

Broadcasting May 16

KPRC-TV. THE ONLY STATION IN THE UNIVERSE TO BROADCAST THE MOONWALK.

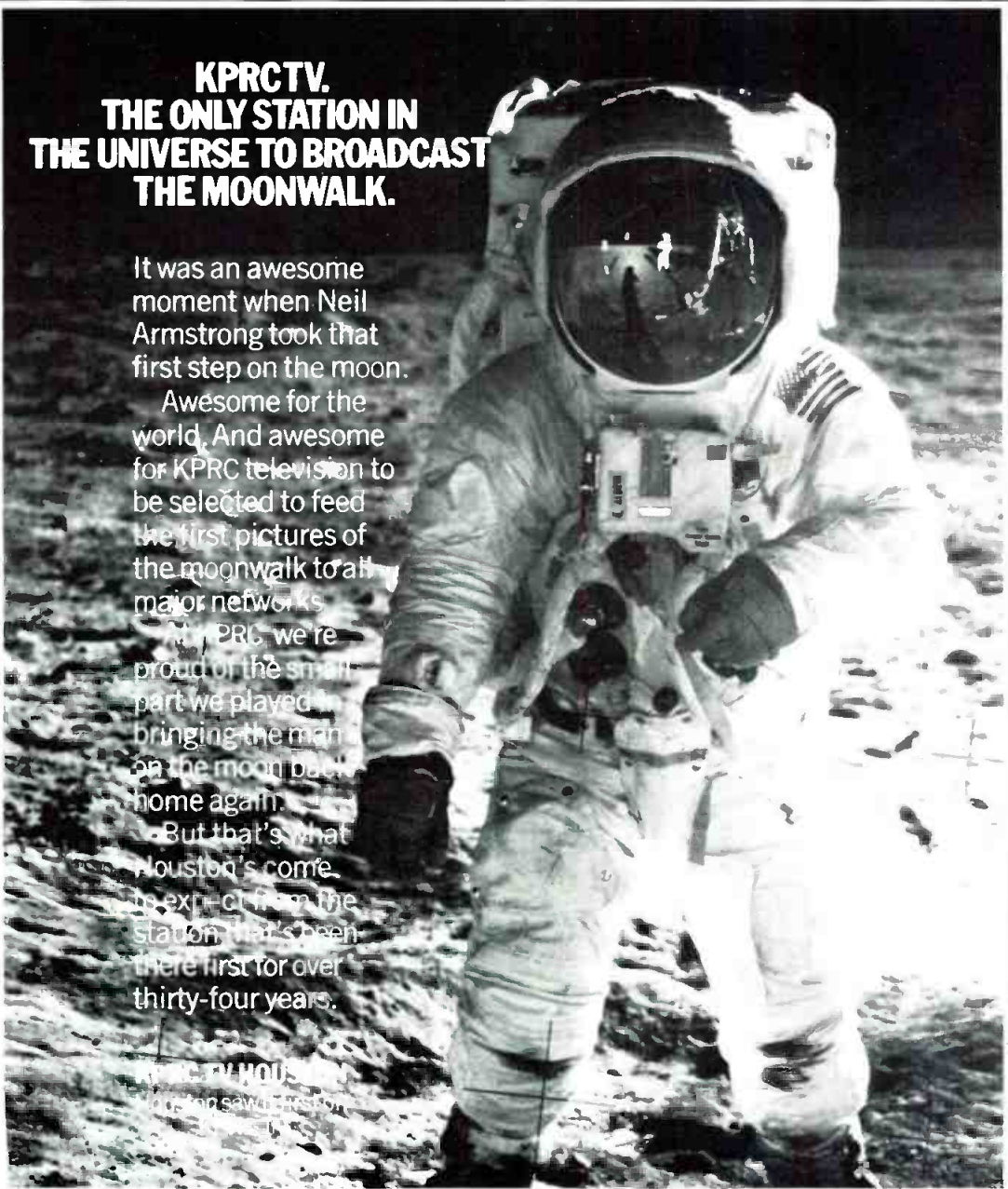
It was an awesome moment when Neil Armstrong took that first step on the moon.

Awesome for the world. And awesome for KPRC television to be selected to feed the first pictures of the moonwalk to all major networks.

At KPRC, we're proud of the small part we played in bringing the man on the moon back home again.

But that's what Houston's come to expect from the station that's been there first for over thirty-four years.

KPRC-TV HOUSTON
Houston, Texas



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

30 11 2L 13 RAB 9 10 4 DIX DEC/95
A U LIBRARY
US AIR FORCE
SERIAL ACW SECTION
MUNIGUMERY AL 30112

52d Year 1983
Networks take wraps off
fall's TV schedule
NBC + affiliates
Sony's story

A close-up, high-angle portrait of a middle-aged man with dark hair, wearing a dark suit jacket, white shirt, and dark tie. He has a slight, confident smile and is looking directly at the camera. The lighting is dramatic, highlighting the texture of his skin and the contours of his face. The background is a solid, deep blue. The word "Sold" is printed in a large, bold, red sans-serif font in the upper right corner of the image.

Sold

on strength!

**WPIX New York, KHJ-TV Los Angeles,
WGN-TV Chicago, KWGN Denver**

The top three markets and Denver are sold on the strength of "Lou Grant."

Now, 114 hours of this powerful drama from MTM are available to local stations nationwide for a September 1983 start.

STRONG IN QUALITY. Ten Emmy awards (including Outstanding Drama Series, twice!). Peabody and Christopher awards. Plus multiple Golden Globe, Writers Guild of America and Directors Guild of America awards for excellence.

STRONG IN MASS APPEAL. An average 19.6 rating and 32 share in its first four prime-time seasons. And a virtual tie with ABC and NBC for first place in the time period.

STRONG IN YOUNG WOMEN. An average 520 women 18-49 per 1000 viewing homes over a four-year period when "MASH," by comparison, attracted 510 young women.

STRONG IN RERUNS. A Top Ten series during summer reruns (showing syndication potential!) for four years. Rankings as high as fifth place in households and first and second place in young women during some years.

When every rating point means dollars, don't gamble. Make a sure investment in strength.

Lou Grant

AN MTM PRODUCTION

**VICTORY
TELEVISION**

New York (212) 687-1516, Chicago (312) 790-3030, San Francisco (415) 435-9113

Source: NTL, 1977-1981. Summer rankings based on I and II July.

The radio industry's hottest new call letters!

HNW&H is the nation's most talked about new radio rep firm. In just 18 months, we've attracted 120 stations in most major markets.

How did we do it? Not by being old school or loaded with red tape, but by daring to be different. We're young, aggressive and achievement-oriented.

We've quickly managed to attract the best people in the business. They're young in their enthusiasm and energy. Each has a major track record of success, and over 50% have "hands on" radio station experience (something unusual in our business).

If you want to increase your share, call the hottest call letters in the industry.

HNW&H

HILLIER, NEWMARK, WECHSLER & HOWARD

New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco.

Broadcasting **May 16**

Broadcast deregulation heads for Hill showdown □ Fall prime time schedules set □ Sony story □ Affiliates: a look ahead to NBC, a look back to ABC

AUTUMN OFFERINGS □ NBC and CBS announce their fall lineups. **PAGE 31.** The head-to-head competition is charted on **PAGES 32-33.**

RADIO'S VICTORY □ Court of appeals backs FCC radio deregulation order, except for logging abandonment, which is remanded to the commission. **PAGE 33.**

SIX-GUN SOUND □ Broadcasters and their Hill allies fine tune the Tauke-Tauzin deregulation bill and line up votes for upcoming committee battle. **PAGE 35.**

AFFILIATE CONFAB □ Despite continued third-place ratings, NBC affiliates remain patient and supportive of Grant Tinker, believing he is making the right moves. **PAGE 37.**

LAWYERS WORKING OVERTIME □ More than 100 applications arrive at FCC for 13 broadcast properties of RKO General. **PAGE 38.**

SONY SPEAKS □ From the ashes of World War II, Sony Corp. rose to become one of the leading equipment suppliers to both the broadcast and consumer market. In this "At Large" with Chairman Akio Morita, Sony's founding father discusses the company's rise to prominence and what it is doing to stay there. **PAGE 47.** A short course on Sony begins on **PAGE 51.**

AIRING IT OUT □ Battle over Orion application to enter international record carrier field moves to Senate hearing room. **PAGE 58.**

KICKS ON S. 66 □ Opponents of cable deregulation bill, AT&T and some major NLC cities, move to block or change legislation. **PAGE 66.**

BROADCASTING REVIVAL □ General economic recovery is among chief reasons for the resurgence in station values. A look at the latest boom in broadcasting appears on **PAGE 68.**

FOR SALE □ Dun & Bradstreet announces all but one of its television stations are up for sale. Net worth is placed near \$250 million. **PAGE 70.**

GIANT SPLIT □ Metromedia announces 10-1 stock split at annual shareholder's meeting. **PAGE 70.**

SPECIAL FEELINGS □ ABC and its affiliates celebrate company's 30th anniversary. Matters of concern include pre-emptions, overruns, teletext and compensation. **PAGE 72.** Elton Rule announces he will step down by year's end. **PAGE 73.** Programing executives review fall prime time schedule. **PAGE 74.** ABC News and Sports President Rooney Arledge previews the upcoming news and sports ledger on **PAGES 75-76.**

SPLIT SCREEN □ CBS announces it will accept 30-second ads for two unrelated products from the same company. **PAGE 80.**

FORWARD THINKERS □ AAAA media day addresses impact new technologies will have on the old technologies. **PAGE 80.**

MOVIE SEARCH □ Companies are churning ahead with ad hoc network plans, despite problems of finding suitable movies. **PAGE 83.**

GO FOR IT BROKER □ Despite breaking into the field some 20 years into his professional career, R.C. Crisler has left an indelible mark on station trading, teaching his specialty to colleagues and competitors alike. **PAGE 103.**

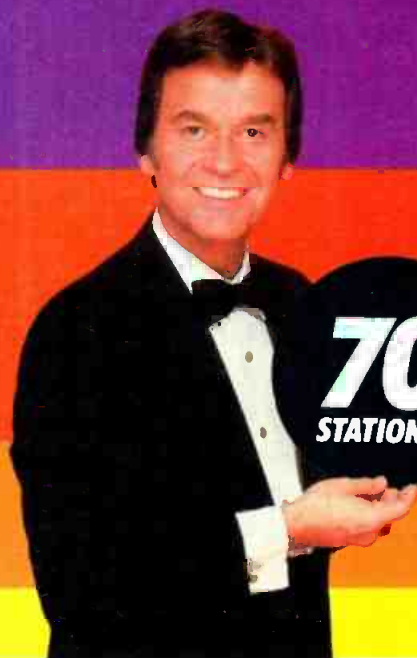
INDEX TO DEPARTMENTS

Advertising & Marketing 80	Closed Circuit 7	For the Record 85	Open Mike 20
Business 68	Datebook 16	In Brief 96104	Programing 83
Business Briefly 10	Editorials 106	Law & Regulation 58	Riding Gain 42
Cablecastings 8	Fates & Fortunes 99	The Media 72	Technology 51
Changing Hands 78	Fifth Estater 103	Monday Memo 27	Telecastings 84

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single Issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$60, two years \$115, three years \$160. Canadian and other International subscribers add \$20 per year. U.S. and possessions add \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$75, *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS ■ ABC Direction Radio Network Third Cover □ American Council of Life Insurance & Health Insurance Assn. of America 9 □ Ampex Corp. 40-41 □ The Associated General Contractors of America 65 □ Associated Press Broadcast Services 10, 30 □ BMI 46 □ A.G. Becker Paribas Inc. 75 □ Blackburn & Co. Inc. 78 □ Blair Radio □ Broadcast Information Bureau Inc. 44 □ Broadcast Properties West Inc. 85 □ Classified ads 89-98 □ Columbia Pictures Television 11, 15 □ Communications Workers of America, AFL-CIO 57 □ Continental Electronics 99 □ R.C. Crisler & Co. Inc. 14 □ Dillithium Software 39 □ Eastern Sprint Fourth Cover □ Firstmark Financial 81 □ Gould Entertainment Corp. 55 □ Hillier, Newmark, Wechsler & Howard 4 □ Johnson Electronics Inc. 77 □ Katz American Television 19 □ Katz Television Continental 21 □ KPRC-TV Front Cover □ MCA-TV 6 □ Robert O. Mahlman 79 □ McMartin Industries Inc. 73 □ Metromedia Producers Corp. 60-61 □ Mutual Broadcasting System 45 □ Professional cards □ RCA 12-13 □ RKO Radio Sales 43 □ Service directory 86 □ Sony 18 □ Sono-mag Corp. 63 □ Stolze Software Systems Inc. 101 □ Telepictures Corp. 23 □ Victory Television Second Cover/3 □ Warner Bros. Television Distribution 17, 24-25, 26-27, 28-29, 53 □

**KCOP-TV LOS ANGELES,
WGN-TV CHICAGO, WCVB-TV BOSTON
AND KRON-TV SAN FRANCISCO
HAVE JUST JOINED THE
OTHER 70 STATIONS THAT
HAVE ALREADY CLEARED
SALUTE HOSTED BY DICK CLARK!**



Affiliates and independents alike are flocking to what promises to be the most lavish, first-run series ever to hit television.

Each week, *Salute Hosted by Dick Clark*, presents another superstar tribute

and a parade of superstar guest performers. It's a great way to reach adult audiences in a weekly hour of outstanding musical entertainment!

For details and pilot screening, call (212) 605-2751.

SALUTE HOSTED BY DICK CLARK!

A Pierre Cosstte Production
An advertiser-supported series

MCA TV

Either way

Push for broadcast deregulation in House may come to head this week (see page 35), and informal canvass by BROADCASTING shows vote could be toss-up. Of 42 members of Energy and Commerce Committee, where issue will be faced, 19 are for or leaning toward attachment of deregulation bill to FCC authorization, according to staff members: 14 are with telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) in opposition, six are undecided. Other three could not be reached.

How do members stand on Waxman-Wirth bill that would place five-year moratorium on changes in FCC's network syndication and financial interest rules? Poll found 18 members in favor, 15 against or leaning that way, six undecided.

Eye on Houston?

Speculation about who wants to buy Dun & Bradstreet's Corinthian TV properties that went on sale last week (see page 70) runs from A to Z of station group owners, but one name consistently pops up: CBS. The street buzzed with reports that CBS had rights trained on Corinthian pot of gold, KHOU-TV Houston (ch. 11, CBS)—one property D&B said it will hold little longer before selling. Plus factor often mentioned is Corinthian-CBS long-standing relationship: Five of six Corinthian stations are CBS affiliates and Corinthian founder, late John Hay Whitney, and CBS founder, William S. Paley, were legendary friends and brothers-in-law.

But whoever purchases station must have substantial resources: Price is estimated in \$250 million range. Although CBS insider said there is "no reason to speculate" company wants KHOU-TV, CBS Chairman and President Thomas H. Wyman told analysts earlier this year that sunbelt markets are place where CBS "would like to have a presence." Houston is 11th ADI and following, CBS-owned KMOX-TV is in St. Louis, 18th.

Telegraphed punch?

According to FCC officials, reading between lines of Court of Appeals in Washington decision that affirmed most of FCC's 1981 deregulation of commercial radio (see page 33) reveals at least one disturbing aspect. In broad hint that revised logging requirement would appear preferable to outright elimination,

court, in opinion written by Judge J. Skelly Wright, took pains to point out that FCC's decision to adopt postcard license renewal form is currently pending before court. "He's holding postcard renewal hostage," one official said. In his concurring statement, however, Judge Robert Bork distanced himself from colleague. "I do not read the opinion as intimating any preconceptions as to the commission's new decision [on logging], nor do I take it to suggest a disposition of any other pending case," Bork said.

Reprise

Blue Nun wine, which had enjoyed eight heady years in radio before dropping medium in 1979, is returning. Its first spot radio campaign in four years is scheduled to begin in mid-June for four weeks in about 35 markets. Comedy team of Ann Meara and Jerry Stiller has been tapped to star again in radio spots. Agency is Cunningham & Walsh, New York. In 1978, last full year on radio, Blue Nun wine spent almost \$2.2 million in radio.

Price is wrong

Will spin-off series result from NBC-TV's recent, highly successful presentation of mini-series, *V*? "Can't be afforded," was response from NBC Entertainment President Brandon Tartikoff, who said hour-long weekly series produced on level of mini-series, which was heavy on special effects, would cost network "close to \$2 million per episode." NBC is negotiating with Warner Bros. Television for possible sequel to *V* that could air as six-hour mini-series during next November's ratings sweeps.

In other plans in works at NBC, *Buffalo Bill*, half-hour comedy produced by Stampede Productions, will begin airing as summer replacement series on Wednesday, June 1, at 9:30 p.m., following *Facts of Life*. If new series, 13 episodes of which have been ordered, is success, summer run is likely to be stopped, according to Tartikoff, so additional episodes can be ordered and scheduled as part of fall lineup.

Numbers, please

Though differences between Home Box Office and A.C. Nielsen Co. over number of HBO homes in U.S. seemed to have been reconciled, if not resolved, reports late last week said program suppliers were beginning to question subscriber counts of other pay services. Estimates

derived from Nielsen sample had indicated HBO was in 6.8 million more homes than HBO's own count showed.

Since subscriber counts figure in prices suppliers get, suppliers want to be sure counts are close to mark. Whether they'll let it rest there in HBO's case remains to be seen, but HBO seemed to have been vindicated last week, though perhaps left-handedly, when Nielsen spokesman said that "I have no reason to believe that [HBO's count] is not right."

Downhold

Sign of tightened times: Division and department heads of CBS/Broadcast Group received this memo late last week from CBG President Gene Jankowski: "We are announcing today a freeze on new hires... effective immediately... It is being taken in response to indications of softer than anticipated sales in the second and early third quarters."

NBC sources said there was no freeze there, as such, but that "for some time you've had to go through contortions to get a new position approved." ABC officials were en route from annual affiliates meeting and could not be reached.

More news than music

When dust settles at National Public Radio in wake of proposed budgetary cutbacks (see "In Brief"), only arts and performance offering from network, according to highly placed source, is likely to be two-hour weekday classical program. Remainder of programming menu will center on news and information.

Mutterings

Despite assurances by ABC-TV executives that broadcasting will continue to be network's primary area of commitment, several affiliates polled in Los Angeles last week remained openly skeptical about at least one new venture, recently re-named TeleFirst, overnight home entertainment recording service. One medium-market general manager questioned whether there's sufficient audience outside major cities, and, in light of recent studies suggesting much television viewing is on spur of moment, whether consumers will bother setting up recorders to receive scrambled signals during middle of night. "Even if they do take the trouble to subscribe," he grumbled, "when are they most likely to watch the playback? Prime time... and we'll be cutting our own throats."

Why pay twice?

Senator Dennis DeConcini (D-Ariz.) has introduced a bill that would, in DeConcini's words, "bring equity to the relationship" between copyright holders and certain superstation operators and would change the makeup of the Copyright Royalty Tribunal.

The Free Market Copyright Royalty Act of 1983 (S. 1270) would exempt cable systems from paying the higher compulsory license fees ordered by the CRT last fall for carrying what the bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming.

"If a broadcast television station has become a national cable broadcast network with a sufficiently large national audience and advertiser base to require payment of equitable copyright licensing fees to program suppliers in direct marketplace negotiations, then the CRT and Congress should recognize and sanction such negotiations," said DeConcini in prepared remarks. "In the presence of such direct licensing practices, there is no need for the supplementary fee imposed by the CRT."

Aside from the payment of national licensing fees, to be classified as a national cable broadcast network a station's national audience would have to be measured regularly by a major rating service and its advertising rates would have to reflect the national audience.

If the bill becomes law, the immediate beneficiary would be Turner Broadcasting System's superstation WTBS(TV) Atlanta, which claims to pay national rates for its syndicated programming and which meets the other criteria. TBS President Ted Turner promised such legislation last winter during

the Texas Cable Show (BROADCASTING, Feb. 7), and TBS sources outlined the bill last month (BROADCASTING, April 4).

But Romano Romani, DeConcini's legislative director, said WTBS does not necessarily qualify as a national cable broadcast network. The bill requires each superstation to go before the CRT and prove it meets the criteria. If WTBS fails to do so, he said, cable systems carrying the signal will not win the exemption.

The DeConcini bill was the second bill introduced in as many weeks designed to offset part of the impact of the CRT rate hike. Two weeks ago, Representative Mike Synar (D-Okla.) introduced a bill that would allow all cable systems to carry three distant signals without paying the higher rates (BROADCASTING, May 9). Both bills will have a rough go of it. Fritz Attaway of the Motion Picture Association of America, which fought for the CRT rate hike last year, said: "We will vigorously oppose any legislation that seeks to cut back, eliminate or affect the rate revision of the CRT."

