

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 11

**THE ONLY NEWSCAST IN HOUSTON
THAT HELPS ITS VIEWERS
STAY HEALTHY, WEALTHY AND WISE.**



When people in Houston turn to Channel 2News at 5, they get a lot more than national and local news.

They get timely information on personal issues. Like health. Money. The changing family.

So whether the subject is guerilla warfare in El Salvador or new techniques of money management, Houston knows there's one program that tells it all. Channel 2News at 5.

KPRCTV HOUSTON

Go where the news is.

Petry Television, Inc., National Representative, NBC Affiliate.

3011213 RA35184 DIK DEC/85
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION

52d Year 1983

NAB convenes in Las Vegas
Bob Bennett 'At Large'
Anne Jones resigns

The Satellite Programming Designed To WIN In Very Competitive Markets

Plug Transtar programming into your station 20 hours per day every weekday (all except morning drive) and all day and night on weekends...what do you get? Here's what KSPZ-FM, Transtar's affiliate in Colorado Springs got, with 18 signals in competition.

Arbitron, Fall 1982

25-54 Adults			Prime Target: 25-54 Women		
#1	KSPZ-FM	14.6	#1	KSPZ-FM	17.3
#2	KKCS-FM	11.2	#2	KKCS-FM	11.0
#3	KSSS-AM	8.6	#3	KKFM-FM	6.3
#4	KILO-FM	7.7	#4	KVOR-AM	6.3

(All shares: AQH, Mon-Sun, 6am-Mid)

And you know what? You can make a lot of money on those shares. Not only are adult ratings up, but expenses are down 8,000 dollars per month over KSPZ's previous operations.

Can we help you become #1?

TRANSTAR

The Satellite Programming Designed To WIN In Very Competitive Markets

(303) 578-0700

Come see us at the NAB. We're in Suite 1460 at the Las Vegas Hilton

The Harris TC-85...when you want more from your cameras than just pretty pictures.



You naturally expect excellent picture performance from a studio camera...and the TC-85 delivers. So do some others.

But you need more than high picture quality for truly cost effective broadcasting. And here the TC-85 is way out in front.

Cuts valuable setup time. Each TC-85 has a built-in independent computer that allows simultaneous multi-camera setup at the touch of a button ...in just 45 seconds!



Extra operational safety. If one computer should fault, only one camera is affected, not all cameras.

Easy operation. At the touch of a button you get consistent quality setups of all your cameras. A complete tube change can be made in less than 5 minutes.

Great flexibility. Preset color balance for several scenes, then as you move from set to set just push a button to recall the settings. And add-on Triax makes "on-location" shooting a cinch.

Priced well below competitive models. Let us give you a quote, and you'll see what we mean.

There's more, and it's all backed by Harris' unique *manned* 24-hour-a-day service. For full details contact Harris, P.O. Box 4290, Quincy, Illinois 62305-4290. 217/222-8200.



HARRIS

Visit Harris at the 1983 NAB, Las Vegas, in the North Hall.

CAPTURE YOUR MOST WANTED AUDIENCE!

Angie Dickinson is **POLICE WOMAN**, the key to capturing young urban adults 18-49 like no other crime drama on TV!
POLICE WOMAN. 91 hours.
Available now!

POLICE WOMAN



A David Gerber Production
in association with



**Columbia Pictures
Television**
A UNIT OF THE *Coca-Cola* COMPANY

Broadcasting Apr 11

Anne Jones steps down from FCC □ NAB steps up on stage in Las Vegas □ At Large with Bob Bennett

ANNE OF A THOUSAND-PLUS DAYS □ FCC

Commissioner Anne Jones resigns after 15 years in government service. In an interview with BROADCASTING, Jones discusses her decision, and future. **PAGE 33.**

TURNING TO TV □ Roper again finds television news at the top of the list of the most believable source of news. **PAGE 34.**

MORE DEREGULATION □ FCC lifts ban on FM stations using their SCAs for profit and opens up STL links for lease purposes. **PAGE 35.**

VEGAS CONFAB □ More than 30,000 attendees are expected at NAB's 61st annual convention. **PAGE 31.** The agenda for the event begins on **PAGE 50.** A listing of hospitality suites begins on **PAGE 62.** A rundown of exhibitors, networks, brokers, rep firms, the FCC and others who will be in attendance appears on **PAGES 74-132.**

GOING FOR IT AT METROMEDIA □ Bob Bennett has staked a course for Metromedia Television to challenge the dominance of the three commercial networks by strengthening news operations, placing added emphasis on daytime programming and, perhaps most significantly, creating another national network, if only occasionally in ad hoc form. In this "At Large," Bennett discusses Metromedia's strategy in what he believes to be the resurging world of broadcasting. **PAGE 134.**

SPACE BEAMS □ Geostar's 2001 application to the FCC would set up a satellite system that could transmit and receive message from individual receivers from anyone, almost anywhere on earth. **PAGE 144.**

TEXT APPEAL □ NAB executive committee votes to appeal must-carry portion of FCC teletext decision. Glenn Mahone wins board seat; Eugene Jackson left out in the cold. **PAGE 146.**

THE \$7 BILLION CLUB □ Procter & Gamble again leads list of top 100 advertisers on television. **PAGE 153.**

MEETING OF MINDS □ Cabletelevision Advertising Bureau explores how to get more sales dollars out of cable. **PAGE 154.**

STACKED DECK □ Networks prepare for May sweeps with specials, movies and new episodes of top-rated programs. **PAGE 158.**

MATTER OF PRINCIPLE □ Small Washington state cable system is taking must-carry rules to appeals court after FCC imposes fine for not carrying three Spokane broadcast signals. **PAGE 161.**

COOL HAND □ Bluegrass broadcaster William Stakelin accepted the challenge of NAB's board chairmanship, and used his Southern charm to calm waters after last year's stormy leadership change. **PAGE 183.**

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Cable castings

Dutch uncle

Cable operators have dragged their feet in developing what could be the most profitable segment of their industry—institutional networks (I-Nets)—and consequently, face the threat of an end run in that field by telephone companies, said Irving Kahn, chairman and president of BroadBand Communications Inc., in keynoting a conference in Boston last week on "Implementing Institutional Cable Networks." Decision makers in the cable industry have avoided developing institutional networks, except for government channels mandated by franchise agreements, because they perceived "too many missing links in fiber optic technology for it to be usable" at the time they drafted their franchise bids, and because they feared being regulated as common carriers, said Kahn. While cable operators hesitated, "ever bold telcos... were marching forward with fiber optic installations across the map" and "developing an advanced in-the-field expertise that would serve them well when the relaxed regulatory climate was upon them."

As the potential for adding business communications links to the institutional network concept has emerged, telephone companies have sought joint ventures with cable operators, in an effort to "piggyback on the franchise holders' territory," said Kahn, who cautioned cable operators to "move slowly and think carefully before you configure yourselves right out of the business."

"Never before in the history of cable television has the industry turned outside of itself to willingly cut a new partner into the action," he said. "Why here, why now, why into this, the potentially largest revenue pro-

ducing activity ever to hit the business?"

"... The new capabilities we are discussing today may, by their very definition, lead the cable industry right into the path of new regulation," said Kahn, "but that's not to say that cable can't swallow that fact and still survive, and thrive. Given the rapid acceleration of technology, it's practically impossible fully to define to any conclusive extent the exact nature of the many services that will ultimately be delivered by these networks," said Kahn. "What is not difficult to predict, however, is that the revenues that will be generated by these networks will make the revenues that derive from both basic and pay cable services pale by comparison."

Kahn also noted that, "right now, the cable industry sees the coming of the I-Net revenues as the light at the end of the tunnel, but remember, sometimes the light at the end of the tunnel is really the headlight of an oncoming train."

Add cable to the mix

Why should an advertiser contemplate using cable as a part of its overall media mix? A number of reasons were cited by Ted Block, senior vice president, Foote, Cone & Belding, at a session during last week's Cabletelevision Advertising Bureau conference (see story page 154).

First, he noted, was the fact that broadcast network television does not deliver as high a share as in noncable homes. It currently delivers about a 74 share in prime time and only a 58 share in prime time for pay cable homes. Cable audiences are more selective in their program viewing choices, he said, and tend to be younger and have higher incomes. Sponsorship opportunities

are also available at much lower cost, and cable offers virtually unlimited flexibility in commercial length, said Block.

Sports saturation

Is there too much sports programming on cable television? Not according to a recent survey, sponsored by Miller Brewing Co., in which 97% of the respondents said they viewed sports on television, with only 16% saying there was too much sports on the tube (see story page 157). WTBS(TV) President Robert Wussler, however, said last week at a cable sports session during the CAB conference that with so many providers of sports programming on cable (including WTBS, ESPN, USA Network and HBO), "nobody is making money out there. We're thinking of getting out of it."

Wussler also said that if NCAA football powerhouses Oklahoma and Georgia prevail in their antitrust court challenges, "it will be the end of Saturday afternoon football. You'll see 10 games a week instead of three."

While it's anybody's guess how the sports programming pie will be divided among the various media in the decades to come, USA Network President Kay Koplovitz said that the three over-the-air networks "will still be the mass medium, even if it's only 50%." But the key factor, she said, will be the makeup of the 50% they are able to deliver. "Cable is suburban television," which translates into higher demographics. Network demographics, she said, "will be lower [in the future] than they are today."

Future promise

"Cable television will be the survivor" among new video technologies, proclaimed Bill Daniels, board chairman of Daniels & Associates, at a meeting of the southern California chapter of Women in Cable in Los Angeles. The Denver-based cable brokerage pioneer acknowledged that there will be "peaks and valleys" ahead, but claimed that cable will become increasingly profitable.

"The blue sky dreams that we've talked about for years" concerning interactive services "will be a reality within the next few years, and will be tremendous money makers," Daniels declared. In the near term, he said, the biggest profits will belong to system operators and those developing regional sports networks, which he said will become commonplace within the next 10 years. (Daniels is co-owner of the new L.A. Express of the United States Football League and co-founder of the Box Seat cable sports network.)

Pay-per-view, Daniels predicted, "will become a real bottom-line profit maker in the next five to seven years" and ultimately "revolutionize the movie business."

"Cable advertising will be far better than even the most optimistic predictions have been," he said, although the greatest increase in revenue will not be realized for at least three years, "until the major markets are built." Daniels downplayed the signifi-



Made-for-cable programing. Cable's two leading pay television networks—Home Box Office and Showtime—are investing heavily these days in original programing. The fact will be underscored this spring by the premiere of Showtime's *Paper Chase* and HBO's first made-for-cable movie, *The Terry Fox Story*. The first of seven new 60-minute episodes of *Paper Chase*, which had a brief run on CBS, is scheduled for this Friday (April 15). *Paper Chase*, set on the campus of a northeastern law school, stars James Stephens (left, standing) and John Houseman. The HBO movie tells the story of Terry Fox, a young Canadian, who after losing his right leg to cancer, sets out to run across Canada to raise funds for cancer research. Although Fox succumbed to the disease before completing the cross-country marathon, he raised \$22 million and became a national folk hero. The movie, which stars Eric Fryer (right) and Robert Duvall, makes its debut May 22.

WE WON.

We beat the networks!

Target: Los Angeles
January 1983: KTTV launches a new programming concept.
February 1983: The results are in!

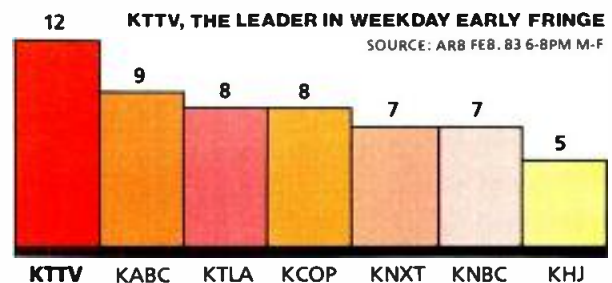
KTTV IS LOS ANGELES' MOST WATCHED TELEVISION STATION.

This February 4,076,000 households watched KTTV*. Never before has an independent so dominated the Los Angeles market during a February sweep period. We surpassed the three network stations and all the other independents.

*SOURCE: ARB FEBRUARY 83 TSA WEEKLY CUME SIGN ON TO SIGN OFF M-SU

Not even the highly-touted "Winds of War" could challenge KTTV's broad-based appeal.

Those are the *facts*. KTTV 11, winner.



KTTV 11

Represented by  KATZ Independent TV Sales

Metromedia
Los Angeles

cance of last year's depressed earnings in the cable industry as a whole, attributing the decline to the high cost of building urban franchises and "the great drain on resources of big city franchise fights." Within 30 years, Daniels noted, cable has grown into an industry half the size of broadcasting and attracted as participants "all those who did everything in the world to stop the progress of cable television," and he predicted that early supporters "on Main Street and Wall Street" will see their confidence in cable pay off. Among the few areas of the business that deserve caution, according to Daniels, is software, which he said is suffering from too much competition.

Gone to press

In the same week that *TV Guide* celebrated its 30th anniversary, the premiere April 10 issue of Time Inc.'s *TV-Cable Week* was introduced in five markets where cable systems total more than 215,000 subscribers.

The new publication, a guide to basic and pay cable program listings tailored to individual markets, also will run feature stories on entertainers and programs. The magazine will be mailed directly to subscribers through a cooperative marketing arrangement with cable systems. MSO's may choose to buy *TV-Cable Week* in bulk and distribute it to their subscribers. As part of the cooperative marketing arrangement, Time asked for subscriber lists from local cable operators to solicit potential *TV-Cable Week* subscribers.

The premier issue included 37½ pages of national advertising plus room for local ad-



vertisements.

Time will phase *TV-Cable Week* into a "few" new markets each week. The April 10 issue will be distributed to subscribers of cable systems serving Fort Lauderdale and Pompano Beach, Fla.; Peoria, Ill.; Audubon, N.J., and Arlington, Tex. Springfield, Mo., will be added for the April 17 issue, and Austin, Tex.; Greenville-Spartanburg, S.C.; Lexington, Ky., and Overland Park, Kan., will be introduced the following week.

TV-Cable Week, based in White Plains, N.Y., will communicate with cable system operators through computer terminals in-

stalled at the cable system. Program schedules and local advertisements will be transmitted via the terminals.

Name change

The Southern California Cable Club, seeking to identify itself as a "professional trade association as opposed to a social or fraternal organization," has changed its name to the Southern California Cable Association. The group, which represents cable industry professionals in the greater Los Angeles area, has grown to 525 members since its incorporation in 1980.

New build

The Los Angeles County Board of Supervisors has awarded the 18,000-home South Whittier franchise to United Cable Television of Denver, bringing the total of homes passed by United in the county to more than 63,000. United expects to build the 125-mile system at a cost of about \$6 million within the next 12 months.

On the grow

Hearst/ABC reported last week that both of its basic cable services, ARTS and Daytime, gained more than a million potential viewers during the first quarter of 1983. Daytime now reaches more than 9.2 million cable subscribers and ARTS about 9.5 million. Both services had approximately 8 million subscribers as of Jan. 1 of this year. Kathryn Creech, vice president, affiliate relations, Hearst/ABC, attributed the growth to several factors. "Our expansion of Daytime hours [from a four-hour time block ending at 5 p.m. to an eight-hour daily schedule ending at 9 p.m.] and the use of two different satellites for delivery," contributed to the growth, she said, as did the recently imposed CRT rate hikes and increased sales and marketing efforts.

On Feb. 28, Hearst/ABC launched what it calls its "Full Service Package," consisting of the newly expanded Daytime and ARTS services, which are beamed from Westar V from 1 p.m. to midnight. So far, Hearst/ABC has signed 71 systems to carry the package, with a combined subscriber count of more than one million. The first block of Daytime (1 p.m.-5 p.m.) and ARTS (9 p.m.-midnight) are also available on Satcom III-R.

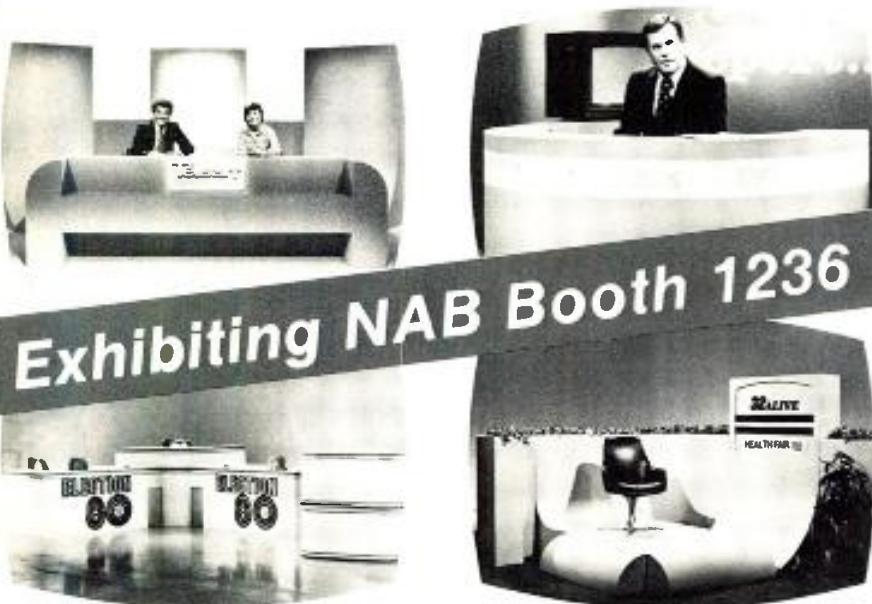
It loves L.A.

The National Cable Television Association will be returning to Los Angeles and the Biltmore hotel Dec. 11-12 for its annual National Cable Programming Conference. The two-day event precedes the Western Cable Show, which begins on Dec. 13. The conference will be highlighted by the presentation of NCTA's annual ACE awards for "cablecasting excellence" during a nationally telecast gala.

Branching out

Janus Films and Films Inc. have expanded their nontheatrical partnership into cable television with the formation of Lionheart/Janus Cable. The new firm offers films from the Janus Collection, Quarter/Films Inc., Lionheart Television and Macmillan Collection for cable airing.

The only SET you will ever need to buy...



A Modular Staging System for Studio Settings



WMI CORPORATION

449 AVENUE A
ROCHESTER, NEW YORK 14621
(716) 544-3820

Some Things Are As Simple As Black and White!

And Some Are Just Plain MAGIC!

Cable Television is connecting the people of America with an amazing array of services. . .30 years ago it all would have seemed a miracle. . .Today it is simply Magic!

The 1983 Eastern Show is your direct connection with the people making the magic. This year's show features. . .

- Back to Basics management seminars produced by Sheldon Satin Associates
- Hands-on technical workshops
- Nearly 300 suppliers of hardware, programming and services
- All seminars, workshops and exhibits under one roof
- Headline entertainment
- The best accommodations in the nation's most popular convention city

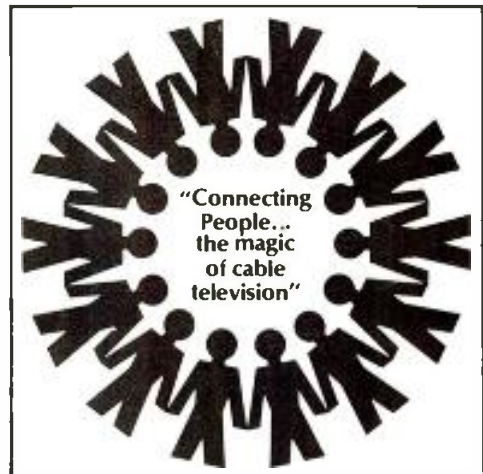
It's as simple as Black and White . . .Connecting People is the Magic of Cable Television.

Make Your Connection. . .Plan to Attend!

The 1983 Eastern Cable Television
Trade Show and Convention

September 8, 9 & 10

Georgia World Congress Center
Atlanta, Georgia



For further information contact:

Convention & Show Management Co.

5780 Peachtree-Dunwoody Rd., Suite 460, Atlanta, GA 30342, (404) 252-2454

Bob & Carol & Ted & Alice



Murder by Death



HARRY
WALTER
GO TO
NEW YORK



SHARPO



EYES
OF LAURA MARS

**FUN WITH
DICK AND
JANE**

**THE WAY
WE WERE**

**TAXI
DRIVER**

THE AMSTERDAM KILL
BANJO HACKETT
BLACKBIRD
BOB & CAROL & TED & ALICE
BREAKOUT
CALIFORNIA SPLIT
DARK PURPOSE
EYES OF LAURA MARS
A FIRE IN THE SKY
FOR PETE'S SAKE
THE FORTUNE
FUN WITH DICK & JANE
THE GREATEST
HARD TIMES
HARRY & WALTER GO TO
NEW YORK
HIGH VELOCITY
IN THE GLITTER PALACE
MAN AND BOY
MURDER BY DEATH
NICKELODEON
OBSESSION
THE ODESSA FILE
THE QUEST
SHADOW OF THE HAWK
SHAMPOO
STORY OF JACOB & JOSEPH
TAXI DRIVER
THE WAY WE WERE
WHITE LINE FEVER

BLOCK- BUSTERS BY THE VOLUME

VOLUME ONE FOR THE 80's, 29 of today's finest motion pictures. Movies that set new standards in entertainment.

With proven power at the box office and on television.

Reach for the best movies you can buy... **VOLUME ONE FOR THE 80's.**



TV ONLY

Anderson Clayton Foods □ Campaign for Seven Seas salad dressings begins this month in 31 markets. Flight will run 10 weeks in fringe times. Target: women, 25-54. Agency: The Bloom Companies, Dallas.

Club Med Inc. □ Vacation campaign begins April 18 in 10 markets. Flight will run through second quarter in fringe and prime access times. Target: men, 25-49. Agency: Ammirati & Puris, New York.

Bank of America □ Versatel electronic banking campaign begins April 18 in about 10 markets. Spots will air five weeks in fringe, prime, sports and weekend times. Target: adults, 25-plus. Agency: Grey Advertising, Los Angeles.

Kal Kan □ Campaign for cat food begins in late April in about 25 markets. Five-week flight will run in day and news times. Target: women, 18-49. Agency: Ted Bates Advertising, New York.

McCormick & Co. □ Campaign for Tio

Sancho Mexican food line begins April 18 in about 25 markets. Flight will run four weeks in day, prime access, prime, late fringe and news times. Target: women, 25-54. Agency: W.B. Doner & Co., Baltimore.

Black & Decker Manufacturing Co. (consumer products division) □ Campaign for B&D scrub brusher begins this week in 23 markets. Spots will run four weeks in day and fringe times. Target: women, 25-54. Agency: BBDO International, New York.

Friend's Beans (division of Underwood Co.) □ Campaign for baked beans begins April 18 in four markets. Four-week flight will air in day, early fringe, fringe and weekend times. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

Church's Chicken Franchise □ Campaign for fried chicken begins April 18 in six markets. Four-week flight will air in all dayparts. Target: adults, 18-49. Agency: Grey Advertising, Los Angeles.

Chuck E. Cheese □ Pizza Time Theater

restaurant chain begins campaign this month in over 20 markets. Flight will run three weeks in day, early fringe and weekend times. Target: children, 6-11. Agency: Cunningham & Walsh, San Francisco.

New England Apple Products Inc. □ Campaign for apple juice begins in May in seven markets. Spots will run three weeks and will air in day, early fringe, fringe, prime and weekend times. Target: adults, 18-49. Agency: Harold Cabot & Co., Boston.

Faygo Beverages Inc. □ Campaign for diet Faygo soda begins in May in 25 markets. Three-week flight will air in all dayparts and target women, 25-54. Agency: W.B. Doner & Co., Southfield, Mich.

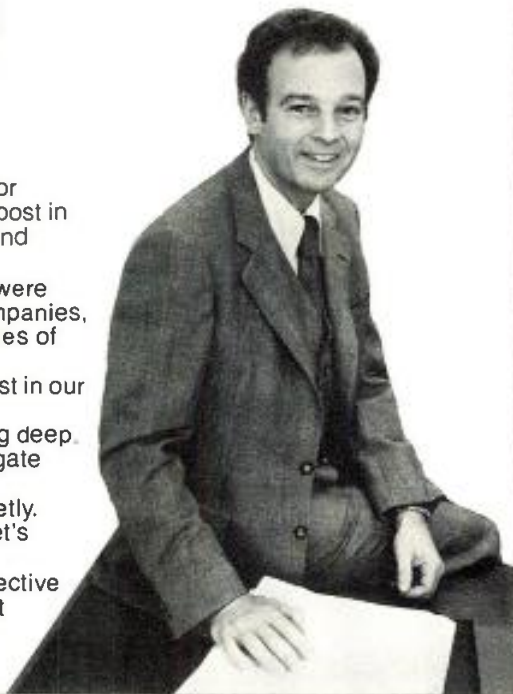
Gold Kist Inc. □ Campaign for Young & Tender fresh chicken begins in May in six markets. Spots will run two weeks in day, early fringe and prime times. Target: women, 18-49. Agency: Della Femina, Travisano & Partners, New York.

Flowers Industries Inc. □ Campaign for bread (brand name varies according to market) begins in mid-April in 42 markets. Spots will run in varying flights in day, early fringe and fringe times. Target: women, 18-49. Agency: Tucker Wayne & Co., Atlanta.

Corning Glass Works □ Campaign for

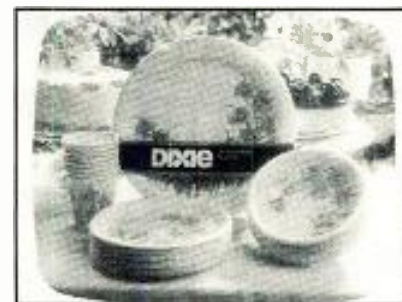
"The person you describe is the person we'll deliver"

It's not a slogan.
It's our track record.
We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.
Our clients tell us we're the best in our field.
We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.
And we do it all very, very quietly.
If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



Joe Sullivan & Associates, Inc.

Executive Search and Recruitment
in Broadcasting, Cable Television, and Publishing
1270 Ave. of the Americas, New York, N.Y. 10020 (212) 765-3330



Dixie does it. New spot television campaign launched by James River Dixie/Northern Inc., Greenwich, Conn., positions its line of Dixie paper products with catch line, "If it isn't Dixie, it just won't do!" Thirty-second commercials promote company's line of disposable paper products, including its meal service line and kitchen and bathroom cups. All of spots have been photographed from child's eye-level so that shots are closeup with attention focused on product. Copy stresses that Dixie products are superior to other disposable paper products. Agency is SSC&B:Lintas, New York.

ORION I: SIX YEARS, SIX RUNS

Traditional Feature Film Offering Leads New Orion Sales Push

In a departure from the current trend in short term film licensing, Orion Entertainment announced the availability of ORION I on the traditional basis of six years and six runs.



Henry Fonda in the science fiction spectacular "Meteor." TV's "Fall Guy," Lee Majors joins former matinee idol Cornel Wilde in the epic adventure "The Norseman."

One of the world's great beauties, Angie Dickinson lends her vibrant good looks to suspense director Brian De Palma's erotic classic, "Dressed to Kill," which also features De Palma's wife Nancy Allen and an outstanding performance by Michael Caine.

one of his finest performances as a man who learns love from a small boy (Ricky Schroder), even as he teaches the youngster survival in the wilds of Australia. Also from Australia is one of the highest grossing films of all times -- "Mad Max." International favorite Mel Gibson stars as Max in the original adventures of the Road Warrior. Marshal Arts superstar Chuck Norris made his starring feature film debut in the action-packed movie, "Breaker! Breaker!" "Star Trek's" William Shatner trades in Mr. Spock for a sensuous and evil Stephanie Zimbalist, an attractive teenager who becomes "The Babysitter." Robert Blake creates a charismatic detective in the tradition of Sam Spade and Philip Marlowe in the story of "The Big Black Pill."

The versatile Karl Malden stars as hockey coach Herb Brooks in the true story of the powerhouse American team at the 1980 US Olympics, also starring Andrew Stevens, Steve Guttenberg and Jerry Houser as skilled team members. Academy award winners Broderick Crawford, Jose Ferrer and John Marley star with Michael Parks, Rip Torn and Raymond St. Jacques in the fast paced mix of rumor and legend surrounding the late FBI chief in "The Private Files of J. Edgar Hoover." More true life drama is offered in "Son-Rise: A Miracle of Love," an award winning film based on the real life experiences of a couple with an autistic son.

Muscle bound Jan-Michael Vincent, as a merchant seaman, joins forces with neighborhood store owner Art Carney in



Leonard Finster, film historian and star of "That's Funny," says: "Keep your eye on ORION, because this year we've got great movies and more coming at you."

"Defiance," the story of gang violence in an urban ghetto. "In the Custody of Strangers" stars Martin Sheen, with his real life son Emilio Estavez, in the harrowing drama of a blue collar worker's son incarcerated in a prison system designed for adult criminals.

More popular performers starring in ORION I include Barbara Eden, Jamie Farr, Richard Benjamin, Dabney Coleman, Eddie Albert, Patty Duke-Astin, John Houseman, Brian Keith, Stuart Whitman, John Saxon, Dirk Benedict, Richard Thomas, Fred Willard, Garrett Morris, Susan Anspach, Trevor Howard, Tony Bill, Cyd Charisse, Don Murray, and more.

From action to adventure, drama to comedy, ORION I offers 20 outstanding titles which also include spectacular 10-second and 30-second promotion spots guaranteed to generate viewer interest.

AEROBICISE, THE HOME VIDEO PAY-TV HIT COMES TO FREE TV

The revolutionary new fun health program that has already captivated the country is now an exciting new 30-minute strip series for television available exclusively from ORION. Five gorgeous instructors lead viewers in the Nation's hottest new exercise program that combines original music and skilled instruction to become the most stimulating and entertaining exercise program ever offered.

Produced and directed by famed fashion photographer Ron Harris, Aerobicise uses proven techniques to create a healthier, more vital life style.

Aerobicise is a program of "Oxygen Exercises" which raise the pulse rate long enough to produce positive results. Regular viewers of "Aerobicise" will lose weight, look better, feel better and be better.

Watching "Aerobicise" will make viewers want to get up and start moving!

The greatest pleasures in life come from feeling good about yourself. Starting now, let "Aerobicise" work for you and your viewers. The Monday through Friday workouts provide a complete in-home exercise program that is fun to watch and easy to follow.



Due To Popular Demand "Saturday Night's Original Not-Ready-For-Prime-Time-Players Are Now Ready-For-Anytime

Available to stations on a multi year, multi-limited run basis, giving stations total programming flexibility in all time periods.

"Saturday Night" continues to feature the comedy antics of the original Not-Ready-For-Prime-Time-Players; Dan Aykroyd, John Belushi, Chevy Chase, Jane Curtin, Garrett Morris, Bill Murray, Lorraine Newman and Gilda Radner. A nation of comedy fans have given their allegiance to creator/producer Lorne Michaels' TV comedy series giving it continued strength and durability.

Dominating each fast-paced episode will be the most memorable sketches from the Emmy

winning series, including: Samurai Delicatessen, The Killer Bees, The Coneheads, Samurai Night Fever, The Nurds, featuring Gilda Radner as Lisa Loopner, Mr. Bill, Those Wild and Crazy Guys, featuring Steve Martin and Dan Aykroyd, Father Guido Sarducci, Cheese Burgers from the Greek Restaurant, The Blues Brothers, Baba Wawa.

Plus, Bill Murray's popular lounge singer, Nick Rails, Aykroyd's Tom Snyder, Garrett Morris as Tina Turner, Rosanne Roseanadanna and other zany characters.

Young adult comedy at its finest every day on "Saturday Night!"

The Golden Age Of Comedy Returns In New Half-Hour Strip "That's Funny"

Top comics of the past appear in an exciting collection of classic comedy short subjects in the new comedy series, "That's Funny." Stars like Lucille Ball, Leon Errol, W. C. Fields, Phil Harris, Laurel & Hardy, Edgar Kennedy, Jean Arthur, Billy Gilbert and the Three Stooges all appeared in comedy short subjects. These long running comedy series were the precursors of TV situation comedy...only they were funny!

At RKO, the short subjects division produced over 1,000 films, had full use of the many elaborate sets and plenty of talented performers which today give these rare comedies an expensive look. The RKO comedy gems also feature the early work of directors like George Stevens ("Gunga Din") and Mark Sandrich ("Top Hat").

Created and produced by Bob Word, and hosted by puppets

Leonard and Alice Finster, "That's Funny" adds a laugh track to these long unseen films making them better than ever.

"Why sit around watching television reruns when you can see Hollywood's best comedies for the first time in over 50 years?" asked Leonard Finster. "Young and old alike will find something to tickle their funny bone. It's the perfect family entertainment!"



Leonard Finster says: Call...

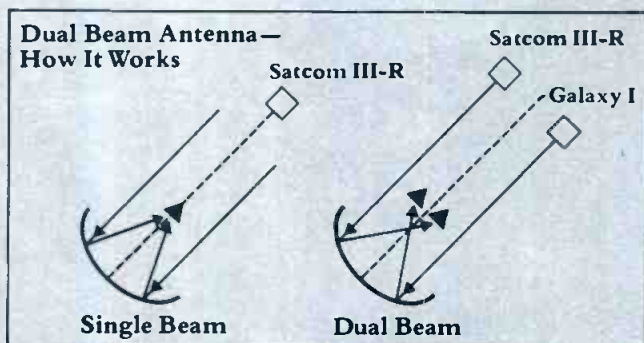
ORION ENTERTAINMENT CORPORATION

Los Angeles: 213-557-8700 New York: 212-758-5100 Chicago: 312-346-9142 Atlanta: 404-881-0493

TECHNOLOGY THAT WAS AHEAD OF ITS TIME IS NOW RIGHT FOR ITS TIME

The Dual Beam TVRO Modification

With the launch of Galaxy I this June, an idea originally developed by Hughes Aircraft Company will achieve widespread application. The FCC has assigned the two major cable birds, Galaxy I and Satcom III-R adjacent slots. Forty-eight channels of quality cable programming will be available on these two satellites.



Cable operators can receive all of this quality programming without investing in a second TVRO antenna or additional real estate. By simply installing the equally effective but far less costly dual beam TVRO modification, cable operators will be able to provide expanded tiers of service to their customers.

Dual beam modifications for existing feed systems are now being marketed by manufacturers across the country. The modification involves pointing the boresight of the dish between two adjacent satellites, and placing the feeds off the focus so that signals from the two satellites are received simultaneously. The result is two beams independent of one another, so that signals even on the same frequency and polarization have an adequate amount of isolation.

Since Galaxy I and Satcom III-R are only a few degrees apart, there will be an imperceptible decrease in the signal-to-noise ratio on the order of 0.5 db. Such differences are so small they are difficult to measure, and virtually impossible to see in a TV picture.



Satcom III-R

BENEFITS

- There is no perceptible difference in performance between a modified dish and two separate dishes.
- The modification costs a fraction of the total expense of installing an additional dish.
 - No new real estate is required.
- Cable operators will be able to provide expanded tiers of service with more diversified programming.
 - Galaxy I and Satcom III-R are the only satellites totally dedicated to cable and feature the strongest programmers in the cable industry.
- Even small operators with 12 channel systems will be able to use this low cost modification to maximize profits.

THE LINEUP

Next June Galaxy I will join Satcom III-R in providing the best cable programming the industry has to offer. 19 of the 24 transponders on the Galaxy "Cable Shopping Center" have been sold to the top programmers in the industry.

These leaders are already beginning to announce their innovative programming plans. A major sports network, leading box office hits, and original entertainment are just the first part of the programming spectrum that is beginning to unfold. The five remaining transponders will be sold to other major cable programmers to provide the most attractive mix of quality cable programming possible.

GALAXY I PROGRAMMERS

Home Box Office, Inc.
Group W Broadcasting Company
Times Mirror Satellite Programming
Viacom International
Turner Broadcasting System
SIN Television Network
C-SPAN

MANUFACTURERS

At the present time, four hardware manufacturers are offering retrofit kits for their existing single-feed antennas. In some cases, kits are also available for other competitors' dishes.

For more information regarding technical specifications, test data, prices, contact these leading manufacturers:

COMTECH ANTENNA CORPORATION
Glenn F. Higgins
Vice President
P.O. Box 428
St. Cloud, FL 32769
(305) 892-6111

M/A-COM VIDEO SATELLITE, INC.
Duke Brown
National Sales Manager
32 3rd Avenue
Burlington, MA 01803
(617) 272-3100

MICRODYNE CORPORATION
Earl Currier
Sales Manager
491 Oak Road
Ocala, FL 32672
(904) 687-4633

SCIENTIFIC ATLANTA
Pat Miller
Marketing Manager
P.O. Box 105027
Atlanta, GA 30348
(404) 925-5000

For additional information contact:
Cindi S. Whalen, HUGHES COMMUNICATIONS
P.O. Box 92424, Los Angeles, California 90009 (213) 615-1000

HUGHES

HUGHES AIRCRAFT COMPANY

AdVantage

TV and tourism. Television investment by tourism continues to grow, with spending climbing from \$90.9 million in 1977 to \$252.8 million in 1982, according to Television Bureau of Advertising. Embracing travel advertisers, hotels and resorts, category grew by 49% in 1982 over 1981, based on data supplied by Broadcast Advertisers Reports. Airlines topped list, with United Airlines in lead with TV spending of \$29.6 million in 1982, followed by Holiday Inns of America with \$9.6 million. Other active advertisers in their respective classifications were Greyhound Bus Lines, \$5.3 million; New York State, \$3.6 million, and Club Med, \$2.8 million.

Coors transfer. Adolph Coors Co., Golden, Colo., has consolidated its advertising at Foote, Cone & Belding, Chicago, by shifting its main brand, Coors Premium beer, from Ted Bates & Co. to FCB. Brand bills more than \$20 million, of which about 70% is in broadcast. Robert E. Jacoby, president and chief officer of Ted Bates Worldwide, said news of Coors's defection "was a great shock to us." He added that Bates recently had formulated "a creative strategy" that Coors had "flipped over." Foote, Cone has been amassing Coors assignments since 1979. It now handles George Killian's Irish Red ale, Coors Light and Coors's corporate advertising. Effective date of transfer of Coors Premium to FCB is expected to be early summer.

New merger. Foote, Cone & Belding Communications reports its two Philadelphia-based agencies, Aitkin-Kynett and Lewis & Gilman, have merged to form Lewis, Gilman & Kynett. Combination will bill about \$90 million, of which estimated \$35 million is in broadcast.

Ad rebuttal. Chrysler Corp. Chairman Lee Iacocca, in effort to restore two U.S. landmarks, Statue of Liberty and Ellis Island, has asked viewers to donate money for cause in 30-second public service announcement. Ads were first broadcast on ABC-TV and on Entertainment Sports Programming Network (ESPN) in late March during U.S. Football League games. Although spots do not identify Iacocca as Chrysler chairman, officials of Chevrolet division of General Motors Corp. have objected to ABC's airing PSAs. (Chevrolet is exclusive automotive sponsor for USFL games on ABC every other weekend, alternating with Chrysler's Dodge division.) According to Chevrolet spokesman, Duane Poole, Chevrolet "prefers to buy time on television programs which do not carry advertising messages from competitive firms or their spokesmen." Chevrolet has offered to create new PSA without Iacocca but Chrysler chairman disagreed saying: "I'm the chairman of the Statue of Liberty-Ellis Island Commission appointed by the President of the United States to take on this monstrous job to restore these two monuments, which are now going to seed." Restoration of statue and island is projected for 1986, 100th anniversary of statue's dedication.

Radio "image" splurge. Pitney Bowes, Stamford, Conn., began national spot radio and network radio campaign last week to heighten awareness of company's role as maker of copier and mailing systems. Campaign will continue on spot radio and on ABC, CBS, NBC and Mutual through early June. Produced in style of famed vaudeville team of Gallagher and Shean, commercial features two voices, one of Mr. Pitney and other, Mr. Bowes. Tagline is: "Absolutely, Mr. Pitney? Positively, Mr. Bowes." Agency is D'Arcy-MacManus & Masius, New York.

TVB moves in Chicago. Television Bureau of Advertising's office in Chicago has moved to 155 North Michigan Avenue, 60601. (312) 565-4496. William H. Ferrell is director of Midwest sales.

sun glasses begins in late April in 30 to 50 markets. Flight will run into May in day and fringe times. Target: adults, 18-49. Agency: Foote, Cone & Belding, New York.

RADIO ONLY

G.D. Searle □ Campaign for Prompt laxative begins this week in 35-40 markets. Spots will run for varying flights in all dayparts. Target: women, 35-plus. Agency: Needham, Harper & Steers, Chicago.

RADIO AND TV

Sea Crest Marketing □ Television campaign for Sea Galley restaurants is currently running in Anchorage; Seattle, Yakima and Spokane, all Washington; Portland, Ore., and Boise, Idaho. Flights will vary between eight to 11 weeks, according to market, and run in all dayparts. Radio flight will also begin April 18 in Sacramento, Calif. Four-week flight will air during morning drive. Both radio and TV campaigns target adults, 25-49. Agency: Evergreen Media, Seattle.

General Foods Corp. □ Campaign for Yuban coffee begins in May in about 15 West Coast markets. Spots will run five weeks in all dayparts. Target: women, 25-49. Agency: Benton & Bowles, New York.

RepReport

KRLB-AM-FM Lubbock, Tex.: To Blair Radio from Lotus Representatives.

WANM(AM)-WGLF(FM) Tallahassee, Fla.: To Blair Radio from Jack Masla.

KMND(AM) Midland, Tex.: To Blair Radio from Roslin Radio.

KRRI-FM Boulder City, Nev.: To BH Radio Sales (no previous rep).

KFLS(AM)-KKRB(FM) Klamath Falls, Ore.: To BH Radio Sales from J.A. Lucas.

WWDB(FM) Philadelphia: To BH Radio Sales from Hillier, Newmark, Wechsler & Howard.

WCCW(AM)-WMZK(FM) Traverse City, Mich.: To BH Radio Sales from Pates/Walton.

Kwss-FM San Jose, Calif.: To BH Radio Sales from Hillier, Newmark, Wechsler & Howard.

WRRQ(AM) Warren, Ohio: To BH Radio Sales from Regional Reps Corp.



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

WBLI-FM
LONG ISLAND, N.Y.

WHCN-FM
HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

WQSR BALTIMORE·WHTT BOSTON·WBBM/FM CHICAGO
WSKS CINCINNATI·WCXI AM/FM DETROIT·KMGX FRESNO
WWYZ/WATR HARTFORD/NEW HAVEN/WATERBURY
WENS INDIANAPOLIS·KKCI FM/AM KANSAS CITY
KNX/FM LOS ANGELES·WRKR MILWAUKEE·WCBS/FM NEW YORK
WWDE/WPEX NORFOLK·WCAU/FM PHILADELPHIA
WCMF ROCHESTER·KHTR ST. LOUIS·KPOP SACRAMENTO
KLRB/KIDD SALINAS/MONTEREY·KAJA SAN ANTONIO
KEZL/KUDE SAN DIEGO·KRQR SAN FRANCISCO
KFMR STOCKTON·WSRZ TAMPA/SARASOTA
KMOD/KBBJ TULSA·WAVA WASHINGTON, D.C.

We're Smaller Than Big And Bigger Than Small.

The stations we represent know some things you might like to know about CBS/FM National Sales...

- We're small enough to treat stations individually, to learn what each station is all about, to provide custom service.
- We're big enough, as part of CBS, to offer such advantages as upfront payments (which do wonders for your cash flow), and important resources in research and marketing.

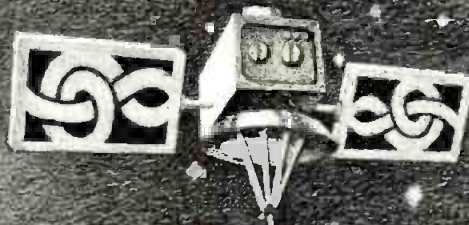
Uniquely, in station representation today, this adds up to the best of both worlds. If this is just what you've been looking for, call our Vice President & General Manager, Eli Kaufman, at (212) 975-3185.



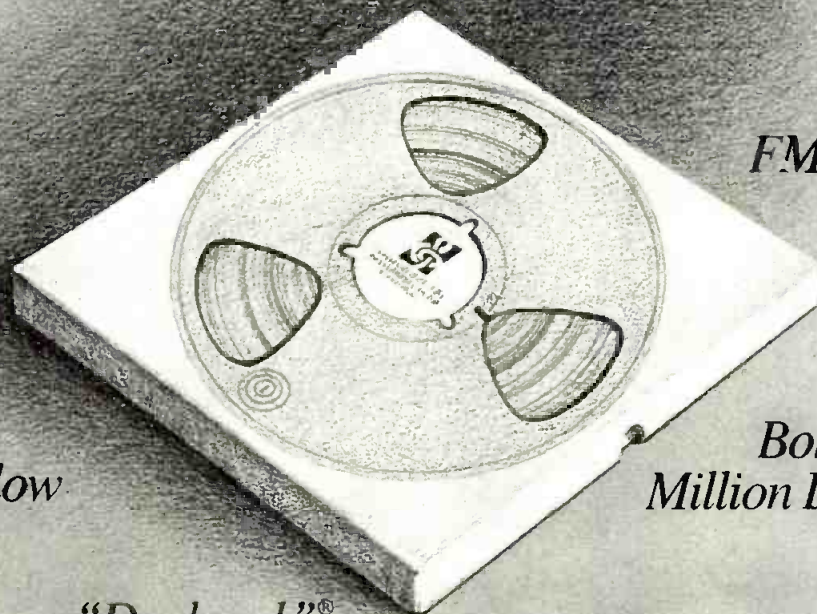


Their system.

Satellite Delivery



Individual Selection System



FM-100 Plan

Matched Flow

*Bonneville
Million Dollar Sound*

"Daybreak"[®]

Our System.



BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD, TENAFLY, NJ 07670 (800) 631-1600

More of what you come to Bonneville for.

A broadcast advertising commentary from Tony Quin and Bob Cambridge, QC Productions, Los Angeles

Making TV work to promote radio

Radio has become increasingly sophisticated about the way it sells itself to its audience and its advertisers. Rather than making television an adversary, radio has befriended the behemoth and made it into its most effective marketing tool.

Radio spends more and more to sell itself (last year in excess of \$50 million—more than 70% of which went into local TV). This is a fact of no small importance to television stations. Radio has recognized television's value. However, television is an expensive and potentially dangerous game where all too often thousands of advertising dollars go down the drain.

When evaluating television, radio stations have two areas of concern: creative and media. Although this article deals with the creative aspects, it is important to remember that media time and space represent 90% or more of advertising budgets, therefore, a thoughtful media plan is imperative to a successful campaign.

The two primary objectives of a radio station's advertising campaign must be motivating a target audience to sample the station and reinforcing the station's identification to diary holders. Television, more than any other medium, can best fulfill the first objective because it is the most effective in communicating concepts. But even if you have a good media plan, the ultimate success of your TV campaign will depend upon whether or not your commercial works for you.

Several points are often overlooked:

- For most listeners, choosing a radio station is not a big decision, like which brand of car to buy, but rather an impulsive one, like buying a pack of bubble gum.

- Viewers of your commercial will probably not have the opportunity to tune in to your station until the following day—a time span in which your message can be lost or forgotten.

- TV viewing is passive. After 20 minutes or so, the viewer slips into an alpha state of consciousness—a mildly hypnotic state. Alpha subjects are highly susceptible to suggestion, and the stored message can be triggered later on.

- Your commercial will be viewed in the context of many other images and commercials, all competing for the viewer's attention. Only the best, in terms of creativity, execution and impact, will break through the blur and drone and become embedded in the viewer's consciousness. The viewer is a tough nut to crack, but it can be done.

Radio stations can take advantage of more creative opportunities for their TV commercials than most other products. Many stations use original and effective spots, but too



Tony Quin (l) and Bob Cambridge head QC Productions, Los Angeles, which specializes in creation of syndicated TV commercial packages for radio stations. Cambridge's marketing experience includes stints in product management for Lever Brothers, General Foods and Richardson Dicks. He is former director of marketing and co-founder of ABC Radio Enterprises, and was also head of ABC Marketing Services. Tony Quin has served as director of ABC Marketing Services, spent two years with NBC's The Source network and has worked at WCLR(FM) Skokie, Ill.

many still rely on relatively ineffective hard-sell approaches or gimmicks to get their point across.

The hard sell presumes the facts concerning the station—fewer commercials, three in a row, less talk, etc.—are as important to a target audience as they are to you. They are not. Basic positioning philosophy tells us to work from awareness as it exists in the prospect's mind. The hard sell asks for the order—usually a good practice. But the radio prospect is not a buyer, just a passerby. The objective is not to sell him your station but to persuade him to listen. This persuasion is more subtle and recognizes that the viewer is not a buyer, but will be.

This is the soft sell. It recognizes the difficult environment in which your commercial has to communicate. The soft sell must lay the groundwork of what your station is (image, not detail), and the benefits it offers (feelings, not facts). To accomplish this, the soft sell must entertain as well as inform—a difficult, delicate balance. If it's too entertaining, the spot doesn't create interest. The creative concept (entertainment) must embody the essence of the message (information). The effective soft sell will create a positive image and awareness of your station for that unpredictable moment when the passerby becomes a buyer. Once that happens, you can use other less communicative media like billboards or transit cards, to trigger the awareness your TV commercial has created at precisely the right moment.

For example, the prospect is driving his car. Bored with his current station, he sees a

billboard for you station, which triggers accumulated positive images and feelings, and he makes the switch.

The "Sparkle" campaign is an example of how a campaign can be designed to serve the needs of the TV environment and the radio station. Beautiful music has been undergoing a continuing metamorphosis into easy listening, a soft MOR for the '80s. Our job was to create commercials that repositioned the format subtly, attracting younger listeners, yet at the same time keeping the existing audience.

For years, commercials had been telling viewers to relax and unwind with beautiful music. What was needed was a perception of more life and energy in the format. The danger was not to overdo it and lose the older demos.

The theme of the concept was, "Put a little sparkle in your life." Sparkle is one of those rare words that evokes positive images in everyone.

The campaign worked. It increased overall cume significantly (the acid test), especially younger demos, maintained the existing audience and repositioned the station's image.

How do you develop a television ad campaign that works at an affordable price? A quality 30-second and 10-second custom commercial package, usually takes eight to 12 weeks to produce and costs between \$30,000 and \$50,000. This may be more than you were prepared to spend.

Syndicated commercials are a good, affordable alternative. Using syndicated commercials saves a station time and money. But equally important, syndicated commercials usually have an established track record. The commercial syndication business has expanded enormously in the last three years. In 1980, 23% of radio stations advertising on television used syndicated spots. Today, the figure is estimated at 50% or more. There are more syndicated commercials available now than ever before, with wide selections in every format. You can usually find one that fits your needs. There are still the "all-format" syndicated spots, which are used for a variety of formats, but more and more syndicated campaigns are being designed for the needs of specific formats, and even tailored to the subtle variations within formats.

Whether you choose to produce your own spots through an ad agency, or buy a pre-produced syndication package, the use of television will help you to build and strengthen the audience you need to develop strong, healthy numbers. Demographically speaking, we believe that radio station advertising has truly joined the video revolution. Conversely, television is recognizing the economic benefits of advertising on radio. Anyway, that's another story. ■



*“News and public
affairs are our
bread and butter.
PM Magazine is
a tasty treat...”*

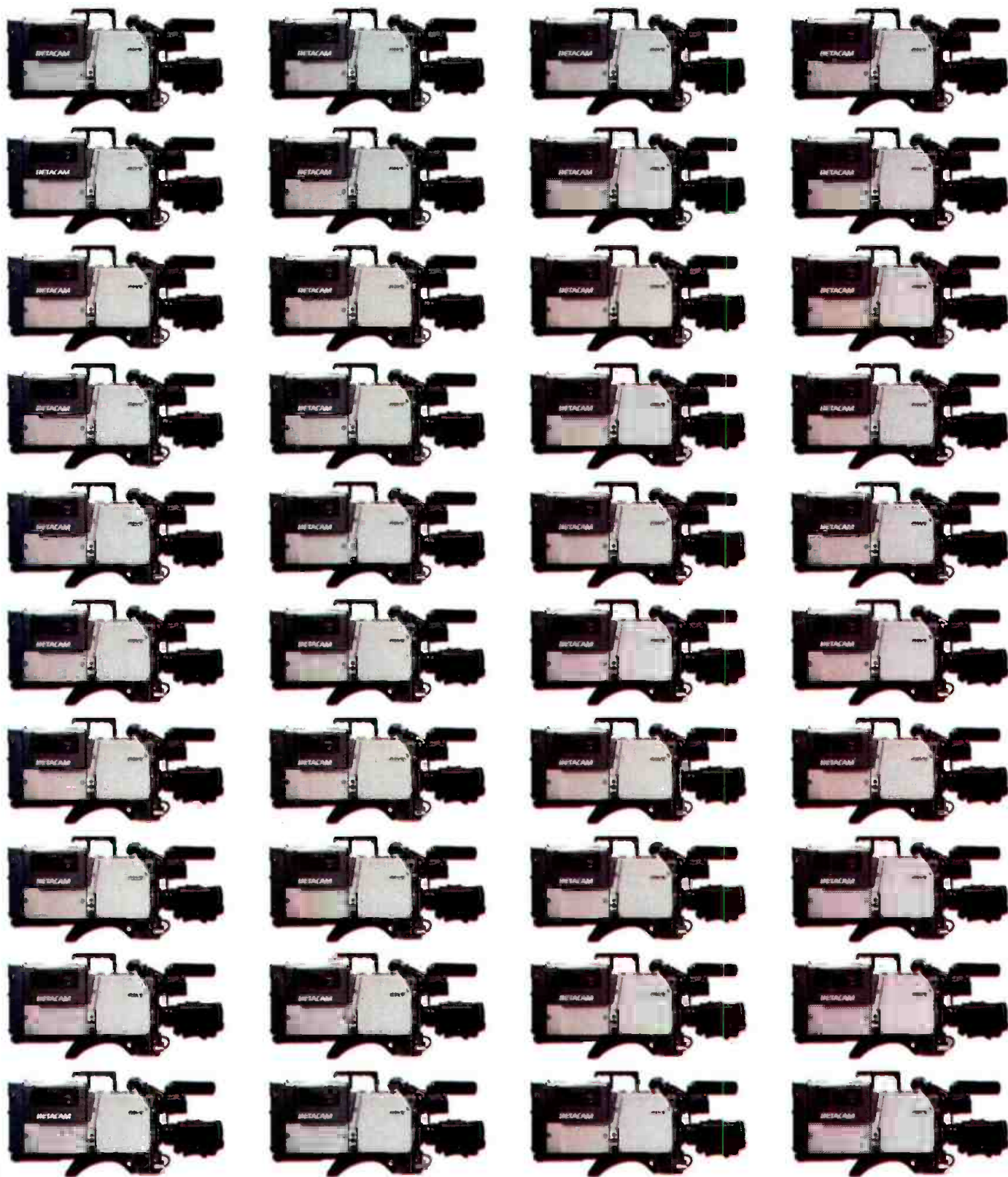
RON HANDBERG,
*Vice President &
General Manager,
WCCO-TV,
Minneapolis/St. Paul*

*“At WCCO, television, we’re proud
of our reputation for local and
national news coverage. We know
our present success, and our
future survival, depend upon how
well we inform the community we
serve. Not only with hard news
coverage, good investigative
reporting, and provocative docu-
mentaries. But also with the
informative and upbeat content
of PM Magazine.
It’s like a nice dessert after
a healthy meal of news.”*

PM
MAGAZINE

**GROUP W
PRODUCTIONS**
WESTHOUST BROADCASTING AND CABLE, INC.

"TO RELIEVE MY CAMERAMEN'S BACKACHES AND MY



Art Biggs coordinates major engineering purchases for the six Corinthian stations. After careful evaluation of all the 1/2-inch camera/recorders on the market, he made a multi-million-dollar purchase of the Sony Betacam™ system.

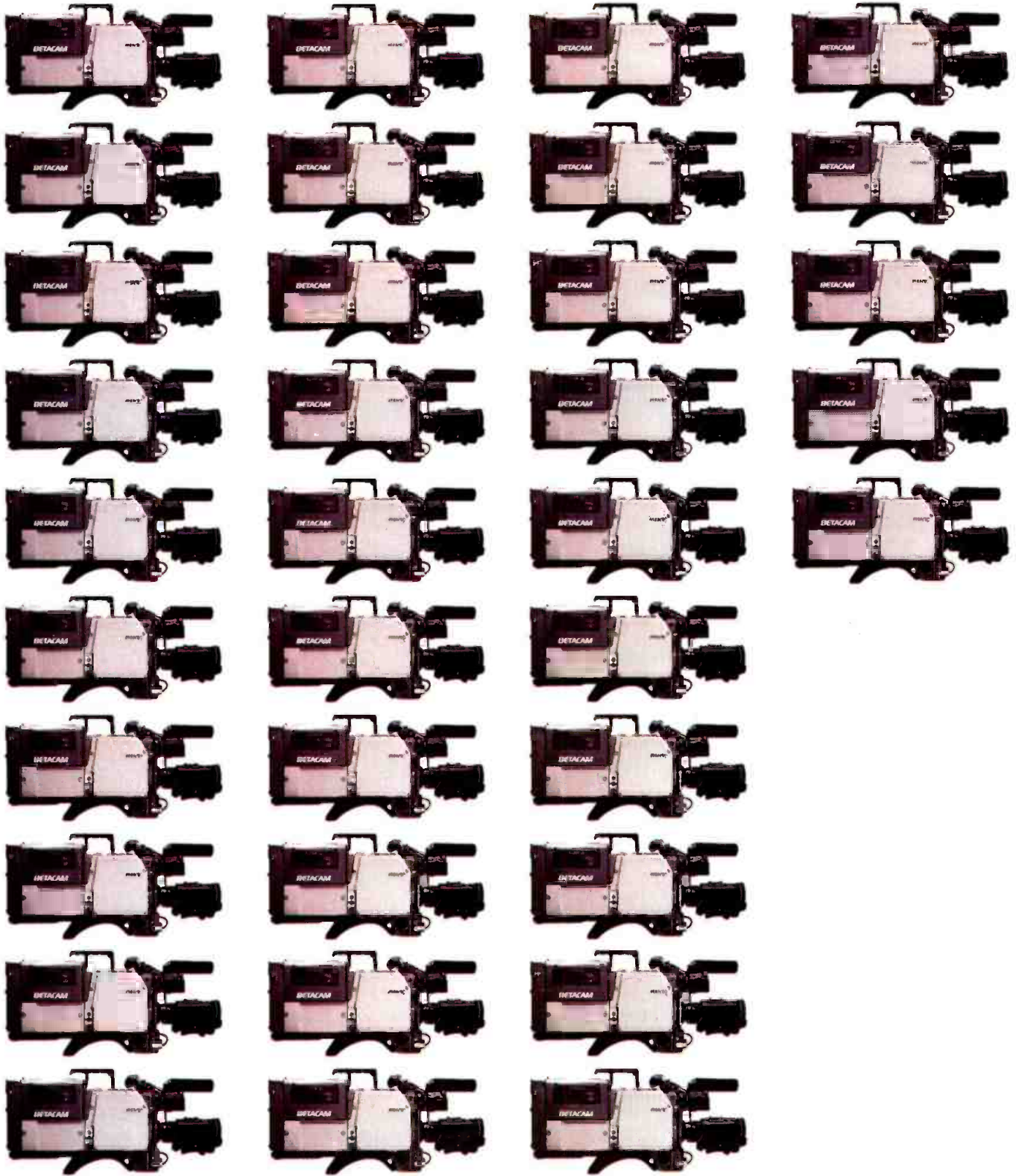
"Betacam has several pluses. The most obvious of them are size and weight. We have one-man camera crews at all our stations. The camera/recorder that they take into the field is

right at 54½ pounds. Betacam will reduce this load by more than half—a significant reduction.

"As for quality of playback, you can see the difference with the naked eye. Its superiority is most apparent in scenes of fully saturated colors, particularly reds. It's cleaner. It doesn't have quite as much of the heavy, stringy-type noise we've grown to tolerate over the years.

CONTROLLERS' HEADACHES, I TOOK ALL OF THESE."

—Art Biggs, Vice President, Engineering, Corinthian Broadcasting Corporation



"Another Betacam plus is that it's not a patchwork approach. It's a total Sony system developed from the camera to the recorder to the player.

"Then there's the bottom line. Betacam is at a very attractive price. It would have cost me hundreds of thousands of dollars more to get the same amount of camera/recorders that even approach this kind of quality from someone else.

"I'll definitely be back for more."

For more information on the Sony Betacam system, and there's a lot more to know, contact Sony Broadcast in New York/ New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 841-8711; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

SONY
Broadcast.

Datebook

This week

April 10-12—"The Independent Documentary: Implications of Diversity" conference sponsored by *American Film Institute* and *Corporation for Public Broadcasting*. Keynote speaker: Fred Friendly, former president of CBS News and current professor emeritus, Columbia University Graduate School of Journalism, New York. Kennedy Center, Washington.

April 10-12—*Kentucky CATV Association* annual spring meeting. Radisson hotel, Lexington.

April 10-13—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas.

April 10-13—*National Gospel Radio Seminar*. Radisson Plaza hotel, Nashville.

April 10-17—Prix Futura Berlin, international radio and television contest, held every two years and organized by Sender Freies Berlin and Zweites Deutsches Fernsehen under auspices of *European Broadcasting Union*. Categories for radio and television are drama

■ Indicates new or revised listing

and documentary. Television Center, Berlin. Information: Organisationsbüro Prix Futura, Sender Freies Berlin, Masurenallee 8-14, D-1000, Berlin 19.

April 11—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

April 11—Matrix Awards luncheon sponsored by *Women in Communications*. Speaker: Senator Edward Kennedy (D-Mass.). Waldorf-Astoria, New York.

April 11—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Harry Smith, vice president, new venture development, CBS. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 11—*Women in Cable, Rocky Mountain chapter*, dinner meeting, "Stress Management." Speaker: Dr. Art Ulene, president, Cable Health Network. Hilton Inn South, Denver.

April 11—*Women in Cable, Dallas-Fort Worth chapter*, dinner meeting. Doubletree Inn, Dallas.

April 12—*National Academy of Television Arts and Sciences, New York chapter*, conference, "U.S. Televi-

sion in Third World Countries: Blessing or Curse?" Panelists: Gerard Bolla, UNESCO; Michael Solomon, Telepictures Corp.; Mohammad Kamal, Jordan Television; James Phillips, State Department, and moderator Ulrich Wickert, West German Television. St. Peter's Lutheran Church, New York.

■ **April 12**—*Women in Cable, Washington chapter*, meeting, "Cable Consumer Preferences and Successful Marketing Strategies." National Cable Television Association headquarters, Washington.

April 12-14—*Jerrold division of General Instrument Corp.* technical seminar. Red Lion Motor Inn, Portland, Ore.

■ **April 13**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: John Corporon, senior vice president, news, WPIX Inc., New York, and general manager, Independent Network News, on "Will Satellites Give the News Indigestion?" Copacabana, New York.

■ **April 13**—*Hollywood Radio and Television Society* luncheon with panel discussion on independent producers. Beverly Wilshire hotel, Los Angeles.

April 13-15—*National Broadcast Association for Community Affairs* Midwest conference. Marriott's Pavilion hotel, St. Louis. Information: Charlotte Ottley, (314) 444-3336.

April 14—*Conference of State Cable Agencies* annual meeting. World Trade Center, New York. Information: Gerry McGrath, New Jersey Office of Cable Television, (201) 648-4009.

April 14—Meeting of *National Frequency Coordinating Committee of Society of Broadcast Engineers*. KLAS(TV) Las Vegas. Information: Richard Rudman, (213) 462-5392.

April 14—*National Academy of Television Arts and Sciences, Syracuse chapter*, "speakers series," featuring Len Berman, NBC sportscaster. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 14—*Central Educational Network's* "Learning Styles and the Adult Learner: Post-Secondary Education Professional Development Teleconference." To be transmitted from Lincoln, Neb. Information: (312) 545-7500.

April 14—"Terrorism and the Media in the 1980's," sponsored by *Media Institute* and *Institute for Studies in International Terrorism of State University of New York*. Dirksen Senate Office Building, Washington. Information: Pauline Howard, (202) 298-7512.

April 14-15—*Alabama Cable Television Association* spring meeting. Birmingham Hyatt, Birmingham, Ala.

April 14-17—*Women in Communications* Northeast regional meeting, "Thriving in the '80's." Sheraton Inn, Liverpool, N.Y.

April 15—*Television Bureau of Advertising* regional sales training seminar. Colony Square, Atlanta.

April 15—*Advertising Association of Baltimore* symposium, "Odyssey 1990." Hyatt Regency, Baltimore.

April 15—Deadline for applications in *Western Public Radio's* third national radio training project seminar for mid-level independent, public and commercial radio producers. Project funded by John and Mary Markle Foundation. Information: Western Public Radio, Fort Mason Center, Building D, San Francisco. 94123; (415) 771-1160.

April 15-16—*Women in Communications* South regional meeting, "The Art of Communication." Birmingham Hyatt, Birmingham, Ala.

April 15-16—*Women in Communications* North Central regional meeting, "Communications: The Linking Dimension." Sheraton Mayfair Inn, Milwaukee.

April 15-16—*Society of Professional Journalists, Sigma Delta Chi*, region nine conference. Theme: "The Media Takes a Critical Look at Itself." Little America hotel, Salt Lake City.

April 15-17—*Society of Professional Journalists, Sigma Delta Chi*, region eight conference. Theme: "Politi-

Major Meetings

April 10-13—*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 17-21—*National Public Radio's* annual conference. Hyatt Regency, Minneapolis.

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

May 3-7—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: May 30-June 2, 1984, Palmer House, Chicago; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 9-11—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 15-18—*NBC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 18-21—*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.

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

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

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

June 12-15—*National Cable Television Association* annual convention. Astro Hall, Houston. Future conventions: 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.

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

June 23-27—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

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

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

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

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

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

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

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

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

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

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

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

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

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

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Stay Tuned

A professional's guide to the intermedia week (April 11-17)

Network television □ PBS: (check local times) *The Shady Hill Kidnapping* (play) [John Cheever], Tuesday, 9-11 p.m.; *The Computer Programme* (information series), Saturday, 7:30-8 p.m.; ABC: *Barbara Walters interviews Murphy, Mitchum and Evans*, Monday, 8-9 p.m.; *Academy Awards*, Monday, 9 p.m.-conclusion; NBC: *The Steve Landsburg Television Show* (comedy special), Thursday, 9:30-10 p.m.; *The Drug Abuse Test* (multiple choice and true/false questions to test audience knowledge of drugs), Saturday, 7-7:30 p.m. [will air on O&O's only]; CBS: *Eye on the Media: Private Lives, Public Press* (with Dan Rather), Monday, 10-11 p.m.; *Kraft Salutes the 25th Anniversary of the Country Music Association*, Wednesday, 9-10:30 p.m.; *Johnny Garage* (comedy pilot), Wednesday, 10:30-11 p.m.

Cable □ HBO: *Philip Marlowe, Private Eye**, Saturday, 10-11 p.m.; "Absence of Malice (national cable debut), Sunday, 8-11 p.m.; WTBS: *Portrait of America: Puerto Rico*, Monday, 8:05-9:05 p.m.; Showtime: "Pippin" (musical), Thursday, 9-11 p.m.; *The Paper Chase** (new episodes), Friday, 8-9 p.m.; HTN: *Treasures of the Snow* (family drama), Wednesday, 7-8:40 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York); *Contemporary German Television*, a festival of programming, now through April 30.

*indicates a premiere episode

cal News Coverage." Dallas.

April 15-17—Alabama AP Broadcasters Association annual convention. Gulf Shores State Park, Gulf Shores, Ala.

April 15-17—Foundation for American Communications conference for NBC owned and operated stations and NBC affiliates on "NBC Journalism Economics Issues." Pine Isle resort, Atlanta. Information: (213) 851-7372.

April 16—West Coast Hispanic Telecommunications Symposium, conducted by National Association of Broadcasters' department of minority and special services and hosted by University of Southern California's Media Institute for Minorities. Davidson Conference Center, USC, Los Angeles.

April 16—Radio-Television News Directors Association region three meeting with Utah Society of Professional Journalists, Sigma Delta Chi. Little America, Salt Lake City.

■ **April 16**—Washington Professional Chapter of Society of Professional Journalists (Sigma Delta Chi) and Catholic University of America Law School's Institute for Communications Law Studies seminar on "The Media and the Law." Leahy Hall, Catholic University Law School, Washington. Information: Earl Snyder, 14909 Kalmia Drive, Laurel, Md., 20707; (301) 953-3819.

April 16-17—American Public Radio Network conference. Radisson Plaza hotel, St. Paul.

Also in April

April 17-19—Virginia Cable Television Association annual convention. Speaker: Ted Turner, Turner Broadcasting System. Homestead, Hot Springs, Va.

April 17-20—National Public Radio's annual conference with presentation of Edward R. Murrow Award by Corporation for Public Broadcasting. Hyatt Regency, Minneapolis.

■ **April 18**—National Academy of Television Arts and Sciences, New York chapter, dinner. Topic: "Television Production Starts With a Contract." Copacabana, New York.

April 18-20—Armed Forces Radio and Television Service worldwide workshop. Anaheim Sheraton, Anaheim, Calif.

April 18-23—"Radio-TV Week," sponsored by Illinois Broadcasters Association and Southern Illinois University, Carbondale. Department of Radio-TV, SIU campus, Carbondale, Ill.

April 19—Southern California Cable Club luncheon meeting. Speaker: William Ryan, president of Palmer Communications and chairman of Cabletelevision Ad-

vertising Bureau. Following meeting: SCCC advertising workshop for system advertising managers and client and ad agency personnel. Proud Bird restaurant, Los Angeles.

April 19—Women in Cable, New York chapter, meeting. Doral Inn, New York.

April 19—Television Bureau of Advertising regional sales training seminar. Stouffers Inn, Denver.

April 19-21—"Can U.S. Industry Survive the World Economic Revolution?" conference for journalists, sponsored by Washington Journalism Center. Watergate hotel, Washington.

April 20—International Radio and Television Society newsmaker luncheon, "Five Ways to Look at an Advertising Dollar." Panelists: Robert Alter, Cabletelevision Advertising Bureau; Miles David, Radio Advertising Bureau; Roger Rice, Television Bureau of Advertising; William Gorog, Magazine Publishers Association, and Craig Standen, Newspaper Advertising Bureau. Waldorf-Astoria, New York.

April 20—American Women in Radio and Television, Atlanta chapter, Communications Women of Achievement Banquet with presentation of TARA (Television and Radio Achievement) Awards. Omni International hotel, Atlanta.

April 20-23—American Advertising Federation district 10 conference. Holiday Inn Civic Center, Lubbock, Tex.

April 20-23—San Francisco State University's broadcast communication arts department 32nd annual Broadcast Industry Conference, "Power, Magic and Imagination," including presentation of Broadcast Preceptor Award. San Francisco State University campus, San Francisco.

April 20-25—Pennsylvania Association of Broadcasters annual spring convention. Princess Tower hotel, Freeport, Bahamas.

April 21—Federal Communications Bar Association luncheon. Speaker: Ted Turner, Turner Broadcasting System. Touchdown Club, Washington.

April 21—"The Growth and Financing of Filmed Entertainment," symposium conducted by Arthur Young's Entertainment Industry Group. Speakers include: William Bernstein, Orion Pictures Corp.; Joe Shapiro, Donovan Leisure Newton & Irvine; William Thompson, First National Bank of Boston; John Vogelstein, E.M. Warburg, Pincus & Co.; Terry Semel, Warner Bros., and Joe Smith, Warner Communications. Beverly Wilshire hotel, Los Angeles. Information: Larry Scherzer, (213) 977-3281.

■ **April 21**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Frank Biondi Jr., president and chief executive officer, Home Box Office. Copacabana, New York.

April 21—New Jersey Broadcasters Association annu-

al spring managers' meeting. Woodlawn, Eagleton Institute of Politics, Rutgers University, New Brunswick, N.J.

April 21—Illinois Broadcasters Association college seminar. Southern Illinois University, Carbondale, Ill.

April 21-22—National Association of Broadcasters broadcast management seminar. Palmer House, Chicago.

April 21-23—Edward R. Murrow symposium, "The Murrow Heritage: A Challenge for Tomorrow," sponsored by Washington State University with grants from Boeing Co., Gannett Newspapers and Saul and Dayee Haas Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPI; Richard C. Hottelet, veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

April 21-23—Women in Communications Midwest regional meeting, "Horizons '83...Accent on Tomorrow." Hilton Plaza Inn, Kansas City, Mo.

April 21-24—Women in Communications far West regional meeting, "1984 Minus One: The Role of the Communicator." Biltmore hotel, Los Angeles.

April 21-24—American Advertising Federation district 12 conference. Four Seasons, Colorado Springs.

April 22—Television Bureau of Advertising regional sales training seminar. Ramada Inn, Boston.

April 22-23—Radio-Television News Directors Association region 14 meeting with Georgia UPI Broadcasters. Holiday Inn North, Atlanta.

April 22-23—Society of Professional Journalists, Sigma Delta Chi, region four conference. Theme: "The Glamour of Journalism." Holiday Inn Lakeside, Cleveland.

April 22-23—Society of Professional Journalists, Sigma Delta Chi, region six conference. Eau Claire Civic Center, Eau Claire, Wis.

April 22-23—Society of Professional Journalists, Sigma Delta Chi, region 12 conference. Theme: "Credibility." Holidome, Shreveport, La.

April 22-24—Iowa Associated Press Broadcasters convention. Amana Holiday Inn, Des Moines, Iowa.

April 22-24—American Advertising Federation district three conference. Mission Valley Inn, Raleigh, N.C.

April 22-24—American Advertising Federation district 15 conference. Sheraton Newport, Newport Beach, Calif.

■ **April 23**—Utah-Idaho AP Broadcasters Association organizational steering committee meeting. Quality Inn, Salt Lake City.

April 24-26—West Virginia Broadcasters Association spring meeting. Oglebay Park, Wheeling, W. Va.

April 24-27—Eleventh annual "Telecommunications Policy Research Conference." Annapolis Hilton, Annapolis, Md. Information: Professor Vincent Mosco, department of radio-TV-film, School of Communications and Theater, Temple University, Philadelphia, 19122; (215) 878-8473.

■ **April 25**—National Academy of Television Arts and Sciences, New York chapter, 10th anniversary drop-in dinner. Copacabana, New York.

April 25-27—Satcom '83, sponsored by International

Errata

Sandra J. Gwyn does not own WLFA(AM) LaFayette, Ga., (as reported in "Changing Hands," March 14), in proposed sale of WRFC(AM) Athens, Ga. Her mother, Brownie B. Gwyn, owns WLFA.

□

Update on negotiations to replace ASCAP/BMI blanket licensing agreements, at NATPE International conference (BROADCASTING, March 28) was delivered by Les Arries, president. WIVB-TV Buffalo, N.Y., not John Von Soosten, WNEWTv New York program manager.

Association of Satellite Users, Hyatt Orlando, Orlando, Fla.

April 25-27—Minnesota Broadcasters Association annual spring convention, Sheraton Northwest, Minneapolis.

April 26—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Grant Tinker, NBC chairman and chief executive officer. Century Plaza hotel, Los Angeles.

April 26—Advertising Research Foundation's fifth annual business advertising research conference. New York Hilton.

■ **April 26**—American Women in Radio and Television luncheon. Speaker: Monique Begin, minister of national health and welfare of Canada. Army-Navy Club, Washington. Information: Mary Maguire, (202) 342-7017.

April 26-27—Public Service Satellite Consortium workshop. "How to Video-Teleconference Successfully." University hospital, London, Ontario.

April 27—47th annual Ohio State University awards presentation dinner. National Press Club, Washington.

April 27—National Association of Broadcasters metro market radio committee meeting. NAB headquarters, Washington.

■ **April 27**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: George Vradenburg III, vice president-deputy general counsel, CBS, on "Financial Interest/Syndication Rules: The State of the Debate." Copacabana, New York.

April 27-28—Illinois Broadcasters Association spring meeting. Springfield, Ill. Information: (217) 787-6503.

■ **April 27-29**—Indiana Broadcasters Association

spring conference. Executive Inn Rivermont, Owensboro, Ky.

April 28—Michigan Association of Broadcasters Washington dinner. Madison hotel, Washington.

April 29—Deadline for applications for Society of Broadcast Engineers' certification exams. Information: Certification Secretary, Society of Broadcast Engineers, P.O. Box 50844, Indianapolis, 46250.

April 29-30—Society of Professional Journalists, Sigma Delta Chi, region 11 conference. Los Angeles Airport Hyatt, Los Angeles.

April 29-May 1—Foundation for American Communications conference, cosponsored by Colorado Broadcasters Association, "Economic Issues for Rocky Mountain Journalists." Keystone Lodge, Keystone, Colo. Information: (213) 851-7372.

April 30—Radio-Television News Directors Association region 12 meeting with Syracuse University. Syracuse University campus, Syracuse, N.Y.

May

■ **May 1**—Deadline for applications for William Benton Foundation and University of Chicago fellowship program for broadcast journalists to "study fundamental problems that underlie the news." William Benton Fellowships, University of Chicago, Room 501, 5801 South Ellis Avenue, Chicago, 60637.

May 2—World Institute of Black Communications deadline for entries in CEBA (Communications to Black Audiences) Awards. Information: Linda Bowie, executive director, WIBC, 10 Columbus Circle, New York, 10019; (212) 586-1771.

Open Mike

Foreign affairs

EDITOR: I have read with interest your NATPE coverage (BROADCASTING, March 28) and particularly the article entitled "U.S. Not Ready for Foreign Fare." The very purpose of the American Market for International Programs (AMIP '83) is to expose American buyers to foreign produced programming in an attempt to overcome the "cultural barriers."

