarked on this page: "More organs of journalism must devise ways to discuss their own performance in terms that will both interest and enlighten their audiences. . . . Journalism itself is much in the news these days and is worthy of frequent colloquies between producers and consumers. In the process, it must not be forgotten that the public's freedom of speech and the media's freedom of the press are intertwined. The First is everyone's Amendment, whether people know it or not."

The observation has lost no pertinence with the passage of time.

Let's call the whole thing off

The Cubans last week gave the American radio audience a taste of the chaos that can be wrought in AM broadcasting if the Cubans put their minds to it. Their intentional overriding of American stations was plainly a signal of things to come if the U.S. proceeds with its plans for a Radio Marti that Fidel Castro cannot abide.

When the Senate Foreign Relations Committee returns this week to the markup of the Radio Marti bill, it must ask itself whether the administration has conclusively proved that Marti's benefits would outweigh the inevitable havoc in the American airways. The record doesn't prove that.



Drawn for BROADCASTING by Jack Schmidt

"OK, gang, here's Big Al's top 40 listing: Arlene, Betty, Carol, Debbie, Eileen . . ."

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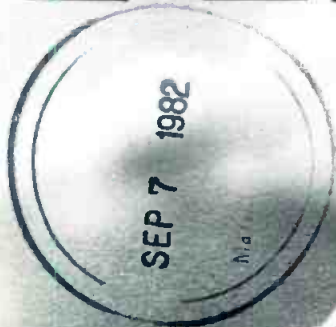
KTVI

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**SOURCE: ARBITRON JULY 1982
LATE NEWS RATING 10-10:30 PM M-F**

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They've heard about our incredible start-up operations in major markets across the country.

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It had plenty of commercial business, and was operating in our primary format. That's how it stayed.

In just one rating period, under our ownership, WAVA jumped nearly 47%, going from an also-ran to one of the top stations in the market. That doesn't get done with mirrors. Anyone looking elsewhere for the secret to our success is ignoring the product . . . and at Doubleday Broadcasting, product is what it's all about.

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