New York cable snafu

Just weeks after New York's Department of Franchises was claiming that negotiations with the city's five designated cable franchises were essentially complete, other city agencies gave a partnership of Western Union and Merrill Lynch permission to provide cable services (entertainment and non-entertainment) to businesses throughout the city with minimal regulation. As a result, at least two of the designated franchisees, American Television & Communications and Warner Amex Cable say there is

no way their franchise agreements can be finalized if the WU-Merrill Lynch deal is allowed to go through.

The WU-Merrill Lynch deal stems from planned Teleport to be constructed on 100-acre site on Staten Island, which, according to Warner Amex's Richard Aurelio was initially conceived as a project to "provide an earth station farm and back-office communications park." However, the city Board of Estimate on April 28 approved a revised plan that would allow the partnership to provide data transmission and other cable services throughout the city via a fiber optics system without a franchise or, Aurelio put it in a letter last week to the city "without any of franchise requirements imposed upon the cable companies, name franchise fee, free channel capacity to the city, access facilities and support, interconnect fund, institutional fund, etc." The city cut of the WU-Merrill Lynch partnership would be 25% of net proceeds, but only after the partnership has received a 21% cumulative after-tax return on its capital investment.

In light of the proposed WU-Merrill Lynch partnership, Aurelio said, Warner Amex could not sign a franchise agreement unless it was allowed to compete on "a more equitable basis" with the proposed partnership. ATC's Tony Esposito said that given the inequities between the proposed cable franchises and the WU-Merrill Lynch partnership, ATC would not sign a franchise agreement unless some things were changed.

The evidence

The National Cable Television Association claims to have found the "smoking gun" that, according to NCTA President Tom Wheeler, proves the "goal of AT&T and the Bell operating companies is to shut down potential competition from cable operators through any means possible." The evidence: a letter from Pacific Northwest Bell to Cablesystems Pacific, the cable system serving Portland, Ore. In the letter, which NCTA distributed to the trade press, PNW threatened to deny Cablesystems access to its poles and conduits unless Cablesystems stopped providing competing telecommunications service. "This heavy-handed approach, which has as its sole purpose the unfair elimination of competition, should be of special interest to the Congress as it considers S. 66 [the cable deregulation bill Wheeler said. "In its representations to the Congress AT&T has sought to use S. 66 either to remove regulation necessary to prevent anticompetitive abuses or to place new restrictions on cable operators."

Congress moves south

There will be a mass migration next month from Capitol Hill to Houston. It will be seven senators and 22 congressmen on their way to the National Cable Television Association's annual convention at the city's A



Franchise fracas. The Mountain States Legal Foundation, a Denver-based legal action group, shook up municipal governments and cable operators last November with a law suit challenging the authority of cities to award exclusive franchises to cable companies. Calling the suit "the Dred Scott case of cable regulation," the Media Institute invited William H. Mellor, acting president and chief legal officer, of MSLF (right) and Cynthia Pols, legislative counsel, National League of Cities, to Washington last week to debate the suit and its First Amendment implications. Mellor, who believes that many cable systems should be allowed to compete in a market, argued that the award of exclusive franchises and the regulations it entails inevitably intrudes upon the cable operators' First Amendment rights to control programming and retards the introduction of new technology and services. Pols countered that cable is a natural monopoly and that exclusive franchises and regulations were therefore necessary. Although she said cities should stay out of controlling programming content, she questioned whether cable operators are entitled to full First Amendment rights. "Only in rare cases, do cable operators originate programming," she said. In most cases, they merely operate a distribution facility for transmission of information controlled by another party. According to the Media Institute, the National Cable Television Association declined an invitation to participate in the debate.

trohall June 12-15. The contingent will be led by the convention's two luncheon speakers: House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.).

The other representatives: Jim Bates (D-Calif.), John Bryant (D-Tex.), Cardiss Collins (D-Ill.), John Dingell (D-Mich.), Dennis Eckart (D-Ohio), Jack Fields (R-Tex.), James Florio (D-N.J.), Dan Glickman (D-Kan.), Ralph Hall (D-Tex.), Henry Hyde (R-Ill.), Robert Kastenmeier (D-Wis.), Thomas Kindness (R-Ohio), Mickey Leland (D-Tex.), Romano Mazzoli (D-Ky.), Carlos Moorhead (R-Calif.), Mike Oxley (R-Ohio), Matthew Rinaldo (R-N.J.), Harold Sawyer (R-Mich.), Patricia Schroeder (D-Colo.), Thomas Tauke (R-Iowa), W.J. Tauzin (D-La.) and Henry Waxman (D-Calif.).

The other senators: Daniel Inouye (D-Hawaii), Patrick Leahy (D-Vt.), Charles McC. Mathias (R-Md.), Larry Pressler (R-S.D.), Arlen Specter (R-Pa.), Ted Stevens (R-Alaska) and Paul Trible (R-Va.).

Pay TV in the hospital

The nation's 7,500 hospitals and 1.6 million hospital beds are proving to be an irresistible market to at least two entrepreneurs—the American Network and the Hospital Satellite Network. Both plan to install earth stations at the hospitals and provide entertainment/informational and educational programming to staff and patients.

Although the American Network, a subsidiary of American Medical Buildings of Milwaukee, has tentatively sold off its hotel-motel SMATV operations to Domestidyne

Inc. (BROADCASTING, May 2), it is actively promoting through a series of teleconferences its multifaceted communications service. According to Steve Holmgren, marketing vice president, the American Network plans to offer a variety of services. The premium service would comprise two cable networks—USA Cable Network and Group W/ABC's Satellite News Channel—a proprietary movie channel and continuing education programming for staff and health-care programming for the patients. The American Network earth stations, Holmgren said, would have multiple-satellite feeds, permitting them to downlink simultaneously the cable programming off Satcom III-R, the movie channel and other programming off its own transponder on Westar IV and ad hoc programming and videoconferences off Comstar IV. The American Network struck a deal last March with NAP Commercial Electronics Corp. by which NAP will market The American Network in the 470 hospitals (125,000 beds) for which it has the franchise to rent television sets to patients.

Hospital Satellite Network, Los Angeles, backed by Primark Corp., is offering a single-channel service, comprising entertainment and information programming. According to HSN's Arnold Carr, the service includes two movies, a half-hour comedy and health shows each evening for patients and five hours of educational programming for the hospital staff. Before it can get its service off the ground, it has to lease satellite time. It's a "renter's market," he said, and HSN will make a deal early this summer permitting it to be in business by Dec. 1. HSN plans to produce the comedy show and the educational programming, Carr said, and has committed between \$1.5 million and \$2 mil-

lion to its production and to the acquisition of the movies. Carr said HSN will be choosy in picking its movies. "They'll be life affirming as opposed to the 'Texas Chain Saw Massacre.'"

Is that a pun?

A half-hour pilot for *4Play*, a "contemporary" situation comedy, was carried on The Playboy Channel May 6 and a decision on whether to carry the show on a regular basis will be made later this month. *4Play* is described as "innovative urban comedy" with "a certain amount of titillation." The pilot was produced by PKO Productions, New York, and videotaped on location in New York and Long Island. If the go-ahead is given, *4Play* will be telecast once a month.

Videotext debut

The Los Angeles-based Times Mirror Co. has announced plans to launch a commercial videotext service during the second quarter of 1984 through its Times Mirror Videotext Services. The telephone-based service will be introduced initially in Orange county, Calif., site of a cable-based videotext experiment carried out by the company last year. Times Mirror also tested a telephone-delivered videotext service, at its Palos Verdes and Mission Viejo cable franchises, which ended last December.

The new service is expected to offer access to news, electronic mail, in-home banking, in-home shopping, consumer information, and instructional materials, including resources of the Times Mirror Co.'s newspapers, including the *Los Angeles Times*.

INSURANCE SPOKEN HERE...IN PLAIN ENGLISH.

If there's anything you want to know about life and health insurance, talk to us. We'll give you straight answers without the jargon.

At the American Council of Life Insurance and the Health Insurance Association of America, English is not a second language. We've got the facts and figures on all aspects of insurance. And we know how to communicate them. And if you want to know where we stand on any subject, we'll tell you that too. In plain English.

Call us any time.

In New York:

Arthur Maier (212) 245-4198 (office); (201) 273-5867 (home)
Alexandra Kubiacyzk (212) 245-4199 (office); (201) 964-9483 (home)

In Washington, D.C.:

Walter Bussewitz (202) 862-4064 (office); (301) 770-2190 (home)

We'll give you straight answers on:

- Life expectancy
- Position on legislation
- Pensions, annuities, IRAs
- Demographics, lifestyles
- Social Security
- Corporate public involvement
- Health-care costs
- Life insurance investments

**American
Council of
Life Insurance
and
Health Insurance
Association of
America.***

1850 K Street N.W. Washington D.C. 20006

Representing 570 life insurance companies, with 99 percent of the life insurance done in the United States, and 140 health insurance companies, with 80 percent of the health insurance written by insurance companies in the United States.

TV ONLY

Ralston-Purina □ Campaign for several products begins June 20 for 14 weeks in about 100 markets. Spots will run in early fringe periods and in children's programing. Target: women, 25-54, and children. Agency: CPM Inc., Chicago.

Morrison Cafeterias □ Campaign begins on June 8 for six weeks in 60 markets, primarily in Southeast and Midwest. Commercials will run in all dayparts. Target: adults, 25-49. Agency: All Southern Advertising, Mobile, Ala.

Gulf Oil □ Campaign for service station support begins June 13 for four weeks in 23 markets. Spots will run in early fringe, late fringe and on sports programs. Target: men, 18-49. Agency: Young & Rubicam, New York.

Canandaigua Wine Co. □ Campaign for J. Roget champagne begins in early June for three weeks in 12 markets in the East and Midwest. Commercials will be scheduled in fringe and prime times. Target: adults, 18-49. Agency: Towne,

Silverstein, Rotter, New York.

Tetley Inc. □ Campaign for Tetley Tea will run in eight Southern markets for three weeks starting June 13. Commercials will be carried in daytime, prime time and fringe periods. Target: women, 25-54. Agency: Hicks & Greist, New York.

Black & Decker Manufacturing Co. (Power Tool Division) □ Campaign for Car Vac begins in June in 44 markets. Flight will run three weeks in fringe and weekend times. Target: adults, 25-54. Agency: BBDO, New York.

Vlasic Foods Inc. □ Campaign for Vlasic pickles begins May 23 in 50 markets. Three-week flight will air in day, fringe, prime and prime access times. Target: women, 25-54. Agency: W.B. Doner & Co., Southfield, Mich.

SCM Corp. (Glidden paint) □ Campaign begins on June 27 for one week and resumes for one week each in August and September in about 105 markets.

Commercials will run in all dayparts. Target: adults, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

Associated Mills □ Pollenex room air purifiers and other products will be advertised on pre-Father's Day campaign starting June 13 for one week in 45 markets. Spots will air in daytime, fringe and news programs. Target: adults 25-50 and older. Agency: Kelly, Scott & Madison, Chicago.

Color Tile Stores □ Three-day campaign for floor tile begins in late May, and will run in 20 markets. Flight will run in all dayparts. Target: women, 25-54. Agency: W. B. Doner & Co., Southfield, Mich.

Eckard Drugs □ Campaign for retail chain begins in about 40 markets for two weeks in early June. Spots will be inserted in prime-access and news programs. Target: adults. Agency: W.B. Doner, St. Petersburg, Fla.

RADIO ONLY

ARCO Comfort Products □ Campaign for air conditioners begins on May 30 for 13 weeks in 20 markets and on 36 stations using morning drive and weather programs. Target: adults, 25-54

Judge us by the companies we keep.

Some of the world's most prestigious and successful broadcast groups recently renewed membership agreements with Associated Press Broadcast Services. Several others have joined as new members of our growing family.

Bahakel Communications. Buckley Broadcasting Corp. Capitol Broadcasting Co., Inc. Capps Broadcast Group. Gulf Broadcast Group. Hall Communications, Inc. Hearst Broadcasting Stations. Infinity Broadcasting Corp. Metromedia Radio. Nationwide Communications, Inc. RKO General, Inc. Sconnix Group Broadcasting, Inc. Storer Communications, Inc. The Don Thurston Stations. The Walton Stations.

We at the Broadcast Services Division of AP are proud to be Associated with all of them.



Associated Press Broadcast Services. Without a doubt.



National spread. In its first use of network television, John Henry shirtmaker division of Manhattan Industries has made major advertising commitment to ESPN for program sponsorship next fall. For 13 weeks from September through November, John Henry will sponsor 29 programs and run 108 TV spots on ESPN. Total expenditures were said to be in six figures, but company would not be more specific. Highlight of company's involvement will be *John Henry Sports Story of the Week* each Monday night, but in addition, John Henry will be involved in ESPN's coverage of professional tennis and college football. Agency for John Henry is Chalk. Nissen, Hanft, New York.



*Fantasy Island is a
programmer's dream
come true. Now available
in hours or half-hours
for Fall 1983.*

FANTASY ISLAND

*A Spelling/Goldberg Production
in association with*





HAWKEYE

PHILADELPHIA NEWS CREW SWITCHES FROM FILM TO VIDEO



WKBS-TV in Philadelphia has "localized" its news operation with HAWKEYE. And they've done it with a crew that was previously only experienced with film!

The changeover was quick and easy according to Glenn Romsos, Engineering Manager. "We had a hurry-up training program and then our crew hit the streets. The HCR-1 recording camera is easy to operate and our people readily adapted to this new concept in news gathering."

The versatile HAWKEYE HCR-1 recording camera captures local stories which are then programmed in with the station's CNN Headline News.

The station also has a complete HAWKEYE HR-2 studio recording/editing system and final story segments are transferred to a cartridge recorder for airing. It's all part of a new WKBS emphasis on news.

"Far Superior to 3/4" Recordings"

"The HAWKEYE ChromaTrak recording format is giving us video far superior to 3/4" recordings," reports Romsos. "Picture quality is one of the key reasons why we went with this system. When you compare our news footage with the same story coverage on 3/4" by other stations in the city, the difference in quality is incredible."

HAWKEYE is a versatile system. It can be used for news, documentary and production applications. And it can be easily integrated into your present equipment complement. Ask your RCA Representative for all the HAWKEYE facts—camera, recorder, recording camera, complete system. Have HAWKEYE Your Way. RCA, Bldg. 2-2, Camden, NJ 08102.

RCA

AdVantage

Network TV climbs. Estimated expenditures of network television for first quarter of 1983 rose by 13.6% to \$1,628,602,600, up from \$1,433,276,300 in first quarter of 1982. CBS-TV led network pack with \$562,421,000, followed closely by ABC-TV, \$559,150,000, and NBC-TV, \$507,031,500.

Food and food products led all categories in network TV spending for first quarter with \$248,169,900. Other heavy investing classifications were toiletries and toilet goods, \$227,282,000; automotive, \$179,144,600; proprietary medicines, \$177,467,200 and soap, cleaners and polishes, \$81,896,000.

January-March			
	1982	1983	% chg.
Early morning:			
Mon.-Fri.	\$ 26,026,500	\$ 31,641,400	+ 21.6
Daytime:			
Mon.-Fri.	280,706,000	294,727,500	+ 5.0
Sat.-Sun.	182,949,300	199,953,400	+ 9.3
Early fringe:			
Mon.-Fri.	74,480,400	84,854,100	+ 13.9
Sat.-Sun.	50,666,500	81,719,800	+ 61.3
Nighttime:			
Mon.-Sun.	743,859,400	856,405,400	+ 15.1
Late night:			
Mon.-Sun.	74,588,200	79,301,000	+ 6.3
Total	\$1,433,276,300	\$1,628,602,600	+ 13.6

By network				
	ABC	CBS	NBC	Total
Jan.-March	\$ 559,150,100	\$ 562,421,000	\$ 507,031,500	\$1,628,602,600

Different folks. Pittsburgh Brewing Co. has produced two sets of television commercials for advertising campaigns that break this month for its Iron City and I.C. Light brands. Marsteller Inc., client's agency, said spots for Iron City are designed to appeal to local pride and sense of community that characterizes Pittsburgh. Brand is portrayed as long-time friend, and commercial contains music that is aggressive and chauvinistic. In contrast, I.C. Light features stylized graphic look, special effects and reggae music to emphasize energy of product to its target audience, upscale, sophisticated young adults. Campaign for Iron City begins in Pittsburgh area this week and for I.C. Light next week.

Not guilty. Panel of National Advertising Review Board found that television advertising by Procter & Gamble Co. for its Top Job liquid cleaner was not "not deceptive or falsely disparaging" to American Cyanamid's Pine Sol. NARB supported previous ruling by National Advertising Division of Better Business Bureaus which concluded that claimed superiority of Top Job, in diluted form, in cleaning greasy spot was substantiated. NAD also found that phrase used in Top Job's commercial, "oil and water just don't mix," indicates that oil emulsifies while Top Job dissolves in water, allowing more contact between active ingredients and greasy dirt, and was "not falsely disparaging to pine oil products."

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Underwriting — Financing — Appraising
Licensed Securities Dealers

Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, Cincinnati, Ohio 45202
Phone: (513) 381-7775

Agency: Pitluk Group, San Antonio, Tex.

Braum's Ice Cream □ Campaign for ice cream begins in June in Dallas, Tulsa, Okla., and Oklahoma City. Thirteen-week flight will air in morning, midday and evening drive. Target: adults, 25-54. In-house agency: Retail Advertising, Oklahoma City.

American Petrofina □ Gasoline products campaign begins in mid-June for eight weeks in approximately 18 markets with commercials in all dayparts. Target: men, 18-49. Agency: Geer, DuBois, New York.

Schenley □ Campaign for Real Sangria will begin June 27 for six weeks in 15 to 20 markets. Target: adults, 18-34. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Procter & Gamble □ Campaign for Sure deodorant will run in about 20 markets starting May 23 for four weeks in mornings, evenings and weekends. Target: men and women, 12-34. Agency: Wells, Rich, Greene, New York.

RADIO AND TV

Adolph Coors □ Campaign for Coors Premium beer begins in late May in open-ended run. Flight will air in over 100 markets during sports and fringe times. Target: men, 18-34. Agency: Foote Cone & Belding, Chicago.

Pennzoil □ Campaign for motor oil begins first week in June and will run through Sept. 25. Flight will run three weeks on and three weeks off in 103 markets in late news, fringe and prime time on television and drive times on radio. Target: men, 18-49. Agency: Eisaman Johns & Laws, Houston.

21 Brands □ Campaign for Folonari red and white wines begins May 23 in 10 TV markets for six weeks and begins June 6 in 10 radio markets also for six weeks. Radio spots will air in all drive times and weekends, TV in news times. Target: adults, 25-49. Agency: Henderson Advertising, Greenville, S.C.

Flav-O-Rich □ Campaign for ice cream product will begin in late June for three weeks in 23 markets in television with commercials running in prime time, early fringe and daytime. Radio commercials will be carried in 125 markets throughout Southeast. Target: adults, 25-54. Agency: D'Arcy-MacManus & Masius, Atlanta.

Velsicol Chemical □ Herbicide and pesticide products will be advertised on farm programs for two weeks, starting May 23, in 30 markets on radio and two markets in television. Target: men, 35-54. Agency: Kenrick Advertising, St. Louis.

CAPTURE YOUR MOST WANTED AUDIENCE!

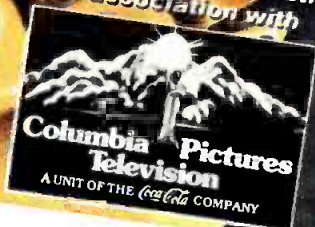
Angie Dickinson is *POLICE WOMAN*, the key to capturing young urban adults 18-49 like no other crime drama on TV!

POLICE WOMAN. 91 hours.
Available now!

POLICE WOMAN



A David Gerber Production
in association with



©COLUMBIA PICTURES INDUSTRIES, INC. 1983

This week

May 15-17—"Telecommunications in the Caribbean Basin" conference sponsored by *Caribbean/Central American Action and Private Sector Organization of Jamaica*, to "identify and act upon ways that the telecommunications revolution can help Caribbean nations achieve their goals for economic growth and development." Speaker: FCC Chairman Mark Fowler. Ocho Rios Sheraton, Ocho Rios, Jamaica.

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

May 15-18—National Indian Communications Conference (formerly National Indian Media Conference), sponsored by *Native American Public Broadcasting Consortium*, Downtown Holiday Inn, Minneapolis.

May 16—*New York Television Academy* drop-in dinner. Theme: "Is There Life Between Hollywood and the Hudson? Yes—in Creative New Jersey." Copacabana, New York.

May 16-18—*Central Educational Network/Eastern Educational Network's* spring workshop for instructional television professionals. Fawcett Center for Tomorrow, Columbus, Ohio. Information: Ted Lucas, (312) 545-7500.