I have been privileged to know Norman Horowitz for many years and I respect his views but this time he was way off base. His foreign owned company—a subsidiary of which [Polygram TV] will be exhibiting at AMIP—is a power in the industry. Rather than discouraging them, Norman should be giving them his expert advice on how to design programming for the American market.

Peggy Green, senior vice president of Dancer Fitzgerald Sample, knows what she's talking about. She was present in Paris last Nov. 5 when over 300 foreign companies showed up to listen to her and eight other American buyers speak on what they should do to design programming for our market.

As far as Roger Ottenbach is concerned, if he really wants to serve his audience, if he really wants to encourage supply and if he really wants to at least try to raise his ratings, he should be in Miami Beach Nov. 7. I don't believe that America audiences are so dull and provincial that they wouldn't sample

something new. It's 1983, Roger—even in Peoria.

Susan Weil's comments are to the point. She has been forced to be innovative (at PBS). She's had to do wonders on a limited budget. So she's at least willing to keep an open mind.

No one is asking anybody to sacrifice rating points for the sake of being different. Come to Miami, keep an open mind, look at what is being offered. You'll be pleasantly surprised.—Harvey Seslowsky, managing director, AMIP '83, Syosset, N.Y.

Questioning

EDITOR: I was glad to see BROADCASTING take note in its March 21 issue of the lack of any real competition for *The Thorn Birds*. Everything was thrown against *Winds* including Clint Eastwood, M*A*S*H, *Dallas* and most critics. With everything going for *Thorn Birds*, including what I consider to be a better print campaign, it should easily equal or exceed the ratings for *Winds*. One wonders what network executive thinks that a repeat of a flop movie that didn't do well in the ratings the first time—such as *Scavenger Hunt*—is viable programming? The recent success of *Nightkill* was different in that it had a new campaign based on the association of its stars with recent ratings winners. Some of the series opposite *Thorn Birds* are also repeats.—Paul Rodriguez, Flushing, N.Y.

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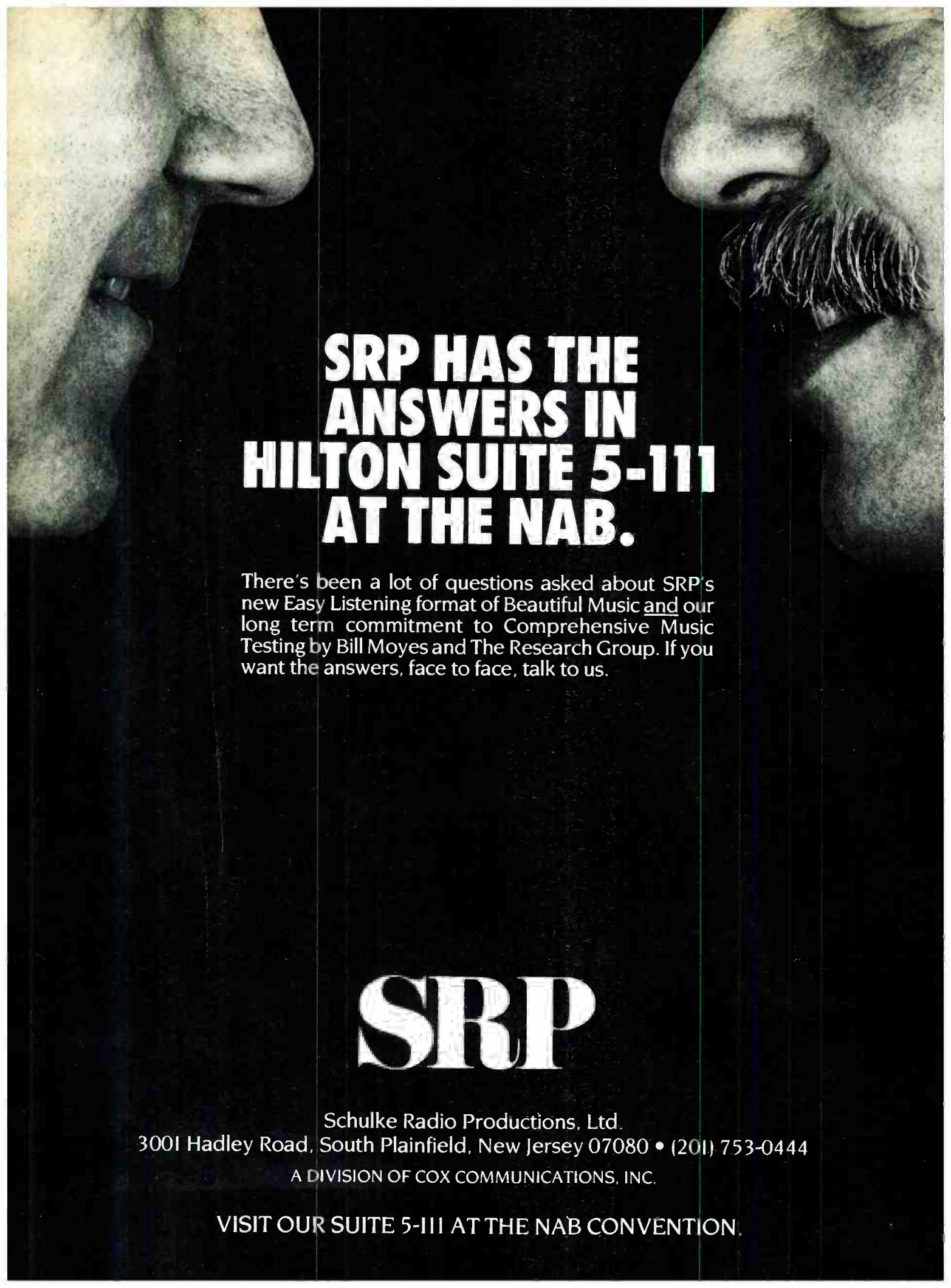
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Broadcasting Apr 11

Vol. 104 No. 15

TOP OF THE WEEK

Many-issued NAB opens in Las Vegas

Deregulation heads all the rest among subjects up for discussion or illumination during 61st annual meeting

Broadcast deregulation, spectrum fees, copyright, must carry, First Amendment, spectrum integrity, industry unity, Radio Marti, digital audio, SCA's, productivity, LPTV—these are but a sampling of the subjects Fifth Estaters will be thinking and talking about in Las Vegas this week (April 10-13) during the 61st annual convention of the National Association of Broadcasters.

Although the theme of this year's convention is "Productivity—Let's Work Together," there appear to be other and more pressing legislative, regulatory and technological issues facing the industry. (Including the unexpected resignation of FCC Commissioner Anne Jones, announced last week [see story page 33].) A hot topic on the convention's official agenda will be broadcast deregulation, the likely subject of at least two major addresses. At the Tuesday radio luncheon, Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, will present his views on deregulation, including a spectrum use fee for broadcasters. The concept of spectrum use fees has attracted a lot of attention in the industry; on the whole, it hasn't been well received.

FCC Chairman Mark Fowler, who is the closing luncheon speaker on Wednesday, also has advanced the concept of spectrum fees. In a discussion with BROADCASTING on convention eve, Fowler brought the subject up again, saying one of the more important issues broadcasters should be addressing at the NAB is "attaining meaningful statutory deregulation."

He noted in the wake of Wirth's pronouncement that he is willing to talk Communications Act "reform" if those conversations involve spectrum fees, the path toward achieving that deregulation seems clear. "It's to the credit of Chairman Wirth that he's willing to talk," Fowler said. And given political realities, if broadcasters won't talk spectrum fees, they "may have their heads buried in the sand," because without broadcaster support, "the legislation won't happen," Fowler said. "If ultimately broadcasters determine that there's too much of a price involved, then they can walk away," Fowler said. "You don't have anything to lose except some time and effort, and you may have a lot to gain."

On Wednesday, Senator Bob Packwood

(R-Ore.), chairman of the Commerce Committee, will present an update on his efforts to gain full First Amendment rights for the electronic media. It will be an extension of the remarks he made at last year's NAB convention in Dallas when he launched the campaign for a constitutional amendment to insure those rights. The senator is expected to release details of the newly formed Freedom of Expression Foundation, formed at his instigation, that would work toward achieving First Amendment goals for the broadcasters. Packwood also is likely to discuss the broadcast deregulation bill, S. 55, which the Senate passed unanimously.

Senate Majority Leader Howard Baker (R-Tenn.) is the TV luncheon speaker on Monday. Baker is expected to discuss the status of a pending resolution to permit television and radio coverage of the Senate.

Several legislative panel sessions are



scheduled Monday for both radio and TV broadcasters. Television broadcasters will hear congressional views on cable copyright from a panel entitled "Cable Copyright and Must Carry: Will Congress Finish the Job?" featuring Senators Charles McC. Mathias (R-Md.), chairman of the Senate Copyright Subcommittee; Slade Gorton (R-Wash.); Dennis DeConcini (D-Ariz.) and Patrick Leahy (D-Vt.); and Representatives Robert Kastenmeier (D-Wis.), chairman of the House Copyright Subcommittee, and Carlos Moorhead (R-Calif.), ranking minority member on the subcommittee. Two other Monday panel sessions are called "Deregulation: Will Congress Break the Log Jam?" One includes: Senator Larry Pressler (R-S.D.), of the Communications Subcommittee, and Congressmen Matthew Rinaldo (R-N.J.), ranking minority member of the House Telecommunications Subcommittee,

Mickey Leland (D-Tex.), Telecommunications Subcommittee, and W.J. Tauzin (D-La.). The other panel is composed of Senators Daniel Inouye (D-Hawaii), Senate Communications Subcommittee, and Robert Kasten (R-Wis.) and Congressmen Cardiss Collins (D-Ill.) and Thomas Tauke (R-Iowa) of the House Telecommunications Subcommittee. Broadcasters will be eager to hear from Tauzin and Tauke, co-sponsors of the broadcast deregulation bill, H.R. 2382, on which the NAB intends to lobby. National defense is the subject of a joint panel session for both the TV and radio sides of the convention Monday afternoon with Senators Ted Stevens (R-Alaska) and Donald Riegle (D-Mich.), Congressmen William Dickinson (R-Ala.) and Dan Daniel (D-Va.).

NAB President Edward Fritts says pre-registration is at an all time high (roughly 28,000 attended last year's convention—this year 30,000 are expected). Fritts kicks off the convention Sunday afternoon with a "State of the Industry" address. It marks his first convention speech—he was elected president six months ago—and includes an audio-visual presentation. The thrust of his address, Fritts said, is industry unity (which Fritts has stressed in the past), but it will also focus on association priorities. (Fritts's pitch for unity should be particularly interesting in light of the recent overture made by the NAB to the National Radio Broadcasters Association stating the case for a merger [see page 36].) One of those priorities is to maintain the integrity of the spectrum, Fritts said. The FCC's proposal to expand the number of FM allocations is alarming many radio broadcasters who fear the commission "is about to throw the spectrum open to the marketplace." In addition, Fritts plans to restate the NAB's commitment to the preservation of must-carry rules for cable. The recent FCC decision exempting teletext from must-carry status on cable and its refusal to set a teletext standard will undoubtedly be talked about. In fact, one TV board member thinks that must carry will be "uppermost" in the minds of most of the TV broadcasters there.

Fritts also plans to amplify the importance of broadcaster involvement in the legislative process and urge support for H.R. 2382, the Tauke-Tauzin bill. Fritts believes that the introduction of that measure and others (BROADCASTING, March 28), will lend a new and strong spirit to the convention. In an effort to beef up grass-roots lobbying activities, a card will be passed out during Fritts's address asking broadcasters to pledge to contact their congressmen and ask them to

Convention trail. On the eve of the National Association of Broadcasters 61st annual convention in Las Vegas, things were starting to hop. By Friday, Fifth Estaters were starting to fill the Las Vegas Convention Center and Hilton hotel in anticipation of what is being billed as the association's largest convention ever. Equipment manufacturers and other media-oriented companies were filling up the exhibition hall in preparation for the 30,000 conventioners expected to converge in the desert city for three days (April 10-13). Even before the official opening session on Sunday, the convention seemed to be generating a lot of media attention. The Public Broadcasting Service's *Inside Story*, featuring Hodding Carter, and the syndicated *Entertainment Tonight*, will be on hand to report on convention activities. For those arriving early, there was the threat of a strike by the Teamsters Union (hotel clerks) and the Building Engineers Union (maintenance workers) that caused some concern among NAB officials, who received assurances from the Las Vegas Resort Association that the convention would not be affected. Those concerns were alleviated late Friday, however, when the unions announced they had called off their strike plans.

support the measure.

A reception is scheduled Tuesday afternoon at the Hilton for major contributors to the association's Television and Radio Political Action Committee and another reception and dinner are planned for members of the NAB's government committee.

The agenda for both the radio and television sessions concentrates on broadening a broadcaster's horizon, and revenue. The TV convention starts off Monday with a session called "Growth Through Change," which will present the results of a study conducted by the NAB's research department and McHugh & Hoffman on television audience trends ("Closed Circuit," April 4). The study shows that 38% of those interviewed say they are watching more TV than six years ago with 48% saying they are watching less.

Once again the NAB is devoting a large portion of its agenda to keeping its members abreast of the emerging technologies. "Strategic Planning for Business Opportunities in the New Technologies" and "LPTV: Partner, Competitor or New Opportunity," are just two examples. "New and Emerging Categories of Television Business" is the name of another Monday panel featuring Robert Lefko and Harvey Spiegel, both from the Television Bureau of Advertising.

Other highlights of the TV convention include a "one-on-one" discussion between William Stakelin, NAB joint board chairman, and Federal Trade Commission Chairman James Miller.

In addition to keeping up with the new technologies, NAB TV Board Chairman Gert Schmidt, of the Harte-Hanks stations, thinks that convention talk will center on the FCC's proposal to require broadcasters to share frequencies used for ENG purposes with cable and private microwave operators.

Wayne Cornils, NAB vice president for radio, thinks digital sound will be a hot topic at the radio convention this year. To illustrate its importance, the NAB has scheduled a panel session on Monday called "Digital Sound—A Radio Revolution," with Dennis Waters, Waters & Co., and includes a demonstration of Sony's Compact Digital Disc. That session will be repeated on Tuesday and is expected to draw a large audience. Radio broadcasters will also be encouraged to participate in some of the newer technologies. "SCA....Spells Money," with Harrison Klein, Group W, New York; Jim Searing, National Public Radio, Washington; Jim

Wychor, KWOA-AM-FM Worthington, Minn., and Ramsey Woodworth, Wilkes, Artis, Hedrick & Lane, Washington, will examine the potential of additional revenue for broadcasters in using their subsidiary communications authorization. That panel is scheduled Monday and Tuesday and is also slated to draw a crowd. "Cable: Your Piece of the Action," is another clinic that will tell broadcasters how to "make money with cable."

The subject of Cuban interference and the FCC's proposal to expand the FM allocations are targeted to attract attention. The latter issue, particularly, has drawn the ire of AM broadcasters who view that proposal as the "death of AM," one radio board member said.

The FCC continues to be in the spotlight. "What the FCC Did Not Deregulate," on Monday, featuring Henry Bauman, deputy chief of the FCC Mass Media Bureau, and a joint session with Larry Harris, chief of the bureau, Tuesday, are two of the FCC-oriented activities. On Wednesday during the closing day of the convention, a question and answer session with five of the six FCC commissioners is scheduled.

A series of legal "How to Clinics" are scheduled Tuesday evening for both the radio and TV conventions. Other related convention activities include a Broadcast Education Association Meeting, Saturday, April 9, a syndicators and program producers breakfast, Monday morning, and a Ham Radio Operators Reception, Monday evening.

Other highlights of Sunday's opening events include the presentation of the NAB's Distinguished Service Award to former NAB President Vincent Wasilewski. The official theme of the convention is "Productivity—Let's Work Together," a reflection of the current productivity campaign being undertaken by broadcasters (BROADCASTING, Feb. 21). A special joint session is scheduled Wednesday, April 13, on productivity which features a message from President Ronald Reagan and a panel discussion including Howard K. Smith, as moderator, and Secretary of Labor Raymond Donovan, and Tom Donahue, AFL-CIO secretary and treasurer. Joint sessions will be held at the Hilton and the radio and television sessions at the convention center. □

Bottom lines on the minds of those at NAB convention

As broadcasters arrive in Las Vegas, price increases and growing competition from other media are prime concerns

The rules of the telecommunications game are changing faster today than they were a year ago, but the mood of key players, many of them headed for Las Vegas last week, appears to be one of optimism, seasoned, perhaps more than ever before, with competitive tension. Rising costs, network affiliate relations and involvement with new technologies appear to be uppermost among concerns of broadcasters right now.

In both television and radio, costs are being cited most often as a key problem to be faced in the coming year. For television, both network and local, programing price increases are the chief culprit, while in radio, a combination of programing and promotional needs are consuming an ever-larger share of revenues. "We face a runaway ex-

Inauspicious debut. Overnight ratings in New York and Los Angeles for *Star Search*, a syndicated prime time talent hunt special that began airing Easter weekend on the first of 177 stations planning to carry it, were disappointing, although a coincidental survey in Boston, where the program aired Monday (April 4) showed the broadcast tied with competing fare on NBC affiliate WBZ-TV.

In New York, *Star Search* averaged a 4 rating/9 share according to Nielsen, in the 8-10 p.m. slot on WNEW-TV outperforming both of the other independents in the market but falling far behind WCBS-TV's 18.7/28, WABC-TV's 15.6/24 and WNBC-TV's 14.5/22. In Los Angeles, KTTV-TV captured a 3/5 with *Star Search*, a higher rating according to Nielsen, than those garnered by three other independents in the market, but lower than KNXT(TV)'s 15.7/26, KABC-TV's 15.1/25 and KNBC-TV's 13.9/23. The level of homes using television was down about 16% in both markets.

Phil Flanagan, general manager of TeleRep Program Enterprises, which has signed 116 stations to carry *Star Search* as a one-hour weekly series next fall, believes scheduling of the program on Easter Sunday and in the 8 p.m. time period, traditionally low rated on independents, handicapped the program's ability to capture a large audience. In Boston, where *Star Search* aired from 9-11 p.m. on ABC affiliate WCVB-TV it captured an 11/20, the same rating captured by two NBC specials, but behind the 17.32 captured by CBS affiliate WNEV-TV for coverage of the NCAA basketball tournament.

'ONE OF THE FINEST COMMISSIONERS EVER'

Anne P. Jones calls it a 15 years

Announcement catches FCC and official Washington by surprise; many express regret at decision to return to private sector

The bombshell that exploded at last week's FCC meeting wasn't on the agenda. Except for the five other commissioners present, who had received the news only minutes earlier, it caught everyone by surprise. On the 15th anniversary of the date she started working for the government as an attorney-adviser for the Securities and Exchange Commission, and after just over four years as a commissioner at the FCC, Commissioner Anne P. Jones, a Republican appointed by former President Jimmy Carter, announced her intention to resign. She said she would step down by May 31, having decided it was time to move into the "private sector."

No one, not even Jones, rejoiced publicly at the news. "I'm particularly saddened," Chairman Mark S. Fowler said at the meeting. "It took us all by surprise."

Similar regrets were expressed throughout the broadcast industry's Washington ranks as well. Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, said her departure "generally" would be a loss for broadcasters. Although he noted she had sided with former Chairman Charles Ferris in voting to reduce AM spacing from 10 khz to 9 (a proposal that was eventually defeated), she also sided with broadcasters on First Amendment issues, Krasnow said. "On balance, she was deregulation minded," he said.

Howard Monderer, vice president and Washington attorney for NBC, called her a "terrific" civil servant he was sorry to see

go. "She brought a sense of inquiry to everything she did," he said. Eugene Cowen, ABC Washington vice president, said he had enormous respect for her, even though her votes didn't always favor the broadcaster line. "She is really an independent mind," he said. "One of the finest commissioners ever."

At the FCC itself, the departure raised the obvious questions. Who, for example, would be the new variable in the commission's power equation?

Preliminary speculation focused on Commissioner Stephen Sharp as a possible successor. But Sharp, whose own term expires on June 30, had no comment when asked whether he would seek the remainder of Jones's term, which lasts until June 30, 1985. A Senate Commerce Committee aide said it was too early to venture a guess as to what would happen. And FCC sources said the White House, which had not received advance word, didn't have anyone standing in the wings.

Another question was what effect Jones's departure would have on the commission itself, and there less speculation proved necessary. Commissioner Henry Rivera, for example, said his office was especially "depressed" because Jones had proved herself to be a "staunch ally on minority ownership and EEO."

"She's a tremendously conscientious commissioner; we're all going to miss her very much," he said.

Commissioner Mimi Dawson said the commission especially would miss Jones's expertise in the common carrier area. Jones, Dawson said, was the "heir apparent" to Commissioner Joseph Fogarty, the commission's de facto common carrier expert, and Fogarty's term expires June 30. "She's a bril-

pense line in the face of flat revenues," said Gary Stevens, president of Doubleday Broadcasting. "and for the first time in recent memory, we're failing to see radio benefitting from high rates in TV." Competition in radio is forcing station operators to spend more and more on promotions, said Stevens, and, at the same time, has generated a price war in local spot. "Everybody's dropping their rates," said Stevens.

In television, business has been "spotty" in the first and second quarter, according to the president of one major group, who speculated that special network programming, primarily in February, may have siphoned advertising revenues from local spot. Advertisers are placing their orders unusually late, an indication that short-term rather than long-term planning is the rule that prevails, despite signs of an improving economy.

At the three major networks, where a recent crop of mini-series and special programs have taken the spotlight away from cable and other competing media, the mood is optimistic, although tempered with the knowledge that relations with affiliated stations have entered a new era.

"Broadcasting is stronger today than it was five years ago," said CBS/Broadcast Group President Gene Jankowski, "and five years ago, there was no competition." As the economy emerges from a long recession, network sales are in good shape, according to Robert Mulholland, president, NBC-TV, while at the same time, the networks "are learning to understand more about what is happening to us in terms of competition from pay TV." Among the lessons of this season, he said, is the fact that "on nights when there is appealing programming on, the network share of audience can zoom into the 90's."

In the coming years, "the partnership between network and affiliate will be more important than ever before," said Jankowski, expressing a concern echoed by Mulholland. "If the public has 10 or 15 channels to choose from, what will make them tune into the local station will be strong programming, both local and national."

This year, more than ever before, broadcasters appear to be concerned about new media and the need to participate in them as well as carve out a niche in the broader entertainment and information spectrum they are helping to create. "It is really proving true that as you strike your identity, you do so through localism," said Pat Servodidio, president, RKO Television, who predicts the 1980's will continue to be "an era of growth" for broadcast TV.

Jim Rupp, president of Midwest Communications Inc., believes broadcasters—local stations—should invest more than they presently do in new media. Station operators "should identify their strengths and take advantage of them," he said. "Professionally, we're experts at operating distribution systems and preparing software" such as "sports, information and news." Many station operators in business today "have forgotten how to develop new businesses," said Rupp. "It takes a lot of patience and red ink." □



liant lawyer, and she has terrific common sense, and we're going to miss that combination," Dawson said.

According to Jones, the truly surprising news may be that she spent as long as she did within the government's ranks. When she first left the Boston law firm of Ropes & Gray in 1968 to become an attorney-adviser at the SEC, she had planned a two-year commitment. But one thing led to another, and she went on to become general counsel for the Federal Home Loan Bank Board in 1978, before going over to the FCC the next year. And so the two years stretched out to 15, "and that's a long time," Jones said last Thursday. She hasn't had any offers, and is not exactly sure what she'll do next. Jones does know she wants to stay in Washington, probably as an attorney for a law firm, and doing something in communications.

Once she had decided that she did want to look for something in the private sector, she announced the fact immediately, so that any discussions she might have with potential

employers would not create the appearance of conflict. "I value my reputation above everything else, and I didn't want to do anything that might be questionable," she said.

"Nearest and dearest to my heart" of all the things she has done at the commission, Jones said, was her 72-page statement outlining an alternative to the FCC's access charge decision for the telephone industry. In her statement, she said the commission's own order was "improperly focused, needlessly complex and not fully committed to the goal of promoting vigorous competition in the telecommunications industry." And she hopes that someday, perhaps even on reconsideration, the commission will adopt a plan much like her own.

Her regrets, she said, were already surfacing the day she announced her decision. High on that list is that she won't be able to put her vote to work to advance the cause of equal opportunity. "I feel somewhat guilty about that because it may be that my vote is needed," she said.

She also will regret that she won't be around to watch the commission examine how it should regulate AT&T after it divests its Bell operating companies—a subject she has been encouraging the commission to address for the past six months. "I'm very optimistic that that will happen, and I regret that I can't be around to participate," she said.

Jones also admits that she'll miss being at the center of telecommunications policy-making. "I'll never again have the opportunity to be as involved in policy decisions, and that's sad," she said. "Representing people on particular cases will be a far cry from facing, every week, some sort of monumental question, as we do here."

But any regrets are mixed with anticipation. "Change is good. I think everyone should change occasionally, because a lot of fear goes with change," she said. "But I think it sharpens you . . . It keeps you as sharp as you can be. You can't let up. When you get used to things, you take them for granted." □

Once again public votes TV number-one news medium

In new Roper poll, it outscores all other media as main and most credible source

Television news emerges more solidly entrenched than ever in the 13th of a series of national opinion polls conducted over the past 24 years by the Roper Organization for the Television Information Office.

The survey results, being released today (April 11) by TIO Director Roy Danish, confirm again—with the strongest numbers yet—that television is where most people get most of their news, and that they regard it as the most believable source.

Asked to specify "where you usually get most of your news about what's going on in the world today," 65% of the respondents named television, 44% named newspapers, 18% radio, 6% magazines and 4% other people. The 21-point spread between TV and newspapers was the largest since TV ousted newspapers from the number-one spot in the 1963 survey, the third in the series. In the last survey, in November 1980, TV was 20 percentage points ahead.

Those totals add to more than 100 because respondents were allowed to name more than one news source. But analysis of the replies, TIO said, shows that TV is "steadily increasing its lead as the single most-relied-upon news medium." Thus 41% of the respondents named only TV, up from 39% in the last survey, while 21% named only newspapers, unchanged from the last study. Also unchanged were the number naming both newspapers and TV (20%), the number naming TV and other media but not newspapers (5%) and those naming newspapers and other media but not TV (3%). Those who named media other than TV or newspapers dropped to 10% from 12% two years ago.

The number of respondents choosing TV as the most believable medium also reached an all-time high, 53%, while those giving newspapers that accolade remained un-

changed from two years ago at 22%.

In the current study, conducted last fall, Roper introduced several new questions to sample public opinion about specific aspects of news coverage.

In one, respondents were asked to rate TV's coverage of eight major categories as "excellent," "good," "not very good" or "poor." The excellent/good combination ranged from a low of 65% for TV coverage of business news to 86% for local news, 90% for major sports, 91% for national news and 93% for major national events such as a presidential inauguration, a tornado or a flood.

In another new question, respondents were asked: "In terms of meeting your overall needs for news, would you say television is doing an excellent, good, not very good or poor job?" The replies: 67% said "good," 21% said "excellent," 8% said "not very good," 2% said "poor" and 2% gave no answer.

Another new question looked into attitudes toward investigative news shows. Almost three out of four respondents (73%) rated them as "usually careful and fair," while 18% found them "often unfair and misleading," and 9% had no answer.

Roper also explored attitudes toward the way various social and occupational groups are depicted on television. The replies ranged from a high of 63% who thought clergymen were depicted fairly to a low of 47% who thought TV's depiction of teenagers and lawyers was fair. In between, the fair-portrayal scores were: for blue-collar workers, 58%; for women who held jobs, 53%; for blacks, 51%; for the elderly, 50%; for Hispanics, 49%; for doctors, 48%; for business executives, 48%, and for women who are homemakers, also 48%.

Critics were often divided over how portrayals were unfair: For instance, 19% thought the portrayal of women who hold jobs was "too favorable," while 20% consid-

ered it "too unfavorable."

The differences were less closely defined in other cases: Thirty-six percent thought the elderly were treated "too unfavorably," for example, while 39% thought doctors and 35% thought lawyers were dealt with "too favorably."

Another survey question found that in terms of family life, watching TV together is a frequent practice in 53% of the cases, second only to having the main meal together (73%). Yet another question asked respondents how they like to spend their weekday evenings; watching entertainment on TV was named by 61%, exceeded only by going out to visit friends (68%) and having friends in to visit (65%).

Once again, TV stations were judged to be doing a better job than many other community institutions. They got an excellent/good rating from 70%, compared with 69% for churches, 65% for police, 59% for newspapers, 50% for schools and 39% for local government.

Stations were also found again to be the prime source of information about candidates for state and national political office. A total of 46% gave the nod to TV for information about the local House race; that was down from 48% in the 1978 election year, but TV's margin over newspapers expanded to 15 percentage points because the newspaper total dropped seven points, to 31%. TV also extended its lead as the prime source of information about statewide elections, scoring 53% to newspapers' 29% (representing declines, since 1978, of two points for TV and 10 for newspapers).

It wasn't all a plus, however. In 1980, TV for the first time was rated number-one source of information about local candidates, being so named by 44% as against 36% for newspapers. In the latest survey, newspapers got the lead back, 39% to 37%.

Roper this time also tried to get a fix on people's feelings about TV by asking them

to choose words and phrases, from a list, to describe television. Seven of the top 10 choices were favorable: entertaining (60%), informative (53%), interesting (50%), relaxing (42%), generally good (40%), good companion (32%) and many kinds of programs (31%). After those came dull (31%), too simple minded (also 31%), in bad taste (29%), programs all the same (18%), annoying (also 18%) and generally bad (16%). Public spirited was the other descriptive phrase on the list, named by 9%.

Once more, the survey found that most people (74%, two points more than in 1980) agreed that having commercials was a fair price to pay for being able to watch television. One respondent in five (21%) disagreed.

The new survey asked about political candidates' commercials specifically: Did respondents find them "helpful"? The answers were almost evenly divided: 49% said such commercials were "often" (10%) or "sometimes" (39%) helpful, while 46% said they "almost never" were. (The other 5% had no answer.)

The survey also found another "small drop-off," as Roper called it, in the amount of time the average respondent thought he spent watching television in an average day. The all-time high in the series was 3 hours 8 minutes, in 1978. There was a 13-minute decline in the following survey, to 2 hours 55 minutes, and a further decline of four minutes, to 2 hours 51 minutes, in the latest (but viewing by college-educated respondents increased by four minutes, to 2 hours 18 minutes).

Because Roper respondents over the years have consistently estimated their viewing at levels below those found by more objective measurements, Roper tried a new tack this time. The usual question was put to half (about 2,000) of the respondents; it elicited the 2 hours 51 minutes average. The other half were asked to estimate time spent watching news/documentaries/information separately from time spent watching entertainment. This brought an average of 1 hour 25 minutes for the former and 2 hours 38 minutes for the latter, a combined time of 4 hours 3 minutes per day, which Roper said more closely matches objective measurements.

The survey also asked about cable's availability in the respondents' neighborhoods. About two-thirds (65%) said it is available, up from 54% two years ago, and more than a third of the respondents (36%) said they are cable subscribers, up from 25% in the 1980 survey.

Where do respondents usually get their information about what programs are coming up on TV? *TV Guide*-type magazines (named by 41%) and program listings in newspapers (40%) led the list, followed by on-air promos (12%), talking to people (4%), "other" (2%) and don't know (1%).

The survey was conducted in two waves last October and December as part of the regular Roper Reports opinion polls. Approximately 2,000 personal interviews were conducted in each wave, among a national cross-section of the U.S. population aged 18 and over.

Highlights of the latest findings will be presented in a 13-minute tape featuring Burns W. Roper, head of the Roper Organization, to be shown at TIO's booth at the National Association of Broadcasters convention in Las Vegas this week. Officials said copies of the tape will be sent later to TIO members for local use. A booklet by Roper giving all the questions and data will be available shortly from TIO at 65 cents a copy. □

Lid's off FM SCA's

**FCC also votes to permit
broadcasters to lease
unused time on STL links**

Opening new revenue sources for broadcasters, the FCC last week voted unanimously (with Commissioner Joseph Fogarty absent) to authorize both commercial and noncommercial FM broadcasters to use their subcarrier channels for all kinds of communications services on a for-profit basis.

By the same vote, the commission also authorized commercial and noncommercial television broadcast auxiliary licensees to lease, also for profit, excess capacity on the frequencies they use for studio-to-transmitter links, TV relay stations and for shooting signals gathered with electronic newsgathering equipment back to their studios.

Under the FCC's old rules, noncommercial FM broadcasters were restricted to offering educational material on a nonprofit basis on their subcarriers. Commercial FM broadcasters were restricted to offering broadcast-like, and utility load management, services on their subcarriers. Both entities were limited to offering those services during their main broadcast hours.

Under the new rules, both will be permitted to offer all sorts of nonbroadcast services—including radio paging, data transmission and dispatch services—24 hours a day.

Giving broadcasters a bit more room to move, the FCC also increased the FM base-

band from 75 to 99 khz (except within 200 miles of the Mexican border), a move that will permit broadcasters to offer two subcarrier services instead of the one to which they were previously confined. (One slot will remain at 67 khz, and the new slot is at 92 khz.)

Also under the new rules, broadcasters won't have to file applications (Form 318) for subsidiary communications authorizations, nor will they have to keep logs of the programming offered on their subcarriers.

Under the new rules, broadcasters offering broadcast-like subcarrier services—mass media services, such as Muzak or quadrasonic stereo—won't need FCC permission to launch those, and those offerings will otherwise be regulated as broadcasting. Broadcasters who offer private carrier-like services will have to notify the FCC Private Radio Bureau. But broadcasters who offer common carrier-like service will have to apply for FCC permission, and those applications will be open to petitions to deny.

Public broadcasters will face a certain obligation their commercial brethren won't: They will have to insure that the blind, who currently receive reading services over the subcarriers of noncommercial stations, will still be able to receive those services on a nonprofit, at-cost basis.

After the meeting, Jonathan David, a senior attorney for the FCC Mass Media Bureau, said any noncommercial station that offered a for-profit service on one subcarrier would be obligated to provide reading service on the other, or arrange for that service to be carried in its service area on the subcarrier of another station, if a demand for that service were made.

The commission also said it believed that its rules could be amended to permit modulation levels above 100% when subcarriers are transmitted without causing stations to occupy too much bandwidth or degrading service. It requested comment on the degree of reception degradation caused by adjacent channel stations using peak modulation exceeding 100%. It also requested comment on whether short-spaced stations would suffer adjacent channel interference to any greater extent than normally spaced stations.

The FCC said its decision to permit televi-

SCA activity. As expected the radio industry is generally pleased with the FCC's decision to deregulate FM subcarriers (SCAs) for nonbroadcast material. Especially happy is National Public Radio, whose Ventures subsidiary is now able to launch technological enterprises ranging from the establishment of a nationwide paging system to the transmission of digital data information. "The commission's actions will enable public radio to take the first significant step to financial security," said Richard Hodgetts, NPR vice president, business services.

In anticipation of the FCC's decision, Mutual Broadcasting System unveiled a plan to aggressively seek rights for FM subcarriers to launch a series of specialized voice and data networks, called MultiComm, which would be transmitted over its satellite system. Current Mutual affiliates will have a "negotiating preference" for leasing their FM SCA channels, said Gene Swanzy, senior vice president, broadcast and communications services for Mutual. "In markets where negotiations with Mutual affiliates have not begun, the network will entertain expressions of interest from any licensed FM radio stations with unleased subcarrier channels," Swanzy said. Mutual is looking to transform MultiComm into a separate subsidiary within a year.

As for the other commercial networks, ABC, CBS and NBC announced no immediate plans for SCA use, but all said they were "encouraged" with the decision and are examining SCA opportunities.

sion broadcast auxiliary licensees to lease their facilities to any sort of user at any time and to transmit any sort of material would promote more efficient use of the spectrum.

In its order, the commission also changed its broadcast auxiliary licensing policies, deleting its rule permitting licensees to get exclusive channel assignments in a market. It said licensees now holding exclusive assignments would be stripped of that exclusivity when their licenses are renewed.

The FCC, contending that it didn't have the resources to coordinate the frequencies of all auxiliary applications, said local frequency coordination was the most efficient way for licensees to select appropriate TV auxiliary frequencies. □

Back and forth over merger

Fritts letter suggesting NAB and NRBA consolidation is answered with refusal from Kaplan

Talks about a merger between the National Association of Broadcasters and the National Radio Broadcasters Association resurfaced early last week. But by the end of the week prospects for a union of the two organizations were squelched by NRBA.

NRBA President Sis Kaplan originally wrote NAB President Edward Fritts indicating an interest in discussing the possibility of establishing a single NAB/Radio Advertising Bureau/NRBA annual radio meeting. Her letter was in response to reports that the NAB and RAB are discussing the possibility of combining NAB's Radio Programming Conference and RAB's Managing Sales Conference. Kaplan made it clear, however, that her letter should be in no way construed as a suggestion for a merger. "Discussions would be limited to a combination of our meetings," Kaplan said.

NAB seized the letter as an opportunity to raise the question once again of uniting the two groups despite Kaplan's having specifically put that subject off limits. Fritts wrote that the need for a single meeting was only "symptomatic of a larger problem, namely,



Fritts

the needless amount of duplication of effort by organizations supported by radio stations." He suggested that they discuss the "larger question of developing a unified industry organizational structure for radio." He added: "There are a variety of ways to achieve such a desirable objective (merger of the NAB and NRBA boards, for example)." And the NAB president said that the first step was to recognize the need to "end the debilitating and counterproductive duplication of effort."

Fritts' overtures elicited a cool reply. "I simply can't reach the same conclusion, Eddie, that there exists a debilitating and counterproductive duplication of effort in the representation of the radio industry," Kaplan wrote back. She noted that the more than 2,000 NRBA members, by paying their monthly dues and through their support of NRBA activities, "cast a solid and tangible vote for the continued existence of an independent, radio-only organization." She restated her interest in discussing a combined annual radio meeting and asked Fritts to reply to her initial letter and to the "very specific suggestion it conveys."

Kaplan's letter had not arrived at the NAB before Fritts departed for the NAB's annual convention, but his initial response after hearing the contents of the letter, was disappointment. He said he was sorry to learn that Kaplan thinks a merger is out of the question. Fritts, however, continued to stress the necessity of combining forces and "speaking in a unified voice." He noted that the NAB will continue to work toward achieving that goal. □

ABC earnings dip in first quarter

Pierce points to losses from Satellite News Channels and Hearst/ABC; predicts three networks will post gains of up to 17% for 1983

ABC President Frederick S. Pierce told a gathering of financial analysts at ABC headquarters in New York last week that first-quarter 1983 earnings would be down from

1982 earnings in the same period. But Pierce added that earnings in the first quarter of 1982 were inflated by a tax refund that boosted the price of the stock 36 cents per share. Pierce stressed that if the 1982 tax refund were excluded, earnings in the first quarter of 1983 would be "roughly comparable." Moreover, Pierce said, the first-quarter 1983 earnings include losses incurred by ABC's ventures in Satellite News Channels and Hearst/ABC Video Services, cable services that were not fully operational during the first quarter of 1982.

Pierce estimated that three-network revenue should be up 15%-17% for calendar 1983 over calendar 1982, and that the "overall TV station industry should expand 13% to 14%." Net costs will grow less rapidly at ABC this year than last year, Pierce said, and "our network competitive position ought to be stronger this fall."

In 1982, according to ABC's recently published annual report, revenues were \$2.66 billion, a 9% increase over revenues in 1981. Net earnings also increased 9% last year, from \$146 million in 1981 to \$160 million in 1982 (BROADCASTING, March 7).

Pierce also said that the loss in Video Enterprises, in which ABC invested \$34 million in 1982, would probably go higher this year because of expansion. Pierce gave a "ballpark" figure that Video Enterprises would cost ABC \$10 million per quarter this year. Pierce was confident that "there is a real chance for a turnaround in radio," because last year's earnings were depressed "by development costs and write-offs we took in 1982." ABC introduced two new radio networks last year plus a national radio talk program.

The 1984 network revenue outlook, Pierce said, is "even stronger" because of ABC's exclusive Olympic Games coverage and coverage of the year's political elections. Pierce estimated that revenue growth for the three major networks should approach 20% in 1984 over 1983, but ABC "should do better than that" because of the Olympics. Profit margins, however, will be "under pressure" because of the costs of Olympic and election coverage, Pierce said.

(During the meeting with analysts, ABC Television President John C. Severino reported that advertising inventories were already 92% sold out for the winter games and 80% sold out for the summer games. Because of the Olympics, Severino added, up-front buying is already 20% sold out as ABC enters the season.)

After 1984, Pierce said, ABC is looking at an annual growth rate of 11% to 13% for the TV industry, but a "sustained economic recovery could make our revenue expectations seem quite conservative." For the second quarter of this year, Severino reported, network commercial inventory is 95% sold out and running 11% to 12% ahead in daytime revenues over last year's sales. Total network revenues for the first quarter of this year are up 12%, Pierce said, with the daytime revenues average better by 12% to 14%.

In 1987, Pierce predicted, advertising will spend \$27 billion in TV and radio. Pierce broke down that figure as follows: \$16 bil-



Kaplan

lion to the stations, \$10 billion to the networks and \$1 billion to cable. The \$1 billion figure for cable, Pierce later said, was based on 4% to 5% of the total pie dedicated to television and radio advertising.

Pierce emphasized to the analysts that ABC's goal was to keep annual network cost growth below annual revenue growth. Among cost controls that Pierce mentioned: increased use of internal production facilities; greater use of news and information programming; greater use of made-for-TV movies; use of videotape instead of film for productions, and low cost prime time product that ABC will experiment with this summer and "that could lead to a new direction or beyond."

In the ABC Video Enterprises division, Pierce said that "the real pay-back won't come until the latter half of the 1980's." If any of the ventures does not meet ABC's timetable or criteria set for them, Pierce noted, "we will be prepared to cut our losses." Herb Granath, ABC Video Enterprises president, said projections indicated a three-to-five-year start-up period for service. The launch of Satellite News Channel II, Granath reported, has been delayed because it is "clear the marketplace could not support it." Counting signed commitments, the operating SNC has 12 million cable homes.

Pierce said that by 1990, ABC sees room for only six to 12 advertiser-supported cable services, and that many of them would be "additional combinations" among current services. He did not rule out a role for ABC in such combinations. He also said that there may be a place for ABC as a program supplier to multichannel DBS services.

Pierce said that in five years he could see ABC with broadcasting revenue down to 60% of consolidated revenue. The figure now is 85%. Video Enterprises and Publishing, he predicted, would take on larger roles.

As to the new baseball agreement (see "In Brief") Pierce explained that ABC "paid a lot more money than we would have liked, but a lot less than baseball was seeking." To put it in perspective, Pierce said the contract would add less than two-tenths of a percentage point to the annual TV network costs growth over the six-year period of agreement. "We expect to make as much money from baseball over the life of the contract as we would have made from alternative entertainment programming that would have been competing with baseball had it appeared on another network," he said. □

Nielsen's good news for basic services

Ratings company says viewing shows steady increases in past year

Recent Nielsen ratings seem to indicate that the national basic cable services, such as ESPN, CNN and CBN, are steadily increasing their shares of total television viewing.

According to calculations by the Turner Broadcasting System, based on Nielsen



Detroit debut. Post-Newsweek celebrated the dedication of its new \$13.5-million studios for WDIV(TV) Detroit with five days of festivities, April 4-8. Among them was the burial of a time capsule "signifying the station's commitment to the future of the city." Shown placing items in the capsule are (l-r): Detroit Mayor Coleman Young; Katharine Graham, Washington Post Co. chairman, and Amy McCombs, WDIV vice president/general manager. Among the 79,500-square-foot structure's architectural features is an atrium (right) that reaches to the skylight above the second floor and overlooks the newsroom.

Television Index surveys, the so-called "cable-originated" services have increased their share levels over the past year (February 1982-February 1983) in all U.S. television households by one full point, from a 2 to a 3 share, in both prime time and viewing on a 24-hour basis. In cable homes (which account for 37.2% of all U.S. TV households) on a 24-hour basis, the share for cable-originated services has increased from a 6 to a 7 over the same period, and in prime time from a 5 to a 6 share.

Between February 1981 and February 1983, cable-originated services have improved their homes-delivered performance by 209%, from an average 277,000 homes delivered on a 24-hour basis to 856,000 homes. Over the past year, those services delivered 49% more homes over all. In prime time over the two-year period, homes delivered were up 147%, from an average 554,000 homes to 1,369,000 homes. In the past year, in prime time, the services delivered 29% more homes than in 1981.

And in cable homes that receive WTBS(TV) Atlanta (some 25.8 million homes or 31% of all U.S. TV households as of February 1983), share levels have tripled for cable-originated services over the past year. In April of 1982, those services received an average 4 share in WTBS homes, compared with the average 12 share registered by those services in February of this year.

However, due to the increased competition confronting both WTBS and CNN, ratings for those services (within their own universes) are down from last year. In prime time, for example, WTBS scored a 1.9 rating in February of 1983—a decline of one rating point from February 1982. CNN had a 0.9 rating for February of this year, compared with a 1.1 rating for April 1982.

A TBS spokesman said, however, that, at least in WTBS's case, the decline in overall

ratings "looks much more damaging than it really is" because the superstation has managed to hang on to its share of viewing among independent stations in all cable homes—22% for both February 1982 and February 1983.

In addition to WTBS and CNN, two other cable services are currently metered by Nielsen—the Christian Broadcasting Network and ESPN. All but ESPN receive monthly Nielsen ratings reports. ESPN receives quarterly reports, the first of which was released last week.

CBN's average rating (Sunday-Saturday, 7 a.m.-1 a.m.) has increased by two-tenths of a point since last October when it first went on the Nielsen meter and received a 0.6 rating, against a 0.8 rating it received in February. And in February it also received its highest rating to date for a single program—a 5 for the *The Monroes*, a half-hour off-network western that runs Saturday at 6:30 p.m. In fact, the network's strongest program block, from a rating standpoint, is noon to 7 p.m. on Saturdays, when it shows only westerns. From October 1982 to February 1983, that program block doubled its ratings performance from a 1.5 to 3.0.

CBN's daytime block (9 a.m.-4:30 p.m.) has also shown improvement. In October, when it first went on the meter, that period did not score ratings high enough to be measured by Nielsen. In February, daytime scored a 0.5 rating, just high enough to be reportable. In prime time, the network's rating has remained flat at 0.7 over the five-month period ending in February.

CBN programming is skewed to attract women, 25-54. By May, the network will have demographic breakdowns supplied to it by Nielsen so it can evaluate if it is achieving that goal.

ESPN's quarterly reports contain ratings information by daypart and program cate-

gory as well as demographic information. For the fourth-quarter 1982, ESPN scored an average 0.8 rating and a 0.2 share (Monday-Sunday, 24 hours). In prime time it scored a 2/3. In the course of a given week, 46.3% of ESPN's households viewed some ESPN programming during the fourth quarter of last year.

In terms of audience distribution in prime time, 70% of ESPN's average audience is in households with income of \$20,000 or more. And on a 24-hour basis, the figure rises to 75%. Of the 25 days that ESPN's new morning program, *Business Times*, aired in the last quarter of 1982, it usually scored an unreportable rating, but on a handful of occasions it did score above 0.6, including 1 once. □

News/talk radio top in New York, Chicago, L.A.

News and talk formatted AM stations are the most popular among radio listeners in the top three markets—New York, Los Angeles and Chicago—according to the latest Arbitron advances released last week. The new reports also show urban contemporary music continuing to be a strong programming force for FM outlets in both New York and Chicago.

■ In New York, Westinghouse's all-news WINS(AM) topped the ratings with a 5.4 12-plus metro share. Infinity Broadcasting's urban contemporary WKTU(FM) landed second with a 5.2 while Inner City Broadcasting's contemporary black WBLS(FM), which finished first in the fall book with a 5.6, tied RKO's talk-formatted WOR(AM) for third place with a 4.9.

Showing the most improvement overall was adult contemporary WPIX-FM. After registering poor ratings for several survey periods, the station, under its new "love song" campaign, pulled a 3.3. WPIX-FM is mainly going after the audience of NBC's WYNY(FM) which again finished a strong fourth at 4.7, down from 5.0 last fall.

On the album-rock scene, ABC's WPLJ(FM) at 4.5 remained ahead of Double-day Broadcasting's WAPP(FM) (2.9) and Metromedia's WNEW-FM (2.2).

As for other all-news and talk stations in the market, WCBS(AM) registered a 4.6 overall metro audience share, with WABC(AM)

which airs ABC's Talkradio service, garnering a 2.4 and WMCA(AM) a 1.8.

■ While Talkradio does not fare exceptionally well in New York, it continues to dominate the Los Angeles market with ABC's KABC(AM) posting a 6.2 12-plus metro share—up from a 5.6 in fall 1982. Next in line are Bonneville's beautiful music formatted KBIG(FM) at 5.3 and Gannett's top 40 KIIS(FM) at 4.7.

Album-rock had a strong showing this time around, with KROQ(FM), programming Rick Carroll's "new wave" format, pulling a 4.6—up from a 3.9 last fall—and ABC's KLOS(FM) finishing with 4.0, up from a 3.7. However, Metromedia's KMET(FM) slipped from a 3.7 in the fall to a 3.0.

On the all-news front, Westinghouse's KFVB(AM) was in fourth place at 4.3, finishing ahead of CBS's KNX(AM) with 3.7.

■ In Chicago, WGN(AM), which airs a combination of popular music and talk programming, remains the mainstay of the airwaves, registering an 8.7 12-plus metro share—down from a 9.6 in the fall 1982 report. Second place went to urban contemporary WGCI(FM) at 5.4, followed by CBS's all-news WBBM(AM) at 5.2 and Westinghouse's talk formatted WIND(AM) at 3.8.

On the move upward in Chicago is ABC's top 40 rocker, WLS(AM). The station jumped from a 3.1 in the fall book to a 4.1. □

Cable dereg bill takes turn for worse

NLC has problems over definitions, renewal process, common carrier status

The compromise reached by the National Cable Television Association and the National League of Cities on the Senate deregulation bill (S.66) took an unexpected dive last week. Although the agreement was approved by the two groups last month (BROADCASTING, March 14) the NLC is asking to reopen negotiations. Despite this latest development, hopes for the bill's survival remain.

The league, according to a letter from NLC President Charles Royer, mayor of Seattle, is dissatisfied with several major provisions of the compromise, among them the definition of basic service and franchise fees, the franchise renewal process and the prohibition against common carrier status

for cable. Royer said that there is "outright opposition to the NLC-NCTA compromise." He said the "primary reason for concern is that the agreement is ambiguous and inadequate in a number of key areas." Royer also said that the redraft of S.66 is inconsistent with the agreement in several important areas.

An NLC spokesman stated that the league is not backing away from the agreement but is seeking an adjustment. The spokesman maintained that the compromise was endorsed by the NLC board on the assumption that revisions would be made. And the NLC spokesman noted that it told NCTA the league planned to solicit comments and suggestions from its members.

Royer's letter was a surprise to the NCTA, said vice president James Mooney, who added that NCTA thought the league had signed off on the legislative staff draft. Despite the NLC's new stand, Mooney said, the cable association would work to hold the agreement together.

The bill is still slated to be marked up by the Commerce Committee April 21. The original markup was postponed last month at the request of Democrats, who wanted more time to review the measure (BROADCASTING, March 28). "The committee is still prepared to go to markup," a spokesman said, but is willing to make changes in S.66 if mutually agreed upon by the parties. "It's in their hands," the spokesman said. Representatives from the NLC and NCTA met with Commerce Committee staff last week to discuss the letter.

According to Royer's letter, eight major areas in the bill need revision.

The proposed definition of basic service, which in the agreement, was revised to reflect the concerns of the cities, is "not workable under many existing franchises," Royer charged. He called for elimination of the 'lowest cost' and single tier requirements which apply to basic service. "In many franchises, the 'lowest cost' tier of service is a universal service tier or a discounted tier which is not actually marketed as basic service. In fact, it may make sense for the cable operator to have discretion to package basic service in multiple tiers."

The NLC also had problems with the definition of franchise fees, which it wishes to define more narrowly. It opposed the municipal ownership provision that excludes state or local officials from the independent boards or management companies that make programming decisions.

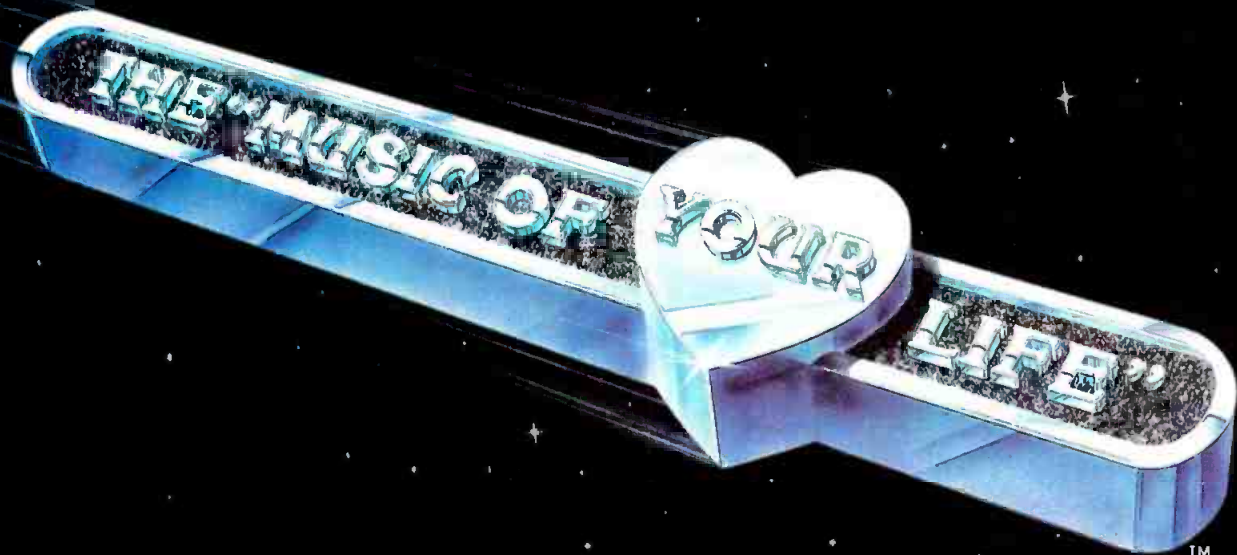
The league said franchise renewal provisions in the bill "may place the city in an untenable position," with the burden of proof placed on the city instead of on the renewal applicant.

The access provisions in the bill also need modification, the league said, as do the provisions regulating service and facilities. He suggests that S.66's provision on jurisdiction be revised to "reflect our understanding that only matters of clear federal concern should be subject to exclusive federal jurisdiction, that a limited number of areas should be subject to concurrent jurisdiction, and that areas of clear local concern should be subject to state and local jurisdiction." □

SRA's new M.D. Jerome R. Feniger, a veteran of more than 30 years in broadcasting as advertising agency executive, station sales representative and station owner, was named last Thursday to become managing director of the Station Representatives Association when M.S. Kellner retires from that post June 30.

Feniger and Kellner will work together beginning June 1 to assure a smooth transition. Kellner, who announced his retirement plans last fall (BROADCASTING, Nov. 8, 1982), will then serve as a consultant to SRA for one year. He has been managing director since 1967, shortly after he took early retirement from the Katz agency.

Feniger started his career at the old Biow Co. advertising agency, moved from there to Cunningham & Walsh, then to CBS Radio Spot Sales and on to Grey Advertising. In 1965 he became president of Horizons Communications, which he had formed with a group that also included the late NBC News correspondent Chet Huntley. The group acquired and operated several radio and TV stations, the last of which was sold two years ago. Since then, Feniger has been a consultant in broadcasting and related fields.



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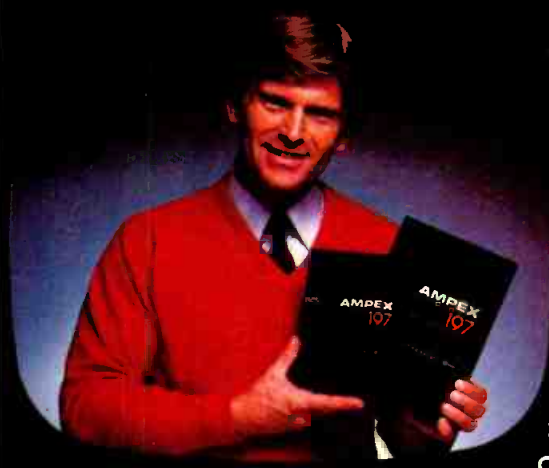


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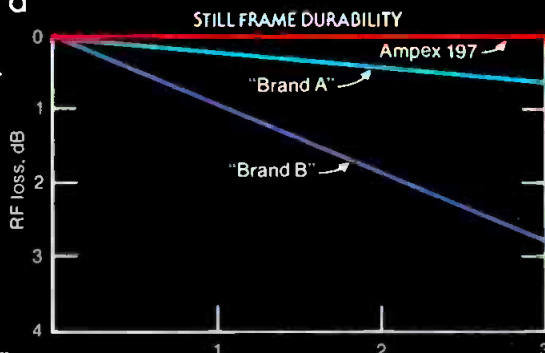
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Ampex award-winning sound has been an industry leader for a quarter of a century. Now Ampex 197 brings this award-winning expertise to video.

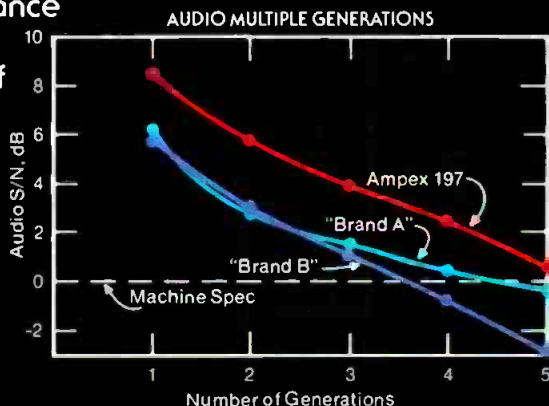
Ampex 197 offers superior signal-to-noise and low distortion characteristics. This translates into crisper, cleaner audio performance under heavy editing conditions and multiple generation dubbing. It also delivers excellent stereo fidelity when used for music recording.

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This new 3/4" videocassette is a blend of the finest broad-



Laboratory tests proved that Ampex 197 held up for three full hours with no RF loss.



Even after five generations, Ampex 197's audio signal-to-noise ratio exceeds the BVU series machine specifications.

cast materials and Ampex's unique technical expertise. In blind field testing, Ampex 197 got the highest marks from broadcast professionals for its picture quality, stability, and durability.

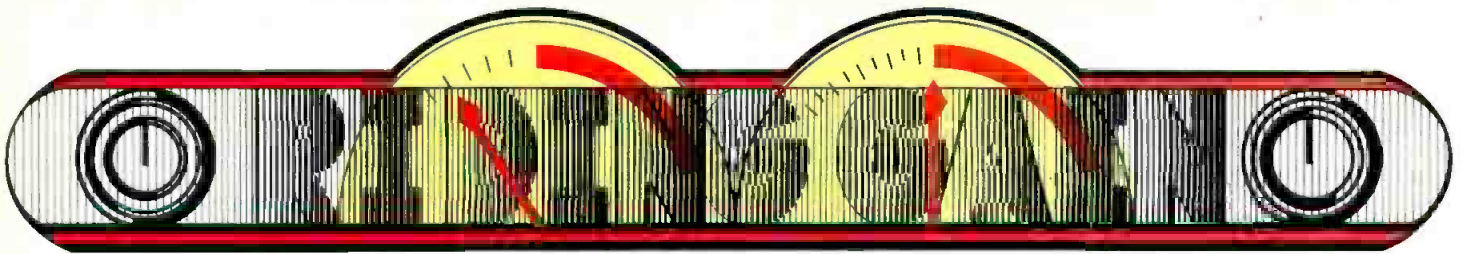
In laboratory trials, Ampex 197 held up in the still-frame mode for three full hours and showed no dropout increase or RF loss.

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Try, try again

Codart, a computer software company which recently suspended its experimental pay-per-program recording service of music and informational programming over noncommercial KOED-FM San Francisco, expects to begin national distribution in early 1984.

"We hope to be back on the air for another three-month test over KOED-FM June 1 or July 1," said Karen Frank, Codart programming executive and, until recently, director of new ventures for KOED-FM's subsidiary in charge of the project, Golden Gate Productions. "The broadcasts ended Feb. 25 so that we could evaluate data on the experiment collected so far," she said.

Also partaking in the pay-per-program audio subscriber service is National Public Radio and Panasonic (BROADCASTING, Sept. 13, 1982). Frank said that about 150 subscribers were using Codart's specially-built decoders to receive scrambled overnight signals when the three-month test ended. The fact that listeners had to obtain a separate coding-decoding box manufactured by Panasonic in order to tape records, news reports and other material offered exclusive-

ly to Codart subscribers was "quite a barrier" to more widespread use of the system, said Frank.

Panasonic is currently refining the decoder's design to develop a receiver containing a Codart-sensitive chip, said Frank.

"Our marketing campaign got off to a real rocky start in the fall," Frank said. "We were completely off the mark" in promoting the system's technology instead of its programming, she noted. According to a reliable source, a direct mail campaign involving 80,000 brochures yielded less than a dozen positive responses.

Radio cure

San Francisco's KGO(AM) raised more than \$360,000 last month during the station's third annual 24-hour "cure-a-thon" to benefit the Leukemia Society of America, including \$252,000 brought in through telephone pledges made by listeners. Another \$107,000 was raised during a marathon dance contest involving more than 3,000 participants. An on-air auction elicited more than \$25,000 through the sale of such items as former *M*A*S*H* cast member Larry Linville's Teddy bear, football jerseys

belonging to members of the San Francisco 49'ers, and gym shorts belonging to former San Francisco Warriors basketball star, Nate Thurmond. This year's fundraiser more than doubled the amount KGO secured for the charity last year.

NPR price tag

The board of directors of National Public Radio has set a non-member use fee of \$10.54 per hour for the network's programming. The rate structure was established after non-NPR stations complained that NPR productions relying on public funds should be available to all stations qualified for support from the Corporation for Public Broadcasting. All CPB-qualified stations have had free access since early 1982, and the new rates are intended to reflect the non-CPB-supported portion of program costs.

According to the National Federation of Community Broadcasters, a Washington-based association of mostly non-NPR educational stations, there are about 20 CPB-qualified non-NPR stations. Those non-member stations that are not qualified for CPB support can also obtain NPR programming at the new rate, subject to conditions of a standard program agreement and contract with the network, plus a \$100 annual satellite service fee. In general, non-CPB-qualified stations are not allowed to use NPR programs unless local affiliates waive their right to exclusivity, or if the independent stations are beyond the broadcast range of the affiliates.

Return to Rock

RKO's KHJ(AM) Los Angeles has abandoned its country music format and returned to top 40, the music it played for 15 years before switching to C&W in early November 1980. KHJ made the switch to what General Manager Allan Chiowitz calls "contemporary" music earlier this month.

Format fighters

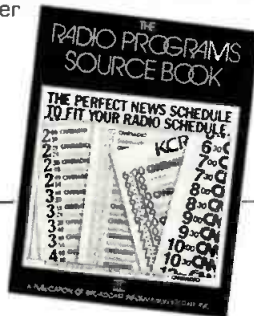
The Washington Council for Progressive Radio Inc. has petitioned the FCC to deny the sale of WHFS(FM) Bethesda, Md., by High Fidelity Broadcasters Inc. to the Outlet Co. ("Riding Gain," Jan. 10). In a petition filed at the FCC, the council, comprising a group of residents within the WHFS service area, charges that Outlet intends to operate WHFS in tandem with its nearby all-news Washington station, WTOP(AM), "thereby effectively moving WHFS to serve primarily the larger, well-served community of Washington, and withdrawing primary service from its licensed community of Bethesda." The council charged that such action would violate the commission's FM allocations policy and be "repugnant" to Section 307(b) of the Communications Act, which directs the commission to provide for a "fair, efficient



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ON THE SCENE.**

5PM EST Hourly Newscast, March 1, 1983

"There may never have been anything quite like it here. A square mile of south central Los Angeles has been devastated by a violent tornado which ripped roofs from houses and businesses and left scores of people homeless. The streets are littered with glass and debris, and trucks and cars are strewn about as though picked up and dropped by some giant hand. In front of some shattered homes, people stand and just stare while others load their belongings into trucks and cars and look for new shelter."

For radio reporting that's live and "in color" count on the unique sound of NBC Radio News.

Not content to just report the story, NBC News goes to where the story is, anchoring newscasts live. We cover significant, history-making events in ways that are relevant to your audience.

On a day-to-day basis, NBC provides consistent, high-quality, "full color" radio news, offering more actualities and newswire feeds than anyone else.

We always take the story—big or small—and bring it "home" for your listeners.



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TV TONITE turns the huge number of TV watchers on to radio. Because it has just what viewers want to hear.

In one-minute, daily Monday-Friday shows, popular host Ron Hendren previews nightly TV fare. It's timely. Witty. Fast-paced. And it covers the world of television like nothing else on radio.

TV TONITE with Ron Hendren. It's the best way to offer TV audiences—at radio prices.

And that will make your sponsors listen!

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and equitable" distribution of radio licenses among states and communities. The council also charged that Outlet planned to change the WHFS programming from "its presently unique progressive music format" to a "duplicate all-news format" that would result in the loss of a "very special" service to the community.

Up and up

Network radio revenues continue to climb. Business for February hit \$15.5 million, up 25% over the same time last year, according to the Radio Network Association, which relies on information compiled by the New York certified public accounting firm of Ernst & Whinney. Network sales for the month of January rose by 14% to \$16.5 million (BROADCASTING, March 7.)

Ventures board

National Public Radio's board of directors recently named a board for its new Ventures group, a subsidiary that incorporates NPR's joint technological enterprises.

Chairman of the new board is Cathleen Douglas, attorney and partner in the Washington-based law firm of Leva, Hawes, Symington, Martin & Oppenheimer. Other board members are: Myron Jones, chairman of the NPR board; George Klinger, WSUI(AM)-KSUI(FM) Iowa City; Steven Meuche, WKAR-AM-FM East Lansing, Mich.; Jack Mitchell, WHA(AM) Madison, Wis. Also on the board are Frank Mankiewicz, NPR president, and Richard Hodgetts, vice president, business services for NPR.

Public playback

WBEZ(FM) Chicago this month will begin airing what is described as the nation's only weekly jazz concert series. Plans call for the show, *Windy City Jazz*, to originate from Rick's Cafe Americain, a Chicago club, each Sunday over the public radio outlet. A live, eight-hour jazz concert designed to raise money during the station's recent national pledge week netted \$17,000, enough to cover production costs for the first quarter of *Windy City Jazz*, according to station officials.

Christened

Top 30 USA is the name chosen by CBS's RadioRadio Network for its new three-hour weekly adult contemporary countdown program slated for a July 8 debut (BROADCASTING, Jan. 17). RadioRadio, which celebrates its first anniversary on April 26, now boasts 125 affiliates.

Busch league

AP Radio will have a new offering beginning April 30—*The Ed Busch Talk Show*—a live, satellite-delivered program from WFAA(AM) Dallas from 4 p.m. to 8 p.m. on weekends (BROADCASTING, Jan. 31). "Stations have told us they need help filling their weekend time," said James Hood, deputy director, AP Broadcast Services. The show is constructed in one-hour modules—one guest or subject per hour and the audience will have an opportunity to phone in during the program. AP will carry the show on a different satellite channel than its network news.

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He's Henry Morgan, humorist, radio personality and now, your greatest salesman. He'll be talking to potential radio advertisers in a new campaign created for your radio station by the Radio Advertising Bureau. It's the newest installment in our successful Red Hot campaign. You'll find the reel inside your new RAB sales kit. Combining humor and hard sell, he'll tell your prospects how radio can save them an arm and a leg (and part of the other arm) on production costs. Not to mention



air time. He'll reveal startling statistics that prove that many people now spend more time listening to radio than reading magazines or watching television. And he'll demonstrate how one word—the right word—can be worth a thousand pictures. (TV pictures, that is.)

Best of all, he'll be telling them on your radio station. And thousands of other stations nationwide. Give him consistent and heavy air play, and you'll see the results.

So be prepared. Make sure your station has received a copy of the newest Red Hot campaign with Henry Morgan. If not, write Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. Or phone 212-599-6666.



Humorist, author and veteran radio personality, Henry Morgan combines humor and hard sell in a new campaign created for your station by the Radio Advertising Bureau.



61st Annual Convention

Roughly 30,000 Fifth Estaters head to Nevada to spend April 10-13 at the Las Vegas Convention Center and Hilton hotel learning about the latest in sales, management and engineering techniques and examining the state of the art in radio and television equipment from more than 600 exhibitors. An all-star lineup of congressional and FCC figures will contribute the Washington perspective. A complete agenda and exhibitor list follows.

NAB's daily menu of events in Las Vegas

Registration. NAB's registration desk will be located in the rotunda of the Las Vegas Convention Center and open 9 a.m.-5 p.m. Saturday, 8 a.m.-5 p.m. on Sunday and Monday, 9 a.m.-5 p.m. on Tuesday and 9 a.m.-noon on Wednesday. All joint sessions of the convention are listed under the radio sections.

Exhibits. The hall will be open 9 a.m.-6 p.m. Sunday, Monday and Tuesday, and 9 a.m.-2 p.m. Wednesday.

Sunday, April 10

Joint session. 3-5 p.m. Hilton Pavilion. Welcome: NAB Joint Board Chairman William Stakelin; message from NAB President Edward Fritts; presentation of Distinguished Service Award to former NAB President Vincent Wasilewski; entertainment by the Oak Ridge Boys.

Monday, April 11

RADIO SESSIONS

Syndicators/program producers breakfast. 7:30-9 a.m. Ballroom B.

Behind the scene with the FCC and congressional staffs. 8-9:15 a.m. Rooms A1-A4.

Three concurrent clinics. 9-10:15 a.m. *Don't Tell Me It's Impossible Until After I've Done It.* R1. Presenter: Pam Lontos, Pam Lontos Inc. (Repeated at noon.)

Digital Sound—A Radio Revolution. S1. Presenter: Dennis Waters, Waters & Co. Demonstration: Charles Letts, Sony Corp. of America. (Repeated at 2:30 p.m. Tuesday.)

Capturing Co-op Dollars. T1. Presenter: Bob Wilcox, Armstrong World Industries. Legal adviser: Edward Hummers Jr., Fletcher, Heald & Hildreth. (Repeated at 9 a.m. Tuesday.)

Three concurrent forums. 9-noon. *The Winning Hands Sales Forum.* L1. Presenter: George Glover, George Glover & Associates. (Repeated at 9 a.m. Tuesday.)

A Day in the Life of a Station Manager. N1. Presenter: George Burns, Burns Media. (Repeated at 2:30 p.m. Tuesday.)

What the FCC Did Not Deregulate. T2. Moderator: Barry Umansky, NAB. Panelists: Martin Leader, Fisher, Wayland, Cooper & Leader; John Feore Jr., Dow, Lohnes & Albertson; Henry Baumann, FCC. (Repeated at 7:30 a.m. Tuesday.)

Four concurrent clinics. 10:30-11:45 a.m. *Lifestyle Management: Is There Life After Work?* T1. Presenter: Dr. Bruce Baldwin, Direction Dynamics. (Repeated at 10:30 a.m. Tuesday.)

SCA... Spells Money. S1. Moderator: Paul Olson, KLEM(AM) Des Moines. Panelists: Harrison Klein. Group W: Jim Searing, National Public Radio; Jim Wychor, KWOA-AM-FM Worthington, Minn.; Ramsey Woodworth, Wilkes, Artis, Hedrick & Lane. (Repeated at 9 a.m. Tuesday.)

Correcting Sales Training Mistakes. R1. Moderator: Chris Lytle, Chris Lytle & Associates. (Repeated at noon.)

Keeping Your EEO House in Order: Sexual Harassment, Age Discrimination and Other Problems. T2. Moderator: Michael Berg, NAB. Panelists: L. Michael Zinser, King, Ballow & Little; Eugene Mullin, Mullin, Rhyne, Emmons & Topel; James Edmundson Jr., Pepper & Edmundson.

Four concurrent clinics. Noon-1:15 p.m. *The Building Blocks of Motivation.* S1. Presenter: Dave Klemm, Klemm Media. (Repeated at 4 p.m. Tuesday.)

Record Retention and the Perfect Public File. T2. Moderator: Valerie Schulte, NAB. Panelists: John Logan, Kirkland & Ellis; Nathaniel Emmons, Mullin, Rhyne, Emmons & Topel; Roderick Porter, FCC.

Repeats of *Don't Tell Me It's Impossible* (R1) and *Correcting Sales Training Mistakes* (T1).

Forums. 1:30-4 p.m. *Spanish Language Radio.* S1. Welcome: John Summers, NAB. Opening remarks: FCC Commissioner Henry Rivera. Legal adviser: Raul Rodriguez, NTIA.

Daytimers Forum. 2:30-4 p.m. R1. Moderator: Barry Umansky, NAB. Panelists: Roderick Porter, FCC; Gregg Skall, Blum & Nash; William Potts, Haley, Bader & Potts; Wallace Johnson, Moffet, Larson & Johnson; R. Russell Eagan, Kirkland & Ellis.

Managing Organizational Performance. E2. Presenter: Jim Hooker, Media Sales Training Systems.

Joint session. 2:30-3:45 p.m. *Emergency Broadcasting System Symposium.* N14. FCC Commissioner Mimi Weyforth Dawson and representatives from the State Emergency Communications Committee, FCC, National Weather Service and the Federal Emergency Management Agency.

Joint clinic. Deregulation: Will Congress Break the Log Jam? A4. Introduction: Ted Snider, Snider Corp. Moderator: Steve Stockmeyer, NAB. Panelists: Senator Larry Pressler (R-S.D.) and Representatives Mickey Leland (D-Tex.), Matthew Rinaldo (R-N.J.) and Billy Tauzin (D-La.).

Three concurrent clinics. 4-5:15 p.m. *Radio Programming in Minority Markets.* T2. Moderator: Howard Woolley, NAB. Panelists: Tim Watts, WXYV(FM) Baltimore; Ed Romero KBNQ(AM) Denver; Robert Cambridge, QC Productions; Cody Anderson, WDAS-AM-FM Philadelphia. Legal adviser: Leonard Joyce, Daly, Joyce & Borsari.

Joint clinic. Deregulation: Will Congress Break the Log Jam? A1. Introduction: Martin Beck, Beck Ross Communications. Moderator: Belva Brissett, NAB. Panelists: Senators Daniel Inouye (D-Hawaii) and Robert Kasten (R-Wis.), and Representatives Cardiss Collins (D-Ill.) and Thomas Tauke (R-Iowa).

Joint clinic. National Defense: A Policy in Transition. A1. Introduction: William Stakelin, NAB. Moderator: Bill Lynch, CBS News. Panelists: Senators Ted Stevens (R-Alaska) and Donald Riegle Jr. (D-Mich.), Representatives William Dickinson (R-Ala.) and Dan Daniel (D-Va.).

Las Vegas contingent. BROADCASTING's editorial, advertising and circulation departments will be headquartered in suites 10-119, 121 and 123 of the Las Vegas Hilton. On hand will be: John Andre, Dave Berlyn, Vince Ditingo, Gene Edwards, Kathy Haley, Ed James, Harry Jessell, Kwentin Keenan, Kim McAvooy, Steve McClellan, Mark Miller, Charles Mohr, Larry Taishoff, Tim Thometz, Pat Vance, Don West, Ruth Windsor and Len Zeidenberg.

TV SESSIONS

General session. 8-9:15 a.m. *Behind the Scene with the FCC and congressional staffs.* A1-A4.

Opening general session. 9:30-10:30 a.m. *Growth Through Change.* A2,

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A3, A5, A6. Opening remarks and welcome: Jerry Holley, Stauffer Communications. Presenter: Larry Patrick, Hiber Hart and Patrick.

Five concurrent sessions. 10:45-noon. *Strategic Planning for Business Opportunities in the New Technologies.* B2, B3. Moderator: Bernadette McGuire, NAB. Panelists: Stuart Brotman, Communication Strategies; Paul Bortz, Browne, Bortz & Coddington; Daryl Winn, Eugene Television. Legal adviser: George Vradenburg III, CBS.

Cutting Legal Fees. B1. Moderator: Erwin Krasnow, NAB. Panelists: Edgar Holtz, Hogan & Hartson; Eric Bernthal, Arent, Fox, Kintner, Plotkin & Kahn; Wade Hargrove, Tharrington, Smith & Hargrove.

LPTV: Partner, Competitor or New Opportunity. D1, D2. Moderator: Ron Merrell, *Broadcast Communications.* Panelists: Russell Balch, Fly, Shuebruk, Gaguine, Boros, Schulkind and Braun; John Kompas, Video-Ink; Milton Davis, National Translator Association.

New and Emerging Categories of Television Business. E2, E3. Presenters: Robert Lefko and Harvey Spiegel, TVB.

The Pragmatics of Managing Broadcasters: Getting the Most from Your Employees. G1, G2. Presenter: Gary Schuman, Performance Development Corp.

Luncheon. 12:30-2:15 p.m. Ballroom. Call to order: Gert Schmidt, NAB TV board chairman. Guest speaker: Senator Howard Baker (R-Tenn.)

Six concurrent workshops. 2:30-3:45 p.m. E2, E3. *Managing Organizational Performance.* Presenter: Jim Hooker, Media Sales Training Systems.

The Question of Space, Part I—Effective Planning of a Broadcast Facility. D1, D2. Moderator: Frank Rees Jr., Rees Associates. Panelists: John

Nagy, Rees Associates; James Gary, Rees Associates; Joe Jerkins, KVUE-TV Austin, Tex.; Andy Anderson, KRMA-TV Denver.

Financial Planning and Forecasting. B2, B3. Introduction: Ron Irion, NAB. Presenter: Robert Apgood, B. Wright & Associates.

Minority Programming in Television: Is It Working? B1. Moderator: Dwight Ellis, NAB. Panelists: Cecil Forster Jr., Unity Broadcasting Network; David Ochoa, Buena Vista Cablevision; Mable Haddock, National Black Programming Consortium.

Successful UHF Audience Promotion—What Works and What Doesn't. E1. Moderator: Jerry Condra, WPDE-TV Florence, S.C. Panelists: Lew Freifield, WPTV-TV Memphis, Tenn.; Bob Nash, KAMC-TV Lubbock, Tex.; George DeVault, WKPT-TV Kingsport, Tenn.; John Chaffee Jr., Malrite Communications; Ed Manheim, Manheim Advertising.

Cable Copyright and Must Carry: Will Congress Finish the Job? A1. Introduction: Jerry Holley, Stauffer Communications. Panelists: Senators Dennis DeConcini (D-Ariz.), Slade Gordon (R-Wash.), Patrick Leahy (D-Vt.) and Charles McC. Mathias (R-Md.) and Representatives Robert W. Kastenmeier (D-Wis.) and Carlos Moorhead (R-Calif.)

Three concurrent workshops. 4-5:15 p.m. E2, E3. *TV Deregulation... What and When?* Moderator: Barbara A. Dent, NAB. Panelists: Joel Rosenbloom, Wilmer, Cutler & Pickering; Arthur Goodkind, Koteen & Naf-talin; Bruce Fein, FCC.

Through the Cable Copyright Jungle: A Broadcaster's Safari. B2, B3. Moderator: Michael Berg, NAB. Panelists: Norman Leventhal; James Pop-ham, Fawer, Brian, Hardy & Zatzkis, New Orleans; John Stewart, Crowell & Moring.

Question of Space Part II—Effective Design, Redesign and Construction of Broadcast Facilities. Moderator: Frank Rees, Rees Associates. Panel-

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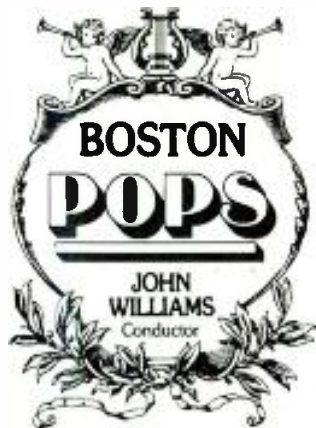
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ists: Walter Gregg, Rees Associates; Al Parsons, koco-tv Oklahoma City; Carroll Cunningham, Dyma Engineering.

ENGINEERING SESSIONS

Radio session. 8-10 a.m. Room 22. *AM-FM ALLOCATIONS AND FM SCA. Impact of Reduced Mileage Separations on FM Broadcasting: A Report on FCC Docket 80-90.* Michael Rau, NAB. *Using the Diurnal Curves for Extended Daytime AM Hours of Operation.* Wallace Johnson, Moffett, Larson & Johnson. *Report on FM-SCA Operation.* Robert Denney, WBT(FM) Charlotte, N.C. *The Effect of Additional SCA Subcarriers on FM Stereo Performance and RF Protection Ratios.* John Kean, National Public Radio. *Issues Concerning Modulation Levels During FM-SCA Operation.* Harrison Klein, Group W. Legal adviser: John King, Haley, Bader & Potts.

Radio session. 10:10-11:55 a.m. Room 22. *TRANSMITTERS AND ANTENNAS. Design Criteria for Multi-Station Combining Systems.* Spencer Smith, Dielectric Communication; Robert Weirather, Harris Corp. *The Use of Sectionalized Antennas for AM.* John Furr, WOAI(AM) San Antonio, Tex. *Solid State Transmitter Techniques Developed for Critical Aerobeacon Applications may be used for AM Broadcasting with Significant Advantages.* Dennis Covill, National Electronic Laboratories. *Electrical and Mechanical Analysis of Synthetic Tower Guys.* Leopold Gregorac, RTV Ljubjana; Gregory Bowen, Phillystran Corp.

TV session. 8-10:35 a.m. Room 19. *UHF TRANSMISSION SYSTEMS. Reducing Operating Costs and Improving Performance in Older UHF Transmitters.* David Danielson. *Economies in UHF Television Transmitter Operation.* John Battison, Ohio State University. *New Developments in High Efficiency High Power UHF-TV Klystrons.* Dr. Roy Heppinstall, English Electric Valve Co. *Achieving Higher Efficiency for 5 Cavity Klystrons.* Robert Symons, Varian. *A Dual Channel Symmetrical Waveguide System.* Mark Aitken, Comark Communications. *Analytical and Experimental Data on Circular Waveguide for UHF-TV.* A.G. Holtum, Micro Communications.

TV session. 10:45 a.m.-12:30 p.m. Room 19. *SATELLITE SYSTEMS. Comparison of C Band and Ku Band for Broadcast Quality Television Transmission by Satellite.* Norman Weinhouse, Hughes Communications. *An Analysis of Interference in Satellite Transmission of Video Signals.* A.G. Uyttendaele, ABC. *NBC Skypath Control.* Richard Edmondson, NBC. *Management of Television Network Satellite Systems—A Common Control Protocol.* David Horowitz, CBS/Broadcast Group. Legal adviser: Donald Ward, Ward & Mendelson.

Workshop. 1:30-2:30 p.m. Room 22. *The Effect of Technical Deregulation on Broadcasting.* Panelists: William Hassinger, FCC; John Swanson, Cox Communications; Eb Tingley, EIA; John Battison, Ohio State University.

TV session. 2:30-5:30 p.m. Room 19. *TELEVISION AUDIO. Television Multichannel Sound Tests.—Chicago '83.* James Gibson, RCA Laboratories. *Intercarrier Buzz in TV Receivers and Other Sources.* Carl Eilers, Zenith Radio Corp. *The Transmission of Television Multichannel Sound through CATV Systems.* Alex Best, Scientific-Atlanta. *Television Transmission System Considerations for Multichannel Sound.* R.L. Rocamora and William Behrend, RCA. *Visual and Aural Exciter Design for Multichannel Sound.* Robert Unetich, Information Transmission Systems. *Loud Commercial Control: An Update on Technology.* Ralph Haller, FCC. *Broadcasting and Loudness: NAB Status Report.* Michael Rau, NAB. Legal adviser: Edward Henneberry, Howrey & Simon.

Engineering special. 2:30-5 p.m. Room 21. *NON-IONIZING RADIATION. RF Radiation and Broadcasting.* Jules Cohen, Jules Cohen & Associates. *Biology and Radiation: Research Results and Safety Standards.* Dr. Arthur Guy, University of Washington. *Radio Frequency Electromagnetic Energy: The Westinghouse Program for Awareness, Monitoring and Control.* Wayne Bickerstaff, Westinghouse Electric Corp. *The EPA Non-ionizing Radiation Program.* Dr. Richard Tell, Environmental Protection Agency.

Tuesday, April 12

RADIO SESSIONS

Four concurrent clinics. 7:30-8:45 a.m. Room T1. *Prizm—The Amazing New Qualitative Research.* Presenter: Bill Livek, Arbitron.

Budgets, Income and Expense Projections. S1. Presenter: Gary Stevens, Doubleday Broadcasting. (Repeated at 4 p.m.)

The Art of Buying, Financing and Selling. R1. Presenter: Robin Martin, Deer River Group. Legal adviser: David Meyers, Becker, Gurman, Lukas, Meyers & O'Brien.

What the FCC Did Not Deregulate. T2. Moderator: Erwin Krasnow, NAB. Panelists: Harry Cole,



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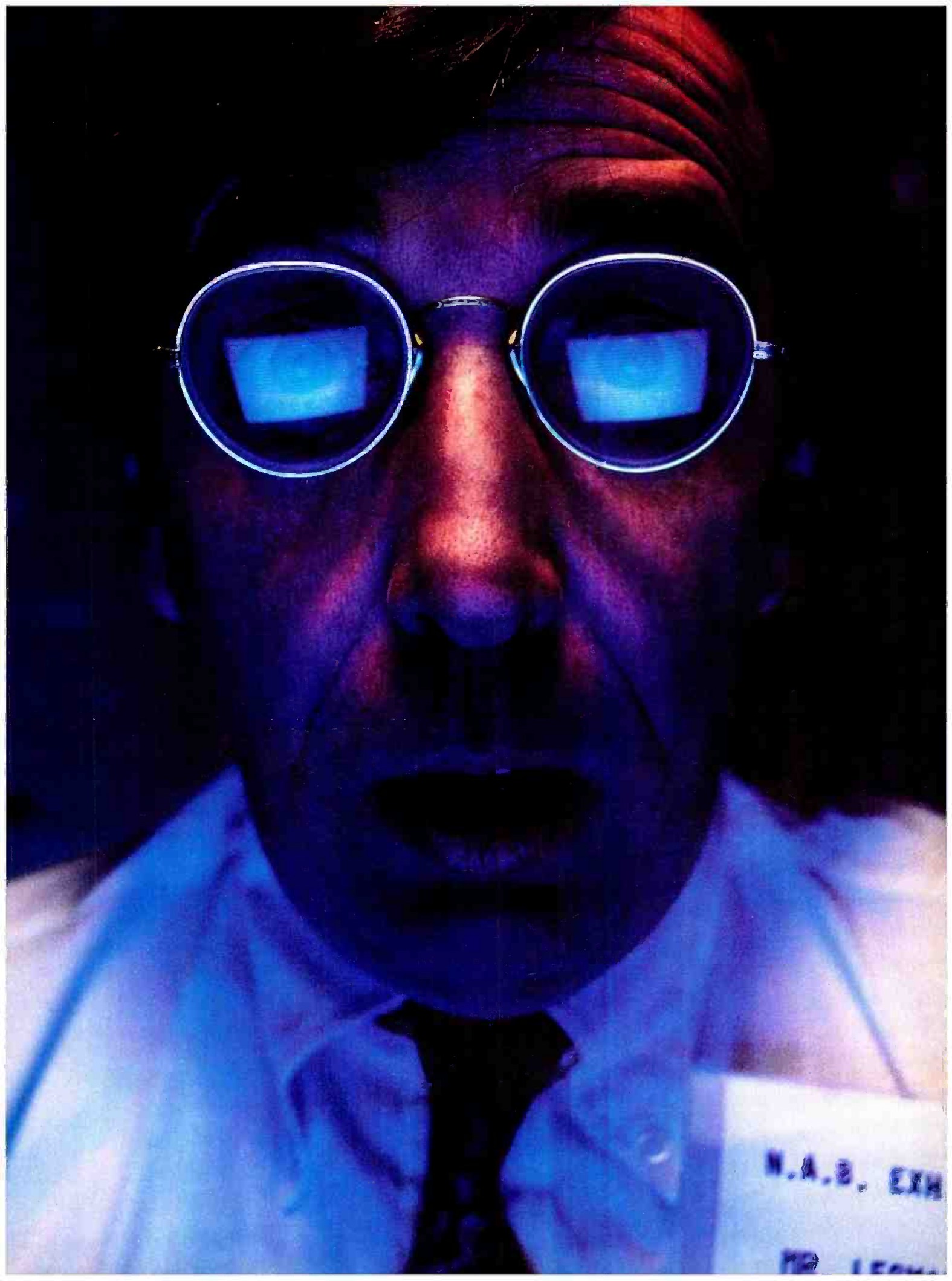
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Four concurrent clinics. 9-10:15 a.m. S2. *SCA... Spells Money.* Moderator: Paul Olson, KLEM(AM) Le Mars, Iowa. Panelists: Harrison Klein, Group W; Jim Searing, National Public Radio; Jim Wychor, KWOA-AM-FM Worthington, Minn.; Legal adviser: Gordon Coffman, Wilkinson, Barker, Knauer & Quinn.

Cost Cutting: The Golden Management Tool. R1. Presenter: Steven Silberberg, Orenstein, Snitow, Sutak & Pollack.

Capturing Co-op Dollars. T2. Presenter: Bob Wilcox, Armstrong World Industries. Legal adviser: Kenneth Salomon, Dow, Lohnes & Albertson.

Bits, Bytes and Computers. R2. Moderator: Robert Hilker, WCGC(AM) Belmont, N.C. Panelists: Mike McDaniel, WBTO(AM) Linton, Ind.; Bob Abernethy, WCAO(AM)-WXYV(FM) Baltimore; Jack Sellati, Broad Street Communications. (Repeated at 2:30 p.m.)

Two concurrent forums. 9 a.m.-noon. *The Winning Hand Forum.* N1. Presenter: George Glover, George Glover & Associates.

Sales Forum. L1. Presenter: Bill Brower, Bill Brower Associates.

Four concurrent clinics. 10:30-11:45 a.m. *The Secrets of Collecting Like a Champ.* S1. Moderator: Vincent Cremona, WICC(AM) Bridgeport, Conn. Panelists: C. Robin Szabo, Szabo Associates; Dotti Pricer, WCLT-AM-FM Newark, Ohio; Bob Wilcox, Armstrong Industries.

Lifestyle Management: Is There Life After Work? T1. Panelists: Dr. Bruce Baldwin, Direction Dynamics.

Programing—For Managers. R1. Presenter: David Martin, WCLR(FM) Chicago. (Repeated at 4 p.m.)

The Art of Buying, Financing and Selling. T2. Presenter: Robin Martin, Deer River Group. Legal adviser: J. Geoffrey Bentley, Liberman, Sanchez & Bentley.

Radio luncheon. 12:30-2:15 p.m. Hilton Ballroom. Presiding: Martin Beck, radio board chairman, NAB, and Robert Pricer, radio board vice chairman, NAB. Hall of Fame induction ceremonies. Inductees: Lum & Abner and Benny Goodman. Speaker: Representative Timothy Wirth (D-Colo.), chairman Telecommunications Subcommittee.

Five concurrent clinics. 2:30-3:45 p.m. *Cable: Your Piece of the Action.* R1. Moderator: Larry Patrick, Hiber, Hart & Patrick. Panelists: Bill Rollins, Suburban Radio; Dave Garrison, WEAN(AM) Providence, R.I.; Chuck Cooper, WKOR-AM-FM Starkville, Miss. Legal adviser: Nicholas Miller, Preston, Thorgrimson, Ellis & Holman. (Repeated at 4 p.m.)

The Cuban Interference Controversy. M1. Moderator: Cullie Tarleton, Jefferson-Pilot Broadcasting. Panelists: Harold Frank, WINZ-AM-FM Miami; Matthew Leibowitz, Leibowitz & Rice; Vincent Pepper, Pepper & Corazzini; Abe Voron, NRBA; Jim Eddens, WOW(AM)-KEZO(FM) Omaha; William Haratunian, NAB.

Repeats of *Cost Cutting: The Golden Management Tool* (T2), *Bits, Bytes and Computers* (R2) and *Digital Sound—A Radio Revolution* (S2).

Forum. 2:30-5 p.m. Repeat of *A Day in the Life of a Station Manager.* (M1).

Small market sales forum. 2:30-3:45 p.m. L1. *How to Make Money with Co-op in Smaller Markets.* Presenter: Joyce Reed, RAB. 3:45-5 p.m. *Yes, Sales Training IS Practical in Smaller Markets... Here's How.* Presenter: Ken Greenwood, Greenwood Development Programs.

Large market sales forum. 2:30-3:45 p.m. *Why Sales Training Can*

Make You Rich and How to do it Despite Time Pressure. Ken Greenwood, Greenwood Development Programs. 3:45-5 p.m. *Why Co-op is the Breakthrough Profit Center for Radio Today.* Presenter: Joyce Reed, RAB.

Joint general session. 2:30-3:45 p.m. B1, B2, B3. *One-on-One: A Conversation with....* Larry Harris, FCC Mass Media Bureau chief, and Edward Fritts, NAB president.

Four concurrent clinics. 4-5:15 p.m. Repeats of *The Building Blocks of Motivation* (S2), *Cable: Your Piece of the Action* (R1), *Budgets, Income and Expense Projections* (S1) and *Programing—For Managers* (T2).

Joint legal answers to "how to" clinics. 8-9 p.m. Room 1. *How To Make Money with Your Subcarrier.* Moderator: Barry Umansky, NAB. Panelists: James Weitzman, Shrinsky, Weitzman & Eisen; William Barnard, Kenkel & Barnard; Harold McCombs, Marmet & McCombs.

How To Do Deal with the FCC. Board room. Moderator: Erwin Krasnow, NAB. Panelists: Bruce Fein, FCC; Molly Pauker, FCC; Richard Wiley, Kirkland & Ellis.

How To Succeed with Low Power Television. Room 4. Moderator: Michael Berg. Panelists: William Hassinger, FCC; Edward Hayes Jr., Hayes & White; Neal Goldberg, Hamel, Park, McCabe & Saunders.

How To Conduct Contests & Lotteries Legally. Room 1. Moderator: Barbara Dent, NAB. Panelists: Robert Buenzle, R.J. Buenzle chartered; B. Jay Baraff, Baraff, Koerner, Olender & Hochberg; William Greene, Pierson, Ball & Dowd.

How To Participate in Radio and TV Satellite Networking. Room 2. Moderator: Valerie Schulte, NAB. Panelists: Henry Goldberg, Verner, Liipfert, Bernhard & McPherson; Howard Braun, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun; George Wheeler, Koteen & Naftalin.

How To Hire and Fire Legally. Room 5. Moderator: Stephen Nevas, NAB. Panelists: Louis Schwartz, Schwartz, Woods & Miller; Richard Zaragoza, Fisher, Wayland, Cooper & Leader; Joseph Hennessey, Lovett, Hennessey, Stambler & Seiber.

How To Pass an FCC FOB Inspection. Room 6. Moderator: Michael Rau, NAB. Panelists: Ben Nakamiyo, FCC; Morton Berfield, Cohen & Berfield; Alfred Cordon Jr., Cordon & Jacob.

9:15-10:15 p.m. *How To File Applications and Receive Speedy FCC Approval.* Room 1. Moderator: Barry Umansky, NAB. Panelists: Dennis Kelly, Cordon & Kelly, Rainer Kraus, Koteen & Naftalin; J. Richard Carr, Dempsey & Koplovitz.

How To Do Business with Cable Systems. Room 2. Moderator: Valerie Schulte, NAB. Panelists: Robert Ross, Turner Broadcasting; Richard Neustadt, Kirkland & Ellis; Dennis Corbett, McKenna, Wilkinson & Kittner.

How To Maintain an Effective EEO Program. Board room. Moderator: Erwin Krasnow, NAB. Panelists: Michael Bader, Haley, Bader & Potts; Jeffrey Malickson, Behakel Communications; R. Clark Wadlow, Schnader, Harrison, Segal & Lewis.

How To Buy and Sell Stations Successfully. Room 3. Moderator: Barbara Dent, NAB. Panelists: Frederick Polner, Bothman, Gordon, Foreman & Groudine; Stanley Cohen, Cohn & Marks; Barry Friedman, Wilner & Scheiner.

How To Make the Most of Music Licensing. Room 4. Moderator: Michael Berg, NAB. Panelists: Abiah Church, Storer Broadcasting; Eric Smith, Paskus, Gordon & Hyman; Alan Weinschel, Weil, Gotshal & Manges.

How To Avoid Problems with the Fairness Doctrine and Issue Ads. Room 5. Moderator: Stephen Nevas, NAB. Panelists: Tom Davidson, Sidley & Austin; Gregory Schmidt, Covington & Burling; Herbert Forrest, Steptoe & Johnson.

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*Source: NBC Estimate for measurable stations, based on Arbitron Ratings/Radio, Fall, 1982 vs. Fall, 1981, AQH, Persons 12+. Time periods various.

TV SESSIONS

Four concurrent workshops. 8-9:15 a.m. *Making Money with Teletext.* B2, B3. Presenter: Arnold Reymer, Reymer & Gersin. Legal adviser: Donald Zeifang, Baker & Hostetter.

Television: A Toaster with Pictures? or ... Without Technical Standards. B1. Moderator: Valerie Schulte, NAB. Panelists: Peter Tannenwald, Arent, Fox, Kinter, Plotkin & Kahn; Paul Berman, Covington & Burling; Peter Pitsch, FCC. Engineering adviser: Joseph Flaherty, CBS.

Taxes, Taxes, Taxes. D1, D2. Moderator: Barbara Dent, NAB. Panelists: Raymond Bender Jr., Dow, Lohnes & Albertson; Raymond Wiacek, Jones, Day, Reavis & Pogue; Norman Eule, Pierson, Ball & Dowd.

Music Licensing in the '80's and the Broadcaster's Role: Impact of the Buffalo Broadcasting Case. E1. Moderator: Leslie Arries Jr., wvvb-TV Buffalo, N.Y. Panelists: R. Bruce Rich, Weil, Gotshal & Manges; Jack Zwaska, All-Industry Television Music License Committee; James Quinn, Weil, Gotshal & Manges.

TVB presentation. 9:30-11 a.m. A2, A3, A5, A6. *A Report to the Stations on Sales Department Compensation and Composition.* Presenter: Roger Rice, TVB. *Television Station Advertising Now That the Code is Dead.* Moderator: Jay Greenfield, Paul, Weiss, Rifkin, Wharton & Garrison. Panelists: Thomas Cookerly, Allbritton Communications; David Henderson, Outlet Broadcasting; Blake Byrne, LIN Broadcasting; William Moll, Harte-Hanks Communications; James Sefert, Cosmos Broadcasting. Legal adviser: Erwin Krasnow, NAB.

General session. 11-11:30 a.m. A2, A3, A5, A6. *A Conversation with...* James Miller, FTC chairman, and William Stakelin, NAB board chairman.

Five concurrent workshops. 11:45 a.m.-1 p.m. *Taking Advantage of Cable.* E2, E3. Moderator: Bernadette McGuire, NAB. Panelists: Jack Pottle, Browne, Bortz & Coddington; Robert Clark, New England Cablevision; Jim Rupp, wcco-TV Minneapolis. Legal adviser: David Maher, Reuben & Proctor.

Children and Television: Beyond the Search for a Scapegoat. G1, G2. Moderator: Dr. Ellen Rodman, NBC. Panelists: Barbara Lee, CBS; Dr. Rosemary Lee Potter, teacher; Eric Mink, *St. Louis Post Dispatch*.

Private Cable (SMATV)/MDS: Business Opportunities for Broadcasters. G1, G2. Moderator: Larry Patrick, Hiber, Hart & Patrick. Panelists: Dr. Herbert Howard, University of Tennessee; Peter Frank, Microband. Legal adviser: George Borsari Jr., Daly Joyce & Borsari.

The Hostage, the Terrorist and the Broadcaster. D1, D2. Moderator: Ernie Schultz, RTNDA. Panelists: Dean Mell, KNO-TV Spokane, Wash.; Ed Godfrey, WVE-TV Louisville, Ky.; Stephen Nevas, NAB.

Localism: The Key That's Being Overlooked. B2, B3. Moderator: Roy Danish, Television Information Office. Panelists: Kenneth Johnson, KTRK-TV Houston; Thomas Dargen, KATU(TV) Portland, Ore.; Harold Wright Jr., WVR-TV Charlottesville, Va.; Thomas Ervin, WTV(FM) Nashville; Charles Whitehurst, WSPA-TV Montgomery, Ala.

ENGINEERING SESSIONS

Radio session. 8-11:45 a.m. Room 22. *NEW TECHNOLOGY. A Single RF Channel Stereo Remote Pick-up Systems.* Brad Dick, KANU(FM) Lawrence, Kan. *Criteria for Determining Co-Channel and Adjacent Channel FM Protection Ratios.* Bronwyn Jones, CBS Technology Center. *Digital SCA Modification: A New Information Delivery System.* Jack Taub, National Information Utilities Corp. *Improving the Signal-to-Noise Ratio in FM Stereophonic Broadcasting.* Emil Torick, CBS. *Satellite Digital Audio Transmission: An Overview.* Edmund Williams, NAB. *The Satellite/Computer Connection for Radio Stations.* Ronald Pearl, consultant to ABC Radio. *Low Power Applications of SPC Satellite Technology.* Bill

Check, Mutual Broadcasting.

TV session. 8-11:30 a.m. Room 19. *ADVANCED TELEVISION SYSTEMS. SMPTE Special Report: User Requirements for a Digital VTR Cassette.* William Connolly, CBS/Broadcast Group. *Improving Picture Quality in the NTSC System.* Kerns Powers, RCA. *NTSC High Quality Television Receiver.* Dr. Richard Prodan, Philips Laboratories. *Compatible Transmission of High Definition Television Using Bandwidth Reduction.* W.E. Glenn, New York Institute of Technology. *A User Specification for a Multicassette Videotape Machine.* Joseph Flaherty, CBS/Broadcast Group. *Design Considerations for a Multiplexed Component TV Signal Format for DBS.* James Whitworth, Satellite Television Corp. *Order Out of Chaos—The Need for a World HDTV Production Standard.* Richard Green, CBS/Broadcast Group. Legal adviser: George Vradburg III, CBS.

Awards luncheon. 12:30-2:15 p.m. Pavilion. Engineering achievement award presented by Thomas Keller, NAB. Recipient: Joseph Flaherty, CBS/Broadcast Group. Guest speaker: Dr. George Brown, retired RCA executive vice president for patents and licensing.

Radio session. 2:30-6:30 p.m. Room 22. *AM STEREO: USER'S REPORTS. AM Stereo at WBT.* Robert Denney, WBT(AM) Charlotte, N.C. *Stereo AM at CKLW.* Ed Buterbaugh, CKLW(AM) Southfield, Mich. *The Delco AM Stereo Evaluation: Why and How.* William Gilbert, Delco Electronics. *PROPONENT'S REPORTS. Kahn:* Leonard Kahn, Kahn Communications. *Harris:* David Hershberger, Harris Corp. *Magnavox:* Robert Streeter, NAP Consumer Electronics Corp. *Motorola:* Christopher Payne, Motorola. *Belar:* Arno Meyer, Belar Electronics Labs. Legal adviser: Valerie Schulte, NAB; Edward Henneberry, Howrey & Simon.

TV session. 2:30-5 p.m. Room 19. *CHANNEL SIX INTERFERENCE. Report of the Ad Hoc Committee on FCC Docket 20735.* Jules Cohen, Jules Cohen & Associates. *Status of Filter Tests.* Edmund Williams, NAB. *Status of Field Tests.* Julius Cohen, Cohen & Dippell. *Status of Computer Studies.* Howard Head, A.D. Ring & Associates. *Shortcomings of Television Receivers on Channel Six.* Lee Hoke Jr., North American Philips. Legal adviser: Lisa Stevenson, Koteen & Naftalin.

Workshop. 5-6 p.m. Room 19. *The Future of ENG and STL Microwave Operation Under FCC Docket 82-334.* Representatives from industry and government.

Wednesday, April 13

Engineering session. 8-9:20 a.m. Room 22. *SPECTRUM MANAGEMENT. The Impact of International Spectrum Management Organizations on U.S. Broadcasting.* A. James Ebel, KOLN-TV Lincoln, Neb. *Trends in Technical Regulations Affecting U.S. Broadcasting.* William Hasinger, FCC. *Accommodating Land Mobile Expansion by Efficient Spectrum Management.* Dale Hatfield, Dale Hatfield & Associates. Legal adviser: Michael Berg, NAB.

Joint general session. 8:30-9:30 a.m. Room B. Speaker: Senator Bob Packwood (R-Ore.), chairman of Commerce Committee.

Grover Cobb award. 9:30-9:40 a.m. Room A. Presented by William Turner, TARPAC. Recipient: Jack Rosenthal, Harrisclope Broadcasting.

The FCC today. 9:40-10:45 a.m. Room A. Moderator: John Summers, NAB. Panelists: FCC Commissioners James Quello, Joseph Fogarty, Anne Jones, Mimi Weyforth Dawson, Henry Rivera, Stephen Sharp.

Joint sessions. 10:45-noon. Room A. *Productivity: Key to Prosperity.* Message from President Ronald Reagan. Moderator: Howard K. Smith, commentator. Panelists: Tom Donahue, AFL-CIO; Raymond Donovan, secretary of Labor; Dennis Carney, Wheeling-Pittsburgh Steel Corp.

Joint luncheon. Noon-2:30 p.m. Ballroom. Address: FCC Chairman Mark Fowler. Entertainment by Bill Cosby.

Alan Fraback on Seattle/Tacoma and KSTW-TV.

"The way I see it, independent TV provides a balance between cost efficiency and the total audience reach you're looking for.

"Basically, Gaylord came into Seattle/Tacoma, took KSTW-TV and became the first serious competition the affiliates had ever had.



Alan Fraback is Vice President - Media Director, Chiat/Day/Livingston, Seattle.

"KSTW has a first-rate 10 p.m. newscast which preempts the affiliates by an hour. And they surprised us all when they got the Seattle Mariners and dramatically increased the number of games broadcast.

"You also have to remember that this is a heavy cable market, and independents like KSTW have a larger television universe. They can be carried outside this ADI, and that means bonus coverage.

"We've been pleased, and our clients have been pleased, with KSTW and Gaylord. I think it's just their nature to go that extra mile, to work a little harder."

Gaylord Broadcasting



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

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Related events

Saturday, April 9

BEA meeting. 8:30 a.m. Rooms B1, B2, B3 in Convention Center.

BEA luncheon. Noon. Section C, Hilton ballroom.

NAB/American Bar Association communications law seminar. 1:30 p.m. Aladdin hotel.

BEA meeting. 2:45 p.m. Rooms B1, B2, B3 in Convention Center.

Society of Broadcast Engineers national meeting. 3:30 p.m. Room 22, Convention Center.

Sunday, April 10

BEA meeting 8:30 a.m. Rooms B1, B2, B3 in Convention Center.

NAB/ABA communications law seminar. 9 a.m. Rooms B1, B2, B3 in Convention Center.

TARPAC board meeting. 11 a.m. Room 8, Hilton. *Association for Broadcast Engineering Standards* membership meeting. Noon. Room 1, Convention Center.

NAB/ABA communications law seminar luncheon. 12:15 p.m. Aladdin hotel.

Association of Maximum Service Telecasters membership meeting. 12:30 p.m. Room 20, Convention Center.

University of Missouri TV awards reception. 6:30 p.m. MGM Grand.

Monday, April 11

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Rooms 7, 8, 9 in Hilton.

MST engineering breakfast. 7:30 a.m. Section F & G, Hilton ballroom.

Syndicators and program producers breakfast. 7:30 a.m. Section B, Hilton ballroom.

AIR meeting. 9 a.m. Room 1, Convention Center.

State Emergency Communications committee meeting. 2:30 p.m. Room 1, Convention Center. *Ham Radio Operators'* reception. 5:30 p.m. Section B, Hilton ballroom.

Daytime Broadcasters Association meeting. 4 p.m. Room R1, Convention Center.

Tuesday, April 12

Broadcasters Christian Heritage prayer breakfast. 7 a.m. Rooms 7, 8 in Hilton.

Broadcast Pioneers breakfast. 7:30 a.m. Section C, Hilton ballroom.

Automatic Radio/Information press conference. 8:30 a.m. Room N2, Convention Center.

TARPAC reception. 4:30 p.m. Room 2939, Hilton.

Wednesday, April 13

Broadcasters Christian Heritage prayer breakfast 7 a.m. Rooms 7, 8 in Hilton.

Guide to NAB hospitality suites

Acrodyne Industries
 ADDA Corp.
 American Bell/Advanced Information
 System Division
 American Broadcasting Cos.

Hilton
 Caesars Palace
 MGM Grand 1762A

Radio Network
 Television Network
 American Image
 Productions
 Ampex Corp.

Hilton 29-118
 Sands—Man-O-War/707
 Hilton 1150

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KROW Reno, Nevada
CKLW Windsor, Ontario (Detroit)
WGAR Cleveland, Ohio
KFI Los Angeles, California
WGEM Quincy, Illinois
WSM Nashville, Tennessee
WSB Atlanta, Georgia
KORK Las Vegas, Nevada
WCOL Columbus, Ohio
WLS Chicago, Illinois
WGN Chicago, Illinois
WSOC Charlotte, North Carolina
WING Dayton, Ohio
KFRE Fresno, California
WBCO Bucyrus, Ohio
WOOF Dothan, Alabama
KLRA Little Rock, Arkansas
WHIZ Zanesville, Ohio
KIML Gillette, Wyoming
KOMO Seattle, Washington
WGAY Washington, DC
WSIC Statesville, North Carolina
WGKA Atlanta, Georgia
WJMW Athens, Alabama

KHOW Denver, Colorado
WPLB Greenville, Michigan
KYMN Northfield, Minnesota
WDEX Monroe, North Carolina
KOCY Oklahoma City, Oklahoma
KYST Houston, Texas
KWIP Dallas, Oregon
WRPQ Baraboo, Wisconsin
KDAY Los Angeles, California
WCUZ Grand Rapids, Michigan
WISE Asheville, North Carolina
WXOR Florence, Alabama
KTAM Bryan, Texas
KJR Seattle, Washington
WHIN Gallatin, Tennessee
KXLF Butte, Montana
KOGA Ogallala, Nebraska
KPRE Paris, Texas
WBRN Big Rapids, Michigan
WHAS Louisville, Kentucky
KJJR Whitefish, Montana
WPAD Paducah, Kentucky
KRBC Abilene, Texas
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6IX Australia
3AK Australia
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Audio Video Systems	Hilton	Business Broker Assoc.	Hilton
International	Royal and Grand Salons	Calzone Case Co.	Caesars Palace
Magnetic Tape	Hilton 373	Candle Corp.	MGM Grand 2134A
Arbitron Ratings Co.	Hilton 460	Capitol Magnetic Prod.	MGM Grand 2133A
Arent, Fox, Kintner, Plotkin & Kahn	Hilton 669	CBS Inc.	
The Associated Press	Dunes	Radio Network	Hilton 29-102
Athans Manufacturing Co.	Hilton 2910	Television Network	MGM Grand 1861A
AT&T	MGM Grand 2298A	Century 21 Productions	Hilton 650
Aurora Systems	MGM Grand 2297A	Chapman Assoc. (Television)	MGM Grand 2098A
Avery-Knodel Television	MGM Grand 2398A	Chapman Assoc. (Radio)	Hilton 750
	MGM Grand 2361A	Christie Electric Corp.	MGM Grand 2033A
Balon & Associates		Churchill Productions	Hilton
Baraff, Koerner, Olender	Hilton	City of Hope	MGM Grand 1298A
& Hochberg, P.C.		Donald K. Clark Inc.	Hilton
Barrett Associates	MGM Grand 2334A	CMC Technology	MGM Grand 2097A
Best Audio	Riviera	CMX/Orox	MGM Grand 5710A
Birch Radio	MGM Grand 2333A	CNN Headline News/	
Blackburn & Co.	Hilton	CNN Radio	Hilton 564
Blair Radio	Hilton 869	Cohn & Marks	Hilton
Bonneville Broadcasting	Hilton 24-121	Columbine Systems	Riviera
System		Comark	Caesars Palace
Bonneville Satellite Corp.	Hilton 969	Community Club Awards	Hilton
Brand-Rex Co.	Hilton 464	Computer Graphics Lab	MGM Grand 6009A
Bridal Fair	MGM Grand 1934A	Connect-Air International	MGM Grand 1934A
British Teletext	Hilton 1069	Otis Conner	
BROADCASTAP	MGM Grand 1661A	Productions	Hilton 2861
Broadcast Electronics	Hilton 1769	Continental Electronics	
Broadcast Programming	Hilton	Manufacturing Co.	Hilton 5-121
International		Convergence International	MGM Grand 1998A
Broadcast Marketing Assoc.	Hilton 569	Covergence Corp.	MGM Grand 7010A
Broadcast Microwave Sys.	MGM Grand 2334A	Cox Data Services	MGM Grand 1993A
Broadcast Systems	MGM Grand 2198A	R.C. Crisler & Co.	Hilton
Burkhart/Abrams/	MGM Grand 2233A	CSI Electronics	Hilton 5-100
Michaels/Douglas		Custom Audience Cons.	Hilton
	Hilton		



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Dow Jones Radio 2	Hilton		
Dow, Lohnes & Albertson	Desert Inn	National Black Network	Hilton 2980
Drake Chenault		National Broadcasting Co.	
Enterprises	Hilton 2875	Radio Network	Hilton 2925
		Television Network	Hilton 560
Eagle Inc.	Hilton 577	Television Network	MGM Grand 1862A
Eastman Kodak Co./		A.C. Nielsen Co.	Hilton 1430
Spin Physics	MGM Grand 6409A	Nightingale-Conant Co.	Hilton 1630
Eastman Radio	Desert Inn	Noble Broadcast	
Elector	MGM Grand	Consultants	Hilton 2869
EMCEE Broadcast Products	MGM Grand 1834A		
William A. Exline Inc.	Hilton 8-121	OKI Overseas	MGM Grand 1634A
		Orban Associates	MGM Grand 1697A
Fair West Studios	Hilton 2865	Otari Corp.	Hilton
FirstCom Broadcast Service	Hilton		
Firstmark Financial Corp.	MGM Grand 1898A	Panavision	MGM Grand 2197A
FitzCo Sound	Hilton 1669	Pepper & Corazzini	Hilton
Fletcher, Heald & Hildreth	Sands	Peters Productions	Hilton 2050
For-A Corp. of America	MGM Grand 1833A	Petry Television	Desert Inn
Milton Q. Ford		Philips	Hilton 4-112
& Assoc.	Hilton 1530	Pierson, Ball & Dowd	Desert Inn
Gammon, Camfield & Ninkowski		Ward L. Quaal Co.	Hilton 430
Media Brokers Ltd.	Hilton 1350	Quantiplex, Division of	
GEC McMichael Ltd.	MGM Grand 1734A	John Blair & Co.	Hilton 2369
Gulf Broadcast	MGM Grand 6109A		
		Radio Arts	Hilton 1969
Haley, Bader & Potts	Frontier	Stan Raymond & Associates	Hilton
Dan Hayslett & Assoc.	Hilton 630	Rhodes Productions	MGM Grand 1234A
Hitachi Denshi America	MGM Grand 5409A	Cecil L. Richards	Hilton
Horizon		Richter-O'Grady Co.	Hilton
Telecommunications	MGM Grand 1297A	RKO Radio Networks	Hilton 2962
The Keith W. Horton Co.	MGM Grand 1897A	Robert W. Rounsaville	
Bernard Howard		& Associates	Hilton 19-121
& Co.	Hilton 2918		
		Satellite Music Network	Hilton 2669
International Tapetronics Corp./		Savalli & Schutz	Desert Inn
3M	Hilton 2230	Schnader, Harrison, Segal & Lewis	Sands
International Video Corp.	MGM Grand 1798A	Schulke Radio Productions	Hilton 5-109
		Sheridan Broadcasting	
Kahn Communications	Hilton	Network	Hilton 2976
Kalamusic	Hilton 326	Selcom	Hilton
Kalil & Co.	Hilton	Seltel	MGM Grand 7110A
Katz Communications	Hilton 2905	Shrinsky, Weitzman	
Keylite	MGM Grand 1797A	& Eisen, P.C.	MGM Grand 1633A
Kline Iron & Steel Co.	Hilton	Society National Bank	MGM Grand 5510A
		Sony Video Communications	
Leader Instruments Corp.	Hilton	Products Co.	MGM Grand Penthouse F
Lenco Inc.	MGM Grand Penthouse A	Soundcraft Electronics	Caesars Palace
Liberman, Sanchez & Bentley	Imperial Palace	Station Research Systems	MGM Grand 1598A
		Surrey Research	Hilton 2250
Major Market Radio Sales	Hilton	TA Associates	Hilton
Management Solutions	Hilton 342	William B. Tanner Co.	Hilton 360
R.A. Marshall & Co	Hilton	TeleRep	MGM Grand 2497A
Reggie Martin & Assoc.	Hilton 8-121	Thomson-CSF Broadcast	MGM Grand 1433
Masla Radio	Hilton	Thomson-CSF	Hilton 2914
McGavren Guild Radio	Hilton 3000	TM Companies	Hilton 2871
MCI/Quantel	Hilton 1810	Torbet Radio	Hilton 2919
McMartin Industries	Hilton 15-121	Edwin Tornberg & Co.	MGM Grand 1534A
Ralph Meador,		Kevin Tracey Productions	Hilton 313
Media Broker	Hilton 312	Transtar Radio Network	Hilton 1469
Midwest Corp.	MGM Grand 1733A		
Minneapolis Magnetics	Caesars Palace	Unidyne Direct	
More Music Programing	Hilton 2921	Mail Co.	Hilton
Music Country Network	Hilton 2910	United States Advertising Serv.	Hilton
Al Ham's "Music of		United States Satellite	
Your Life"	Hilton 2865	Broadcasting Co.	Sands
Musicworks	Hilton 334	United States Satellite	
Multi-track Magnetics	Caesars Palace	Broadcasting Co.	MGM Grand 1597A
Mutual Broadcasting			




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Exhibitors

The following is a list of companies exhibiting at the Las Vegas Convention Center. Radio exhibits are located in the North Hall; television exhibits in the East Hall. An asterisk denotes a product new to the market this year. All suite listings are at the Hilton unless otherwise noted.

Abekas Video Systems 1620A

129 Dolton Ave., San Carlos, Calif. 94070

Digital video systems for broadcast, post-production and cable. **Staff:** Junaid Sheikh, Yeshwant Kamath, Phillip Bennett.

Acrodyne Industries 1228

516 Township Line Rd., Blue Bell, Pa. 19422

1 kw UHF*, 10 kw UHF*, 10 kw VHF* (high and low band) transmitters; 10 w VHF, 100 w UHF translators; 100 w LPTV transmitter; 250 w VHF transmitter, and 5 kw VHF and UHF transmitters. **Staff:** John Parke, Bob Newhook, Joe Wozniak.

Adams-Smith 1704

34 Tower St., Hudson, Mass. 01749

ADC Magnetics 1320

4900 W. 78th St., Minneapolis 55435

Prewired jackfields, pro-audio connectors, plugs, audio components and accessories, coaxial jacks, plugs and panels. **Staff:** Sue Saltarelli, Jim Troutfetter, Rick Cabalka, Bruce Bailey, John Newhouse, V.J. Brennan, Dick VanOverbeke, Christine Clewes, Ken Masci, Dave Grady, Jean Schmit, Larry Leistiko, Ray Johnson, Dave DeYoung, Ron vonHolt, Todd Schiefert, Bob Ross, John Michael, Bob Feezor, Craig Bassett.

ADDA Corp. 1100

130 Knowles Dr., Los Gatos, Calif. 95030

Electronic still processors, dual channel video signal processor, video image processor, frame synchronizer/time base corrector. **Staff:** Ron Fried, Janet Peterson, Frank Alloto, Dave Brack, Harry Gladwin, Emerson Ray, Sheila Ross, Frank Shufelt, Duane Tuttle, Kevin Zmarthie, Walter Werdmuller, Gary Youngs.

ADM Technology 1223

1626 E. Big Beaver Rd., Troy, Mich. 48048

Radio furniture for carts and turntables*, stereo TV consoles*, radio consoles, post-production consoles for video editing. **Staff:** Robert Bloom, John Juhasz, Murray Shields, Lawrie Mallett, Rick Fisher, Gordon Peters, Ron Webb, Bill Lewis, Gerry Johnson, Larry Mandziuk.

Advanced Music Systems 1330

Wallstreams Ln., Worsthorne, Burnley Lancs, UK

Digital audio processing systems, stereo digital delay with dual pitch changers*, digital reverb system*, sync audio delay compensator for video synchronizers. **Staff:** Stuart Nevison.

Advanced Video Tech Corp. 1618

Box 122, Southampton, Pa. 18966

Agfa-Gevaert 1334

275 North St., Teterboro, N.J. 07608

Videocassettes.

A.F. Associates 1609

100 Stonehurst Ct., Northvale, N.J. 07647

Turnkey video systems, Marconi line array telecine, standards converter, VTR's, slate camera, camera remote control, monitoring units. **Staff:** Arnold Ferolito, Lou Siracusano, Marty Irwin, Richard Lunniss, Tom Canavan, Noel Parente, Bill Ebell, Andre Macaluso, Jim McGrath, John Dale, Marc Bressack, Bud Pearson, Rodney Jeeves, Richard Murray, Paul Robinson, Dick Baker, Tony Felworth, John White, Simon Frazer.

Alexander Mfg. 1714

1511 S. Garfield Pl., Mason City, Iowa 50401

Allen Avionics 1627

224 E. Second St., Mineola, N.Y. 11501

Allied Broadcast Equipment 639

635 Southeast St., Richmond, Ind. 47374

Audio and RF equipment.

Allied Tower 409

12450 Old Galveston Rd., Webster, Tex. 77598

Staff: Jerry Bennett, V.G. Duvall, Charlie White, Mike Lancaster, V.G. Duvall Jr., Peggy Bennett, Carol Duvall, Judy White.

Allsop 1177

Box 23, Bellingham, Wash. 98227

Cleaning accessories for audio and videotapes.

Alpha Audio 210

2049 W. Broad St., Richmond, Va. 23220

Sonex acoustical foam. **Staff:** C. Nicholas Coleran, Eric Johnson, David Jones, Carlos Chafin.

Alpha Video & Electronics 1722

28 E. Mall Plaza, Carnegie, Pa. 15106

VTR's, custom consoles, turnkey video systems, alphabetized Sony type VTR's*. **Staff:** Henry Lassige, Terance Lassige, Thomas Stoffel, Vincent Ferry, John Tomini, Mary Ann Lassige.

Amber Electro Design 422

4810 Jean Talon West, Montreal H4P 2N5

Audio test equipment and accessories, distortion and noise measured systems, acoustical analyzers.

Amco Engineering 1218

3801 N. Rose St., Schiller Park, Ill. 60176

Communications consoles, styling options, computer disks, computer desk top cabinets. **Staff:** Floyd Johnson, Lee Owens.

Amek Co. 1620

5660 Collins Pl., Woodland Hills, Calif. 91364

American Bell 1429

195 Broadway, New York 10007

American Bell (Consumer Products) 1507B

5 Wood Hollow Rd., Parsippany, N.J. 07960

PBX telephone system.

American Data (see Central Dynamics)

American Image Productions 634

Box 23355, 18th Ave., South, Nashville 37212

Country and TV station image campaigns*, and-money machine, music explo, country punch, wizard and best of everything sales production libraries. **Staff:** Jerry Williams, Clete Quick, Chris Collier.

Amperex 1412

Providence Pike, Slatersville, R.I. 02876

Camera tubes, electronic components, electro optical devices. XQ2170*, XQ3170*. **Staff:** Jeff Brooke-Stewart, Raleigh Utterback, Lou Arpino, John Kureck, Greg Murphy, Tom Perry, Vasanth Rao, Elward Rodine, James Robinson, Robert Carlin, Joe Carroll, Hal Krause, Stan Lovitz, Dudley Peters, Carlo Sabetti, Gordon Turner, Ben Beursgens, Cees deKlerk, Jan Sprengers, William Weijand, Ronald Barnes, Greg Gambill, Greg Smith, Ted Marchner, Lee Nowell, Kipp Rabbitt, Laurence Doughty, Ralph Harrington, Heinz Bohlen, Ed Kurtz, Bert Green, Robert Koelzer, Cor Weyer, Carol Eithier.

Ampex 1400

401 Broadway, Redwood City, Calif. 94063

Videotape recorders, editing systems, switchers, digital special effects systems, cameras, audio recorders, EECO transport control products, video and audio magnetic tape. **Staff:** C.A. Steinberg, D. Chapman, S. Faught, D. Kleffman, M. Sanders, W. Scullion, T. Nielson, C. Shaw, M. d'Amore, F. Nault, A. Slater, F. Rush, R. Natwick, R. Antonio, J. Williamson, A. Bergman.

Amtel Systems 1745

29-16 Connell Ct., Toronto M8T 5T7

Amtron 1104

5620 Freedom Blvd., Aptos, Calif. 95003

Video display generators, video monitors. **Staff:** Bill Widera, Nic Vidovic, Erwin Dreiske.

Anchor Systems 1618C

4510 Federal Blvd., San Diego 92102

Portable, mini, P.A. and monitor and mobile audio systems. **Staff:** Maurice Boudreau, Evan Landrum, Tom Graham, Robert Gonzales.

Andrew Corp. 1202

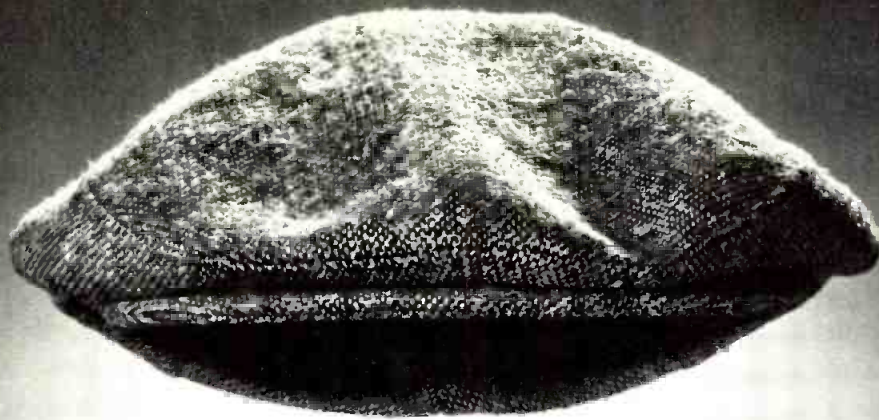
10500 W. 153d St., Orland Park, Ill. 60462

9.3-meter earth station*, microprocessor controlled ESC-200*, broadcast transmission line*, UHF circular waveguides, LPTV transmitter*, three-meter earth station*, high powered UHF transmitters, coaxial cable and elliptical waveguides, UHF stand-by antennas, 4.5-meter earth station, scale model of mode suppression of circular waveguides. **Staff:** Frank Roddy, Ernie Weber, Carl Van Hecke, Barry Cohen, Gary Dorsay, Jim Limanowski.

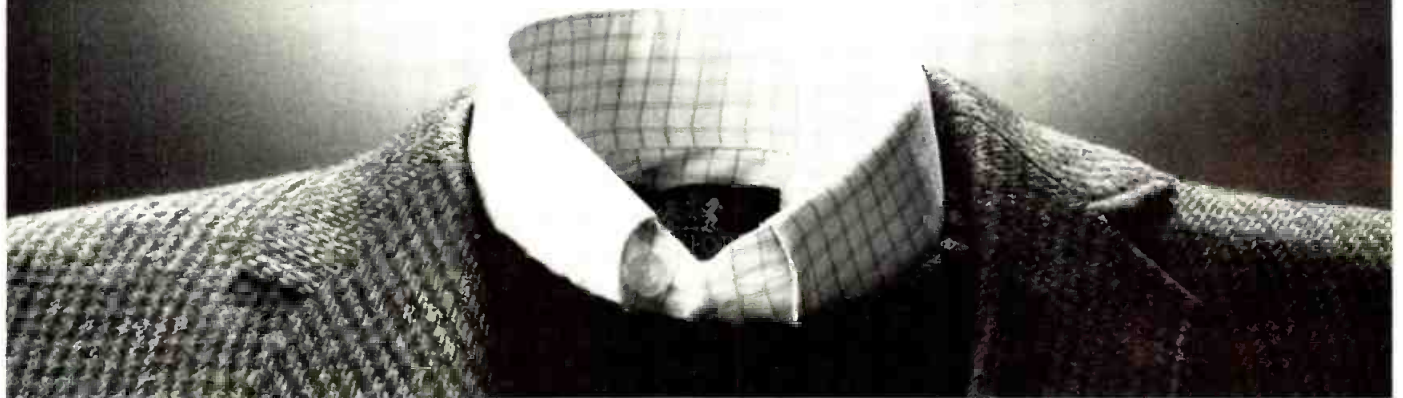
Angenieux 1201

120 Derry Rd., Hudson, N.H. 03051

Zoom lenses and optical accessories for broadcast cameras. **Staff:** Joe Abbatucci, Bernard Angenieux, Gerrard Corbasson, John Gibson, Fernando Guillot, Harry Hopson, Don Kane, Bern Levy, Tony Martinez, Jean Naime, Henry Peterson, Greg Reilman, Charles Stampfli, Tang Sum.



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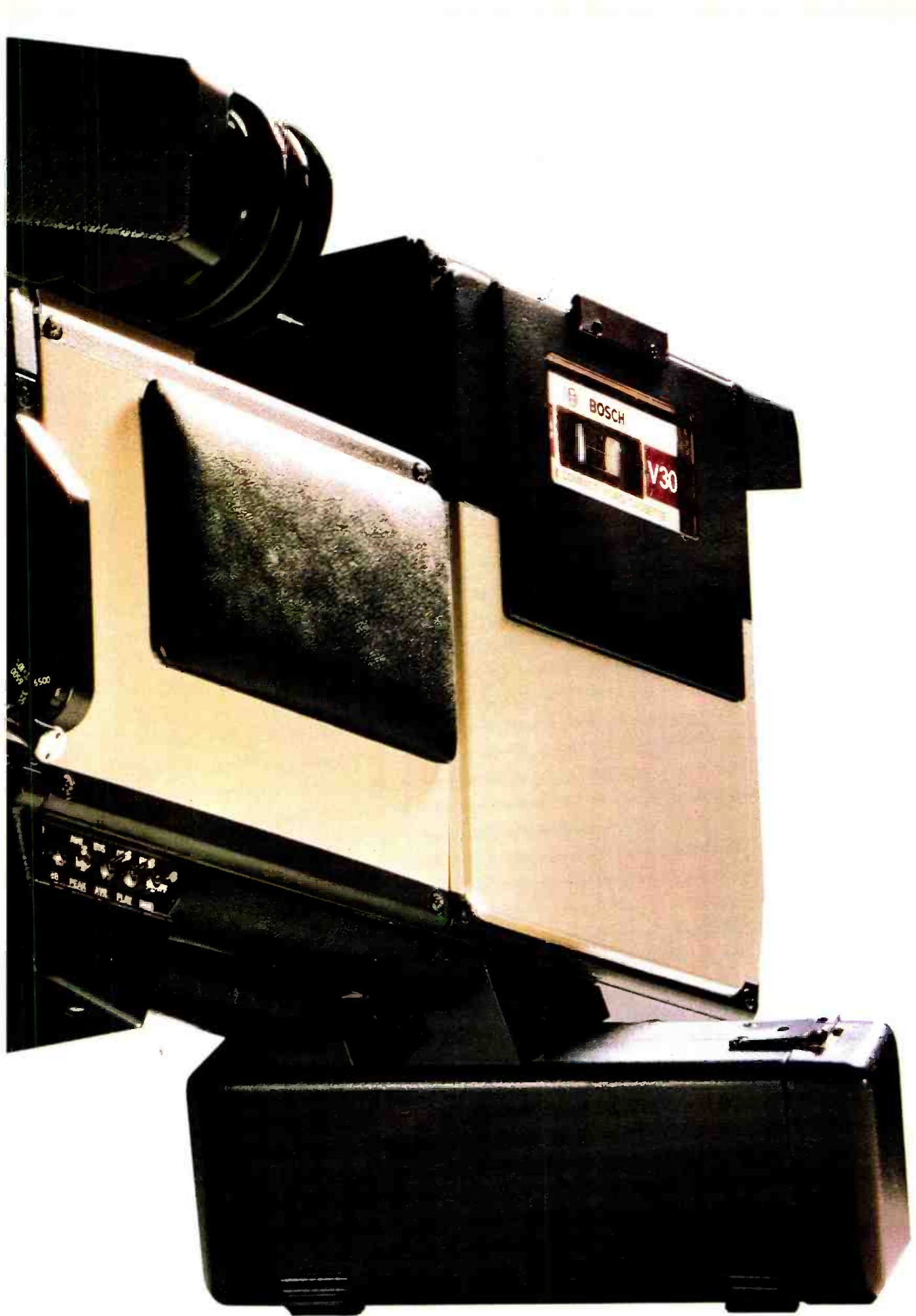
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128 Bauer Dr., Oakland, N.J. 07436

Antenna Technology 1737
895 Central Florida Pwy., Orlando, Fla. 32809

Three-meter, five-meter and seven-meter earth stations. **Staff:** Lloyd Bonner, Eric Schechter, Jim Immer, Gary Hatch, Scott Grone, Pete Nelson, Gene Augustin.

Anton/Bauer 1337
One Controls Dr., Shelton, Conn. 06484

Portable battery and lighting equipment for cameras, VTR's, monitors.

Anvil Cases 1112
4128 Temple City Blvd., Rosemead, Calif. 91770

Heavy duty and rackmount cases.

Apert-Herzog 1703
7007 Realm Dr., B3, San Jose, Calif. 95119

Aphex Systems 515
7801 Melrose Ave., Los Angeles 90046

Aural exciters, equalizers/filters, compressor/expanders.

Arbitron 802
1350 Avenue of the Americas, New York 10019

Prizm/Aid, computer graphics, television meter measurement. **Staff:** Ted Shaker, Rick Aurichio, Kathy Baske, Blaine Decker, Richard Harper, Pete Megroz, Jim Mocarski, Jon Nottingham, Jerry Policoff, Bill Shafer, Dennis Spragg, Ken

Wollenberg, Mark Young, Joe Domoci, Jackie Lutter, Barbara McFarland, Thom Mocarsky, Bob Trimyer.

Arrakis Systems 121
4151 E St., Omaha 68107

Audio consoles, audio routing switchers. **Staff:** M. Palmer, G. Palmer, R. Ochs.

Arriflex Corp. 1644
500 Route 303, Blaauvelt, N.Y. 10913

Power supplies.

Artel Communications 1118
93 Grand St., Box 100, Worcester, Mass. 01602

Fiber optic transmission capability system*, both portable and fixed, multichannel systems for multiplexed video and dual audio, battery-operated portable ENG/EFP systems and high resolution video systems for RGB computer graphics and HDTV, fiber optic cables. **Staff:** Richard Cerny, Gary Schmidt.

Asaca/Shibasoku 1226
12509 Beatrice St., Los Angeles 90066

Video and audio test equipment, portable production systems.

Associated Press 419/2911
50 Rockefeller Pl., New York 10020

APRadio, AP Radio network, APTV, AP laser-photo, AP photo color, AP Newscable and Music Country Network. **Staff:** Roy Steinfort, Glenn Serafin, Brent Kallestad, Mark Thayer, Bill Cook,

Pat Adsit, Mary Clunis, Mark Huffman, Sue Cunneff, George Mayo, Jerry Jackson, Lee Perryman, Daryl Staehly, Jim Williams, John Kenney.

ATI-Audio Technologies 420
328 W. Maple Ave., Horsham, Pa. 19044

Audio processors, amplifiers, microphones.

Atlas Tower 657
227 S. Vann, Vinita, Okla. 74301

Manufacturing, erecting and leasing of radio and TV broadcast, microwave, industrial and utility towers.

AT&T 1429
195 Broadway, New York 10007

Satellite transmission services.

Auburn Instruments 1711
107 Church St., Watertown, Mass 02172

Digital blanking meters.

Audico 1343
219 Crossen Ave., Elk Grove, Ill. 60007

Audio cassette leaders, timers, rewinders and labels, tape loaders.

Audio Developments 1709
Hall Ln., Walsall Wood, Walsall, West Midlands, England WS9 9AU

Multimixer, pico mixer, ENG mixer. **Staff:** Antony Levesley, Roger Tromans.

Audio Kinetics 1173
Kinetic House, Verulam Rd., St. Albans, Hertss, England

Time code synchronizers.

Audio + Design 402
Box 768, Bremerton, Wash. 98310

Summing amplifier for all multi-band selective processing applications*, VCAs*, mono/stereo interface package pro pack with digital recorders, audio processors, compressor-limiter, express limiter, SCAMP modular system. **Staff:** Nigel Branwell, Michael Beville, Kathleen Mallory, Ian Harley.

Audio-Cord 123
1845 W. Hovey, Normal, Ill. 61761

Cartridge tape recorders and reproducers.

Audio-Technica 1141
1221 Commerce Dr., Stow, Ohio 44224

Microphones, mixing consoles, headphones, tone arms, phono cartridges. **Staff:** Ken Reichel, Charlie Winkler, Bob Carr, Bob Herrold.

Auditronics 505
3750 Old Getwell Rd., Memphis, Tenn. 38118

Broadcast consoles, audio and multichannel production consoles*, audio distribution amplifiers, programable equalizer*. **Staff:** Welton Jetton, Steve Sage, Jim Woodworth, Larry Lamoray, Jerry Puckett, Keith Arnett.

Aurora Systems 1312
185 Berry St., Suite 143, San Francisco 94107

Staff: Damon Rarey, Chuck Kozak, Dave Patton, Tom Hahn, Stephanie Slade, Dick Shoup, Jesse

BROADCASTING
September 10, 1979

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April 10, 1983

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May to December

They used to be called the golden years. A time of rest, recreation and well-earned retirement.

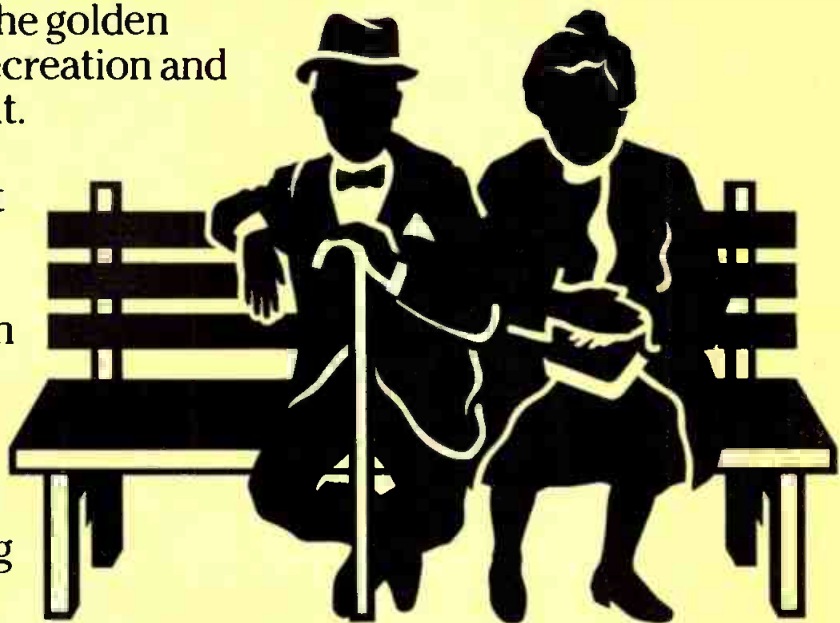
But what about inflation, recession and doubts about Social Security? Have they tarnished the dream?

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In Los Angeles, Memphis and New York, each RKO station will join in a total station project involving news, public affairs, community resources and programming about the ups and downs of life over 40.

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Automated Studio Technologies 122A
25 W. 45th St., New York 10036

AVC Systems 616
1517 E. Lake St., Minneapolis 55407

Telfunken 100 w FM exciter/transmitter*, mixing console*. **Staff:** Michael Siegel, Michael Halleck, Jon Bormann.

William Ball Corp. 1614
947 Newark Ave., Elizabeth, N.J. 07208

Barth Electronics 1122
1300 Wyoming St., Boulder City, Nev. 89005

Basys 1503
2685 Marine Way, Mountain View, Calif. 94043

Computer systems for news departments. **Staff:** John Chapman, Peter Kolstad.

Beaveronics 1313
8 Haven Ave., Port Washington, N.Y. 11050

Belar Electronics 300
Box 826, Devon, Pa. 19333

AM modulation monitors, stereo frequency monitors, FM modulation monitors* and stereo moni-

tors*, TVaural modulation monitors and frequency monitors, SCA monitors for FM and TV, AM*, FM and TV RF amplifiers. **Staff:** Arno Meyer, Dwight Macomber, Manuel Krangel, Walter Voelker.

Belden Communications 1416
534 W. 25th St., New York 10001

Color and resin filters.

Bell Helicopter 1743
Box 482, 600 E. Hurst Blvd., Fort Worth, Tex. 76101
ENG helicopters.

Beneficial Commercial Corp. 653
925 Federal Blvd., Denver 80204

Lease/financing programs for broadcast industry.

Beston Electronics 1020
15315 S 169 Hwy., Box 937, Olathe, Kan. 66061

Electronic newsroom and character generator equipment, production titlers. **Staff:** Bob Barnes, Doug MacClymont, Bud Malone, Barry Kenyon, Rod Herring, Jim Shaw, Don Lueders, Jeff McOmie, B.J. Lipari, Teresa Suddreth, Brian Bruton, Bill Borchart, Eugenio Borganti, John Holton, John Wakefield, Bill Riggs, Dave Anderson, Don MacClymont.

Beyer Dynamic 426
5-05 Burns Ave., Hicksville, N.Y. 11801

Dynamic condenser microphones, headphones, microphone stands, booms and acces-

sories. **Staff:** Paul Murphy, Tony Hawkins, Derek Allen, Stan Somers, Barry Thornton.

BGW Systems 421
13430 S. Yukon Ave., Hawthorne, Calif. 90250

Audio power amps.

Bird Electronics 1625
30302 Aurora Rd., Cleveland 44139

RF measurement components, RF wattmeters, heat exchanger loads, line terminations, digital calorimeters, load resistors. **Staff:** Bruce Bird, Herbert Heller, John Ittel, Greg Johns, Leon Kuklinski, Leo Lesyk, Darlene Schmitz.

BIW Cable Systems 1405
65 Bay St., Boston 02125

Cable, connectors, assemblies and repair services for broadcast cameras.

Blonder-Tongue Laboratories 1134
One Jake Brown Rd., Old Bridge, N.J. 08857

LPTV encoding and decoding equipment, BTVision 100 pay pay view equipment, STV encoding and decoding equipment. **Staff:** Ike Blonder, Marty Siskel, George Bahue, Glen Stawicki, Chuck Fitzer, Jerry Schwartz, Craig Kemper, Andy Rybicki.

Bogen Photo 1705
100 S. Van Brunt St., Englewood, N.J. 07631

Quartz lighting, tripods, fluid heads*, support/background equipment, filters, dollies, video accessories. **Staff:** Bruce Landau, Kriss Brunngraber, Richard Bogen.

Bogner Broadcast Equipment 1319
401 Railroad Ave., Westbury, N.Y. 11590

High power UHF TV transmitting antennas (to 220 kw), low and medium power VHF and UHF slot and dipole transmitting antennas, MDS and ITFS transmitting and receive antennas, LPTV transmitters and communication antennas for mobile radio. **Staff:** Richard Bogner, Leonard King, Joe Nigro, Steve Weinstein, Robert Piano.

Bonneville Broadcasting Systems 969
274 County Rd., Tenafly, N.J. 07670

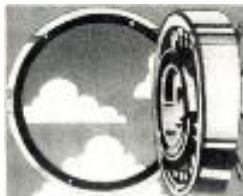
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Brand-Rex Co. 1764
Willimantic, Conn. 06226

Cable assemblies and connectors.

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666 Third Ave., New York 10017

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Broadcast Audio 213
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Audio consoles, amplifiers. **Staff:** David Evans, John Fernandez, Addie Fernandez, Gary Maggiore, Sonnie Maggiore, Doug Laue, Linda Laue, Max Davis.

Broadcast Cartridge Service 611
15131 Triton Ln., Suite 108, Huntington Beach, Calif. 92649

Videocassette reloading service, stereo phase meter. **Staff:** Bryant Ellis, Karlina Ellis.

Broadcast Electronics 303
4100 N. 24th St., Box 3606, Quincy, Ill. 62305

FM transmitters, exciters, stereo and SCA generators, microprocessor program automation system, cartridge machines, audio control con-

soles, turntables, tonearms and 5 kw, 3.5 kw and 1.5 kw FM transmitters*. **Staff:** Lawrence Cerwon, Curtis Kring, Geoff Mendenhall, Joseph Engle, Joseph Ziemer, John Burtle, Dave Evers, Tim Bealor.

Broadcast Microwave Services 1749
7320 Convoy Ct., San Diego 92111

Portable microwave equipment for helicopters and vans, transmitters, receivers and antennas.

Broadcast Music 124
320 W. 57th St., New York 10019

Staff: Ed Cramer, Al Smith, Larry Sweeney, Bob Warner, Ted Chapin, Ed Molinelli, Paul Bernard, John Alves, Oliver Henry, Marvin Berenson.

Broadcast Systems 1500
8222 Jamestown Dr., Austin, Tex. 78758

Videotape monitoring and input switching support system*, mobile studio/video test system*, prewired and tested transmitter input and monitoring system*, prewired audio jack panel*. **Staff:** Donald Forbes, Chuck Balding, Les Hunt, Al Crocker, Jay Riekenberg, Jim Spears, Art Smith, Byron Fincher, Bill Martin.

Broadcast Technology 1701
33 Comac Loop, Ronkonkoma, N.Y. 11779

Power supply cards, microphone preamps, and distribution, monitor and meter amplifiers.

Broadcast Video Systems 1326
1050 McNicoll Ave., Unit 15, Agincourt, Ont. M1W 2L8

NTSC/PAL encoder, combined waveform/vector monitor, line selector, video delay lines and filters, vertical interval identification and control system*, color corrector with variable gamma and SMPTE time code interface. **Staff:** Bert Verwey, Jill Verwey, Terry Cribbey.

BROADCASTING Publications 800
1735 DeSales St., NW, Washington 20036

Bryston Mfg. 517
Rt. 4, Berlin, Montpelier, Vt. 05602

BTX Corp. 1124
12 Huron Dr., Natick, Mass. 01760

Time code products, synchronizers, edit/controllers, readers and generators.

Bush & Millimaki Service 1715
902 Wallace Ave., Huntsville, Ala. 35801

B-W Lighting Systems 1339
7610 E. 46th St., Tulsa, Okla. 74145

Lighting package including distribution, grid cyclorama track and curtain, background curtain, dimmer patch panel control, lighting fixtures and portable lighting kits. **Staff:** Wally Whaling, Barbara Hubbard, Bill Powell, C. Lange, James Grunder, Wes Crenshaw, Leonard Elliott, Les Vihon, F. Valenti, Gary Olson, Bruce Dawson, Frank Culotta, John Stead.

Cablewave Systems 108
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26 **55**

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Working with Broadcast Systems, Inc. (the Dallas based exclusive sales engineering firm for Cetec's CPTV antennas) a CETEC Spiral circularly polarized design was selected to be the main antenna that will deliver improved coverage over the entire WLS-TV market and particularly, extended quality and coverage to the Eastern shore of Lake Michigan.

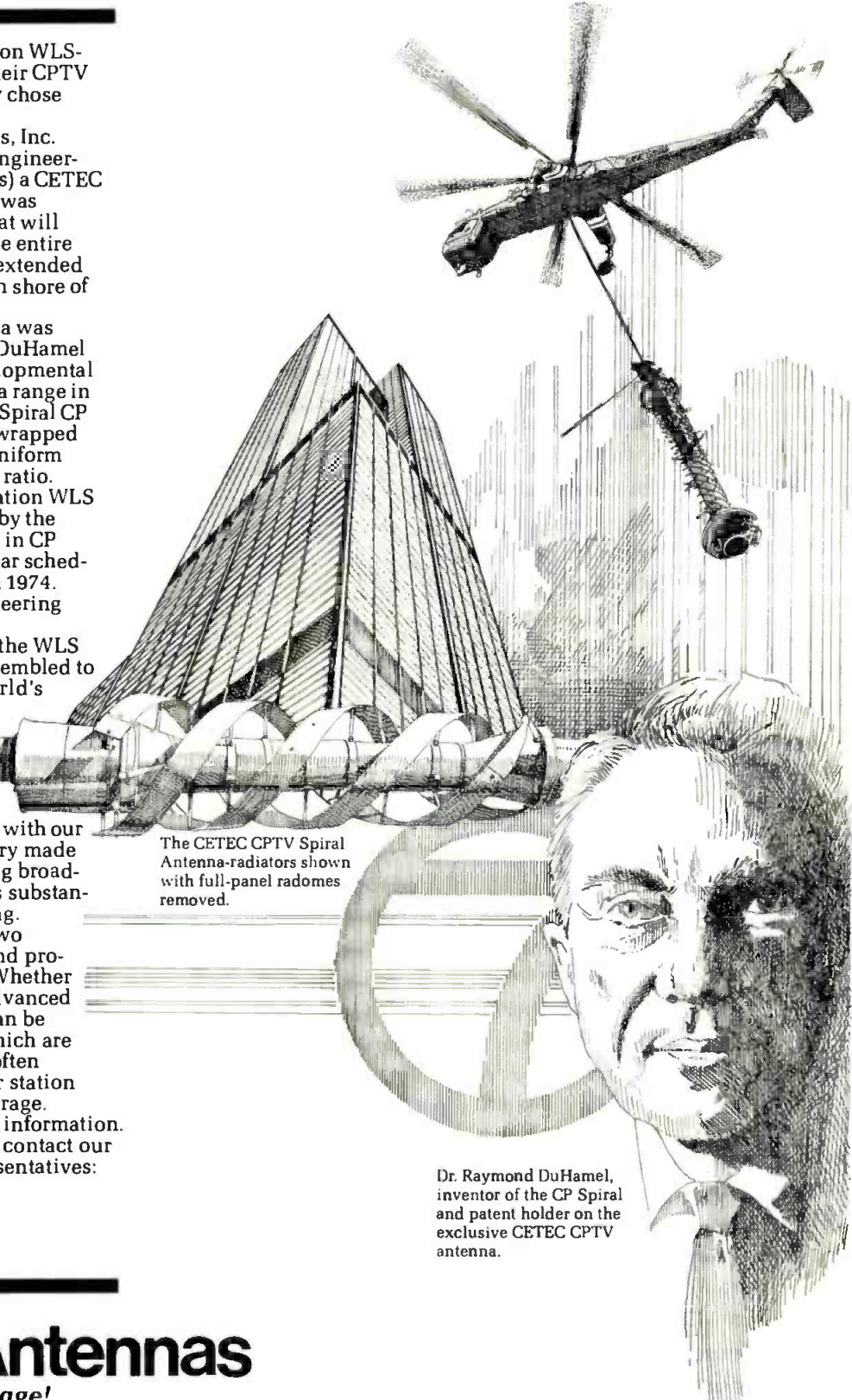
The CETEC Spiral CPTV antenna was patented in 1975 by Dr. Raymond DuHamel after three years of extensive developmental research at our factory and antenna range in Sacramento, California. The WLS Spiral CP utilizes a series of tapered, spiral-wrapped radiators which yield extremely uniform coverage as well as excellent axial ratio. And this is precisely what ABC station WLS needed. They've been recognized by the broadcast industry as the pioneers in CP broadcasting since their first regular schedule of full-time CP transmission in 1974. Cetec Antennas too, has been pioneering right along with ABC.

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The CETEC CPTV Spiral Antenna-radiators shown with full-panel radomes removed.

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Calvert Electronics 1761
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Calzone Case 1011
 225 Black Rock Ave., S. Norwalk, Conn. 06856

Travel and shipping cases including rack mount, camera, monitor, lighting and editing systems, recording, audio and broadcasting. **Staff:** Joe Calzone, Vin Calzone, Tom Mackno, Mike Macari, Jim Edelmann, Perry Lengyel, Joe Calzone Jr., Betsy Calzone, Leslie Hyde, Marybeth Majeski, Lew Barrett, Gary Olson, Bill Ray,

Alan Sarfaty, Craig Coldiron.

Cambridge Products Corp. 1328
 244 Woodland Ave., Bloomfield, Conn. 06002

Staff: Alan Horowitz, Joyce Johnson.

Camera Mart 1018
 456 W. 55th St., New York 10019

Video production and post-production equipment. **Staff:** Samuel Hyman, Paul Meistrich, Shelly Brown, Jeff Wohl, Leo Rosenberg, Shimon Ben-Dor, Herb Browning, Dean Leeson, George Winslow, Ana Maire Sagastegui, Jean Yacobellis, Ray Blumenthal, Laszlo Denes, Ken Seelig.

Canare Cable 1732

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 10880 Wilshire Blvd., Suite 2404, Los Angeles 90024

Canon U.S.A. 1012
 One Canon Pl., Lake Success, N.Y. 11042

Lenses. **Staff:** J. Keyes, T. Sakurai, M. Motosawa, G. Tubbs, T. Yamasaki, T. Okugawa, K. Rice, B. Low, K. Saotome, T. Kishi, T. Tobita, Y. Kawakita.

Capitol Magnetic Products 665
 6902 Sunset Blvd., Hollywood, Calif. 90028

CAT Systems 1424
 401 E. 74th St., New York 10021

Computer remote control system with color graphic displays for radio, TV and earth station facilities. **Staff:** J. Soll, T. Vaughan.

CBS Radio Stations News Service 606
 2020 M St., Washington 20036

Byline Magazine with news/information features. **Staff:** Allen Balch, Anna Mae Sokusky, Nancy Johns.

Ceco Communications 118
 2115 Avenue X, Brooklyn 11235

Broadcast transmitting and receiving tubes, semiconductors, video equipment, camera tubes. **Staff:** Anthony Ianna, Hugh Mullins, Larry Dalis.

CEI-Panavision 1607A
 880 Maude Ave., Mountain View, Calif. 94043

Panavision Panaflex camera and accessories, Panacam and SP camera*. **Staff:** Andy Romannoff, Jim Irvine, Chuck Headley.

Central Dynamics 1409
 401 Wynn Dr., Huntsville, Ala. 35805

Video production switchers*, FlexiKey digital video effects system*, distribution amplifiers*, master control switchers*, signal distribution system*, routing switchers*, downstream keyer*.

Centro Corp. 1101
 9516 Chesapeake Dr., San Diego 92123

Telecommunications and teleconferencing system design and equipment.