■ Indicates new or revised listing

May 16-19—*Arbitron Radio Advisory Council* meeting. Homestead, Hot Springs, Va.

May 16-19—*Canadian Cable Television Association* 26th annual convention and "Cablexpo." Convention Center, Calgary, Alberta.

May 17—*Radio Advertising Bureau* "Idearama" for radio sales people. Concourse, Madison, Wis.

May 17—*Southern California Cable Association* meeting. Speaker: Brian Lamb, president, C.SPAN. Proud Bird restaurant, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* sales managers conference. Dublin Stouffer's, Columbus, Ohio.

May 17-19—*Washington Journalism Center* conference for journalists. "America's Changing Values: Social and Religious Aspects." Watergate hotel, Washington.

May 18—*Connecticut Broadcasters Association* spring sales and management seminar. Lord Cromwell Inn, Cromwell, Conn.

May 18—*Women in Cable, New England chapter*, meeting. Speaker: Kay Koplovitz, USA Cable Network. Hyatt Regency, Cambridge, Mass.

May 18—*Women in Communications, central Connecticut chapter*, annual Matrix dinner. Parkview Hilton,

Hartford, Conn.

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

May 18-19—*Ohio Association of Broadcasters'* spring convention. Speakers include William Baker, president Westinghouse Broadcasting; Elmer Lower, former ABC News president, and Tom O'Brien, vice president, Mutual Broadcasting. Dublin Stouffer's, Columbus, Ohio.

May 18-20—*International Radio Festival of New York* week. Information: 251 West 57th Street, New York, 10019; (212) 246-5133.

May 18-21—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21—*Concert Music Broadcasters Association* annual meeting. Executive House, Chicago. Information: (313) 476-5555.

■ **May 19**—*Federal Communications Bar Association* luncheon. Speaker: Sharon Percy Rockefeller, chairman of board, Corporation for Public Broadcasting. Touchdown Club, Washington.

May 19—*Hollywood Radio and Television Society* luncheon. Guest speaker: actor Robert Redford. Beverly Hilton hotel, Beverly Hills, Calif.

May 19—*Radio Advertising Bureau* "Idearama" for radio sales people. Registry hotel, Minneapolis.

May 19—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herman Keld, vice president, development, CB Broadcast Group, on "The Future of Advertiser Supported Cable TV, Pay TV and Commercial TV." Copacabana, New York.

■ **May 19**—*Public Relations Society of America, national capital chapter*, meeting. Speaker: Zbigniew Brzezinski, former Assistant to the President for National Security Affairs, and currently with Columbia University and Georgetown University. Army-Navy Club Washington.

May 19-20—*Kentucky Broadcasters Association* spring convention. Speaker: Eddie Fritts, president National Association of Broadcasters president. Remada Inn East, Louisville, Ky.

May 19-20—*University of Wisconsin-Extension* "Broadcast Engineering Management" seminar. UW campus, Madison, Wis. Information: Heather Goldfoot (608) 262-6512.

May 19-21—*Minorities in Cable Inc.* second annual conference. Theme: "Cable TV: Its Impact on Urban America." Columbia University, School of International Affairs, New York. Information: (212) 683-5656.

May 19-22—*Michigan State University's* "International Conference on Television Drama." Kellogg Center MSU campus, East Lansing, Mich.

May 19-22—*American Advertising Federation* district four conference. Sheraton Bal Harbour, Miami, Fla.

■ **May 19-22**—Third International Conference on Television Drama, sponsored by *Kellogg Center for Continuing Education, Michigan State University*; MSU campus, East Lansing, Mich. Information: Joe Martin Alam, (517) 353-7822.

May 20—MDS piracy seminar. "Strategies and Techniques for Combating Signal Piracy," sponsored by *Movie Systems Inc.* Holiday Inn International Airport Minneapolis. Information: Melodee Powell, (515) 287-7490.

May 20—Awards presentation ceremonies for second annual *International Radio Festival of New York*. Sheraton Center, New York.

May 20—*Pacific Pioneer Broadcasters* luncheon, honoring "The Kings and Queens of TV Commercials Sportsmen's Lodge, Los Angeles.

■ **May 20-21**—*National Federation of Local Cable Programmers* mid-Atlantic region conference. Sheraton

Major Meetings

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: June 3-6, 1984, Las Vegas; June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, 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 23-26—*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.

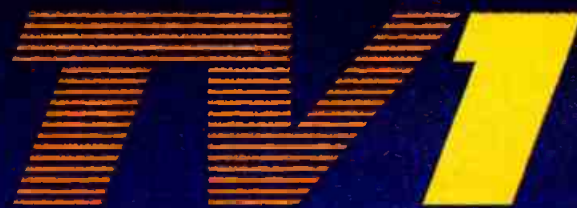
Feb. 12-16, 1984—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

April 29-May 2, 1984—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

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

Warner Bros. commitment

to supply the very best
features continues with



Warner Bros. Television Distribution
A Warner Communications Company

Washington hotel. New Carrollton, Md. Information: (202) 544-7272.

May 20-22—*Pennsylvania AP Broadcasters* annual meeting (with region 12 of Radio-Television News Directors Association). Pittsburgh Hyatt hotel, Pittsburgh.

May 21—*Society of Motion Picture and Television Engineers, Hollywood chapter*, seminar, "Production Lighting Techniques." Universal Studios, stages 43 and 44, Los Angeles.

May 21—*Radio-Television News Directors Association* region two meeting with *Stanford University* and *Radio-TV division of Association for Education in Journalism*. Tressider Union, Stanford campus, Stanford, Calif.

Also in May

May 24—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

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

May 23-24—"Adult Radio Forum" sponsored by *Burkhardt/Abrams/Michaels/Douglas and Associates*, consulting firm. Marriott Airport hotel. Atlanta.

May 23-24—"Lighting and Staging for Television" workshop, sponsored by *Nebraska Educational Television Network*. Nebraska Educational Telecommunications Center, Lincoln, Neb.

■ **May 24**—*New Jersey Broadcasters Association* news and programing seminars. Marriott hotel, Somerset, N.J.

May 24—*Radio Advertising Bureau "Idearama"* for radio sales people. Holiday Inn-Woodlawn, Charlotte, N.C.

May 24—*Radio Advertising Bureau "Idearama"* for radio sales people. Holiday Inn Holidome, Sacramento, Calif.

May 24—*Radio Advertising Bureau "Idearama"* for radio sales people. Ramada Inn, Evansville, Ind.

May 25—*Massachusetts Broadcasters Association* annual spring seminar. Tara, Framingham, Mass.

Stay Tuned

A professional's guide to the intermedia week (May 16-22)

Network television □ PBS: (check local times) *King of America* (play) [B.J. Merholz], Tuesday, 9-10:30 p.m.; *The Different Drummer: Blacks in the Military* (three-part film), Wednesday, 8-9 p.m., [to air on consecutive Wednesdays]; NBC: *Motown 25: Yesterday, Today, Forever* (star-studded anniversary special), Monday, 9-11 p.m.; *Jacobo Timerman: Prisoner Without A Name, Cell Without A Number* (TV movie), Sunday, 9-11 p.m.; ABC: "Death on the Nile" (1978), Monday, 8-11 p.m.; *Hollywood's Private Home Movies* (entertainment special), Sunday, 8-9 p.m.; *Parade of Stars* (benefit for the Actors Fund), Sunday, 9-11 p.m.

Cable □ WOR-TV New York: *America at the Movies* (retrospective of popular, American movies), 8-9 p.m.; WTBS: *Ike: The War Years* (Eisenhower documentary), Saturday, 1:05-5:05 p.m.; HBO: *The Terry Fox Story* (original HBO movie), Sunday, 8-10 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Writing for Television*, seminar with author John Mortimer, Wednesday, 12:15-2 p.m.; *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

*indicates a premiere episode

May 25—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Joe Stuart, producer of ABC-TV's *Loving*. Copacabana, New York.

■ **May 25**—*Advertising Club of Greater Boston* luncheon, featuring panel of sports reporters. 57 Restaurant, Boston.

May 25-26—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium, Washington*. Information: (202) 331-1154.

May 25-26—"Lighting and Staging for Television" workshop, sponsored by *Nebraska Educational Television Network*. Nebraska Educational Telecommunications Center, Lincoln, Neb.

May 26—*Women in Communications, New York chapter*, annual business meeting. Tavern-on-Green, New York.

May 26—*Radio Advertising Bureau "Idearama"* radio salespeople. John Marshall hotel, Richmond.

May 26—*Radio Advertising Bureau "Idearama"* radio salespeople. Ramada Renaissance, Atlanta.

May 26—*Radio Advertising Bureau "Idearama"* radio salespeople. Hyatt-Airport, Los Angeles.

May 26—*Radio Advertising Bureau "Idearama"* radio salespeople. Hyatt-Airport, Los Angeles.

May 26—*Radio Advertising Bureau "Idearama"* radio salespeople. Hyatt-Airport, Los Angeles.

Errata

"Rep Report" in May 2 issue assigning **WOOF-AM-FM Dothan, Ala.**, from Lotus Representatives to Weiss & Powell was in error. Stations have dropped Lotus, but have no new national rep yet.

□

WMFD(AM) Wilmington, N.C. is 1 kw full time on 630 khz, and not daytime as reported in "Changing Hands," in the April 18 issue.

radio salespeople. Hyatt Des Moines-Airport, Des Moines, Iowa.

May 26-28—*Society of Southern Broadcast Executives* spring conference. Buccaneer Motor Lodge-Spooners Creek Yacht Marina, Morehead City, N.C.

May 27—Deadline for entries in 23rd annual He Awards for Advertising Excellence, sponsored by *Advertising Club of Greater Boston*.

May 28-June 2—*13th Montreux International Television Symposium and Technical Exhibition*, Montreux Switzerland. Keynote addresses on high-definition television. Information: International Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland. Telephone: (021) 62 32 20 or 61 33 84, until March 1983.

May 30-June 4—25th American Film Festival sponsored by *Educational Film Library Association*. Forest Hotel, New York.

June

June 1—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Sp



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

Sony Communications Products Company, Sony Drive, Park Ridge, New Jersey 07656. © 1983 Sony Corp. of America. Sony is a registered trademark of the Sony Corp.

KATZ AMERICAN TELEVISION

People Make The Difference

Maximizing revenues for a select list of 32 major market affiliates takes an organization structured for high intensity sales, a strong management team and an aggressive sales force. Katz American has them all.

Katz American's 22 offices are staffed by the most effective management team and sales force in the business backed up by specialized sales research, management and information systems.

Katz American is the best because we have the best people—people who are specialists in selling major market affiliates. Goal oriented people fully equipped to deliver maximum sales effort for our strong list of client stations.



Katz American Television. The best.

KATZ AMERICAN TELEVISION / A DIVISION OF KATZ COMMUNICATIONS INC.

er George Back, president, All American Television, on "Special Interests and Special Audiences—What the Networks Can't and Won't Broadcast." Copacabana, New York.

June 2—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Nashville, Nashville.

June 2—Radio Advertising Bureau "Idearama" for radio salespeople. Cavanaugh's Inn at the Park, Spokane, Wash.

June 2—Radio Advertising Bureau "Idearama" for radio salespeople. Indianapolis Hilton, Indianapolis.



ITFS initiative

EDITOR: The current overheated Instructional Television Fixed Service issue could be defused if the FCC would follow its own Subsidiary Communications Authority and tele-text lead and allow educational institutions, public broadcasters and others now currently qualified to apply for ITFS channels to use their excess spectrum for commercial purposes in support of their educational mission. To make the most efficient use of the spectrum and provide these financially pressed nonprofits a potential source of support, the FCC need only do three things: 1. Add the following phrase to the end of paragraph (a) Part 74.931 of the present rules: "... or the transmission of any other cultural, entertainment, sports or informational material these institutions believe consistent with their overall mission." 2. Delete paragraph (d) of Part 74.931, the section that allows ITFS to be used as point-to-point relays. Forbidding this wasteful use of spectrum and opening up to ITFS licensees the point-to-point use of other microwave frequencies (including those now available for television station studio to transmitter links) will free up hundreds of channels nationwide for possible commercial use by educators and public broadcasters. 3. Make ITFS a hybrid service, part broadcasting, part common carrier. As "uncommon carriers," ITFS operators can either program their own channels or lease time or whole channels to other programers, either education entrepreneurs, consortia of institutions or for-profit program suppliers.

These three simple steps and the reaffirmation by the FCC that ITFS channels will remain reserved solely for use by educational and public broadcasting entities for instructional and or commercial use as they see fit, will solve the problem fully in the public's best interest. The nonprofits will be able to help support their educational programming and millions of Americans will have an opportunity to receive additional television programs—movies, sports presentations, cultural and informational programs—at reasonable cost. What could be a better goal for wise and prudent spectrum management?—*Michael R. Kelley, PhD, director of telecommunications, George Mason University, Fairfax, Va.*

In agreement

EDITOR: As one who has been advocating the same cause for several years, I can say only "Amen" to Laurence Steadman ("Monday Memo," May 2). Anybody promoting tech-

nology for its own sake ought to take a close look at the profit/loss statements surrounding the Concorde and the Picturephone.—*Steven B. Weissman, director, information services analysis, International Resource Development Inc., Norwalk, Conn.*

Raising the umbrella

EDITOR: In the early days of radio, there were clear channels, regional channels and local channels. Each had different problems. The National Association of Broadcasters was intended to be 'one big umbrella,' under which each group could serve its best interest, but the NAB could *speak as one voice* for the entire industry.

As time went by, radio became an electronics industry, including TV (U's & V's), FM, cable, networks, satellites, DBS, etc. There is no question about it, NAB had neglected radio ... yet there was more radio than all the others put together! NRBA was organized to serve radio ... with more than 1,000 members.

But, the original intent and purpose and problem still exist. Our electronic broadcasting industry should speak with one solid *loud* voice. Has the time come for NRBA to get under the NAB "umbrella" but retain its radio interest?

NAB has learned its lesson. It should speak with one loud voice for all electronic broadcasting groups ... *equally*. And radio, the bedrock foundation of broadcasting, should always vigorously maintain its identity and purpose. But let's have one big NAB "umbrella" for all.—*David W. Palmer, vice president/general manager, WATH(AM)-WXTQ(FM) Athens, Ohio.*

On cameras

EDITOR: In an article on the 1983 NAB convention in your April 25th issue, BROADCASTING mentioned "a quick check with NBC" led you to say: "It seems that RCA sent NBC the cameras" (20 RCA Hawkeyes) "as replacements for TK 76 ENG cameras that RCA could no longer make work properly."

The statement as you printed it is incorrect. What is correct is that NBC is trading in 13 TK 76 "C" cameras, which was a limited version of an RCA camera purchased specifically for an aborted use in the 1980 Olympics. All 13 of these cameras are, or can be made to be, in working order and most of them are currently being used in our operations.—*Michael J. Sherlock, executive vice president, operations and technical services, NBC, New York.*

BROADCASTING PUBLICATIONS INC.

Lawrence B. Taishoff, *president*.
Donald V. West, *vice president*.
David N. Whitcombe, *vice president*.
Jerome H. Heckman, *secretary*.
Philippe E. Boucher, *assistant treasurer*.

The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

□
Sol Taishoff, *editor-in-chief (1904-1982)*.
Lawrence B. Taishoff, *publisher*.

EDITORIAL

Donald V. West, *managing editor*.
Leonard Zeidenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Harry A. Jessell, *associate editor*.
Doug Halonen, Matt Stump, *assistant editors*.
Kim McAvoy, John Eggerton, *staff writers*.
Anthony Sanders, *systems manager*.
Susan Dillon, Marcia Klein, *research assistants*.
Michael McCaleb, *editorial assistant*.

Senior Editorial Consultants

Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultants

Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

BROADCASTING CABLECASTING YEARBOOK

John Mercurio, *manager*.
Joseph A. Esser, *associate editor*.
Mark Jeschke, *assistant editor*.

ADVERTISING

Washington
Gene Edwards, *director of sales and marketing*.
John Andre, *sales manager (equipment and engineering)*.
Doris Kelly, *sales service manager*.
Christopher Mosley, *classified advertising*.

New York

David Berlyn, *senior sales manager*.
Charles Mohr, Ruth Windsor, *sales managers*.

Hollywood

Tim Thometz, *sales manager*.

CIRCULATION

Kwentin K. Keenan, *circulation manager*.
Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGirr.

PRODUCTION

Harry Stevens, *production manager*.
Don Gallo, *production assistant*.

ADMINISTRATION

David N. Whitcombe, *vice president/operations*.
Philippe E. Boucher, *controller*.
Albert Anderson.
Irving C. Miller, *financial consultant*.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

CORPORATE RELATIONS

Patricia A. Vance, *director*.

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Ditingo, *senior editor: radio*.
John Lippman, *staff writer*.
Marie Leonard, Mona Gartner, *advertising assistants*.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, *correspondent*.
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Telecasting* *introduced in 1946. *Television* *acquired in 1961. *Cablecasting* *introduced in 1972 □ *Reg. U.S. Patent Office. □
Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. **Cablecasting.**

KATZ TELEVISION CONTINENTAL

People Make The Difference

Meeting the special needs of medium and smaller television markets takes efficient and effective use of personnel, targeted sales and marketing information plus resources geared to increasing station revenues. Katz Television Continental has them all.

Katz TV Continental has the most sophisticated sales organization, management systems and information services in the business.

Katz TV Continental is the best because we have the best people—people who aggressively respond to changing market conditions. People who pursue new business opportunities for the television stations we represent.



Katz TV Continental. The best.

KATZ TELEVISION CONTINENTAL / A DIVISION OF KATZ COMMUNICATIONS INC.

A radio advertising/programming commentary from Thomas Durney, Insilco Broadcasting, New Orleans

The FM fallacy of average quarter-hours

FM radio is a monument to average quarter-hour listening. It's "all music all the time," and nearly-all-music programming generates long listening spells. For media buyers who evaluate radio stations solely upon "average-quarter-hour-listening" levels and derivations of AQH like "shares" and "rating points," most successful FM stations are shoo-ins these days.

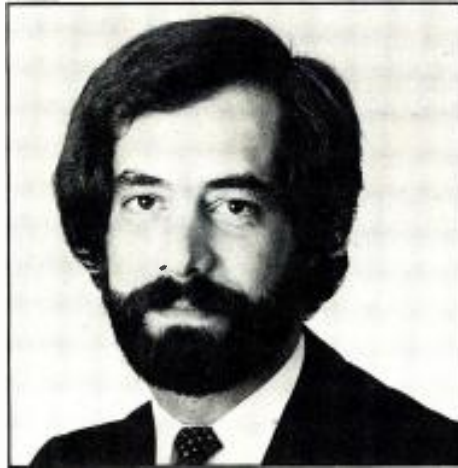
For programming consultants who have devised methods, techniques and machinations that increase quarter-hour listening, there is a lot of money to be made. Many of these guys employ mirrors and rubber clocks to delude listeners into perceiving that they actually listened five more minutes per hour than they really did. Generously, Arbitron grants 15 minutes listening credit for the five minutes alleged. There is quite an incentive there. It is sort of a 'three times reality' phenomenon that media buyers are more willing to accept than a station's "cumulative audience" estimate.

Some new program consultants are on the scene these days. They advise clients to play at least 35 minutes of continuous music. This, of course, guarantees a station 45 minutes of listening credit in that hour. Playing this Arbitron-authorized and media buyer-endorsed rubber clock gamut is par for the course. But what happens here is that all the commercials and information elements are lumped into the last 25 minutes of the hour. Listeners are inundated and tune out, but so what? The media buyer got what was wanted: three quarter-hours worth of listening. And isn't that what average quarter-hour radio is all about? The advertiser got to be part of the information irritation and overload that precipitated eventual tune-out.

Jim Shulke, the genius of beautiful music, was very successful at creating the illusion of "All Music All The Time." That is his copyrighted slogan. It explicitly excludes commercials. This notion made him rich. In the '80's we witness and even applaud broadcasters like Gary Stevens at Doubleday who launches stations with a "commercial free" pledge. His success, and that of others who employ this strategy, is a matter of record.

"Commercial-Free Music Sweeps," "All Music All The Time" and "Commercial-Free" radio have made many media buyers very happy. They have made many broadcasters very successful and many programmers and syndicators legendary.