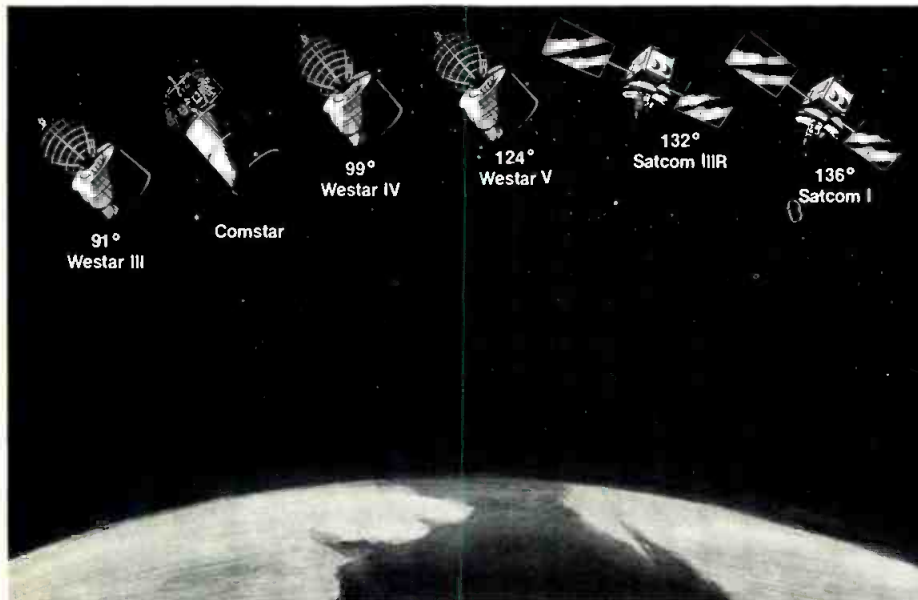
Century Precision Optics 1781
 10713 Burbank Blvd., N. Hollywood, Calif. 91601

Lens test projector, relay lens, periscopic lens, wide angle adapter, close diopters. **Staff:** William Turner, Steven Manios.

Century 21 Programing 204
 4340 Beltwood Pkwy., Dallas 75234

Programing and equipment for automated and live-assist radio, including 18 formats—The Hot Z*, Jazz-Z*, Sacred Sounds*, jingles on trade-out*, Motivators production service*. **Staff:** Tom McIntyre, Dave Scott, Dan Rau, Tom Copeland Sr., Tom Copeland Jr., Jamie Hastings, Dave Nelson, Patrick Christine.

Cetec Broadcast Group 509
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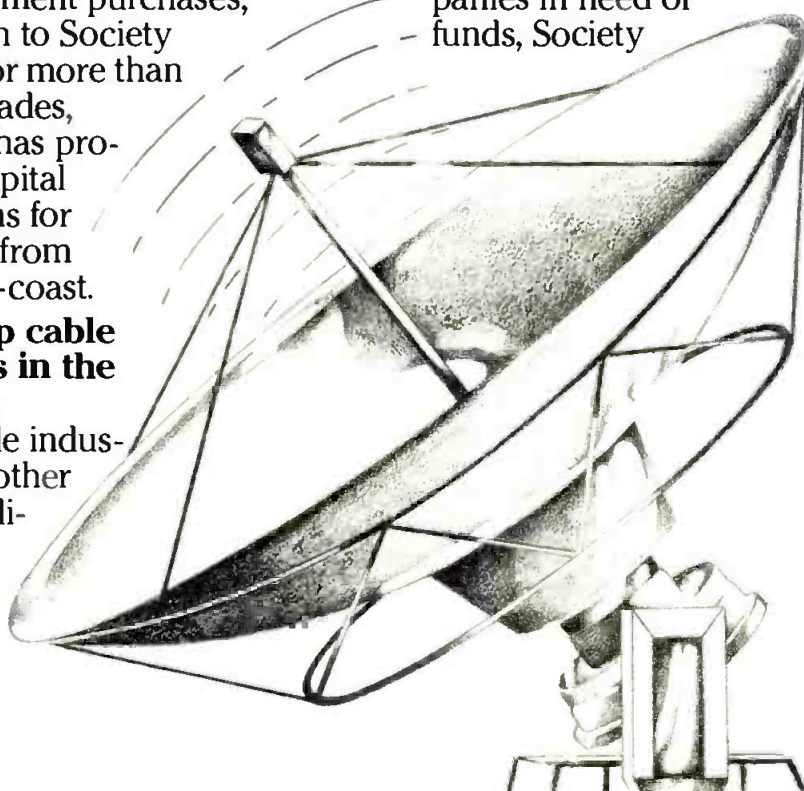
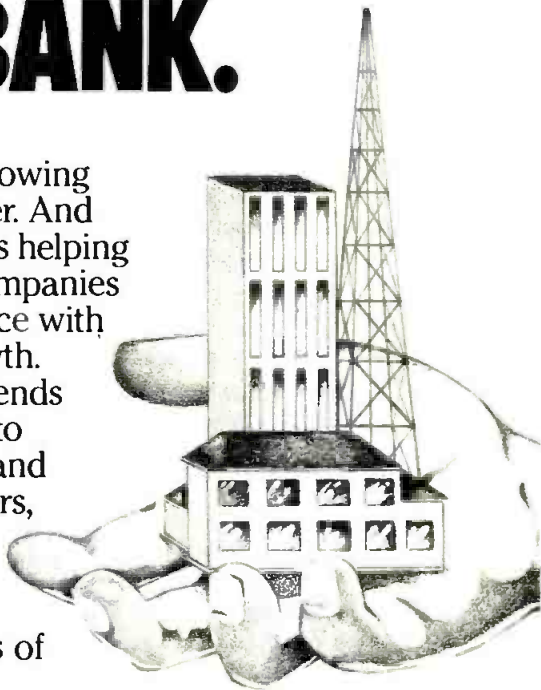
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- Christie Electric Corp.** 1016
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Batteries, belt packs for VTR's, power supply, bulk tape/cassette degaussers. **Staff:** Tom Christie, Fred Benjamin, Steve Heller, Diane Church, Stan Larsen.
- Chyron Corp.** 1610
265 Spagnoli, Melville, N.Y. 11747
VP-2 character generator*, weather graphics*, graphics and titling system, multimode graphics module, digifex remote graphics unit, video printer. **Staff:** Roi Agneta, David Buckler, William Buynak, Marilyn Jones, James Keane, Frank Kobylinski, Judy Mauro, Larry Mincer, Tom Oliviero, Paul Rozzini, Steve Sadowsky, Joseph Scheuer, John Starosky, Dawn Succow, Nancy Villanueva, Leon Weissman, Ron Witko.
- Cine 60** 1423
630 Ninth Ave., New York 10036
Battery systems, chargers, power supplies, lighting equipment.
- Cinema Products** 1221
2037 Granville Ave., Los Angeles 90025
Video cameras, remote control systems, power supplies, portable camera prompting systems, fresnel light systems, microphone boom.
- Cinemills Corp.** 1140
3500 W. Magnolia Blvd., Burbank, Calif. 91505
- Cipher Digital** 1606
150 Huntington Ave., Boston 02115
Vertical interval time code products*, high resolution character displays. **Staff:** Walter Hickman, Miles Circo, Brian Parke, Mel Danner.
- Circuit Research Labs** 106
3204 S. Fair Ln., Tempe, Ariz. 85282
AM stereo limiter*, SCA generator/processor*, audio processors. **Staff:** Ron Jones, Chuck Adams, Bob Richards, Gary Clarkson, Dee McVicker.
- Clear-Com** 1502
1111 17th St., San Francisco 94107
Staff: Peter Giddings, Edward Fitzgerald, Robert Cohen, Patrick Hayes, William Fluster, Charlie Butten, Linda Jacobsen, Caroline White, Leslie Elliot, Judy Giddings.
- Clyde Electronics** 106A
1660 NW 18th Ave., Delray Beach, Fla. 33445
Modular broadcast mixer and delta pushbutton news mixer. **Staff:** John Lumsden, Philip Collins.
- CMC Technology** 1425
733 N. Pastoria Ave., Sunnyvale, Calif. 94086
Refurbishing services, amplifiers, equalizers, generators.
- CMX Systems/Orr** 1639
3303 Scott Blvd., Santa Clara, Calif. 95030
Medium and large scale editing systems. **Staff:** Philip Arenson, William Orr, Allan Behr, H. Ward Gebhardt, Doug Thornton, Lloyd Kunimoto, Terry Climer, Gary Schultz, Murray Bevitz, Doug Hutten, Darrell Vincent, Tom Phillips, Earl Johnson, Klaus Eichstadt, Gary Hinderliter.
- ColorGraphics Weather Systems 1114A, 1116**
5725 Tokay Blvd., Madison, Wis. 53701
Ultra high resolution color weather graphics system, liveline sports*, digitizer*, data storage*, news/weather/sports computer system*, severe weather warnings*, election graphics*, automated access of broadcast line*, weathershow*. **Staff:** Terry Kelly, Dick Daly, Chris Alvord, Mike Nelson, Greg Endsley, Dave Cunningham, Rob Dalton, Valerie Jones.
- Colorado Video** 1222
Box 928, Boulder, Colo. 80306
Digital color slow-scan TV transceiver, disk video image storage system. **Staff:** Glen Southworth, Jim Dole, Larry McClelland.
- Colortran** 1205
1015 Chestnut St., Burbank, Calif. 91506
Fresnels*. **Staff:** K. Boyda, P. Friedman, J. Linnett, J. Sessler, D. Wolfe, C. Cambuzzi, R. Cross, J. Gallagher, J. Head, P. Sherbo, T. Young.
- Columbine Systems** 1302
7 Jackson Bldg., Golden, Colo. 80401
Broadcast information system with traffic, sales, billing, accounts receivable, payroll, general ledger, accounts payable, cash management, music, media inventory and film investing and amortization. **Staff:** Larry Ashley, Bob Browning, Bill Cole, Mark Fine, Martha Freeman, Bob Lanier, Shuny Sugiura, Sue Thompson, Dave Weidner.
- Comark Communications** 1217
Box 257, Feeding Hills Rd., Southwick, Mass. 01077
UHF transmitters and RF systems from 10 kw to 220 kw including S line series*, mod anode pulser systems, exciters, correction systems, broadcast modulators, transmission line products and components, directional couplers, filters, power dividers, hybrids and patch panels. **Staff:** Richard Fiore Sr., Richard Fiore Jr., David Smith, Nat Ostroff, Stuart Kravitz, Andrew Whit-side, Ray Kiesel, Bill O'Neil, Mark Aitken, Don Adams, John Molta.
- Comex** 1508
600 W. Service Rd., Suite 101, Chantilly, Va. 22021
- Communication Graphics** 622
Box 54110, Tulsa, Okla. 74155
- Comprehensive Video Supply** 1315
148 Veterans Dr., Northvale, N.J. 07647
Video lighting*, production music and sound effects library*, microphones*, power belts, battery charger*, tripods, video supplies and accessories. **Staff:** Stephen Godfrey, Jules Leni, Andy Wander, Walter Malone.
- Compucon** 1616
Box 401229, Dallas 75240
Engineering services including STL paths, earth stations, ENG, LPTV. **Staff:** Michele Goepferich.
- Computer Concepts** 404
8001 W. 63d St., Shawnee Mission, Kan. 66202
Inhouse broadcast computer system, total station automation*, WordMaster, music management system. **Staff:** Greg Dean, Walter Dean, John Clark, Klover Schafer, Marty Hawke, Don Shipman, Donna Bush.
- Computer Graphics Lab** 1143
405 Lexington Ave., New York 10174
Tween broadcast animation system*, image manipulation and graphic enhancement system. **Staff:** Ed Weisenbach, Bruce Laskin, Marco Cardamone, Mark Miller, Chris Lambi, Jeff Burton, John McMahon, Francis Gleibus, Joan La-Pallo, Greg Panos.
- Comrex** 400
60 Union Ave., Sudbury, Mass. 01776
Frequency extenders*, ENG communications equipment, wireless microphones, talk show system. **Staff:** John Cheney, Lynn Distler, Erik Thoresen, Jesus Pardeiro.
- Comsearch** 1136
11503 Sunrise Valley Dr., Reston, Va. 22091
Communications engineering services for frequency coordination of earth stations, point-to-point microwave systems and other communications systems including DTS/DEMS and land mobile, FCC testing*, special RFI/EMI testing*. **Staff:** Harry Stemple, Jerry Schulman, Kurt Oliver, Jim Fitzgerald, Barry Schell, John Airgood.
- Comtech Data Corp.** 314
350 N. Hayden Rd., Scottsdale, Ariz. 85257
Single channel per carrier equipment, receivers, modulators seven-meter antenna. **Staff:** Pres Windus, Glenn Higgins, Al Scharf, Rick Cannon, Jeannine Hillier, Bob Miller.
- Concept Productions** 423
1224 Coloma Way, Roseville, Calif. 95678
Adult Contemporary, Adult Rock, Album Rock and Country voiced-tracked programming for automated radio stations. **Staff:** Dick Wagner, Mary Wagner, Sharon Stiles, Don Wright, Gary Carmichael.
- Connect-Air International** 1764
50 37th St., NE, Auburn, Wash. 98002
- Connectronics Corp.** 608
652 Glenbrook Rd., Stamford, Conn. 06906
Staff: Richard Chilvers, Stephen Ash.
- Conrac** 1401
600 N. Rimsdale Ave., Covina, Calif. 91722
Color and monochrome monitors. **Staff:** Robert Hofer.
- Continental Electronics** 101
Box 270879, Dallas 75227
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- Continental Recordings** 333
210 South St., Boston 02111
- Commerical music jingles, station ID packages, production music and sound effects libraries. **Staff:** Dan Flynn, John Flynn, Ed Logue, Rob Rose, Sheryl Odentz, Rick DeFabio, Jerry Buckley, Beverly Donheiser, Jennifer Leto, Richard Livingston.
- Control Video** 1157
578 Division St., Campbell, Calif. 95008
- Videotape editors, automatic spot insertion equipment, synchronizers, tape code equipment.
- Convergence Corp.** 1430
1641 McGaw, Irvine, Calif. 92714
- Video editing systems*. **Staff:** R. Moscarello, D. Harter, R. Sher, J. Myers, M. Altman, M. Devusser, B. Lawrence, D. Talsma.
- Cool Light** 1322
5723 Auckland Ave., N. Hollywood, Calif. 91601
- Cool trilite*, mini Cool kits*, lamps, reflectors. **Staff:** George Panagiotou, Dick Knight, Gregory Stratocoglu.
- Corporate Communications Consultants** 1161
4250 Veterans Memorial Hwy., Holbrook, N.Y. 11741
- Color correction systems.
- Countryman Associates** 1750
417 Stanford Ave., Redwood City, Calif. 94063
- Cox Data Services** 1165
5600 Roswell Rd., Suite 100, Prado North, Atlanta 30342
- In house computer system for TV sales, traffic, accounting and management reporting. **Staff:** Sherry Baker, John Ellis, Dick Hon, Lou Kaib, Ken Klein, Steve Marlowe, Mike Povlo, Jim Reynolds.
- Creative Productions** 659
3425 Calle Del Torre, Las Vegas 89102
- Crosspoint Latch** 1321
95 Progress St., Union, N.Y. 07083
- Staff:** H. George Pires.
- Crown International** 428
1718 W. Mishawaka Rd., Elkhart, Ind. 46517
- Staff:** Clay Barclay, Chuck Gushwa, Jim Beattie, Dave McLaughlin, Verne Searer, Tony Satariano, Gerry Barclay.
- CSI Electronics** 507
18248 E. Rogers Cr., Boca Raton, Fla. 33431
- AM and FM transmitters, phasing equipment.
- Custom Business Systems** 317
- Box 67, Reedsport, Ore. 97467
- Business complete computer system. **Staff:** Jerome Kenagy, Steve Kenagy, Wes Lockard, Kathie Beeson, Kathy Sias, Dick Good, Mariellen Good.
- Peter Dahl Co.** 612
4007 Fort Blvd., El Paso, Tex. 79930
- Heavy duty plate power, filament and modulation transformers and reactors. **Staff:** Peter Dahl, Gary Komassa, Ozzie Jaeger, Clarice Dahl, Tammi Dahl.
- Bill Daniels Co.** 1333
12113 Johnson Cr., Shawnee Mission, Kan. 66214
- Data Communications** 1014
3000 Directors Row, Memphis 38131
- BIAS newsroom management system*, master control automation, film and amortization buy line, financials, word processing and BIAS traffic system. **Staff:** Nancy Jefferies, Greg Calhoun, Sarah Turnipseed, Jim Leighton, Cindi Acree, Michael Hunter, Tom Goode, Roy West, Diana Summerville, Linda Threet, Doug Dornegue, Skip Sawyer, John Schultz, James Estep, Jamie McMahan.
- Datatek** 1428
1121 Bristol Rd., Mountainside, N.J. 07092
- Datatron** 1005
2942 Dow Ave., Tustin, Calif. 92680
- Staff:** Roger Bailey, Joseph Horning, Doug Sorensen, Tom Greaves, Randy Smith, Gary Rosenzweig, Mark Ducharme, Diana Curtin, S. Lewis Meyer, John Wagner.
- Datatronix** 1504
2100 Reston Ave., Reston, Va. 22091
- Broadcast consoles, amplifiers, equalizers, faders, patch bays.
- Datum** 1708
1363 S. State College Blvd., Anaheim, Calif. 92806
- Encoders and decoders, character generators, videomagnetic tape search system.
- Davis & Sanford Co.** 1751
24 Pleasant St., New Rochelle, N.Y. 10802
- Tripods, heads and dollies for video use.
- dbx** 621
71 Chapel St., Newton, Mass. 02195
- Tape noise reducers, compressor/limiters. **Staff:** Lance Korthals.
- Delcom Corp.** 1638
6019 S. 66th E. Ave., Tulsa, Okla. 74145
- Delta Electronics** 105
5730 General Washington Dr., Alexandria, Va. 22312
- Dual site version of RCS-1V remote control system. **Staff:** Joseph Novak, Bob Bousman, John Wright, Tom Wright, George Oong, Charles Wright.
- Deltamod** 614
2823 Ninth St., Berkeley, Calif. 94710
- Staff:** Jane Babcock.
- De Wolfe Music Library** 1120
25 W. 45th St., New York 10036
- Production music library, sound effects library. **Staff:** Larry Kessler, Andy Jacobs.
- Dictaphone** 211
120 Old Post Rd., Rye, N.Y. 10580
- Slow speed recorder/reproducer. **Staff:** Gordon Moore, Art Kemp, Don Bush, Dick Magnuson.
- Dielectric Communications** 326
Tower Hill Rd., Raymond, Mass. 04071
- RF switchers, loads, wattmeters and waveguides.
- Digital Video Systems** 1017A
716 Gordon Baker Rd., Toronto, Ont. M2H 3B4
- Digital products for video processing and control including time base correctors and synchronizers.
- Digivision** 1507
11722 Sorrento Valley Rd., San Diego 92121
- High resolution digital converter.
- Direct Cue** 1424A
Box 27708, Las Vegas 89126
- Di-Tech** 1301
48 Jefryn Blvd., Deer Park, N.Y. 11729
- Staff:** Anthony Bolletino.
- Dolby Laboratories** 1311
731 Sansome St., San Francisco 94117
- Noise reduction equipment for audio and videotape recording including one-inch modules for VTR's. **Staff:** Tom Prouty, Stacey Rehm.
- Dorough Electronics** 312
5221 Collier Pl., Woodland Hills, Calif. 91364
- Audio processor*, loudness monitor*. **Staff:** Mike Dorough, Kay Dorough, Scott Stevens.
- Drake-Chenault** 2875
8399 Topanga Canyon Blvd., Box 1629, Canoga Park, Calif. 91304
- History of Country Music, Hitparade, Playlist. **Staff:** Doug Flodin, Jim Kefford, Denny Adkins, Steve Sandman, Mike Russell, Bob Ardrey, Paul McQuillan, Hank Landsberg, Bob Laurence, Jay Albright, Mike Kinosian, Frank Proctor.
- Drummex** 1760
500 Lauzon St., Box 426, Drummondville, Que. J2B 6W3
- Mobile shelving systems. **Staff:** Clement Riendeau, Glenn Unkrich.
- Dubnar Computer Systems** 1630
158 Linwood Pl., Fort Lee, N.J. 07024
- Video graphics generator*, color corrector computer*. **Staff:** Gary Berger, Emily Dubner, Harvey Dubner, Mick Ghazey, Stu Lang, Ivan Maltz, Keith Thomson.
- Dynacom** 1163
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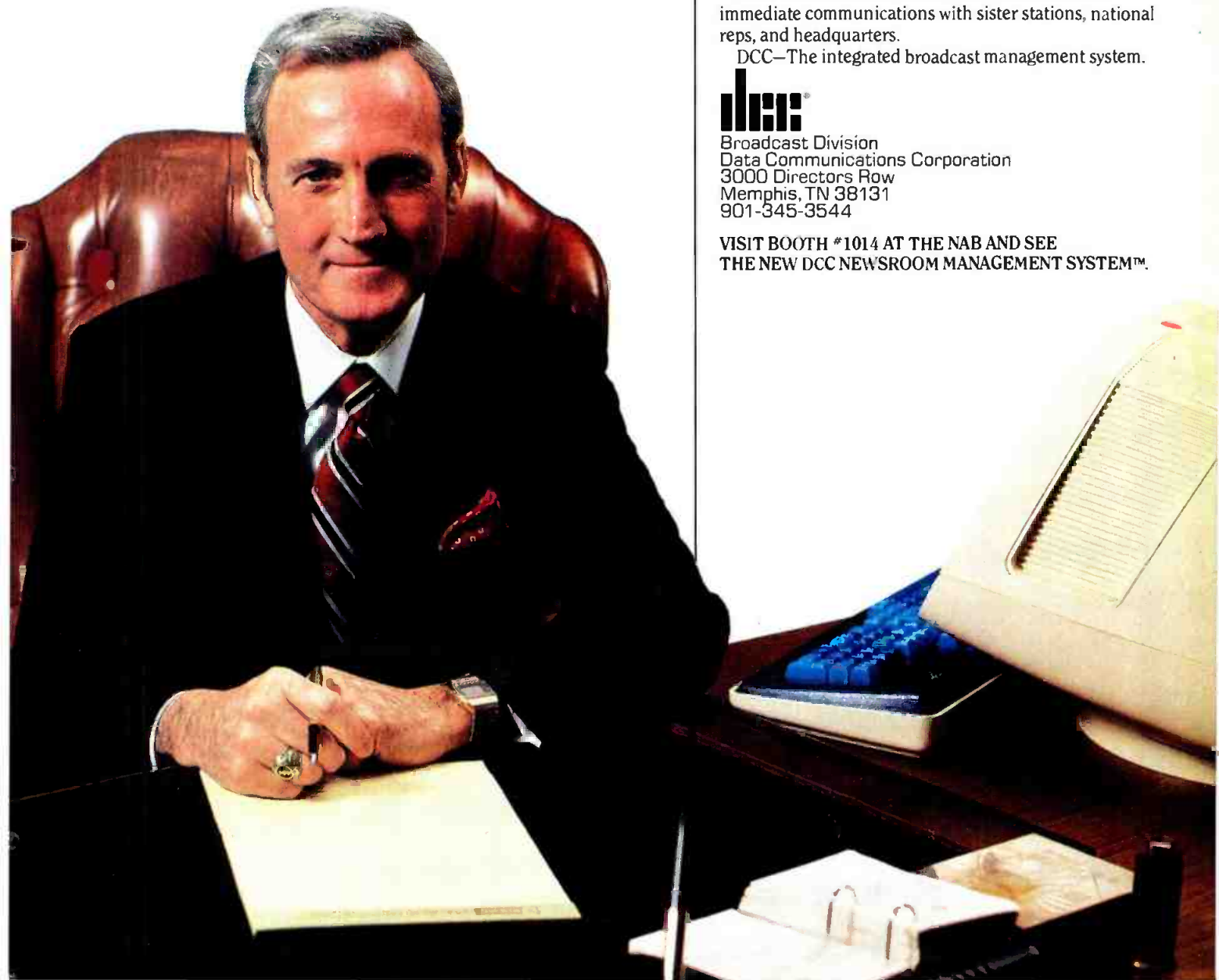
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- Dynamic Technology** 1719
Zonal House, Alliance Rd., Action London
- Eastman Kodak** 1214
343 State St., Rochester, N.Y. 14650
Color negative films*, magnetic control surface, telecine analysis film. **Staff:** William Koch, Leonard Coleman, John McDonough, Richard Schafer, Richard Potter, George Winter, Joerg Agin, Otis Finley, Robert Woolman, Ed Howell, Jim Parker, Russ McMurtary, John Norris, Ken Lisk, Mike Groth.
- Echolab** 1510
175 Bedford Rd., Burlington, Mass. 01803
Color special effects generators. **Staff:** Ted Whittaker.
- EECO Inc.** 1314
1601 E. Chestnut Ave., Santa Ana, Calif. 92701
Computer controls for video production, video editing system, vertical interval and longitudinal time code generators and readers, multicue synchronizers. **Staff:** Karen Mills, George Swetland, Gerald Miller, Jerry Hester.
- EEG Enterprises** 1155
1 Rome St., Farmingdale, N.Y. 11735
Vertical interval digital transmission equipment, closed captioning and line 21 text service data recovery decoders, computers for data transmission. **Staff:** Ed Murphy, Bill Posner, Mike Di Lucca, Millie Rosner, Cynthia Murphy.
- EEV** 1335
7 Westchester Pl., Elmsford, N.Y. 10523
Leddicon and vidicon camera tubes*, amplifier klystrons for UHF transmitters*, hand held cameras*, power tubes for AM and FM transmitters*, liquid crystal displays for static or multiplex operation*. **Staff:** Paul Plurien, Walter Bielski, Chuck Bocan, Rick Bossert, Gary Chapman, Bob Knowles, Harry Kozicki, Don Rose, Ann Sayers, Charles Shellenberger, Tom Soldano, David Clissold, Art Ferry, Ed Sondek.
- EG&G Electro-Optics** 1327
35 Congress St., Salem, Mass. 01970
High intensity lighting equipment. **Staff:** Tom Alain, George Mandeville, Bob Waldie, Steve Wanstall.
- EHA Industries** 328
521 E. Ross St., Lancaster, Pa. 17602
- Eigen Video** 1227
Box 848, Nevada City, Calif. 95959
Color videodisk recorder, monochrome digital image processor. **Staff:** James Hebb, Mark Hoffman, Jerry Warner, Bryan Scott, Paul Henderson.
- Elcom Bauer** 412
6199 Warehouse Way, Sacramento, Calif. 95286
Staff: Paul Gregg, Juan Alonso, Jim Lucy, Hal Rabinowitz, Dick Natemon, Dick Honseth, Richard Green, Tom Buller, Art White, Bob Broom, John Schneider, Bob Beattie, Mike Siegel, Mike Haddock.
- Elector** 1131
5128 Calle Del Sol, Santa Clara, Calif. 95050
Video monitors.
- Electro Controls** 1103
2975 S. 300 West, Salt Lake City 84115
Studio lighting and control equipment.
- Electro Impulse Laboratory** 117
116 Chestnut St., Box 870, Red Bank, N.J. 07701
Staff: Thomas McNicholas.
- Electro-Voice** 1159
600 Cecil St., Buchanan, Mich. 49107
Staff: Ken Rolnicki, Mike Miles, Greg Silsby, Jerry Whaley, Al Eberts, Greg Dzubay, Doug MacCallum, Ron Klammer, Tom Zoss, Robert Pabst, David Merrey.
- Electrohome Ltd.** 1628
809 Wellington St., Kitchener, Ont. N2G 4J6
Color and video monitors.
- Ellis Tower** 461
Box 23217, Fort Lauderdale, Fla. 33307
Communication towers, CATV towers, earth stations, equipment buildings. **Staff:** Harold Blaksley, Leah Blaksley, William Ellis, Carol Ellis, Carolyn Douglas.
- EMCEE Broadcast Products** 1621
Box 68, White Haven, Pa. 18661
100 w UHF LPTV transmitter, 1 kw UHF amplifier, 10 w MDS transmitter, turnkey installations, tower erection and maintenance. **Staff:** Jim DeStefano, Ron Merritt, Bob Luka, Tom Ferguson, Mike Roosa, John Saul, Adolph Rosset.
- Emcor** 429
1600 4th Ave., Rochester, Minn. 55901
Staff: Gary Ellis, Jim Olson.
- Emergency Alert Receiver** 610
1 W. 30th St., New York 10001
EBS, SCA and FM receivers. **Staff:** Jack Bergman, Betty Christie.
- E-N-G Corp.** 1022
1009 A. Shary Cr., Concord, Calif. 94518
- Enterprise Electronics** 1329
Box 1216, Enterprise, Ala. 36330
- Environmental Satellite Data** 1766
5200 Auth Rd., Suitland, Md. 20746
Color weather graphics terminals and equipment.
- E.R.A.** 1711A
10109 Aurora Ave., N, Seattle, Wash. 98133
Trade organization for independent manufacturer representatives in the electronics industry. **Staff:** Earl Fleehart, Jess Spoons, Janet Hipp.
- ESE** 116/1757
142 Sierra St., El Segundo, Calif. 90245
Digital clocks, timers, time code generators and readers, master clock systems, programmable timers, time calculators*, audio level indicators, video distribution amplifiers*. **Staff:** Jerry Johnson, Bob Mayers.
- Eventide** 323
265 W. 54th St., New York 10019
Special effects processor/digital reverb*, time compression system, Specsystem, digital effects unit, broadcast digital audio delay and delay lines, audio digital delay line. **Staff:** R. Factor, J. Shapiro, A. Agnello, S. Langle.
- Excalibur Industries** 1106
12427 Foothill Blvd., Lake View Terrace, Calif. 91342
Standard and custom cases. **Staff:** John Gresch, Lila Gresch, Joseph Byron, Margaret Byron, Ed Gallagher, Richard Mies, Mort Press, Joseph Tawil, Mofid Bissuda.
- Falcone International** 1622A
404 Clay St., Marietta, Ga. 30060
- Faroudja Laboratories** 1753
946 Benicia Ave., Sunnyvale, Calif. 94086
NTSC decoder. **Staff:** Yves Faroudja, Isabell Faroudja, Klaus Eichstadt, Mark Silva.
- Farrtronics** 1735
151 Bentley St., Markham, Ont. L3R 3X9
Intercom systems, pre-wired audio patchfields, audio distribution amplifiers, audio consoles.
- Feldmar Watch** 651
9000 W. Pico Blvd., Los Angeles 90035
Stopwatches, timers, watches and clocks. **Staff:** Sol Meller, James Andres, Elie Schlomovits.
- Ficon** 463
49 Music Square West, Nashville 37203
- Fidelipac** 103
Box 808, Moorestown, N.J. 08057
Tabletop bulk tape eraser. **Staff:** Art Constantine, Dan McCloskey, Bob Gosciak, Rosemary Jukes, Roger Thanhauser.
- Film/Video Equipment Service** 1153
Portable Energy Products
1875 S. Pearl St., Denver 80210
Wide angle attachments for ENG/EFP lenses*, video camera and recorder cases*, volt packs*, nicad replacement battery*, solar chargers, battery packs and belts, consultation services. **Staff:** Dean Schneider, Jane Swearingen, Jerry Schneider, Ron Cotty.
- First-Com Broadcast Services** 219
13747 Montfort Dr., Dallas 75240
Production library, jingle and ID packages, sales and advertising services.
- FitzCo. Sound** 1514
204 N. Midkiff, Midland, Tex. 79701
Audio analyzers, amplifiers, processors, production consoles and mixers, cabinets, car-



Who just teamed up with Doubleday to launch the hottest new rock program on radio?

"Rock USA" explodes onto radio, ignited by the power of two industry giants. Mutual — the leader in broadcast technology — has joined forces with Doubleday — the country's largest rock station group to bring you an eclectic, electric mix of music, news and information that's going to rock your radio.

Every week, available live via satellite, Rock USA's Ted Cannarozzi takes listeners behind the scenes to meet the hottest stars; up the charts to hear the hits — as tallied by "Friday Morning Quarterback Album Report" — and down a roll call of classics to relive rock 'n' roll history.

The same success formula that's worked wonders for Doubleday is built right into

Rock USA. Now, Rock USA is ready to fill radio stations with devoted rock fans. And give advertisers a coast-to-coast following of listeners who spend as well as rock. Rock USA! Mutual's exclusive satellite multicasting and Doubleday's successful track record make it possible. And now you can get it, but only from Mutual — the one full-service network. For Rock USA — the hottest, new rock magazine to hit radio — the answer is Mutual.

The answer
is Mutual 

MUTUAL BROADCASTING SYSTEM

tridges and accessories, delay systems, intercoms, microphones, recorders, sound systems, speakers, studio equipment, tape test equipment, monitors, meters and turntables.

Flash Technology 1619
55 Lake St., Nashua, N.H. 03060

Tower lighting, obstruction marking for towers. **Staff:** Fred Gronberg, Lew Wetzel, Don Rowe, Stan Kingham, Denis Buckland.

For-A Corp. 1306
49 Lexington St., West Newton, Mass. 02165

Time base correctors, color corrector, video typewriters* and accessories, video writers*, time code equipment*, title keyer* and computer display synchronizer*. **Staff:** David Acker, Tedd Jacoby, Toshi Saito, Rishhi Morioka, Mike Komiya.

Forox Corp. 1620
393 West Ave., Stamford, Conn. 06902

Fortel 1323
6649 Peachtree Industrial Blvd., Norcross, Ga. 33092

Time base correctors, synchronizers, image correction systems.

Fort Worth Tower 1010
1901 E. Loop 820S, Box 8597, Fort Worth 76112

Towers prefabricated equipment and earth stations. **Staff:** T.W. Moore, T.C. Moore, C. Moore, B. Moore.

Fostex 1739
15431 Blackburn Ave., Norwalk, Calif. 90650

Staff: Yoshiharu Abe, Fred Huang, Mark Cohen, Jerry Smith, Shingi Sugira, Marla Mudd, Mary Uhle, Bob Hunt, Tom Lubin, Ming Mui, Mickey Matsumoto, Yuki Ikeda, Arne Berg, Steve Jacobs.

Frezzolini Electronics 1107
7 Valley St., Hawthorne, N.J. 07506

Camera/recorder/battery systems*, power supplies*, battery packs*, carrying cases*, mounting brackets*, chargers*, portable lighting and power systems. **Staff:** James Crawford, Jack Frezzolini, Bill Birdsall, Jack Zink.

Fuji Photo Film 1413
350 Fifth Ave., New York 10118

Videotapes for mastering and duplication, head cleaners. **Staff:** Margaretha Bystrom.

Fujinon 1411
672 White Plains Rd., Scarsdale, N.Y. 10583

Staff: John Newton, Jack Dawson, H. Minoshima, Rob Russin, Dom Bastello, Ted Washburne, John Geiger, David Waddell, Keith Tindall, Barbara Shuttlesworth, Mike Ebisawa, T. Sumiya, Bill Kelemen, N. Suzuki, D. Cooper.

Gagnon LaForest 1717
930 Wellington, Montreal H3C 1V1

Garner Industries 1233
4200 N. 48th St., Lincoln, Neb. 68504

Audio and videotape erasers, duplicators.

General Electric 1109

Nela Park-4033, Cleveland 44112

Camera reflectors and lamps.

Generic Computer Systems 308
Box 151, Butler, Pa. 16001

Staff: Joel Rosenblum, Dai Rosenblum, Lance Michel, Mark Johnson, Pete Wise, David Allen.

Gentner Engineering 636
7117 South 400 W, Midvale, Utah 84047

Glentronix 1318
160 Duncan Mill Rd., Don Mills, Ont.

Video production switcher, SMPTE time code generators, readers, reader/character generators, clocks, clock drivers, temperature equipment, digital readouts, waveform monitors, oscilloscopes, vectorscopes, sideband analyzers, logic analyzer board, camera test charts, slides, transparencies and illuminators. **Staff:** Tom Pressley, Debbie Carter, Bob Torpey, Tom Banting, Steve Pumple.

Alan Gordon Enterprises 1726
1430 Cahuenga Blvd., Hollywood, Calif. 90028

Cameras and accessories, video dollies, windcreens, wireless microphones, shipping cases and animation equipment.

Gorman-Redlich 506
6 Curtis St., Athens, Ohio 45701

NOAA weather radios, digital AM antenna monitors, EBS encoders and decoders, EBS encoder model CEB with stereo option*. **Staff:** James Gorman, Judy Gorman, John Gorman, Elizabeth Gorman, Catherine Gorman, Thomas Gorman.

Gotham Audio 503
741 Washington St., New York 10014

Microphones, edit turntables and broadcast products, tape machines, loud speakers, audio and production consoles. **Staff:** Stephen Temmer, Russell Hamm, Hugh Allen, Jerry Graham, John Hall.

Graham-Patten Systems 1227A
Box 1960, Grass Valley, Calif. 95945

Downstream keyer*, port production audio mixer*, DAs, custom systems. **Staff:** Merv Graham, Mike Patten, Bill Rorden, Jim Ward, Richard Banister, Jeanie Sickle.

Grass Valley Group 1207
Box 1114, Grass Valley, Calif. 95945

Staff: Bob Cobler, Dave Friedley, Len Dole, Bob Webb, Danny Antonellis, Doug Butterbaugh, Louis Swift, Harry Armstrong, Bill Powers, Roger Hale, Rich LeForge, Larry Ehnstrom, Chuck Clarke, Pete Mountanos, Keith Reynolds.

Gray Communications 1618A
Box 3229, Albany, Ga. 31708

Staff: Perley Eppley, Richard Schmidt, Bud Henly, Fran Fehr.

Gray Engineering Labs 1755
504 W. Chapman Ave., Orange, Calif. 92668

Great American Market 1108
Box 178, Woodland Hills, Calif. 91364

Lighting equipment, special effects, projections, patterns, custom cases and portable lighting equipment.

Gregg Laboratories 455
1542-A Moulton Pwy., Tustin, Calif. 92680

AM stereo audio processing system*, audio broadcast control console*, studio/telephone interface system. **Staff:** Greg Ogonowski, Scott Rubenstein, Hank Landsberg.

David Green Consultants 417
22 W. Royal St., Leesburg, Va. 22075

Equipment sales and rental, consulting services.

Bobby Griffin 432
1051 Island Rd., Bristol, Va. 24201

Grip Co. 1331B
7272 Bellaire Ave., N. Hollywood, Calif. 91605

Grumman Aerospace 1631B
Sunrise Hwy., Great River, N.Y. 11739

Hallikainen & Friends 208A
101 Suburban Rd., San Luis Obispo, Calif. 93401

Transmitter remote control system*, digital telemetry adaptors, audio mixing system for television, transmitter control computer. **Staff:** Harold Hallikainen, Eric Dausman, Len Filomeo, Cathy Dausman, Frank Calabrese, Rick Smith, Gerry Franke, Bill Foote, Anne Chadwick, Bill Burton, Steve Knudson, Betsy Ehrler, Chris Ehrler.

Harris Corp. 401
Box 4290, Quincy, Ill. 62305

6.1 meter satellite antenna*, UHF slotted waveguide TV antenna*, TC-90 ENG/EFP camera*, 10-channel broadcast audio console*, micro-mac broadcast audio console*, digifont character generator for digital still-store system*, PAL/SECAM time base corrector*, microwave base-band radio*, AM, FM and TV transmitters, FM and TV antenna models, cameras, exciters, preamps, automation equipment, frame synchronizers, time base correctors. **Staff:** G. Whicker, E. Edwards, E. Jaeger, K. Schwenk, P. Gibbs, J. Krummrich, J. Ash, J. Ariana, J. Smith, M. Gray, M. Montgomery, J. Preston, E. Gagnon, I. Corbell, D. Northen, J. Summers, G. Smith.

Harrison Systems 1324
437 Atlas Dr., Nashville 37211

Staff: David Harrison, Claude Hill, Brad Harrison, Eric Johnson, Greg David, Ken Fay.

HEDCO 1225
Box 1985, Grass Valley, Calif. 95945

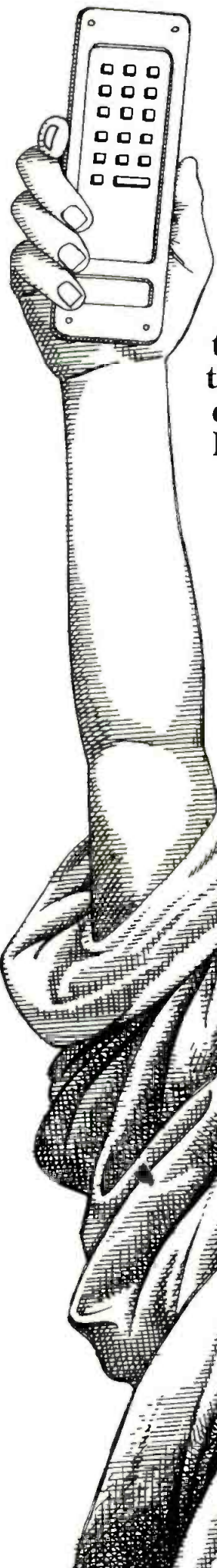
Audio line amps, routing switchers, video switchers, video pulse amps. **Staff:** R. Wincentsen.

Karl Heitz 1115
34-11 62d St., Woodside, N.Y. 11377

Staff: Karl Heitz, Laval Fuller, Cliff Sawyer, Zinita Sawyer.

Hero Communications of Fla. 1331A
1783 W. 32nd Pl., Hialeah, Fla. 33012

Hipotronics 1779
Rt. 22, Brewster, N.Y. 10509



“ that most dreaded and envied kind of knowledge...”

“Liberty cannot be preserved without a general knowledge among the people, who have a right...and a desire to know; but besides this, they have a right, an indisputable, unalienable, indefeasible, divine right to that most dreaded and envied kind of knowledge, I mean of the characters and conduct of their rulers.”

John Adams, 1765

The architects of the American Revolution invented C-SPAN/America's Network. In an age of kings, they foresaw a government of the people; in an age of rule by decree, rule by consensus; in an age of secrecy, accountability. Our government is accountable when it is visible. So C-SPAN provides gavel-to-gavel cable coverage of the House of Representatives, free of commentary and censorship. And C-SPAN is present at important Committee hearings—for the EPA, Social Security, the Budget, and more.

But C-SPAN is more than a passive observer. Three times a day, prominent legislators and public figures spend an hour before the C-SPAN cameras answering questions posed live by viewers across the country. Over the past two years, 10,000 questions have been fielded by people ranging from EPA Toxic Waste Specialist Hugh Kaufman to House Majority Leader Jim Wright (D-Tex.), from N.O.W. President Judy Goldsmith to *Conservative Digest* Publisher Richard Viguerie. Even the President has called C-SPAN—and has been questioned on camera by high school students all over the U.S. And C-SPAN opened its telephone lines to commentary on the State of the Union address by the people whose futures would be affected by it.

C-SPAN is a non-profit service. It is neither owned nor operated by Centel Cable Television. But we believe C-SPAN is one of the most important and valuable services we deliver to our customers. So to fulfill our industry's commitment to public service, we offer C-SPAN to *all* of our customers. Even though we don't make a nickel on it.

C-SPAN/America's Network

CENTEL

Centel Cable Television Company



- Hitachi Denshi America** 1402
175 Crossways Park West, Woodbury, N.Y. 11797
Broadcast cameras, recorders and playback equipment, closed circuit systems.
- HM Electronics** 1130
6151 Fairmont Ave., San Diego 92120
Wireless microphones*, wireless intercoms, wireless instrumentation*, cabled intercoms*. **Staff:** H. Miyahira, R. Scott, D. Kutz, J. Kenyon, J. Hughes.
- Holaday Industries** 1517B
14825 Martin Dr., Eden Prairie, Minn. 55344
Isotropic broadband field strength meters for nonionizing radiation hazard measurements. **Staff:** Reed Holaday, Verle Blaha, Burton Gran.
- Hotronic** 1782
1210 S. Bascom Ave., Suite 128, San Jose, Calif. 95128
- Howe Audio/BCP** 406
3085 A Bluff St., Boulder, Colo. 80301
Audio consoles*, phase chaser, accessory equipment. **Staff:** Dave Howe, Jeff Michael Cathie Michael, Lee Edwards, Quin Morrison.
- Hungerford & Co.** 331
678 Front St., NW, Grand Rapids, Mich. 49504
- IGM Communications** 403
4041 Home Rd., Bellingham, Wash. 98226
Broadcast automation control systems, multiple cartridge audio playbacks.
- Ikegami Electronics** 1013
37 Brook Ave., Maywood, N.J. 07607
High performance electronic cinematography camera, ENG/EPF video camera systems, one-half inch VCR's, studio VCR's, studio camera systems, field cameras, telecine camera systems, standard and high resolution color monitors, distribution amplifiers, Saticon prism optics camera systems, ENG microwave system for cameras, HDTV camera and monitor systems, color broadcast monitor, monochrome monitors. **Staff:** N. Nishi, H. Schkolnick, H. Schloss, S. La Conte, Y. Sato, Craig Sloss, J. Lynch, J. Chow, J. Starks, O. G. Mills, W. Weichel, J. Kraus, T. Kazuma, H. Caplan, J. Ewansky, L. Wolff, M. Schimmel, J. Cohen, M. Aiello, S. Yana, T. Arai, M. Narumi.
- Image Video** 1341
700 Progress Ave., Unit 16, Scarborough, Ont. M1H 2L7
Routing switchers*, dual video mix amp*, master control switcher*, under monitor displays*, border and status generators, machine interface, universal serial data reader. **Staff:** Andy Vanagas, Joe Costa, Frank Christo, Aleksander Makarewicz, Bruce Kahler, George Reesor, Russell Wells.
- Industrial Acoustics** 322
1160 Commerce Ave., Bronx, N.Y. 10462
Acoustic structures for implementing studio designs. **Staff:** Zachary Jaquett, Robert Buelow, John Handley, John Duda, Robert Hysong, Derek Percy.
- Industrial Sciences** 1232
3521 SW 42d Ave., Gainesville, Fla. 32608
Production switchers*, routing switchers, wipe generator, downstream key edger*, master control switcher*. **Staff:** Homer Masingil, Robert Bachus, Roy English, Doug Akers, Kathy English, Tom Harmon, Dan McGuire, Mark Peterson, John Saurenman, Ken Beaver, Robert Carr, Dave Stanley.
- Inflight Services** 1316
485 Madison Ave., New York 10022
- Information Transmissions Systems** 1765
16 E. Water St., Canonsburg, Pa. 15317
- Innovative Television Equipment** 1215
6445 De Soto Ave., Woodland Hills, Calif. 91367
Staff: Bert Rosenberg, Stanton Hollingsworth, Harold Gross, Robert Gallagher, Michael Rosenberg, Mark Rosenberg, Rick Low, Hans Ziegner, Al Stillman, Richard Berger.
- Inovonics** 304
503-B Vandell Way, Campbell, Calif. 95008
Audio signal processing, recording and instrumentation equipment for broadcast and recording.
- Interactive Market Systems** 310
19 W. 44th St., New York 10036
Radio spectrum, IMS graphics, data base management systems, micros*, PAR*, storyfinder, IMSAD, crosstab, superseries. **Staff:** Helaine Wolberg, Ray Hockstein, Bob Rattner.
- Interactive Systems** 1167
235 Canyon Blvd., Boulder, Colo. 80302
Jogger motion control, editing system. **Staff:** David Bargaen, Nancy Bargaen, Ken Norris, Joni Norris, Ken Davidson, Chris Johnson, Dean Lauritsen.
- Interand** 1608
666 N. Lake Shore Dr., Suite 1100, Chicago 60611
Video graphics devices—Telestrators. **Staff:** Leonard Reiffel, Geoffrey Dunbar, Erik Lunkenheimer, T. Wayne Knowles, William Rickhoff, Wayne Jung, Richard Karlin, Philip Lewis, Linda Phillips, Nancy Reiffel, Ronnie Rickhoff, Francisco Cornelio, George Alcime, Paul Judy, Ken Horn, Mart Springmann, Sheri Lerman, Ralph Keen, Val Vetter.
- Interface Electronics** 215
6710 Alder, Houston 77081
Portable battery stereo mixers, production mixers. **Staff:** Louis Stevenson, Richard Avery, Bob Bruce.
- International Tapetronics** 107
2425 S. Main St., Bloomington, Ill. 61701
Staff: Jack Jenkins, Larry Cutchens, Cecil Henocq, Chuck Kelly, Gregg Paul, Dave Montgomery, Mark Wasserman, Bill Parfitt, John Schaab, Mike Bove, Mark Hill, Charlie Bates, John Fesler, Dick Lund, Bruce Whitehouse.
- International Video** 1509
455 W. Maude Ave., Sunnyvale, Calif. 94086
Staff: J. Sparkman, F. Hedges, K. White, A. Paz.
- R. Cezar, H. Cooper, J. Ord, P. Murphy, C. Vosberg, J. Sullivan.
- JAM Creative Products** 206
4631 Insurance Ln., Dallas 75205
Station ID and image packages, commercial production library. **Staff:** Jonathan Wolfert, Mary Lyn Wolfert, Fred Hardy, Randy Bell.
- Jamieson & Associates** 1718
4130 IDS Tower, Minneapolis 55402
Consulting and facilities design company.
- Jatex** 1132
2626 Freewood Dr., Dallas 75220
Editing controllers and accessories.
- JBL Inc.** 615
8500 Balboa Blvd., Northridge, Calif. 91329
Monitor speakers, automatic microphone mixer. **Staff:** Ron Means, Ken Lopez, Steve Armstrong, Bill Hamilton.
- Jefferson Data Systems** 1629
501 Archdale Dr., Charlotte, N.C. 28210
In-station computer system, program management system, electronic news processing. **Staff:** Mike Jones, John McDonald, Steve Shockley, Miriam Sullivan, Dan Phillippi, Joe Abernathy, Bruce Grayson, David Smith, Holly Holmes.
- Jenel Consultants** 1338
10307 Bernardin, Dallas 75243
Staff: Elmer Smalling, Jean Rinklin, Robert Woodall, M. Woodall.
- Jensen Tools** 1169
7815 S. 46th St., Phoenix 85040
Tool kits.
- JVC Corp. of America** 1234
41 Slater Dr., Elmwood Park, N.J. 07407
Video cameras, special effects generator/switchers, VCR's, video players, editing controllers, monitors, portable video monitors, monitor receivers. **Staff:** Daniel Roberts, David Walton, Michael Messerla, Gary Horstkorta, John Brown, Richard Brown, Steve Martin, Logan Enright, Charles Roberts, Douglas DiGiacomo.
- Kahn Communications** 625
839 Stewart Ave., Garden City, N.Y. 11530
AM stereo system. **Staff:** Leonard Kahn.
- Kaman Sciences** 1607
1500 Garden of the Gods Rd., Colorado Springs 80933
KBS computer system*. **Staff:** R.E.W. Smith, June Smith, Ray Durrance, Judy Durrance, George Beattie, Ann Beattie, Pete Vitarelli, Bob Hoeglund, Bev Trentz, Ted Donovan, Vicki Clinebell, Lynda Johnson, Dave Anderson.
- Kangaroo Video Productions** 1153
9190 Manor Dr., La Mesa, Calif. 92041
Video cameras and cases.
- Kapco Communications** 443
1270 Jarvis, Elk Grove, Ill. 60007
- Kavco** 1706

Serving A Greater Quad Cities Area

There's a new tower that makes the Greater Iowa-Illinois Quad Cities market even greater. WHBF-TV, Rock Island, Illinois, and WOC-TV, Davenport, Iowa, are proud to announce that they are now jointly telecasting from a new tall tower, and serving their viewers and advertisers better than ever . . .

- By broadcasting an improved picture quality in the metro and ADI. The new height and antenna design produce a signal that now fills the "Nulls" — those areas previously unable to receive a signal due to antenna pattern and the uneven terrain along the Mississippi Valley.
- By making home receiver setting easier, with two signals coming from the same tower.
- By adding 20 miles to the Grade "A" Signal Radius, offering far more people a far greater reason to tune to the Quad City Market.
- By giving the advertiser more for his money, with spots reaching more viewers, with a better signal.

Weighing in at 375 tons, and standing 1397 feet, Kline Iron & Steel Company's new steel tower is the latest in technology. It never needs painting, and the new strobe light system offers increased safety for air traffic using two local airports.

DESIGNED, FABRICATED and ERECTED BY
KLINE IRON & STEEL CO.

P.O. BOX 1013 COLUMBIA, SOUTH CAROLINA 29202 803/779-7080



WOC-TV
Davenport



WHBF TV
QUAD CITIES

*If it's important to you
it's important to us*

3931 Image Dr., Dayton, Ohio 45414

Videotape station break automation system*, microprocessor control system, full studios, TV mobile units, LPTV installations and earth stations. **Staff:** Ralph Johnson Jr., Brooke McCarter, Carl Raasch, David Thomas, Heinz Kapui, Bill Blackwell, Russell Johnson, David Borden, Everett Bergman, James Klopff.

Kavouras 1635
6301 34th Ave., South, Minneapolis 55450

Color weather radar, high-resolution graphics system.

Kay Industries 635
604 N. Hill St., South Bend, Ind. 46617

Rotary phase converters for radio and TV transmitters.

Keylite Rental 1220
333 S. Front St., Burbank, Calif. 91502

Staff: Edward Carlin, Carole Carlin, Robert Slutske, Ron Dahlquist, Jim Rose, Robert Young, Gary Wolf, Mike DeLorenzo, Carol Mallon, Charlie Fuchera.

Kings Electronics 1623
40 Marbledale Rd., Tuckahoe, N.Y. 10707

Video patch panels, patch cords, coaxial, triaxial and camera connectors.

King Instrument 1794
80 Turnpike Rd., Westboro, Mass. 01581

Kliegl Bros. 1604
32-32 48th Ave., Long Island City, N.Y. 11101

Studio lighting and control equipment, portable lighting kits. **Staff:** Ronald Olson.

Kobold Light 1725
Box 1, Marblehead, Mass. 01945

K&H Products 1746
Box 246, N. Bennington, Vt. 05257
(See Porta-Brace).

Laird Telemedia 1721
2424 South 2570 West, Salt Lake City 84119

Character generator*, time/data and message generator*, multiplexer and telecine line with te-top feature, equipment racks. **Staff:** William Laird, Dianna Laird, David Golding, Dave Tubbs, Ken Wooten, Ron Jones, John Perry, Ben Goodwin.

Lake Systems 1790
55 Chapel St., Newton, Mass. 02160

Landy Associates 1747A
1890 E. Marlton Pk., Cherry Hill, N.J. 08003

Interphase microprocessor machine control system III, countdown slate border generator, vertical interval switcher, voltage regulation devices. **Staff:** James Landy, Brad Reed, Michael Landy, Dave Newborg, Fred Manewsky.

Lang Video Systems 1780
700 Warrington Ave., Redwood City, Calif. 94063

Larcan Communications 1626A
323 D Washington Blvd., Laurel, Md. 20707

Radio and TV transmitters.

Laumic 1771
306 E. 39th St., New York 10016

Portable computer assisted videotape editing system, film-to-tape transfer system. **Staff:** Bill Kradelman, Stuart Mann, John Shike, Karen Carter, Arnold Scott, Bob Campos, Joe Wernick.

Leader Instruments 1702
380 Oser Ave., Hauppauge, N.Y. 11788

Vector display module, NTSC vectorscope*, four-channel oscilloscope*, sync test generators, PAL and SECAM waveform monitors, vectorscopes, pattern generators, field strength meters, frequency counters, function, signal and audio generators, oscilloscopes and other video, audio and test equipment. **Staff:** John White, Allan Carey, Ronald Storm, Albert Warg, Robert Sparks.

Tony Lease Tours 1511
305 N. Coast Blvd., Laguna Beach, Calif. 92651

LeBlanc & Royle Communications 1149
514 Charwell Rd., Box 880, Oakville, Ont. L6J 2K8

Design, supply and installation of towers, antennas, transmission lines, lighting and other accessories.

Lee-Ray Industries 1151
38 E. First Ave., Mesa, Ariz. 85202

Leitch Video of America 1021
835K Greenbrier Cr., Chesapeake, Va. 23320

Video processing amplifiers, digital test generators, scrambler system, sync generators, master clock system and clocks.

Lemo U.S.A. 1171
335 Tesconi Cr., Box 6626, Santa Rosa, Calif. 95406

Precision electronic multicontact, coaxial and triaxial connectors, audio patching connectors, triaxial TV camera connectors, stereo and monaural audio patch panels. **Staff:** Robert Wersen, Sharman Wersen, Steve Haussler, Margo Mueller, Walter Straessle, Marcello Pesci.

Lenco 1419
300 N. Maryland St., Jackson, Mo. 63755

Video distribution, processing and test equipment, monitors, noise meters. **Staff:** Robert Hen-son.

Lexicon 1139
60 Turner St., Waltham, Mass. 02154

Staff: Jack Letscher.

Lightning Elimination Associates 302
12516 Lakeland Rd., Sante Fe Springs, Calif. 90670

Perfect and continuous power source, line conditioners. **Staff:** Roy Carpenter, Al Rich, Hal Proppe, Peter Carpenter, David Carpenter.

Lipsner-Smith Co. 1626
4700 Chase Ave., Lincolnwood, Ill. 60646

Film cleaning machines.

Listec Television 1406



SONY FORMALLY INTRODUCES THE ECM 50-PBW.

Covering the Emmys? The Grammys? The Oscars? Or merely having a little tête-à-tête with the President of the United States in front of 40 million people? You'll find the world's most preferred broadcast mic is now even more suited for the occasion. Because the legendary Sony ECM 50 lavalier mic now comes in an elegant, black satin finish.

Ask your Sony dealer about the ECM 50. It's what all the best-dressed newscasters will be wearing this year.

SONY
Professional Audio

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INTRODUCING

ALCOA-NEC Communications Corporation

*The brightest projection for DBS
television's future*

The Aluminum Company of America (ALCOA) and Nippon Electric Company, Ltd. (NEC), in forming ALCOA-NEC Communications Corporation, promise to bring the newest, highest level of expertise to the consumer Direct Broadcast Satellite (DBS) equipment market.

Unsurpassed capabilities in sophisticated metallurgy and mass production of metal products flows from ALCOA...along with years of experience in both commercial and consumer building products markets. NEC, in its over 80-year history, has become an industry leader in satellite electronics design...as well as the development of semiconductors for low-cost volume applications. The very synergism created by the combination of these two historically successful companies assures unequalled credibility in DBS product performance.

ALCOA-NEC Communications Corporation will lead the market with innovation combined with reliability and economy. ALCOA-NEC has tomorrow's products today in the quantity and configuration to fit the needs of individual purchasers.

Additionally, ALCOA-NEC brings to the DBS market a new energy and direction in marketing and marketing support. ALCOA-NEC has studied the DBS distribution requirements and is prepared to offer not only the hardware, but also advice and assistance in bringing the hardware and service to market.

For even more reasons why ALCOA-NEC is the one answer to all your DBS requirements, please write for our free brochure, "Tuning In Tomorrow", at the address below.

ALCOA-NEC Communications Corporation

130 Martin Lane
Elk Grove Village, Illinois 60007
(312) 640-8466



**Production Model-0.6 Meter
DBS Antenna System**

Why ABC Sports selected Panasonic

ABC Sports demands uncompromising picture quality. Mt. Everest demands absolute portability. Panasonic Recam delivers both.

That's why Recam was the natural choice for ABC's "American Sportsman" to capture all the beauty

and danger of the U.S. expedition scaling Mt. Everest this Spring. John Wilcox, executive producer of "American Sportsman", said it best: "Recam's picture quality is as good as one inch... the 3-tube Plumbicon® camera and M-Format recorder give us the opportunity to shoot broadcast quality pictures in any location."

And perhaps no location is as demanding as Mt. Everest. As the expedition ascends the mountain, ABC will capture it all on Panasonic half-inch video equipment. Recam



Recam to climb Mt. Everest.

recorder/cameras will transmit pictures via microwave to a base station specially outfitted with two Panasonic AU-300 source decks, an AU-A70 editing controller, an AS-6100 switcher and another AU-300 for mastering. These high-quality Recam pictures will then be

beamed via satellite to the U.S.

But this is just the beginning. Recam's picture quality and portability will be used by ABC Sports for future remote locations whenever the going gets rough.

Look into Recam for yourself and see why it's becoming the choice of demanding professionals whatever their EFP needs.

Panasonic.
AUDIO-VIDEO SYSTEMS DIVISION

See Panasonic Recam
at NAB Booth No. 1019



39 Cain Dr., Plainview, N.Y. 11803

Remote digital camera control system*, memory monitor prompter*, merlin crane DRM*, camera mounting equipment, monitor prompters. **Staff:** Jack Littler, Joanne Camarda, John Bart, Mike Martin, Ted Galione, Rudy Zadwarny, Paolette Dibona, Cliff Giuse, Jose Perdona, Rob Santerelli, Adrian Mathews, Michael James, Michael Stechly.

Live Sound 640
1741 N. Ivar, Suite 118, Hollywood, Calif. 90028

Big Country, Country Beautiful formats. **Staff:** Agnes Peterson, Genevieve McSweeney, Ken Rayzor, Lane Miller, Lauren Peterson.

Logica 1600A
955-H N. Plum Grove Rd., Schaumburg, Ill. 60195

Teletext origination equipment. **Staff:** Trevor Armstrong, Ray Goff, Marvin Segel.

Logitek 613
3320 Bering Dr., Houston 77057

Modular distribution/VCA/AGC/monitor amplifier system*, pyramid speaker systems*, audio consoles, news/remote consoles, phono preamps, program timers, audio distribution amplifiers, audio power amplifiers, audio level displays. **Staff:** Scott Hochberg, Tag Borland, Jody Patton, MoMo Moseley, Herb Holzberg, Bernie Giesler.

Pam Lontos Inc. 122A
7055 Merriman Pwy., Dallas 75231**Lowel-Light Manufacturing 1309**
475 10th Ave., New York 10018

Location and studio lighting equipment. **Staff:** Arthur Kramer, Marvin Seligman, Ray Low.

LPB 405
28 Bacton Hill Rd., Frazer, Pa. 19355

Audio consoles, AM transmitters, air and production studio systems, travelers and highway advisory broadcast systems. **Staff:** Richard Crompton, Harry Larkin, Richard Burden, James Malone, Bill Bingham, Jerry Womer.

LTM 1518
1160 N. Las Palmas Ave., Hollywood, Calif. 90038

HMI lighting units including fresnels, floods, softlights, spotarcs, par lights, studio and small incandescent fresnels*, DC and AC inverter*, microphones*. **Staff:** Jean Galerne, Herb Breittling, Gilles Galerne, Thomas Denove.

L-W International 1305
6416 Variel Ave., N. Hollywood, Calif. 91601

Telecine projector. **Staff:** Dave Greve, Walt Peterson, R. Lawrence.

Lyon Lamb Video Animation 1414
8257 Beverly Blvd., Los Angeles 90048

Animation system, videodisk mastering, computer graphics. **Staff:** Bruce Lyon, Jeff Stone, Doug Epps.

3M/Magnetic AV Products 1002
3M Center Bldg., 225-3s-05, St. Paul 55144

Character generators, routing switchers, VTR's. **Staff:** Jim Mazzoni, Jerry Myers, Jerry Tapley, Bill Weston, Jack Hanks, Jerry Kerr, Dave Bixler.

3M/Scotchcart 203
(same as above)

Radio cart machines, half inch and one-inch VTR's.

M/A-COM 631
11717 Exploration Ln., Germantown, Md. 20874

Digital satellite communications products for radio networks.

M/A-Com Video Systems 1004
63 Third Ave., Burlington, Mass. 01803

ENG central receive systems (4), ENG portable systems, intercity microwave systems, point-to-point microwave systems, fiberglass ENG antennas with interchangeable feeds, interference free ENG and fixed link fiber optic transmission systems, helicopter ENG system*, transmitter/receiver. **Staff:** E. van der Kaay, J. Delissio, J. Morse, E. Stromsted, D. McCarthy, G. Hardy, C. Guastaferrro, J. Fielek, D. Archer, J. Hellyer, J. Van, R. Briggs, P. Bradbury, L. Barzana, J. Nielsen.

Magnasync/Moviola 1147
5539 Riveron Ave., North Hollywood, Calif. 91601

Telecine.

Magnavox 603
Box 6950, Knoxville, Tenn. 37914

AM stereo system.

Magnum Towers 119
9370 Elder Creek Rd., Sacramento, Calif. 95826

AM/FM towers, VHF/UHF TV antenna towers, microwave system support towers, communications towers. **Staff:** Larry Smith, Athel Smith, Doris Smith, Ronald Smith, Deborah Smith, Alexander Perchevitch.

The Management 627
491 Elbow Ct., Weatherford, Tex. 76086

Electric Log integrated traffic, billing, accounts receivable, affidavits, avails and sales projections and sales order analysis programs. **Staff:** Don Stafford, Bill Hoisington, Pete Charlton, Jerry Isenhardt, Debbie Patrick.

Marcom 306
Box 66507, Scotts Valley, Calif. 95066**Marconi Electronics 1615/1609**
100 Stonehurst Ct., Northvale, N.J. 07647

Digital line-array telecine, videotape recorders, transmitters.

Marshall Electronics 1331
Box 2027, Culver City, Calif. 90230**Marti Electronics 501**
Box 661, Cleburne, Tex. 76031

Automatic transmitter switcher*, aural STL*, base station*, watt telemetry return links, aircraft power supply, automatic repeater, battery powered remote transmitter, aircraft RPU transmitter. **Staff:** George Marti, M.E. McClanahan, Steve Jones, Rick Neace, Doug Giddens, James Shankles, Eddy Carrell.

Mathews Studio Equipment 1775
2405 Empire Ave., Burbank, Calif. 91504

Jr. tulip crane*, sky cam and cam remote*, expandable reflector, corrosion proof stainless steel stands plus lighting control equipment. **Staff:** Ed Phillips, Carlos DeMattos, Ron Prociw, Dick Haskins.

Maxell Corp. 1612
60 Oxford Dr., Moonachie, N.J. 07074

Staff: T. Okada, H. Matsumoto, J. Ringwood, Joe Birkovich, John Selvaggio, Joe Santangelo, Dan Maida, Jeff Moreland, Pat Byrne, Carl Lindquist, Linda Healy, Chris Mangiapane.

MBB Helicopter 1784
Box 1507, West Chester, Pa. 19380

Helicopters for ENG use. **Staff:** Andy Aastad, John Morrison, Keith Whittingslow.

MCA/Power Pak Systems 206A
Box 694, Cleburne, Tex. 76031

Aural studio-transmitter line, remote pickup equipment, FM stereo exciter and generator. **Staff:** Bob Richards, Richard Richards, Joe Hudgius.

MCI 605
1400 W. Commercial Blvd., Fort Lauderdale, Fla. 33309

Audio production package including console, recorders and accessoires.

MCI/Quantel 1631
2483 E. Bayshore Rd., Suite 100, Palo Alto, Calif. 94303

Digital video products, special effects systems, synchronizers, graphics systems.

MCL Co. 1507C
145 E. Albertoni, Carson, Calif. 90746**McCurdy Radio 207**
1711 Carmen Dr., Elk Grove Village, Ill. 60007

Audio consoles, switchers, DA's, intercoms, studio cabinets.

McInnis-Skinner & Associates 1349
6529 Classen Blvd., Oklahoma City 73116

Graphic arts computer system for news and production graphics*, Newscan, Weathergraphics. **Staff:** Dale Leinen, Ross Dixon, Paul Straughn, Doug Winegeard, Judy Skinner, Marvin McInnis.

McMartin Industries 701
4500 S. 76th St., Omaha 68127

AM and FM transmitters, FM/SCA equipment, audio consoles, monitor FM modulation, satellite/microwave products, SCA systems, compandor*, hand-held TV/SCA receiver*, SCA system*. **Staff:** Ray McMartin, Dick Moen, Don Denver, Don Jones, Kathy Knott, John Barton, Jay McMartin, Thomas Orms, Ted Henkenius, Charlie Goodrich, Fernando Perez, Norman Borad, Ernest Credgington, Carol Myer.

Gec. McMichael 1772
Wexham Rd., Slough, Berks, England**Media Computing 1522**
4401 E. Kings Ave., Phoenix 85032

Computer assisted broadcasting system.

Media Concepts 1122B

Preparing for the next generation of radio

The age of digital satellite radio transmission is beginning now. Here's how to make sure you're a part of it.

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After carefully studying the options, the technical experts at ABC, CBS, NBC, and RKO independently chose Scientific-Atlanta as the best source for both sending and receiving equipment for digital satellite operation.

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The familiar Scientific-Atlanta satellite dishes will soon be in use at network affiliated radio stations all over the U.S.

facturer and installer of earth stations.

Because of our advanced technology, our system is also the most cost effective. At the same time, it's the one best suited to the current and future needs of the radio broadcast industry.

There's an added benefit. Because these major networks are all using Scientific-Atlanta equipment, you're guaranteed compatibility. Several other networks are also evaluating the system for their own use.

Low cost

The cost of a digital satellite receiver is very reasonable when you consider the technology involved, and the vastly increased programming flexibility that comes along with it.

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simulcasts, music specials, remotes, overnight and weekend specials.

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Over 1000 stations have already made the commitment with Scientific-Atlanta and are planning the installation of their earth stations.

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**Scientific
Atlanta
Telecommunications**

559 49th St., S., St. Petersburg, Fla. 33707

Attache video system*, featherccam camera/VCR system*, battery belts*, multiplexer*, production services. **Staff:** Bob Skidmore, John Gallagher, Richard Smith, Irv Stapsy, Robert Zaidan, Lee Taylor, Mark Buckley, Larry Toth.

Merlin Engineering 1023
1880 Embarcadero Rd., Palo Alto, Calif. 94303

VTR's and accessories, engineering services for VTR's.

MICMIX Audio Products 604
2995 Ladybird Ln., Dallas 75220

Dynafex noise reduction systems master room reverberation systems modular signal processing systems. **Staff:** Bill Allen, David Rettig, Bob Rodgers.

Micro Communications 1617
Box 4365, Manchester, N.H. 03108

Staff: Thomas Vaughan, Howard Bouldry, Thomas Greenway, Linda Bruning, Dennis Heymans.

Micro Controls 104
Box 728, Burleson, Tex. 76028

AM and FM studio transmitter links, remote controls, analog and digital, subcarriers, AM stereo STL's*, FM STL*. **Staff:** Jeff Freeman, J.E. Freeman III, Tom Butler, John Rudd.

Microdyne 1129
Box 7213, Ocala, Fla. 32672

Satellite transmission and receiving equipment, three- and seven-meter earth stations, video receivers, single channel per carrier uplink and downlink terminals, demodulator for analog audio reception*. **Staff:** Dave Alvarez, Earl Currier, Jim Grabenstein, Tom Kidd, Tom MacAllister.

Microtime 1230
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Digital video and video processing equipment including synchronizers, image enhancers, time base correctors.

Micro-trak 619
620 Pace St., Holyoke, Mass. 01040

Audio consoles, single and dual buss*, audio distribution amplifiers, phono preamps, tone arms, turntables, tape cartridge racks, portable audio desk, telecine ANG package, equipment leasing. **Staff:** William Stacy, Mahlon Stacy.

Midwest 1710
One Sperti Dr., Edgewood, Ky. 41017

Mobile television productions units including ENG van, EFP unit and broadcast remote unit. **Staff:** David Barnes, Jay Adrick, Skip McWilliams, Lloyd Hicks, Elijah Midkiff, Pete Rightmire, Fred Wood, John Handley, Chris Summey, John Loughmiller, Al Rerko, Jerry Willingham, Fred Higbie, Brad Nogar, Ed Ziemba.

Minolta 1113
101 Williams Dr., Ramsey, N.J. 07446

Light meters.

Mitomo Co. 438
8-11 I-Chome, Jinnan, Tokyo 150

Modular Devices 325
50 Orville Dr., Bohemia, N.Y. 11716

Mole-Richardson 1006
937 N. Sycamore Ave., Hollywood, Calif. 90038

Lighting equipment including Solarspots, risers, fixtures, kits, grip equipment, hangers and adapters.

Keith Monks Audio 512
1169 Tower Rd., Schaumburg, Ill. 60195

Recording cleaning machine.

More Music Programing 2921
4515 Angeles Crest Hwy., La Canada, Calif. 91011

Prerecorded formats for automation and live assist. **Staff:** Jay Stevens, Kelly Holtz Claw.

Moseley Associates 301
111 Castilian Dr., Goleta, Calif. 93117

Studio-transmitter link system, microprocessor control system, audio processing equipment and accessories.

Motorola Communications 411
1301 A. Algonquin Rd., Schaumburg, Ill. 60196

AM stereo system, portable radio communications products. **Staff:** Chris Payne, Norm Parker, Frank Hilbert, Dick Harasek, Oscar Kusisto, Marc Wiskoff, Len Majors, Suzie Ball.

Multi-Track Magnetics 1712
3 Industrial Ave., Upper Saddle River, N.J. 07458

Ultra high speed recorders and reproducers microprocessor controlled DC servo drive and torque motors for film speeds up to 30 times, Transfer Mate II recorder. **Staff:** Stephen Talian, Charles Fox, Joyce Fox, Bruce Scott, Peter Hin, Luke De Nitto.

Music Country Network 419
50 Rockefeller Pl., New York 10020

Music Director Programing Service 217
Box 103, Indian Orchard, Mass. 01151

Production library, holiday and music packages.

Musicworks 209
Box 111390, Nashville 37211

Alive Country, Casual Country, Pop Adult Lifestyle, Showcase, Hispanic Music Service. **Staff:** Bill Robinson, Skeeter Dodd, Jon Potter, Jeff Miller, Gus Valadez, Dean Landsman, Gary Havens.

MZB & Associates 1507A
4203 Beltway, Dallas 75234

Video products for broadcast and nonbroadcast. **Staff:** Richard Bock.

Nady Systems 1133
1145 65th St., Oakland, Calif. 94608

Wireless microphone and intercom systems. wire baseline station and interface*. **Staff:** John Nady, Peter Kalmen, Sal Impoco, Eric Schultheis.

Nagra Magnetic Recorders 1213

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19-W 44th St., New York 11036

Portable and miniature recorders, T-audio recorder, synchronisers. **Staff:** Dom Notto, Pierre Chan, Manfred Klemme, Tom Daniel, Tom Bensen, Gerry Kearns.

Nautel Maine 216
201 Target Industrial Cr., Bangor, Me. 04401

AM broadcast transmitters. **Staff:** Dennis Covill, John Pinks, Donald Wilcox.

NEC America 1415
130 Martin Ln., Elk Grove Village, Ill. 60304

Portable microwave digital compact disk player*, graphic audio enhancer*, digital effect system enhancements*, color camera*, FM exciter*. **Staff:** R. Fraser, R. Curwin, R. Dienhart, L. Litchfield, J. White, T. Fujiyasu, M. Mitsui, K. Bylsma, M. Burlison.

Neilson-Hordell 1744
Unit 11, Central Trading Est., Staines, Middlesex, England

Video animation stand and computer system. **Staff:** Maurice Fleisher, Bill Bryan, Joe Parker.

Network Productions Music 1138
4429 Morena Blvd., San Diego 92117

Music production library. **Staff:** Robert Skomer, Michael Anderson, Stephen Fine, Thomas Di-Noto.

Noble Broadcast Consultants 441
4891 Pacific Hwy., San Diego 92110

Album oriented hits, Hot 40, A+, Beautiful Music/leasy listening. Rock of the 80's, Great Gold, research and co-op sales development. **Staff:** John Schoen, Bob Harper, Frank Felix, Rich Wood, Kathryn Schumacher, Rick Carroll.

North Wind Power 208
Box 556, Moretown, Utah 05660

Nortronics 205
8101 10th Ave., Minneapolis 55427

Replacement magnetic heads, maintenance products for audio and video. **Staff:** Ken Lubitz.

Nurad 1426
2165 Druid Park Dr., Baltimore 21211

Microwave TV systems, ENG/EJ antennas, remote controls, transmitters receivers and air-born systems. **Staff:** Lisa Czirjak.

Nytone Electronics 1135
2424 S. 900 West, Salt Lake City 84119

Flying spot scanner systems.

NTI America 1105
1680 N. Vine St., Los Angeles 90028

Digital generators.

OKI Electric Overseas 1505
1 University Pl., Hackensack, N.J. 07601

TV standards converter.

Olesen 1307
1535 Ivar Ave., Hollywood, Calif. 90028

High density dimmer racks and control consoles, spotlights, studio rigging, curtains, curtain track, lighting equipment and electrical dis-

tribution, pipe grids or live rigging, furnished and installed, design and construction, package and turnkey services. **Staff:** Marjorie Romans, Stewart Romans, Al Sharf, Harry Smith, Rae Medvitz, Karen Kirstein, John Canton, Ted Conroy, Barney Klein, Fred Lindauer.

Omicron Video 1748
22251 Roscoe Blvd., Canoga Park, Calif. 91304

Omnimount Systems 510
10850 Vanowen St., N. Hollywood, Calif. 91605

Online Computer Systems 120A
20010 Century Blvd., Suite 101, Germantown, Md. 20874

Orban Associates 607
645 Bryant St., San Francisco 94107

Six-band accessory unit for Optimod-FM*, two-channel de-esser*, programable parametric equalizer*, equalizers, compressor/limiters, stereo synthesizer, reverb. **Staff:** Bob Orban, John Delantoni, Jesse Maxenchs, Sid Goldstein, Kevin Tam, Bob Burkhardt, David Duntez, Bill McMullen, Malcolm Fruitfly.

Osawa Co. 1716
Shibaura 4-2-8, Minatoku, Tokyo

Allen Osburne Associates 339
5195 N. Douglas Fir Rd., Calabasas, Calif. 91302

Otari Corp. 601
2 David Dr., Belmont, Calif. 94002

Tape recorders, duplicators and reproducers.

Otis Conner Productions 414
2829 W. NW Hwy., Suite 940, Dallas 75220

Sound System sales and production library*, ID packages. **Staff:** Otis Conner, Larry Conner, Steve Gustafson, Cailen Joyce, Allen Collier, Larry Wallace, Denise Conner, Jessica Conner, Denise Robens, Larry Becker, Mary Becker, John Goren.

O'Connor Engineering 1229
100 Kalmus Dr., Costa Mesa, Calif. 92626

Pacific Recorders & Engineering 113
11100 Roselle St., San Diego 92121

Audio consoles, cartridge recorders, studio systems, distribution amplifiers, turnkey systems. **Staff:** Jack Williams.

Panasonic 1019
1 Panasonic Way, Secaucus, N.J. 07094

In camera recorders, camera kits, low capacitance diode gun plumbicon tubes, saticon tubes, editing systems, editing controllers, high resolution monitors. **Staff:** Koichi Sadashige, Steve Yugas, Morris Washington, Larry Ingenito, John McDonnell, John Merrick, Ken Maeo, Terry Conner, Steve Planchard, Buddy Jones, Bob Karadzian, Ted Conboy, Ernie Mathews, Jim McGinnis, John Rose.

Panavision 1607A
18618 Oxnard Ave., Tarzana, Calif. 91356

Cameras.

Patch Bay Designation 1773
Box 6278, Glendale, Calif. 91205

Staff: Scott Lookholder, Dale Lookholder, Char-

lie Schufer, Julie Lookholder.

Peerless Sales 1618B
1950 Hawthorne Ave., Melrose Park, Ill. 60160

TV/AM/VCR/cable accessory products* including security hardware*, stands*, mounts*, carts and brackets* for desk, wall ceiling. **Staff:** Walter Griffing, David Halperin, Arthur Mraz.

Penny & Giles 508
1640 Fifth St., Suite 224, Santa Monica, Calif. 90401

Faders. **Staff:** R.W.G. Rose, D. McClain, C. Thomson, G. Coles.

PEP 1208
25 W. 54th St., New York 10019

Perrott Engineering Labs 1729
7201 Lee Hwy., Falls Church, Va. 22046

Nickel cadmium and silver zinc battery packs for ENG and EFP equipment, minichargers series for portable packs, single or sequential nicad fast chargers, battery packs for VTR's, video analyzers, ENG and EFP lighting systems, service and rebuild batteries and chargers for ENG and EFP equipment, design and engineer equipment for special requirements. **Staff:** V. Perrott Tygesen, William Mallon, Robert Clutter, William Aylor, Lawrence Westhaver.

Peters Productions 315
9590 Chesapeake Dr., San Diego 92123

Music production library, formats, marketing, jingles, graphics, consultation, aircheck analysis, constant updates and customized music flow. **Staff:** Edward Peters, Jack Merker, Steve Cotov, David Moore, Jim Norr.

Phelps Dodge Communications 1007
Rt. 79, Marlboro, N.J. 07746

Rigid coaxial transmission line, patch panels, FM antennas, directional couplers, harmonic filters, mobile communication antennas. **Staff:** E. F. Boehm, Saul Esocoff, R. C. Corwin, W. B. Bryson, H. M. Edwards, S. L. Aldinger, J.J. Nevin.

Philadelphia Resins 126
20 Commerce Dr., Box 454, Montgomeryville, Pa. 18936

High performance tower guys. **Staff:** W. Wyne Wister, Gregory Bowen.

Philips Television Systems 1409A
900 Corporate Dr., Mahwah, N.J. 07430

LDK-6 studio and field camera*, multicore, ENG/EFP and studio cameras, mobile van*, color TV monitor, digital noise reducer, sync pulse generator, 25 kw UHF transmitter*, remote control and telemetry system, annular beam control high efficiency klystron system. **Staff:** W. Anderson, R. Blair, J. Clarine, J. Coates, M. Giannini, J. Giove, A. Haas, B. Halliday, J. Harriman, K. Hart, M. Hart, A. Keil, N. LaBate, M. Mackin, R. Mahoney, F. van Roessel, J. Wilson, P. Bergquist, H. Breimer, H. Griffioen, W. Kregting, G. Linsen, A. Opstelten, T. Peek, W. Renes, R. Smit, J. Spencer, F. Stok, J. Ten Holt, R. van Lit, S. Benjamin, D. Burnett, L. Germany, J. Hawes, P. Lance, D. Lewis, L. Lindsay, R. Mackman, T. McGann, G. Norman, A. Rogers, A. Rouse, I. Waters.

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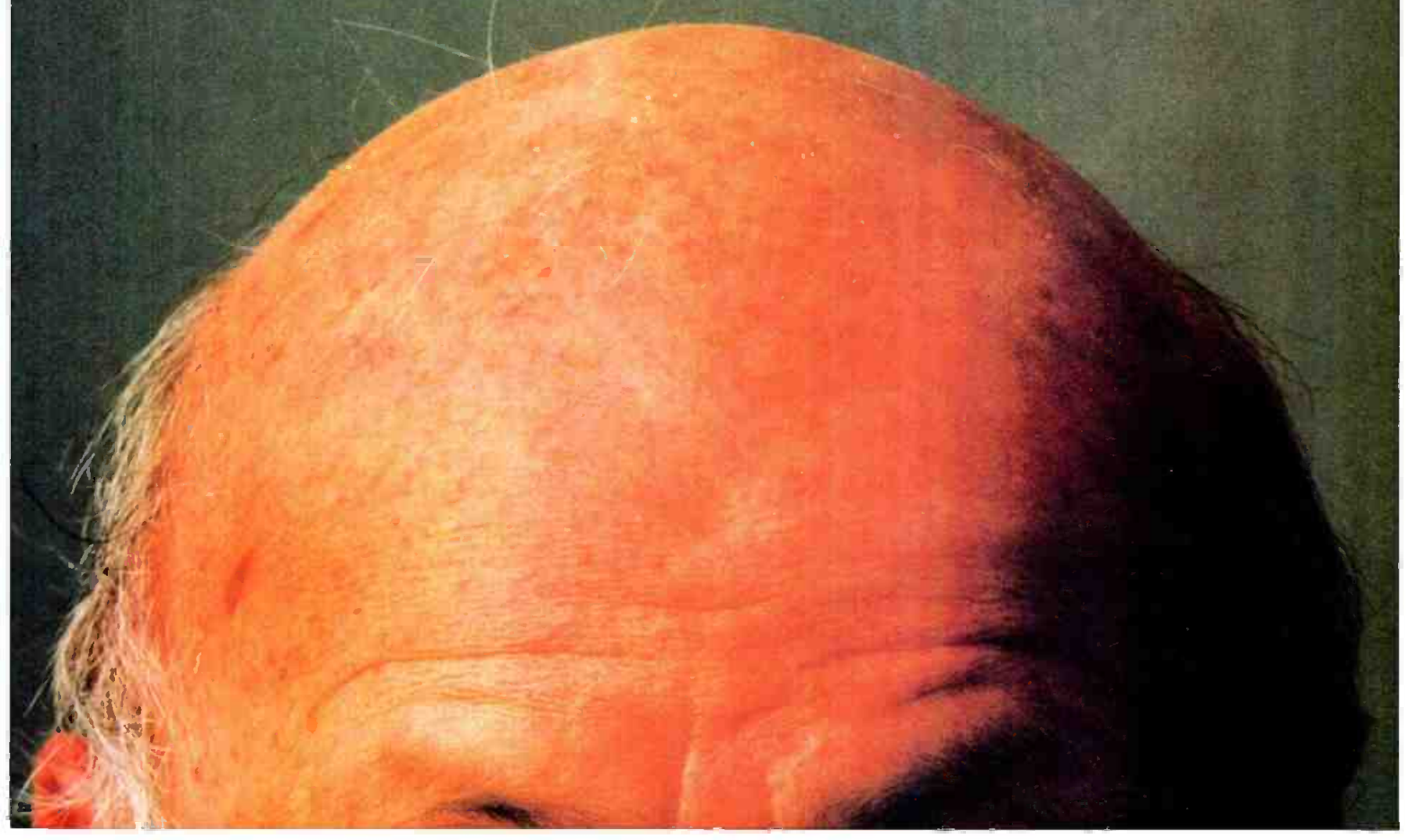
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Computer programmable color pattern generator*, TV signal generator*, sync test generator*, TV modulators*, studio VITS generator/limiter*. **Staff:** John Stanley, Ted Anderson, Preben Hejberg, Steen Anderson, Len Milchuk, Bob Joseph.

Phoebus Manufacturing 1331C
2800 Third St., San Francisco 94107

Plantronics 1622B
345 Encinal St., Santa Cruz, Calif. 95060

Porta Brace-K&H Products 1746
Box 246, N. Bennington, Vt. 05257

Recorder cases, camera cases and carriers, quick drawn camera case*, field case for Nagra audio recorder*. **Staff:** Ken Barry, Margie Robertson, Bob Howe.

Porta-Pattern-Telecommunications 1427
6822 Santa Monica Blvd., Los Angeles 90038

Duochart test chart systems, high resolution color evaluation system, all-weather test chart system, grey scale chart. **Staff:** Ed Ries, Ed Taylor, Anne Summers-Ries, Elena Sherk, C. Webster, Roger James, Roy Haines.

Portable Energy Products 1153
1875 S. Pearl St., Denver 80210

Battery packs and belts.

Potomac Instruments 100
932 Philadelphia Ave., Silver Spring, Md. 20910

Staff: Guy Berry, Bill Casson, Bob Ellenberger, Cliff Hall, Dave Harry.

Precision Echo 1417
3105 Patrick Henry Dr., Santa Clara, Calif. 95054

Real time, special effects, animation videodisk recorder, still storage videodisk recorder, PAL/SECAM still storage videodisk recorder, low-cost video image compression unit*. **Staff:** George Elsaesser, Thomas Parkinson, Barry Rubin, Ronald Zimbrick, James Crouch, Harry Glass, Arleen Sonnenshine.

PrimeTime Radio 629
504 Red St., Tampa, Fla. 33609

Procart 115
7012 27th St., W, Tacoma, Wash. 98466

Tape cartridges. **Staff:** Irv Law, Bernice McCullough, Tim Schwieger, Doug Johnson.

Processing Plus 638
59 Brookside Rd., Box 3303, Wescosville, Pa. 18106

Procommotion 434
350 W. Green Tree Rd., Milwaukee 53217

Money Chamber promotional item. **Staff:** Jack Hearst, Jack Brill.

Products International 430
8605 Second Ave., Silver Spring, Md. 20910

The Production Source 1740
200 W. 58th Ave., New York 10019

Progressive Business Systems 631
4119 N. Union Rd., Woodstock, Ill. 60098

QEI Corp. 307
Rt. 73, Kresson, N.J. 08053

FM transmitters and exciters, stereo generators, monitors and test equipment.

QSC Audio Products 626
1926 Placentia Ave., Costa Mesa, Calif. 92627

Audio power amplifiers. **Staff:** Barry Andrews, P. Quilter, John Andrews, Johnathon Stolpp.

QSI Systems 1325
12 Linscott Rd., Box 2176, Woburn, Mass. 01888

Color bar generators, video source identifiers, master clocking systems, video and pulse distribution amplifiers, 24-hour TV loggers. **Staff:** Dick Smilgus.

Q/TV/Telesync 1206
33 W. 60th St., New York 10023

Videoprompter cueing equipment, executive speech prompter, mini Q prompter. **Staff:** George Andros, John Maffe, Al Eisenberg, Hy Sheft.

Quad-Eight Electronics 1636
11929 Vose St., N. Hollywood, Calif. 91605

Digital reverberation system*, audio console*. **Staff:** Cam Davis, Bud Bennett, Bill Windsor, Tracy Battle.

Quanta Corp. 1432
2440 S. Progress Dr., Salt Lake City 84119

Staff: Ray Unrath, Len Zaller, Peter Glassberg, Roy Thomas, Mel Williams, Gary Montgomery, Joe Hering, Mike Cannon, Laura Lunceford, Gordon Hoffine, Rex Davis, Ron Ward, David Hughes, Dave Quebbeman, Ginny Faison.

Quicksan Systems 1516
2625 W. Olive St., Burbank, Calif. 91505

Information and dissemination and retrieval system*. **Staff:** George van Valkenberg, Nikolai Sherbin, Shannon Sherbin, Bill Carlquist.

Quickset 1009
3650 Woodhead Dr., Northbrook, Ill. 60062

Instrument positioning equipment. **Staff:** Mark Stolman.

Radio Arts 630
210 N. Pass, Suite 104, Burbank, Calif. 91505

Radio Computing Services 624
177 N. Dean St., Englewood, N.J. 07631

Radio computer systems, traffic 2000, selector, sampler, storm center. **Staff:** Andrew Economos, Judith Jarrard, Larry Miller.

Radio Systems 341
Box 356, Edgemont, Pa. 19028

Turntable preamps, power amps, low power AM transmission equipment, studio construction.

RTNDA 1501
1735 DeSales St., NW, Washington 20036

Staff: Dean Mell, Ed Godfrey, Wayne Godsey, Lou Prato, Ernie Schultz.

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Washington, DC 301-577-4903
Charlotte, NC 704-399-6336
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Miami, FL 305-592-5355

11355A Folsom Blvd., Rancho Cordova, Calif. 95670

Audio components, preamps, audio processors, distribution amps, mixers, tape cartridges*, audio consoles. **Staff:** Ray Kohfeld, Leonard Dont, Ted Johansen, Dave Hartman, Mike Hogue, Bob Cauthen, Daryl Parker.

Ramsa/Panasonic Industrial Co. 437
One Panasonic Way, Secaucus, N.J. 07094

Portable audio mixers, recording mixers and consoles, post-production consoles, power amplifiers, microphones. **Staff:** Richard Salam, Gene Juall, Mark Knox, Isao Koshio, Ken Maeo.

Rank Cintel 1219
Watton Rd., Ware, Heerts, England

Flying spot telecine, digital still-picture store* **Staff:** Scotty Campbell, Fred Bundesmann, David Fenton, Neil Kempt, Young Ilyu, William Capon, Claire Brogni, David Corbitt, Kish Sadhvani, John Dowdell, Brian Edney, Brendon Murphy, John Etheridge, Chris Waldron, Alan McIlwaine, Peter Swinson, Ron Mumford, Brian Townsend, Graham Collett, Mike Batsch, Ian Glenn, Jerry Rodgers.

RCA Americom 1000
400 College Rd., Princeton, N.J. 08540

Digital audio transmission service via satellite for radio networking and TV channel service for broadcasters, syndicators and videoconferencing. **Staff:** H. Rice, A. Inglis, G. Lewis, J. Grady, G. Kaplan, J. Williamson, J. Tietjan, R. Langhans, J. Christopher, B. Lazarus, D. Cornell, M. Inglis, J. Thiesing, A. Haughton.

RCA Corp. 1000
Bldg. 2-2A, Camden, N.J. 08102

Portable half-inch VTR*, Hawkeye camera, automatic studio, portable automatic, studio/field and ENG cameras; telecine; one-inch portable, quad cartridge and one-inch videotape recorders; 12 kw, 30 kw and 50 kw UHF and VHF transmitters, UHF and VHF antennas, transmission line display, wave guide display. **Staff:** J. Howe, D. Woywood, W. Taylor, B. Everett, C. Gaydos, P. Lines, B. Culbertson, P. Higginbotham, R. Abbenante, J. Ayers, J. Kelly, O. Bjerke, D. McWhinney, P. Taylor, C. Patterson.

RCA Electro Optics & Devices 1000
New Holland Ave., Lancaster, Pa. 17604

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R-Columbia Products 1111
2008 St. Johns Ave., Highland Park, Ill. 60035

FM wireless intercom headphone*, sports and studio broadcasting headphone*, remote powered intercom headphone*, hands free telephone operation*. **Staff:** I. Rozak, L. Rozak, S. Rozak, E. Hill.

Recortec 1209
475 Ellis St., Mountain View, Calif. 94043

Videotape evaluators. **Staff:** Lester Lee, Eldon

Corl, Edwin Wong, Ed Bloom.

Rees Associates 1727
4200 Perimeter, Oklahoma City 73112

Architectural planning, consulting, design and engineering services, LPTV facility package design and equipment*. **Staff:** Frank Rees, John Nagy, Jim Gary, Walter Gregg, Denise Grubb.

Register Data Systems 440
Box 1246, Perry Ga. 31069

Reliable Measurement Systems 1762
5245 S. Kyrene, Suite 12, Tempe, Ariz. 85283

Research Technology 1626
4700 Chase Ave., Lincolnwood, Ill. 60646

Videotape evaluator/cleaners, digital film editing and cleaning equipment. **Staff:** Ray Short, Steve Little, Tom Tisch, Gary Schutte, Tom Boyle.

Restoration 705
15904 Strathern St., Van Nuys, Calif. 91406

Richardson Electronics 1751A
Box 424, Franklin Park, Ill. 60131

Rockwell International 1512
Box 10462, Dallas 75207

Microwave video transmission systems. **Staff:** Tom Noble, Bill Shurtleff, Les Fisher, Steve Snow, Bob Hammond, Dennis Riddle, Wayne Moore.

Roh Corp. 1634
3603 Clearview Pl., NE, Atlanta 30340

Intercom/interphone systems, audio DAs, line monitors.

Rohde & Schwarz 1203
13 Nevada Dr., Lake Success, N.Y. 11042

Video noise meter, precision demodulator, delay measuring system*, TV sweep analyzer system*. **Staff:** J. Schwoler, G. Kushner, J. Hymowitz, R. Gobel, M. Miczek.

Rohn 1110
5618 W. Plank Rd., Peoria, Ill. 61656

Broadcast, microwave, mobile radio and high level lighting towers and accessories. **Staff:** Richard Kleine, Mike Fleissner, Gene Francis, Larry Grimes.

Rosco Laboratories 1235
36 Bush Ave., Port Chester, N.Y. 10573

Roscor Corp. 1181
6160 W. Oakton St., Morton Grove, Ill. 60053

Ross American Logic Systems 1332
1855 Eddy, Northridge, Calif. 91324

Ross Video 1110
9 Plaza Dr., Iroquois, Ontario KOE 1K0

Video production switcher*, other switching systems. **Staff:** John Ross, Ole Skrydstrup, Jack McQuigge, Jim Millard, Fernando Paulino, Merle Quinn, Louise Laframboise.

RTS Systems 1142
110 W. Chestnut St., Burbank, Calif. 91506

Intercommunications systems, audio products. **Staff:** Ethan Bush, Douglas Leighton, Robert Tourkow, David Brand, Vicki Bertrand, Marie Hart, Sue Seidenglanz, Linda Rico, Stan Hubler.

John B. Ruby Co. 1175
2627 S. Lamb St., Las Vegas 89121

Rupert Neve 1410
Berkshire Industrial Park, Bethel, Conn. 06801

Post production multitrack audio console*, other stereo production and editing consoles, distribution amplifiers, limiter compressor series. **Staff:** Laci Nester-Smith, Tony Cornwell, Derek Tilsley, Barry Roche, Tony Langley, Morgan Martin, Jim Kurowski.

Russco Electronics 413
5690 E. Shields Ave., Fresno, Calif. 93727

Direct drive turntable*, mike to line preamp*, RIM drive turntables, tone arms, small consoles, phono preamps, portable mixers, remote mixer amplifiers, studio monitor/audio amplifier, telephone line to console audio interface/equalizer. **Staff:** Russell Friend, Barbara Gaudin, Diane Turnipseed, Dan Zurcher, Curly Auernheimer.

Sachtler Corp. 1648
400 Oser Ave., Hauppauge, N.Y. 11788

Fluidheads for ENG use—Video 20, 25, 30, 35 and Panorama 7 + 7. **Staff:** Eric Falkenberg, Fiete Deckmann, Kim Sachtler, Michael Weiner, Richard Friedl.

Sacred Heart Program 431
3900 Westminster Pl., St. Louis 63108

Radio programs. **Staff:** Rev. George Von Kaenel, Jerry Irvine, Janet Brown.

Saki Magnetics 416
8650 Hayden Pl., Culver City, Calif. 90230

Ferrite heads for Ampex, MCI, Mincom, Otari, Revox, Scully, Studor and Technics machines, ferrite audio post for one-inch Sony VTR's. **Staff:** Eugene Sakasegawa, Trevor Boyer, Chris Olsen.

Sansui Electronics 130
58 Round Hill Rd., Dobbs Ferry, N.Y. 10523

Satt Electronics 212
Box 32006, S-126 II Stockholm, Sweden

Studio audio mixers. **Staff:** Tomas Djulstedt, Ulf Ekendahl.

Scientific-Atlanta 1017
3845 Pleasantdale Rd., Atlanta 30340

Earth stations. **Staff:** Sidney Topol, Jack Kelly, Phil Wooden, Ray Heaton, Alan McBride, Paul Hansil, Jamie Huff, Del Bothof, Ed Pietras, Don Crumm, Ray Stuart, Betsy Crawley, Martha Schulte, Gerry Rosenblatt, Leroy Basnight, Alex Kaplinsky, Paul Huffman, Vin Godleski, Mickey Hudspeth, John Feight, Mike Kelly.

Scribe Recorders 214
1618 Orrington, Suite 320, Evanston, Ill. 60201

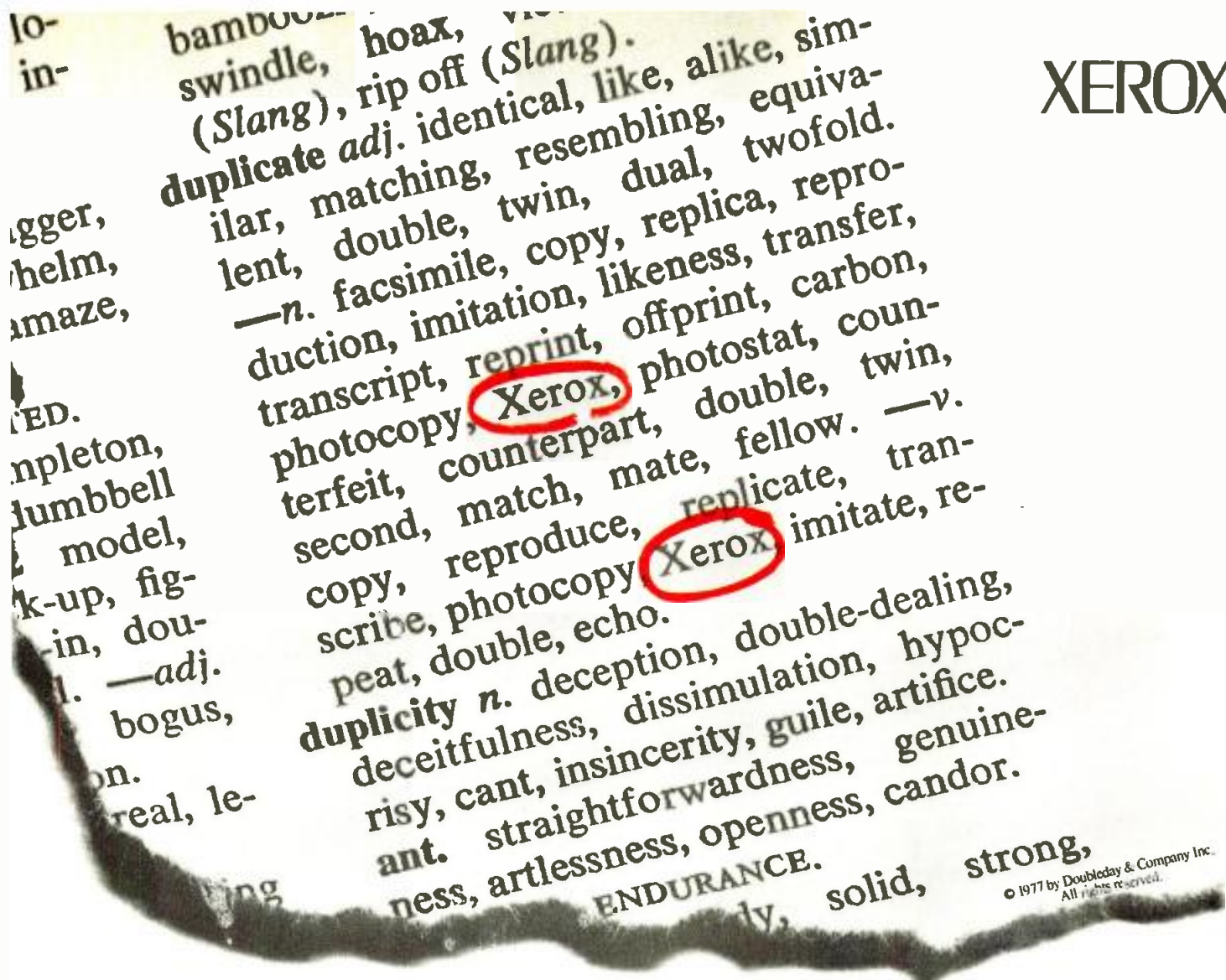
Audio tape cassette recorders. **Staff:** Frank Beaman, Erik Horvitz.

Selco/Sifam 663
7580 Stage Rd., Buena Park, Calif. 90621

Sennheiser 1137
10 W. 37th St., New York 10018

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Sescom 112
1111 Las Vegas Blvd., Las Vegas 89101

Sharp Electronics 1102
10 Sharp Pl., Paramus, N.J. 07652

Broadcast video cameras for ENG/EFP and studio applications. **Staff:** Robert Garbutt, Jerry Cohen, Robert McNeill, Ron Colgan, Jim Freeman, Neil Kobu, Herb Matea, Hank Miura, Ken Nakakura, Rocky Yamashita, Bruce Pollack, Jim Grunder, Michael Bart.

Shintron Co. 1421
144 Rogers St., Cambridge, Mass. 02142

Switchers, microprocessors, routing switchers, audio video DAs, time code generators and readers. **Staff:** Shintaro Asano, Robert Incher, Richard Quinlan, Jeff Swift, Jacques Kuchler, Tony Venuti.

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86 Harrison Rd., Bridgeton, Me. 04009

Broadcast antennas* including LPTV and full power, rotary coaxial switches and VSWR monitoring equipment, FM broadcast antennnas, RF patch panels, rigid transmission line, pressurization equipment, antenna pattern optimizations. **Staff:** Paul Wescott, Ed Shively, Charles Peabody, Steve Collins, Bob Surette, Vittorio Raviola, Gildo Ventura, Aldo Laus, Franco Mauri, Carroll Cunningham, Tom Butler, Larry Halli, Marty Jackson, Bob Beattie, David Lafrenais.

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BARTLESVILLE, OKLAHOMA 74004

Shook Electronic Enterprises 1310
6640 Topper Pwy., San Antonio, Tex. 78233

Mobile TV production system. **Staff:** Edwin Shook, J. Hollenbeck Shook.

Shure Brothers 1602
222 Hartley Ave., Evanston, Ill. 60204

Portable microphone line mixer, cartridges, condenser microphones, sound systems.

Sigma Electronics 1125
1830 State St., East Petersburg, Pa. 17520

Generators, video processing amplifiers, distribution amplifiers.

Singer Broadcast Productions 309
19 Olney Ave., Box 5500, Cherry Hill, N.J. 08034

30 w direct FM exciter*, stereo generator*, 3 kw and 25 kw FM transmitter*, 5 kw AM transmitter. **Staff:** Arthur Singer, Alan Singer, Paul Fink, John Hillman, Nick McGeachin, Jay Ott, Hugh Anderson, Jaime Rojas, Rino Rivano, Fernando Borraez, Carlos von Henelryck.

SI-Tec Marine Electronics 122
Box 6700, Clearwater, Fla. 33518

Skirpan Lighting Systems 1783
19030 72nd Ave., S, Kent, Wash. 98032

Dimmers and lighting control systems.

Skotel Corp. 1125
1445 Provencher, Brossard, Québec J4W 1Z3

Time code readers and generators, digital metronome.

SMPTE 1632
862 Scarsdale Ave., Scarsdale, N.Y. 10583

Snarr/Chase Systems 609
232 West 800 S., Salt Lake City 84101

Staff: Randy Chase, Ned Briner, Steven Vaughn, Doug Anderson, Linda Taylor, Mike Lyons, Gaylen Sabey, Lyman King, Don Beard.

Solid State 1723
2352 Wisconsin Ave., NW, Washington 20007

H.A.Solutec 1747A
4360 Iberville St., Montreal, Que. H2H 2L8

Sono-Mag 202
1833 W. Hovey Ave., Normal, Ill. 61761

Staff: William Moulic, Stephen Sampson, Jerry Bassett, Bob Popke, Pete Charlton.

Sontec Electronics 335
Audio Dr., Goldbond, Va. 24094

Dynamic range control*, stereo mixers, stereo equalizers*. **Staff:** Burgess MacNeal, Scott Donaldson.

Sony Broadcast Products Co. 1200
Sony Dr., Park Ridge, N.J. 07656

BVH-2000 and BVH-2500* one-inch VTR's; editing systems, including interface between BVE-5000 and Grass Valley switcher*; ENG cameras; BVU-800 series of VCR's; Betacam cameras and half-inch VCR's*. **Staff:** M. Morizono, Neil Vander Dussen, Henry Clerx, Bill Park, Charles Felder, Frank Carroll, Larry Thorpe, Mike Greene, Peter Dare, Larry See.

Soper Sound Music Library 1620B
Box 498, Palo Alto, Calif. 94301

Buy-out music package, music lease options, contemporary American music format, Music Software*. **Staff:** Harn Soper, Patrick Feehan, Kathy Wolff.

Soundcraft Electronics 1724
20610 Manhattan Pl., Suite 120, Torrance, Calif. 90501

Staff: Wayne Freemur, Betty Bennett, Shane Morris, Philip Dudderidge, Graham Blythe, Norman Cleary.

Sound Ideas 647
86 McGill St., Toronto M5B 1H2

Sound effects, music library. **Staff:** Brian Nimens, Maryellen White, Bill Ford, David Brandy.

Sound Technology 500
1400 Dell Ave., Campbell, Calif. 95008

Audio test equipment.

Sound Workshop Professional Audio Products 1743
1324 Motor Pwy., Hauppauge, N.Y. 11788

Audio mixing consoles.

Spectrum Planning 128
1850 N. Greenville, Suite 122, Richardson, Tex. 75081

Spencer Broadcast 337
Box 26899, Phoenix 85068

Stage Lighting Distributors 1128
346 44th St., New York 10036

Stainless 1347
Third & Montgomery Ave., North Wales, Pa. 19454

Staff: Henry Guzewicz, Jess Rodriguez, John Windle, Owen Ulmer, Peter Starke, Ronald Pagnotto, Howard Balshukat, H. William Guzewicz.

Stanton Magnetics 102
200 Terminal Dr., Plainview, N.Y. 11803

Announcer's headphone. **Staff:** Pete Bidwell, George Alexandrovich.

Stantron 1123
6900 Beck Ave., N. Hollywood, Calif. 91605

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Station Business Systems 311
600 W. Putnam Ave., Greenwich, Conn. 06830

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Station Research Systems 617A
14672 Midway Rd., Suite 204, Dallas 75234

Steenbeck 1769
9554 Vassar Ave., Chatsworth, Calif. 91311

Staff: W. Otto, H. Beck, G. Miller, T. Diamond.

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Straight Wire Audio 408

2523 Wilson Blvd., Arlington, Va. 22201

High-Com noise reduction system* and playback amplifier*, amplifiers, preamps, rack mount units, horizontal card frames and vertical card frames. **Staff:** Bill Sacks, Ricki Sacks, Donald Fields.

Strand Century 1418

18111 S. Sante Fe Ave., Rancho Dominguez, Calif. 90221

Lighting and dimming control equipment. **Staff:** Susan Dandridge.

Studor Revox America 201

1425 Elm Hill Pk., Nashville 37210

Cassette decks*, multichannel recorders*, microprocessor controlled audio recorders with SMPTE code channel*, other recorders, series consoles, telephone hybrid systems, compact recorders. **Staff:** Hans Batschelet, Lawrence Jaffe, Tom Mintner, Chris Ware, Thomas Jenny, Brian Tucker, Renaud Delapraz, Fred Layn, Sam Borgerson, Joe Bean.

Swintek Enterprises 1345

1180 Aster Ave., Unit T, Sunnyvale, Calif. 94086

Wireless headsets, handheld or body pack transmitters with VHF/UHF broadcast quality. **Staff:** William Swintek.

Sylvania US Lighting 1204

Sylvania Lighting Center, Danvers, Mass. 01923

Lighting equipment. **Staff:** C. Durkee.

Symetrix 641

109 Bell St., Seattle 98121

Compressors/limiters.

System Associates 1121

5801 Uplander Way, Culver City, Calif. 90230

Brokers of used TV equipment. **Staff:** Billy Seidel, Walter Shubin.

Taber Manufacturing 617

2081 Edison Ave., San Leandro, Calif. 94577

Replacement heads for recorders, tape degauser, overhaul and conversion services.

Tamron 1640

17-11, 7 Chome, Takinigawa, Kita-Ku, Tokyo

Zoom lenses for color cameras.

Tandberg of America 632

Labriola Ct., Armonk, N.Y. 10504

William B. Tanner 410

2714 Union Ave., Memphis 38112

Tascom 1304

7733 Telegraph Rd., Montebello, Calif. 90640

Audio products.

TDK Electronics 1707

12 Harbor Park Dr., Port Washington, N.Y. 11050

Staff: Ed Pessara, Terri Tsutsui, Michael Heitner, Tim Minet, Julian Phelps, Kim Sato, Kim Wetherby, Doug Booth, Wayne Woodhams.

Teatronics 1786

101-D Suburban Rd., San Luis Obispo, Calif. 93401

Lighting control systems.

Teccom 1785

252 Mountain Rd., N. Granby, Conn. 06060

Technology Service Corp. 1130B

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1875 Century Park East, Suite 930, Los Angeles

90067

Multiple application addressable secure television system for commercial and pay TV.

Tele-cine Corp. 1403

400 Crossways Park Dr., Woodbury, N.Y. 11797

ENG/EFP zoom lenses*, wide angles lenses, long focal length lenses, Schneider TV lenses. **Staff:** Bob Jones, Donald Collins, Craig Marcin, Gunter Hess, Horst Stahl.

Tele-Com Products 436

1058 N. Allen Ave., Pasadena, Calif. 91104

Telemet 1003

185 Dixon Ave., Amityville, N.Y. 11701

Computerized routing switcher, fiber optics system with card file, multiburst generator. **Staff:** Eugene Murphy, Seymour Hamer, Robert Griffiths, Joseph Cali, Alex Kwartiroff, Gerald Dorman, Michael Tchinnis, Arthur Robb, Vincent Delmato.

Telescript 1407

20 Insley St., Demarest, N.J. 07627

Monitor prompting service. **Staff:** Bob Swanson, John Lennan, Kay Hyde, Jon Kull, Jerry Swanson, Bill Coomes, Ange Prisco.

Telesource Communications Services 1616A

730 E. Highland Ave., Phoenix 85011

Staff: Bob Early, Marilyn Taylor, Ryan Nolan, Julia Marshall.

Television Engineering 1700

580 Goddard Ave., Chesterfield, Mo. 63017

ENG vans, complete systems, studios and remote broadcast vans. **Staff:** Jack Vines, Larry Mason, David Boettcher, Ray Vines.

Television Equipment Associates 1216

Box 393, S. Salem, N.Y. 10590

Video and pulse delays*, video filters*, headsets*, tape cleaners*, tape evaluators, intercom systems, distribution amplifiers, teletext products and systems. **Staff:** Bill Pegler, Nanci Mahoney, Steve Tociadowski, Bill Walters, Marilyn Walters, Vince Emmerson, Ken Dudley, Alan Burgess, Peter Mothersole, Barry Downing-Waite, Dick Baker, Michael Warren, Luis Gutierrez, John Wilson, Laura Pegler.

Telex Communications 600

9600 Aldrich Ave., South, Minneapolis 55420

Wireless microphone system. **Staff:** Donald Merein, Jerry Wade, Claude Kleiman, Steve Lichtenauer, Jim Arrington, Ansel Kleiman, Tom Johnson.

Tel-Mar Corp. 1520

Box 3682, Carbondale, Ill. 62901

Computer time and weather advertising systems for radio. **Staff:** Jay Rotolo, Steve Payne, Bill Rotolo.

Tennaplex Systems 1127

34 Bentley Ave., Ottawa K2E 6T8

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- Terminal Systems** 1768
901 Columbia Cr., Merrimack, N.H. 03054
- TESS** 1720
701 Westchester Ave., White Plains, N.Y. 10604
Television equipment specification service. **Staff:** Louise Moore, Annamaria Cerrata, Judy Stokes, Anne Rosenberg, Eliot Minsker, Vincent Galdi, Ellin Parker.
- TFT** 109
3090 Oakmead Village Dr., Santa Clara, Calif. 95051
Aural studio transmitter links for FM, AM and intercity relay service, telemetry return links for remote control, microprocessor remote control and data acquisition systems, automatic logging systems, TV frequency and aural modulation monitors and AM, FM, stereo, SCA modulation and frequency monitors, FM-SCA receivers, radio controlled load management switches and E-Alert. **Staff:** Joe Wu, Dan Balfe, Henry Wu, Terry Peterson, John Leonard, Joan Lee, John James.
- Theater Service & Supply** 1513
1792 Union Ave., Baltimore 21211
Staff: Richard Antisdell.
- Theatrical Services** 1759
128 S. Washington, Wichita, Kan. 67202
Modularized system of connector strips for stage and studio lighting systems, surface and pipe mounted plug-in boxes and gridiron junction boxes for stage installations. **Staff:** Michael Hostetler, Robert Brenner, Stephen Wolf.
- Thermodyne** 1637
20850 S. Alameda St., Long Beach, Calif. 90810
- Thomson-CSF Broadcast** 1001
37 Brownhouse Rd., Stamford, Conn. 06902
FM volumax automatic peak controller, AM volumax, dual audio distribution amplifier, audimax automatic level controller, dynamic presence equalizer, Microcams, character/graphics generator multiplexing systems, test instrumentation, color correction systems, LPTV, UHF, VHF and FM transmitters, NABTS compatible teletext system. **Staff:** Al Audick, Stan Baron, Stan Basara, Frank Benson, Rene Bourdon, Michel Boxberger, Mike Clayton, Sonia Connors, John Craven, Tom Creighton, Carlie Graves, Nancy Dailey, Don Epperson, Bob Estony, Greg Harper, Tom Hindle, Jim Hegadorn, Dagmar Lanigan, Tom Lorenzen, Mike McGovern, Marty McGreevy, Louis Mialy, Doris Norwich, Altaf Rahman, Johann Safar, Louis Ruiz, Art Shifrin, Jim Sprague, Mike Stephanak, Ben van Benthem, Pierre Virondeau, Ron Volpe.
- Thomson-CSF Electron Tube** 1145
301 Rt. 17 North, Rutherford, N.J. 07070
Tubes and cavities for LPTV. **Staff:** Roger Agniel, Pierre Menes, Pierre Gerlach, Steve Barthelmes, John Mulroe.
- Thorn-EMI Lighting** 1331E
175 Rt. 46 West, Fairfield, N.J. 07006
Tungsten-halogen lamps, 100 w CID daylight fixture*, 200 w CID daylight hand held battery operated fixture*. **Staff:** Edward Brewer, Peter Bleasby, Edward Gallagher, Larry Nelson, Tom Pinou.
- Tiffen Manufacturing** 1422
90 Oser Ave., Hauppauge, N.Y. 11788
Full line of filters, adapter rings, rubber lens shades, cases and accessories. **Staff:** Nat Tiffen, Steve Tiffen, Tom Grosso, John Spoltore.
- Toby Arnold & Associates** 321
4255 LBJ, Suite 156, Dallas 75234
Unforgettable nostalgia format, contest and promotion package*, adult contemporary format*, audience data development study*, production bank and master, Country Superstars, Project Sinatra, Rolling Stones special, Life and Music of Bob Wills, country jingle packages, TV ID packages, easy listening package, bank marketing campaigns. **Staff:** Toby Arnold, Delores Arnold, Jim Kerr, Norma Kerr, Chris Clausen, Carolyn Clausen, Michael Robinson.
- Toshiba** 1631A
1-6 Uschisai Wai-Cho, 1 Chome, Chiyoda-Ju, Tokyo 100 Japan
- Townsend Associates** 1420
79 Mainline Dr., Westfield, Mass. 01085
VHF and UHF transmitters, LPTV transmitters, MDS transmitters, vacuum contactors, custom engineering and turnkey installation of TV RF systems. **Staff:** George Townsend, Howard McClure, Robert Anderman, Donald Peters, Robert Bromley, Warren Trumbly, Leslie Clink, Daniel Damkauskas, Edward Judd.
- Trident USA** 633
652 Glenbrook Rd., Stamford, Conn. 06906
Staff: Kenneth Bray, Malcolm Toft.
- Trompeter Electronics** 1211
8936 Comanche Ave., Chatsworth, Calif. 91311
RF connectors, patch panels, cords, jacks, cable accessories. **Staff:** E. Trompeter, R. Coleman, H. Gladish.
- True Time Instruments** 643
3243 Santa Rosa Ave., Santa Rosa, Calif. 95401
Master timing systems, phase comparators, NBS synchronized clocks, receivers, digital clocks. **Staff:** Victor Kunkel, John Van Groos, Robert Mitchell.
- TTC** 305
5970 W. 60th Ave., Arvada, Colo. 80003
LPTV transmitters, VHF and UHF translators, AM and FM transmitters, FM exciters, stereo generators, surge suppressors, rectifiers. **Staff:** Byron St. Clair, Charles Halle, Bo Pearce, Bill Harland, Alex Delay, Jack Neff, Nick Panos, Jack Fick, Janel Syphers, Jonathan Sawyer, Greg Morton, Jim Kinney, Len Mitchell, Ib Hansen.
- Turner Program Services** 125
1050 Techwood Dr., NE, Atlanta 30318
Staff: Henry Gillespie, Robert Pates, Jim Kitchell, Charla Hewitt, Linda Moffat, Sarah Kraft, Karen Lougue, Sarah Byers, Cliff Matis, Carl Sabatino, Herb Neu.
- TV-Cue Computer** 1747
12315 Hesby St., N. Hollywood, Calif. 91607
Computers, electronic computerized video-prompter. **Staff:** Thom Knutson, Larry Vance, Tim O'Dell.
- Tweed Audio** 313
12 Ilex Dr., Newbury Park, Calif. 91320
Audio consoles. **Staff:** Kirsh Mustafa, Peter Gillespie, Edelwina Dy.
- Ultimate Corp.** 1624
18607 Topham St., Reseda, Calif. 91335
Ultimate 4, Newsmatte, postmatte*. **Staff:** Pat Smith, Paul Vlahos, Dave Fellingner, Ardog Dadorian, Roger Factora.
- UMC Electronics** 114
460 Sackett Point Rd., North Haven, Conn. 06473
Magnetic tape equipment, splice finders, erasers, replacement motors.
- Uni-Set Corp.** 1236
449 Avenue A, Rochester, N.Y. 14621
Modular studio stagine system, graphic design cart, riser blocks, tops, ramps, rear screen module. **Staff:** R. Kniffin, J. Simpson, S. Cercone, P. Vincent, J. Freeman, E. Ingerk, K. Wittie.
- United Media** 1300
4075 Leaverton Ct., Anaheim, Calif. 92807
Sequencer computer controlled coincidence

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Video Associates Labs 1303
2304 Hancock Dr., Suite 1F, Austin, Tex. 78756

Video Data Systems 1506
205 Oser Ave., Box 1050, Hauppauge, N.Y. 11787
Staff: Dave Allen, Bob Hall, Steve Seiden.

Video International 1524
1280 Sunrise Hwy., Copiague, N.Y. 11726

Digital standard converter with full frame store synchronizer, built in time base corrector and TV pattern generator. **Staff:** G. Freitag, P. Kaminsky.

Video Images 1642
12200 W. Adler Ln., West Allis, Wis. 53214

Video Magnetics 1336
155 San Lazaro Ave., Sunnyvale, Calif. 94086

Videomedia 1308
211 Weddell Dr., Sunnyvale, Calif. 94086

Editing and control systems*. **Staff:** Bill Stickney, Hank Wilks, Ken Royer, Jim Thibodeaux, Herb Kneiss, Karen Francetic, Tom Grancy, Sherry Branch, John Walker.

VideoStar Connections 1122
3390 Peachtree St., Atlanta 30326

Ku and C-band closed circuit satellite communications for news, sports and teleconferencing. **Staff:** William Papa, Steve Randles, Kenneth Leddick, Harry Mahon, James Black.

Videotek 1633
125 N. York St., Pottstown, Pa. 19464

Color TV monitors, test equipment, demodulators, audio program monitors, broadcast color monitor*, audio follow video routing switcher with audio breakaway, distribution amplifiers, digital waveform monitor. **Staff:** Phil Steyaert,

Peter Choi, Eric Wahlberg, Barry Gardner, Emery Grady, Ron Moyer, Jim Mauger, Don Taylor, Jim Izydorczyk.

Viking Cases 619A
Box 1357, St. Petersburg, Ill. 33733

Vital Industries 1212
3700 NE 53d Ave., Gainesville, Fla. 32601

Squeezoom with hardware and software*, switcher combined with two-channel squeezezoom*, Sandi* (integrated communications control system), station automation manager. TCR 100, VTR 250 series switchers*.

VSC Corp. 327
185 Berry St., Suite 365, San Francisco 94107

Ward-Beck Systems 1224
841 Progress Ave., Scarborough Ont. M1H 2X4

MicroCom communications system*, TV and radio audio consoles*, distribution amplifiers. **Staff:** R. Ward, R. Beck, A. Schubert, R. Chalk, D. McLane, W. McFadden, P. Constantinou, M. Weitzmann, P. Brentnell, J. Fang.

Wavetek Indiana 1763
5808 Churchman, Beech Grove, Ind. 46107

Weathermation 1179
190 N. State St., Rm. 516, Chicago 60601

Wegener Communications 628
150 Technology Park, Norcross, Ga. 30092

Satellite and microwave transmission equipment for radio networks and stereo TV audio, teletext equipment. **Staff:** Bob Placek, Heinz Wegener, Ned Mountain, Ron Wallace, Peggy Placek.

Whirlwind 329
100 Boxart St., Rochester, N.Y. 14612

Wilkinson Teletonics (see TTC)

Winsted 1238
9801 James Cr., Minneapolis 55431

Editing consoles, tape and film storage systems, videotape and film trucks, dubbing racks and post production consoles. **Staff:** Chuck Johnson, Jerry Hoska, Greg Hedlund, Brenda Sabin, John Herntier.

Wireworks 1311D

380 Hillside Ave., Hillside, N.J. 07205

Microphone multicable components group, microphone cables, multicables, cabletester, coaxial cables. **Staff:** Gerald Krulewicz, Larry Williams.

Wold Communications 1515
10880 Wilshire Blvd., Los Angeles 90024

Satellite distribution services, earth stations, news origination facilities and transmission equipment, satellite subcarrier transmission services, radio point-to-point transmission services. **Staff:** Gary Worth, Robert E. Wold, Paul Johnson, Mike Sterba, Clayt Packard, Ian Joseph, Mark Wallhauser, Nell Donovan, Rhonda Riqdon.

Wolf Coach 1317
7 B St., Industrial Park, Auburn, Mass. 01501

ENG/EFP vehicles. **Staff:** Richard Wolf, Mark Leonard, Marcia Germagian.

Frank Woolley & Co. 1731
529 Franklin St., Reading, Pa. 19602

Video animation system.

World Tower 519
Box 405, Mayfield, Ky. 42066

Broadcast towers and related services. **Staff:** M. Sholar, Jeff Sholar, James Wilson, Don Prescott.

World Weather Watch 1622
Suite 406, 20 Speers Rd., Oakville, Tor. L6K 3R5

WSI 1777
131 Great Rd., Box B, Bedford, Mass. 01730

Weather graphics and computerized sports scores, Satellite Distribution Network*. **Staff:** Fred Ward, Russ Christie, Ted O'Brien, Roy Reiss, John Gargas, Bob Brammer, Dave Miller, Ralph Pass.

Yamaha International 1340
6600 Orangethorpe, Buena Park, Calif. 90622

Zenith Radio 1517A
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Multichannel STV decoders. **Staff:** Michael Long, Craig Palminteri, John Rigsby.

Earth stations

Anixter Bros. 24
4711 Golf Rd., Skokie, Ill. 60076

Comtech Data Corp. 33
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Microdyne 9
491 Oak Rd., Ocala, Fla. 32672

Motorola C&E 48-50
1301 E. Algonquin Rd., Schaumburg, Ill. 60196

PEP 1
25 W. 54th St., New York 10019

Philips TV Systems 17
900 Corporate Dr., Mahwah, N.J. 07430

RCA 38
Building 2-2A, Camden, N.J. 08102

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But ABC's real strength lies in the diversity and variety of our regular programming. For news and information, sports, romance and adventure, comedy, drama and suspense, as well as special events, more people invite ABC into their homes *every day* than any other medium.



ABC TELEVISION NETWORK

Source: ABC's YP's Estimate applied to NII (11) total audience estimate.
Network Comparison: NII/MAC Audience estimate, persons 7+, calendar year 1982, all programs in each category. Data subject to qualifications available upon request.

AMERICA'S A HOME WITH ABC

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7320 Convoy Ct., San Diego 92111

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13749 Neutron, Dallas 75240

Keylite Rental
333 S. Front St., Burbank, Calif. 91502

Lerro Electrical Corp.
3127 N. Broad St., Philadelphia 19132

MCI
1400 W. Commercial Blvd., Fort Lauderdale, Fla. 33309

PEP
25 W. 54th St., New York 10019

Roscor Corp.
6160 W. Oakton St., Morton Grove, Ill. 60053

V.I.F. International
Box 1555, Mountain View, Calif. 94042

4-5 Staff: George Newi, Richard Kozak, Mario Cucinotta, Mary Jane Raphael, Joseph Niedzwiecki, Buzz Mathesius, Arnold Marfoglia, Bryce Rathbone, Don Dunphy, Bill Sythes, Tom Day, Warren Denker, Bruce Hagerty, Stu Ullman, Bob Reich, Bob Hingel, Tom Kearney, Steve Parker, Nancy Smith, Peter Zobel.

13M ABC Broadcast Operations and Engineering **Sands**

Staff: Julius Barnathan, R.L. Pointer, Michael Fisher, Max Berry, Antoon Uyttendaele, John Hidel, Philip Levens, Joe DiGiovanna, William Hynes, David Eschelbacher, Herb Riedel, Robert Ellin, Manuel Romero, Chris Evans, Robert Trachinger, Jack Neitlich, David Loring, Neil MacLeod, Frank Haney, Chris Cookson, Herb Kraft, Timothy Millhiser, Jerry Hait, Gregg Lange, Dan Smith.

ABC Radio **29-118**

Staff: John Axten, Corinne Baldassano, William Battison, Richard Foreman, Ben Hoberman, Henry Kavett, Douglas Land, Willard Lochridge, William McClenaghan, Edward McLaughlin, Ruth Meyer, Denise Oliver, Karen Parhas, Tina Press, Alfred Racco, Walter Sabo, Linda Stern, Michael Winter, Nick Alexander, Robert Benson, Roger Caras, Merrilee Cox, Fred Davis, Peter Flannery, Joseph Keating, Kathy Lavinder, Richard Rosenbaum, Jeff Strung, Gordon Williams, Kent Coughlin, Harry Curtis, Robert Donnelly, Horace Easterling, Dennis Feely, John Hidle, Richard Martinez, Joseph Ulrich, Frank Atkinson, Darryl Brown, Leslie Benson, Robert Chaisson, Robert Chambers, Daniel Forth, Vincent

Gardino, Charles King, Stuart Krane, Sam Paterson, Ron Pearl.

CBS Inc. **MGM Grand**
51 W. 52d St., New York 10019

CBS/Broadcast Group
Staff: Gene Jankowski, James H. Rosenfield.

CBS-TV Network
Staff: Tony Malara, Scott Michels, Heather Regan, Diane Quinzi Bahrapour, Diane Kuri, Eunice Lewis, Dorothy Botts, Susan Frisk, Marya Doonan, Paul Levinson, Joe Eustace, Tom White.

Affiliate Relations
Staff: Don Clancy, Bruce Bryant, Ted O'Connell.

Production Facilities & Engineering
Staff: George Shannon, Dave White, Joe Flaherty, Bob Hammer, Bob Norvet, Bill Connolly, Herman Badler, Bernard Oseransky.

CBS Radio **29-102**

Staff: Robert Hosking, Sylvia Hughes, Ralph Green, Richard Brescia, Elizabeth Hayter, Pamela Haslam, Norman Ginsburg, Michael Ewing, Neil Knox, Peter Acquaviva, John Burrows, Steven Downes, David Kleinbart, Eric Salline, Frank Murphy, Robert Kipperman, David West, Steven Epstein, Nicholas Kiernan, Robert Leeder, Susan Jacobi, Leslie Corn, Eugene Lothery, Edward Kiernan, Anna Mae Sokusky, Allen Balch, Nancy Johns, Robert Hyland, Eli Kaufman, Bob VanDerheyden, Joe Dembo, Bernie Krause.

Networks

American Broadcasting Cos.
1330 Avenue of the Americas, New York 10019

ABC-TV Network **Sands**

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Chapman Associate Corky Cartwright represented
the Seller and assisted in negotiations



1835 Savoy Drive, Atlanta, GA 30341

Mutual Broadcasting **2964**
1755 S. Jefferson Davis Hwy., Arlington, Va. 22202

Staff: Martin Rubenstein, Jack Clements, Gene Swanzy, Tom O'Brien, Dick Carr, John Chanin, Ben Avery, Jerry Wallace, Jim Kozlowski, Danny Flamberg, Hollis Palmer, George Barber, Georgette Kohler, Lynn McIntosh, Jerry Jackson, Bill Armstrong, Paula Weiser, Bill Check, Bill Wisniewski, Portia Scott, Brian Moors, Herb Squires, Bill O'Donnell, Jeff Jeffers.

NBC Inc.
30 Rockefeller Pl., New York 10020

Staff: Ray Timothy, Robert Walsh, Irwin Segelstein.

NBC-TV Network **MGM Grand, Hilton**

Staff: Pierson Mapes, Art Johnson, Ric Quakenboss.

NBC-TV Affiliate Relations

Staff: Anthony Cervini, William Kelley, Diane Healey, Jim Ritter, Eric Bennorth, Mort Dillon, Paula Gigante, Bette Mooney. **Operations & technical services:** Michael Sherlock, Allan Aebig, John Bennett Jr., Jerry Berger, Richard Cortright, Thomas Farmer, William Flood, Robert Galvin, John Hoffman, Leonard Lucas, William Melanson, Phil Parlante, Richard Phillips, Len Stucker, Louis Vinci, Robert Weintraub, Ernest White, Jerry Wurtz, Robert LoMuscio, John Bennett, Robert McKearnin, Carl Ricca, Warren Allgyer, Jeff Meadows, Gary Beaty, Steven Bonica, Ted Bruss, Martin Cooper, Richard Edmundson,

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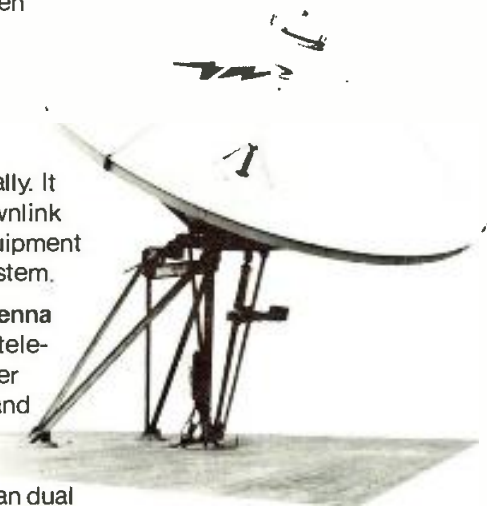


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NBC Radio

Staff: Michael Eskridge, Robert Mouny, Barbara Landes, Nick Schiavone, Richard Penn, Meredith Woodyard, Steve White, Gerry Green, Robert Wogan, Craig Simon, Nancy Cook, Joan Voukides, Buddy Young, Ray Weiss, Mark Kalman, Ellyn Ambrose, Frank Cody, Kirk Stirland, Nanci Pfeffer, Gig Barton, Jo Moring, James Farley, Shelly Lewis, Maurice Tunick.

RKO Radio Networks 2962
1440 Broadway, New York 10018

Staff: Tom Burchill, Bob Mahlman, Ken Harris, Peter Marcus, Thom Gatewood, Amy Buchan-

an, Barbara McMahon, Pam Hamilton, Joe Maguire, Dave Pollard, Dave Cooke, Dan Griffin, Howard Miller.

Satellite Music Network 2669
11325 Pegasus, Suite E 241, Dallas 75238

Staff: Kent Burkhardt, Ivan Braiker, John Tyler, Jim Rupp, Roy Bliss, Trish Lloyd, Larry Shipp, Rob Bein, Bob Bruton, Joan Kathman, Debra Levy, Carlos Hurd, David Habschman.

Sheridan Broadcast Network Hilton Darnoc
1811 Boulevard of the Allies, Pittsburgh 15219

Staff: Glenn R. Mahone, Gerald Lopes, Lynne Joy Rogers, Leonard Walk.

SIN Television Network
250 Park Ave., New York 10177

Staff: Rene Anselmo, William Stiles, Edwina Dowell, Berta Escurra.

Unity Broadcasting Network 2980
10 Columbus Cr., New York 10019

Staff: Eugene Jackson, Del Raycee, George Edwards, Joan Henry.

Brokers

Bill-David Associates Conventioner
2508 Fair Mount St., Colorado Springs 80909

Staff: Bill Martin.

Blackburn & Co. 869
1111 19th St., NW, Washington 20036

Staff: Jim Blackburn, Richard Blackburn, Tony Rizzo, Joe Sitrick, Alan Tindal, Roy Rowan, Jay Bowles, Howard Stassen, Bud Doss, Charles Kurtz.

Broadcast Properties West Hilton
221 First Ave., Seattle 98119

Staff: Bill Simpson, Graig Simpson, Chester Coleman, Charles Kinney.

Business Broker Associates Hilton
3306 Glenview Pl., Chattanooga 37408

Staff: Alfred Dick.

Chapman Associates Radio—750.
TV—MGM Grand 2098A
1835 Savoy Dr., Suite 206, Atlanta 30341

Staff: John Emery, Corky Cartwright, Bill Cate, Bill Chapman, Brian Cobb, Jim Coursolle, Paul Crowder, Elliot Evers, Warren Gregory, Bill Lochman, Jim Mackin, Greg Merrill, Ernie Pearce, Ray Stanfield, Peter Stromquist, Bob Thornburn, Bill Whitley, Mitt Younts.

R.C. Crisler & Co. Hilton
Suite 801, 580 Walnut St., Cincinnati 45202

Staff: Clyde Haehnle, Larry Wood.

Communications Equity Associates Caesars Palace
851 Lincoln Center, 5401 W. Kennedy Blvd., Tampa, Fla. 33609

Staff: Don Russell.

William A. Exline 8121

A Letter from the President



THE WHITE HOUSE
WASHINGTON

March 18, 1983

Dear Mr. Baker:

Recently I watched your compelling and brilliantly executed series, "Death in the Nursery." You have performed an outstanding public service. You have addressed a public problem of profound ethical dimensions fairly, factually, and with great sensitivity. The series is riveting because the inner drama emerges from the theme itself -- a question of life or death.

I offer to you and the talented people who worked on this series, my heartfelt admiration and my deep gratitude for bringing to the attention of the public an issue of the gravest concern. It took a high degree of courage and public spiritedness to tackle this subject and put it on the air. You and your team of hardworking investigative reporters, especially Mr. Carlton Sherwood, deserve the highest praise.

With best wishes,

Sincerely,

A handwritten signature in cursive script that reads "Ronald Reagan".

Mr. Winthrop Baker
General Manager
WNEV-TV
7 Bulfinch Place
Boston, Massachusetts 02114

"Death in the Nursery" was the culmination of months of hard work by the following people (in alphabetical order):
Kristy Aserlind Andrei Dubrovsky Michael Johnston Howie Levings Carlton Sherwood Mike Taibbi Paul Toomey

SE7EN
WNEV-TV BOSTON

New England Television Corporation

4340 Redwood Hwy., San Rafael, Calif. 94903

Staff: Bill Exline, Andrew McClure.

Norman Fischer & Associates Maxim
Box 5308, Austin, Tex. 78763

Staff: Norman Fischer.

Milton Q. Ford & Associates Hilton
5050 Poplar Ave., Memphis 38157

Staff: Milton Q. Ford.

Frazier, Gross & Kadlec Dunes
4801 Massachusetts Ave., Suite 390, Washington 20016

Staff: Horace Gross, Thomas Buono, Arthur Dietz.

Gammon, Camfield & Ninowski 1350
Suite 306, 1925 K St., Washington 20006

Staff: Jim Gammon, Robert Gammon, Tom Gammon, Ron Ninowski, Carl Fielstra, Bill Campbell.

Wilt Gunzendorfer & Associates Hilton
2210 Hastings Dr., Belmont, Calif. 94002

R.D. Hanna Co. Aladdin
6510 Abrams Rd., Suite 530, Dallas 75231

Staff: Robert Hanna, Ken Carmichael.

Dan Hayslett & Associates 630
11311 N. Central Expwy., Dallas 75243

Staff: Dan Hayslett, Mary Hayslett.

Hogan-Feldmann 15-136,8
16255 Ventura Blvd., Suite 219, Encino, Calif. 91436

Staff: Arthur Hogan, Jack Feldmann.

The Holt Corp. Hilton
Suite 205, Westgate Mall, Bethlehem, Pa. 18017

Staff: Arthur Holt, Bernard Fuhrmann.

Horton & Associates MGM Grand 1897A
Box 948, Elmira, N.Y. 14902

Staff: Keith Horton, Melvin Stone.

Kalil & Co. Caesars Palace
3438 N. Country Club, Tucson, Ariz. 85716

Staff: Frank Kalil.

Kepper, Tupper & Co. Caesars Palace

2508A W. Route 120, McHenry, Ill. 60050

Staff: William Kepper, John Tupper.

H.B. LaRue Sheffield Inn
44 Montgomery St., San Francisco 94104

Staff: H.B. LaRue, Joy Thomas.

Robert O. Mahlman Hilton
7 Midland Gardens, Penthouse, Bronxville, N.Y. 10708

Staff: Bob Mahlman.

R.A. Marshall & Co. Hilton/North
508A Pineland Mall Office Center, Hilton Head Island, S.C. 29928

Staff: Bob Marshall, Matri Marshall, Jack McVeigh, Billie McVeigh.

Reggie Martin & Associates 8121
731 S. Mashta Dr., Key Biscayne, Fla. 33149

Staff: Reggie Martin.

Ralph Meador 312
Box 36, Lexington, Mo. 64067

Staff: Ralph Meador.

Media Acquisitions
Box 1586, Deland, Fla. 32720

Staff: Robert Brown.

George Moore & Associates Frontier
Suite 712, 6116 N. Central Expwy., Dallas 75206

Staff: Jim Moore.

Prikryl Media Investments Caesars Palace
8340 E. Princeton Ave., Denver 80237

Staff: R.W. (Bill) Prikryl.

Stan Raymond & Associates Hilton
1819 Peachtree Rd., Suite 606, Atlanta 30309

Staff: Stan Raymond, George Semen.

Cecil L. Richards 2150
770 Leesburg Pike, Suite 408, Falls Church, Va. 22043

Staff: Cecil Richards, Loyola Richards, Bruce Houston, Lee Hague.

Richter O'Grady Co. MGM Grand
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Staff: Edwin Richter Jr., James O'Grady.

Robert Rounsaville 19-121
Box 11898, Atlanta 30355

Staff: Robert Rounsaville, Mary Bush, Arnold Kaufman, Tom West.

Sherman & Brown Associates MGM Grand
Suite 430, 1110 Brickell Ave., Miami 33131

Staff: Gordon Sherman, Alane Sherman, Chuck Goldmark.

Bill Sims Partners Hilton
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Staff: Bill Sims.

Howard E. Stark MGM Grand
575 Madison Ave., New York 10022

Staff: Howard Stark.

Edwin Tornberg & Co. MGM Grand
5530 Wisconsin Ave., Suite 1150, Washington 20015

Staff: Edwin Tornberg.

J.N. Wells & Co. Caesars Palace
Suite 125, 210 W. 22d St., Oakbrook, Ill. 60521

Staff: Joe Wells, Charles Wells.

Gary Willson Caesars Palace
Broadcast Consultants
519 Fifth Ave., San Rafael, Calif. 94901

Staff: Gary Willson, Martha-Mary Willson, Mark Willson.

Reps

Avery-Knodel MGM Grand
437 Madison Ave., New York 10022

Staff: J.W. Knodel, Robert Kizer, Robert Kalthoff, Robert Dudley, David Donelson, Robert Steres, Joe Friedman.

Blair Radio, TV, Satellite, Video Enterprises, Quantiplex 24-121
717 Fifth Ave., New York 10022

Staff: **Jack Blair & Co.:** Jack Fritz. **TV:** Harry Smart, Walter Schwartz, Patrick Devlin, James Kelly, William Breda Jr., John Poor, Robert Billingsley, John Ryan, Josef Rosenberg. **Radio:** John Boden, Robert Lobdell, Richard McCauley, Tom Turner, Robert Galen, Robert Ferraro, Mike Horn, Ed Howard, William Alford. **Video Enterprises:** Richard Coveny, William Rhodes. **Quantiplex (919 Third Ave., New York 10022):** William Morris, Ronald Laufer, Gerald Troxell.

Christal Co. Caesars Palace
919 Third Ave., New York 10022

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Eastman Radio Desert Inn
1 Rockefeller Pl., New York 10020

Staff: Frank Boyle, Bill Burton, Dave Recher, Jerry Schubert, Carl Butrum, Jerry Donovan.

Harrington, Righter & Parsons Desert Inn
280 Park Ave., New York 10017

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Others

A.C. Nielsen Co. **1430/31**
Nielsen Plaza, Northbrook, Ill. 60062

Staff: Roy Anderson, Dave Traylor, Paul Beard, Dave McCubbin, Tom Hargreaves, Bill Miller, Larry Frerk.

Arbitron **669**
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ASCAP
1 Lincoln Plaza, New York 10023

Staff: Louis Weber, David Hochman, Leo

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Birch Report **East Tower**
3200 N. University Dr., Coral Springs, Fla. 33065

Staff: Tom Birch, Don Williams, Cathy Harrison, Ken Gross, David Gingold.

Firstmark Financial Corp. **MGM Grand**
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Staff: Phillip Thoben, William Van Huss, Michael Lewis.

Ward L. Quaal Co. **Hilton/Central Tower**
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Staff: Ward L. Quaal.

SESAC
10 Columbus Cr., New York 10019

Staff: A.H. Prager, Bob McGarvey, Jim Myers, Al Altman.

T.A. Associates **Hilton**
111 Devonshire St., Boston 02109

Staff: David Croll, Richard Churchill, William Collatos, Stephen Gormley.

TelCom Associates **Hilton**
80-33 Sunset Blvd., Suite 559, Los Angeles 90046

Staff: Ron Kreuger, Grace Jacobs, Jim Cusik.

Television Information Office **Booth 910**
745 Fifth Ave., New York 10022

Staff: Roy Danish, Louis Ames, Jim Folsom.

Wall Street Journal Report **2469**
222 Cortlandt St., New York 10007

Staff: Bob Rush, Nancy Martin, Ken Martin.

Steve Wyman Associates **Riviera**
6065 Roswell Rd., Suite 416, Atlanta 30328

Staff: Steve Wyman.

FCC

The FCC will be represented at NAB by all of its commissioners except Commissioner Anne Jones, who will be attending a bilateral conference in Ottawa, Canada. Present will be FCC Chairman Mark Fowler and Commissioners James Quello, Joseph Fogarty, Mimi Weyforth Dawson, Henry Rivera and Stephen Sharp. Accompanying them will be Willard (Randy) Nichols, Fowler's chief of staff; Daniel Brenner, legal assistant to Fowler; James Graf, legal assistant to Fogarty, and Robert Pettit, legal assistant to Dawson. Representing the Mass Media Bureau will be Laurence Harris, bureau chief; Henry (Jeff) Baumann, deputy bureau chief; William Hassinger, engineering assistant; Molly Pauker, legal assistant, and Roderick Porter, chief, policy and rules division. Also attending will be Bruce Fein, general counsel; Peter Pitsch, chief, Office of Plans and Policy; William Russell Jr., director, Office of Public Affairs; Ralph Haller, chief, experimental engineering branch, technical analysis division, Office of Science and Technology; Jerry Freeman, engineer, Field Operations Bureau; Raymond Seddon, chief, emergency communications division, Office of Managing Director, and Howard Landau, audio visual management officer, OMD.

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The 'can do' style of Robert Bennett

The man now president of Metromedia Television made a fateful decision when he threw in with the group taking over what was to be WCVB-TV Boston. It put him in the general manager's chair at what some came to call the best television station in America. Now he heads a group with the widest wingspan—in terms of audience reached—in the land, and is embarking on one new project after another as he sets out to multiply the WCVB-TV experience by many. Bob Bennett is bullish on broadcasting, as he relates in this "At Large" interview.

We wanted to speak with you as a leading station operator, and—on the eve of the NAB convention—we wanted to discuss the state of the broadcast nation with you, and see what your impressions are about how things are at the moment and how fast they may be changing into something else. Is this a particularly pivotal time?

Oh, I think it's a pivotal time in the whole broadcast industry—stations, networks and all. One of the things that I got out of attending the National Association of Television Program Executives con-

ference was a feeling—I don't know whether it's restlessness or what—but there seems to be a feeling that an enormous change is about to take place.

I think the networks are feeling it a little bit. I think they are concerned about themselves. That's one of the reasons that they've gone so strongly after repeal of the financial interest and syndication rules. They haven't developed programing that has an enormous syndication potential, as has been the case in the past.

And those rare hits that are out there for future syndication, they

You Don't Have to Lobby Us.



Our lobby is a lobby. In it you'll find three chairs, two end tables, a sofa, a desk, and our receptionist.

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We believe in access, not recess.

That's why at OK-100 we've always been involved in numerous projects to assist a wide variety of Washingtonians.

One of our favorites has been the development of our relationship with the Washington Home for the Aging.

It's a special relationship indeed.

How gratifying it has been to watch our voiced support result in the community's response to fully staff the Home's volunteer program.

How nice it was to be able to provide their auditorium with a new audio system.

Special indeed, because each

month at the Home there is cause for celebration of life.

And birth. For each resident's birthday is remembered with a greeting of a bright bouquet of flowers.

The smiles on the birthday faces are topped only by those in December.

That's when the OK-100 family brings the spirit of Christmas into the Home. Complete with food, drink, presents, and Santa Claus.

Each day is a treasure to those at the Washington Home for the Aging.

We know that. It's why a young adult radio station takes the residents of the Washington Home for the Aging to heart.

WOOK-FM. OK-100. Where it doesn't take an act of Congress to get things done.



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want to make that money from them. And at the same time, independent operators and for that matter even affiliates are concerned about how they're going to compete in the future, with all the technical inroads that are being made. And there's an awful lot of unrest there. And there is some paranoia out there.

What about the Metromedia organization? What answer do you, yourself, give to that question?

I think our time has come. I think that independents have—as a result of the financial interest and syndication rule—been allowed to grow. They do have strength and power and enormous potential. I think Metromedia can play an enormous part in the change of the industry, and can become much bigger than we ever dreamt possible.

Being independent television operators, we have the opportunity to do whatever we want 24 hours a day. In the past, we have bought that success by taking off-network situation comedy and off-network successes and stripping them and building layers of audience on top of layers, and flowing from one time period to another. In most of the markets, if not all of them, if we're not number one we're pretty close to being number one, from 5 to 8 p.m. And we haven't even begun to tap the growth potential for us in daytime, which is the biggest single area of profit for the networks.

Why haven't independent operators thought of themselves as being competitors in the daytime when it's there to be done? Whatever the magic is that makes it profitable for the networks, why wouldn't the same rules and the same principles apply to independent stations? We could double our audiences. And that's not going from a 6 rating to a 12 rating in the daytime; it may be going from a 2 to a 4, or from a 3 to a 6. That would just double our income. We have tons of inventory from 7 on. But if we could figure out a way to make that work, we could compete with the network in the daytime just as easily as we can in early fringe, or in prime access.

That is the potential for the future that I think we have as independents, and that's the area that we're going to look to, to improve daytime and build back from 5 o'clock strength to strength from 12 to 4 or from 9 in the morning until 4 in the afternoon.

Do you see a situation five years or so down the road in which most stations will be independent?

I would think five years would be too quick, but maybe in the next 10 years, depending upon how cable grows. And I'm not so sure that cable isn't a stillborn. We've been hearing about it for 15 years, and all it was going to mean and all this wonderful programing that was going to come because there were going to be a hundred channels coming into every home. And five years went by and another five years went by and we're still in the position of having Ted Turner making about 70% of all the profit in cable.

Well, that doesn't seem right to me after 15 years. Not that Ted isn't deserving of what he gets, but that the industry couldn't be turning more profit and doing more things.

I'm not so sure, as independents grow, that you're not going to find regional stations starting to become more and more important. And it may very well be at some point in time that if you have strong regional stations, it may be that the three networks are going to supply programing to those networks on a bid basis. You want to buy *Winds of War*, the price in Boston is \$100,000. Or you don't want it, you can't afford it, fine, they'll sell it to the competition. I think the networks will become program suppliers in a different way than they are at the moment.

What's a regional station?

I don't think it exists at the moment. I'm not so sure that superstations aren't some part of that. And maybe the region might only work in certain areas of the country, but I can see a station like ours in Boston becoming so important to that area that we could be doing that programing from New Hampshire and Maine and Vermont. Picture Boston. We have a very strong signal and we have a very strong acceptance in the marketplace. It could be as a result, the station or one or two stations in the market would get stronger and

stronger, not unlike what's happened in the newspaper business. I think there's some parallel to that. It's hard to imagine at the moment, but I do think it is possible that you may wind up with one or two strong stations from each market. With cable coming in I think the weak ones will fold. I don't think that you'll be able to sit there, if all you're doing is running movies and situation comedies and not doing news or being involved in the community.

Then you're going to be nothing more than a distant signal. If you want to be thought of as an important part of that market, you've got to deal with the issues in the market, deal with the people in the market and throw programing at that kind of problem. Those that do it will get stronger than they've ever been.

Would that be like a superstation?

No, I don't see it as a superstation, because all a superstation is doing is sending out what they're doing in that market. It's not dealing with the problem in St. Louis, for example. But a regional station in that market could deal with all of the problems in the Missouri area and the Kansas area just as we could deal with the problems in New England, or a Chicago station could deal with the whole tri-state area around there. You're going down the road 10 years, and I'm not going to be here to worry about it.

Do we take it then that you remain bearish on cable and that Metromedia is going to let somebody else play that market?

Yes. John Kluge made a decision a lot of years ago that he did not want to take his company into cable. He felt that it was capital intensive. I wasn't with Metromedia in those years and I didn't think he was right. I really felt that a company as big and progressive as Metromedia should be in the forefront of all that. It turns out now that I think he was absolutely right. I was in Kansas City recently talking to some financial analysts, and a gentleman from Capital Cities Communications was in the same forum. And he said that in some of their new builds that they had anticipated costing \$600 a home to wire were actually costing \$1,200 a home. Moreover, he said that they're not planning on making a profit on those systems they're now buying throughout the entire franchise period. That's 15 years.

Who in hell wants to be in a business that requires you to spend all that money and then wait 15 years before you make a profit? I would sooner be supplying them with programing that they need than to be worrying about paying off an enormous amount of money it's going to take you to wire those homes and deal with it.

Well, then, do you think the future is broadcasting's?

I think broadcasting—commercial, advertiser-supported broadcasting—is as strong now as it has ever been, and I see the future of it being even stronger.

And when John Kluge bought WCVB-TV Boston—at a time when people were wondering about cable and the effect it was going to have on licenses and whether this was a time to sell—he singlehandedly raised the value of every license in this country by some fairly large percentage.

People thought that he overpaid for WCVB-TV. I can tell you now that he bought that thing at about 10 times pretax, and based upon what our profit is this year and what we're projecting for the next three or four years, he paid a very small multiple for it. And he was absolutely right in doing it.

What about plans for a television network of your own?

That term has been so overused over the years. That isn't what we have in mind, and I don't see there being a fourth network—certainly not in the form that we've learned to understand them. That's a seven-day service; it's 14, 15 hours a day. It isn't possible. As it is now, NBC is having terrible problems. How can anybody come in now and add another full network?

I think what we're talking about is finding people—independents, primarily—who share the same kind of problems that we share, and are concerned about the future, and see in locking together 70% of the country an opportunity—a sales opportunity and a programing

Yes. Public Television

Remember the headlines?

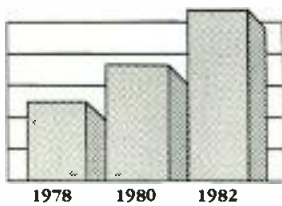
Cable was going to deal a crippling blow to public television. Long-heralded series like Masterpiece Theatre would soon vanish. Before long, the new technologies would put us out of business.

Now, two years later, public television has not only survived, it is flourishing. Culture channels like CBS Cable and The Entertainment Channel have signed off; others are floundering. And for the last three years, the commercial networks have suffered a dramatic loss in audiences.

Where have all the viewers gone?

To PBS for one.

PBS Prime Time Audience Share



Public Television's share of the prime time audience has more than doubled in the last five years.

Rather than reaching a select few, as some would contend, public television now reaches more than 50% of America's households on a regular basis. Ironically, the viewing of public television is more than 18% higher in homes with cable than those without.

The proliferation of cable, rather than taking viewers away, has actually brought us new viewers.

The fact is, public television has never been more alive or more appreciated.

The numbers speak for themselves.

America is saying "Yes."