Low-overhead FM's, with high quarter-hour listening levels have really put it to AM stations with "cost efficient" pricing. But, I believe that if you get something cheaply or for nothing it's probably worth what you



Thomas J. Durney is executive vice president of Insilco Broadcasting's FM division, as well as general manager of WQUE(FM) New Orleans. Durney has served as senior vice president/general manager of WQUE, where he was also responsible for the management and operations of WGSO(AM) New Orleans and the Insilco Sports Network, the remaining broadcast interests of the New Orleans-based group. Before joining WQUE as vice president/general manager, he was vice president/general manager of Insilco's WKSS(FM) Hartford. He began his career as a sales trainee at KQV(AM) in his hometown of Pittsburgh in 1973, and the following year joined that city's WIC-TV as an account executive. Durney later served as a general manager in Syracuse, N.Y. and in Kansas City for Meredith Broadcasting prior to joining WKSS in 1978.

paid. What we FM broadcasters forget or forsake is our franchise as an advertising medium. Our raison d'être.

When we employ techniques and methods designed to extend average quarter-hour listening at the expense of having commercials heard, we are conspiring with the ill-conceived and vacuous notions of media people who encourage average quarter-hour effectiveness to usurp the conditions that create commercial effectiveness. We must sell against this folly, or we will inflict great harm to the worthiness and power of our medium... our advertising medium. If the stations that program antithetically to commercial effectiveness prevail, the medium itself will succumb.

The programmers, syndicators and broadcasters that I seem to be indicting are only responding to the media buyers' requisite. That is good marketing. The media buyers that I seem to be indicting are only responding to the media director's directive: Buy the stations that have the largest average quarter-hour ratings at a lower rate than they need to charge. God bless the poor media buyer;

that's a challenging assignment. And, if you agree with me, a perverse one. Who are these media directors and where are the coming from?

Not too long ago, a well-respected "media person" named Ed Papazian had an article published lamenting that today's FM's are being programmed as AM's were for a couple of glorious decades. There are personalities who "chatter," sports reports, newscasts, weathercasts, a host of other services and features and, God forbid, commercials. Ed Papazian's lament is disturbing. He makes his living in the advertising business. The last thing in the world that he should be advocating is unobtrusive, commercial-free radio. Imagine the poor media buyer who goes to Ed to try to rationalize why he wants to buy station A instead of station B. Station A has full service, attention-getting programming with personalities who sell products. It places commercials even throughout the hour, integrating them in the programming. Station B is a juke box that guarantees listeners commercial-free music sweeps. At the end of the sweep it reminds listeners to tune at the top of the hour for the next sweep. It then goes into a couple of heavy commercial clusters, news, information, etc. Station B has big quarter-hours at it is cheap. Good luck, Station A.

It is no wonder that for FM broadcaster the temptation is to invalidate our commercial franchise with real or illusory programming techniques and rake in the dough from media buyers who want large quarter-hour

On the other hand, the challenge is to program a format that is unobtrusive, one that integrates compelling information and entertaining personality involvement into the music environment so that listeners are provoked into an information assimilating mood, and, therefore, affected by and effected by the commercials that run adjacent to the nonmusic elements. The challenge is to program a balance that not only attracts music lovers but maintains their allegiance through commercial breaks.

Our job as broadcasters (marketers) is to sell the media buyers, the media directors and their clients if necessary, on the real values of good commercial radio and to admit that there are, in fact, listeners who tune out when commercials air.

The temptation is to go cheap and employ simple devices that attract the all-music listener and the all-quarter-hour buyer. The challenge is to invest money and expertise to strike a wholesome, integrated balance between music entertainment and nonmusic elements in order to attract a listening audience that enjoys the programming and accepts the commercial franchise. It's a cliché to say it, but average quarter-hours, short ones and long ones, don't buy products. We've got to cling dearly to that simple assertion.

MY FAVORITE MARTIAN TAKES OFF!

"My Favorite Martian" has returned to earth to become an important part of your early fringe and daytime comedy block. Join the promotion minded stations that are blasting-off with this highly promotable show starring Bill Bixby and Ray Walston.



MY FAVORITE MARTIAN

ALREADY SOLD IN

Albany	Fargo	Jackson	Portland
Albuquerque	Green Bay	Kansas City	Richmond
Birmingham	Greensboro	Las Vegas	Sacramento
Cape Girardeau	Hartford	Memphis	Spokane
Cleveland	Honolulu	Miami	Springfield
Columbus	Houston	Norfolk	St. Cloud
Denver	Huntsville	Phoenix	

Distributed by

Telepictures
CORPORATION

In Association with

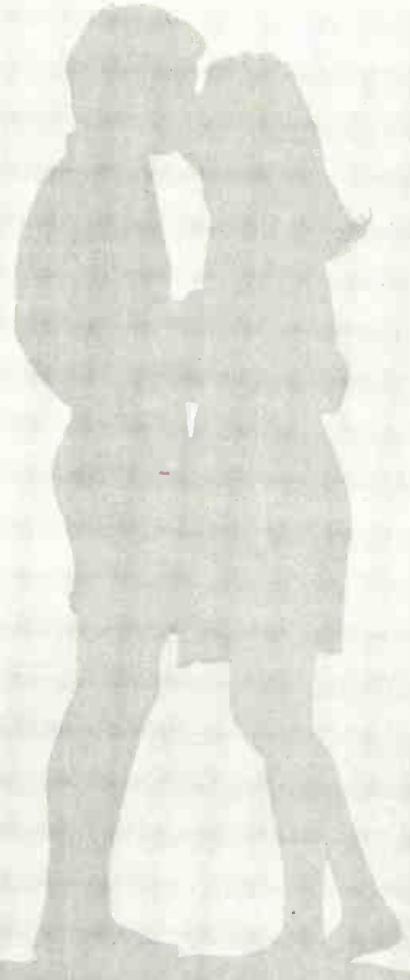
LE

UNITED ENTERPRISES

AVAILABLE FOR AIRING
RIGHT NOW WITH A
POWER-PACKED
PROMOTION
CAMPAIGN!



THE
THORN
BIRDS



The tradition continues...

The winning combination does it again!

Best-selling book

Based on Colleen McCullough's monumental international best-selling novel about the life of an Australian frontier family.

Top miniseries producers

Created with lavish production values by the successful "Roots" producers, David L. Wolper and Stan Margulies.

Outstanding cast of stars

Presenting the most talented and carefully selected cast of stars ever assembled in the history of television.

Captivating epic saga

Spanning over 50 years, the sweeping 10-hour epic propels the audience from the outback of Australia to the inner chambers of the Vatican.

Huge rating success

Just like "Roots," THE THORN BIRDS attracted record-setting national television audiences on successive nights of the week.

Broad critical acclaim

Reviewers praised the film and every aspect of it—acting, writing, directing, photography, settings, costumes, and music.



Warner Bros. Television Distribution
A Warner Communications Company



THE THORN BIRDS delivered more homes than any miniseries in the history of television.

			Avg. Aud. Households
THORN BIRDS	(10 hours, Mar. '83)	ABC	34,900,000
WINDS OF WAR	(18 hours, Feb. '83)	ABC	32,130,000
ROOTS	(12 hours, Jan. '77)	ABC	32,000,000



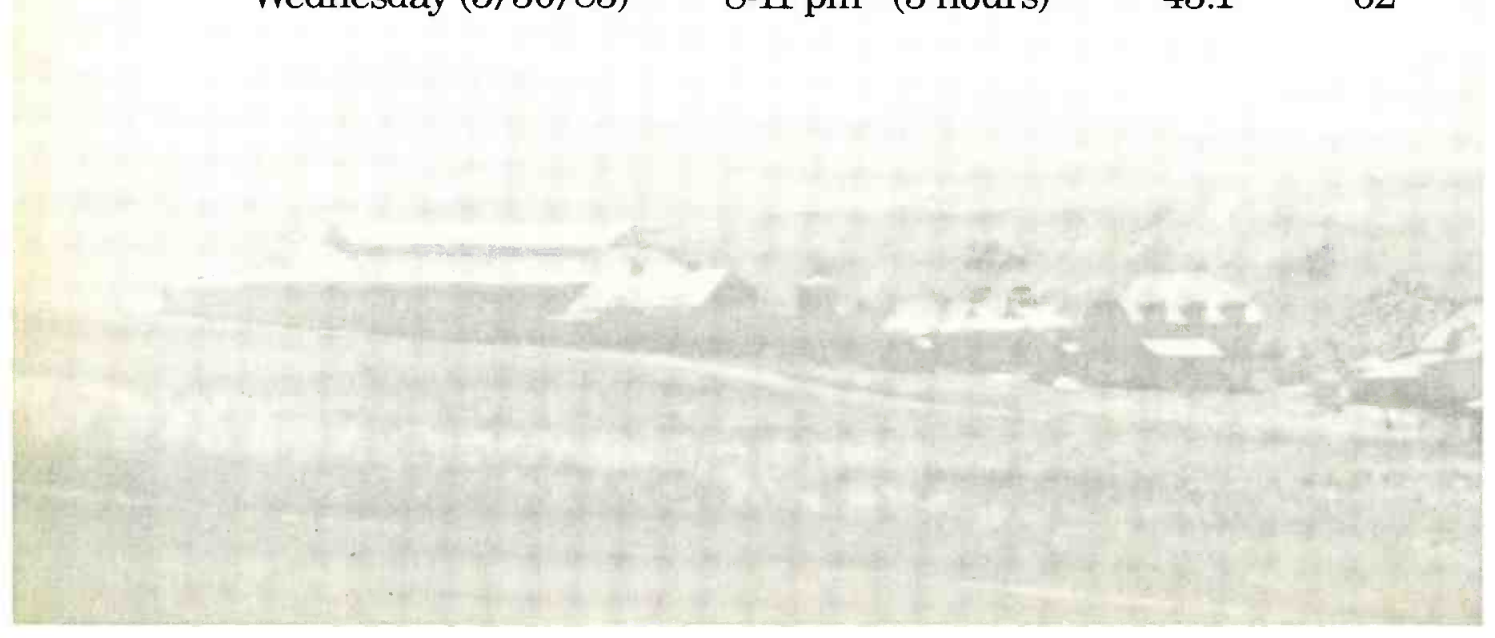
THE THORN BIRDS now ranks as the 2nd highest rated miniseries in the history of television.

			Avg. Rating	Avg. Share
ROOTS	(12 hours, Jan. '77)	ABC	45.0	66
THORN BIRDS	(10 hours, Mar. '83)	ABC	41.9	59
WINDS OF WAR	(18 hours, Feb. '83)	ABC	38.6	53



THE THORN BIRDS dominated its time period each of its 4 successive evenings on ABC-TV.

			Avg. Aud. Rating	Avg. Aud. Share
Sunday (3/27/83)	8-11 pm	(3 hours)	39.5	55
Monday (3/28/83)	9-11 pm	(2 hours)	42.5	59
Tuesday (3/29/83)	9-11 pm	(2 hours)	43.2	62
Wednesday (3/30/83)	8-11 pm	(3 hours)	43.1	62



The "TOP TEN" television audiences of all time!

NTI Household
Audience Estimates
(Avg. Aud.)

1. MASH (Final episode)	2/28/83	CBS	50,230,000
2. DALLAS (Who Shot J.R.?)	11/21/80	CBS	41,470,000
3. SUPER BOWL XVII GAME	1/30/83	NBC	40,480,000
4. SUPER BOWL XVI GAME	1/24/82	CBS	40,020,000
5. ROOTS (Part 8)	1/30/77	ABC	36,380,000
6. THORN BIRDS (Part 3)	3/29/83	ABC	35,990,000
7. THORN BIRDS (Part 4)	3/30/83	ABC	35,900,000
8. THORN BIRDS (Part 2)	3/28/83	ABC	35,400,000
9. SUPER BOWL XIV GAME	1/20/80	CBS	35,330,000
10. SUPER BOWL XIII GAME	1/21/79	NBC	35,090,000



Warner Bros. Television Distribution
A Warner Communications Company

"THE THORN BIRDS ...All that's left now are the Emmys"

—George Maksian, *New York Daily News*

"Clearly they (Wolper and Margulies) are comfortable with sweeping stories of tragedy and triumph. In this instance, they have brought together a sturdy teleplay, generally faithful to the novel, by Carmen Culver, some uncluttered direction by Daryl Duke, majestic photography by Bill Butler and splendid production designs by Robert MacKichan." —John J. O'Connor, *The New York Times*



"Chamberlain, one of America's true leading men, is perfect as the ambitious, handsome priest. It isn't hard to understand how this priest could captivate a family and excite the church fathers in Rome." —Ken Hoffman, *The Phoenix Gazette*

"... The Thorn Birds is a significant contribution to the genre of the TV novel." —Harriet Van Horne, *Newsday*

"... The Thorn Birds is unquestionably television of epic proportions." —John Snell, *Seattle Post-Intelligencer*



"... it's Miss Ward who steals the film, combining uncommon beauty with intelligence. She may be one of the most sensuous actresses of our time." —Steve Reich, *TV Week (Gannett)*



"Performances are top-notch, and Barbara Stanwyck's last, impassioned speech may well be remembered as the pinnacle of her career." —US Magazine

"In the masterful hands of the men who developed *Roots* (executive producer David Wolper and producer Stan Margulies), this adaptation teems with riveting spectacle: simple country fairs and sumptuous dinner parties, rollicking sheep-shearing contests and haunting Vatican ceremonies." —Newsweek Magazine

"The Thorn Birds is an 'epic' in the original Hollywood meaning of the term." —Bill Donaldson, *Tulsa Tribune*



"It is wonderfully cast and performed ... and Richard Kiley, farmer Paddy Cleary, (gives) possibly his best performance ever." —Judy Flander, *Syndicated Columnist*

"By any standards—movie, TV, miniseries—Thorn Birds is a gem. It is beautifully acted, brilliantly filmed, crisply written. It has moments of sheer eloquence." —Mike Hughes, *Lansing State Journal*

"This is one of the best casts ever assembled in one vehicle and they play their roles with depth and care under Daryl Duke's direction." —Barbara Holsopple, *Pittsburgh Press*

"There are powerful scenes, stinging shots, forceful performance and a brooding sensuality that really is—for a change, on television anyway... broodingly sensual." —Tom Shales, *Washington Post*

"The Thorn Birds is beautifully photographed, powerfully performed and intelligently written." —Michael Douglas, *San Francisco Examiner*

"Richard Chamberlain triumphs as the priest..." —Peter Farrell, *Portland Oregonian*

"The Thorn Birds was good literature. This week it also became good drama." —Editor, *The Catholic Free Press*



"Then there's Jean Simmons as the cold, fording Fiona Cleary. This is one of her best roles. This accomplished actress has had in a good many years, and she is superb in it." —The New York Times

"As for Ward... she is stunningly beautiful and commands the screen's attention every second she's on." —Alan Pergam, *Buffalo Evening News*

"... one of the most distinctive miniseries in television history." —Dave Monticelli, *Jacksonville Times-Union*



"It's Plummer, actor of impeccable taste and style, whose performance as Cardinal Contarini Verchese... shows like a rare gem. He's a powerful actor." —Kay Gardner, *New York Daily News*

"... a new standard in miniseries quality has been set." —Carolyn Wyrick, *New Haven Register*



"Bryan Brown doesn't have a large role, but he seems so natural, so in command, that his performance may be the movie's best."

—Steven Reddcliffe,
Dallas Times Herald

horn Birds is a magnificent and awarding effort and will dominate the thoughts of the American public long after the week is over. It is beautifully adapted from a marvelous, totally romantic novel, brilliantly cast, authentically filmed." —Jerry Krupnick,
Newark Star-Ledger

Rachel Ward has scored a triumph for both Meggie and herself." —Fred Rothenberg,
AP Television Writer

Armen Culver's screenplay is superior." —Owen McNally,
The Hartford Courant



"Mare Winningham, as Ward's feisty daughter, turns in a must-see performance..."

—People Magazine

in a class by itself this season." —Gail Williams,
The Hollywood Reporter

avid Wolper and Stan Margulies, the team responsible for *Roots* and *Roots: The Next Generations*, have come up with another winner."

—David Connelly,
Shreveport Journal



"Philip Anglim, as Dane, is excellent as the devoted son and perfect priest that Ralph could never be."

—Kathy Borlik,
South Bend Tribune

ne Thorn Birds is one of those rare television experiences to be treasured like premium wine."

—Nancy McAlister,
Jacksonville Journal

"The Thorn Birds is a magnificent production, lovingly produced and brilliantly acted. It is the rarest of TV events—a consuming love story that probes deeply into the mystery of human relationships. It should hold you spellbound for all 10 hours and leave you emotionally exhausted at the agonizing finale."

—Ron Miller,
San Jose Mercury News



"Laurie, as usual, is a show-stopper. She plays Anne Mueller, the crippled woman Meggie works for after she marries Luke. Laurie is an elegant performer."

—Mal Vincent,
Norfolk Virginia-Pilot

"...a compelling novel for television, probably the best viewing 10 hours you'll ever watch. Don't miss it!"

—Rodi Alexander,
Paterson Evening News

"The Thorn Birds is one of the best of the genre to date... a rare gem."

—Jimmy Brown,
Shreveport Times

"Richard Chamberlain has moments of near-genius as the ambitious Father Ralph de Bricassart."

—Diane Holloway,
Austin American Statesman

"I still can't get the themes—musical, spiritual or intellectual—out of my head."

—Marilynn Preston,
Chicago Tribune



"...more good performances than in any miniseries since *Roots*... You expect good work from veterans like ... Holliman and you get it."

—Bob Wisheart,
Syndicated Columnist

"The Thorn Birds is a notable artistic achievement."

—Eric Mink,
St. Louis Post-Dispatch

"John Friedrich, who portrays Meggie's brother Frank, turns in a magnificent performance..."

—Anne Marie Kukec,
Chicago Southtown Economist

"It is almost perfectly cast, intelligently written and acted, beautifully appointed and photographed—in short, it is a painstaking and altogether exceptional production."

—Jeff Debell,
Roanoke Times and World News



"One of the most startling performances is turned in by Ken Howard, who plays a German who falls in love with Meggie's cynical daughter..."

—Lynda Hirsch,
Syndicated Columnist

"...a fast-moving grabber..."

—Tone, *Variety*

"... hauntingly beautiful theme music by Henry Mancini"

—Pete Rahn,
St. Louis Globe-Democrat

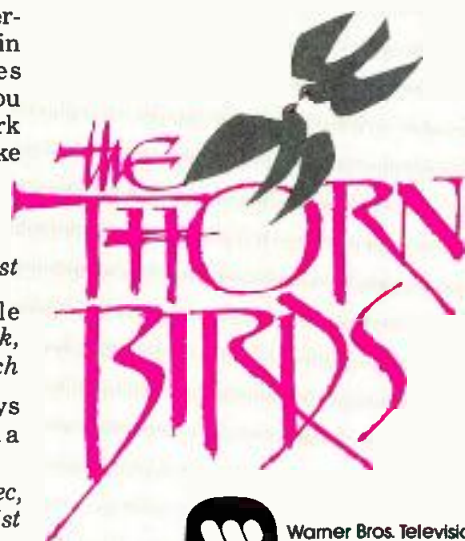


"She (Sydney Penny) should be declared a national treasure... This child fills the screen with charm and grace while snaring your heart with a shy grin."

—Bob Stewart,
San Antonio Light

"Well, it's all over. Wasn't it wonderful? I, for one, didn't want it to end."

—George Maksian,
New York Daily News



Warner Bros. Television Distribution
A Warner Communications Company



AP LaserPhoto

When the man on the right wanted the world to listen, he talked to the man on the left. And the man on the left was ours.

While a fanatic held the rest of the world at bay, nearly six thousand AP Broadcast members came within five feet of him.

Cold, unabashed fear twisted his gut as AP correspondent Steve Komarow eased toward a nervous bomber and what he believed was 1,000 lbs. of explosives.

Just minutes earlier, the news had electrified the crowd of reporters gathered near the Washington Monument: Mayer wanted to talk to a media representative.

A voice—Komarow's—rose over the din. He pleaded that a wire service representative should have a chance at the guy. A police spokesman recognized him, and singled Komarow out.

Why? Was it his reputation? Was it luck? Or was it his tenacity—his determination not to be swallowed by the faceless wall of newsmen, huddled behind the restraining ropes? Each relating the same story, from the same perspective.

It was all of that. And for five hours, it was Komarow who stepped in and out of Norman Mayer's killing zone.

Suddenly, an engine roared. Shots rang out. And Mayer lay dying.

In the end, one reporter—Komarow—had a headline story. The others were left with sidebars. One reporter knew first-hand what made Norman Mayer tick.

One reporter, and nearly six thousand AP radio and television members.

If you're determined to give your listeners a closer look at the newsmakers, contact Glenn Serafin,



Associated Press Broadcast Services. (212) 621-1511.

Associated Press Broadcast Services. Without a doubt.

Broadcasting May 16

ol. 104 No. 20

TOP OF THE WEEK

Across the board with ABC, CBS and NBC

**he networks are ready with
ie first drafts of their fall
rime time schedules; tight race
redicted; lots of mini-series
nd films among the offerings**

ABC and CBS unveiled their fall prime time neups for the advertising community in New York last week. Strategies revealed by both networks, combined with those outlined in ABC's plans for next season, announced a week earlier (BROADCASTING, May 9), point to the possibility of a more competitive race among the three.