Public Television. It's better than ever.



Boston

Our special thanks to the underwriters who are supporting public television in 1983.

Sources: 1) Nielsen Television Index; 2) PBS Research

opportunity—to do things together that we could not do by ourselves.

I had gone to some advertisers last summer, among them Marvin Koslow of Bristol-Myers. He's a very bright, capable guy who has tried to support Operation Prime Time and was one of the big underwriters of Cable News Network. He's always looking down the road, trying to discover ways that he can better serve his clients. Of all of the people around, I thought he would be a good guy to talk to. I said that we would have to do it primarily with independents as opposed to affiliates, because you're not going to get them on a regular basis. And I asked if he could live with an independent lineup of stations that would probably reach 70-plus percent of the country. And I said my guess was that we could attract major motion picture studios to sell us product based upon this phenomenon that was starting to develop of the networks not wanting to take material once it has run on pay cable. And I asked if he would be interested in that.

And he said he was. And we then had a number of other conversations, and what came out was this Metromedia Movie Network that we're talking about. And since that time there have been a number of other people—the *Chicago Tribune* group and Taft and a few others—who have talked about doing something similar. Even Paramount announced a couple of weeks ago just prior to NATPE that they were going to do one, and then Embassy alone—the Norman Lear group—was deciding that it was going to do a quarterly movie. There does seem to be an appetite for features. And if we could put one together with that kind of a lineup and have the kind of money that would be necessary to promote it—which is key—I think we could be a factor in the motion picture business and on independents.

I think also the networks have discovered that they can have made-for-television features made for them that in many cases outrate even the theatrical, very-high-budget features. And once that happened, they started—as in ABC's case, and I don't know about what NBC and CBS are doing—but ABC is going into that business. They're having made-for-television features made for them. They're also in the theatrical business. They've done pretty well with a couple of movies, whose titles I can't remember now.

At the same time and more important than anything is the fact that independents started to grow. And we have grown by running their old network successes. The success of such programs as *M*A*S*H* and *Three's Company* and *All in the Family* has allowed us to grow and to compete opposite their programming and news, primarily in early fringe. And it's allowed us to reach into a much bigger pocket, because we're making more money with it, and go out and make more materials, and to think bigger than we ever were allowed to think before.

And that's why I think that—more than anything—the reason that the networks are so anxious to be able to repeal the financial interest and syndication rules is that, despite what they say, there will be three entities who will have the ultimate control over the flow of product to independents. And we should not allow ourselves, cannot allow ourselves, to be in a position that our major competition is also our supplier.

What kind of ratings will the movies have to draw?

We would sell it on a cume—two runs. We're estimating a 10 rating for the first run and a 5 rating for the second run and unduplicated audience. So we're really talking about a 15 rating with those two runs.

What about your discussion with Ted Turner?

Our interest in talking to Ted was not so much to buy his company as it was to develop a relationship. We have decided that Metromedia news is going to become bigger and bigger, and while we would never attempt to be as big as the networks, we think we can become much more important a news entity than we have ever been before. That would require setting up bureaus around the world. My thought was, if Turner is going to have a bureau in London and he's going to have one in Moscow and he's going to have one in Israel, why should we both have bureaus? Let's share the cost of the bureaus, and the camera crews, and just have reporters there who could do a story. We



could send two reporters out with one camera crew covering the same story, split the cost and increase the coverage of that news coverage.

And we are in the process of doing that. We're also in the process of talking to Bob Wussler and Ted Turner about doing some prime time theater. It would not be cameras put into a theater, and on a stage. It would be done in a Hollywood studio someplace, or some studio someplace in the world, where we would attract three important names and do a significant piece of theater. We would share those costs, and it would run simultaneously on the superstation and Metromedia stations.

That allows us to do something important and at half the cost. It would not be an important revenue producer or profit center for us. But it would, again, allow us, to start to do more and significantly different kinds of television than we have done in the past.

Would you have any interest in acquiring CNN alone, apart from the rest of the Turner property?

I would think anyone should be interested in CNN, if he were willing to split it up. I don't think he wants to do that. I think what Ted wants to do more than anything—if he were to sell his company or have it absorbed into a major corporation—he would like then to take a dominant position in that.

I wish him well, but I don't see that happening with our company. If he came to us and said, "Would you be interested in buying just CNN?" we would be interested in talking about that, because I think he's done a superb job with it, much better than I think anyone ever dreamt he was going to do. And he has every reason to be proud of it. And, yes, if that were offered to us by itself we might very well be interested in having some discussions with him on it.

What are your ambitions in news?

The original plan was to quickly put together a national-international service, using first of all the television stations that we have. And we're in key markets—New York, Chicago, Los Angeles, Washington, Boston—just in the United States.

And the service that we were going to offer was to take somebody like a Charles Kuralt, to use him as a for-instance—it didn't turn out that Mr. Kuralt was available to us—who would have been the anchor in New York City. He would do the international sections of the news. And there would be a set in New York and the same set in Los Angeles and the same set in Washington and the same set in Chicago and Houston and all our markets.

And, hopefully, the other people that would sign on with us would also have a similar set. If he would then have done co-anchoring in New York, he would see an opening in Washington now that would be a standard opening. It would be Kuralt sitting in his set in New York, not unlike what ABC does with its stuff. And tonight, here in Washington the 10 p.m. news with Charles Kuralt and Joan Smith and Barry Allen and so and so and weather and sports. While he's sitting in New York he's for all intents and purposes co-anchoring in

Washington.

That portion of the late news that we would send out to the rest of these affiliates around the country would have been the national-international section of that news, which they can't do very well in St. Louis or Albuquerque or wherever they might be.

And if they only want to do a half hour, they could have taken our 20 minutes—10 minutes of national and 10 minutes of international—and add 10 minutes of local to it, and they'd have a half hour in that market for a fraction of what it would have cost to do it themselves.

It would have made them more important—or *will* make them more important—as we pull this off. It will make them more competitive in their markets in the news business than they could have been. And we would be improving our operations in New York and Washington and Los Angeles and all the other markets.

Now, we're going to have somewhere around a hundred people outside our news operation—separate and apart from that—and that would then be a Metromedia prime time news throughout the country. We would offer it to them for nothing, on a barter basis, and we would take back some number of minutes of commercial time within that half hour or hour, that we would then sell as national news spots.

We have no date on when it's going to start. At one time we thought June because we felt we were going to get a nationally known anchor, well known, marketable, to front this for us. We didn't realize, frankly, how difficult it is to find that kind of person. Most good anchor people are under contract. That didn't used to be the case with the networks. Bob Wood told me that when he was president of the CBS Television Network there was only one person under contract at CBS, and it was Walter Cronkite. Mr. Paley didn't believe in contracts, until they lost somebody. And I've forgotten who that was; it may have been Harry Reasoner. It was right after that that Mr. Paley was supposed to have said, "Get them all under contract," because news became profitable. It used to be a loss

leader. When it became profitable, suddenly everybody wanted to be protected.

What about *Thicke of the Night*?

Fred Silverman and I have been talking for a long time. And about a year ago Fred felt that there was some question as to whether Johnny Carson was going to re-sign. I also felt there was a strong possibility that he wouldn't, when I heard that he had made a deal with Columbia Pictures on his old shows for some crazy number like \$27 million. And if they were going to be able to get their money back they were going to have to play that show late night. And it certainly couldn't play opposite Carson. And I just felt that this may have been the time for him to say night-night.

And Fred started looking around, and he came up with a guy by the name of Alan Thicke, a Canadian doing a Canadian show, although he has lived in the United States for about 10 years. And in the year or 18 months that he's been doing his show, it has turned out to be the highest rated show in the history of Canadian daytime television. Fred brought Alan back to see me in Boston. We looked at some clips of his shows, and I thought he had magic dust all over him.

Fred's company, InterMedia, is under the MGM umbrella. MGM agreed to take it to the next step with us, so that the three of us, as a partnership, were going to try to see if there was an appetite for Alan Thicke.

Everybody that we showed these clips to flipped over him, because they could see—without a pilot, but just on the basis of lifts from maybe 10 or 15 shows he's done—that the guy seemed to have a special kind of talent. He wore well. He had a comedic sense of timing. Whatever it takes to work late night, he seemed to have it. We walked into the NATPE convention with almost 60% of the country cleared, and we wound up walking out of there with about 70%. We have until September, and my guess is that before we're

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finished we're going to be over 80%. If that works for us we're in business from 11:30 to 1 a.m., five nights a week. That's a lot of programming.

What are your plans for daytime?

First of all you've got to psych yourself up, because there has been an attitudinal problem, I think, with independents through the years. They think of themselves as second-class citizens in daytime. And yet the networks turn around and admit that they make more profit during the day than they do in prime time. And we haven't been able to crack that. We do it at 4, but up until 4 we're not a factor. If we did nothing else than what the networks do with soaps and game shows, why would we not do as well as they—unless it showed up in production values and it were cheap or something? We ought to be able to do exactly what they're doing in daytime.

I've talked to Procter & Gamble as recently as NATPE, indicating to them why don't they let us do some soaps for them. And not one, but several. Let's start in the soap business from 2 to 4, if that's where soaps are. Why can't we do it?

We're going to clear *Breakaway*, (see story, page 158) in which we'll have a very large equity position. That will be another hour that would start our daytime off, to make it look different. In Los Angeles, it would probably be around 1. In New York it could run at 2. It's not the kind of program or the kind of dollars that you'd normally put into the afternoon. But I think that's one of our problems. We've been rerunning old situation comedy that we have 15 runs on or something, and to get our dough out we kept rerunning all these old materials. We've got to start thinking fresh and new.

If you keep following this path, before very long there will be only a very few areas to be pencilled in before you have a fairly conventional network.

That's true. But I still don't think of it as a network. The first thing that we have to think about always is: Is it right for our stations? Does it make sense for us? We don't want to go into the network production business just to be in it. We want to make sure that what we're producing is something that is needed by our own stations in the markets that we serve. And if in doing that we also are supplying a need for stations that are in similar positions, then that puts us into a network business—but that comes as a result of our strong first position.

Do the high costs of programming force you into the network business?

Yes. I don't think there's any question about that. *M*A*S*H* is a very important program for us. And if you went to the Katz presentation at NATPE, Katz spent about 20 minutes as a special part of their service to their affiliates to tell them what they were going to have to do to negotiate future runs of *M*A*S*H*.

And I was appalled—not that they were doing it, because everybody knows it's a problem, but that openly, with 160 stations represented, and the 20th Century-Fox people upstairs, that somebody downstairs was already telling them that they were going to have to take 500% increases, I just sat there with cold chills.

We have to figure out how we can stop working for syndicators. And being one of them myself, I don't mean it in a demeaning way. But we're always working off network successes. We don't get the failures. So anything that's successful they're going to want a fortune for—certainly in major markets—because there's so little of it. And we have no choice. We almost have to pay any price that's within reason.

But I would prefer trying to figure out how we can develop these things ourselves. At one point the Norman Lear organization was producing nine prime time situation comedies at KTTV(TV). We were in the facilities business. And they were buying our facilities, and we were making some profit with them.

In the meantime, what came out of those studios—*All in the Family*—went on a network and wound up making \$100 million. We shouldn't be in the position of selling facilities. We should use our facilities to start to produce product for us.

Maybe it isn't network programming. Maybe it's just programming for our stations, so that we don't have to pay these incredible prices that are going to come to us as those shows become successes. Let your mind wander. If you can put four or five groups together, like ourselves, maybe not as big, but groups who also feel the same way about it. And so rather than having somebody produce something to go to a network that eventually comes to us, maybe those same people produce something on which they share the costs that go directly to us, and might very well be as good as anything that's on the network.

I can remember a couple of years ago when *Laverne & Shirley* was being offered to us by Paramount, and at the same time *The Muppets* were being offered. And they wanted \$32,000 a half hour for *Laverne & Shirley*. In a market that three or four years prior to that was selling for \$3,500 or \$5,000; *M*A*S*H* originally went for \$3,500 in Boston, and *Mary Tyler Moore* for \$5,000. Now, two or three years later, they wanted \$32,000 for *Laverne & Shirley*.

And I'm sitting there with my program manager and I said, "Before I pay \$32,000 for that program, we'll do one ourselves." And with that the Paramount guy got up and walked out, and my program manager, Bruce Morrison, said, "You weren't serious about that, were you?"

Well, I really wasn't; I said it more out of pique. But I didn't want to lose face with him, so I said, "You're goddamn right we're going to do it." And the next thing I knew we were sitting around the table, talking about doing our situation comedy. We had no right in God's green earth to try it, but we had had one season with *The Baxters*, working with Norman Lear, and our guys had been out there, and they saw how he shot it with four cameras and ran it simultaneously and it all got put together in an editing room. Some guy sat there very cleverly and pushed a button, and all these things happened.

There wasn't any magic to it. And I wanted to work in that form; I wanted to see if it could be done. Could a television station do it? And it came out of the pique of this thing, but we really tried it. And we got actors from New York, we found there was a director available who had done situation comedy. We had everything there except the writers.

And I had gone to William Morris, among others, and said to them, "We're going to do a situation comedy. And we can't spend \$25,000 or \$50,000 a script. But you must have some terrific young writers you can't sell, so why don't you let them do one of these things at scale?" Well, they couldn't deal with that. And so we paid \$1,000 a script and the writing wasn't terrific. But the first show ran, and it was reviewed by the *Boston Globe's* Bill Henry, a Pulitzer Prize-winning columnist who's now with the *New York Times*, who said that as far as he was concerned, *Park Street Under* was as good if not better than any situation comedy done by a network that year.

We paid \$15,000 to do that show. If it had been done in Los Angeles as a pilot, they would have paid a million dollars for it. We did 20 shows. The first 15 were fair, because we were learning our trade. The last five, I felt, were network quality.

The show took place in a bar in downtown Boston. People came into this bar, characters. I sent it to ABC; Leonard Goldenson and Elton Rule asked me to send it on. I got a nice letter back from those creative people at ABC thanking me for letting them look at it. And that was the end of it.

Except that a year later NBC came out with a show called *Cheers*, which was a bar in downtown Boston that you walked down into. And these characters were the waiters and the bartenders and all the local characters. I tell you, it's almost an exact copy of what we did 20 weeks of.

The point is: We can do situation comedy. There is no magic to it. If we can do it for \$15,000 as one station, what can we do with seven stations? I'm just talking about Metromedia. What could we have done for 50? There is at least that opportunity to do any form we want to deal with. Hollywood keeps eating its tail. It's like a string of elephants coming into the circus grounds—they're all attached to the elephant in front of them and if the first elephant ever fell, they'd all fall.

I think what you need to do is just open up your mind and say,

"Damn it, there isn't anything we can't do or can't try." And we're big enough now to attempt some of these things. And we're going to do it, we're going to try.

On the movie networks, you asked for a barter split of 60 for Metromedia and 40 for the stations. And you're telling the studios that you can't pay more than a million. Is there a delayed return on the occasional movie networks? The way it was put is that everyone will have to sacrifice at the outset.

Well, I would hope that there would be no sacrifice. We don't have a formula yet. I'm not sure that 60-40 is right. I don't know what it is. We want it to be large enough on our end to be able to pay the kind of dollars to the producers to get the kind of product that we need.

Say it is 60-40. An independent operator might say, "Why do I want to give you 60% of my inventory when I can have 100% of it and run my own movie?" Chances are that he would not be able to put in the kind of quality feature that we're talking about. A "Missing" might come to him at some point, but it might be six years down the road, if it didn't come the way I just outlined to you. And also, in major markets—well, Los Angeles, is \$175,000—\$200,000 for a feature. And he's only going to get four runs, using Los Angeles, for instance. If you straight-lined it, that would mean that movie to run that first time in Los Angeles is going to cost him \$50,000. It isn't going to cost him anything. We're delivering that picture at no cost.

So that has to be factored back into his 40%. Our hope would be that we would be able to take that time period, two hours, and triple the audience that he's currently getting by virtue of the promotion and the value of that particular feature, then they would be making more money because they would be selling fewer spots, but for three times as much money. Also, the adjacencies to that movie at 9 would be theirs to sell, and they would be selling two minutes preceding a potential 10 rating, whereas chances are they're doing 3's and 4's now. Also, the advantage of that large audience would then flow to the program that follows. Theoretically, it would add to that audience, because we would be delivering a larger audience to them.

So there would be some advantages, rather than just thinking in terms of what they would get out of the 40%. And remember, affiliates only get the adjacencies and some station breaks in the two hours. The bulk of that money is the network's money, and they're only getting their pro rata station compensation fee, which might be a fraction of what they would be able to get even on a 40% that I just proposed.

It sounds like the future of independent television depends on these kinds of networks.

NICE.



When we entered this year's Iris competition at NATPE, we felt being nominated in more than one category was almost an award in itself. Fortunately, things turned out even nicer than we expected!

KYW-TV 3 ^{GROUP} W

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Oh, I think it does. I think it doesn't necessarily mean that all of their dayparts are going to be parts of independent networks. I don't think it requires that. But I do think there are tremendous advantages in grouping together for these periodic weekly or monthly movies.

If you were keynoting the NAB convention in Las Vegas, what would you say to them.

Oh I don't know. I would probably fall back into some statement like, "I think all of us have lost sight of what made us." If you look at the networks today there hasn't been a success on the network in three years—not one show that you would call a success since *Magnum P.I.* If there is one, I'd like to have someone tell me what it is; I don't know what it is.

And every year there were always four or five. Now, they're worried because we're taking their off-network successes and making them enormously successful for us. Why aren't they doing the same things that made them a success three or four or five years ago? Somehow they've lost sight of the target or something.

I think they should go back and think in terms of what it was that made us great for 20 years. What are we doing wrong now? I think they've lost control of costs in Los Angeles. I think the production costs have just gone crazy.

Are you saying that the industry is dependent upon the networks? That if you're going to talk to the industry, to the broadcasters, the thing that's most important is their network programming? Is that where it's lost it?

I think it has. And I think the basis of it is the loss of cost controls. That's easier said than corrected, but that's the basis of it. I think they've got to go back and just say, "We're not going to pay these kinds of dollars. We're going to take some money and we're going to try different things." I was pleased when I heard ABC announce that this summer they're going to try some original programming in the

summer, rather than just go into the repeat format. It will be less expensive, and maybe they're going to find a hit or two in there. Nothing would please me more.

It's just clogged down. They need open-heart surgery; all those veins are clogged. And it doesn't mean it's going to die. It's too big and it's too strong. But it could be better. And they've got to work on it.

Do you think all three networks will make it? That all three networks will survive?

Well, the three networks and their 15 owned and operated stations are still making about 65% to 70% of the profit in this business. They're making zillions of dollars. It's just that their costs are increasing at such a rate that their margin of profit is smaller.

No, they're very healthy. Even NBC is healthy. But I think they've just got to look at themselves a little more closely than they have done in the past. And I think one of the things that could be done is that the creative community, which only judges itself upon whatever share of audience the program they have developed gets on a network, I think one of the things that their salaries should be based upon is not only delivery of an audience, but delivery of a program at a price that the network can make more profit on.

That seems wrong to me. If you're going to produce a show, and you have no concern whatsoever about what the ultimate costs of that are, and you feel that your salary and your compensation and your bonuses are going to be based on that share of audience that it ultimately delivers, I think it's wrong. I think someone should say we expected that share to be high, but your salary and bonuses will be based upon your ability to deliver the bottom line, because any other business in the world has to do that.

I would be remiss if I didn't mention the 10 years I spent working with the BBI [Boston Broadcasters Inc.] board of directors who, honest to God—and I found this difficult to believe at the beginning—didn't care about the profit. They wanted to do good television. Now, they didn't want to lose money, but they were not trying to milk every dollar out there. And they were almost embarrassed by the success that we had.

Not one time did that board of directors ever say to me, "Don't do it." I'd say I wanted to do a program—like the *Good Day Show* or whatever—and all I would ever get from them was: "Now, how much money is it going to cost? Is that enough? Would it be better if we spent more?" And I used to pinch myself, because I couldn't believe there were people like that in the world. As a result, I worked very hard for them, because I loved them all. And I think it was a reciprocal thing with them. But it could not have been done had that board not willed it to be done.

Could other stations be run the same way?

I think so. Maybe not in the 75th market but certainly in the top 25 or 50 markets. Absolutely. All you've got to do is say to yourselves, "Public affairs, community affairs—those projects are important and let's deal with them." And the payoff comes if you do it well.

Are you doing that on the group level at Metromedia?

We're sure trying. I don't mean that all our stations want to take on the image of WCVB-TV, but they're anxious to have the opportunity to prove they are as capable at their stations as WCVB-TV is. The only difference is that we were allowed to let it happen, and

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to try, and not be afraid to fail.

You were almost forced into its happening at WCVB-TV, were you not?

Everyone says we were forced, but we could very easily have done—you know, the FCC judges you not by quality but by quantity. Every project we took on, including news, we said: "We want to do it as well as we can do it." And in all those years we did more than anyone else. More news, more local programming, more public affairs. We put on news at 6 o'clock in the morning seven years before it occurred to anyone else. We were doing 5's and 6's [ratings] in the morning. We did a movie. We had about as much right to do a movie as trying to lift the Statue of Liberty.

But we got so that the staff didn't believe there was anything we couldn't do. And when we said we were going to do a movie with Henry Fonda, they went out of their minds. It turned out to be terrific. The guy who produced it and the executive producer were the program manager and the assistant program manager; they had never made a movie before in their lives. But you get to a point if you're around things like that you say, "Of course we'll do it."

There were a lot of young kids who didn't know that you couldn't do 60 hours a week of local television and do it well. It was their first job; they thought everybody did that. I just kept praying they wouldn't find out it wasn't possible.

There isn't a station anywhere that doesn't already have people sitting there capable—more capable than they ever dreamt they were—and if you just draw them out and encourage them they just blossom. It's like taking a big plant—a television station is a big green plant. It just makes money. And all you have to do is put it out in the sun, put a little love in it for fertilizer, add some water and let it alone. And beautiful flowers come out of it.

It's just a shame that more people aren't given the opportunity—as was I by the company that gave me the opportunity—to attract good people, award them properly and encourage them to try. That's all it takes.

You know, the things that most attracted me to Metromedia were John Kluge's vision and his willingness to try something different. He's one of those guys who can see around corners, and there aren't many like him.

But as to the future? I tell you, there's going to be a resurgence in broadcasting. Things have been drifting but they're about ready to explode. It's a little like turning the Queen Elizabeth around, but there are a lot of good operators out there who can do it—Ward Huey (of Belo Broadcasting), Joe Dimino (of WKW-TV Cleveland), John Conomikes (of Hearst), Tom Goodgame (of KDKA-TV Pittsburgh), Jim Coppersmith (of WCVB-TV), Chuck Young (of KTTV[TV] Los Angeles). There are a lot of good operators out there. I just wish the hell I were 25 years younger.

TWICE.



For all of us at KYW-TV, winning two awards for local programming is doubly gratifying. To everyone involved, we'd like to say thanks. And thanks again.

KYW-TV 3 ^{GROUP} W

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Geostar presents space-age plan

Firm's application to FCC would allow it to transmit and receive messages from anyone, anywhere on earth using satellite system

A young woman on her way home at night is confronted by a mugger. She pushes a button on what looks like a radio pager and within a quarter of a second police are sent her precise location along with her name and description. The pager then sounds an alarm, warning the mugger that the police are on the way.

The scenario describes one of the many possible (and one of the more dramatic) applications of a unique satellite system being proposed by Geostar Corp., a newly formed company in Princeton, N.J. The Geostar Satellite System (GSS), as it is called, was laid out in an application to the FCC last week, asking for authority to launch three satellites and to use three bands of spectrum.

According to the application, GSS would be able to pinpoint the location of any person, vehicle or aircraft equipped with a \$200 transceiver and transmit the coordinates to

any other transceiver. What's more, GSS would act as a nationwide communications service, permitting the transmission of brief (36-character) messages among the addressable transceivers.

"The GSS will make a major contribution to the quality of aeronautical radio navigation, terrestrial fleet control, public safety and emergency relief radio services available to the American public," the application said. "Thousands of aircraft and millions of terrestrial users will, for the first [time] ever, be able to obtain precision location information and transfer brief high-value messages from anywhere within the continental United States." With prompt FCC action, it said, GSS could be up and operating by 1987.

Geostar and GSS were conceived by Gerard O'Neill, a 56-year-old professor of physics at Princeton University, author of two books on the future and president of the Space Studies Institute, a nonprofit group devoted to research in manufacturing and inhabiting space.

Comprising three operational geostationary satellites and an earth station equipped with a massive computer, GSS is designed to track automatically the location of the transceivers. One of the satellites transmits an "interrogation signal" 100 times per second to each transceiver, which automatically re-

sponds by relaying a signal with an identifying code through all three satellites to the GSS computer. Because the satellites are located in different orbits, the computer will receive the three signals at three slightly different times. "Based on this information," the application said, "the computer will be able to compute the longitude, latitude, altitude and time of response of each transceiver." Once the computer calculates the information, it can relay it over the satellites to any of the transceivers. According to the application, the entire process takes less than a quarter of a second.

To conserve spectrum and increase the capacity of the system, pre-programmed "suppression circuits" in the transceivers limit the number of times they can respond to an interrogation signal. The number of times would depend on the user. An aircraft would respond every few seconds, for instance, while a truck or train would respond only once an hour or so. Response suppression would be continuous in transceivers used to notify authorities in emergencies (e.g., imminent muggings), the application said, "but could be overridden at the touch of a button."

GSS becomes a communications system when brief messages are typed into the transceivers and addressed. The messages are then transmitted to the satellites with each response signal and relayed to the intended recipients. To record the messages, the application said, the transceivers will have a "calculator-like liquid-crystal display or print-out device."

Geostar asked for three hunks of spectrum—2483.5-2500 mhz to transmit the interrogation signals and other information from the satellites to the transceivers, 1610-1626.5 mhz to transmit response signals and information from the transceivers to the satellites and 5100-5200 mhz for transmitting signals between the satellites and the earth station. According to William Torak of the FCC, 2483.5-2500 mhz is currently allocated to private microwave and radar and 1610-1626.5 mhz and 5100-5200 mhz, to government and nongovernment aeronautical radio navigation. And there are footnotes to the allocation table, Torak said, that indicate the latter two bands could be used for satellite transmissions, if those transmissions aid aeronautical radio navigation. Because the bands are shared with the government, however, he said, the government users may have to give GSS their approval before it can get off the ground.

The satellites would be placed, according to the application, at 70, 100 and 130 degrees, all west longitude. "No other satellites presently occupy these orbital positions at the frequency bands [Geostar] prefers," the application said.

GSS is a completely digital system. Using eight 32-bit sequences, the GSS will be able to address 268 million individual users and still transmit 36-character messages. The

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messages would be created from a font of 64 letters, numbers, punctuation marks and user-defined phrases.

Because of the high capacity of the system, the application said, "access charges could be kept to well under a dollar per re-

sponse," although the actual charges will be set by the marketplace. "The realities of the financial marketplace," it said, "will result in the GSS providing the public with the service it desires at the prices it is willing to pay." □

schools and announcer at WAKE(AM)-WLJE(FM) Valparaiso, Ind., and Jay A. Bough, sports director at WFML(FM) Washington, Ind. Neither has other broadcast interests. WHHV is on 1400 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

Changing Hands

PROPOSED

WQLS(FM) Cleveland, Tenn. □ Sold by Atlantic Broadcasting Corp. to Colonial Broadcasting Co. Inc. for \$2.21 million. **Seller** is owned by A. Thomas Joyner and David Weil (50% each), who also own co-located WCLE(AM) and WISP(AM)-WQDW(FM) Kinston, N.C. **Buyer** is owned by Robert E. Lowder and his brothers, James K. and Thomas H. It also owns WLWI(FM) Montgomery, Ala., and WOWW(FM) Pensacola, Fla. WQLS is on 100.7 mhz with 50 kw and antenna 360 feet above average terrain. *Broker: Media Acquisitions Inc.*

WLKK(AM)-WLVU(FM) Erie, Pa. □ Sold by WERC Inc. to Penn-West Broadcasting Inc. for \$1.5 million. **Seller** is owned by Goldman Group; Simon Goldman is president. It also owns WJTN(AM) and WWSE(FM) Jamestown, N.Y.; WVMT(AM) Burlington and WSYB(AM)-WRUT(FM) Rutland, both Vermont. **Buyer** is owned by Harold G. Fulmer III (100%), who also owns WSAW(AM) Allentown, Pa. Fulmer owns chain of McDonald's fast food restaurants and is Allentown real estate investor. WLKK is on 1260 khz with 5000 w fulltime. WLVU is on 99.9 mhz with 9.7 kw and antenna 400 feet above average terrain. *Broker: The Keith W. Horton Co.*

KYFM(FM) Bartlesville, Okla. □ Sold by Thompson Communications Inc. to KYFM Radio Inc. for \$1.1 million. **Seller** is owned by Fred L. Thompson, who also owns KRSL-AM-FM Russell, Kan. **Buyer** is principally owned by Galen O. Gilbert of Dallas, who also owns majority interest in KBTN(AM) Neosho, Mo.; KXEO(AM)-KWWR-FM Mexico, Mo.; and KZEE(AM) Weatherford, KTXJ(AM)-KWYX(FM) Jasper, KDXE(FM) Sulphur Springs and KPET(AM) Lamesa, all Texas. KYFM is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Kelley Associates Inc.*

KTEZ(FM) Lubbock, Tex. □ Sold by Southwest Records Suppliers Ltd. to Texas Lotus Corp. for \$1,050,000. **Seller** is principally owned by T. Ray Moran, who also owns KJAA(TV) Lubbock and KJTV(TV) Amarillo, both Texas. **Buyer** is owned by Howard A. Kalmenson, president, who also owns KTKT(AM)-KLPX(FM) Tucson, Ariz.; KOXR(AM) Oxnard, Calif.; KFSD-FM San Diego; KWKW(AM) Pasadena, Calif.; WMDO(AM) Wheaton, Md.; KONE(AM)-KOZZ(FM) Reno; KENO(AM)-KOMP(FM) Las Vegas, and KUKA(AM)-KVAR-FM San Antonio, Tex. KTEZ is on 101.1 mhz with 100 kw and antenna 750 feet above average terrain. *Brokers: Kalil & Co. Inc. and Norman Fischer & Associates.*

WMPT-AM-FM South Williamsport, Pa. □ Sold by Will-Mont Broadcasting Co. to P.A.C.

Communications Inc. for \$475,000. **Seller** is owned by Galen David Castlebury Jr., who has no other broadcast interests. **Buyer** is owned by Diana Ruth Kadash, president (one-third); David W. Banks and Warren S. Diggins, both vice presidents; Sharon L. Banks, treasurer, and Michelle M. Diggins, secretary (16.6% each). Kadash is real estate investor in Williamsport, Pa. David Banks is former sales manager of WLYC(AM) Williamsport. Warren Diggins is former general manager of WLYC. WMPT is on 1450 khz with 1 kw day and 250 w night. WMPT-FM is on 99.3 mhz with 105 w and antenna 1,230 feet above average terrain.

WHHV(AM) Hillsville, Va. □ Sold by Hillsville-Galax Broadcasting Co. to Magnum Communications Inc. for \$210,000. **Seller** is owned by Suburban Radio Group, North Carolina-based group owner of six AM's and three FM's. Robert R. Hilker is president. **Buyer** is owned by Howard E. Espravnik, radio and TV instructor in Gary, Ind., public

WWKO(AM) Fair Bluff, N.C. □ Sold by Marshall Media Inc. to Joseph L. Cusaac for \$200,000. **Seller** is owned by Michael G. Orr, who also owns WCRE(AM) Cheraw, S.C. **Buyer** also owns 81.8% of WBER(AM) Moncks Corner, S.C. WWKO is daytimer on 1480 khz with 1 kw.

□ Other proposed station sales include: WJDR(FM) Prentiss, Miss., and KANA(AM) Anaconda, Mont. (see "For the Record," page 166).

APPROVED

WKTM(FM) North Charleston, S.C. □ Sold by WKTM Inc. to Radio Clearwater Inc. for \$2 million. **Seller** is owned by William G. Dudley III, who retains ownership of co-located WKNL(AM). **Buyer** is owned by Carl J. Maricci and wife, Betty, former owners of WAZE(AM) Clearwater, Fla. WKTM is on 102.5 mhz with 100 kw and antenna 547 feet above average terrain.

KVMT(FM) Vail, Colo. □ Sold by Vail Mountain Broadcasters Inc. to R & L Communications Inc. for \$1.7 million. **Seller** is headed by Leon Lowenthal, president, who has no other broadcast interests. **Buyer** is owned by

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Richard H. Sucher (100%), who owns KKFM(FM) Colorado Springs and KRIX-FM Brownsville, Tex. Lowenthal will be president (with no ownership) of R & L Communications. KVMT is on 104.7 mhz with 80 kw and antenna 1,186 feet above average terrain.

KABE(FM) Orem, Utah □ Sold by Morris J. Jones to D. Garry Munson and Scott V. Christenson for \$1.25 million. Seller has minority interest in FM CP at Park City, Utah. Buyers own KGGR(AM)-KKPL(FM) Opportunity, Wash. Munson also is president of KIEE(AM) Harrisonville, Mo. KABE is on 107.5 mhz with 45 kw and antenna 2,730 feet above average terrain.

WSME-AM-FM Sanford, Me. □ Sold by Southern Maine Broadcasting Corp. to York Broadcasting Inc. for \$500,000. Seller is principally owned by Alvin Yudkoff, who bought WSME(AM) in 1973 for \$110,000 (BROADCASTING, Nov. 30, 1973) and put WSME-FM on air in 1975. He has no other broadcast interests. Buyer is owned by Grenville T. Emmett III and family, who own WAGE(AM) Leesburg, Va. WSME is 1 kw daytimer on 1220 khz. WSME-FM is on 92.1 mhz with 800 w and antenna 530 feet above average terrain.

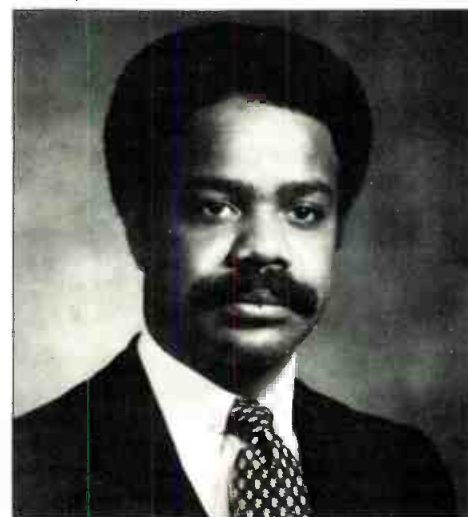
□ Other approved station sales include: WAPR(AM) Avon Park, Fla., and WISQ(FM) West Salem, Wis. (See "For the Record," page 166).

NAB to challenge teletext decision; Mahone wins seat

The National Association of Broadcasters' executive committee decided last week to ask FCC reconsideration of its decision not to grant must-carry status for teletext.

NAB President Edward Fritts said the FCC's decision comes down to a question of "signal integrity" because it permits only partial carriage of broadcast signals into the home. He also said the decision indicates the commission may be interested in reviewing all its must-carry rules. NAB senior vice president and general counsel, Erwin Krasnow, said the NAB is also concerned about the commission's failure to select a teletext technical standard. He said the association didn't see how the commission could "strip" out the teletext signals without causing many problems, including placing a financial burden on cable.

In other NAB action last week, election of radio network representatives to the NAB's radio board produced a surprising upset. Incumbent Glenn Mahone of Sheridan Broadcasting, who had been expected to be forced off the board, won re-election for one of the six radio network seats (seven networks were competing this year because of the addition of RKO Radio). The odd man out: Eugene Jackson, president of the larger National Black Network and a 10-year board veteran who was expected to be re-elected handily. Mahone had campaigned vigorous-



Mahone

ly; Jackson had not. According to NAB by-laws, six seats are allotted on the radio board for network representation, but because of the addition of RKO Radio, seven networks competed for the six seats.

During the January joint board meeting, the question of minority representation was raised (principally by Mahone) and a resolution passed instructing the bylaws committee to insure continued minority representation on the board.

Other radio network representatives elected were: ABC Radio, Ben Hoberman; CBS Radio, Eugene Lothery; Mutual Broadcasting System, Martin Rubenstein; NBC Radio, Michael Eskridge, and RKO General, Tom Burchill. □

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CBS answers charges of personal attack

Network tells FCC that request of religious groups for time to answer '60 Minutes' segment should be dismissed

While representatives of five religious organizations are claiming that a Jan. 23 CBS *60 Minutes* episode, "The Gospel According to Whom?," constituted a personal attack against them, CBS has countered that those groups are all wrong.

In a complaint at the FCC, the United Church of Christ, the General Assembly of the United Presbyterian Church in the U.S.A., the Christian Church, the Diocese of Ohio for the Episcopal Church, and the General Commission on Christian Unity and Interreligious Concerns of the United Methodist Church—alleged the program said the groups were "doing the work" of international communism without the knowledge of their members. They also said the broadcast accused them of lying. In their complaint, they asked the FCC to force the network to provide a "reasonable" length of time in which to respond (BROADCASTING, March 7).

In its response at the FCC, CBS maintained that the program consisted mostly of "bona fide news interviews" which are exempt from application of the commission's personal attack rules.

CBS also said that the program did not involve a controversial issue of public importance. It added that the church groups were off base in saying the issue in the program was whether they were seeking to support or promote international communism. The "thrust" of the program, CBS said, was to examine the issue of whether the National

and World Council of Churches, and other church organizations with which the complainants are associated, "have acted in a manner inconsistent with the religious and moral convictions of the majority of their constituent churchgoers by supporting Third World groups that use or advocate the use of armed violence to achieve political ends."

The report did not deal with a "controversial issue of public importance" as defined by the FCC. CBS said. "First, the issue raised in the report is not 'controversial' under the commission's established test, since there is no indication that it is 'the subject of vigorous debate with substantial elements of the community in opposition to one another.'" CBS said. "Nor do we believe that the subjects discussed in the report are matters of 'public importance' within the commission's rule."

But even if the broadcast involved a controversial issue of public importance and were not exempt from application of the personal attack rule, "there is nothing in the report that constitutes an attack on the honesty, character, integrity or like personal qualities of the complainants in violation of the personal attack rule," CBS said. "None of the criticisms in the report directed at the National Council, World Council and associated church organizations involved any charge of criminality, corruption or moral turpitude. Accordingly, those criticisms are not cognizable under the personal attack rule," CBS said.

CBS also claimed that, even if the report had contained a personal attack, the report's inclusion of "extensive" interviews with the heads of the National Council and World Council of Churches would constitute full



Back on the beat. United Press International re-opened its Warsaw bureau on April 1, three months after the Polish government expelled correspondent Ruth Gruber. At work in the Warsaw office are (seated, l-r) bureau manager, Bogdan Turek, and chief correspondent for Eastern Europe, Walter Wisniewski, and (standing l-r) assistants Jerzy Szkup and Wojciech Borodzik.

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compliance with CBS News's obligation under the rule. "A large portion of 'The Gospel According to Whom?' was devoted to individual interviews with church leaders who were completely familiar with the charges of their critics—long-standing charges which had been raised in a variety of national Protestant forums by the Institute on Religion and Democracy. In the report, these church leaders responded to the charges, made some charges of their own and otherwise expressed their views on the underlying issue," CBS said.

"The inclusion in the report of extensive interviews with these church leaders satisfied the principle of journalistic fairness and served to inform the public on both sides of the underlying issue," CBS said. "There-

fore, even if the report had contained personal attacks against the complainants (which we emphatically believe it did not), the reply opportunities given within the broadcast to the National Council and the World Council—the umbrella organizations that were at the focus of the report—would, we believe, constitute full compliance with CBS News's obligations under the rule."

Milton Gross, chief of the FCC Mass Media Bureau's fairness/political broadcasting branch, said the commission had received about 20 similar complaints—some directed at the network, and some directed at individual affiliates that carried the program—had had informed the authors of those complaints that the matter would be resolved through the complaint at hand. □

'TV Guide' reacts to CBS reaction

Magazine's Sandler, in 'Quill' article, answers Sauter rebuttal to 'Anatomy of a smear' article

TV Guide has fired back at CBS in the controversy initiated when the magazine published its "Anatomy of a Smear," dealing with CBS News's documentary alleging that General William C. Westmoreland, when commander of U.S. forces in Vietnam, engaged in a "conspiracy" to mislead the government and the public regarding enemy troop strength. CBS News President Van Gordon Sauter two weeks ago said the piece contained errors reflecting "a shocking disregard for the truth" (BROADCASTING, April 4). Last week, *TV Guide's* co-editor, David Sandler, said it is Sauter "who has lost sight of the truth."

The Quill, the publication of the Society of Professional Journalists, Sigma Delta Chi, is serving as the forum for the exchange of views since SDX had awarded a distinguished service award for magazine reporting to "Anatomy of a Smear." Sauter wrote the magazine to charge the *TV Guide* piece with error—"not to impugn the value of SDX's prizes" or the manner in which they are determined, he said, but because CBS believes that the article, "since it has been honored, deserves to be seen with greater clarity."

Sandler, in his response, defended the article against the three charges of inaccuracy leveled by Sauter. All three were based on statements by principals after the *TV Guide* piece was published.

Sauter said it was "simply untrue" that Sam Adams, the network's paid consultant on the documentary, had "disavowed" its thesis—that Westmoreland had led a conspiracy to keep information from the White House. Sauter noted that Adams had told *Newsweek* that the charge he had changed his point of view was "baloney."

But Sandler stood by the article—which reported that by the time the program aired, Adams was convinced that Westmoreland was "acting as a go-between rather than an instigator and that in the book he was writing on the subject, he was "trying to get the smoking guns into the White House." Sauter accused *TV Guide* of misrepresenting the views of Colonel Gains Hawkins, who was U.S. Army order of battle chief in Vietnam, regarding a ceiling on enemy man-power. For support, he cited a letter from Hawkins saying that nothing he had said in a lengthy interview with the program's producer, George Crile, had been "taken out of context."

Sandler said *TV Guide's* examination of the unedited transcript of the interview showed that Hawkins had told Crile "four times" that he (Hawkins) had not been given a numerical ceiling before a meeting during which, the documentary said, Hawkins was "carrying out orders [stipulating a ceiling on the number of enemy troops in South Vietnam] that originated from General West-

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moreland." Sendler said *TV Guide* did not accuse CBS of taking Hawkins's remarks out of context. Rather, he said, the magazine accused CBS "of leaving on the cutting-room floor repeated denials by Hawkins."

Hawkins, in his letter to Sauter, had also acknowledged that he had "misused the available information to establish a figure on the irregular and political categories of enemy forces to meet what I had no doubt was the command requirement." He was convinced, he added, that "a ceiling existed" and he was not to exceed it. Sendler did not challenge that portion of Hawkins's letter.

Sauter said that former Central Intelligence Agency official George Allen had written to say that remarks he had made to *TV Guide* had been taken out of context and distorted. Allen, in his letter, said he "did not

attempt to dissuade" CBS from doing the program, and does not believe the show "made a 'mountain out of a molehill.' "

Sendler, in rebuttal, cites what he says is a transcript of a portion of an interview with Allen that *TV Guide's* reporters had taped: "I kind of objected and tried to dissuade Crile and company from even doing the show, because I thought they were making a mountain out of a molehill." What was Crile's reaction? Allen replied: "Well, he objected, you know. It would have killed his story, so he didn't use those parts of my interview where we were talking about that."

The documentary has produced more than a conflict between *TV Guide* and CBS News. Westmoreland filed a \$120 million libel suit against CBS. The suit is in pre-trial stages in U.S. District Court in New York. □

Live from Moscow, it's CNN

Cable network carries full two hours of Gromyko rebuttal to Reagan European missile plan

From the moment of its inception in June 1980, the Cable News Network has demonstrated that it is willing and able to cover news live wherever and whenever it occurs. Much of the willingness comes from its desire to one-up the broadcast networks, while much of the ability comes from its 24-hour-a-day format. The latest demonstration came on Saturday morning, April 2, when the network carried live from Moscow a press conference with Soviet Foreign Minister Andrei Gromyko.

Although CNN spent a bundle on the telecast—more than \$12,300 at last count, mostly for satellite time—it would never have come off without the cooperation of the Soviets' State Committee for Radio and Television, known in Russian shorthand as Gosteleradio. The Soviets were apparently eager to respond publicly to President Reagan's proposals for deployment of missiles in Western Europe. Said CNN Moscow Bureau Chief Stuart Loory: "They wanted the maximum amount of mileage they could get out of this thing."

Beyond its news value, Loory said, the press conference was notable for two reasons. From what he could gather from Soviet officials, he said, it was the first live transmission to the U.S. from a Soviet government building and it was the first live appearance by Gromyko on U.S. television from Moscow.

The press conference, which ran approximately two hours, originated from the Foreign Ministry Press Center at 2 a.m. NYT (11 a.m. Moscow time). Gosteleradio covered the press conference with three studio cameras—one trained on Gromyko and two at the some 300 reporters on the scene—and, according to Loory, did "an extremely professional job."

The Soviets also assisted CNN in coordinating its coverage. "It was kind of a jury-rigged system that worked very, very well," said Loory. While one Soviet technician kept an eye on the CNN feed at Gosteleradio headquarters, another sat at Loory's side at the press conference and acted as his messenger. Throughout the press conference, Loory said, he would send his aide to an open telephone line with Atlanta to "find out whether Atlanta had instructions for me and also to give Atlanta my advice on whether we should stay with the press conference." Neither Loory nor Atlanta was sure at the outset that it would be necessary to carry the entire proceeding.

The Soviet-style press conference is different from its U.S. counterpart. There is considerably more decorum, and most of the questions are submitted beforehand in writing. At the Gromyko press conference, Loory and a Russian journalist were the only ones recognized to ask oral questions. "I knew the questions would have been ig-

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nored," Loory said, "if I had tried to ask them in writing." One of Loory's questions broached the subject of how Gromyko's responsibilities had changed since he was appointed First Deputy Prime Minister. "That's the kind of question that is never asked around here because [Soviet officials] don't have to explain their roles to the people," Loory said. Although Loory said he got "half an answer"—Gromyko said he would continue as foreign minister and work harder at it—there were some journalists who thought "I was being a little bit impertinent."

As it turned out, CNN stuck with the press conference to the end. That gave Loory a chance to go before the Soviet cameras as the conference broke up to summarize Gromyko's comments and claim another CNN first. "As far as I know," Loory said, "that's the first time an American [journalist] has ever used a Soviet field camera." □

Sauter deplors dependence on television news

Van Gordon Sauter, president of CBS News, told members of the Overseas Press Club in New York last week that Americans depend too heavily on television news as a source of information concerning daily events. "If we use them correctly," he said, referring to television and other sources of information, such as newspapers, magazines and books, "we could form a truly remarkable society. But there is too much reliance on television news."

Unlike the print media which can go into great detail concerning any given story, said Sauter, television "provides a snapshot of what's happening" on a daily basis, "hopefully with focus and clarity."

Sauter said that he does not see the form or relationship of television with the viewer changing much in the current decade, but the impact of text services in the 1990's "will be huge." With interactive capability, viewers will become their own editors, he said, and will select only those stories of interest to them.

To cope with the escalating costs of international news coverage, Sauter believes that the networks will in the future work more closely with foreign news organizations (particularly in Europe and Asia), perhaps forming some sort of "confederation."

And although the corporate powers that be generally tend not to dictate how their news divisions present the news, journalists "must also manage businesses," Sauter said. The networks are "learning to deliver a service to the public in a manner consistent with our resources."

In response to a question about the NBC presentation, *Special Bulletin*, several weeks ago, Sauter, though noting that the program was well done, said it was inappropriate for airing on television. NBC, he said, "broke a special bond" that is part of the trust that has been built up between the networks (as to how they present news and entertainment programming) and the viewers. □



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N ABC	64 1/4	62	+2 1/4	+ 3.62	11	1,861
N Capital Cities	138	139 1/2	-1 1/2	- 1.07	20	1,810
N CBS	67 1/2	68 3/4	-1 1/4	- 1.81	14	1,889
N Cox	45	46 1/4	-1 1/4	- 2.70	20	1,275
A Gross Telecasting	48 3/8	41 3/4	+6 5/8	+15.86	13	39
O LIN	36 1/4	36 3/4	- 1/2	- 1.36	20	375
N Metromedia	453	399	+54	+13.53	31	1,527
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	51	53	-2	- 3.77	19	137
O Scripps-Howard	28 5/8	23 1/4	+5 3/8	+23.11	16	296
N Storer	28 5/8	29 1/4	- 5/8	- 2.13	18	469
N Taft	47 1/2	47	+ 1/2	+ 1.06	12	442
O United Television	12 1/4	9 1/2	+2 3/4	+28.94	17	147

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	24 1/4	25 1/4	-1	- 3.96	17	96
A Affiliated Pubs.	40 1/2	40 1/2			15	210
O A.H. Belo	39 1/2	40 3/4	-1 1/4	- 3.06	18	370
N American Family	17 3/8	17 7/8	- 1/2	- 2.79	14	235
O Associated Commun.	24	23 3/4	+ 1/4	+ 1.05	57	57
N John Blair	55 1/8	56	- 7/8	- 1.56	12	215
N Charter Co.	11 3/4	11 7/8	- 1/8	- 1.05	5	257
N Chris-Craft	19 7/8	20 5/8	- 3/4	- 3.63	5	129
N Cowles	17 1/2	17 1/2			10	69
N Dun & Bradstreet	119	124	-5	- 4.03	24	3,223
N Fairchild Ind.	21 1/8	21	+ 1/8	+ .59	13	276
N Gannett Co.	67 1/4	65 1/2	+1 3/4	+ 2.67	20	3,578
N General Tire	34 3/8	34 7/8	- 1/2	- 1.43	24	810
O Gray Commun.	47	46	+1	+ 2.17	12	23
N Gulf United	27	27 7/8	- 7/8	- 3.13	10	747
N Harte-Hanks	39	38 3/4	+ 1/4	+ .64	14	384
N Insilco Corp.	24 1/2	23 5/8	+ 7/8	+ 3.70	21	372
N Jefferson-Pilot	31 1/2	32 3/4	-1 1/4	- 3.81	7	676
O Josephson Intl.	15 1/4	15 5/8	- 3/8	- 2.40	13	59
N Knight-Ridder	48 5/8	50 1/2	-1 7/8	- 3.71	16	1,573
N Lee Enterprises	43 3/4	44 1/8	- 3/8	- .84	16	301
N Liberty	17	16 7/8	+ 1/8	+ .74	11	217
N McGraw-Hill	87 1/4	94	-6 3/4	- 7.18	21	2,172
A Media General	47	46 1/2	+ 1/2	+ 1.07	10	326
N Meredith	98 3/4	99 1/4	- 1/2	- .50	11	306
O Multimedia	36	35 3/4	+ 1/4	+ .69	13	367
A New York Times Co.	65 1/2	66 1/2	-1	- 1.50	14	821
A Post Corp.	38 1/4	37 1/2	+ 3/4	+ 2.00	20	70
N Rollins	14 7/8	14	+ 7/8	+ 6.25	9	394
N Schering-Plough	42 1/4	42 3/4	- 1/2	- 1.16	13	2,248
N Signal Cos.	23 3/8	29 5/8	-6 1/4	-21.09	12	1,687
O Stauffer Commun.	43	43			10	43
A Tech Operations	23 3/8	23 7/8	- 1/2	- 2.09	11	19
N Times Mirror Co.	70 1/2	71 3/4	-1 1/4	- 1.74	18	2,408
O Turner Bcstg.	17	18	-1	- 5.55	32	347
A Washington Post	61	61 1/4	- 1/4	- .40	17	862
N Wometco	30 1/4	33	-2 3/4	- 8.33	16	413

CABLE

A Acton Corp.	7 1/8	7 1/8			36	36
N American Express	59 5/8	62 3/4	-3 1/8	- 4.98	10	5,724
O Burnup & Sims	7 7/8	8 1/8	- 1/4	- 3.07	8	69
O Comcast	19	20 1/4	-1 1/4	- 6.17	15	85
N General Instrument	52 1/4	56 1/8	-3 7/8	- 6.90	15	1,621
N Heritage Commun.	11 1/2	12 1/8	- 5/8	- 5.15	20	84
O Rogers Cablesystems	9 7/8	10 1/2	- 5/8	- 5.95	20	217
O Tele-Communications	25 1/4	25	+ 1/4	+ 1.00	70	531
N Time Inc.	59 5/8	59 1/2	+ 1/8	+ .21	24	3,042
O Tocom	7 1/2	8 1/8	- 5/8	- 7.69	6	42
N United Cable TV	19 1/8	19 7/8	- 3/4	- 3.77	17	209
N Viacom	33 1/8	32 3/8	+ 3/4	+ 2.31	20	378

Exchange and Company	Closing Wed. Apr 6	Closing Wed. Mar 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	5 3/8	5 1/2	- 1/8	- 2.27	77	30
N Coca-Cola	54 5/8	54 1/2	+ 1/8	+ .22	19	126
N Disney	78 1/2	77 1/4	+1 1/4	+ 1.61	24	2,618
N Dow Jones & Co.	44 1/2	41 3/4	+2 3/4	+ 6.58	16	2,838
O Four Star*	6 1/2	6 3/4	- 1/4	- 3.70	36	3
N Getty Oil Corp.	59 3/4	56 5/8	+3 1/8	+ 5.51	7	4,835
N Gulf + Western	24 1/2	24 1/2			10	1,812
N MCA	37	36 7/8	+ 1/8	+ .33	9	1,752
N MGM/UA	11 5/8	11 3/8	+ 1/4	+ 2.19	38	578
N Orion	19 1/8	19 1/2	- 3/8	- 1.92	4	131
O Reeves Commun.	21 1/8	20 3/4	+ 3/8	+ 1.80	7	173
O Telepictures	15 1/8	15 1/8			42	318
O Video Corp. of Amer.	7 7/8	8 5/8	- 3/4	- 8.69	9	13
N Warner	27 7/8	28 1/2	- 5/8	- 2.19	6	1,771
A Wrather	27	27 1/2	- 1/2	- 1.81	32	60

SERVICE

O BBDO Inc.	40 1/2	40 3/4	- 1/4	- .61	8	235
O Compact Video	8 3/8	7 5/8	+ 3/4	+ 9.83	4	27
N Comsat	70	71	-1	- 1.40	14	560
O Doyle Dane Bernbach	22	20 3/4	+1 1/4	+ 6.02	11	126
N Foote Cone & Belding	44	44 1/2	- 1/2	- 1.12	10	120
O Grey Advertising	89	91	-2	- 2.19	8	51
N Interpublic Group	52 1/2	52 1/2			13	244
N JWT Group	31	32 1/8	-1 1/8	- 3.50	74	163
O MCI Communications	44 1/8	45 7/8	-1 3/4	- 3.81	31	4,242
A Movielab	4	4 1/8	- 1/8	- 3.03	5	7
O A.C. Nielsen	32 1/4	35 1/2	-3 1/4	- 9.15	8	724
O Ogilvy & Mather	47 3/4	48 1/2	- 3/4	- 1.54	13	203
O Telemation	5 1/4	5 1/4			14	6
O TPC Communications	2 1/8	2	+ 1/8	+ 6.25	2	2
O United Video	9	10	-1	-10.00	16	11
N Western Union	40 3/8	41 5/8	-1 1/4	- 3.00	11	827

ELECTRONICS/MANUFACTURING

O AEL	27 1/4	24 3/4	+2 1/2	+10.10	14	53
N Arvin Industries	20 3/4	19 7/8	+ 7/8	+ 4.40	20	144
O C-Cor Electronics*	16 1/4	17	- 3/4	- 4.41	13	49
O Cable TV Industries	5 3/4	5 3/4			18	17
A Cetec	8 5/8	9	- 3/8	- 4.16	21	19
O Chyron	25 3/4	27 1/4	-1 1/2	- 5.50	20	70
A Cofu	6 7/8	7	- 1/8	- 1.78	15	12
N Conrac	30 1/2	31 1/4	- 3/4	- 2.40	16	68
N Eastman Kodak	80 1/4	84 3/8	-4 1/8	- 4.88	12	13,039
O Elec Missile & Comm.	12	12 1/4	- 1/4	- 2.04	109	33
N General Electric	103 1/4	106 1/2	-3 1/4	- 3.05	13	23,394
N Harris Corp.	42 1/8	45 3/4	-3 5/8	- 7.92	20	1,319
O Microdyne	13 1/8	13 1/2	- 3/8	- 2.77	23	61
N M/A Com. Inc.	23 3/4	25	-1 1/4	- 5.00	22	930
N 3M	76 1/8	79 1/4	-3 1/8	- 3.94	14	8,938
N Motorola	102 1/4	109	-6 3/4	- 6.19	21	3,899
N N. American Philips	59 1/2	61 3/8	-1 7/8	- 3.05	12	823
N Oak Industries	11 1/4	11 1/4			6	183
A Orrox Corp.	6 1/4	7	- 3/4	-10.71	10	14
N RCA	23 1/4	24	- 3/4	- 3.12	11	1,754
N Rockwell Intl.	50 3/8	51 5/8	-1 1/4	- 2.42	13	3,848
A RSC Industries	5 7/8	5 7/8			45	19
N Scientific-Atlanta	15 3/4	16 5/8	- 7/8	- 5.26	38	369
N Sony Corp.	14 7/8	15 1/4	- 3/8	- 2.45	14	3,431
N Tektronix	61 3/4	67 1/8	-5 3/8	- 8.00	16	1,165
O Telemet (Geotel Inc.)	3 3/8	3 1/4	+ 1/8	+ 3.84	18	10
A Texscan	21 7/8	23 1/2	-1 5/8	- 6.91	30	129
N Varian Associates	39 5/8	45	-5 3/8	-11.94	13	732
N Westinghouse	43 7/8	47 1/8	-3 1/4	- 6.89	8	3,775
N Zenith	15 7/8	16 5/8	- 3/4	- 4.51	99	300

Standard & Poor's 400

Industrial Average 168.83 171.57 - 2.74

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.

TV's top 100 advertisers

The companies invested a total of \$7.2 billion in the medium; P&G still tops

The Television Bureau of Advertising reported last week that the top 100 advertisers in 1982 spent an estimated \$7,187,499,900 in spot and network television, compared with \$6,238,397,000 in 1981, a gain of about 15%. The top 100 list appears below,

spot and network.

Leading the advertisers' parade was the perennial winner, Procter & Gamble, with total investments of \$576.9 million, up 11%, followed by General Foods, down 8% to \$303.2 million; General Mills, up 19% to \$201.3 million, and American Home Products, up 15% to \$197.5 million. The estimates are based on figures supplied to TVB by Broadcast Advertisers Reports.

The fastest growing categories were home electronics, up 302% to \$174.5 million; computers, up 245% to \$77.8 million; air freight, up 107% to \$64.3 million; travel, hotels and resorts up, 52% to \$194.2 million, and publishing and media, up 46% to \$172.9 million.

Newcomers to the top 100 list of television advertisers were National Enquirer Inc., \$29.7 million; Coleco Industries,

1982's top 100 TV advertisers (all figures in thousands)

	Spot	Network	Total		Spot	Network	Total
1. Procter & Gamble	179,473	397,418	576,891	51. Union Carbide	4,017	40,914	44,931
2. General Foods	70,802	232,349	303,151	52. S.C. Johnson	8,891	34,266	43,157
3. General Mills	107,682	93,628	201,311	53. Time	31,627	10,861	42,489
4. American Home Pdts.	36,682	160,767	197,450	54. American Motors	15,629	26,024	41,653
5. General Motors	27,241	164,261	191,502	55. K Mart	8,176	32,469	40,649
6. Pepsico	88,030	75,857	163,888	56. J.C. Penney	16,531	23,790	40,321
7. AT&T	66,092	95,086	161,178	57. Volkswagen	17,156	203,028	40,184
8. Lever Brothers	43,761	111,811	155,573	58. Bayer	4,660	35,219	39,880
9. McDonald's	94,148	59,875	154,024	59. UAL	25,824	13,792	39,617
10. Ford	22,602	128,885	151,487	60. Kimberly Clark	10,830	28,787	39,617
11. Philip Morris	34,762	110,786	145,549	61. Hershey Foods	13,901	25,536	39,437
12. Coca-Cola	59,283	85,673	144,956	62. American Express	15,072	24,253	39,325
13. Anheuser-Busch	47,449	95,676	143,126	63. Honda	8,864	29,887	38,751
14. Johnson & Johnson	7,180	121,845	129,025	64. Tayo Kogyo	10,763	26,709	37,446
15. Dart & Kraft	64,275	61,743	126,019	65. CPC International	13,542	23,468	37,010
16. Sears, Roebuck	17,529	102,563	120,093	66. Greyhound	6,290	30,587	36,878
17. Bristol-Myers	12,590	105,600	118,191	67. Noxell	3,772	31,527	35,300
18. Pillsbury	44,176	72,942	117,118	68. IBM	4,342	29,700	34,042
19. Warner-Lambert	32,818	80,900	113,719	69. Pfizer	1,499	32,486	33,986
20. Warner Comm.	28,241	79,177	107,419	70. TCF Holdings	9,618	22,771	32,389
21. Ralston Purina	23,066	82,570	105,637	71. General Electric	3,266	28,966	32,233
22. R.J. Reynolds	47,758	56,862	104,620	72. Wendy's	18,035	13,817	31,852
23. Mars	46,506	49,603	96,109	73. Polaroid	752	31,036	31,789
24. Chrysler	25,660	68,219	93,880	74. E. & J. Gallo	4,474	26,411	30,886
25. Kellogg	30,053	61,010	91,063	75. Mobil	20,489	9,808	30,297
26. Nabisco	19,939	66,578	86,518	76. N. American Philips	6,720	23,527	30,247
27. Colgate Palmolive	23,877	59,653	83,531	77. Stroh Brewery	20,733	9,403	30,137
28. Gillette	8,632	74,025	82,657	78. Smithkline/Beckman	2,439	27,596	30,036
29. Sterling Drug	15,905	66,383	82,288	79. MCA	9,505	20,467	29,972
30. Mattel	19,152	60,810	79,962	80. National Enquirer Inc.*	2,170	27,514	29,585
31. Nestle	28,556	49,105	77,661	81. Royal Crown	23,420	4,801	28,222
32. Consolidated Foods	17,907	55,107	73,015	82. RCA	8,805	19,126	27,931
33. Beecham	5,009	66,725	71,734	83. Canon	6,103	21,618	27,722
34. Eastman Kodak	5,844	63,267	69,111	84. IC Industries	15,071	11,998	27,070
35. H.J. Heinz	22,631	45,916	68,547	85. Goodyear	11,679	15,290	26,970
36. Toyota	44,792	21,244	66,036	86. U.S. Armed Forces	6	26,600	26,606
37. Wm. Wrigley	16,669	47,515	64,184	87. Milton Bradley	16,919	9,224	26,143
38. Richardson-Vicks	13,775	48,475	62,251	88. Pabst Brewing	19,567	6,152	25,720
39. Nissan	35,289	23,548	58,837	89. Morton Thiokol	5,837	19,601	25,438
40. Esmark	8,19	49,357	58,177	90. Coleco Industries*	14,180	10,920	25,101
41. Campbell Soup	17,436	40,733	58,170	91. Carnation	8,992	15,546	24,739
42. Quaker Oats	21,213	34,483	55,696	92. Federated Dept. Stores	24,444		24,446
43. Clorox	7,316	47,359	54,676	93. A.H. Robins	22,484	1,540	24,025
44. Norton Simon	15,152	37,487	52,640	94. Beatrice Foods	20,520	3,441	23,961
45. Chesebrough-Pond's	5,104	46,051	51,155	95. American Airlines	10,835	12,228	23,124
46. Revlon	15,703	33,913	49,616	96. Dr Pepper*	11,263	10,991	22,255
47. Shering-Plough	5,159	42,947	48,107	97. Seagrams	8,410	13,754	22,164
48. ITT	30,971	16,659	47,630	98. GTE	16,604	5,339	21,944
49. American Cyanamid	8,788	36,839	45,628	99. MGM/UA*	13,087	8,752	21,839
50. Gulf + Western	21,189	24,322	45,512	100. Cosmair	4,097	17,430	21,527

* New to top 100 in 1982.

Note: Investments classified as retail/local by BAR (i.e.: General Foods's Investments for Burger Chef, investments by Sears, Roebuck & Co., McDonald's Corp., etc.) are included in above tabulation.

\$25.1 million; Dr Pepper Co., \$22.3 million; MGM/UA Entertainment Co., \$21.8 million and Cosmair Inc., \$21.5 million. □

The whys and wherefores of cable advertising

Annual CAB conference covers selling, creating and promoting

The Cabletelevision Advertising Bureau's annual conference, held in New York last week, provided a forum for debate on the long list of issues and problems now confronting the cable industry's efforts to become a profitable advertising medium. Among the major issues: Designing a methodology to best measure cable viewing; cable as a part of the overall media mix; creative uses of the medium, and where the industry is headed. About 1,000 cable and agency executives and advertisers attended the conference.

The keynote speaker at last Wednesday's luncheon was R. Gordon McGovern, president and chief executive officer of Campbell Soup Co. He said that perhaps cable's most valuable asset was its segmented audiences, enabling an advertiser to deliver the "kind of personal message" that cannot be delivered through the broadcast medium. Although Campbell Soup spent just a little more than \$1.2 million for cable advertising in 1982, McGovern said that figure would probably double in 1983. "We look forward very much to being a part of the action" in cable, he said.

Those in attendance were also treated to a presentation on the creative potential of the cable medium by Alvin Hampel, chairman, D'Arcy-MacManus & Masius. He challenged his audience to take charge and make full use of that potential, which remains largely untapped, he said. "I have read and heard much about cable and its potential," Hampel said, "[but] I have seen little of that potential realized."

He urged agencies to learn and then teach their clients how best to use cable, which, as an advertising medium, he noted, is still in its embryonic stage. "I believe there are

many advertisers that are at least curious about cable, if not downright interested. It remains for agencies to show those clients the way... not just with words but with film and tape."

Cable can be used to transmit traditional forms of advertising, said Hampel, but it enables the advertiser to do much more. "Advertisers and their agencies have a rare opportunity to explore and experiment... to use cable as a crucible for creativity, a laboratory for trying out new ideas, and a place to discover more informative, more persuasive, more entertaining ways to sell."

And from the standpoint of the bottom line, in today's market anyway, the advertiser has little to lose. "If that kind of investment doesn't always pan out," he said, "you've had the opportunity to make mistakes at a relatively low cost. Of the condition of cable today, and it is a medium really in its infancy, one could say, as a Dean of Oxford once said, 'Don't expect too much, but don't attempt too little either.'"

How to stimulate cable ad sales

In greeting cable television executives on Tuesday, Robert H. Alter, president of the Cabletelevision Advertising Bureau, stressed that system operators must drive home to advertisers and agencies that cable can provide the "missing audiences." He outlined cable's growth in channel capacity and household penetration over the past few years and the drop-off in TV network shares, particularly in cable homes.

"Advertisers are beginning to be concerned with the under-delivery of TV audiences in cable homes," he said. "We have to sell the impact of cable in network-affiliated households."

Typical of operators who have achieved some success with advertising was Donald Olson, executive director of broadcast operations for Colony Communications, Providence, R.I. He said the company's systems grossed about \$85,000 in 1981, sold \$1.4 million in 1982 and should reach more than \$2 million this year.

He said some of the company's systems have developed programing that has attracted advertisers, including a news update show and a variety program. Olson added that it's an advantage for the system to produce the commercials and said the spots can be produced at a reasonable cost.

To stimulate local sales, William Kepper, president of Lakes Cablevision, McHenry, Ill., suggested a tape presentation. His firm created a 20-minute presentation and invited local advertisers to attend a viewing seminar. His bait: a bonus offer to charter advertisers. And he reported it was accepted by 20 advertisers.

Kepper also stressed the importance of attracting and keeping an efficient sales staff. He said he looks for salesmen who are highly motivated, even though they may lack background in broadcasting or advertising.

Keith Yarber, advertising sales manager, Village Cable, Chapel Hill, N.C., pointed to a number of techniques used to heighten sales interest: a sales presentation using a sports figure as narrator (the area is highly sports-minded), testimonials from satisfied clients, and strong use of direct mail material to prospects.

"On sales calls we try to learn all we can about our prospect's business," he continued. "Then we develop a campaign, often a 15-page report, in which we suggest the use of cable, often along with print and radio."

In a session on "Taking Budgets Away from Competing Media," Bob Williams, president of New England Cable Rep, Boston, said he closely follows the advertising on radio and in the print media to develop leads, particularly for co-op advertising. Williams emphasized it is important to plan for advertising several months ahead of presentation since many potential cable clients are seasonal advertisers.

Richard Gilman, director of advertising and studio operations for Heritage Communications, Des Moines, Iowa, replied to a question on moves taken against cable by other media. He said one radio station refused to accept the cable system's advertising and a TV station started to cut its rates.

Jay Crouse, chief executive officer of the Cable Advertising Network, Louisville, Ky., said consistent selling efforts can pay off. He noted that CAN sold \$700,000 last year and has a target of \$1 million for this year. He said that more than 50% of time available on the satellite-delivered channels has been sold.

Williams responded to a question on the advisability of bypassing the agency and approaching the advertiser directly. He said New England Cable Rep often approaches the president of a firm or the second-in-command and then a low-level media planner on the agency side. His rationale was that this type of media planner often "knows all about the client."

The questioner said he found this approach often alienated the agency. Williams replied: "Then go to the agency first but if no one returns your call by the end of the day, there's no reason why you cannot then go to the client."

A panel exploring the ambivalent attitude of some advertisers toward cable stressed that both the cable industry and advertising agencies must play a role in educating clients. One point emphasized by speakers was that cable must be judged not only on the basis of cost-per-thousand but also for its appeal to specialized groups.

Watson S. (Jay) James, vice president of



Audience experts. L to r: Alter, Braun, Levin and Leibowitz.

video technology/programming, Doyle Dane Bernbach, New York, asked the cable industry to provide research validating the quality of the audience. He also suggested that cable officials establish lines of communication with creative executives of agencies to stimulate their interest in cable.

Joseph Ostrow, executive vice president and director of communications services, Young & Rubicam, New York, scolded cable networks for a lack of innovation in their policies. He said they were emulating the commercial networks and challenged them to "come up with something different" in commercial lengths, the insertion of breaks, and the pricing and placing of commercials.

James Dragounis, vice president, media, Levine, Huntley, Schmidt & Beaver, New York, called on the cable industry to provide research not on C-P-M but C-P-M effectiveness. In reply to a question on agency attitudes toward local advertising, he said his agency finds it difficult to buy on 50 or 60 cable systems on a local basis. Ostrow said the key to local cable advertising is co-op business, calling the opportunities in this sector "almost unlimited."

Another panel examining programming sponsorship underscored the point that cable programs must fill the needs of both their audience and the advertisers and must be properly promoted and merchandised. Paul Caravatt, president of Caravatt Communications, New York, producer of programs for cable and various nontheatrical media, cited the example of a ski program his firm produced that lent itself to promotion and merchandising by its sponsors.

Arnie Semsky, executive vice president and director of media and network programming for BBDO, New York, discussed Campbell Soup's sponsorship of the *WomanWatch* series on WTBS(TV) Atlanta as a means of filling the company's need to reach the modern woman. He said the series had "value added" opportunities for publicity, promotion, merchandising and community involvement. BBDO, he said, is now involved with Quaker Oats on another series with a production cost of more than \$1 million for the pilot and 11 episodes.

Jeffrey C. Reiss, president and chief executive officer of the Cable Health Network, said the nine-month-old operation has attracted considerable advertising support because the service has widespread public interest. He said he doesn't consider CHN "narrowcasting," because it has broad appeal. Research conducted for the firm before it went on the air, he said, indicated there was considerable interest in health and science information.

Top cable prognosticators predict rosy future

Is cable the audience catalyst of the 80's? The Cabletelevision Advertising Bureau invited three speakers to address that question at the bureau's annual conference held in New York last week. David Braun, director, media services, General Foods, a major broadcast and cable advertiser, gave this response: "It certainly should be if it fulfills its promise" to bring viewers an array of program choices unavailable from broadcast

television.

The other two speakers, Gerald Levin, group vice president, video, Time Inc., and Dennis Leibowitz, an analyst with the Wall Street firm, Donaldson, Lufkin & Jenrette, were decidedly upbeat about cable's future.

Braun also noted signs that cable viewing has had an effect on eroding network ratings in prime time, which he said have declined an overall 12% or 13% since 1979, while HUT levels are up 10% in cable homes.

"But cable also represents to the advertiser," said Braun, a "fundamental catalyst for thinking." And among the topics to be addressed:

- Are broadcast commercials fit for cable viewing?
- How best to measure cable viewing.
- What are the ramifications of VCR commercial "zapping?"
- Commercial clearance on cable network services.
- While cable provided an opportunity to develop different commercial formats, "are they more effective or just different?"

And while it will take some time before all of the outstanding issues are adequately addressed, Braun noted General Foods's intention "to stay involved with cable."

Time Inc.'s Levin noted that broadcast network delivery of both sheer numbers of viewers and those falling within key demographics, such as women 18-to-49, have declined substantially in cable homes. And pay-cable households, he added, tend to be larger, with greater income, and the viewers

within them better educated and younger than the national average. "They are heavy purchasers and heavily involved with television," he said.

Levin said that for the first quarter of this year, prime time viewing of cable-originated services in HBO homes was up 15% while viewing of broadcast independent stations in HBO homes was down 21%, although viewing for the three broadcast networks was up 6%, "primarily because of *Winds of War*." While their base may be smaller, said Levin, "basic cable services are the fastest growing part of the cable dial. It is clear the consumer is finding those services."

Cable is finally emerging from the great urban franchise battles of recent years, said Levin, and is settling into its true function as a marketing service. "Our goal is to get two out of three homes instead of one out of three homes."

The 1981 FCC financial figures for the cable industry, recently released by the commission, said Donaldson's Leibowitz, "reinforced the continuous bad press" received by the industry of late. Profits for that year were off by 76% on revenue gains of 60%, due largely to the high cost of construction. Yet he remains optimistic about the industry's future. "The good news is that construction has peaked," he said, adding that 1983 will be the first year that construction has declined since 1975. "Profits should begin to turn in 1983," he said, and "as cash flow begins to gush forth" and operators pay off sizable portions of their debt, "the leverage should begin to work the other way." □

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Yale School of Management
Principal, Market Science, Inc.



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TELECASTINGS

TVS transfer

The 20-year-old TVS Television Network, which specializes in college basketball coverage for conventional networks and syndication, is being acquired by its president, Lee S. Eden, and its sales vice president, Burke E. Liburt, from Corinthian Broadcasting for an undisclosed sum.

The independent TV program service recently completed production of a package of major college basketball games in association with NBC-TV. Eden says it has signed a new and expanded three-year deal which gives it rights to basketball games of the Big 8 conference for prime time games and post-season tournament as well as Saturday afternoon games, and that it expects to have prime time as well as weekend afternoon rights to games of the Southeast and Southwest conferences, plus some arrangements with the Western Athletic and PAC 10 conferences. Eden said he expects to sell some games to NBC and CBS, but to syndicate most of them on an advertiser-supported basis.

Corinthian, a Dun and Bradstreet com-

pany, acquired TVS about a dozen years ago from its founder, Eddie Einhorn, now a co-owner of the Chicago White Sox, who also is involved in pay cable projects. Corinthian also owns six TV stations and the Corinthian Television Sales station rep firm and operates cable systems through its Pembroke Cable division. Corinthian President James M. King said the TVS sale was to be completed by April 8.

Eden is principal stockholder in TVS under the new ownership. Other stockholders, in addition to Liburt, include Bill Madden, TVS sports vice president, and Don Ellis, senior producer.

Moving day

RKO General Inc., which has received a five-year renewal to move its WOR-TV New York to Secaucus, N.J., has asked the FCC for a temporary waiver of its main studio rule, which would require WOR-TV to have its studios in Secaucus by April 20. Nonetheless, an RKO attorney said the station planned to start operating as a New Jersey station on that date, establishing a news bureau in Trenton and aiming public affairs and news programing at New Jersey residents.

In comments at the FCC, the New Jersey Coalition for Fair Broadcasting, noting that Multi-State Communications Inc. has appealed the decision authorizing the move (BROADCASTING, March 28), asked the commission to permit such a waiver only until any litigation is concluded. After that, the coalition said, the FCC should set a timetable dictating when the move would have to be concluded.

Windy City politics

Republican Bernard E. Epton is hitting his Democratic opponent in the Chicago mayoralty contest pretty hard in a series of commercials in a media campaign said to be costing the GOP \$100,000 a week.

Epton's commercials describe Representative Harold Washington (D-Ill.), who would be the first black to serve as mayor of Chicago, as a former imprisoned felon. One commercial says Washington was "found guilty of converting clients' money to his own use" and was "convicted and jailed for repeated criminal tax law violations. . . ." The commercial also describes Epton in heroic terms and asks, "Which one do you think should be Chicago's next mayor?" Some observers are said to have been shocked by the intensity of the Epton campaign. However, officials at some of the stations carrying the spots were not.

Joseph Orso, general sales manager of WBBM-TV Chicago, said the commercials were "pretty much in the style of Chicago politics." And Nick Aronson, director of TV communications for WMAQ-TV, said the sta-

tion had received "about 20 calls" regarding the commercials. WLS-TV's station manager, Joe Ahern, said there was "no reaction," but he also said the contest, with its racial overtones, raises some "sensitive" questions. "The people are polarized," he said.

Olympic effort

ABC has already sold approximately 92% of the advertising availabilities in its 1984 winter and summer Olympic games and expects to have a sellout by the end of the summer.

That was the word from John Lazarus, vice president, sports sales, ABC, who said the network's goal of \$625 million in gross sales is within reach. He noted this figure would provide ABC with a profit, but how much hinges on the costs of production when 1984 rolls around.