NBC, which finished the recently ended season three rating points behind the other two networks and without a consistently winning lineup on any night of the week, has assembled a Tuesday roster that many observers believe could be a winner, and a Saturday lineup some predict will shake ABC's dominance of that night. CBS, which won 19 out of 29 weeks last season on the strength of its Thursday, Friday and Sunday neups, hopes to add Monday to that list next year, and to experiment with introducing new series late in the fall, after heavy competition during the baseball playoffs, the World Series and the November sweeps has ended. To that end, it surprised many observers by leaving three movie nights—Tuesday, Wednesday and Saturday—in its schedule.

Other surprises included cancellation of CBS's *Archie Bunker's Place* and NBC's *Crime* and retention of NBC's critically-acclaimed, but consistently poor ratings chieffer, *St. Elsewhere*. Both NBC and CBS have heavier commitments to mini-series next year and both claim better-than-average movie packages.

In what NBC Entertainment President Brandon Tartikoff called the "reversal" of an additional network pattern, NBC plotted more comedy programming than either of the other two networks for next season, charting a total of 10 half hours in comparison with eight for ABC and six for CBS. "This is the first time in modern history that NBC has been the network with the most comedies," said Tartikoff, who is hoping a pattern established by CBS in the 1960's and by ABC in the 1970's that "the network that is number one in comedies is number one" will continue.

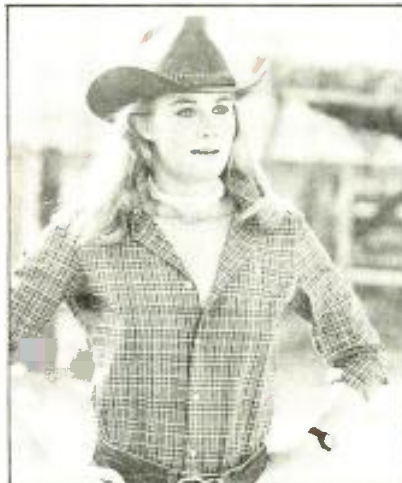
NBC scheduled nine new programs for next fall, including three half-hour comedies and six hour-long drama series. It retained two movie nights—Sunday and Monday—because of "a heavy movie inventory," al-



ABC's *Hotel*



CBS's *Navy*



NBC's *The Yellow Rose*

though, according to Tartikoff, it had "enough in the way of production" to go to six nights of series. "We're primed to go to six nights next year," he said. "I believe that is the future of network television."

On Monday, NBC replaced *Little House on the Prairie: A New Beginning*, with a show it believes will attract a similar demographic profile, *Boone*, a series about the rise of a country music star in Nashville in the 1950's. On Tuesday, it will continue opening the night with *A Team*, a program Tartikoff said has the "highest Q score (a measure of audience satisfaction) of any show on television." Following it will be *Remington Steele* and the new MTM Enterprises entry, *Bay City Blues*.

St. Elsewhere replaces the canceled *Quincy* on Wednesday at 10 p.m., while the rest of that night will line up as it did last fall: *Real People*, followed by *Facts of Life* and *Family Ties*. Tartikoff expressed surprise at CBS's scheduling of a hospital drama, *Cutter to Houston*, at 8 p.m. Wednesday, a move he said would make *Real People* "the comedy alternative" in the time period, especially if episodes skewing heavily toward women and younger viewers are plotted for early fall.

On Thursday, NBC will open with half-hour comedies, *Gimme a Break* and *Mama's Family*. Following them will be *We Got It Made*, a new half-hour comedy from Fred Silverman's InterMedia Entertainment about a pair of young male roommates who hire a beautiful young live-in maid. Following that will be *Cheers*, which Tartikoff noted has gained four share points since moving to the same time period this spring, in front of *Hill Street Blues*.

Friday's all-new lineup represents NBC's biggest gamble, although a similar move last fall yielded a surprise success in *Knight Rider* and the relatively successful *Remington Steele*. In a lineup Tartikoff described as "high concept," NBC will open Friday with *Mr. Smith*, a half-hour comedy from the producers of the now-eliminated *Taxi*, about an orangutan with an I.Q. of 256 and the ability to talk, who becomes a consultant to the U.S. government and lives in Washington with a brother who in temperament bears a strong resemblance to former President Jimmy Carter's brother, Billy. Following *Mr. Smith* will be *Jennifer Slept Here*, a half-hour comedy—not well received by the advertising community last week—about an adolescent boy who moves with his family to a house in California that is haunted by the glamorous ghost of a dead movie star, who

appears to no one but him. *Manimal*, an hour-long drama about a handsome young professor who uses his ability to change himself into any kind of animal to moonlight at solving crimes, follows *Jennifer* and following that is a semi-serialized hour-long drama, *For Love and Honor*, which bears a resemblance to the hit movie, "An Officer and a Gentleman." NBC is hoping a weakened *Dukes of Hazzard* will provide an opening for *Mr. Smith* and that *Manimal* will overpower what Tartikoff called "takable" competition from ABC's *Lottery* to become second to *Dallas*. CBS is expected to continue winning Fridays, however.

Diff'rent Strokes and *Silver Spoons* will continue opening NBC's Saturday-night lineup, but they will be followed by *The*

Rousters, a new, comedy-adventure series starring Chad Everett as the great grandson and namesake of Wyatt Earp, who lives with his mother, a cantankerous 85-year-old bounty hunter, and his brother, an "off-the-wall" sidekick who often gets in Wyatt's way. *The Yellow Rose*, an hour-long series set on a Western ranch follows *The Rousters* and stars Chuck Connors, Edward Albert Jr., Sam Elliott, Cybill Shephard, Susan Anspack and David Soul. *Silver Spoons* will feature a new character next season—a robot.

A revamped *NBC Monitor*, which Tartikoff said will have a "new tone" and will be "harder edged" than its present version, will be NBC's entry against *60 Minutes* next year. NBC Entertainment had proposed *Fame* for

that slot, according to Tartikoff, but was overruled by the network itself. The new *Monitor*, which Tartikoff said may be named before fall, will feature an investigative unit and periodic special reports by "NBC News journalists." A sports magazine produced by Ohlmeyer Communicatic and tested this spring failed to capture significant ratings, according to Tartikoff, who said viewers appear to feel they have enough sports on weekends.

Following *Monitor* will be *Knight Rider* an entry CBS senior vice president for entertainment, Harvey Shephard, called his network's most serious competition that might fight it on CBS will be *Alice* and *One Day At a Time*, both transplanted from other time periods. Following them will be *The Jeffersons*, *Goodnight Beantown* and *Trapper John, M.D.*

Monday carries an almost all-new line for CBS, starting with a one-hour comedy-adventure series, *Scarecrow and Mrs. King* about a divorced housewife who becomes partner to a CIA agent. *After M*A*S*H* which will feature *M*A*S*H* character Colonel Potter, Corporal Klinger and Fat Mulcahey working together in a veterans hospital in Hannibal, Mo., follows at 9 p.m. and is followed by *Newhart*. *Navy*, a new serialized drama about the lives of a naval base commander and his three daughters will air at 10 p.m.

On Tuesday and Wednesday, CBS precedes its movies with one-hour dramas *Mississippi* and *Cutter to Houston*, respectively. The former has enjoyed considerable ratings success as a spring limited-run series on Fridays, following *Dallas*. *Cutter to Houston* features three young doctors recruited from a Houston hospital to run a hospital in a small Texas town.

CBS's scheduling of three movie nights for early fall "is an experiment that's never been tried before," according to Shephard who maintains it is no longer possible to launch a new, half-hour comedy at 10 o'clock. Series already ordered as possible

Charting the competition

Here is a night-by-night map of the prime time schedules announced by ABC, CBS and NBC for next fall. Together, the networks plan 18 hours of new series programming, six of them from ABC, four-and-a-half from CBS and seven-and-a-half from NBC. Fourteen of the new shows are hour-long dramas, while eight are half-hour comedies. NBC returned eight shows that premiered last season, ABC, two and CBS, three. The new slogans promoting the fall schedules will be, "That Special Feeling," for ABC, "We've Got The Touch," from CBS and "Be There," from NBC.

* indicates new show.

** indicates new time period.

Sunday

	ABC	CBS	NBC
7:00	Ripley's Believe It Or Not (Easter/Columbia)	60 Minutes (CBS News)	NBC Monitor** (NBC News)
8:00	Hardcastle & McCormick* (Stephen J. Cannell)	Alice** (Warner Bros.)	Knight Rider** (Universal)
8:30		One Day At a Time** (Embassy/Allwhit)	
9:00	ABC Sunday Night Movie (Various)	The Jeffersons (Embassy)	NBC Sunday Night at the Movies (Various)
9:30		Goodnight Beantown** (B & B/Warner Bros.)	
10:00		Trapper John, M.D. (Frank Glicksman/Don Brinkley/20th Century-Fox)	
10:30			
11:00			

Monday

	ABC	CBS	NBC
8:00			
8:30	That's Incredible (Alan Landsburg)	Scarecrow and Mrs. King* (Warner Bros.)	Boone* (Lorimar)
9:00	ABC's Monday Night Football (ABC Sports)	After M*A*S*H* (20th Century-Fox)	NBC Monday Night At the Movies (Various)
9:30		Newhart (MTM)	
10:00		Navy* (Esther Shapiro/20th Century-Fox)	
10:30			
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Just Our Luck* (Lawrence Gordon/Lorimar)	The Mississippi** (Ralph Waite/Hajeno/Warner Bros.)	The A Team (Stephen J. Cannell)
8:30	Happy Days** (Miller/Milkis/Henderson/Paramount)		
9:00	Three's Company (NRW/T.C.)		Remington Steele (MTM)
9:30	Yes, But I'm Married* (Carsey/Werner)	CBS Tuesday Night Movies (Various)	
10:00			
10:30	Hart to Hart (Spelling-Goldberg/Rona II)		Bay City Blues* (MTM)
11:00			

Wednesday

	ABC	CBS	NBC
8:00			
8:30	The Fall Guy (Glen Larson/20th Century-Fox)	Cutter To Houston* (Cypress Point/MGM/UA)	Real People (George Schlatter/NBC/Entertainment)
9:00			Facts of Life (Embassy)
9:30	Dynasty** (Spelling-Goldberg)	CBS Wednesday Night Movies (Various)	Family Ties** (JBU/Paramount)
10:00			
10:30	Hotel* (Aaron Spelling)		St. Elsewhere (MTM)
11:00			

placements for one of the movie nights are Jan Aida's *Four Seasons*, *Micky Spillane's like Hammer* and *Mama Malone*, a comedy CBS has had in development since last season.

Thursday and Friday, CBS powerhouses from its past season, remain intact, while on Saturday, a new, one-hour adventure series, *His Kids*, will make its debut. In it, a group of suburban teen-agers use their knowledge of computers and other talents to solve mysteries.

CBS is bolstering its schedule next year with its largest-ever commitment to miniseries, totaling more than 30 hours. Scheduled are *Chiefs* (six hours), starring Charlton Heston, Andy Griffith, Wayne Rogers, Paul Brino and Victoria Tennant; *George Washington* (eight hours); *Robert Kennedy and his Times* (six hours); *Master of the Game* (eight hours), and *The Gambler II* (four hours) starring Kenny Rogers, Bruce Boxittner and Linda Evans.

Drama specials planned for CBS next season include *John Paul II*, starring Albert Finney; *Dempsey*, starring Treat Williams; *Anatomy of an Illness*, starring Ed Asner; *Arthur the King*, starring Malcolm McDowell and Candice Bergen; *Blacklight*, starring Brooke Adams; *The Master of Balantrae*, and *Kim*. Made-for-TV movies total 15 next season, including Agatha Christie's *Caribbean Mystery*, starring Helen Hayes and Bernard Hughes; *China Rose*, starring George C. Scott and Ali McGraw; *The Lost Honor of Kathryn Beck*, starring Marlo Thomas and Kris Kristofferson; *Rita Hayworth: The Love Goddess*, starring Lynne Carter, and *Trackdown*, starring George Gal and Shelley Hack.

Made-for-TV movies, which proved to be among the strongest contenders for viewers pay-cable homes, will gradually become distinguishable from theatricals, according to Shephard, because the networks are investing more in their production and casting. Today's made-for-TV movie costs about \$100,000 more than did most made-fors of

two years ago, said Shephard, who said, "The days of low-budget, back-lot made-for-TV movies are gone."

Theatrical features on CBS next season, a package the network felt was strong enough to warrant the production of fewer made-fors, will include "Star Wars," "Coal Miner's Daughter," "Chariots of Fire," "Mommie Dearest," "Atlantic City," "Taps," "Four Seasons" and "Excalibur."

On NBC, mini-series next season will include *Kennedy* (seven hours), starring Martin Sheen, Blair Brown, E.G. Marshall and John Shea; *Princess Daisy* (four hours) featuring Lindsay Wagner, Claudia Cardinale, Stacey Keach, Robert Urich and Ringo Starr, and *Celebrity* (six hours).

Made-for-TV movies will include *Roses*, starring Melissa Gilbert and based on the story of three nuns killed in El Salvador; *Sessions*, starring Veronica Hamel, about a New York call girl burdened by her conscience; *The Boy Who Never Came Home*, starring Daniel J. Travanti and based on the story of the disappearance of a child, and *Police Woman Centerfold*, based on the story of a woman who fought to reverse her dismissal from a police force in Ohio because she posed in the nude for a magazine.

"On Golden Pond," "Ordinary People," "Airplane," "The Elephant Man," "Fort Apache, the Bronx," "The Border" and "Bustin' Loose" are among NBC's theatrical features. □

Radio dereg gets high sign from Court of Appeals

FCC's 1981 ruling is upheld, with exception of provision eliminating logging requirements

In a move that appears to bode well for broadcasters, the Court of Appeals in Washington has upheld most of the FCC's 1981 deregulation of commercial radio.

In an opinion released last week, the court returned to the commission for further consideration only that part of the decision eliminating logging requirements.

Although the court said it had "several serious reservations," it also said it couldn't say the FCC had overstepped the bounds of either its statutory authority or its administrative discretion in eliminating quantitative guidelines for nonentertainment programming, formal ascertainment procedures and quantitative guidelines for commercial time—the FCC initiatives were affirmed.

The FCC order was reviewed by a panel comprising Circuit Judges J. Skelly Wright,

Robert H. Bork and District Court of Montana Judge William J. Jameson.

Whether the decision will be appealed further, wasn't clear last week. Earle K. Moore, counsel to the Office of Communication of the United Church of Christ, which had appealed the decision to the court in the first place, said, for example, it was too early to say. But after a "preliminary" evaluation of the court's opinion, he thought an appeal "unlikely."

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, said the decision gave the FCC a "green light" to deregulate TV. Krasnow also said the decision should strengthen NAB's effort to obtain statutory deregulation in Congress. If the court had refused to uphold the commission order altogether, "some" congressmen might have tried to extract a higher price from broadcasters for statutory deregulation, Krasnow said.

FCC Chairman Mark Fowler, who noted

Thursday

	ABC	CBS	NBC
7:00	Trauma Center* (Glen Larson/ Jeremac/20th Century-Fox)	Magnum, P.I. (Universal/ Belisarius/Glen Larson)	Gimme a Break** (Mort Lachman/Alan Landsburg)
7:30			Mama's Family** (Joe Hamilton)
8:00	9 to 5** (IPC Films/20th Century-Fox)	Simon & Simon (Universal)	We Got It Made* (InterMedia Entertainment)
8:30	It's Not Easy* (20th Century-Fox)		Cheers (Charles Bros/ Burrows/ Paramount)
9:00	20/20 (ABC News)	Knots Landing (Roundelay/ Lorimar)	Hill Street Blues (MTM/ NBC Entertainment)

Friday

	ABC	CBS	NBC
8:00	Benson (Witt-Thomas-Harris)	Dukes of Hazzard (Lou-Step/Warner Bros.)	Mr. Smith* (Weinberger-Daniell/ Paramount)
8:30	Webster* (Paramount)		Jennifer Slept Here* (Larry/ Larry/ Columbia)
9:00			
9:30	Lottery* (Rosner/Orrion)	Dallas (Lorimar)	Manimal* (20th Century-Fox)
10:00			
10:30	Matt Houston** (Aaron Spelling/Largo)	Falcon Crest (Lorimar/ Amanda/M.F.)	For Love and Honor* (David Gerber/MGM/ UA)
11:00			

Saturday

	ABC	CBS	NBC
8:00			Different Strokes (Tandem)
8:30	T.J. Hooker (Spelling-Goldberg)	Whiz Kids* (Universal)	Silver Spoons (Embassy)
9:00			
9:30	The Love Boat (Aaron Spelling)		Rousters* (Stephen J. Cannell)
10:00		CBS Saturday Night at the Movies (Various)	
10:30	Fantasy Island (Spelling Goldberg/ Columbia)		The Yellow Rose* (Warner Bros.)
11:00			

Ascertainment action. In another opinion released last week, the Court of Appeals in Washington affirmed the FCC's 1980 decision exempting small-market commercial radio and TV stations from formal ascertainment requirements. (The exemption applied to stations serving communities with fewer than 10,000 persons outside all standard metropolitan statistical areas.)

After trying out the concept in a three-year test, the commission, noting that exempt stations were doing at least as satisfactory a job of providing responsive programming as nonexempt stations, made the exemption permanent in 1980. The National Black Media Coalition challenged the move, contending the commission had failed to "marshal substantial evidence to support its action." The court, represented by Circuit Judges J. Skelly Wright, Robert H. Bork and Montana District Court Judge William J. Jameson, noted, however, that the experiment had been based on the hypothesis that small-market broadcasters know their communities so well that ascertainment can be achieved without requiring formal reporting and documentation. "Although the evidence offered in support of that hypothesis is not as 'scientific' as might be desired, we cannot say the commission erred in its resulting conclusions," the court said. "The data before the commission indicated that the rate of petitions to deny exempt TV applications was less than half the rate with regard to nonexempt stations," the court said. "Although the absence of control groups and the failure to analyze pre-experiment data prevent exact statistical conclusions, it does not indicate that the commission acted unreasonably" in its conclusions. The court further noted that the question for radio had already been resolved in its decision on the FCC's radio deregulation order.

that he has instructed the staff to pursue a rulemaking looking toward TV deregulation, also said he was "confident" that the commission would be able to answer the court's "questions" about elimination of the logging requirements.

In the opinion, written by Wright, the court said that despite the "dire intimations" of some of the petitioners seeking review of the commission's order, the FCC had not "effectively foresworn" all regulation of nonentertainment programming in favor of total reliance on the marketplace. While the commission had "deliberately" redefined the programming responsibilities of radio licensees to provide greater discretion to licensees within the limits of their statutory obligations as public trustees, it still had affirmed that broadcasters were obligated to provide "issue-responsive" programming, the court said. And the commission's affirmation of this public interest obligation to provide issue-responsive programming is compatible with the Communications Act, its legislative history and subsequent judicial and administrative interpretations, the court said. "While we appreciate petitioners' arguments that it would be desirable as a matter of policy for radio licensees to serve a broader range of community needs than simply the need for 'issue' information, we cannot conclude as a matter of law that the commission is required to impose a more inclusive programming obligation," the court said.

The court also said that, despite petitioners' concerns, perhaps spurred by "misleading and contradictory" statements by the commission in its reconsideration order, the dropping of the nonentertainment programming guidelines didn't mean the FCC will never look at the quantity of public interest programming in assessing the performance of a renewal applicant. "Common sense alone dictates that if the commission has imposed a public interest obligation on radio licensees to provide programming responsive to community issues, the obligation simply cannot be fulfilled without licensees airing some irreducible minimum amount of broadcast minutes," the court said. "In short, despite petitioners' fears and the com-

mission's misstatements, we view the commission policy in this area as basically unchanged: The commission gives discretion to the licensee in determining the amount of nonentertainment programming and reviews the reasonableness of the exercise of that discretion at renewal time. Quantity of programming remains but one factor in assessing the overall responsiveness of a licensee—a factor that the commission may choose to de-emphasize, but may not ignore altogether."

While the commission's elimination of formal ascertainment procedures was also questioned, the court said the FCC's policy discretion in that area was "quite" broad. "The Communications Act in no way speaks to the procedures by which licensees must identify the major issues confronting their listenerships," the court said. "Under the prior regulatory regime, the commission conducted a two-part inquiry, determining first whether the licensee complied with ascertainment procedures to identify community needs and then determining whether the programming presented was responsive to the ascertained needs. Under the new system, the commission will rely to a greater extent upon the licensee's discretion in identifying community issues, but will still have to determine whether the programming presented was in fact responsive to those issues. In our view, the extent of the commission's review of program content, and hence the degree of intrusiveness into the protected realm of journalistic discretion, remains constant," the court said.

Although the commission's elimination of its guidelines governing commercial load was challenged as well, the court said that, in the absence of any statutory mandate obligating the commission to oversee commercialization, the court had to give "substantial deference" to such policy judgments. "We admit that we are given pause by the commission's decision never to consider formal challenges to the possibly blatant commercial excesses of any individual station," the court said. "In the past this court has expressed its concern about excessive commercialization—a concern mirrored in the

commission's own long-standing policy against domination of scarce broadcast time by private advertiser interests. The commission may well find that market forces alone will not sufficiently limit over-commercialization. In that event, we trust the commission will be true to its word and revisit that area in a future rulemaking proceeding."

On the elimination of programming log however, the court was not so deferential. Under the commission proposal, the court noted, licensees would only be required to place in their public files an annual "issue programs list," enumerating from five to 10 issues of concern to the community and providing examples of the programs aired in an effort to address those issues. That list would be the only record available in the station file.

According to the court, nothing in the Communications Act compels the commission to retain the programming log requirements. But after "thoroughly" examining the record, the court said it believed the commission failed to give sufficient consideration to the benefits of retaining a "modified" form of programming logs more appropriate to the informational needs of the new regulatory scheme established in that and other rulemaking proceedings.

The court said the FCC's fundamental problem was its "complete" failure to examine the informational needs created by the revised scheme and the possible ways in which those needs may be met. The relevant question should be whether a revised comprehensive logging requirement—one designed, for example, to log information about issues and not categories of programming—might not produce benefits that would outweigh the record-keeping costs, the court said.

The court said it had previously made clear the "crucial" right of citizens to participate in the review of a station's public interest performance at renewal time. "The public... possesses an unassailable right to participate in the disposition of valuable public licenses, free of charge, to 'public trustees.' We will not allow this right to be undermined indirectly by the commission's inadequately explained refusal to require licensees to make available information on their issue-responsive programming. Citizen groups in the past have found the programming logs to be essential to obtain the concrete information necessary to demonstrate a radio station's inadequate performance in a petition to deny. Under the commission's current rules, a citizen seeking to support a petition to deny based on a station's inadequate nonentertainment programming would now find very little information of any value in the station's public file. The issues/programs list would provide only illustrative examples of certain issue-oriented programs; there appears to be no way, short of constant monitoring, to gauge a station's overall public service performance. Such dearth of information is hardly conducive to encouraging the public participation envisioned by the Congress and by this court as essential to the formation of an informed regulatory policy."

Keeping the pressure on deregulation

NAB is optimistic that it can get dereg amendment attached to FCC authorization bill in House

Broadcasters and their congressional allies continued to press for a deregulatory package in the House last week. Most of their time was spent trying to strike a deal among themselves. This week they are likely to have a proposal in hand. Then broadcasters will be faced with the toughest challenge so far—to secure a majority of votes in the House Energy and Commerce Committee to attach their deregulation amendment to the FCC authorization bill. The FCC authorization bill is currently the most effective vehicle on which to piggyback broadcast deregulation.

The chance that the markup could be delayed indefinitely appears equally likely. Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, is adamantly opposed to the attachment of broadcast deregulation legislation to the FCC authorization and is determined to top it. And according to Wirth, House Energy and Commerce Committee Chairman John Dingell (D-Mich.), "told me, he will leave it up to me, to call it up." Proponents of the broadcast deregulation legislation, however, maintained that Wirth still may not be permitted to delay a markup indefinitely. The Energy and Commerce Committee has already failed to meet its May 15 deadline on passing authorization bills. In addition, they argue that Dingell has not put a stop to their negotiations either.

Two weeks ago the National Association of Broadcasters mounted a lobbying campaign backing several key Telecommunications Subcommittee members, who defied Wirth, and began working on their own deregulation package. Congressmen Tom Tauke (R-Iowa) and Al Swift (D-Wash.) and Mike Oxley (R-Ohio), all subcommittee members, joined by Congressmen Billy Tauzin (D-La.), Thomas Luken (D-Ohio), Energy and Commerce Committee members James Broyhill (R-N.C.), ranking minority member, Energy and Commerce Committee, are leading the negotiations on radio and television deregulation.

Tauke, Tauzin, Swift, Luken and Oxley introduced broadcast deregulation legislation this year (BROADCASTING, May 9). The Tauke-Tauzin bill (H.R. 2382), like the Swift bill (H.R. 2370), would codify the FCC's radio deregulation, accord the same deregulation to television and eliminate the comparative renewal process. The Swift bill would also require the FCC to establish quotas for local and information programming on radio and television as a form of public interest standard. Luken and Oxley introduced a

measure (H.R. 2873) which is almost identical to the Senate deregulation bill, S. 55, except for its omission of cost-of-regulation fees. S. 55 codifies FCC deregulation of radio, abolishes comparative renewal proceedings and permits the FCC to collect license fees to cover the cost of regulating the telecommunications services it oversees.

The Tauke-Tauzin bill and S. 55 are serving as the foundation for negotiations on the legislation. The measure being drafted would reportedly deregulate radio and television and include the same cost of regulation provisions as the Senate bill. According to sources familiar with the bill, the draft, however, they must satisfy Swift. The coalition is working to include a public interest standard to please Swift as



Wirth and Fritts in happier days

well as Dingell.

Dingell remains neutral, according to one source, and is looking "for ways to resolve the impasse while being fair to everybody." Broadcasters view Dingell as a potential ally, and even Swift notes that the negotiations have had the chairman's "blessing." Swift emphasized that Dingell has not "given us his proxy."

There is no doubt that if the NAB is to be successful, Dingell's vote is key. To challenge both Wirth and Dingell, observers say, would be political suicide. The focus of the negotiations have centered on Swift. Among the proposals advanced as a public interest standard is the adoption in law of the FCC's current television programming guidelines or an instruction to the commission to initiate a rulemaking to establish guidelines. Swift also wants the legislation to include an enforcement mechanism for the guidelines.

Negotiators arrived at an initial compromise and presented it to broadcasters last week. The NAB, Swift explained, took the proposal back to its executive committee, which was meeting in Washington at the time, but did not "buy it all." Swift's proposal reportedly contained percentage programming guidelines that weren't locked in. And that, one broadcaster said, was like "giving the FCC a blank check."

Swift, however, was not discouraged. It is "important to me," he explained, that an effective enforcement standard be established. Late last week the NAB, Swift said, offered a counterproposal. The congressman had not signed off on it either. "Both sides have given a great deal; we are discussing certain things the NAB can't agree to and certain things I feel should not be given away," Swift said.

Basically they are bargaining over quantification of a public interest standard for TV only. "We agreed not to re-regulate radio." The proposed measure includes only a general community-interest standard for radio.

The chances for passage remain uncertain. Swift is anxious to make a move. "I do feel that the time might be running out; the time to move may be slipping away," he said.

Numerous counterattacks are planned. Since the announcement that a broadcast deregulation amendment might be attached to the FCC authorization bill, others talked about offering their own amendments. Wirth will retaliate by offering amendments that might include a spectrum fee or establish deadlines at the FCC for implementation of new services, such as VHF drop-ins. Another would strengthen the FCC's fairness doctrine.

Congressman Henry Waxman (D-Calif.) is planning to offer the Waxman-Wirth bill (H.R. 2250) to the FCC authorization, if any other amendments are introduced, an aide said. That bill places a five-year moratorium on any changes in the FCC's rules that prohibit television networks from acquiring financial interests in programs they buy and exclude them from domestic syndication, an amendment that would thwart the major effort of the three major networks to obtain repeal of the rules. There are still others. Congressman Mike Synar (D-Okl.) is considering attaching his bill (H.R. 2902) that would permit all cable systems, regardless of size, to carry three distant independent signals without paying fees based on the Copyright Royalty Tribunal's latest hike in compulsory fees. Subcommittee members Cardiss Collins (D-Ill.) and Mickey Leland (D-Tex.) are also poised to offer amendments that would encourage minority participation in the broadcasting industry. If the FCC authorization becomes a "Christmas tree," one broadcaster said, all chances of regulatory relief could be lost.

Wirth, who remains the strongest opponent of the broadcasters' deregulatory push, may have other retaliatory strategies. Early last week he held a subcommittee markup of a bill (H.R. 2953) that increases authorization levels for public broadcasting in 1984, 1985 and 1986. The current FCC authorization bill contains a provision that provides those increase. During the markup Wirth explained that he was offering that provision as an individual bill, to prevent the public broadcasting funds from being caught up in the "FCC authorization controversy." Public broadcasters, however, were unmistakably nervous about the move. They fear that a separate bill could become "veto bait," as one put it.

Opposition to the proposed broadcast deregulation legislation was not limited to

Wirth. Several consumer groups have entered the picture: Action for Children's Television, the United Church of Christ, Media Access Project, the Telecommunications Research and Action Center, AFL-CIO, and the Consumer Federation of America. They offered a tutorial on the proposed amendment for committee staff members last week. The consumer groups are claiming the deregulation amendment will: devastate minority ownership in broadcasting; permit people unqualified to obtain a new license to buy a station essentially without FCC supervision; permit renewal despite violations of the fair-

ness doctrine, equal time, lowest unit rate and other political broadcast provisions, so long as there is no "serious disregard" of the law, and eliminate application of many anti-trust laws to broadcasting.

In response to those charges the NAB sent a letter to Energy and Commerce members to "set the record straight." NAB's letter strongly states that the association is not seeking to delete the public interest standard. "Broadcasters seek legislation that would eliminate needless paperwork and outdated rules and regulations. Contrary to statements made by our opponents, we do

not ask that the public interest standard be deleted. Also, the legislation which we support would not, as some have alleged, provide for automatic renewal of licenses. It would move the public's opportunity to petition the Federal Communications Commission to deny a renewal application, impair the prospects for minority ownership or dilute the effectiveness of the fairness doctrine and the rules governing political broadcasts."

Despite these threats, NAB's Swift and others feel they have the votes to win. If a Waxman-Wirth bill is also offered, NAB and Swift think they have the votes to defeat it.

Wirth says NAB violated good faith understanding

"Let's put it all in a historic context. There have been for a long time a number of members who've been interested in looking creatively—and in the public interest—at the question of broadcast deregulation. One of the most innovative proposals was made by Congressman Swift some years ago [proposing] a clear quantification of what was meant by the public interest. The NAB resisted that very dramatically and the idea disappeared. [Then] the new leadership of the NAB came in under Eddie Fritts [with whom] I spent a good deal of time together, a number of sessions, and both from my perspective and I thought, in good faith, from his perspective, agreed that there were a number of issues that we wanted to work on, together, very carefully. One of those was must carry—something broadcasters have been concerned about with very legitimate reason. And I think that we had done very well, in the public interest, on very clear must carry responsibilities and defining what those were. Second, Radio Marti, a major interest of concern to broadcasters which the broadcasters in the previous administration at the NAB had not been interested in, had not fought, and I effectively—with a handful of other members—fought that and fought that and fought that on behalf of 230 different radio stations in some 30-odd states. With no help from the NAB, we were able to beat that. When Mr. Fritts came in we agreed it was very important, if that issue came up again, to fight that, and we spent a great deal of time—at the time of the NAB convention—working with the NAB on why I thought that [Radio Marti] was bad public policy, why they for different reasons thought that was bad public policy, and we agreed to fight together on that front and we agreed to work together on the question of long-term deregulation. So there were at least, with Mr. Fritts, three broader areas in which we had agreed to work together. I had thought that some very good faith efforts were being started. And were going along very well. In those discussions, Mr. Fritts, on the question of fee, pointed out very clearly that he felt that the broadcasters could go much higher on fees than the Senate had gone [in S. 55], that there was obviously a great split within the NAB between many of the radio broadcasters and the NAB on the subject of broad spectrum-use fees, but that there was a question of economic

value and that he, Mr. Fritts, was convinced they could go much higher . . . and that this was an issue that should be worked upon very carefully, worked upon together, and to see if we could work that out.

"Then suddenly, astoundingly, this major lobbying campaign was launched by the NAB, even after all these discussions with the leadership of the NAB, and the item was launched and the NAB did not even have the courtesy of informing us of what they were up to until four days after the whole item had started—not an insignificant period of time and hardly, it seems to me, a good faith approach to either public policy or to relationships between the subcommittee and the NAB, which relationships I thought we had attempted to establish in some significant good faith, working together as I have just described to you in a number of very long and very clear sessions. . . .

Thus, last Friday morning in Washington, Representative Tim Wirth (D-Colo.) began to explain to BROADCASTING editors his perspective on the previous two weeks, during which an effort was made to attach a broadcast deregulation bill co-authored by a member of Wirth's House Telecommunications Subcommittee to an FCC authorization bill scheduled to be taken up by the parent House Commerce Committee. That end-run around Wirth—or effort to "roll" the subcommittee

chairman, as one NAB executive put it threatened to drive a wide wedge between the industry association and the congressman, as well as between him and some of his own subcommittee members (see story page 35).

"So we have sitting in front of us clean abridgement of an agreement to in good faith work together [and] an abridgement of an agreement to have a clean FCC bill."

Wirth noted that he had spent two and a half days in attending the NAB convention in Las Vegas last March, expressly to show good faith on his part.

Asked whether he felt it would have been possible for him and the subcommittee to reach an agreement with the NAB "in good faith" before the legislative maneuvering the last two weeks, Wirth said he had that idea "we were moving in that direction quite rapidly [and] I thought the process was working under way. I sometimes wonder how naïve can I be."

Asked whether he felt he could work with the NAB in the future, Wirth said the question was hard to answer because he found it hard to know who was running the NAB. "Who is the president running the NAB? Or are there a bunch of reactionary staff people running the NAB? Or what? I do not know. Are there radio broadcasters involved? Or is it the television stations? Or the networks? Or the dependents? What is the NAB? I suspect that Mr. Packwood was asking that question in Las Vegas [when he said the NAB could lobby its way out of a paper bag in the House] (BROADCASTING, April 18)."

Is he presently involved in any negotiations with the NAB? "Absolutely not." Does his door remain open to the NAB? "At a time," he said. But then he added that "What's unhappy is when your door is open and you sit down and come to various kinds of agreements, and then they kick you in the knee. . . . it is bewildering to me. I don't think you can operate in as delicate a political environment as Capitol Hill and the legislative process without being able to have any kind of a straightforward understanding with people—at least to the point that you agree to disagree. Nobody likes to be caught in surprises and certainly the worst thing in the world is when people abridge agreements that have very delicately been put together over a period of time, which I thought you were doing with the NAB."



Wirth

NBC affiliates are ready for some changes

On eve of annual meeting, stations are looking for ways out of the ratings basement; many seem pleased with direction Tinker is heading

Pick a daypart, just about any daypart, and NBC-TV has a problem with it. If it isn't dead last, as with daytime and prime time, then its ratings are diminishing, as with long-time staples, *Tonight* and *Today*. Saturday morning is the notable exception, where the network currently reigns supreme.

Needless to say there is some concern among affiliates about how NBC intends to address these problems, but there is no indication that the affiliates will be looking to pin back the ears of Grant Tinker and company at this week's affiliates meeting in Los Angeles. Indeed, some speculate that the affiliates are reasonably pleased with Tinker's efforts over the past 18 months or so to turn the network around by committing to quality programming and building from there.

"I don't see any signs that the affiliates will be on the war path in Los Angeles," said Fred Paxton, president of WSPD-TV Paducah, Ky., and chairman of the NBC Television Affiliates Association. "Nobody is satisfied," he added. "We've been in third place for a long time. But the affiliates seemed to be pleased that NBC is making progress."

Jack Harris, a former chairman of the NBC affiliates group, who is now president of Channel Two Television Co., Houston, which operates NBC affiliate KPRC-TV Houston, agreed that there is "no revolt brewing." The new prime time schedule unveiled last week met with "general approval" by the advertising agency community, he said, adding that some genuine progress has been made in that daypart.

Daytime is the network's biggest problem. Harris suggested, "and where the greatest progress needs to be made." Affiliates are particularly sensitive to their performances in that daypart, which yields the greatest profit margin of any time period. And Harris added that up to now NBC has had a "less convincing story" about the steps being taken to turn around daytime programming. He suggested that affiliates will be most anxious to hear what Steve Sohmer, NBC Entertainment's senior vice president, and

Brian Frons, its vice president of daytime programs, have to present in the way of a plan to improve that daypart.

As for Carson, Harris sees the problem as one being on the local level. "It does very well against network competition," he said. But in some markets, *Tonight* faces syndicated product from competing affiliates that run the regular network programming on a delayed basis. And NBC is "holding the line" on affiliates delaying Carson, but with some pre-emptions as a result. "Carson isn't losing to network competition," he said. "It's losing to our own affiliates trying to beef up their late nights."

The big news at this year's meeting may well be NBC's expected announcement concerning satellite distribution plans for the network. It is reported that NBC has signed an agreement with Comsat General for satellite distribution services, first utilizing Satellite Business System's Ku-band system, then switching to RCA Americom's Ku-band system when it gets under way in 1985. Cervini said the Ku-band offers "superior quality" when compared to the C-band. He also said that a "full test" of the distribution service would be under way before September, encompassing up to 24 affiliates. □

Change in personal attack rules to be considered by FCC

It begins rulemaking to modify or eliminate rules, saying they are misused and possibly violate First Amendment principles

Questioning whether its personal attack and political editorializing rules have enhanced diversity of expression—as they were intended to do—the FCC last week unanimously proposed (with Commissioners Joseph Fogarty and Henry Rivera concurring) to repeal or modify them.

The commission's action came in response to a 1980 petition by the National Association of Broadcasters, which alleged that the rules—based on the fairness doctrine and adopted in 1967—had had the effect of inhibiting debate and discussion (BROADCASTING, Aug. 18, 1980).

The personal attack rule says that "when, during the presentation of views on a controversial issue of public importance, an attack is made on the honesty, character, integrity

or like personal qualities of an identified person or group," the person or group attacked must be given notice, a transcript and an opportunity to respond. In its petition, NAB contended the rule inhibited open discussion, and was misused by people more intent upon vindicating their reputations than in providing the public with information about their positions.

The political editorializing rule requires broadcasters who endorse candidates to notify opposing candidates and offer reply time. In its petition, NAB contended that the burdens imposed by the rule discouraged broadcasters from making political endorsements.

In its notice of proposed rulemaking, the commission appeared to agree. It said court decisions had increasingly been placing emphasis on the commission's obligation to give broadcasters editorial discretion, recognizing that actions that gave specific individuals access to a broadcaster's facilities are contrary to the general policies of the Communications Act. The rules, however, the FCC noted, grant individual rights of access.

It also noted that the political editorializing rule, contrary to commission policy, placed more stringent requirements on a licensee's own political endorsements than the endorsements of others. Also, it said, because that rule's right-of-reply obligation discriminates according to the identity of the speaker, it appears to violate First Amendment principles. In short, the commission said, the rules, without apparent justification, deprive licensees of editorial discretion that is generally favored under the fairness doctrine.

At the meeting, Chairman Mark Fowler said the personal attack rule has "mainly" been used as a "quasi-defamation" action, not for enlightening public debate.

The commission's proposal on the political editorializing rule, Fowler said, "correctly" notes that the potential for abuse in editorials is no larger than in the news and other programming. "Indeed, it may be less so, considering that it is an open declaration of position rather than subtle propaganda," he said.

Fowler also said the rules placed a bureaucratic burden on licensees. "The result is that in some communities only newspapers, not broadcasters, wind up endorsing candidates for offices," he said.

Commissioner Rivera said he had a "problem signing on to the characterization of the case law" in the proposal, but saw no reason not to seek comments on the proposals. Fogarty said he shared those concerns. □

A multitude of players in the running for RKO stations

The Court of Appeals in Washington's action earlier this year ordering the FCC to open up 13 of RKO General Inc.'s stations to competing applications (BROADCASTING, Feb. 14) has had the expected effect: More than 100 aspiring broadcasters have decided to try their luck, attempting to get a piece of what has been estimated to be a \$200-million pie. A partial list of those who filed at the FCC as of the deadline last Thursday (May 12) follows:

WRKO(AM) Boston—Donnie Simpson Enterprises Inc., Silver Spring, Md., Pamela A. Simpson is 100% owner and president; her husband, Donnie Simpson, is program director, WKYS(FM) Washington. Boston Radio Group Inc., Edward R. Redd, Boston, is president and owns 14.29% of voting shares.