ABC has lined up 48 advertisers to date, 20 for both winter and summer events. ABC set up 36 categories of advertisers and established financial goals for each. It also agreed to award exclusive rights to single companies that agree to spend a certain amount in each classification. McDonald's and Coca-Cola paid for exclusive rights in the fast food and soft drink groupings, respectively. The beer classification was assigned a goal of \$40 million, according to Lazarus, and that is being divided by Anheuser-Busch and Miller.

Among the major advertisers, Lazarus said, are Eastman Kodak; Levi Strauss; Kellogg's; K-Mart; Sears, Roebuck & Co.; Atari; 20th Century-Fox; Chevrolet, and Datsun.

There will be 65 hours of coverage for the winter Olympics and 188 for the summer games, Lazarus said. To help advertisers merchandise their sponsorship, ABC held a seminar for clients in the winter package. Another session for sponsors of the summer games will be held in Los Angeles May 11 to 13.

NCTV scorecard

The National Coalition on Television Violence says its most recent monitoring of television indicates that prime time violence is at a record high. NCTV says an average of 8.7 acts of violence occurred each hour in the quarter ending Dec. 26, 1982. That surpassed the previous high of 8.0 acts per hour in the first quarter of 1982. And preliminary data for January and February, NCTV says, show even higher levels of violence; the average is said to be well over 9 acts per hour. ABC remains the most violent network, with 10.2 violent acts per hour, followed by CBS (8.3) and NBC (7.6), according to NCTV. The most violent program, in NCTV's view, is NBC's *The A Team*, with 39 acts of violence per hour. The report shows that cartoon violence has decreased from record highs but still averaged 25.6 vio-

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lent acts per hour. CBS led in that violence category.

Spanish U

Los Angeles-area station KSCI(TV), licensed to San Bernardino, Calif., will introduce a three-hour weekday Spanish-language programming block beginning May 30. As a result of an agreement with Vale Enterprises of Los Angeles, the UHF outlet will present local news and cultural programming, plus dramas, comedies and variety shows from 5 p.m. to 8 p.m. KSCI currently carries the Financial News Network weekdays from 7 a.m. to 2 p.m., in addition to more than 40 hours per week of Asian-language programming.

Teach your children well

First Lady Nancy Reagan will host two drug awareness public television specials to air Nov. 2 and Nov. 9. The shows, entitled *The Chemical People*, will be produced by non-commercial WOED(TV) Pittsburgh, which produced and aired a local pilot project of the same name last year. The \$2 million project will attempt to establish a drug abuse task force in each school district throughout the country in an effort to combat drug abuse among school age children, and is being sponsored in part by Richard King Mellon and Metropolitan Life Foundations.

Sports bite

A study commissioned by the Miller Brewing Co. on the attitudes of Americans toward sports reveals that a majority of men and women (59% and 62%, respectively) are satisfied with the volume of sports coverage on television. The study shows that 59% felt football receives too much coverage, as against 22% for baseball, 4% for basketball and 4% for golf. About half (53%) said that sports commentators added to their enjoyment of the game, while 36% said they have no effect. And 53% said the media place too much emphasis on athletes' personal lives. The survey of 1,319 men, women and teenagers was conducted by Research & Forecasts Inc., New York, and was augmented by additional interviews with coaches, sportswriters, broadcasters and sports doctors.

In the marketplace

Actor Carroll O'Connor and his television production company, UGO Productions, have signed an exclusive development agreement with Centerpoint Productions to develop and produce programming for network and pay television, with O'Connor retaining the option to perform as the star in all projects developed. Network projects would be with CBS-TV, where the actor currently has commitments as the star of *Archie Bunker's Place*.

□

Dick Berg and his Stonehenge Productions have announced an exclusive production agreement with Paramount Television, to include development of two novels for television, James Michener's "Space" and Joyce Carol Oates' "Bellefleur," both for airing on CBS-TV. The new partnership will also develop and produce episodic series, motion pictures for television and long-form programming.



Emmy action. New York area Emmy Awards were given by the New York chapter of the National Academy of Television Arts and Sciences to 27 programs and 20 individuals.

Among the television station winners were Metromedia's WNEW-TV for The Ten O'Clock News in the outstanding news broadcast category. Shown above (l-r) are: Mark BvS Monsky, president, Metromedia Television News; John Roland, anchor; John Parsons Peditto, news director; Bill McCreary, anchor; Robert Fasbender, producer, and Paul Smirnoff, executive producer. WABC-TV won in outstanding spot news for *Bergen County Jail Takeover* (Greg Palkot, segment producer; John Johnson, reporter); WCBS-TV in outstanding documentary series for *Dave Marsh Reporting* (Neil Cunningham, executive producer; Al Briganti and Delia Fernandez-Rey, producers); WPIX(TV) in the outstanding discussion/interview program category for *A Revolutionary in Exile* (Kathleen S.M. Shepard, executive producer; Orde Coombes, Angela Thame, producers).

Among individuals awarded Emmys: Josh Howard of WCBS-TV for *Police Informer* and *Psych Death*; Dick Oliver of WNET(TV) New York for *New York & Co.* Betty Furness, consumer reporter for WNBC-TV, was given the Governors Award for "her contributions to New York and the nation for the first 50 years of an outstanding career in communications."

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Networks stock up for May sweeps

Mix of specials, theatrical and made-for-TV movies dot lineup

The three commercial television broadcasting networks, in preparation for the Nielsen and Arbitron May ratings sweeps, have loaded their prime time schedules with theatricals, made-for-TV movies and specials. Although reruns of made-for-TV movies figure heavily into the May prime time plan, the month will also see the annual *Miss USA Pageant*, the *Bob Hope 80th Birthday Show* and an Alexander Cohen production, *Parade of Stars*. ABC, according to sources, has tentatively scheduled at least 11 movies, up from its average of eight per month.

The three networks are reportedly ready to broadcast original episodes of *Happy Days* (ABC), *Hill Street Blues* (NBC) and *Dallas* (CBS).

The first big contests may come early in the month. NBC will show its two-part, made-for-TV science fiction drama, *V*, with the first half on Sunday, May 1, and the conclusion on Monday, May 2. The second part of *V* will go against "1941" (starring the late John Belushi) on ABC, and CBS's regular Monday night lineup which includes reruns of *M*A*S*H*, returning to its old berth at 9 p.m. ("Closed Circuit," April 4).

On Tuesday, May 3, CBS will rebroadcast "The Hunchback of Notre Dame," starring Anthony Hopkins, while ABC will feature *Legs*, a story about the Radio City Music Hall Rockettes. The following night, ABC will battle CBS by presenting *Battle of the Network Stars*, a special featuring Hollywood favorites engaged in athletics. CBS will rebroadcast that evening the made-for-TV movie, *Murder is Easy*, based on the Agatha Christie mystery.

ABC will introduce for the first time on commercial broadcast television Francis

Ford Coppola's "Apocalypse Now," on Friday, May 6. CBS will counter with "Bronco Billy," with Clint Eastwood and Sondra Locke, which is also making its network debut.

NBC has scheduled for Monday, May 9, at 9 p.m., the *18th Annual Academy of Country Music Awards*. ABC tentatively plans a movie in the same period.

On Wednesday, May 11, at 9 p.m., CBS has scheduled the first run of a made-for-TV movie titled *Missing Pieces*, starring Elizabeth Montgomery. During that same period, ABC is countering with two specials. The first, from 9 to 10 p.m., is titled *I Love TV*, a lighthearted glimpse at some of America's favorite TV shows. That will be followed by a Marlo Thomas special on *Love, Sex and Marriage* from 10 to 11 p.m.

CBS will feature the annual *Miss USA Pageant* on Thursday, May 12, from 9 to 11 p.m. The pageant will be broadcast live from Nashville.

NBC will introduce the first network run of "Urban Cowboy" on Sunday, May 15, at 9 p.m. ABC also plans a movie in the same time period.

The following night, CBS plans to show the Peanuts special, *It's an Adventure, Charlie Brown*, scheduled from 8 to 9 p.m. NBC will broadcast *Motown 25: Yesterday, Today and Forever*, at 9 p.m., a celebration of 25 years of Motown music, featuring appearances by the Temptations and Diana Ross. ABC, meanwhile, has penciled in a movie.

CBS is planning to bring back "Playing for Time" on Tuesday, May 17, at 8 p.m. It stars Vanessa Redgrave in a story about the holocaust. The following night CBS will feature a country variety special hosted by Mac Davis, *Country Comes Home*. It will go against two specials planned by ABC: *Guinness Book of World Records* at 9 p.m. and *Private Home Movies* of Hollywood stars at 10 p.m. And on Thursday, May 19, CBS is bringing back the two-hour *Magnum P.I.* episode that opened its second season last

September.

On Sunday, May 22, at 9 p.m., ABC has scheduled *Parade of Stars: an Actor's Fund Benefit at the Palace*, produced by Alexander Cohen, who also produced *Night of 100 Stars*. NBC, during the same period, plans to broadcast *Jacobo Timmerman: Prisoner Without a Name, Cell Without a Number*. The following night, May 23, NBC will broadcast *The Bob Hope 80th Birthday Show* at 8 p.m.: ABC has a movie scheduled. □

'Breakaway' set for fall launch

Bennett-Ohlmeyer magazine show is saved with Metromedia signing

The increasingly competitive early fringe time period will have a new contender next fall, thanks to contracts signed last Monday (April 4) for the definite launch of *Breakaway*, a one-hour, entertainment/information magazine that will be fed live via satellite five days a week and will include local news updates and information inserts. A joint venture of The Bennett Group, New York, and Ohlmeyer Communications, *Breakaway* got its final go-ahead when the Metromedia stations in New York, Los Angeles, Chicago and Houston agreed to carry it (BROADCASTING, April 4).

Earlier, it had nearly lost its chance when the CBS owned-and-operated stations pulled out of the project, telling its creator, Alan Bennett, they preferred to produce something in-house.

As a result of the Metromedia deal, *Breakaway* will be produced at that company's Los Angeles-based production studio, Metrotape, instead of at New York's Ed Sullivan theater, as originally planned. Metromedia is now the largest equity partner in *Breakaway*. Other equity partners are King Broadcasting Co., Outlet Broadcasting, Scripps-Howard Broadcasting Co., Storer Communications Inc., KOA-TV Denver, WTHR-TV Indianapolis, WCCO-TV Minneapolis, WTVJ(TV) Miami, The Bennett Group, Ohlmeyer Communications and Colbert Television Sales.

At Monday's partners meetings in Los Angeles, equity investors agreed to cover a deficit in start-up costs for producing *Breakaway* until the lineup of stations that will eventually carry it can be completed. Production is set to begin in June.

Metromedia added four of its independent stations to the *Breakaway* lineup as part of an overall effort to strengthen daytime programming, said Bob Bennett, president, Metromedia Television and Productions. "The networks make more money in daytime than anywhere else," he said. "Why shouldn't independent stations do the same?" As yet, the

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stations have not set time periods for airing the show.

The Metromedia clearance brings *Breakaway's* coverage of U.S. homes to about 50%, according to Bennett, who said clearances from another 35 to 40 stations that had been waiting for a "firm go" before signing will bring the level to between 65% and 70%.

Plans for the program include a daily live feed at 4 p.m., followed by an updated feed at 5 p.m. There will be 46 weeks of originals and six weeks of "freshened" programs (not entirely original) in August and September but not during July rating sweeps. □

Arbitron, Nielsen results vary in N.Y. overnights

ABC's WABC-TV New York led the market in the 5, 6 and 11 p.m. news race in March in the Arbitron overnight numbers but lost the 5 p.m. period to both NBC's WNBC-TV and CBS's WCBS-TV in the Nielsens—and according to WCBS-TV researchers would have lost the 11 p.m. race to both WCBS-TV and WNBC-TV if it hadn't had ABC's powerful *Thorn Birds* for a lead-in the last three nights.

WCBS-TV placed second in all three news periods in Arbitron but was third at 6 p.m. in Nielsen. WNBC-TV was third in all three news periods in Arbitron but placed second at 6 p.m.—in addition to being first at 5 p.m.—in the Nielsen count.

In access time it was a different story. Independent WNEW-TV topped the market in Arbitron, scoring a 13.5 rating/22 share with its off-network *All in the Family*, while WNBC-TV was the market leader in Nielsen with a 16.2/27 for its *Family Feud* strips.

WNEW-TV and *All in the Family* came in second in Nielsen, with a 10.9/18, followed by WABC-TV's *Entertainment Tonight* at 9.4/16, *Benny Hill* on WOR-TV at 8.6/14, a combination of *Muppets* and *2 On the Town* on WCBS-TV at 7.0/11, and *Action News* on WPIX(TV) at 3.9/6. In Arbitron, WNEW-TV's 13.5/22 with *All in the Family* was followed by WABC-TV's *Entertainment Tonight* at 10.9/18, WNBC-TV's *Family Feud* at 10.5/17, WOR-TV's *Benny Hill* at 8.3/14, WCBS-TV's *Muppets/2 on the Town* at 7.0/11 and WPIX's *Action News* at 4.2/7.

Much attention centered on the 11 p.m. news race, where Tom Snyder and Kaity Tong had replaced Ernie Anastos and Rose Ann Scamardella as WABC-TV's co-anchors. Snyder-Tong retained the leadership, but with lower ratings—in Arbitron an 11.4/23 versus 12.1/25 for Anastos-Scamardella a year ago; in Nielsen an 11.7/22 versus a 13.0/25 a year ago. WCBS-TV researchers claimed that until ABC's *Thorn Birds* miniseries burst on the scene, giving Snyder-Tong an average 47.2 rating lead-in the last three nights of the March period, WCBS-TV was running first and WNBC-TV second.

Both WCBS-TV and WNBC-TV showed gains in the 11 p.m. period in both measurements. In Nielsen, WCBS-TV scored 11.0/21 com-

pared with 9/17 a year earlier, while WNBC-TV was up to 10.3/20 from 9/18. In Arbitron, WCBS-TV went to 9.6/19 from 8.1/17 and WNBC-TV reached 9.2/18 from 8.4/17.

WABC-TV's Anastos-Scamardella combination, reunited at 5 p.m., took that hour in Arbitron with a 6.8/15—up from 6.2/14 for the period when anchored by Scamardella and Storm Field a year ago—but placed third in Nielsen with a 6.0/13, little change from a year earlier. WNBC-TV won the hour in Nielsen with a 7.3/16, up slightly from 7/15, and WCBS-TV was second with 6.8/15, up from 6/13. In Arbitron, WABC-TV's 6.8/15 was up from 6.2/14 a year ago, and WCBS-TV came in second with a 5.9/13, unchanged from March 1982, while WNBC-TV, which claimed the hour with a 6.8/15 a year ago, dropped to 5.4/12 and third place. □

Ratings Roundup

ABC-TV rode its highly successful miniseries, *Thorn Birds*, to victory in the 27th week of the prime time season, averaging a 24.3 rating/38.3 share against CBS-TV's 16.3/25.6 and NBC-TV's 12.9/20.1.

In addition to capturing an average rating of 41.9/59 for *Thorn Birds* (BROADCASTING, April 4), ABC scored an unusually high rating for a rerun of the movie, "The Sting" (21.9/38), on Sunday. Its 16.4/27.2 average for the night, however, came in second to CBS's 19.5/32.5.

Spring program premieres included CBS's *Goodnight Beantown* (20.3/34), which, in its 8 p.m. berth following *60 Minutes*, ranked 11th in the ratings for the week. Another CBS premiere, *Foot in the Door* (12.9/18), fared less well on Monday at 8:30 p.m.

Baby Makes Five (15.5/26), a half-hour comedy that premiered on ABC at 8 p.m. Friday, was the network's highest-rated program that night.

The First 20

1. <i>Thorn Birds, part 3</i>	ABC 43.2/62
2. <i>Thorn Birds, part 4</i>	ABC 43.1/62
3. <i>Thorn Birds, part 2</i>	ABC 42.4/59
4. <i>Dallas</i>	CBS 25.6/41
5. <i>60 Minutes</i>	CBS 23.9/43
6. <i>That's Incredible</i>	ABC 23.5/34
7. <i>Magnum, P.I.</i>	CBS 23.3/38
8. <i>Simon & Simon</i>	CBS 22.9/36
9. <i>Mississippi</i>	CBS 22.7/43
10. <i>ABC Sunday Night Movie—</i> <i>"The Sting"</i>	ABC 21.9/38
11. <i>Goodnight Beantown</i>	CBS 20.3/34
12. <i>Laverne & Shirley</i>	ABC 19.1/28
13. <i>Love Boat</i>	ABC 19.0/32
14. <i>Jeffersons</i>	CBS 19.0/30
15. <i>Tucker's Witch</i>	CBS 18.5/31
16. <i>A Team</i>	NBC 18.0/26
17. <i>Newhart</i>	CBS 17.9/28
18. <i>Gloria</i>	CBS 17.8/28
19. <i>Fantasy Island</i>	ABC 16.9/31
20. <i>Happy Days</i>	ABC 16.8/26

The Final Five

65. <i>Monitor</i>	NBC 8.9/16
66. <i>Pope and His Vatican</i>	ABC 8.7/16
67. <i>Renegades</i>	ABC 8.0/13
68. <i>Grandpa-Run With Me?</i>	NBC 7.0/13
69. <i>ABC News Closeup—Adapt</i> <i>or Die</i>	ABC 6.3/12

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Compatibility comments

There is a need for the development of direct broadcast satellite receiver compatibility standards, but any such standards must assure compatibility with "advanced" television systems, including enhanced and high-definition television systems. Or so said CBS in comments at the FCC last week. In those comments, CBS also said those standards didn't have to be set by the commission, but could be implemented through voluntary agreement among key participants in the emerging DBS industry.

CBS noted that the Advanced Television Systems Committee (ATSC) had already been formed by the Joint Committee on Inter-Society Coordination to consider and adopt *de facto* voluntary, national technical standards for advanced television systems. As a result, it said, there was no need "at this time" for the commission to appoint a formal advisory committee to do the same thing. The comments came in response to a petition by United States Satellite Broadcasting Inc. (Hubbard Broadcasting), which asked the FCC to establish an advisory committee to consider whether DBS technical standards were necessary, and, if so, to recommend specific standards to the FCC for consideration.

RFP from space

The Lewis Research Center of the National Aeronautics and Space Administration last week invited communications satellite manufacturers to submit bids for the design, construction and launch of an Advanced Communications Technology Satellite (ACTS). The center expects to award a contract for the project in December 1983 and launch ACTS using the Space Shuttle in 1988. According to the request for proposal, ACTS will have multiple spot beams (each covering an area about 150 miles in diameter) and an on-board computer and switcher that will automatically route signals from one spot beam to another. The spot beam switch-

ing scheme, NASA said, permits frequency reuse and, consequently, more efficient use of orbital positions and spectrum.

Rethinking

It may make sense internationally to reconsider the existing configuration of the 12 ghz bands, or at least to reconsider domestically whether policies developed for direct broadcast satellite providers (authorized in the 12.2 ghz-12.7 ghz band) should apply to parties wishing to supply satellite broadcast service in the fixed satellite band (11.7 ghz-12.2 ghz) "for the sake of even-handed regulation." So said FCC Commissioner Henry Rivera at the Third Biennial Communications Law Symposium in Los Angeles (BROADCASTING, March 14). Apparently referring to United Satellite Communications Inc. and its plan to launch a satellite broadcast service using fixed satellites next fall, Rivera said although the U.S. advocated separation of fixed and broadcast services at the 1979 World Administrative Radio Conference, permitting broadcasting in the fixed band might head off "anticipated" crowding in the DBS band and "bring direct-to-home service to the American public much earlier than is now expected. . . ." On the other hand, he said, "there is something very tidy about ordering the spectrum on the basis of particular known uses; parties can count on identified spectrum to meet their future needs, and on uniform regulatory standards to govern their activity."

Getting up there in spectrum

M/A-COM Video Satellite Inc. has put the 23 ghz microwave band to work for C-SPAN. The Washington-based cable network is now using M/A-COM's new portable 23 ghz microwave system (23VFM) to beam live coverage of Washington happenings back to its headend for distribution to cable affiliates. "This equipment has changed our life overnight," said Brian Lamb, president of C-



Henry and hi-fi TV. Former FCC Chairman E. William Henry has been named chairman of the Advanced Television Systems Committee, which has been founded to develop standards "for the generation, distribution and reception of improved NTSC, enhanced 525-line and high-definition television transmission" ("Closed Circuit," March 21). Henry, who served on the FCC from 1963 to 1966, is a member of the Washington law firm of Ginsberg, Feldman, Weill & Bress. The ATSC was formed by the Joint Committee on Inter-Society Coordination, a group comprising the National Association of Broadcasters, the National Cable Television Association, the Electronic Industries Association, the Society of Motion Picture and Television Engineers and the Institute of Electrical and Electronic Engineers. The NAB, which is acting as the ATSC secretariat, has scheduled the first meeting for May 13 at 10 a.m. at NAB headquarters in Washington. The meeting and membership to ATSC is open to all interested parties.

SPAN. "We use it once or twice a day covering hearings, meetings at the White House and special events."

LPTVing

Two of the first low-power television stations to go on the air in major markets did so this month in Phoenix and Mobile, Ala., according to Booker Wade, a principal of Community TV Network of Arizona, the Phoenix station (ch.61) licensee. The Mobile station, channel 69, is licensed to Ward Communications Co. Wade, who is also president of Community Television Network of California, the company supplying the stations with programming, said both licensees had received grants as translators last year but switched to LPTV status simply by notifying the FCC, as the commission's LPTV rules require. Wade said the ad-supported program service, Video Music Box, features adult contemporary music stars and offers interviews, concerts and music news.

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And, as the Harris Corporation stated to the FCC: "A co-channel interfering signal in a quadrature system will tend to wander back and forth between left and right at the beat rate, while in an ISB system, co-channel interference will remain in the center." FCC, 3/14/79.

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Cable system fights FCC over must-carry rules

Quincy Cable TV goes to court over FCC order requiring it to carry Spokane stations

A small, independently owned cable television system in Quincy, Wash., ordered by the FCC to carry three Spokane, Wash., TV signals, has filed a court appeal in a constitutional test of the must-carry rule involved. Not incidentally, Clifton W. Collins, president of Quincy Cable TV Inc., is seeking reversal of an FCC order fining the system \$5,000 for failing to obey an order of the staff to carry the signals, as the commission says the rule requires.

Cable TV has asked the U.S. Court of Appeals in Washington for summary reversal of the commission order imposing the forfeiture for "willful violation" of the rule and requiring the system to carry the programming of KHQ-TV, KREM-TV and KXLY-TV. Cable TV contends the forfeiture order constitutes a violation of the Communications Act. What's more, it says the must-carry rule, which requires cable systems to relay signals "significantly viewed" in their market, violates the First and Fifth Amendments to the Constitution.

Cable TV, built in 1979, was a 12-channel system with some 625 subscribers when originally ordered to carry the Spokane signals. Faced with the final commission order in the proceeding, Collins accelerated expansion plans and now operates a 26-channel system with a capacity of up to 35 channels. It serves about 1,000 subscribers. But the order has forced Collins to move three services from the basic package to a second tier, for which an additional fee is charged.

Collins's Washington attorney, John Cole, acknowledges it would be cheaper for Cable TV to pay the \$5,000 than to carry on the fight, which began in 1979, when it sought an exemption from the rule. But Collins said: "It's a matter of principle. I'm concerned about it."

The system is equidistant—about 120 miles—from Spokane and Seattle. But Cable TV maintains there is "greater community of interest in the Seattle [network] stations," which were being carried on the system, than in those in Spokane. It also said the service is of "poor technical quality," since it is provided by 100 w translators relaying the signals, not from the stations themselves.

Cable TV's argument regarding the forfeiture centers primarily on the question of whether an order of the chief of the Cable Television Bureau (since absorbed in the Mass Media Bureau) has the same force and effect as one issued by the commission, even if an appeal to that body is pending. The

commission holds that it does—and imposed the forfeiture when Cable TV did not comply within the prescribed 10 days with the bureau chief's order to carry the Spokane signals. Cable TV maintains that its appeal of that order to the commission stayed it. It contends that the Communications Act requires the commission to afford anyone adversely affected by a staff action taken under delegated authority the opportunity to seek commission review. The commission says the appeal did not trigger "an automatic stay."

The commission ultimately affirmed the bureau chief's order and imposed the \$5,000 fine on Cable TV, and then denied a petition for reconsideration. Quincy is now carrying the Spokane signals—"to its detriment," it says in its request for summary judgment.

The commission, or at least some members, were visibly annoyed at Cable TV's arguments—so annoyed, in fact, that the commission in April decided to boost to \$5,000 the \$3,000 forfeiture the staff had

recommended. Chairman Mark S. Fowler, for instance, during the discussion of the five at a commission meeting on April 22, 1982, said he was "personally offended" that Cable TV had argued that it was not obliged to obey the Cable TV Bureau chief's order to carry the Spokane signals pending the appeal to the commission. "I find that very objectionable and I personally think that a fine of \$3,000 is too little." The vote was 7-0 (although on reconsideration commissioner Anne Jones dissented from the decision to affirm the original decision).

But while the argument over the forfeiture would, if successful, save Cable TV \$5,000, the constitutional arguments it advances would wipe the rule itself from the commission's books.

Cable TV, which maintains that the question of whether the rule violates cable television systems' First Amendment rights has never been directly addressed by a court, argues in effect that it is legally permissible for the commission to weaken those rights where broadcasters are concerned, but not strengthen them at the expense of cable systems. For the broadcast licensee, Cable TV said, is the beneficiary of the "extraordinary privilege" of using "scarce public spec-

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"Any FCC regulatory action . . . having the primary effect of diluting the First Amendment rights of persons *other than* the specially privileged broadcast licensee (e.g., viewers) and militating for the benefit of the licensee is directly at odds with that fundamental rationale consistently followed by the Supreme Court in condoning a 'lesser' First Amendment protection for *licensees* in the broadcast medium," Cable TV said. "The 'must-carry' rule, through the extraordinary, unprecedented device of restricting the public's right of choice or access to constitutionally protected, readily available communications, accomplishes just that."

As for the Fifth Amendment argument, Cable TV says the must-carry rule violates the due process rights guaranteed by that amendment. It says the rule authorizes the "taking" of a portion of a system's facilities—25% in its case—for the benefit of a television station. And since the channel involved "is rendered useless for the owner's

intended purpose," Cable TV said, "there is what the Supreme Court has called a 'permanent physical occupation' and a 'taking' for which just compensation must be paid under the Fifth Amendment of the Constitution."

The FCC will not be alone in its defense of the must-carry rule in court. The National Association of Broadcasters executive committee, meeting in Washington last week, directed the legal staff to intervene in the case in behalf of the Spokane stations. This is in line with the mandate of the television board to mount an aggressive defense of the must-carry rule whenever it is challenged.

And the appeals court is not the only forum where an effort to eliminate the rule is being pressed. Turner Broadcasting System, which transmits Cable News Network, CNN Headline News and superstation WTBS(TV) Atlanta by satellite to cable systems around the country, petitioned the FCC in 1980 to repeal the rule. Last month, it asked the FCC to give the matter expedited consideration (BROADCASTING, March 28). □

Government wants input into Orion case

Both NTIA and State Department ask Fowler to delay final decision on satellite application until they examine it

The Department of State and the National Telecommunications and Information Administration have declared their intention to make a contribution to the FCC's decision regarding Orion Satellite Corp.'s application for authority to operate satellites as part of an international communications system.

Diana Lady Dougan, the State Department's coordinator for International Communications and Information Policy, and David J. Markey, assistant secretary-designate for Communications and Information of the Department of Commerce—and, as such, head of NTIA—last week wrote FCC Chairman Mark Fowler, asking that the commission "take no final action [on the application] pending Executive Branch review of the matter."

FCC Common Carrier Bureau Chief Gary Epstein indicated the letter would cause the commission no problem. "I view it as a request for coordination, and we would coordinate anyway," he said. However, coordination would not necessarily be a simple matter. Epstein said that the views of the State Department, with its responsibility in foreign policy, would be given great weight. But he also noted that the commission has "independent authority" under the Communications Act.

The Orion proposal calls for the establishment of a transatlantic system that would operate two satellites for the benefit of corporations, video networks and other large

entities seeking private communications links between Europe and the U.S. The International Telecommunications Satellite Organization views the proposal as a potential competitive threat—and therefore a violation of the Intelsat agreement to which the U.S. and 108 other countries are parties—despite Orion's contention it would offer only a "complementary" service. Intelsat's Director General, Santiago Astrain, is understood to have expressed his concern in a letter to the State Department. And the Communications Satellite Corp., the U.S. link to Intelsat, has said it will oppose the Orion proposal.

The State Department-NTIA letter to Fowler does not refer specifically to the Intelsat question. But it does say the application "raises complex issues affecting important United States national interests and foreign policy." It also says the two agencies are reviewing the proposal "in light of national needs and priorities, treaty obligations and relations with other countries."

And the letter indicates the contemplated review is not likely to be speedy. Analysis of the issues, consultations with affected government entities, "and possible discussions with foreign governments, of necessity, will require time," Dougan and Markey wrote. But, they add, "the Executive Branch should complete its consideration of the application's national interest and foreign policy impact before the commission proceeds with a public interest determination." Therefore, they say, the commission should not act until the Executive Branch review—which, they add, will be done in consultation with commission staff experts—is completed. □

Capital approval. The FCC has approved AT&T's plan for capitalizing its cellular radio subsidiary, ATT Cellular Co. Under the plan (BROADCASTING, May 31, 1982), the subsidiary will be merged with Advanced Mobile Phone Service Inc., the AT&T subsidiary that has been planning and developing cellular. After AT&T's divestiture of its Bell operating companies (BOC's), the responsibility for funding ATT Cellular will fall upon the BOC's and regional holding companies. Also after reorganization, the cellular companies will become affiliates or subsidiaries of BOC's, removed from AT&T control.

For the Record

As compiled by **BROADCASTING**, March 28 through April 1, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz.—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

AM applications

- Ridgecrest, La.—Concordia Broadcasting Co. seeks 1390 khz., 2.5 kw-D. Address: 623 Northwest Avenue, McComb, Miss. Principal: Donald B. Brody, who is applicant for new FM's at Tillatoba, Miss., and Halley, Ark. Filed March 21.
- Madison Lake, Minn.—Frontier Radio Corp. seeks 1100 khz., 5 kw-D. Address: 124 Hosanna Avenue, Mankato, Minn. 56001. Principals: Thaddeus Victor Hultengren, president, and Jerome Olav Melby (50% each), who have no other broadcast interests. Filed March 24.
- Los Ranchos de Albuquerque, N.M.—Don R. Davis seeks 1050 khz., 5 kw-D. Address: 2929 Quincy Street, N.E., Albuquerque, N.M. 87110. Principal: Don R. Davis (100%), who is chief operator at KWXL(FM) Albuquerque, N.M., and KLTN(AM) Los Ranchos de Albuquerque, N.M. He is also applicant for new FM at Pagosa Springs, Colo. Filed March 23.
- Canton, Tex.—CMM Inc. seeks 840 khz., 1 kw-D. Address: 215 Lantana Road, Crossville, Tenn. 38555. Principal: Mike Miller (100%), who is applicant for seven new TV's, six new FM's and 14 low-power TV stations. Filed March 16.

FM applications

- Greenville, Ala.—Lavon Lynn Henley seeks 94.3 mhz., 3 kw, HAAT: 285 ft. Address: 1602 Merle Circle, Opelika, Ala. 36801. Principal has no other broadcast interests. Filed March 28.
- Flagstaff, Ariz.—Communications Ltd. seeks 97.5 mhz., 100 kw, HAAT: 1,464 ft. Address: 3429 E. White Spring Lane, Orange, Calif. Principals: Walter Edward Raabe and wife, Becky Sue (50% each), who have no other broadcast interests. Walter Raabe is former chief engineer of KWIZ-AM-FM Santa Ana, Calif. Becky Raabe is former public service director at KYMS(FM) Santa Ana. Filed March 24.
- Springerville, Ariz.—Round Valley Broadcast Associates Inc. seeks 101.7 mhz., 3 kw, HAAT: minus 93 ft. Address: Highway 60 East, Springerville, Ariz. 85938. Principals: Marjorie M. Zellmer (52%) and sons, Gary L. Zellmer (12%) and Robert D. Zellmer Jr. (The latter owns 12% jointly with his wife, Rebecca); Steven L. Warner and wife Dalores (24% jointly). Round Valley Broadcast Associates also owns KRZV(AM) Springerville, Ariz. Filed March 7.
- Panama City, Fla.—WANM Inc. seeks 106.3 mhz., 3 kw, HAAT: 174 ft. Address: 300 W. Tennessee Street, Tallahassee, Fla. 32302-1874. Principal: B.F.J. Timm (99.8%), who also has major interest in WANM(AM)-WGLF(FM) Tallahassee, Fla.; WRBN-AM-FM Warner Robins, Ga.; WOZN(AM) Jacksonville and WSGI(FM) Naples, both Florida; WDMG-AM-FM Douglas, Ga., and WTIF(AM) Tifton, Ga. Filed March 25.
- Port Huron, Mich.—Port Huron Family Radio Inc. seeks 102.3 mhz., 3 kw, HAAT: 300 ft. Address: 4311 Pine Grove Road, Port Huron, Mich. 48060. Principals: Arthur Mar-

germ, president, Martin Doorn, Avalon Peterson, R. Joseph Krenke and Armistead Diggs. None has other broadcast interests. Filed March 25.

■ Belzoni, Miss.—Mitchell Broadcasting Co. seeks 107.1 mhz., 3 kw, HAAT: 300 ft. Address: 300 Sycamore Lane, Franklin, Tenn. 37064-0300. Principal: Jeffrey W. Mitchell is salesman at WIZO(AM) Franklin, Tenn. He has no other broadcast interests. Filed March 25.

■ Lordsburg, N.M.—Interstate 10 Broadcasting of New Mexico seeks 97.7 mhz., 250 w, HAAT: minus 134 ft. Address: Rural Route 3, Box A615 Greenwood, Ariz. 72936. Principals: C.R. Crisler (52%), W.P. Turney (24%) and Eugene McCoy Jr. (24%). Crisler is former owner of KACJ(AM) Greenwood, Ark. and is applicant for new FM at Hallsville-Centralia, Mo. Turney has interests in new FM's at Cadiz, Ohio; Lordsburg, Kan., and Central City, Neb. He also is part owner of KZOC(FM) (35%) Osage City, Kan., and KSOK(AM) Arkansas City, Kan. McCoy owns 35% of KZOC and has interest in new FM at Cadiz, Ohio. Filed March 21.

■ Robbinsville, N.C.—Larry W. Livesay seeks 95.9 mhz., 3 kw, HAAT: 300 ft. Address: 120 Collins Boulevard, Athens, Ga. 30603. Principal has 20% interest in Athens, Ga.-based cable company. Filed Feb. 24.

■ Garden City, N.Y.—Jarad Broadcasting Co. Inc. seeks 92.7 mhz., 1 kw, HAAT: 521 ft. Address: Woodacres Road, Brookville, N.Y. 11545. Principal: Ronald J. Morcy (100%), who has no other broadcast interests. Filed March 25.

■ Garden City, N.Y.—Long Island Radio seeks 92.7 mhz., 1 kw, HAAT: 521 ft. Address: 15 Church Street, Hempstead, N.Y. Principals: Jeff Barnes, Keith Lockhart and Dick London (one-third each). Barnes is on-air personality at WLIR(AM) New York; London is news anchorman and reporter at

WWRL(AM) Queens, N.Y. Lockhart has no other broadcast interests. Filed Feb. 22.

■ Utica, N.Y.—Public Broadcasting Council of Central N.Y. Inc. seeks 89.5 mhz., full time, HAAT: 633 ft. Address: 506 Old Liverpool Road, Liverpool, N.Y. 13088. Principal is nonprofit corporation, headed by Richard W. Russell, president and general manager. It has no other broadcast interests. Filed Feb. 22.

■ Hamilton, Tex.—A. Tony Beltran seeks 92.1 mhz., 3 kw, HAAT: 300 ft. Address: 3448 Willow Crest Lane, Dallas 75233. Principal is employed at Warner-Amex CATV system in Dallas and has no other broadcast interests. Filed March 25.

■ San Angelo, Tex.—George Edward Gunter seeks 107.5 mhz., 100 kw, HAAT: 156 ft. Address: 650 North Bolton Street, Jacksonville, Tex. 75766. Principal is also applicant for two new FM's and seven new TV's. Filed March 28.

■ Kennewick, Wash.—Kennewick School District #17 seeks 88.1 mhz., 250 w, HAAT: 635 ft. Address: 200 South Dayton Street, Kennewick, Wash. 99336. Principal: Non-profit educational institution, headed by Carol Voss, president. It has no other broadcast interests. Filed Feb. 22.

TV applications

Tuscaloosa, Ala.—Channel 17 of Tuscaloosa Inc. seeks ch. 17; ERP: 268 kw vis., 26.8 kw aural, HAAT: 419 ft.; ant. height above ground: 270 ft. Address: P.O. Box 1006, Tuscaloosa, Ala. 35403. Principals: David R. Dubose, president (68.8%), Richard Grey Brennan (11.9%), David M. Baughn (9.3%) and Karen Cox Brennan (10%). Dubose is news director at WUAL-FM Tuscaloosa, Ala.; Baughn is chief engineer at WUAL-FM; Richard Brennan is news director at WBAM-AM-FM Montgomery, Ala. Filed March 23.

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■ Rancho Palos Verdes, Calif.—California Telecasters seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,401.5 ft.; ant. height above ground: 208.5 ft. Address: 7725 Sky Hill Drive, Los Angeles 90028. Principal: Eun S. Jee (100%), who has no other broadcast interests. Filed March 25.

■ Rancho Palos Verdes, Calif.—Channel 44 Associates seeks ch. 44; 5,000 kw vis., 500 kw aur.; HAAT: 1,586 ft.; Address: 20710 Pacific Coast Highway, Malibu, Calif. 90265. Principal: Walter F. Ulloa, 100% general partner, 21% limited partner. Ulloa is account executive and local sales manager at KMEX-TV Los Angeles. Filed March 25.

■ Rancho Palos Verdes, Calif.—Channel 44 Inc. seeks ch. 44 plus; ERP: 5,000 kw vis., 1,000 kw aur., HAAT: 1,217 ft.; ant. height above ground: 201 ft. Address: 1880 Century Park East, Suite 500, Los Angeles 90067. Principals: Myrlie

Evers, president, Kimberly Susan Kaufman and Clinton LeRoy Burch (one-third each). None has other broadcast interests. Filed March 25.

■ Rancho Palos Verdes, Calif.—Palos Verdes Broadcasting Co. Inc. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,376 ft.; ant. height above ground: 215 ft. Address: 642 Silver Spur Road, Rolling Hills Estate, Calif. 90274. Principals: James P. Devaney (45%), and wife, Susan (40%), and Nancy G. Detzen, Anthony R. Lark, Amy R. Weissbrod (5% each). James Devaney is president and 66% owner of JPD Entertainment, TV production and programing corporation. Susan Devaney is executive vice president there. Devaneys also hold same positions at JPD Enterprises, corporation that solicits advertising from U.S. firms for TV network of People's Republic of China. Amy R. Weissbrod is vice president of creative affairs for JPD Enter-

tainment. Anthony Lark is free-lance video and film editor and producer. Filed March 25.

■ Rancho Palos Verde, Calif.—Palos Verdes Broadcasters Inc. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,694 ft.; ant. height above ground: 93 ft. Address: 300 Montgomery Street, #1200, San Francisco 94104. Principals: Terrence E. Crosby, president (80%), Carlos Duharte (10%) and wife, Marie (10%). Crosby is business advisor for WFAT-TV Johnstown, Pa. Carlos Duharte is assistant production manager for KTSF(TV) San Francisco and Maria Duharte is assistant vice president for Bank of California. Filed March 25.

■ Rancho Palos Verdes, Calif.—Springfield Television Corp. seeks ch. 44; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,581 ft.; ant. height above ground: 200 ft. Address: P.O. Box 2210, Springfield, Mass. 01101. Principals: William L. Putnam, chairman; estate of Roger L. Putnam, and Joseph Deliso, who also own WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City. Filed March 25.

■ Des Moines, Iowa—Federal Television Co. seeks ch. 69; ERP: 1,399.6 kw vis., 139.96 kw aur., HAAT: 148.63 ft.; ant. height above ground: 188.7 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who is also applicant for new TV's at Owensboro, Ky. and Greenfield, Mass. (see below). He also has pending petition for rulemaking, docket 81-726 to allocate channel 246 C to Celina, Tex. Filed March 28.

■ Owensboro, Ky.—Volunteer Communications Society seeks ch. 48; ERP: 1,300.2 kw vis., 130.02 kw aur., HAAT: 334.63 ft.; ant. height above ground: 271.7 ft. Address: Route 10, Sparta, Tenn. 38583. Principal: David Eugene Goff (100%), who also is applicant for new TV's at Des Moines, Iowa and Greenfield, Mass. (see above). Filed March 31.

■ Greenfield, Mass.—Petitioner's Society for Access Telecasting seeks ch. 32; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,173.5 ft.; ant. height above ground: 377 ft. Address: Route 10, Sparta Tenn. 38583. Principal: David Eugene Goff (100%), is also applicant for new TV's at Owensboro, Ky. and Des Moines, Iowa (see above). File March 29.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

FM actions

■ Copperopolis, Calif.—Zido Corp. granted 105.5 mhz; ERP: 400 w (H); HAAT: 736 ft. (H). (BPH-821012AH). Action March 23.

■ Paradise, Calif.—JIBO Broadcasting granted 92.7 mhz, 3 kw, HAAT: 529 ft. Address: P.O. Box 1085, Paradise 95969. Estimated construction costs: \$129,000; first-quarter operating cost: \$21,400. Format: Popular/Classical. Principals: James T. Flood and wife, Bonnie C. (50% each). James Flood is Paradise-based independent public relations consultant and has no other broadcast interests. (BPH-810427AN). Action Feb. 7.

■ Cocoa, Fla.—National Christian Network granted 91.5 mhz, 20 kw, HAAT: 102 ft. Address: P.O. Box 493, Cocoa 32922. Principal: Noncommercial corporation, headed by Raymond A. Kassis, president, and Robert A. Jones, vice president. They own WWBC(AM) Cocoa, Fla.; Jones also owns 85% of WJQ(AM) Tomahawk, Wis., and 52% of WRPQ(AM) Baraboo, Wis. (BPED-820201AK). Action March 23.

■ Devils Lake, N.D.—Pearson Broadcasting Co. granted for 103.5 mhz; ERP: 100 kw; HAAT: 493 ft. (BPH-821008AL). Action March 23.

■ Mission, Tex.—Mission Broadcast Enterprises granted 105.5 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 2, Box 122F, Rio Grande City, Tex. 78582. Estimated construction cost: \$113,500; first-quarter operating cost: \$25,000; revenue: \$100,000. Format: Spanish programing. Principals: Lino Canales Jr. and Gustavo Valadez Jr. (50% each). Valadez also owns Hispanic Media Enterprises, applicant for new FM in Rio Grande City, Tex. Canales is 33% owner of *Etc., Etc., Magazine*, McAllen, Tex., and has no other broadcast interests. (BPH-810309AH). Action Jan. 3.

■ Tremont, Utah—Bear River Broadcasting Co. Inc. granted 104.9 mhz; ERP: 3 kw; HAAT: minus 111 ft. (BPH-820129BQ). Action March 23.

TV actions

Wichita, Kan.—George E. Gunter application returned for channel 33; ERP: 1,000 kw vis.; 100 kw aur.; HAAT: 256.8 ft. (BPCT-830223KH). Action March 15.

■ Louisville, Ky.—Louisville Family TV Ltd. application returned for ch. 41; ERP: 1,139 kw vis., 114 kw aur., HAAT: 1,285 ft.; ant. height above ground: 1,146 ft. Address: Station 302, 2 Northside 75, Atlanta 30381. (BPCT-830214KF). Action March 15.

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Ownership changes

Applications

- WRDO(AM)-WSCL(FM) Augusta, Me. (1400 khz. 1 kw-D. 250 w-N; FM: 92.3 mhz, 5 kw. HAAT: 300 ft.)—Seeks assignment of license from Sterling Broadcasting Corp. to Augusta-Waterville Broadcasters Inc. for \$425,000 (BROADCASTING, April 4). Seller is Sterling C. Livingston, who has no other broadcast interests. Buyer is owned by Historic Hudson Valley Radio Inc. (75%) and Richard A. Hyatt (25%). Historic Hudson Valley Radio is owned by Walter C. Maxwell (14.4%), A. MacDonnel Thayer (14.4%), Natalie Maxwell (14.4%) and estate of Harry M. Thayer (56.8%). It also owns WGHQ(AM)-WBPM(FM) Kingston, N.Y. Hyatt is national sales manager and program director at WGHQ-WBPM. Filed March 28.
- WJDR(FM) Prentiss, Miss. (98.3 mhz. 1 kw. HAAT: 94 ft.)—Seeks assignment of license from Jeff Davis Broadcasting Service to John A. Polk for \$56,529. Seller is Albert Mack Smith (100%), who also owns WKPO(AM) (50%), Prentiss, Miss.; WJRL(AM) (50%) Calhoun City, Miss.; WAPP(AM)-WCCA(FM) McComb, Miss.; WMDC-AM-FM Hazlehurst, Miss., and KADL-AM-FM Pine Bluff, Ark. (one-third each). Buyer has no other broadcast interests. Filed March 22.
- KANA(AM) Anaconda, Mont. (580 khz. 1 kw-D)—Seeks assignment of license from Anaconda Broadcasting Inc. to Mountain State Broadcasting Inc. for \$115,000. Seller is owned by John O. Odgaard, who has no other broadcast interests. Buyer is owned by John E. O'Brien, president, and Bonnie G. O'Brien (50% each), who have no other broadcast interests. Filed March 28.
- KBHL(FM) Lincoln, Neb. (95.3 mhz. 3 kw. HAAT: 115 ft.)—Seeks assignment of license from Sound Experience Broadcasting Co. to Radio Group Inc. for \$500,000 (BROADCASTING, March 21). Seller is group of seven shareholders, including David Benware, Glenn Cox and Marion L. McBryde, who are managing directors. Benware owns Dallas-based PRISM Productions, TV production company. Cox and McBryde have no other broadcast interests. Buyer is owned by Samuel (Sherwood) Sabean, president, and son, Timothy (Kelly) Sabean, vice president. Sam Sabean is vice president and general manager of Metromedia's KHOW(AM) Denver. Timothy Sabean is former vice president, programming, of Hefel Broadcasting in Chicago. Filed March 28.
- WWKO(AM) Fair Bluff, N.C. (1480 khz. 1 kw-D)—Seeks transfer of control of Marshall Media Inc. from Michael G. Orr (100% before; none after) to Joseph L. Cusack (none before; 100% after). Consideration \$200,000. Principals: Seller also owns WCRE(AM) Cheraw, S.C. Buyer owns 81.8% of WBER(AM) Moncks Corner, S.C. Filed March 25.
- WHHO-AM-FM Hornell, N.Y. (1320 khz. 5 kw-D; FM: 105.3 mhz. 8.3 kw. HAAT: 560 ft.)—Seeks assignment of license from Steuben Broadcasters Inc. to Bilbat Radio Inc. for \$450,000. Seller is owned by Jonas Termin and Donald C. Hartman who have no other broadcast interests. Buyer is owned by William H. Berry and Richard C. Lyons (50% each), who have interest in WJUN(AM) Mexico, Pa., and WKZA(AM) Kane, Pa. Filed March 22.
- WMPT-AM-FM South Williamsport, Pa. (1450 khz. 1 kw-D. 250 w-N; FM: 99.3 mhz. 105 w. HAAT: 1,230 ft.)—

Seeks assignment of license from Will-Mont Broadcasting Co. to P.A.C. Communications Inc. for \$475,000. Seller: Galen David Castlebury Jr., who has no other broadcast interests. Buyers are Diana Ruth Kadash, president (one-third); David W. Banks, vice president; Warren S. Diggins vice president; Sharon L. Banks, treasurer, and Michelle M. Diggins, secretary (16.6% each). Kadash is real estate investor in Williamsport, Pa. David Banks is former sales manager of WLYC(AM) Williamsport. Warren Diggins is former general manager of WLYC. Filed March 21.

- WQLS(FM) Cleveland, Tenn. (100.7 mhz; 50 kw; HAAT: 360 ft.)—Seeks assignment of license from Atlantic Broadcasting Corp. to Colonial Broadcasting Co. Inc. for \$2.21 million. Seller is owned by A. Thomas Joyner and David Weil (50% each), who also own co-located WCLE(AM) and WISP(AM)-WQDW(FM) Kinston, N.C. Buyer is owned by Robert E. Lowder and his brothers, James K. and Thomas H. It also owns WLWI(FM) Montgomery, Ala., and WOWW(FM) Pensacola, Fla.

Actions

- KVMT(FM) Vail, Colo. (104.7 mhz. 80 kw. HAAT: 1,186 ft.)—Granted assignment of license from Vail Mountain Broadcasters Inc. to R & L Communications Inc. for \$1.7 million. Seller is headed by Leon Lowenthal, president, who has no other broadcast interests. Buyer is owned by Richard H. Sucher (100%), who owns KKFM(FM) Colorado Springs and KRIX-FM Brownsville, Tex. Lowenthal will be president (with no ownership) of R & L Communications. (BALH-830110HO). Action March 21.
- WAPR(AM) Avon Park, Fla. (1390 khz. 1 kw-D)—Granted assignment of license from Florida Broadcasting Corp. to Highlands Ridge Inc. for \$225,000. Seller: Subsidiary of Florida Outdoor Inc., owned by Eldon R. Lindsey, who bought station in 1981 for \$300,000 (BROADCASTING, Aug. 17, 1981). Buyer also owns co-located WWOJ(FM), and is principally owned by Ralph Hunter, Clair Hunter and Bruce Hunter. Action March 9.
- WSME-AM-FM Sanford, Me. (1220 khz. 1 kw; FM: 92.1 mhz. 800 w. HAAT: 530 ft.)—Granted assignment of license from Southern Maine Broadcasting Corp. to York Broadcasting Inc. for \$500,000. Seller is principally owned by Alvin Yudkoff, who bought WSME(AM) in 1973 for \$110,000 (BROADCASTING, Nov. 30, 1973) and put WSME-FM on air in 1975. He has no other broadcast interests. Buyer is owned by Grenville T. Emmett III and family, who own WAGE(AM) Leesburg, Va. (BALH-830201HFG). Action March 21.
- WKTm(FM) North Charleston, S.C. (102.5 mhz. 100 kw. HAAT: 547 ft.)—Granted transfer of control of KTM Broadcasting Inc. from William G. Dudley III to Radio Clearwater Inc. Consideration: \$2 million. Principals: Seller retains ownership of co-located WKCN(AM). Buyer is owned by Carl J. Marcocci and wife, Betty, former owners of WAZE(AM) Clearwater, Fla. (BAL-830117I). Action March 22.
- KABE(FM) Orem, Utah (107.5 mhz. 45 kw. HAAT: 2,730 ft.)—Granted assignment of license from Morris J. Jones to D. Garry Munson and Scott V. Christenson for \$1.25 million. Seller has minority interest in FM CP at Park City, Utah. Buyers own KGGP(AM)-KKPL(FM) Opportunity, Wash. Munson also is president of KIEE(AM) Harrisonville, Mo. (BAPLH-830201HH). Action March 21.
- WISQ(FM) West Salem, Wis. (100.1 mhz. 3 kw)—Granted transfer of control of Everybody's Mood Inc. from stockholders (70% before; none after) to Highlands Broadcasting Inc. (none before; 70% after). Consideration: As-

sumption of about \$270,000 debt plus working capital. Principals: Sellers of 70% are bowing out; Donald Burr, 30% owner, will retain interest. Burr also is principal along with transferee Terry Rochester in WWQI-TV [CP] La Crosse, Wis. Buyer is headed by Donald G. Zirke, chairman, and Albert Mole, president, who also are applicants for new FM at Stevens Point, Wis. (BTCH-830121GU). Action March 21.

Facilities changes

AM applications

Tendered

- WYSE (1560 khz) Inverness, Fla.—Seeks CP to change frequency to 720 khz and make changes in ant. sys. Major environmental action under section 1.1305. Filed March 30.

Accepted

- WYXC (1270 khz) Cartersville, Ga.—Seeks CP to make changes in antenna system and change TL. Filed March 30.

FM applications

Tendered

- *KSLU (90.9 mhz) Hammond, La.—Seeks CP to increase ERP to 3 kw, change HAAT to 143 ft., install new transmission line and make changes in ant. sys. Filed March 30.
- *KUHF (88.7 mhz) Houston—Seeks CP to make changes in antenna system, change TL, change type trans., change type antenna, increase HAAT to 1,564 ft. and change TPO. Filed March 30.
- *WCDE (90.3 mhz) Elkins, W.Va.—Seeks CP to change TL and increase ERP to 1 kw. Filed March 30.

Accepted

- WCME (96.7 mhz) Boothbay Harbor, Me.—Seeks modification of CP (BPH-820208AN). Request waiver of section 73.1201 (B)(2) of rules to identify as "Boothbay Harbor-Bath, Me. Filed April 1.
- WFMP (104.5 mhz) Fitchburg, Mass.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Fitchburg-Worcester, Mass." Filed April 1.
- WDEY-FM (103.1 mhz) Lapeer, Mich.—Seeks CP to make changes in antenna system, change type antenna, increase TPO and increase tower height to 253 ft. Filed April 1.
- WKQB (107.5 mhz) St. George, S.C.—Seeks modification of CP (BPH-800620AJ) to make changes in antenna system and increase ERP to 100 kw. Filed April 1.
- KVEZ (103.9 mhz) Smithfield, Utah—Seeks modification of CP (BPH-820422AB) and requests waiver of section 73.1201 (B)(2) of rules to identify as "Smithfield-Logan, Utah". Filed April 1.

TV applications

Tendered

- WAQP (ch. 49) Saginaw, Mich.—Seeks MP (BPCT-800910KF, as mod.) to change TL and change ERP to 1,000 kw vis. and 100 kw aur. Filed April 1.

Accepted

- WPAN (ch. 53) Fort Walton Beach, Fla.—Seeks MP (BPCT-820503KE) to change ERP to 5,000 kw vis., 500 aur. and change HAAT to 713.4 ft. Filed April 1.
- WFAT-TV (ch. 19) Johnston, Pa.—Seeks MP (BPCT-810109KF) to change ERP to 2512 kw vis., 251.2 kw aur. and change HAAT to 1,194 ft. Filed April 1.

AM actions

- WSBR (740 khz) Boca Raton, Fla.—Granted modification of license to change SL and to operate trans. by remote control. Action March 21.
- KXXX (790 khz) Colby, Kan.—Granted CP to make changes in ant. sys. Action March 21.
- KPRM (870 khz) Park Rapids, Minn.—Granted CP to change hours of operation to unlimited by adding nighttime service with 1 kw; change daytime power to 2.5 kw, install DA-N, change TL and make changes in ant. sys. Major environmental action under section 1.1305. Action March 21.

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RADIO

HELP WANTED MANAGEMENT

General Manager wanted with proven sales record for WXXR, Cullman, Alabama, leading station (modern country) in this unique small market with excellent agriculture and industrial base. Must have experience as Sales Manager or General Manager. Apply Hudson Millar, 1705 South 8th Street, Fort Pierce, FL 33450. EOE.

Sales manager: young, aggressive broadcast company needs a bottom-line oriented sales manager. Excellent package for a proven closer. Great area with outstanding potential. Write Radiographics, Box 10017, Portland, ME 04104.

There's money to be made in our small market, but with seven stations, it will take a creative salesperson like you to direct our AM country sales force. Imaginative packaging, people skills and organizational ability a must. We're located in the upper Rocky Mountains and are a growing group with good advancement potential. EOE. Send all information to Box T-19.

Radio group, rapidly expanding, seeks streetwise general manager for present station or pending acquisition. Medium-market stations growing past \$1 million billings. Aggressive, enthusiastic, sales-oriented people-developers oriented to quality programming. Run your own business. Incentive compensation opportunity well over \$50,000. Would also consider sales manager candidate to groom for general manager positions. Send letter, resume and compensation history to Box T-27.

"Million Dollar Close" closes any sale! Double or triple your billing! Free information. Write: Super Salesman Systems, Box 16390-I, Orlando, FL 32861

Sales manager, WKQA. I am looking for someone that is proud of our industry, proud of his or her track record, and dedicated to the concept of excellence. The WKQA sales manager will be encouraged to be innovative and progressive. The WKQA sales manager will make an important winning contribution. If you want something more than just a job, send resume, references, and track record to Dick Lewis, Executive Vice President and General Manager, WKQA/WXCL Radio, 3641 Meadowbrook Road, Peoria, IL 61604.

Controller needed for Midwest top 10 market. Responsibilities include budget and financial statement preparation, financial statement analysis, accounting staff supervision. Ability to work well with staff members and management team is a must. Degree and prior experience helpful. EOE/M/F/H. Send resumes to Box T-61.

Wanted: district sales managers to sell microcomputers for broadcasting applications. Accounts receivable, logging, etc. Territories open across the U.S. Reply Box T-22.

Sales manager for AM/Aspen, CO. Must be experienced, aggressive, creative and able to motivate. Send resume to David Johnson, 620 E. Hopkins, Aspen, CO 81611.

HELP WANTED SALES

Regional rep—now interviewing qualified professional broadcasters and individuals in related fields. Must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company, 2714 Union Ext., Memphis, TN 38112. Will also be interviewing at the NAB.

Radio sales pro could lead to sales manager. Needed for mid-size New England market. Experience with agency, direct business and co-op a must. We are a great contemporary station with a super team. Send resume to Kris Powell, General Manager, "Fun 102 FM" PO. Box 232, Mystic, CT 06355, or call 203-536-9641.

Radio salesperson for Indiana AM/FM. 2 years' experience. Must be creative, aggressive, committed. Send resume to Box T-21.

Account executives: tired of making the owner rich? 50% commissions for selling a new advertising promotion to your accounts, plus everyone else's accounts! Free details. Write: Ad-Vantage Services, Box 15664, Orlando, FL 32858.

Excellent sales management opportunity. New ownership of this northern New England AM-FM combination requires self-starter with billing ability and management desire. Group owner offers classic challenge, and the freedom to grow. Turnaround game plan demands proven professional selling techniques, and strong organizational skills. Could be first management position for right person with follow-through. Could start as early as May 1 in this land of high quality-of-life and low unemployment. You'll want to investigate this one, and we want to hear from you. EOE. Write in confidence to Box T-29.

Enjoy the good life in rural New England, with all the advantages of the city. Active account list, good potential. Waiting for the right person. Salary, plus 15% commission. Send resume to Darrel Clark, WTSL Radio, Box 1400, Lebanon, NH 03766. EOE.

Fast-growing FM in top 100 market (Chattanooga) offers top account list to sharp, aggressive salesperson. If you want to write your own ticket & advance rapidly, call Ron or Dave, WOVE. 615-267-1050.

Two salespersons wanted. Base salary, gas allowance and bonus incentive program. Mild climate, positive economy. Write Bob Roddy, POB 668, Tucumcari, NM 88401.

Southern small market AM seeks salesman/announcer. \$400 per month salary and super commission scale. Tape and resume to Ray Arthur, PO. Box 910, Coshatt, LA 71019. EOE.

Sell broadcast and direct mail advertising. Stations desire persistent, perceptive salesperson to sell creative new concept. Must have experience, creative abilities to sell direct in retail intensive market. Live in waterfront boating community. Guaranteed draw and high commission. Send resume to WYRE/WBEY, PO. Box 1551, Annapolis, MD 21404. Replies confidential. EOE.

Sconnix Broadcasting has openings for experienced radio salespeople. Cape Cod; Davenport, Iowa; Charleston, SC. Existing lists, good management, good incentive opportunities. Give your career a chance with our growing company. Contact Scott McQueen, President, 278 South Sea Avenue, West Yarmouth, MA 02673.

Professional, experienced sales excess needed for LA's first commercial cable radio station, KVMR. 20% commission! For consideration send resume to KVMR, 21115 Devonshire, Suite 303, Chatsworth, CA 91311.

Two great opportunities at RAB acclaimed Midwestern AM/FM. State of art equipment, top ratings, excellent formats. You'll get station's best lists and management opportunity. Experienced only—CRMC's preferred. Send resume to Box T-70. Now. Will hire in next 21 days. EOE. M/F.

West Palm Beach, Florida—100,000 watt FM looking for experienced, aggressive salespeople. Great opportunity. West Palm is a growing top 100 market and we are a group with a lot to offer to those who can do the job. Resume to Garret Clancy, 2000 Palm Beach Lakes Blvd., Suite 640, WPB, FL 33409. 305-461-0099.

New 10 kilowatt AM, minutes from big ski area, looking for the right person to head sales staff. Excellent opportunity in a growing area. Send resume to Box 206, Hayden, CO 81639.

Major market has immediate openings. Accelerate your career or begin it with us. 414-964-8300, Tom Kennedy, WLZZ, a Malrite station. EOE.

Sales executive—syndication expert to structure & sell spot inventory. Must be familiar with agency sales and national buyers—aggressive and polished. Successful NYC based national feature—right person will make it No. 1. First year commission potential 50K+. Resume and references to Box T-72.

South Florida—aggressive, enthusiastic radio salesperson. This is the time to make that move. Ft. Myers, 250,000 metro. AM/FM stations. Our 2 top salespeople made a bundle last year! All replies held in strict confidence. Send complete resume to Sales Position, PO Box 216, Ft. Myers, FL 33902.

General sales manager for New England metro 50,000 watt FM station. Self-motivated proven leader with at least 3 years' experience. If you are a take charge, energetic type who can provide recruiting, sales training, motivation and results, you will have it all—promotion, design, implementation, the whole ball of wax. Resumes to Box T-75.

HELP WANTED ANNOUNCERS

Major Florida FM country seeks morning pro. Decent pipes, creative head a must. Tape, resume to WKQS/WLQY, 9881 Sheridan St., Hollywood, FL 33024.

NYC broadcasting Co. is looking for people with commercial radio experience. Part-time. \$4.00 hr. Call 212-279-2360.

Experienced morning person for adult contemporary, medium market, Southeast. PBP opportunities available. WRMT, Rocky Mount, NC 919-442-8091. EOE.

Light contemporary Christian radio station looking for experienced announcers who are also qualified in production, engineering or bookkeeping. Job can lead to assistant management position. Send resume and audition tape to WOLC, PO. Box 130, Princess Anne, MD 21853. EOE.

Modern country AM/FM in central Virginia looking for talented air people (females especially encouraged.) Opening for announcer or announcer/sales. Experienced only, great production a must. Send tape, resume to: Joe Beail, WPED, Box 8, Crozet, VA 22932. EOE.

HELP WANTED TECHNICAL

Chief engineer for two radio stations in Ohio. One AM/FM combination and one FM. Must have good equipment. Must possess excellent practical and theoretical knowledge. Salary negotiable. Write Box T-15.

Chief engineer/technical director for south central 50 KW AM/class C FM. Complete responsibility for technical department. Must have hands-on engineering skills, management experience, and ability to work with other department heads in team effort. General/first license required. Exceptional salary and benefits package. Respond to T. Baun, 735 West Wisconsin Ave., Suite 401, Milwaukee, WI 53233. EOE. M/F.

Chief engineer for AM-FM in the beautiful Arkansas River Valley. Must be capable of handling entire engineering responsibilities. \$15,000 salary, plus fringe benefits. Contact Kermit Womack, 501-968-4949.

Chief engineer for no. 1 FM station in Omaha market. New equipment, negotiable terms. Contact General Manager, Box 31777, Omaha, NE 68131. 402-558-9898. EEO employer.

HELP WANTED NEWS

WGSO news/talk seeking applicants for news anchor/news director. 2 to 5 years' on-air/news director experience at major market commercial radio station required. Tape and resume with letter. No telephone calls. Contact: Phil Zachary, WGSO Radio, 1440 Canal Street, New Orleans, LA 70112. EOE.

HELP WANTED NEWS CONTINUED

Sports director— will be the voice of the Montana Grizzlies on a 17-station statewide network. Salary open plus car. Send tape including play-by-play and resume to Vern Argo, KYLT, PO Box 2277, Missoula, MT 59806. EOE.

West Palm Beach, Florida. Morning anchor position open. Mature delivery, solid writing skills a must for this 100KW FM in top 100 market. Tape & resume to Garret Clancy, 2000 Palm Beach Lakes Blvd., Suite 640, WPB, FL 33409.

News Director for SE small market radio station. If you can gather and write with energy, send resume only, in confidence, to Box T-66. AA/EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director for top-rated medium market FM. Must have good announcing and production ability, knowledge of rock music, and have ability to plan promotions, motivate, and work with top consultant. Chain offers opportunity for advancement. Resume only to Box T-34.

Full-time production person: stable, solid operation is looking for clever creative type with a commercial flair to create and produce commercials for specific clients. We have brand new state-of-the-art production studio—all the tools, and a reputation for award-winning commercials. Send resume, availability and tape of production work to: Eric Michaels, Program Manager, WVMT Radio, Box 620, Colchester, VT 05446. WVMT is an equal opportunity employer.

Program director-news/talk pro for religious format station in major midwest market. Excellent opportunity for proven leader with stable work history and track record of getting the job done. Join a growing organization, be active in the community, talk issues and "get to the bottom" of them. Send resume and tape immediately and let's get acquainted. Bott Broadcasting Company. Attn: Gary Coulter, 10841 E. 28th Street, Independence, MO 64052.

Producer/director—America's most acclaimed broadcast production company (over 450 awards) adding staff for ad agency projects and radio syndication. If your production and direction skills are ready to go national, send tape of your best 6 spots, resume and salary requirements to: Bob Jump, VP/Production, Studio Center Corporation, 200 West 22nd Street, Norfolk, VA 23517.

SITUATIONS WANTED MANAGEMENT

Selling general manager with full hands-on experience in all phases of radio. Very stable. Currently employed. Management by objective. People-oriented. Strong revenue-producing ideas. Expert in finance—projection, billing, collection. Extensive trainer. Outstanding success. High-powered references. Write Box R-122.

General Manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management, both AM/FM, all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Write Box R-148.

I have done it all and done it well. Currently looking for GM or GMS position with solid group organization. I have experience in both positions, with excellent references. Strong background in MOR and news/talk. Currently living in Calif. Looking for a move to a larger market, say in top 25. Write Box R-175.

Group director of sales—15 years' experience radio/TV newspaper sales and management. 5 years as consultant to station owners and groups throughout the U.S. A top leader who can manage with sound strategies. Solid, organized professional who achieves goals and a positive motivator. Believer in training, retail development and co-op. Sales intensive and bottom-line oriented. Southeast preferred. Reply Box T-7.

Successful, enthusiastic, experienced professional seeking challenging management opportunity in Midwest/Mid-Atlantic regions. Have built two great stations, one literally from scratch. Thirties, family, Christian. Randy Wingle, 703-743-4371; Luray, VA 22835.

Fifteen-year professional with mid-level management experience seeking GM opportunity in small/medium market. Available May 1. 314-586-7377.

For sale! Slightly used operations/production manager, university AM. 13 years' experience, all aspects. Low mileage, excellent condition. Specifications available. For test drive, reply Box T-38 or call Allan 514-488-4622.

12 years' experience. Looking for position as general manager or sales manager. Midwest preferred. Minimum \$42,000 plus firm salary needed. Write Box T-47.

Small markets, west. Country consultant seeks GM position. I know what has to be done: I do it. Bill Taylor. 213-791-4836.

14-year contemporary hit radio broadcaster including major markets. Innovative sales and programming techniques. Aggressive promotions, training, leadership. Delivers high billing, collections, profits. Desire general management. Write Box T-52.

Losing your shirt? Thinking of selling? This experienced GM can increase the value of your property before you put it on the market. I'll force gross up, trim expenses, reduce trade liability and remedy any FCC violations to insure maximum marketability and profit at time of sale. Competent, confidential and comfortable: with formidable challenges. Looking for short-term assignment prior to sale. Box T-57.

Available soon for Sunbelt or west coast station or group. 30 year radio-TV veteran broadcaster with national rep. experience now seeking change due to upcoming station sale. Presently Executive V.P., Gen. Mgr. and partner of fast growing AM station in one of America's most competitive Sunbelt mkt. with over 50 radio stations. Station has grown in last 3 fiscal years over 46% in gross sales and over 359% in profit due to responsible hiring and management techniques and high profile community involvement. Past president of local ad club and past governor of AAF district. Write Box T-62.

Outstanding credentials. Successfully managed five major market radio stations and never failed to raise ratings and revenue. I know radio and how to get results. Southwest native, will relocate. Write Box T-63.

I am the number one salesman at a Midwest small market station. I believe I have the experience to motivate others to sell, as well as run the whole station. Write Box T-68.

Experienced AM/FM manager—11 yrs. on the air, 5 yrs. in sales, 13 yrs. in winning management! Now free to relocate E. of the Mississippi. Box T-73.

SITUATIONS WANTED SALES

Sales manager with over seven years' experience in top ten market. Professional broadcaster with B.A. in communications, aggressive broadcast street sense, outstanding track record and the highest possible references. If you are looking for strong leadership with the proven ability to train, organize and sell creatively, let's talk about increasing your local, regional, co-op and/or national billings. Write Box T-58.

SITUATIONS WANTED ANNOUNCERS

Male announcer, experienced in NY metropolitan area, looking for weekends on Long Island station. Chris Dohwie, 212-580-2800.

Dependable, hard-working female air personality looking for good opportunity. Resume and tape available upon request. Morning drive or AOR preferred. Call Mary, 312-775-2819 or 312-763-7452.

Announcer seeking live country format on East Coast. Desire medium market, but all considered. Family man. B.A., 7 years experience. Mark Anderson, Spring Gardens Apts., No. 524, Roaring Spring, PA 16673. 814-224-4745.

If you need a hard-working announcer with a great personality, an excellent radio voice, who's reliable and fun, I'm the guy you want. I've got three months' experience; I'm good and you'll be satisfied. Will relocate. Call Paul after 6 PM, 414-453-4548 or 414-543-8683.

Workaholic available!!! 4 years DJ experience (excellent ratings), 3 years in news, and 2 years in sports play-by-play. 801-394-1856.

8 yrs.' experience. Smooth communicator with slick production and sales exp. Knows the adult audience of the '80's. A total talent. 502-825-2997, or Box T-48.

Bright, colorful, intelligent announcer, British accent, seeks position. 2 yrs.' experience. Salary open. S. Hutchinson, 1145 Park Pl., Brooklyn, NY 11213.

Announcer/sportscaster. 6½ years' experience, know rock format. Southern Rockies, West Coast respond anytime. 303-651-3079.

Veteran air personality. Compatible with rock or country. Prefer Southwest, but will consider any area. 703-483-7406.

Enthusiastic, stable, single. Professional sound. Trained beginner. Anywhere. Available now. Any shift. Troy Sass, 414-242-2033.

Easter's come and gone and I still didn't get what I wanted—oh, sure, I got the candy and stuff, but I really wanted a DJ job at your pop/A/C/country station. Doug, 219-872-7186.

SITUATIONS WANTED TECHNICAL

Chief engineer, 17 years' experience with AM, FM TV, cable, seeks engineering position with noncommercial operation in Southeast. Very strong on RF audio, total plant construction, maintenance. Resume on request. Don Mussell, P.O. Box 423, Santa Cruz, CA 95061.

Strong maintenance experience, seven years in broadcast and industrial communications. Two years C.E. AM directional, STL, RENG. Computer literate, A.A. sensitive to programming needs. Seek opportunity on East Coast. Carl Olson, 301-588-8934.

SITUATIONS WANTED NEWS

Established sports writer, substantial experience in PBP would like a break in radio. Know sports, articulate, enthusiastic, strong voice. Call Kerry Smith, 513-831-0086.

News-experienced news director, sports director B.S., 1 1/2 yrs' law; seeking position at professionally oriented station(s). Market size no factor, salary neg. Call No. 79, 901-324-4040.

Experienced, dedicated sports announcer, seeks position with PBP opportunity. Hockey is my specialty. Available now. Call Marc, 612-253-2399.

Score!! With this professional sports announcer. 10 years' experience in broadcasting, last 4 as sports director of all news station. Sportstalk, PBP commentaries, personality. Writing a real strength. Can relate all sports to all ages. Looking for minor league or college PBP or major market sportscasting. If you want more than just scores, call Jonathan, 302-738-0202.

NCAA Division 2 FB&BB PBP man seeks SD position. Contact Pat Foss, 912-537-9716.

34 years' news experience. 14 NYC, 9 LA. Anchor and/or reporter. 914-271-3267.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Dominant college FM station manager looking for move to commercial radio in management. Talented, with great knowledge of FCC rules. Will relocate to any market. Write Box R-163.

Five year pro seeks PD/MD position in small to medium Eastern market. Good voice, strong experience in announcing, production, sports and news. Hard worker and not a drifter. Box T-40.

8 years' experience, 6½ country, 2 years as MD & Ass't. PD, seeks chance to program country station. Bachelor's degree in radio-television. Willing to relocate and work my keester off. Promotion minded, with an eye for the bottom line. Looking for the right deal. Let's talk, in confidence. Write Box T-51.

CHR/hot tracks programmer. Bobby Christian, 8 years as PD/JOM at WXXX (WHTX), WMET, KXXX (KPKC), KUPD. 16 years in radio. 10 years' experience in audience/market research. Excellent track record. Top references. 412-795-8296.

TELEVISION

HELP WANTED MANAGEMENT

Public relations manager—major syndication company seeking qualified PR/promotion executive. Experience (in TV series or motion picture PR), writing and people skills required. Some travel. Send resume with references to Box T-1.

Chief executive officer—WHYY, Inc., seeks a chief executive officer to oversee its public TV and radio operations. Individual should have proven leadership ability. Experience in broadcast management is desirable. Interested individuals should forward resumes to: WHYY, Inc., Box 751, Norristown, PA 19494, by May 1, 1983. EOE, M/F.

Promotion manager, Orlando, Florida. WCPX-TV, Orlando, is looking for the right person to head up the station promotion department. Must have two (2) years television experience with a good background in news promotion, production, writing and management skills. If you feel that you are at the right point in your career to make the move to an aggressive, promotion-minded television station, send your resume to: Business Manager, WCPX-TV, P.O. Box 1833, Orlando, FL 32802. We are an EEO employer.

General Manager. Our CBS VHF needs an up and coming TV executive who is strong on sales and sales management and who knows or can quickly learn every phase of station operation. Frankly, our station is in the doldrums—well respected, profitable, but not growing the way it should. We're looking to increase the gross fifty percent and double profits in the next three years. If you have ability and drive to do the job, this could be a golden opportunity. We are located in a small three-station market in one of the most scenic areas of the West. We offer a good salary and incentive plan. EOE. All replies strictly confidential. Box T-42.

TV research manager. The successful candidate will: have experience in producing sales-oriented and other research for a major market television station; have a background in statistics, network, station and/or agency research; have good writing skills. WPVI-TV research manager will work directly with the general manager and director of sales. This is not a beginning position. Resumes to Director of Sales, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An equal opportunity employer.

HELP WANTED SALES

Local sales manager. Major broadcast group with an independent in top ten market is looking for an energetic and result-oriented local sales manager to direct an eight-person sales force. The person we're looking for must have TV sales experience, with a track record of setting and accomplishing goals. Knowledge of selling independents in competitive markets is a plus. College preferred, and a clear demonstration of leadership skills is a must. Forward resume and salary requirements to Box R-162. We are an equal opportunity employer.

Experienced lead sales director is being sought for a low powered television station to be located in the Greenville-Sulphur Springs area of east Texas. If interested, send resume to TPC/Communications, 100 South College, Tyler, TX 75702, attention: Jim Runyan.

Dominant VHF in Florida seeks general sales manager. Successful television sales management experience required. Previous general sales manager has moved to larger market. This isn't an opportunity to slow down. Send complete details in letter to Box T-30. EEO.

WRCB-TV is seeking a sales representative who is a self-starter, good communicator, and tough competitor who wants to grow with WRCB-TV and the market. Experience in sales and/or advertising extremely helpful. Send resume to Gary Rocky, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. A Sarks-Tarzian station. An equal opportunity employer.

KTHI-Television has an AE opening in its sales department for an aggressive self-starter. We pay top commission for achievers. Prefer previous television or radio sales experience. Send resume and income requirements to James Otto, KTHI-Television, Box 1878, Fargo, ND 58107. No phone calls accepted.

HELP WANTED TECHNICAL

Chief engineer—KFTV, Channel 21, has opening for a working chief engineer. UHF transmitter, studio maintenance, Sony u-matic, and ENG experience required. General class license. \$30K plus for right person. Call August Ruiz, KFTV, Fresno, CA 209—268-4204. Will interview at NAB.

Engineer/technician—a Midwest CBS affiliate is seeking an engineer/technician to maintain studio, transmitter, and ENG equipment. If interested, send a resume and salary requirements to: Supervisor of Engineering, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE-M/F.

Director, engineering/operations, KUED-TV. Bachelor's degree in electrical engineering or equivalent education and experience and FCC license required. 3 years' experience in engineering and technical skills, broadcast production and supervisory experience required. Responsibilities include developing goals, establishing, maintaining and reporting on standards for technical operations at KUED-TV and KUER-FM. Hires, trains and supervises twenty technical positions, maintains and administers department budget. Salary negotiable. Submit letter of application, two resumes and three letters of reference to: Patricia Baucum, University of Utah, Personnel Administration, 101 Annex Building, Salt Lake City, UT 84112, through May 1, 1983. An equal opportunity employer.