Cozzin Communication Corp., Joseph T. Zingale, Gate Mills, Ohio, 49%; comedian Bill Cosby, 51%. Fenway Broadcast Associates Limited Partnership; Sunray Broadcasters Inc. is 10% general partner, Carolyn Ray, Boston, is president and 100% owner of Fenway. Stephen E. Powell, Jackson, N.H.; also 45% owner of New England Broadcasting Inc., applicant for new FM in Berlin, N.H. First City Communications Inc., which is 85% owned by First Cities Properties Inc. Chester C. Davenport, Silver Spring, Md., is president and 28% owner of First Cities Properties Inc. Boston Broadcasters Ltd.; George M. Inserni, Puerto Rico, 50%, and Juan M. Cofield, Brookline, Mass., 50%.

WROR(FM) Boston—Donnie Simpson Enterprises Inc. Boston Radio Group Inc. Cozzin Communication Corp. Professional Communications Partners; Atlantis Communications Inc., Norwood, Conn., is general partner, with 73.75%

interest: William B. Murray Jr., Norwood, is president and 100% owner of Atlantis, Nash Communications Corp.; Kendall Nash, Brooklyn, N.Y., is president and owns 100% voting stock; Nash is also licensee of WILD(AM) Boston, Mass. Fort Hill Radio Associates: George Berkley, Brookline, Mass., is 15% general partner, and Clarence E. Dilday, Boston, is 25% general partner. Boston Dynamic Radio Limited Partnership; Bay State Radio Inc. is 10% general partner; Donald Lowery, Boston, is president and 100% owner of Bay State. Stephen E. Powell.

WOR(AM) New York—Cozzin Communication Corp. Las Americas Communications Inc.; Louis Raul Bernard, New York, is president and 72% owner; company is also applicant for deleted facilities of WHBI(FM) Newark, N.J. Women Owning Radio Inc.: Gail Trell Baker, Greenwich, Conn., is president and owner of 16.67% of voting stock. Broadway Broadcasters Limited Partnership; Broadway Broadcasters Radio Corp. is 10% general partner; H. Carl McCall, New York, is president and 83.33% owner. First City Communications Inc. Stephen E. Powell.

WRKS-FM New York—Donnie Simpson Enterprises Inc. Latin-Onyx Broadcasters Corp.; Angeles Morillo Thompson, New York, is president and 100% owner. Cozzin Communication Inc. Manhattan Broadcast Associates Limited Partnership. Metro-Music Broadcasting Corp. is 10% general partner; Joseph Bragg, New York, is president and 80% owner of Metro-Music. First City Communications Inc. Stephen E. Powell.

WGMS(AM) Bethesda, Md.—Cozzin Communication Corp. Stephen E. Powell. Spring Communications; Kent B. Amos, Washington, 70% general partner. Washington Metropolitan Broadcasters Inc.; Donna Lee Ragland, Fairfax, Va., president and 25% owner; currently general sales manager, WKYS(FM) Washington. Affirmative Broadcasting Co.; Angela Stribbing, president and owner 40% of voting stock. Suburban Communications Limited Partnership; Bethesda Broadcasting Corp. is 10% general partner; Rosemarie Brooks, Washington, is president and 100% owner of Bethesda Broadcasting. Bethesda Broadcasting Corp.; Cleatus E. Barnett, Silver Spring, Md., is president and owner of 20% of voting stock; he's currently technician at WDVM-TV Washington. Great Music Stereo Broadcasters Inc.; Edith Lorraine Baker, Houston, Tex., is president and 100% owner. First City Communications Inc.

WGMS-FM Washington—National Capital Radio Corp.; T. Conrad Monts, Washington, is president and owner of 80% voting stock; he's also 8.67% owner in San Diego TV Corp., permittee of UHF TV channel 69 in San Diego. Riggs Radiocasters Ltd.; Antoinette D. Cook, Washington, and Gail E. Bowman, are each 50% general partners. Donnie Simpson Enterprises Ltd. United Minority Womens Communications Co.; Carrie W. McHenry, Washington, is 60% general partner. Cozzin Communication Corp. Spring Communications. Affirmative Broadcasting Co. Classical Broadcasters Limiteo Partnership; 3 B's Broadcasting Inc. is 12% general partner; Wylie H. Whisonant Jr., Wyckoff, N.J., is president and 83.33% over of 3 B's. Bethesda Broadcasting Co.; Cleatus E. Barnett, Silver Spring, Md., is president and owner of 20% of voting stock. Great Music Stereo Broadcasters Inc. Sherrie Lynn Hauser, Cleveland, Ohio. Quality Broadcasters of Washington, D.C.; Janet Dewart, president, and Ernest T. Sanchez, executive vice president, both of Washington, each owns 50% of voting stock. First City Communications Inc. Ming Broadcasting Ltd.; Diane Helms Ming, Arlington, Va., is 21% general partner. Stephen E. Powell.

WAXY(FM) Ft. Lauderdale, Fla.—Minority Women in Broadcasting Inc.; Nancy S. Dawkins, Miami, is president and 100% owner. Cozzin Communications Corp. Florida Southern Broadcasters Limited Partnership; Atlantic Coast Broadcasting Co. is 10% general partner; Jose R. Medina is president and 90% owner of Atlantic. Stephen E. Powell. Linda W. Foster, Midfield, Ala. Rosemarie A. Reardon, Sioux Falls, S.D. First City Communications Inc.

WFYR(FM) Chicago—Cozzin Communication Corp. Systems Broadcasting Corp.; Mrs. Gabrielle Grant, Chicago, president and 10% owner. Lakefront FM Radio; Michael A. Benages, Chicago, is 100% owner. Donnie Simpson Enterprises Inc. Stephen E. Powell. First City Communications Inc.

WHBQ(AM) Memphis—Donnie Simpson Enterprises Inc. Cozzin Communi-

cations Corp. Stephen E. Powell. River City Radio Limited Partnership; Memphis Music Inc. is 12% general partner; W. Otis Higgs Jr. is president and 33 1/3% owner of Memphis Music. First City Communications Inc.

WHBQ-TV Memphis—Greater Memphis Communications Ltd.; Willie W. Herenton, Memphis, is 15% general partner. River City Communications Corp. David J. Jones is president and owner of 55% of voting stock; he also is 20% owner, president and general manager of KARK-TV Little Rock, Ark. Memphis Minority TV Co.; Karen Blair Woodard, 100% owner. Cozzin Communication Corp. Micon Media Inc.; Zack I. Hernandez, president and owner of 5% of voting stock. Memphis Television Co.; Doubleday Media Inc. is 10.1% general partner; Perkins Media Inc. is 10% general partner; Robert D. Doubleday, Little Rock, is president and 100% owner of Doubleday Media; James Perkins is president and 100% owner of Perkins Media. Shelby Broadcasting Limited Partnership; Shelby Broadcasting Corp. is 20% general partner; Lee A. Jackson, Memphis, is president and 55% owner of Shelby Broadcasting. Stephen E. Powell. River City Broadcasting Ltd.; Don M. Roman, Memphis, is 32.8% general partner; Myron Lowery, 23.4%; Herbert Hilliard, 23.4%, and Maurice R. Stone, 14%. Memphis Telecasters Ltd.; River City Communications Inc. is 5% general partner; H.A. Gilliam Jr. is president and 100% owner of River City Communications. Jane Clabough Grams, Lookout Mountain, Tenn., has 10% interest in East Tennessee Broadcasting, applicant for new TV at Knoxville Tenn.

KFRC(AM) San Francisco—N.T. Media Co.; Naomi T. Gray, San Francisco Cozzin Communication Corp. Gold Coast Broadcasting Inc.; Henry M. Mestre Jr., Oakland, is president and owns 1% voting stock; Robert A. D. Schwartz, Oakland, is vice president and owns 10% voting stock. City Broadcasting Co Inc.; Gene Alden Washington, Woodside, Calif., owns 65% of voting stock. Presidio Broadcasters Limited Partnership; Bay-West Communications Inc. is 10% general partner; Jon H. Sylvester, Haywood, Calif., is president and 16.6% owner of Bay-West. First City Communications Inc. Women in Broadcasting Corp.; Cherie Bazan Sanders, Las Vegas, c/o "Private Collections," is owner of 90% voting stock. Stephen E. Powell. Gold Mountain Broadcasting Co.; Germaine Wong; Onida Cheung; Myron Chang and Henry Der, all San Francisco each hold 5% general partnership interests.

KHJ(AM) Los Angeles—Hobart Broadcasting Limited Partnership; Hobart Broadcasting Co. is 10% general partner; Johnnie Cochran, Los Angeles, is president and 80% owner of Hobart Broadcasting Co. Cozzin Communication Corp. Mandeville Communications Co.; Marla Gibbs, Whitman Mayo, Colli Carew, Arlene Audrey Beasley, all from Los Angeles area, each has 16% of general partnership. Stephen E. Powell. RRT Communications; Ray R. Thurston, Manhattan Beach, Calif., is 85% general partner. Future Broadcasting Inc., in form of amendment; Margaret N. Daniels, Encino, Calif., is president and owner of 13% voting shares. Los Angeles Broadcasting Co.; Tate Smith Long Beach, Calif., is president and owner of 60% of voting shares. First City Communications Inc.

KRTH(FM) Los Angeles—Los Angeles Metro Broadcasters Ltd.; general partners are Sam S. Choi, Los Angeles, 60%; Barbara C. Crain, Alexandria, Va., 20%, and Ryeon K. Yoo, Glendale, Calif., 20%. Cozzin Communication Corp. Sandusky Newspapers Inc.; owner of daily newspapers in Sandusky, Ohio and Kingsport, Tenn. Belvedere Broadcasting Limited Partnership; Belvedere Broadcasting Corp. is 10% general partner; Reverend Johnny Otis, Los Angeles, is president and 80% owner of Belvedere Broadcasting Corp. Mandeville Communications Co. Stephen E. Powell. Women in Broadcasting Inc. Mariso Broadcasting Ltd.; Fernando Inzunza, Los Angeles, is 42.85% general partner. Los Angeles Minority Women Broadcasting Co.; Emma D. McFarlin, Los Angeles, is president and 100% owner. RRT Communications. Los Angeles Broadcasting Co.; Tate Smith, Long Beach, Calif., is president and owner of 60% of voting shares. Future Broadcasting Inc. Radio Radio Inc.; Valerie Q.E. Woodson, Los Angeles, is president and owner of 100% voting shares. First City Communications Corp.

Also in the running for San Bernardino U

Demonstrating that television licenses are at a premium, the FCC has also received over 40 applications for interim authority and regular use of the facilities of KNOF-TV (ch. 30) San Bernardino, Calif. The commission denied the station's licensee, Faith Center Inc., renewal and ordered it to cease operations May 24. The list of those companies applying for the facilities and their principal owners and/or officers follows:

Companies seeking regular use of facilities:

□ A&R Broadcasting Co. (Charles E. Walker); □ All Asian Television (Valerie Browne); □ All Nations Christian Broadcasting Inc. (Edward L. Johnson), nonprofit corporation; □ Amerasian Broadcasting Service (Jong Do Son); □ American Jewish Network (Nicole Neuhaus); □ Black Media Coalition (Donn Thomas); □ California Christian Broadcasting Inc. (Charles Duarte), nonstock religious corporation; □ Channel 30 Inc. (Lucille Gilbreath); □ Citizens Broadcasting of San Bernardino (Linda Geary); □ Coastland Media Systems Inc. (Wilbur H. Wacker); □ Concerned Citizens Media (David Korsen); □ Crocker Communications Corp. (Frankie Crocker); □ Deseret Broadcasting System (Walter Martin); □ First American Indian Broadcasting (John Newcombe); □ Golden Candlesticks Broadcasters Inc. (Velma Jagers), nonprofit corporation; □ Good News Broadcasting (Elias Malki), nonprofit religious corporation; □ Grand Broadcasting Corp. (Albert K. Kim); □ Inland Empire Broadcasters (H.

Frank Dominguez); □ Inland Empire Television (David Duran); □ Innervision Telecasters (Cathryn O'Neil); □ Latin American Television (Ken Joy); □ Minority Women for Better Television (Lavoughn Thomas); □ National Humanist Coalition (John R. Welty); □ Q-N Telecasters Ltd. (Avi Nelson); □ Religious Broadcasting Network (Rev. Ray Kenneth Foreman), nonprofit religious corporation; □ Richard Schulz; □ San Bernardino Valley Broadcasting Ltd. (Anita Van Osdel); □ Sandino Telecasters (Jose M. Oti); □ San Bernardino Broadcasting Channel (Roger Brown); □ Solano Broadcasting Ltd. (Herbert D. Kelleher); □ Southport Broadcasting (Marshall G. Peters); □ SSP Broadcasting (Sandra S. Phillips); □ Television 30 Inc. (Rumiko Naito); □ Timothy Van Heest; □ Toluca Lake Broadcasting Ltd. (Carlos Campbell and Constance Williams); □ TYJ Multimedia (Mark Fountain); □ Unicorn Media (Lisa Peters); □ United American Television of San Bernardino (Charles R. Welty); □ Voice of the Inland Empire (Joe Glauberg).

Companies seeking interim operation:

□ Angeles Broadcasting Network (Gerald G. Barnard), nonstock corporation; □ Asian American Broadcasting (Mark Sung Soo Kim), nonstock corporation; □ Christians Aware (David Toberty), nonprofit corporation; □ Christian Media and Education Foundation (Timothy Dale Waisanen), nonprofit corporation; □ James L. Oyster; □ Nova Communications Network Inc. (Raymond A. Kassis); □ Parachurch Consultants (William P. Welty), nonprofit corporation; □ United Minority Broadcasting of San Bernardino Inc. (Janet Bowler), nonprofit corporation.

How would you like to have customer audience profiles, demographic analysis, or consumer preference statistics in your area, for as little as \$50*?

With TeloFacts, you can. TeloFacts is the new microcomputer software package to design, use and evaluate questionnaires on your Apple II® or IBM P.C.® It's simple to use; it can be operated by semi-skilled personnel or linked

up to a Mountain Computer automatic card reader.

And the results are instant. Statistics can be massaged in a number of different ways while you just sit back and watch. Plus, there's a toll free customer service number for questions.

Read your audience's mind without

the time and expense of an outside source.

Look for TeloFacts at your local bookstore or computer store, or write or call for more information.



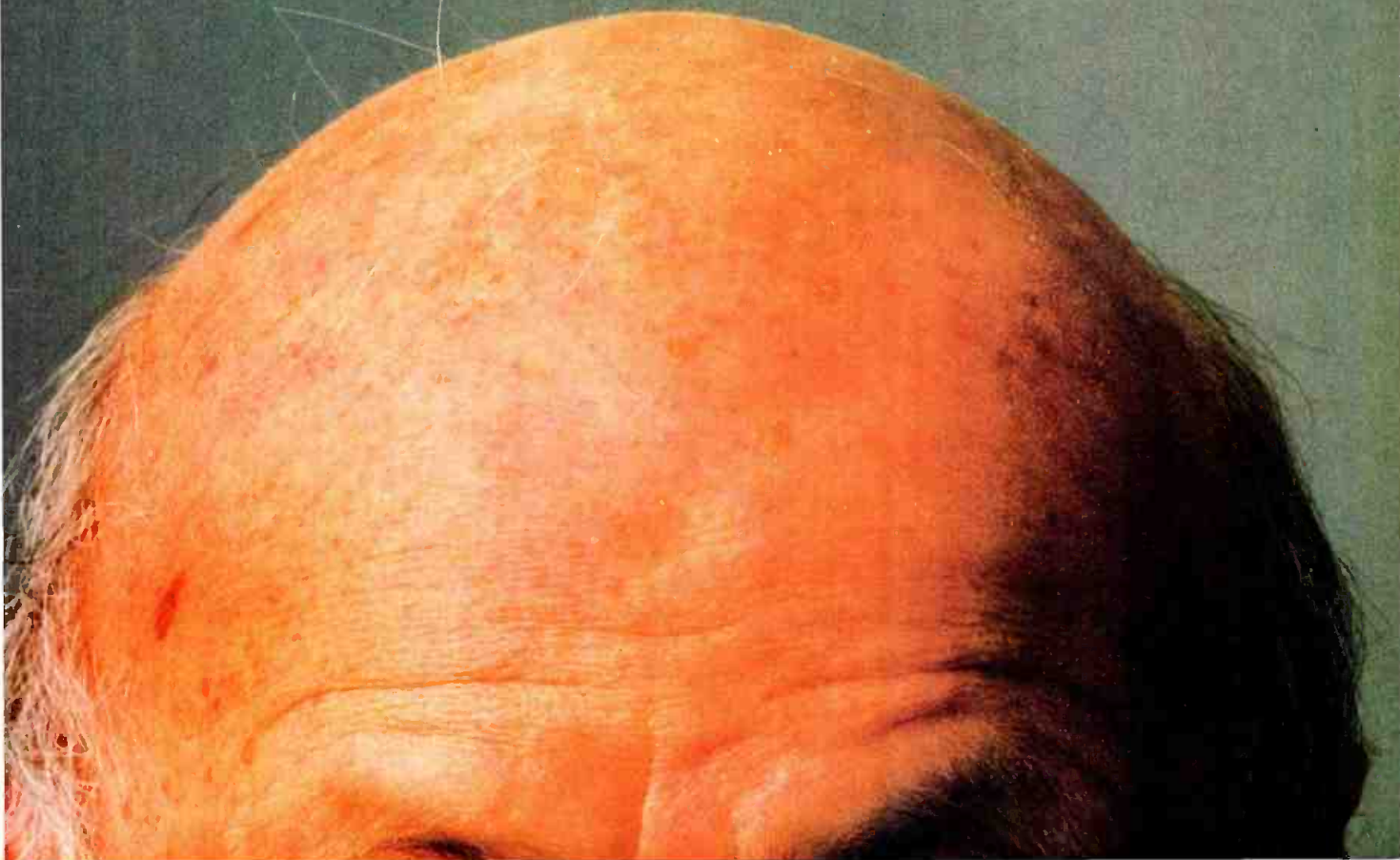
dilithium Software
P.O. Box E
Beaverton, Oregon 97075
800-547-1842 or
646-2713 inside Oregon

Software to design, use and evaluate questionnaires.

*TeloFacts 1, \$49.95, TeloFacts 2, \$199.95. How to Use TeloFacts Book, \$9.95.

TeloFacts™

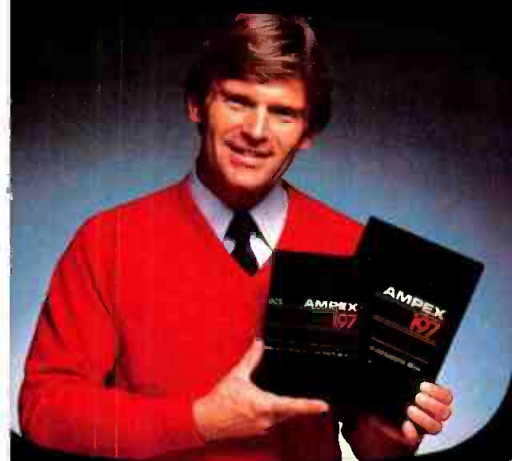
Read minds.



Introducing Ampex 197 that's broadcast



The new 3/4" videocassette quality in every way.



Broadcast-quality sound.

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.

Broadcast-quality reliability.

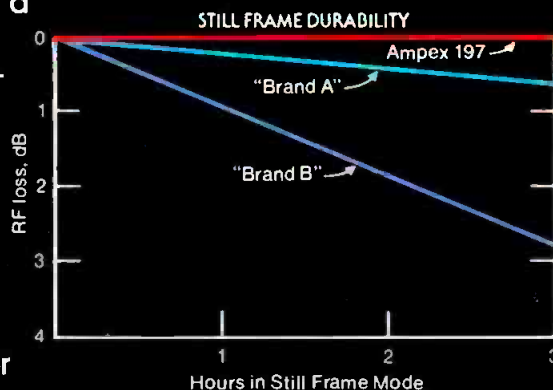
This new 3/4" videocassette is a blend of the finest broad-

Broadcast-quality color & sharpness.

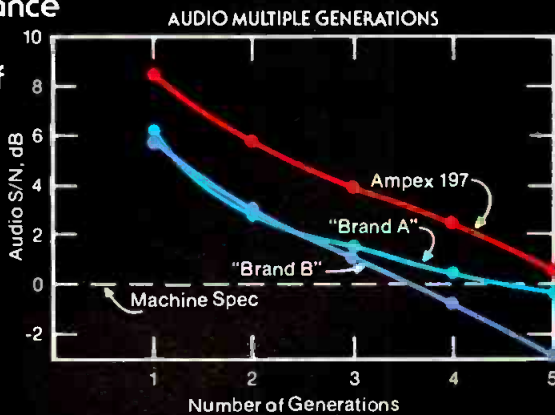
The new Ampex 3/4" videocassette has been designed with nothing less than perfection as its goal.

Its superb chrominance and luminance performance makes it ideal to meet the stringent demands of broadcast applications such as electronic news gathering, electronic field production and on-line editing.

And the tape in Ampex 197 has been especially formulated to optimize the performance of the Sony BVU series of recorders.