Maintenance engineer position available in central California coast network affiliated VHF. Candidate should possess a valid FCC general class license with two years' television broadcast maintenance experience. Electronics school or equivalent technical training required, including digital technology, experience with Ampex ACR 25, VPR 2, RCA TR600, TR70B, TK28, TK44; Grass 1600/300, Sony BVU series preferred. Good salary and company paid benefits. EOE, M/F. For prompt consideration, contact: Personnel Department, KNTV, 645 Park Ave., San Jose, CA 95110.

Telemation Productions is now searching for a chief engineer for our fourth facility in Phoenix. Candidate should be an excellent maintenance engineer who can also perform systems design. Hands-on experience with Sony one-inch, CMX, Grass Valley, and Ikegami helpful. Send resume to: Dan Rogers, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007.

Engineering manager for Northeast metropolitan PTV. Strong production and design background necessary. Minimum five years' experience, two years in supervisory capacity. Send resume and salary history to Engineering Director, WETA-TV, Box 2626, Washington, DC 20013.

Wanted: qualified chief engineer for medium market. Get in on ground floor of construction of brand new studios in the South. Send resume to Box T-65.

Maintenance engineer. Maintenance engineer needed for CBS affiliate in Oklahoma City. Must possess a valid 1st class or general class FCC license and 2 years of specialized training in electronics. Must also have at least 2 years of television maintenance experience. Send resume to Trudy Wick, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

UHF Station, network affiliate, Southwest, looking for hands-on engineer, ready to move up to chief. Excellent salary, benefits and opportunity to grow. P.O. Box 27706, Houston, TX 77027.

Alaskan TV station needs competent maintenance and development engineer with assistant chief engineer credentials. Send resume with recommendations to Box T-71. An equal opportunity employer.

HELP WANTED NEWS

Two top-notch newsmen needed. We're looking for an experienced, hard news reporter with anchoring ability and a combo photographer/reporter with strong shooting/editing background. Tapes and resumes to Harry Bowman, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. EOE.

Reporter. We are looking for bright, aggressive journalists to handle reporting duties. Experience required and editing skills a must. Send tape and resume to Henry Chu, News Director, KUCT-TV, P.O. 3788, Grand Junction, CO 81502. Equal opportunity employer.

Broadcast Consultants continues the search for successful anchors, meteorologists and talk show talent. Outstanding positions are available with our top-rated client stations nationwide. Rush tape & resume with salary requirements to: Bruce Williams, Broadcast Consultants, Box 60, W. Hartford, CT 06107. No fee!

Top rated Sunbelt station has immediate opening for an experienced assignment editor. Must have the ability to develop stories and possess good organizational skills. Major market experience required. Outstanding benefits and competitive salary. Send resume only in confidence to Box T-55. Equal opportunity employer.

TV news photographer. Shoot and edit ENG for top-rated station in South Carolina. One year minimum experience. Send resume and recent videotape to: Tom Posey, Chief Photographer, WIS-TV, Box 367, Columbia, SC 29202. EOE.

WJXT, the Post-Newsweek station in Jacksonville, has an opening for an experienced general assignment reporter. Applicants should have previous commercial broadcast experience. College degree preferred. Please send tape, resume, references and salary requirements to: Rick Gevers, Executive News Producer, WJXT-TV, P.O. Box 5270, Jacksonville, FL 32207. EOE, M/F.

Pacific Northwest TV station seeks a part-time TV weathercaster. Solid experience in meteorology or on-air television required. Work hours: evenings, Monday thru Friday. Resume and tape to: KVOS, 1151 Ellis Street, Bellingham, WA 98225. KVOS is an equal opportunity employer.

Small to medium size market station in the Midwest looking for news anchors and weathermen. Send your resume and salary history only to Box T-69. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Evening/PM co-host. We're looking for someone, with live field experience, who can produce award-winning feature stories. We're looking for someone with a sense of humor, the courage to be first, and yet is warm and caring. We're looking for someone who wants to be a winner. Send us your resume only. If you've got what it takes, we'll call you. Write Box R-160. EOE.

Art director—position requires a major degree in commercial art, minimum five years experience as TV art director, possess working knowledge of electronic production equipment, understanding of all on-air graphics and print media. Resume/samples to: Kurt Eichsteadt, Program Director, KCRA-TV, 310 Tenth St., Sacramento, CA 95814-0794. Please, no calls. EOE, M/F.

Operations manager for group-owned NBC affiliate. Excellent career-track opportunity. Emphasis on station promotion, but also responsible for managing program schedules and production. Requires strong administrative skills and ability to manage and motivate a creative staff including two subordinate department heads. Prefer candidates with PM-type or executive producer background. Send resume, letter and salary needs to: J.A. VanHorn, VP/Personnel, American Family Broadcast Group, 500 E. Fourth Street, Waterloo, IA 50703. EOE.

Assistant promotion director. Station in top 10 market looking for a creative person with minimum two years' experience in TV promotion at a commercial TV station. Skills required: organization, copywriting, TV production, and knowledge of outside promotions. Send resume, video cassette and salary requirements to: Operations Manager, WCLQ-TV, 6000 West Creek Road, Cleveland, OH 44131. An EEO employer.

Producer/director—full-time, experienced in news, commercial, public affairs and promos. Strong in directing. Minimum 3 years' experience in P/D. No phone inquiries accepted. Send resume and salary requirements to: Martin Good, Production Manager, KOLO-TV, P.O. Box 10,000 Reno, NV 89510. EOE.

Field producer/editor. PM Magazine Kansas field producer/editor. Must be creative, know ENG, audio, lighting and editing. Minimum two years' experience. Send resume, tape and salary requirements to Nancy Wells, PM Magazine, Box 10, Wichita, KS 67201. No phone calls, please. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer/director for major television market. Seeking only creative and experienced individual with a minimum of 4 years directing background. Must possess strong news, specials and sports production skills. EOE. Resume/tape to: Galen Spielman, KDKA-TV, Westinghouse Broadcasting & Cable, Inc., One Gateway Center, Pittsburgh, PA 15222. No phone calls, please.

Videographer/editor. Dominant PM Magazine in top 60 market seeks creative, energetic videographer/editor to work with our highly-talented staff. Must know lighting and some EFP maintenance. Prior PM Magazine experience preferred. Send tape, resume and salary requirements to Ms. Jo-Allison Phillips, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE. M/F.

Local programming department, WCCO-TV in Minneapolis, seeks creative photographer for PM Magazine, local programming, and special projects. Opportunities for professional growth. Send tape and resume to: Local Programming Photographer, 50 S. Ninth Street, Mpls., MN 55402, or phone 612-330-2558. An equal opportunity employer.

Videographer—PM Magazine: Experience shooting and editing for PM or 3 years news shooting & editing preferred. Knowledgeable in all phases of ENG. Must be able to think in the field and at editing bench. Send tape, resume to George Hulcher, WHAS-TV, PO Box 1084, Louisville, KY 40201. EOE.

Program manager, LRC/telecommunications division (KTSC/TV, Channel 8). The program manager is responsible for cooperatively developing the philosophy and policies that determine the programming for the division, which includes KTSC/TV, Channel 8, a public television station and a unit of the learning resources center. The program manager plans, acquires, develops and produces programs. Other responsibilities include auctions, membership drives, budget management, personnel production training, ascertainment, and grant acquisition. Qualifications: a minimum of five years in the program department of a PBS affiliate with three years in a supervisory position. Experience must include production and direction of programs and program acquisition. Bachelor's degree from an accredited institution required. Master's degree preferred. Starting date: no later than July 18, 1983. Salary: \$29,964 to \$31,764. A completed valid application must meet all of the following requirements: (1) a letter of intent; (2) a resume; (3) the names of three references who can be called, together with current addresses and telephone numbers. The references must bear the following relationship, past or present, to the applicant: (1) a direct supervisor, (2) a peer, and (3) a subordinate reporting to applicant, with each person/relationship identified. Closing date: postmarked by midnight of May 6, 1983. Mail to: Learning Resources Center/Dean's Office, Attn: Mrs. Adrienne Dowling, Director, KTSC/TV, University of Southern Colorado, Pueblo, CO 81001. The University of Southern Colorado is an equal opportunity/affirmative action employer.

Producer-Director. Minimum 1 year's experience directing fast-paced newscast and commercial production. Applicant must be knowledgeable in all phases of television studio production and have potential for growth within the company. Send 3/4" demo tape and resume to Irv Johnson, Production Manager, KOTV, P.O. Box 6, Tulsa, OK 74101. M/F. EOE. No phone calls, please.

SITUATIONS WANTED MANAGEMENT

Sales manager in radio seeks management growth position for PA, TV station. Write Box R-130.

General Manager/General Sales Manager. 23 years' management experience including GSM at WUAB, Cleveland, and WFLD, Chicago. Organized and aggressive. Can turn your station around. Write: Bruno Sardi, 381 Canterbury Road, Bay Village, OH 44140.

General manager/sales manager. 20-year veteran of advertising, marketing, public relations, and higher education: 5 years in top agency and station management. Bottom-line oriented with proven expertise in personnel management and motivation; station budgeting, programming, sales, and operations. Contact Phil Brassie, 410 Beadle Drive No. 3, Carbondale, IL 62901 618-549-2259 or 618-536-7555.

Operations manager—young, aggressive individual experienced in facilities management wishes mid-Atlantic state location. Strong in operational systems development and troubleshooting. Good technical background. Write Box T-43.

SITUATIONS WANTED SALES

Sales-in-flight video account executive developed new medium and successfully sold time on this network. Ambitious and interested now in working for a syndication, TV, or cable network. P.O. Box 138, Roslyn, NY 11576.

SITUATIONS WANTED TECHNICAL

ENG/studio cameraman. Experienced in news, commercials, sports, and talk shows. Contact Henry Goren, 213-961-1409.

SITUATIONS WANTED NEWS

Synoptic meteorologist seeking television employment. Has seven years' experience in nationwide weather forecasting and radio broadcasting. Available July 1, 1983. Inquiries write Box R-125.

Writer/associate producer, with network experience, seeks challenge of East Coast medium market producing. Call Rick, 404-634-4399.

Weatherman (20 years radio) wants to make a move to full time TV. Southeast only. 404-231-1250.

News director/anchor/producer/assignment editor now employed in top 100 market seeking opportunity in similar size market. 14 years' broadcast news experience. Write Box T-6.

Entry level-experienced radio news director sports director. PBP: B.S. Communications, 1 1/2 yrs law, seeking entry level TV position. I work hard and take direction well. Market size no factor, salary neg. Call No. 79. 901-324-4040.

Solid anchorman—40's. 8 yrs. Los Angeles UHF. Seeking quality situation, immediate challenge. Dean, 213-346-9522.

Ambitious meteorologist is seeking a challenging position with a medium market station. I have a degree in meteorology accompanied with college experience in TV broadcasting. Call Tom Glad, 312-424-0718.

Attorney, 2 years law reporter and talk show host. Seeks position writing, reporting, producing news, features, documentaries. Tapes available on request. Michael Josephs, 98-50 63rd Dr., No. 8C, Rego Park, NY 11374.

Sports reporter/anchor: eager, ambitious, love local coverage. Relocate anywhere. Degree, TV and radio experience. Award winner. 703-433-2093.

Turn ho-hum into hey-look! Feature/weather position sought by top 40 market reporter/weekend anchor with ability to vitalize the dull without distortion, and channel the interesting into a solid product. All markets welcome. Write Box T-67.

Slightly used reporter—worn around edges from 4 years of pounding pavement. Solid street work, exceptional features. A steal for major, medium markets. J. Davis, 919-876-7620.

Talented black female lawyer with journalism degree and experience wants to return to news as reporter/weekend anchor in medium market. Write Box T-76.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Freelance CMX editor will travel. Major credits. Drama, comedy, documentaries, industrials, commercials, music, videodiscs. 213-851-1898.

Help! Just graduated, need a job. Seeking entry level position in television production. Have hands on experience in video, with some practical experience in field. Willing to relocate. Please call Anton Rosner: home, 201-773-1788; or office, 212-661-5600, ext. 233/234.

Creative, hard-working female seeking full time entry level position in television. No news. Strong production talents. Available now; will relocate. Call April, 203-794-0427 days; 203-744-4800 after 6:00 PM EST.

Production anyone? Looking for that positive missing link in your department? Look no more! Aggressive, innovative person seeking a position as production assistant, floor director, or cameraman. 2 years combined TV and production house experience, plus schooling. Highly recommended. For resume and tape, call Jim, 406-365-4013, before 2 p.m.

Ambitious RTVF graduate seeks television production position. Have cable and educational television experience that includes live directing, producing, floor directing, studio/remote camera and editing. References and resume available. 405-624-2863. Troy Goodman.

Director/T.D. Degree with four years' experience including promotions and production management. Strong technical and creative abilities. Recently assisted construction and development of top 10 UHF independent. Available for relocation immediately. T-J, 216-492-6475.

CABLE

HELP WANTED NEWS

Complete news room overhaul. Seeking anchors, reporters, photographers, sports and weather people. Send resumes only to Box T-54. EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Videoconference marketing representative. Leading company in videoconferencing needs AE for NYC office. Excellent writing and presentation skills, heavy client contact required. Ad agency and/or broadcasting background preferred. Rare, ground-floor opportunity with expanding company. Letter and resume to Box T-26.

Attorney: Washington, DC law firm seeking communications attorney with strong academic background and 1-2 years' experience in communications law. Our associates are aware of the vacancy. Reply in confidence to Box T-53.

HELP WANTED SALES

Regional rep—now interviewing qualified professional broadcasters and individuals in related fields. Must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company, 2714 Union Ext., Memphis, TN 38112. Will also be interviewing at the NAB.

HELP WANTED TECHNICAL

Communications engineer to coordinate installation of brand-new 1" video production center, serve as chief engineer of university's public radio station, repair and maintain broadcast communications equipment. State of the art test equipment. Small university town close to New Orleans. Salary: \$30,000. Bachelor's degree and 10 years' radio and television engineering experience required. Send resume and references to Dr. James V. Paluzzi, Director of Broadcasting, Southeastern Louisiana University, Box 347, Hammond, LA 70402. AA/EEO.

HELP WANTED NEWS

The Tobacco Institute has an opening on its team of national spokesmen to represent it on controversial issues. Responsibilities include: active participation in media interviews, addresses to live audiences, and appearances on radio-TV talk and call-in programs. The successful applicant will be bright, articulate, attractive and quick to assimilate new knowledge. Experience required in radio-TV, public speaking, and/or advocacy work. Extensive travel in the U.S. required. Salary open. Excellent fringe benefits. Reply in confidence with 3/4" audition VTR, resume and writing samples to: Walker Merryman, Vice President and Director of Communications, The Tobacco Institute, 1875 Eye Street, NW, Washington, DC 20006. No telephone calls, please.

HELP WANTED INSTRUCTION

Sam Houston State University seeks: new position: assistant professor: tenure track. Starting August 28, 1983. Teach video production and other courses in radio/television production sequence. Require Ph.D. with teaching and professional experience. Salary: \$19,000-\$22,000; 9 months. Send resume, letter of application, transcript(s) and 3 letters of recommendation to: Dr. Robert Eubanks, Radio-Television-Film, Sam Houston State University, Huntsville, TX 77341. Interviews: BEA/NAB, April 8-12. S.H.S.U. is an EEO/AA institution.

University of Wisconsin—Platteville. Teach courses in radio production, copywriting, broadcast management and sales. Advisor for campus radio station. Support area of speech communication beneficial. Tenure track appointment. Prefer Ph.D. with several years of experience. Send application and resume to: Dr. Virgil R. Pufahl, Chairman, Department of Communication, UW-Platteville, Platteville, WI 53818.

Assistant/associate professor to teach courses in Radio/TV/Film concentration in Department of Communication Arts. Candidate will teach courses in R/TV production, concentration core course, and supervise internship program. Candidates are expected to have completed an appropriate Ph.D. and have demonstrated successful college teaching. Scholarly productivity is expected and professional experience helpful. Send resume, transcripts, 3 letters of recommendation and cover letter to Dr. Rex M. Fuller, Head, Department of Communication Arts, James Madison University, Harrisonburg, VA 22807. Application Deadline: April 22, 1983. Tenure-track appointment. Salary competitive. EOE-AA.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

\$1,000 Reward for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Western Electric tubes, mixers, consoles, amps, telephones, microphones, tweeters, drivers, horns, speakers, parts. 213-576-2642. David, POB 832, M.P., CA 91754.

Wanted: TV station interested in computer software for TV traffic and accounting. For more information, call or write: Don King, KLBK-TV, PO. Box 1559, Lubbock, TX 79408; 806-745-2345.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quad VTR's—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

UHF transmitters—GE TT59 (55 kw), Emcee 1 kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Remote cruiser for lease or sale—beautiful 40 ft. cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$5,000 per month. Can add 1" VTRs or modify entire unit to your specs. Bill Kitchen, Quality Media Corporation, 404-324-1271.

New TV Startups—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Character generators—Vidifont, 3M, and Teleman models available, under \$4,000. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

FM transmitters. 1 kw, 3kw, 5kw 10kw and 20kw. Collins, RCA, Gates/Harris, Continental and CCA. All units in stock, shipped with crystal on your freq. 17 to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Ampex Corporation, on March 1, announced substantial price reductions on models ATR 700 & ATR 800. Before you buy any recorders, call us for a new price quotation. We are an authorized Ampex dealer, we stock Ampex recorders & parts. Northwestern, Inc., 800-547-2252.

For sale: Grass Valley 900 Series modules: 900PS, 903P, 907. 921, 930A, 931, 932, 933, 934, 935, 936A, 937, 900 trays. 1-Ampex AG440B 1/4", 2 track audio recorder. 1-Ampex ATR 700 1/4", 2 or 4 track audio recorder with VariSpeed. New. Call 312-641-6030, days.

Color cameras—clearance on RCA TK 630, Phillips LDH 20 and LDH 1, Norelco, PC-70, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media, 404-324-1271.

Film camera—Fernseh KCP 40 film camera and multiplexer, unbelievable low price. Bill Kitchen, Quality Media, 404-324-1271.

VHF transmitters—several available, GE and RCA, hi and lo-band. Bill Kitchen, Quality Media, 404-324-1271.

Time base correctors—Microtime 2020 with image plus, Quantel DFS 1500, low price. Bill Kitchen, Quality Media, 404-324-1271.

Hitachi FP20-S camera with Fujinon 10.5-105mm F16 lens, electronic zoom, carrying case, studio adapter, CCU, viewfinder, and more. \$3,000. WNPE-WNPI TV, Box 114, Watertown, NY 13601. 315-782-3142.

Complete rack mounted 7 meter Scientific-Atlanta satellite receiving system. Comprised of one—8010A dish, two—6602 receivers, one—8840 antenna position controller, one—8240 deicing subsystem, one—8769 LNA power supply, and one—7630 LNA protection switch. Price—\$42,000. Please call Operations Manager at Golden West Broadcasters for further information. 214-988-3005.

(2) IVC 500A cameras with varotal 15-150mm F2 lens, CCU, contour enhancer and cable. \$3,000 pair. WNPE-WNPI TV, Box 114, Watertown, NY 13601. 315-782-3142.

1KW FM Sparta 601 w/latest exciter, new 6/80, mint condition. M. Cooper, 215-379-6585.

5KW AM Collins 21E (1962), also RCA BTA-5H. Both w/proofs. M. Cooper, 215-379-6585.

1KW AM transmitters: CSI T-1-A (one year old) & Gates BC-1G, both guaranteed. M. Cooper, 215-379-6585.

Spring clearance sale—make any ridiculous offer! Phillips LDH-1 camera, Ikegami HL 33 & 35 cameras, Ampex VR-3000 Quad recorder, RCA PCE-1 encoder, TEK 529 waveform monitors, Ball RM-21 waveform monitors, Grass Valley 771 enhancers, RCA Quad edit programmer, Conrac 9" and 14" color monitors (tube type), Panasonic 1/2" time lapse recorders, RCA TVM-6 microwave heads, Convergence ESC-1 editor, Telemet 3508 test generator, HFCH cam head, IVC 900 VTR, RCA BC-18 audio console. Take Advantage of Me! Bill Kitchen, Quality Media, 404-324-1271.

Continental 510-R-1 FM exciter & Collins 310Z-2. In stock. Less than 1 yr. old. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Film unit—used, Arri BL, Nagra six plate Steenbeck and more. Bill Andrea, CTI, 703-321-8455.

TV transmitter. GE TT-32B 10KW driver and TF-14A 35 KW amplifier. Tuned to channel 10 with all accessories. Excellent condition, available now. Call Al Hillstrom, KTSP-TV, 602-257-1234.

For sale: 1-890-foot Kline tower, 7'-6" face. Coming down now. Call 901-274-7510.

AM transmitters. 1 kw, 5kw, 10kw and 50 kw. Continental, Collins, RCA, Gates/Harris, GE. All units in stock, shipped with crystal on your freq. 28 units to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

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Looking? Call Second Opinion for a detailed analysis of your tape, writing and resume. Inexpensive. 205-344-8244, mornings.

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LANSING, MICHIGAN

powerhouse FM looking for self-motivated stable account executive. Experience in retail development a must. You will be effectively trained and motivated to use your talents and drive. Send letter and resume to General Sales Manager, 95 FM WVIC, 2517 E. Mt. Hope, Lansing, MI 48910.

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Has opportunities in Wash., D.C., for qualified radio broadcast technicians. These positions require technical experience in professional radio, or the audio portion of television broadcasting. Applicants must qualify in two of the following areas:

- Studio Control
- Tape Recording
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Starting salary: \$12.94 per hour. (depending on qualifications). U.S. citizenship required.

Submit Standard Federal Application Form SF-171, or resume, to:

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Help Wanted Sales Continued

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- A working knowledge of market research techniques.
- A successful track record of local station sales/management.
- An ability to effectively communicate market research to station account executives and large groups.

Our need is immediate, so send confidential resume to Box T-24.

Help Wanted Management

MARKETING MANAGER

Our client is seeking an experienced Marketing Manager, familiar with the Broadcast and/or CATV/SMATV industries. Must have proven skills in servicing major accounts and in negotiating with executive level personnel. Mid Atlantic location. Salary in the \$50-60K range. Please direct resumes to:

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(215) 735-7060

Situations Wanted Management

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Former GM/owner, looking for new challenge. Prefer South. For resume, contact William Tewell, 5420 N. Ocean Dr., No. 1206, Singer Island, FL 33404.

SALES

REPRESENTATIVES

If you are an established independent manufacturer's representative calling on broadcast and cable accounts, Midwest Corporation would like to talk to you. We are seeking highly motivated individuals to represent our mobile unit group in the following geographic areas: New England, Rocky Mountain, and Canada. The commission structure on these large capital expense items will not disappoint you. For further information, call John Loughmiller, Midwest Corporation, Mobile Unit Group, 502-491-2888, between 1 and 5 pm EST. If attending NAB, contact John at Midwest booth No. 1710.

GENERAL MANAGER

Seeking strong, experienced general manager for start-up situation. Must have leadership & organizational skills, with ability to supervise sales, technical & program managers. Attractive salary & benefits package. Send resume to:

Channel 21

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Help Wanted Sales

ACCOUNT EXECUTIVE

Top-notch network affiliated Sunbelt station. The No. 1 station in the market is offering opportunity to grow with a station positioned to win. Seeking creative, promotion-oriented salesperson with television, radio or other intangible sales experience. Consideration will be given to a person with knowledge of major retail, co-op and vendor development. Send resume to Box T-64. An EEO employer, M/F.

Help Wanted News

WE'RE LOOKING FOR AIR PERSONNEL

We'll add at least one person with a strong delivery, personable demeanor and good appearance. Send tape, resume and references to: Jim Wise, News Director, KODE-TV, P.O. Box 46, Joplin, MO 64801. EEO.

TRAFFIC MANAGER

Top 25 market CBS affiliate seeking an experienced traffic manager to run Bias computer traffic system. Position answers to sales manager and coordinates between accounting, promotion and engineering. Pleasant northern California market. Excellent salary and benefit package. Contact Michael Fiorile, General Sales Manager, KXTV, P.O. Box 10, Sacramento, CA 95801. KXTV is owned by Corinthian Broadcasting, a subsidiary of the Dun & Bradstreet Corporation. EOE, M/F.

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Help Wanted Technical

DIRECTOR ENGINEERING/OPERATIONS KUED-TV SALT LAKE CITY, UTAH

Bachelor's degree in electrical engineering or equivalent education and experience and FCC license required. 3 years' experience in engineering and technical skills, broadcast production and supervisory experience required. Responsibilities include developing goals, establishing, maintaining and reporting on standards for technical operations at KUED-TV and KUER-FM. Hires, trains and supervises 20 technical positions, maintains and administers department budget. Salary negotiable. Submit letter of application, two resumes and three letters of reference, through May 1, 1983, to:

Patricia Baucum

Personnel Administration

UNIVERSITY OF UTAH

101 Annex Building
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Help Wanted Programing, Production, Others Continued

TELEVISION PROMOTION MANAGER

KTSP-TV, Phoenix. Group-owned CBS station looking for experienced promotion manager to head department. Supervises four-person department plus 3-person art/print staff. Creative, planning, budgeting and management skills vital to this new challenge. New ownership places heavy commitment to promotion in this very competitive, growing market. Prior management experience mandatory. Written resumes and tapes to Business Manager, KTSP-TV, 511 W. Adams, Phoenix, AZ 85003. EOE, M/F.

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CABLE

Help Wanted Management

General Manager, Boston

The new non-profit state-of-the-art cable public access and institutional network is looking for an innovative manager.

This is a highly visible position in a fast growing broadcast community. The individual we select must have high level administrative experience and organizational skills.

And we would prefer someone with a working knowledge of the cable industry in general, and programming in particular. The ability to deal with the public at large and non-profit institutions is also preferred. Salary is negotiable and will be based on your skills and experience.

Send your resume to Boston Community Access and Programming Foundation, Box 286, Boston, MA 02117.

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Sales

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If you have a minimum of five years' experience in sales of professional video broadcast equipment and systems we'd like to talk with you.

Bosch-Fernseh offers an excellent base salary, commission, car and fringe benefits.

We will be at NAB in April. If you plan to attend, please send your resume, including salary requirements promptly to the address shown below and we'll arrange to visit with you there, or contact Mr. A.R. Pignoni at our booth. Send resumes to: Ken Oswald, PO Box 31816, Salt Lake City, UT 84131. Or call (801) 972-8000.

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Help Wanted Technical

JULES COHEN & ASSOCIATES, P.C.

Consulting electronics engineers has an opening for a staff engineer. Minimum education requirement: B.S. degree. Salary open. Send resumes to: 1730 M Street, NW, Suite 400, Washington, DC 20036.

Help Wanted Technical

MAINTENANCE ENGINEERS

Sunbelt VHF station seeks applications from qualified maintenance engineers. Minimum 3-5 years' experience on ENG, microwave and studio equipment. General class FCC license required. Position involves supervisory responsibilities. Send resume to Box T-60.

ASSISTANT CHIEF ENGINEER

VHF station in central Texas. Must have strong maintenance and technical background, with supervisory ability. Experience in RCA VHF transmitter, Ampex Quad and one-inch VTR and RCA TK47 cameras required. Must have first class license. Send resumes to Box T-59.

Help Wanted Programing, Production, Others

3
WJZ-TV
BALTIMORE

EVENING MAGAZINE CO-HOST

Evening Magazine seeks co-host to work with current female talent. Must be energetic, warm and hard working. Previous evening/PM experience and story producing experience preferred. Please send resume only to:

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**Help Wanted Technical
Continued**

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Help Wanted Management

VISIT US AT THE NAB

Columbine has over 17 years of experience providing Broadcast Information Systems, including: Traffic, Sales, Accounting, Music Rotation, Media Inventory, and Film Management. Our reputation for product excellence and support results in a continuously expanding client base that now exceeds 570 television and radio stations worldwide. Our growth offers excellent professional opportunities for individuals with a solid knowledge of the broadcast industry.

MARKETING REPRESENTATIVES

Our marketing representatives are responsible for hardware and software recommendations, technical consultation, sales proposals, and up to 50% travel for on-site presentations. These demanding technical positions require individuals with a unique blend of well-developed oral and written presentation techniques and systems analysis skills. Technical or broadcast related sales is preferred. Compensation is based on salary and commission.

SOFTWARE USER INSTRUCTORS

You will join a team of skilled professionals who are responsible for developing and presenting educational programs as well as on-site client training and consultation. These highly visible positions require excellent analytic skills and the ability to communicate technical concepts clearly. Previous experience teaching adults is desirable. On-site client consultation and training throughout North America averages 50%.

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These positions offer the opportunity to develop a wide range of broadcast industry software applications. Current openings require two years of experience as a programmer analyst and a working knowledge of several languages.

Columbine offers an excellent salary benefits package and stimulating work environment. We are in the foothills of the Rockies, only 20 minutes from downtown Denver. To apply or request more information, write to the address below or visit us at the 1983 National Association of Broadcasters Convention, Booth 1302 or our suite at the Riviera Hotel. Ask for Cathy Brotzman.

COLUMBINE

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**Help Wanted Management
Continued**

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CABLE TV**

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Responsibilities will include sales of commercial time on cable TV, supervision of sales staff and a small traffic staff.

Aggressive candidate must be self-motivated and have a demonstrated ability to design/implement departmental strategy and procedures. This position requires 3 or more years' broadcasting sales experience (preferably radio) and 3 or more years supervisory experience. Communications or advertising degree preferred. Experience in lieu of degree is acceptable.

Cablenet offers a generous salary and an attractive benefits package at our new facility in Mt. Prospect, Illinois. For consideration, send letter or resume including salary history, in confidence, to:

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Public Notice

PUBLIC NOTICE

The annual meeting of the membership of National Public Radio will be held on Tuesday, April 19, 1983, at 2:30 p.m. in Nicollet A & B of the Hyatt Regency-Minneapolis, 1300 Nicollet Mall, Minneapolis, MN. Subject to amendment, the agenda includes: Chairman's Report, President's Report and Treasurer's Report. The Board of Directors of National Public Radio will meet in regular session on Wednesday, April 20, 1983, starting at 9 a.m. in Nicollet A1 & 2 of the Hyatt Regency-Minneapolis. Subject to amendment, the agenda includes: Chairman's Report, President's Report, and reports from board committees on Finance/Development, Membership, Programming and Technology/Distribution. The Membership Committee of the NPR Board of Directors will meet on Monday, April 18, 1983, from 5-7 p.m. in Greenway A at the Hyatt Regency-Minneapolis. The agenda will include a discussion of the policy on Nonmember, Noncommercial Access to NPR PLUS, Fees for Commercial Access, Dues Budget and admission of new stations. A joint meeting of the Membership and Technology/Distribution Committees of the NPR Board of Directors will meet on Tuesday, April 19, 1983, from 8-10 p.m. in Nicollet A1 at the Hyatt Regency-Minneapolis to discuss expanding access in rural areas. For further information concerning these meetings, contact Michael A. Glass, NPR General Counsel, 202-822-2047.

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Miscellaneous

**The Joint Committee
on Inter-Society Coordination**

invites interested parties
to attend the initial meeting of
**The U.S. Advanced
Television Systems
Committee**

10:00 am
Friday, May 13, 1983
National Association of Broadcasters
1771 N Street, N.W.
Washington, D.C.

The Committee will coordinate the development of voluntary technical standards for the generation, distribution, and reception of improved NTSC, enhanced 525-line, and high definition television transmission. Membership is open to business entities with commercial interests in the U.S. which are likely to be affected by the development of advanced television standards, as well as non-profit membership organizations whose members would be affected by such standards. For further information contact the National Association of Broadcasters Office of Science and Technology at (202) 293-3507.

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Barbara Briggs, Dick Briggs.

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Small Midwest market. Exclusive county coverage, only station in the county. Population over 35,000. Excellent opportunity for owner/operator or small group operator. Asking \$410,000 with \$135,000 cash, with balance to be seller financed. Gross billing at \$250,000 annual level. Write Box T-46.

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SW	Metro	UHF-TV	8,000K	Terms	Bob Thorburn	(404) 458-9226	
SW	Major	C1.C FM	6,500K	Cash	Bill Whitley	(214) 680-2807	
W	Metro	UHF-TV	6,000K	Terms	Corky Cartwright	(303) 740-2224	
W	Metro	FM	2,800K	\$450K	Corky Cartwright	(303) 740-2224	
MW	Metro	C1.IV/FM	2,100K	30%	Bill Lochman	(816) 254-6899	
R.Mt.	Metro	C1.IV/C1.C	1,600K	\$300K	Elliot Evers	(213) 366-2554	
SW	Metro	C1.C FM	1,500K	300K	Bill Whitley	(214) 680-2807	
NE	Small	C1.IV/C1.B	1,450K	Terms	Jim Mackin	(207) 613-1874	
S	Medium	FM	1,300K	SOLD	Bill Cate	(904) 893-6471	
MW	Small	FT/C1 C FM	1,200K	Cash	Peter Stromquist	(612) 831-3672	
FL	Major	Fulltime	1,000K	SOLD	Bill Cate	(904) 893-6471	
R.Mt.	Metro	FT/FM	950K	Terms	Greg Merrill	(801) 753-8090	
SW	Medium	AM/FM	775K	175K	Greg Merrill	(801) 753-8090	
R.Mt.	Medium	C1.C FM	760K	Terms	Corky Cartwright	(303) 740-2224	
SE	Medium	AM	650K	200K	Ernie Pearce	(615) 373-8315	
W	Small	FM	625K	115K	Elliot Evers	(213) 366-2554	
MW	Medium	Fulltime	600K	SOLD	Peter Stromquist	(612) 831-3672	
NE	Small	AM	575K	175K	Jim Mackin	(207) 613-1874	
M.AtI.	Metro	AM	525K	29%	Mitt Younts	(804) 355-8702	
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M.AtI.	Metro	C1.IV	500K	Cash	Mitt Younts	(804) 355-8702	
SW	Small	Fulltime	495K	125K	Bill Whitley	(214) 680-2807	
MW	Small	C1.C FM	450K	130K	Bill Lochman	(816) 254-6899	
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Fates & Fortunes

Media

Kevin O'Brien, VP and general manager. Meromedia's WXIX-TV Cincinnati, joins its WTTG(TV) Washington in same capacity, succeeding **Allen Ginsberg**, resigned.

Robert Butler, general sales manager, WPTF-TV Raleigh-Durham, N.C., named VP and general manager.

James Graham, general manager, WKEF(TV) Dayton, Ohio, named VP of parent, Springfield Television Corp.

Don Nahley, general sales manager, WRBL-TV Columbus, Ga., named general manager.

Ron Brown, sales manager, WIFM-AM-FM Elkin, N.C., joins WSBM(FM) Jefferson City, Tenn., as general manager.

John Varnier, station manager, WGEM-AM-FM-TV Quincy, Ill., named general manager.

Bob Lawrence, operations manager, KICT(FM) Wichita, Kan., named general manager.

Linda Hunter, operations manager, KBMY(AM) Billings, Mont., named general manager.

Jim Hardy, general manager, Sandusky Newspapers Inc.'s KWFM(FM) Tucson, Ariz., joins Sandusky's KNUS(AM)-KBPR(FM) Denver in same capacity. **Lee Dumbrowski**, general sales manager, KWFM, succeeds Hardy.

John Paley, account executive, KWKW(AM) Pasadena, Calif., named assistant general manager.

Pete Langlois, news director, KCRA-TV Sacramento, Calif., named station manager, programming.

Jack Latham, general manager, KDOC-TV Anaheim, Calif., resigned.

Chris Witting Jr., program manager, WOWO(AM) Fort Wayne, Ind., named VP, station operations.

Robert Burford, operations director, WCNW(AM) Fairfield, Ohio, joins WINF(AM) Manchester, Conn., in same capacity.

Robert Moss, area manager, South Carolina, Storer Communications, joins Palmer Communications as manager, Coachella Valley Television Division, Palm Desert, Calif., cable system.

George Smith, controller, radio group, Viacom, New York, named VP, finance and administration, Viacom Broadcast Group.

Joan Malen, accountant for parent, Ackerly Inc., Seattle, joins Ackerly's KKTU(TV) Colorado Springs as business manager.

Jerry Osterag, from KZAM-FM Bellevue, Wash., joins Matrix Enterprises, Nashville-based MSO, as director of marketing

Terry Segal, director of research, Turner Broadcasting System, Atlanta, assumes additional responsibilities as manager, TBS research group.

Michael Cassutt, manager, administration, program practices, CBS/Broadcast Group, Los Angeles, named director, prime time.

Donald Carswell, VP, finance and administration, NBC-TV, New York, named senior VP, financial planning and analysis, NBC. **Joseph Candido** and **Timothy Sullivan**, compliance policy managers, West Coast, NBC, Los Angeles, named directors, compliance and practices.

Ronald Doerfler, VP and chief financial officer, Capital Cities Communications, New York, named senior VP. **Robert Gelles**, controller, named VP and treasurer.

Lorna Veraldi, general counsel, WMCA(AM) New York, named VP.

Thomas Del Guidice, director of finance, WABC(AM) New York, assumes additional duties as director of finance for co-owned WPLJ(FM) there. **Walter Mysholowsky**, research analyst, ABC Radio Network, New York, joins WPLJ as director of research.

John Lawrence, VP, investments management and community affairs, Taft Broadcasting, Cincinnati, retires.

Dick Kantor, assistant business manager, WTTG(TV) Washington, named business manager.

Marketing



Mulderrig

Jack Mulderrig, VP, director of marketing, WNUJ-TV Linden, N.J., joins Seltel, New York, as president. **Paul Brewer**, general sales manager, WPDE-TV Florence, S.C., joins Seltel, Charlotte, N.C., as sales manager.

Appointments, Dancer Fitzgerald Sample:

William Champion Jr., **Sheffield Halsey Jr.**, **Linda Corbin**, **Edward Padin** and **Philip Juliano**, account supervisors, New York, named VP's; **Jim Rutherford**, from Carter, Callahan & Associates, San Francisco, to VP, account supervisor there, and **Rhonda Hirata**, account executive, San Francisco, to account supervisor.

Elected to board of directors, Ketchum Communications: **C. Raymond Werner**, senior VP, creative director, Pittsburgh; **Charles Tyson**, president, Philadelphia; **Dan Odishoo**, president, **Robert Kroyer**, executive VP, and **Ken Dudwick**, executive VP and creative director,

San Francisco.

Joe Capellini, assistant treasurer, and **Nelson Hunter**, director of internal audit, Grey Advertising, New York, named VP's.

Nancy Jason, art director, Leo Burnett, Chicago, joins D'Arcy-MacManus & Masius there in same capacity. **Laurie Walons**, from Tatham, Laird & Kudner, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as associate research director.

Andrew Frothingham, account executive, AC&R Advertising, New York, named VP.

Tom Schmitt, VP, sales, Group W Cable, New York, named to new post of VP, sales and marketing.

John Kim Brayton, art director, Barkley & Evergreen, Kansas City, Mo., named senior art director. **Jim Aylward**, copywriter, named senior writer.

Andrew Feinstein, director of marketing, Robert Landau Associates, New York marketing and communications firm, named VP, marketing, international sports division.

Gisele Dolan, account executive, MMT

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Sales, Detroit, joins Petry Television, Minneapolis, in same capacity.

Edward Shephard, from Uniroyal, New York, joins Creamer Inc. there as account supervisor.

Beverly Holmes, account executive, Creamer Dickson Basford, Providence, R.I., named senior account executive. **Ann Wood**, from Welch & McCartan, Bridgeport, Conn., joins Creamer Dickson Basford as senior account executive.

Swain Weiner, account executive, Turner Broadcasting, New York, joins Katz American Television there in same capacity.

Denise DiPietro, public relations coordinator, McCaw Communications Companies., Bellevue, Wash., named marketing coordinator for McCaw Cablevision's northern region, responsible for cable systems in Alaska, Washington, and Oregon.

Carey Davis, director of sales, WMCA(AM) New York, named VP.

Dorothea Pekala, account executive, WINF(AM) Manchester, Conn., named sales director.

Brindell Deziura, from Katz Independent Television, Chicago, joins WRLH-TV Richmond, Va., as general sales manager.

Jeff Johnson, sales manager, KBIG(FM) Los Angeles, named general sales manager. **Tom Bell**, account executive, named local sales manager.

Doug Mathews, VP and general manager, KBRG(FM) San Francisco, joins WGSO(AM) New Orleans as general sales manager.

Heide Oman, account coordinator, John Brown & Partners, advertising agency, Seattle, joins KPLZ(FM) there as marketing director.

Jim Jensen, from WDTN-TV Dayton, Ohio, joins WHIO(AM) there as sales manager.

Robert Lewin, account executive, WEZW(FM) Wauwatosa, Wis., named local sales manager.

Programming

Robert Pittman, senior VP, programming, Warner Amex Satellite Entertainment, New York, named executive VP and chief operating officer.



Pittman



Smith

Joe Smith, chairman of board, Elektra/Asylum/Nonesuch Records, New York, joins

Warner Amex's Home Sports Entertainment Network there as president and chief executive officer.

Allie Sherman, senior sports adviser, Warner Amex Cable Communications, New York, named VP of parent, Warner Communications.

Arthur Goldblatt, director, financial planning, filmed entertainment, Columbia Pictures. Los Angeles, named director, financial analysis, Columbia Pictures Television. **David Rumford**, director of research, Columbia Pictures Television, Los Angeles, named VP, research, syndication and network.

Frank Kelly, program director, KABC-TV Los Angeles, joins Paramount Television Distribution there as VP, programming.

John Cronopulos, VP, Eastern sales, Hearst/ABC, New York, named VP, national director of sales, succeeding **John Silvestri**, resigned.

Stephen Ujlaki, director of development, network and cable television, Neufeld-Davis Productions, Los Angeles, joins Home Box Office there as director, made-for-pay motion pictures. **Albert Collins**, from PepsiCo, Purchase, N.Y., joins HBO, New York, as VP, information services.

Jennie Trias, manager, children's programs, West Coast, ABC Entertainment, Los Angeles, named director, children's programs. **Noel Resnick**, production manager, children's programs, ABC Entertainment, Los Angeles, named associate director, children's programs.

Richard Assenzio, information coordinator, NBC Sports, New York, named administrator, sports program planning.

Robert Heath, director, finance, Cable Health Network, New York, named director, corporate administration.

Christine La Valle, from Multivisions and Visions Ltd., Anchorage, joins The Disney Channel, Los Angeles, as director of programming and special projects. **Garnet Rich**, director of national corporate accounts, Southern Satellite Systems, Tulsa, Okla., joins The Disney Channel, Dallas, as manager of program scheduling.

Appointments, Entertainment and Sports Programming Network, Bristol, Conn: **Michael Krieg**, manager, sales planning, to account executive, new business development; **Ellen Hussey**, sales planner, succeeds Krieg, and **Francis Rockett**, assistant to director of promotions, Harvard University, to program analyst.

Merrill Jenson, independent composer, arranger and conductor, joins Bonneville Productions, Salt Lake City, as director, music production.


Charles Falzon, from MCA TV, Toronto, joins D.L. Taffner/Limited, New York, as director of international sales. **Neil Russell**, VP, domestic syndication, MGM/UA, New York, joins Taffner in same capacity.


Judith Dennis-Thomas, assistant, office of travel and special projects, Mutual Broadcasting System, Washington, named program assistant, *Larry King Show*.

Broadcasting

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Jack Alix, general manager, WDOQ(FM) Daytona Beach, Fla., named corporate director of programming for parent, Abell Communications.

Johnny Morgan, from KIDM(AM) Salinas, Calif., joins KNRY(AM) Monterey, Calif., as program director and air personality.

Gary Rocky, program manager, WRCB-TV Chattanooga, joins KTSP-TV Phoenix in same capacity.

Kenneth Gonzales, director of creative services, WGGT(TV) Greensboro, N.C., joins WGHP-TV High Point, N.C., as executive producer, programming.

Jon Rivers, from KLVU(FM) Dallas, joins KLIH(AM) there as program director.

Norm Jagolinzer, news and public affairs director, WLKW-AM-FM Providence, R.I., assumes additional duties as program director, succeeding **Tony Rizzini**, resigned.

Eroy Smith, air personality, WILD(AM) Boston, named program director.

John F. Spurlock, sales manager, KTXN-FM Victoria, Tex., assumes additional duties as program director.

News and Public Affairs



Nachman

Jerry Nachman, vice president and general manager, NBC-owned WRC(AM) Washington, named VP, news, for NBC's five owned-and-operated TV's.

Deborah Johnson, senior editor, *NBC Nightly News*, NBC, New York, named executive producer, *NBC News Overnight*.

Cheryl Gould, producer, *NBC News Overnight*, named senior producer.

Paul Steinle, news director KING-TV Seattle, joins Financial News Network, Santa Monica, Calif., as VP, news and operations.

Earl Casey, managing editor, Cable News Network, Atlanta, and **Phil Brady**, West Coast bureau chief, CNN, Los Angeles, named VP's.

Leslie Carde, health and science reporter, WDSU(TV) New Orleans, assumes additional duties as anchor, *Today Show* cut-ins.

Gregory Jensen, editor, European services, UPI, London, named senior editor. **Bruce Meyer**, editor, national broadcast department, UPI, Chicago, named broadcast features editor.

Katherine Covric, producer, *Take Two*, Cable News Network, Atlanta, named correspondent, *Take Two*.

Annette Parks, anchor-reporter, KCBS(AM) San Francisco, joins KITS(FM) there as director of news and public affairs.

Doug Rink, news director, WÉZY(AM) Cocoa, Fla., joins WAMT(AM)-WAJX(FM) Titusville,

Fla., in same capacity.

Marv Rockford, assistant news director, KOA-TV Denver, named news director.

Dennis Dean, reporter, WITI-TV Milwaukee, joins WISN-TV there as managing editor.

Appointments, WPLG(TV) Miami: **Ron Sachs**, assignment editor, to editorial director; **Tom Sweeney**, nighttime assignment editor, to assignment manager; **Susan Candiotti**, reporter, to weekend co-anchor; **Peggy Lewis**, reporter, WVEC-TV Norfolk, to same capacity; **Gerri Cohen**, from WTVJ(TV) Miami, to public affairs producer-reporter; **Diane Magnum**, public affairs producer-reporter, assumes additional duties as co-anchor; **Victoria Corderi**, reporter, to cut-in anchor, and **Jennifer Meeker**, from co-owned WJXT(TV) Jacksonville, Fla., to photographer-editor.

Appointments, WAVY-TV Norfolk, Va.: **Stephen Hinkle**, executive news producer, WRTV(TV) Indianapolis, to news director; **Lew Ketcham**, from Newsweek Video, Washington, to producer, and **Barbara Ciara**, anchor-reporter, WVEC-TV Norfolk, to reporter.

Deborah Caldwell, noon anchor, WPTV(TV) West Palm Beach, Fla., named assistant news director.

Appointments, WTVX(TV) Fort Pierce, Fla.: **Jim Holmes**, anchor, 6 and 11 p.m. newscasts, to assistant news director; **Jeff Soper**, from WCJB(TV) Gainesville, Fla., to assignment editor; **Richard Levenson**, 6 and 11 p.m. producer, to executive producer; **Tamara Jacobs**, from WJRT-TV Flint, Mich., to weekday consumer reporter, and **Lance Williams**, from WECV(TV) Tallahassee, Fla., to reporter, West Palm Beach, Fla.

Brenda Leon, from WWAC-TV Atlantic City, N.J., joins WPVI-TV Philadelphia as editor.

Sally Burgess, assignment manager, KJCT(TV) Grand Junction, Colo., named anchor. **Lisa Lyden**, from KBTB(TV) Denver, joins KJCT as weekend anchor-reporter.

Pamela Graham, anchor-producer, WMBB(TV) Panama City, Fla., joins WSPA-TV Spartanburg, S.C., as anchor-reporter.

Jeffrey Prier, news director and anchor, Charlotte Cable News, Port Charlotte, Fla., joins WGHP-TV High Point, N.C., as anchor. **Barbara Sheridan**, producer-reporter, Vermont

Educational Television System, Lyndonville, Vt., joins WGHP-TV as reporter.

Dave Gilbert, reporter, WNBC-TV New York, joins WXYZ-TV Detroit as anchor-reporter.

Kerry Lynn Brock, from WOVT(TV) Omaha, joins KOMO-TV Seattle as weekend news anchor.

Technology



Dages

Charles Dages, director operations, Venture One, videotext test, CBS, New York, named director, development, engineering and development department, CBS/Broadcast Group.

Michael Greene, VP and general attorney, Advanced Mobile Phone Service, AT&T,

New York, named president and chief executive officer.

Ernest Pappenfus, president, Vega division, Cetec Corp., El Monte, Calif., named to Cetec Corp.'s corporate staff. **Gary Stanfill**, director of engineering, Vega, succeeds Pappenfus. Vega produces microphone systems.

John Fedak, assistant VP, transmission engineering, Western Union, joins Ford Aerospace Satellite Services Corp., Washington, as VP, engineering and system operations.

E. Pendleton James, president, James & Associates, New York, nominated by President Reagan to board of Comsat, Washington. Pendleton is former White House personnel director.

Ray McMillan, director of engineering, television group, Harte-Hanks Communications, San Antonio, Tex., named VP, engineering, television group.

Harry Burbridge, transmitter supervisor, KNBC-TV Los Angeles, named manager of technical operations, succeeding **Jim Brooks**, chief engineer, retired.

William Thomas, manager of videotext engineering, Zenith Radio Corp., Glenview, Ill., named manager, CATV communications pro-

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ducts.

David Testa, executive director, new market development, Midwest region, Group W Cable, New York, named director of franchise development, Group W Cable.

John Schuble, engineering manager, Cablenet, Mount Prospect, Ill., named VP, research and development. Cablenet is cable television system serving Chicago suburbs.

Jay Winokur, manager of financial research, broadband communications group, General Instrument, New York, named financial manager, Jerrold distribution systems division, Hatboro, Pa.

Doug Campbell, chief engineer, KGAK(AM)-KQNM(FM) Gallup, N.M., joins Belo Broadcasting Corp., Dallas, as chief engineer, radio division.

Sales representatives named regional sales managers, S.A.L. Communications, Melville, N.Y., distributor of cable television and telecommunications equipment: **Thomas Heath**, Decatur, Ga., to Southeast region, there; **Jerry Thompson**, Southeast region, to Southwest region, Dallas; **Donald Widaman**, Midwest region, St. Louis, to same region, Indianapolis, and **Jonathan Schwartz**, Northeast region, Melville, N.Y.

Randy Young, product manager, Anixter Communications, Skokie, Ill., joins M/A-COM Video Satellite Inc., Burlington, Mass., as marketing manager, SMATV division.

Scott Van Wagner, CATV sales manager, Anixter Communications, Portland, Ore., named sales manager, national accounts, Denver.

Peter Voronin, senior customer service representative, Western Union International, New York, joins Telecommunications Associates, satellite communications engineering firm there, as director of project planning. **Roger Pavane**, from Reuters Limited, New York, joins Telecommunications Associates as manager of operations and sales.

Promotion and PR

Suzanne Barron, marketing administrator, ABC Video Sales, Los Angeles, joins Watermark/ABC Radio Enterprises there as international sales director.

Appointments, Home Box Office, New York: **Judy Torelo**, director, media relations, to national director, media relations; **Quentin Schaffer**, manager, program publicity, to director, consumer press information; **Richard Licata**, manager, Cinemax publicity, to manager, HBO films and Cinemax publicity; **Fifi Booth**, director, public relations, West, to director, corporate affairs, West Coast, and **Ellen Rubin**, senior publicist, to manager, original programming publicity, East Coast.

Barry Rosenthal, creative services director, WCVB-TV Boston, joins Spotwise, Boston-based producer of radio and television promotional campaigns, as head of unit.

Leslie Juceam, manager, advertising services, NBC-TV, New York, acting as account



On top of the world. William F. Baker, president of Group W Television and chairman of Group W Satellite Communications, departs from New York April 12 for an eight-day journey to the North Pole. He will fly to Washington state, and from there to Edmonton, Resolute Bay, Grise Fiord and Lake Hazen, all Canada, and on to the pole. His visit will be preserved on videotape, and portions aired on Group W's *PM Magazine*, Home Theater Network and Satellite News Channels. Baker is no stranger to the poles. He journeyed to the South Pole in 1974 to make a documentary, and when the party's number was reduced to two, found himself cameraman as well as producer. Baker will carry three flags with him on this expedition, bearing the insignias of Group W, *PM Magazine* and Home Theater Network. Shown at send-off for Baker at the Explorers Club in New York are (l-r): Dan Ritchie, Group W chairman and chief executive officer; Baker; Owen Simon, vice president, creative services, Group W Productions; Linda Jenner, HTN's The Travel Channel, and Hugh Downs, ABC News.

executive and copywriter, The Source and NBC Enterprises, joins NBC-owned-WYNY(FM) there as manager of advertising and promotion.

Kelly Williams, from WRC(AM) Washington, joins WTTG(TV) there as promotion coordinator.

Curtis White, from WALB-TV Albany, Ga., joins WSPA-TV Spartanburg, S.C., as creative services director.

Allied Fields

Richard Wiley, managing partner, Kirkland & Ellis, Washington, and former FCC chairman, will receive Northwestern University's Alumni Merit award at annual banquet in Chicago April 9.

Paul Foley, director and former chairman, Interpublic Group, and **Alfred Seaman**, retired chairman, SSC&B, inducted into Advertising Hall of Fame, New York.

John Morris, president, Nassau Broadcasting, Princeton, N.J., named president pro tem, Armed Forces Broadcasters Association, Arlington, Va.

Marjorie Reed, deputy general counsel, FCC, Washington, named deputy chief scientist for policy.

Muriel Fox, executive VP, Carl Byoir & Associates, New York, and chairman of its subsidiary, By/Media Inc., named to receive 1983 American Women in Radio and Television Achievement Award for "exceptional service to AWRT" and for "strengthening the role of women" in broadcasting.

Deaths



Weinstein

Carl D. Weinstein, 50, president, Eastman CableRep, New York, died April 5 at Roosevelt hospital, New York, after he suffered heart attack while attending Cabletelevision Advertising Bureau conference. Weinstein had been president of cable representative, division of Eastman Radio, since its founding in 1980. Earlier he had been with Peters, Griffin, Woodward for 13 years, leaving as vice president, group sales manager. He is survived by his wife, Shirley, son and two daughters.

Herb Thurman, 52, former bureau chief, Medill News Service, Washington, former executive news director, WHP-AM-FM-TV Harrisburg, Pa., and executive news producer, WOTV(TV) Grand Rapids, Mich., drowned March 1 in San Diego bay, near his home.

Charles E. (Whitey) Wallace, 57, manager of media, University of Michigan School of Dentistry, died of cancer Jan. 20 at his home in Indianapolis. Wallace was former chief engineer at WISH-TV Indianapolis, WANE-TV Fort Wayne, Ind., and WJIM-TV Lansing, Mich. He is survived by his wife, Eileen, one son and three daughters.

Richard O'Brian, 65, character actor on numerous television shows including *Gunsmoke*, *Wonderful World of Disney* and *S.W.A.T.*, died of cancer March 29 at his home in Los Angeles.

Steadying hand for NAB's ship of state

On June 17, when he steps down after 311 days as joint board chairman of the National Association of Broadcasters, William L. Stakelin will have set a record for brevity in that post. Simultaneously, judging from the comments of those who have followed his stewardship since last Aug. 21, he will have set a record for the rapid accumulation of esteem.

Stakelin—who felt he had reached a political pinnacle as the NAB's radio board chairman before Eddie Fritts's victorious campaign to succeed Vince Wasilewski as the organization's president—considers himself first and last a broadcaster. In his role as executive vice president of Bluegrass Broadcasting Co., Lexington, Ky., he delights in overseeing the activities of seven radio stations and one TV station from Kentucky to Florida. As NAB chairman he takes equal pleasure in promoting the industry's causes to outsiders and in promoting the values of the NAB itself to its membership.

Stakelin is filling out the second year of Fritts's two-year term as chairman. He will not stand for re-election, in deference to the tradition that has NAB drawing its chairmen alternately from its radio and TV officer ranks, and himself squelched an incipient "Draft Stakelin" campaign that began at the joint board's winter meeting in January. Were that ambition on his mind, few doubt that he could have an extension for the asking.

When Stakelin assumed the chairmanship NAB's morale was low and there was great division within the association over Fritts's election. Stakelin is given credit for assisting Fritts in the stabilization of the association. He's "an electric and bright guy," according to his successor as radio board chairman, Martin Beck, of Beck-Ross Communications, New York, who says Stakelin helped "pull the board and industry back together."

Stakelin's increasingly evident finesse may have surprised some board members who questioned the statesmanship potential of the "country boy" and fun-loving broadcaster, who describes himself as a "ham." "He has this Kentucky style and comes on in a self-deprecating 'I'm just one of the guys' manner," says one senior NAB staff member. "But then it turns out that beneath it all he is very solid and has good judgment."

It's his ability to compose human differences that makes Stakelin so effective a broadcasting executive, says H. Hart Hagan, president of Bluegrass. And Stakelin's long-time friend, Truman Conley, executive vice president and general manager of Bluegrass's WWSA(AM)-WCHY(FM) Savannah, Ga., calls him "a frustrated standup comic who can charm a roomful of people. But when it's time to work there is a complete switch and he is a conscientious, hard-working businessman."



William Lewis Stakelin—executive vice president, Bluegrass Broadcasting, Lexington, Ky., and National Association of Broadcasters joint board chairman; b. Dec. 15, 1942, Paris, Ky.; BA, communications, Georgetown College, Georgetown, Ky., 1965; various positions with WAXU(AM) Georgetown, 1957-66; program manager, station manager and vice president-general manager, WVLK-AM-FM Lexington, Ky., 1966-74; vice president-general manager, WHOO-AM-FM Orlando, Fla., 1974-78; present position since 1978; NAB joint board chairman since 1982; divorced; children—Kelly, 19; Will, 15, and Courtney, 9.

In that half of his present fragmented business life that is devoted to the affairs of Bluegrass, Stakelin oversees the company's radio stations and its one UHF, WKYT-TV Lexington, Ky. The radio stations are: WHOO-AM-FM Orlando, Fla.; WVOC(FM) Columbus, Ga.; WWSA(AM)-WCHY(FM), and WVLK-AM-FM Lexington, Ky.

Stakelin joined the company in 1966 as program director of WVLK-AM-FM and rose through the ranks to station manager (1968-69) and vice president and general manager (1969-74). Then he moved to Orlando to tackle revitalization of those stations. Stakelin, who was named executive vice president in 1978, lives in Orlando but remains based at the company's headquarters in Lexington.

Stakelin's interest in radio goes back to his sophomore year in high school, when his home town of Georgetown, Ky., got its own 250 w daytimer, now WAXU(AM). He was fascinated by the medium. "I'd been hanging around the station making a pest of myself," Stakelin says, when the manager asked him if he would like to do a daily hour-long rock and roll show. He first adopted the name "Billy Bandstand," and later became "Wild Willy, King of the Kilocycles." He stayed with the station until he graduated from Georgetown (Ky.) College in 1965. Stakelin had intended to go to law school after working for a year, but the ambition went unrealized. "I got to work at WVLK," Stakelin recalls. "Well, I was so fascinated

with the company and the business that I never left."

At the NAB, Chairman Stakelin and President Fritts have been working as a team. Says the latter of the former: he's done a "superb job" in articulating broadcasters' concerns. The high regard is mutual, and both, in turn, are getting high marks from others. Said one NAB member last week: the association appears "stronger than ever."

Stakelin was first elected to the NAB radio board four years ago, presenting an opportunity, he says, "to try and give something back to an industry that's been more than good to me for the past 26 years." Plus, he adds, he has always liked politics. As chairman, Stakelin feels protective about the association and is disturbed if criticism is directed at the NAB. The organization, he maintains, "has done a terrific job in the past and is doing a terrific job now for radio and TV." Stakelin attributes the radio deregulation that came out of the Ferris FCC "as a direct result of filings from the NAB."

Deregulation and gaining full First Amendment rights for broadcasters are top priorities for Stakelin. He also wants to set the record straight on spectrum fees. Proposals have been advanced by Representative Tim Wirth (D-Colo.), FCC Chairman Mark Fowler and some segments of the industry for a broadcast spectrum fee in exchange for deregulation. "As I speak all across this country to state broadcasting associations, not one has sent me back to Washington to say: 'We can live with a spectrum fee; just tell us how much.' For those people who believe that on the Hill, then I think they are living in a dream world," Stakelin says. It is because he is a broadcaster, not a paid lobbyist or a paid staff person, he says, "that allows me to speak out as a broadcaster even though I am chairman."

One association weakness that Stakelin says he has tried to address at the NAB is that "I don't think the NAB has done a very good job of marketing and taking credit for the great contributions that it's making for radio and TV." He says that as a broadcaster "I can appreciate what they have done for me and I can talk about it. I think those things need to be talked about." Broadcasters also have been apathetic in their Washington contacts, Stakelin says. "I have been guilty of it also," he adds. "I preach and preach that this is their business and they must be involved. They cannot take the risk and chance of sitting back and letting someone else make the decisions and do it for them."

Although Stakelin bids the chairmanship farewell at this summer's joint board meeting, he will continue on the executive committee as past board chairman for the next two years—and even beyond that he will continue to play an active role in NAB affairs. As he put it to BROADCASTING last week: "I can't stand sitting on the sidelines." ■

ABC and major league baseball came to terms last week on second half of network television rights package. Length of ABC contract is six years (1984-1989), and network will pay reported \$575 million for exclusive over-the-air broadcast rights to Monday night games and smattering of nonexclusive Sunday afternoon games throughout contract period. ABC also gets exclusive coverage of World Series for three of six seasons covered under agreement, 1985, 1987 and 1989, and exclusive coverage of playoff and All Star games in alternate seasons. NBC has also worked out one-year extension of its previously announced five-year agreement (BROADCASTING, Feb. 28, et seq.) so that its total package will cover same years as ABC's. NBC will reportedly pay about \$550 million for its six-year deal, making total six-year major league baseball package worth more than \$1.1 billion.

NBC-TV is offering advertisers on experimental basis opportunity to buy 30-second spots consisting of two 15-second commercials of unrelated products or services from same company. NBC-TV spokesman said no advertisers have accepted offer which has been relayed to advertising agencies. Network said such 15-second units may be used only in 90-second breaks or less, and each break may not contain more than four messages. Officials of ABC-TV and CBS-TV said they are not planning similar arrangement.

ABC's rating for 5th week of USFL coverage (two games—Washington-Philadelphia and Oakland-Los Angeles on Sunday, April 3) was 7.7/22, up from previous week's 6.4/15. Five-week rating average: 8.5/22. ESPN's last game (Saturday, April 2) scored 3.5 and its season-to-date USFL average (for coverage of eight games) stands at 3.9.

Taking advantage of Communications Amendments Act of 1982, FCC last week proposed to lengthen terms of common carrier and fixed satellites to 10 years. At same time, FCC proposed to extend terms of all current licenses to 10 years, except developmental licenses, which would retain one-year authorizations. Communications Amendment Act authorized FCC to extend all nonbroadcast license terms, previously limited to five years, to 10 years.

National Association of Broadcasters is asking U.S. Court of Appeals for District of Columbia to review Copyright Royalty Tribunal's decision on distribution of 1980 royalty fees. NAB is disturbed by CRT allocation of rates for 1980, which NAB says are identical to those in 1979. Association claims there was "substantial evidence presented by broadcasters in support of a larger share of royalties for television and a significant share for commercial radio stations."

Ford Aerospace and Communications Corp. has awarded contract to Washington-based Satellite Systems Engineering Inc. for help in engineering and defining market for its two proposed, high-capacity hybrid satellites. Each satellite will contain 24 C-band and 30 Ku-band equivalent transponders. Under contract, SSE will conduct interference studies and work on design of bus and payload and on "optimizing" satellites' spectrum efficiency. It will also perform "needs assessment."

Erasable optical disk for recording and storing information and images, said to be first of its kind, was introduced in prototype form by Matsushita Electric Industrial Co. of Japan last week in demonstration in New York. Company said it would begin marketing system in limited quantities in 1984, concentrating entirely on office automation uses, although spokesman added that it can eventually be useful in broadcast TV, "probably after 1985." Laser-based erasability feature would make optical disks more competitive with videotape recorders and with computer tapes and disks, and eventually could speed consumer acceptance of optical disk systems; price, however, could prove an impediment. Matsushita spokesman said pricing has not been established, but that it would take at least five to eight years for erasability technology to work its way down to consumer level.



Sealing the deal. Joe Allbritton, owner of Allbritton Communications, closed \$80 million deal last week to buy KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla., from Muskogee, Okla.-based Leake Industries (BROADCASTING, March 7). Present at the signing were Thomas Cookerly (standing), president of broadcast division of Allbritton Communications, and (l-r) Marjorie Leake, Allbritton and James Leake, chairman of Leake Industries.

CBS-TV announced further fine tuning of its prime time schedule: Wednesday (April 6), including return of *M*A*S*H* (in re-run Mondays at 9:00 p.m. beginning April 18. *M*A*S*H* will displace *Alice*, which will air 9:30 p.m. Sundays from April 17 through *M. 1. Newhart*, in turn, pre-empted by *Alice*, will move back to 8: p.m. Sunday for same period as *Gloria* which has its last broadcast 8:30 p.m. April 10, returning in re-runs later in year. In another programming announcement, CBS News said last Wednesday it will present special 90-minute trans-Atlantic prime time debate on nuclear arms issue from 9:30-11:00 p.m., Saturday, April 23 (NYT). CBS News correspondent Walter Cronkite will anchor debate, which will feature former Secretary of State Henry Kissinger, British Defense Minister Michael Heseltine, former chief U.S. arms negotiator Philip C. Warneke, and West German opposition leader Egon Bahr. *The Great Nuclear Arms Debate* will formally address question, "Resolved: the U.S. should proceed with its scheduled deployment of new nuclear missiles in Europe."

Oak Industries Inc. announced last week that it has withdrawn application for direct broadcast satellite authority. Oak said it is planned to participate in DBS industry as system operator, D. programmer and manufacturer of equipment. Oak spokesman said that technology had progressed enough that company decided it could lease transponders on existing satellites rather than having to own one.

ABC Radio plans announcement at annual affiliates meeting in Las Vegas Sunday (April 10), just prior to opening of NAB's convention that first major phase of its schedule to switch all affiliates from land line to satellite reception of programming will take place in mountain time zone states on or about Aug. 29, weather permitting. Announcement is to be made by Bill Battison, vice president planning, finance, administration and satellite development for ABC Radio. Currently, ABC has 75 affiliates receiving its programming via satellite with another 100 slated to switch over from land lines later this month.

Acting on reconsideration, FCC last week authorized nationwide paging on three channels in 900 mhz band. FCC said it would license three "network organizers" to operate nationwide networks on the frequencies as carriers' carriers. It also proposed to give local paging companies open access to those networks. Commission said it would pre-empt state authority over technical standards, entry and rate regulation.

Supreme Court was reported last week to be secretly consider- change in its policy that would allow television coverage of its proceedings. *Los Angeles Times* cited two independent, and uniden- d, sources for basis of report that issue has triggered lively te among justices. One source was quoted as saying issue "is of the hottest things going around here right now." As might e been expected, given his previous remarks on subject, Chief ice Earl Warren is reported to be vigorously opposed to permit- cameras into chamber. Justice John Paul Stevens was described most open" to lifting ban on television inside Supreme Court ding. Justices' discussion of issue come at time 28 news organi- ns have petitioned Judicial Conference of U.S. to permit radio television coverage of federal court proceedings. (BROADCAST- March 14).

eral Electric and Belo Broadcasting announced Friday afternoon agreement had been reached for GE to sell Belo KOA(AM)-KOAQ(FM) ver for undisclosed amount. But brokers estimated value of fa- es at between \$15 and \$20 million. Brokers also noted that ons could have fetched higher price because KOA is 50 w clear mel. In contrast, Metromedia bought KHOW(AM) Denver (5 kw time) last year for \$15 million.

ago-based Tribune Co. announced its stockholders approved ndments in company charter to clear way for closely-held com- y to go public. Tribune announced last month it was asking own- to amend charter for possible public offering for up to 50 million es of common stock.

ate Rules Committee has scheduled hearing Thursday on S. Res. resolution to permit television and radio coverage of Senate. sses include: Senate Majority Leader Howard Baker (R- r.), proponent of resolution; and Senators John Stennis (D- s.), Russell Long (D-Ala.), John Danforth (R-Mo.), and Mack tingly (R-Ga.), all opponents of measure. On civilian side of s list: Julian Goodman, former NBC chairman; Walter Cron- , former CBS anchor; Ed Allen, chairman, Cable Satellite Public irs Network, and John Frazee, C-SPAN board member.

will launch four-day test April 10, transmitting network sched- to handful of affiliates via Ku-band satellite being provided by isat General Corp. ("Closed Circuit," April 14). Those attending onal Association of Broadcasters convention will be able to see lts for themselves since NBC's Las Vegas affiliate, KVBC(TV), be participating in test. Also participating will be NBC affiliates v(TV) West Palm Beach, Fla., and KPRC-TV Houston.

ator Barry Goldwater (R-Ariz.), chairman of Senate Communi- ons Subcommittee has introduced legislation aimed at resolving sion of who in government is in charge of international telecom- mlications policy making. His bill (S. 999) would create an Execu- Office of President Office of Special Representative for Tele- munications and Information. Special representative would not e chief U.S. representative at all international conferences on communications and information but would also head intera- cy task force that would advise President on international tele- munications and information policies and coordinate work of utive branch agencies in developing them. Proposed office is dwater's answer to criticism from those who say government s high visibility focal point for coordinating international tele- munications and information policy. Bill, which for most part es over provisions of bill to deregulate international carriers that dwater introduced in last Congress, has another new section nd to be controversial: It would make clear FCC has authority to ove creation of international communications satellite systems would compete with International Telecommunications Satellite nization. Provision takes on special meaning in light of Orion llite Corp.'s application for FCC authority to establish transat- ic communications satellite system.

RCA Americom notified ABC, CBS, NBC and RKO radio networks last week that it will keep them on Satcom I-R indefinitely, after switch from Satcom I is made in early summer. Controversy erupted over RCA plan to shift digital program transmissions of networks to Satcom II-R late in year so that I-R bird could serve primarily as back-up for Satcom V with "occasional" audio, video and data traffic. Network officials strongly objected to switch, arguing that not only is their transponder space on I-R "protected" but that pro- posed orbital slot of Satcom II-R will cause some earth dishes at affiliate locations to be relocated (BROADCASTING, April 4).

Embassy Communications announced last week it has acquired all television and cable rights "in perpetuity" to motion picture, "Ghandi," for "astronomical fee" of at least "eight figures," accord- ing to Lord Lew Grade, chairman and chief executive officer of Embassy Communications International (wholly owned Embassy Communications subsidiary). Agreement was reached in March, but announcement was postponed until conclusion of balloting in annual Oscar Awards competition last week. According to Grade, Embassy hasn't decided yet what to do with "Ghandi" and first showing is unlikely before September 1984.

Ivan Braiker has exited as president of Satellite Music Network, Dal- las-based radio program service. John Tyler, chief executive officer and founding partner of SMN, will assume day-to-day operating duties of network. Braiker, who left because of difference in man- agement philosophy, will continue partnership role in firm, and is expected to attend meeting of five partners during National Associ- ation of Broadcasters convention in Las Vegas this week.



Turnabout. The Media Institute and Joseph Coors, president of the Adolph Coors Co., praised *60 Minutes* at a Washington luncheon last Wednesday for its flattering portrayal of labor relations at the Coors brewery. The *60 Minutes* segment was filmed last spring and aired last fall. Meeting at a brief reception before the luncheon were (l-r): Allan Maraynes, producer of the segment; Leonard J. The- berge, president, Media Institute, and Coors. When *60 Minutes* approached him last spring, Coors said, the company was suffer- ing from an AFL-CIO orchestrated boycott of Coors products. The boycotters were accusing Coors, which voted out a union in 1978, he said, of being unfair to employes, being anti-union and discrim- inating against minorities. So although some Coors executives had some reservations, the company decided to let the *60 Minutes* cameras in, figuring that even a bad report could not exacerbate its reputation among consumers. As it turned out, Coors said, the company's apprehension was ill-founded. According to Coors, the report, which showed Coors as a model employer, was "honest and objective." Lauding Maraynes for his job in culing the 12 to 14 hours of film into a concise report accurately reflecting Coors labor practices, Coors said the company itself could not have done a better job. In his comments, Maraynes stated that at the beginning he tended to believe the accusations being made against Coors, but as he talked to the Coors workers, he said, it became increas- ingly clear that they were untrue or grossly exaggerated.

Editorials

Sparring match

Sis Kaplan, president of the National Radio Broadcasters Association, got a reply she didn't want when she wrote a letter last week to Eddie Fritts, president of the National Association of (all kinds of) Broadcasters. Kaplan suggested a conference to discuss consolidation of three annual radio meetings, NRBA's convention, NAB's radio programming conference and the Radio Advertising Bureau's winter sales meeting. Fritts, in return, offered to talk about consolidating the NRBA and NAB.

Kaplan, in her first letter, had made a point of ruling out merger talk and emphasized it again in her reply to Fritts's reply. She took issue with Fritts's observation that a "debilitating and counterproductive duplication of effort" was presented by the presence of two associations representing radio in Washington. "On the contrary," she wrote, "I believe radio is currently being represented more energetically and more effectively than ever before. More than 2,000 NRBA members obviously share that view. By paying their monthly dues and supporting our many activities, they cast a solid and tangible vote for the continued existence of an independent, radio-only organization."

Kaplan could have added that the NAB also gets a vote of confidence as a representative of radio every time an NAB radio member pays its dues. The odd part is that a good many radio broadcasters belong to both organizations. By the NRBA's count, 60% of its members are also NAB members. That means more than 1,200 stations think it worth two sets of dues to have two associations on the scene.

The guess here is that the duplication will go on. The NAB has emerged from a period of divisiveness with new unity and leadership. The NRBA clearly intends to continue on its independent way.

Those 1,200 members of both associations must wonder, however, whether it is useful to their cause when the NAB and NRBA present conflicting programs in Washington, as they have on radio deregulation and fees. Whatever the outcome of the Kaplan initiative for a talk about consolidating radio meetings, there is a need for the two associations to get their acts together on the deregulatory front. Maybe the next Dear Eddie and Dear Sis exchange could arrange a talk about that.

Heavy burden

Television's hold on the American people seems to get stronger every year—or at least every two years, which is the frequency at which the strength of this attachment has been measured by the Roper Organization for more than two decades. The latest poll's results, being released today by the Television Information Office and described in some detail in this issue, reaffirm the bond and validate it in new ways.

In all but the first two of the 13 nationwide surveys that Roper has now done in this series for TIO, television has been voted the prime source of news by most people—this time by the biggest margin yet. In all but the first survey, television has been named the most believable source of news—this time by more than ever.

But the news is not all good.

The extent of public reliance on TV news is disturbing. No competent television news professional would be so brash as to think, much less say, that television does or even could deliver all the news a viewer needs. As CBS News President Van Gordon

Sauter said in making the point, also last week, television news provides a snapshot.

Sauter was evidently thinking primarily of the news on his network and ABC and NBC when he said "snapshot." The total TV news now available from the networks, stations and such services as Turner's Cable News Network and the ABC/Group W Satellite NewsChannel go well beyond the snapshot stage. Still, the well-versed viewer must augment television journalism with newspapers, magazines and books.

To the extent that people do not recognize that need, Roper's findings might be said to be more a tribute to television than to many who watch it. But this situation is not apt to improve; indeed, the trends that Roper has found since 1959 suggest, if anything, that it will get worse. This leaves television news people with an almost unmanageable responsibility. They cannot do the undoable, but neither can they afford to let anything go undone in attempting to meet this out-sized obligation that, like it or not, the public has handed them. Unlike the viewer, they cannot sit back and watch.

Threshold

Like any gifted salesman, Bob Bennett of Metromedia Television is subject to enthusiasms, such as these, expressed in the last paragraph of his "At Large" interview beginning on page 134 of this issue: "But as to the future? I tell you, there's going to be a resurgence in broadcasting. Things have been drifting, but they're about ready to explode. It's a little like turning the Queen Elizabeth around. . . I just wish the hell I were 25 years younger."

Bennett's enthusiasms just may turn out to be well placed. The signs are everywhere: Once again Roper puts television by itself as the people's choice for news. *Winds of War* captures a phenomenal audience only to be outdone by *Thorn Birds*. The two-hour final episode of *M*A*S*H* becomes a national event. Among major station groups, including Bennett's, all kinds of ventures and co-ventures are forming to develop independent programming.

The support is there: The 100 leading advertisers spent \$7 billion in television in 1982, and budgets are increasing.

There are those who say the golden age of television is behind it. In an era of proliferating competition, it is more than possible that the golden age has just begun.



Drawn for BROADCASTING by Jack Schmidt

"We've noticed that you have an illegal MDS antenna."



Arthritis Expo

Arthritis is the number onecrippler in the United States, a painful disease that can strike at any age. So when Arthritis Expo '82, an important source of information on the subject, was held in Grand Rapids, WKZO-TV focused on promoting the program.

Throughout the Expo, the public was invited to hear free lectures given by specialists, to attend question and answer sessions conducted by doctors and to pick up literature on the disease. The Michigan Chapter of the Arthritis Foundation recognized WKZO-TV's role in making the Expo a success by writing, "We know that without your assistance, this wonderful event would not have been possible."

Helping viewers find the information they need to cope with physical and mental health problems 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

Innovative

This ultra-sophisticated Ward-Beck audio system for the Post Production Control Room at Group W's, KPIX, San Francisco, is the third of a series operating at their new station facilities. Using top of the line Ward-Beck Series 460 modular components, its features include an integral routing switcher with alpha-numeric dot-matrix displays to indicate the status of the 48-input/24-output configuration.

This particular unit is employed on program post-production for Group W's highly successful, nationally syndicated *PM Magazine*.



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