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.

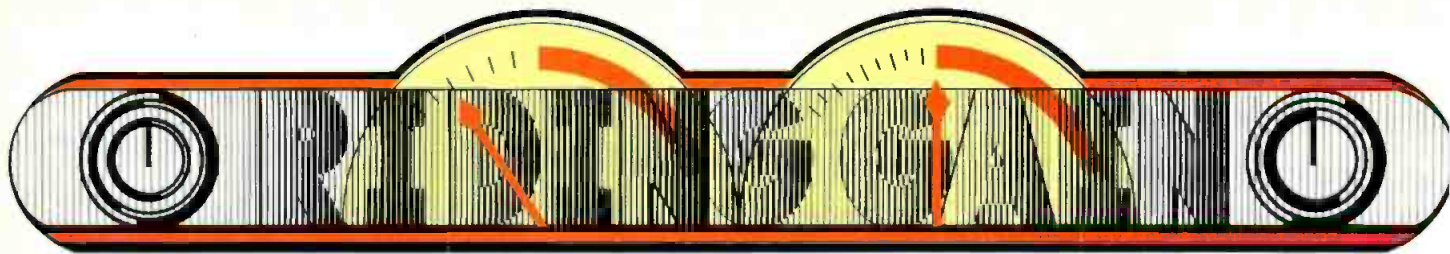
In laboratory trials, Ampex 197 held up in the still-frame mode for three full hours and showed no dropout increase or RF loss.

Ampex Corporation,
Magnetic Tape Division,
401 Broadway, Redwood City,
CA 94063 (415) 367-3809

AMPEX

Ampex Corporation • One of The Signal Companies

Quality worth broadcasting.



National ad stats

Radio's top 25 national advertisers spent an estimated \$422.85 million on the medium last year—up 9.4% from \$386.40 million in 1981, according to figures just released by the Radio Advertising Bureau which relies on data compiled by Radio Expenditures Reports Inc. (spot) and Leading National Advertisers Inc. (network). Of the \$422.35 million, \$298.81 million were national spot dollars (including unwired networks) and \$124.04 million were part of network buys.

Topping the list of major radio advertisers in 1982 was Anheuser-Busch with total investments of \$43.13 million followed by General Motors (\$38.90 million); Jeffrey Martin Inc., a pharmaceutical manufacturer (\$32.84 million); Chrysler Corp. (\$31.30 million) and Ford Motor Co. (\$29.56 million).

Anheuser-Busch also emerged as the leading national spot spender for 1982 with ad expenditures of \$36.80 million while Jeffrey Martin dominated the network radio category, spending \$32.84 million.

Cuban moves

Counsel for WHO(AM) Des Moines, Iowa, has turned up a Voice of America report that Cuban leader Fidel Castro has threatened retaliation in the event the U.S. puts Radio Marti on air. The VOA report, dated Aug. 19, 1982, was among a number of documents the Washington firm of Dow, Lohnes & Albertson obtained from the U.S. Information Agency through a Freedom of Information Act request. The report quotes Castro

as saying Cuba will "do something about Radio Marti," which the Reagan administration hopes to establish as a means of breaking what it says is the Castro government's monopoly on news in Cuba. Castro reportedly ruled out direct interference with Radio Marti. Instead, the report quotes him as saying "he would be broadcasting some good Cuban music to Florida, and maybe some news." Later in the report, "Cuban officials" are quoted as saying that, if Radio Marti is activated, "there will be a radio war across the Florida straits" and that U.S. commercial stations "will be paying the price."

Dereg results

A national survey concerning radio deregulation's effect on news programming conducted by Vernon A. Stone, director of the School of Journalism for Southern Illinois University, for the Radio-Television News Directors Association shows only 1% of the responding 335 stations cutting back on news time and staff. In the area of public affairs, 8% of the respondents had cut back programming and staff, mostly in medium markets (population 50,000-250,000). The survey was conducted in mid-1982.

News flurry

AP Radio will soon embark on a major expansion of its news service. Beginning July 4, the network will offer its 1,100 affiliates 24 additional newscasts each weekday—two per hour throughout the morning and after-

noon drive time periods in all time zones. A new two-minute newscast will be transmitted via Westar III, transponder I on the half-hour while a one-minute news feed is sent by satellite at 58 minutes past the hour. AF currently offers affiliates five-minute newscasts on the hour, 24 hours a day.

The network also plans to expand its eight *Business Barometer* weekday updates with the addition of four 90-second reports to be fed live at 15 minutes past the hour in morning drive (6:15 a.m.-9:15 a.m.). The new reports are being launched primarily to fill a void in morning business news for AF affiliates in the eastern half of the country, according to James Hood, deputy director of broadcast services for AP. All news feeds originate from AP Radio's studios in Washington.

Baseball battle

The major networks have thrown their hats into the ring for the exclusive radio broadcast rights for baseball's All Star, league championship and World Series games. CBS's two-year major league contract for a reported \$2.5 million ends after this season. In the bidding thus far are ABC, CBS and NBC and Mutual, with the last two making presentations to Baseball Commissioner Bowie Kuhn last week.

Highway call

The Federal Highway Administration is launching a 60-day experiment in July to test a system that automatically provides drivers with traffic information over their car radios. For the experiment, 75 drivers in the Tampa, Fla., area will have their car radios equipped with special adapters that will enable them to receive traffic information from local authorities in a two-mile area. According to Lyle Saxton, chief, FHWA systems technology division, the adapters will permit users to select the sort of travel information they want to receive—for example emergency information only, or emergency and travel advisory information. When a bulletin is broadcast, the user's radio will automatically retune to receive it, he said. The broadcasts will be on 45 mhz, using a transmitter operating at about 10 watts. Saxton said the FCC currently permits similar non-commercial, low-power travel information operations on 530 and 1610 khz. One drawback with current systems, however, is that they require users to retune their radios manually to receive that information, Saxton said.

Extension

Drake-Chenault Enterprises, a Canoga Park, Calif.-based radio program production and distribution firm, has extended its format



Power surge. KIXI(AM) Seattle has increased its power to 50 kw. Pictured at the station site, celebrating the daytime power increase from 1 kw are (l-r): James Hawkins, station manager; Anne Nelskog, corporate secretary; Wally Nelskog, president and owner, and Dan Smith, general manager. The station programs a big band format called "The Music You Remember."

RKO RADIO SALES

**proudly announces
the national representation of**

WJW

Cleveland, Ohio

**“News That Makes Talk.
Talk That Makes News.”**



RKO RADIO SALES

Select stations, select markets.

RKO Radio Sales, 1440 Broadway, New York, N.Y. (212) 764-6800

NEW YORK/LOS ANGELES/CHICAGO/DETROIT/SAN FRANCISCO/DALLAS/ATLANTA

syndication and consultancy agreement for six stations of the Suburban Radio Group for another three years. The six stations and corresponding Drake-Chenault formats they air are: WCGC(AM) Belmont, N.C. (Great American Country); WEGO(AM)-WPEG(FM) Concord, N.C., (Great American Country and Supersoul, respectively); WYNR(AM)-WPIQ(FM), Brunswick, Ga. (Great American Country).

Bearcat buy

WSAI Radio, Cincinnati, has signed a three-year contract with the University of Cincinnati Bearcats for football and men's basketball coverage and coaches' shows. WSAI will pay \$115,000 each year and underwrite a promotion campaign on its AM and FM outlets that will raise the estimated value to \$175,000 annually, according to the university. In addition, a radio network is to be set up by the rights holder.

Playback

A new two-and-a-half minute weekday series offering anecdotes and observations on crimes and criminals, past and present, by crime historian Jay Robert Nash is being marketed to stations on a bartered basis by the Highland Park, Ill.-based Public Interest Affiliates. The show, *Jay Robert Nash's Crime Journal*, is scheduled to begin airing July 1. Plans call for 30 seconds to be retained by PIA for national spot sale and 30 seconds to be made available to stations for

Capital move. The Associated Press has begun filing news reports over its broadcast wire services during the early morning hours for 5,700 member radio and TV stations from AP Radio headquarters in Washington. The move marks the first phase of a plan revealed by AP in April 1982 to move its broadcast wire services from New York to Washington and consolidate it with the AP Radio Network. To date, 10 members of the 34-member broadcast news wire staff have relocated to the nation's capital. The entire staff is to be in place by September, when AP expects new studios, currently under construction, to be fully operational. "Combining our staff of news wire writers and editors with the reporters, editors and anchors of the AP Radio Network... will enable us to serve broadcasters even better than in the past," said Roy Steinfort, vice president of broadcasting services for AP. Over the next few months, the national broadcast wires will continue to operate from New York during daytime and evening.

local sale. The series will be customized for each station, said PIA president Brad Saul, with Nash doing station promos for the program utilizing call letters or image phrases. To date, 12 stations have agreed to carry the series, according to Saul. *Jay Robert Nash's Crime Journal* is being produced for PIA by the Chicago Review Press.

Mutual Broadcasting will offer affiliates two new commentary programs beginning the week of May 30. Representative Guy Vander Jagt (R-Mich.), who will take a conservative point of view, and journalist Roger Wilkins, who will offer a liberal approach, will each be heard for two-and-a-half minutes, Monday through Friday. According to Mutual, the programs will be independently produced; the men will not necessarily be addressing the same subject matter on any given day.

The network also plans to launch a weekly half-hour news broadcast, *The Week in Re-*

view, for airing Saturdays, beginning June 11. The show will replace *Public Policy Forum*, currently produced for Mutual by the American Enterprise Institute.

Doubleday Broadcasting has signed an agreement with TM Productions of Dallas to produce a new ID package for its seven FM album rock stations. "It's exciting to hear something that effectively serves the purpose of identifying the station musically without compromising the tastes of discriminating album rock listeners," says Doubleday Broadcasting President Gary Stevens. TM has made the new "unjingle" jingle package available for nationwide syndication.

CB news

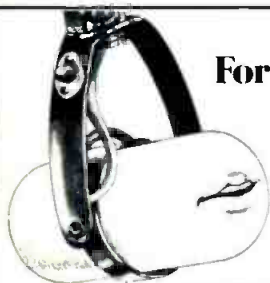
The FCC has voted to stop issuing licenses to citizen band radio operators. The commission said it would still expect CB radio users to become familiar with FCC rules would require CB manufacturers to include a copy of those rules with their products would retain its authority to fine CB operators who violated the rules, and would continue to investigate interference complaints.

CPB confirmation

The nomination of Harry O'Connor, O'Connor Services, a Los Angeles-based radio program production company, to the Corpora-



tion for Public Broadcasting board was confirmed by the Senate. O'Connor will fill the term on the board that expires March 1 1984.



For radio programming professionals...

Comprehensive information on over 2500 radio programs and services. • Up to 25 different facts about each listing. • Over 200 information-packed pages to help you every day. • Three different indexes for easy reference: Title Index, Main Category Index, Subject Category Index, plus "The Sources" section which is a handy listing of Syndicators, Networks, and Producers, complete with addresses, phone numbers, personnel, and properties. • A free update is included in the subscription price 6 months after publication.

THE RADIO PROGRAMS SOURCE BOOK™ is a publication of the Broadcast Information Bureau, Inc., serving the broadcast industry for over 30 years! Only \$59.95 per copy, plus \$3.00 Postage & Handling (Add Tax Where Applicable) Allow 3 Weeks for Delivery, Overseas Charges Extra



Broadcast Information Bureau, Inc.
100 Lafayette Drive • Syosset, NY 11791
(516) 496-3355 Telex: 6852011

Enclosed find check in the amount of _____

for _____ copy(ies) of THE RADIO PROGRAMS SOURCE BOOK™ or Charge to Visa or

Mastercard, Card # _____ Expiration Date _____ Bill me.

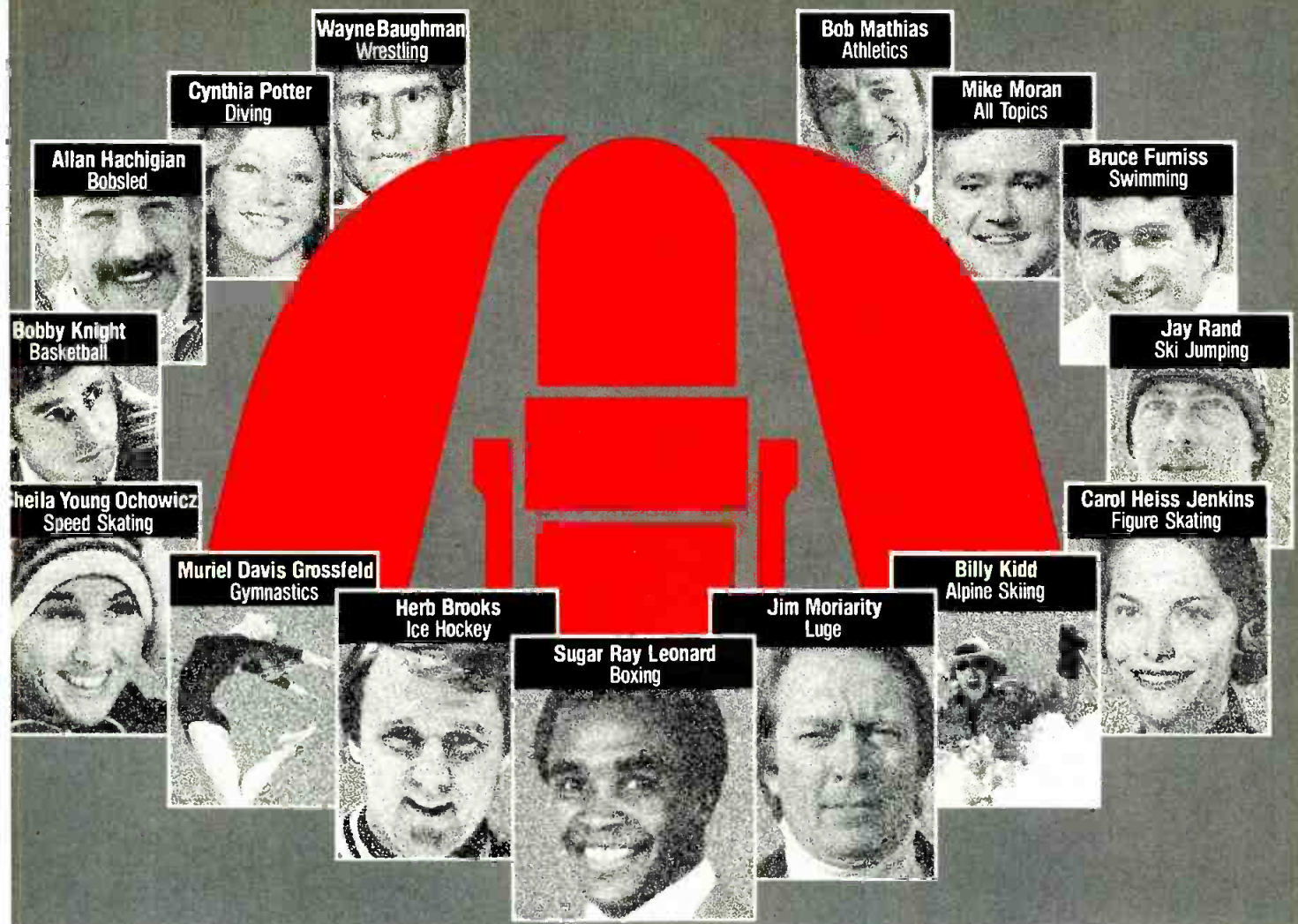
Name _____

Address _____

City _____ State _____ Zip _____

Firm _____ Phone _____

Signature _____



Which Olympic radio team is ready to go, long before the torch is lit?

Mutual gets a head start on the 1984 Olympic Games with Pre-Olympic Reports. Our team of gold medal Olympic experts will host these unique 5-minute roadcasts daily during afternoon and evening drive starting July 4, 1983. Now sports fans will hear the inside story of America's top Olympic athletes in training. F. Don Miller of the United States Olympic Committee calls Mutual's Pre-Olympic Reports, "The single finest spot in the arm that the amateur athletic movement in this country has ever received."

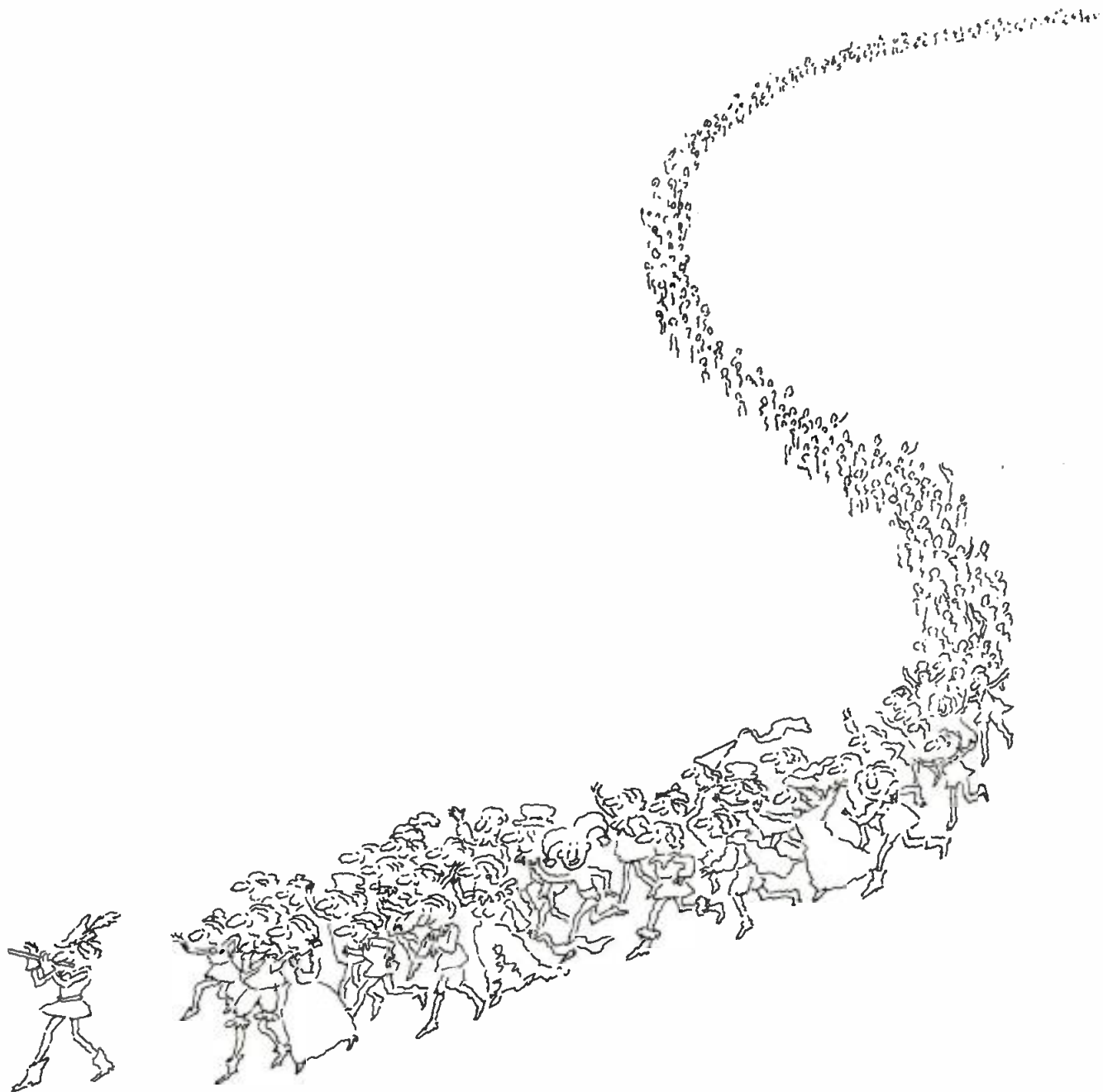
Next, Mutual moves to the *Winter Olympics* in Sarajevo, Yugoslavia, with blanket coverage. Over 350 live broadcasts — via satellite February 6-19, 1984.

Then on to Los Angeles where Mutual will cover the action of the *Summer Olympics*, July 28 - August 12.

Mutual, the one full-service network, leads the way for fans, advertisers and programmers with more sports coverage of all kinds than anyone else. And Mutual's satellite multicasting brings you more *live* action than ever before. For Olympic coverage that gets the jump on the rest, the answer is Mutual.

The answer is Mutual. 

MUTUAL BROADCASTING SYSTEM



We bring you the music that brings in your audience.

There's a proven way to attract and hold today's demanding and discerning audience — give them the music they want to hear. The music licensed by BMI.

BMI, the world's largest performing rights organization, licenses most of the music that audiences prefer, the majority of the music on last year's charts.



The most talented collection of writers and composers. Creating the most popular music. Helping you capture a larger audience. Today and tomorrow. That's BMI.

Wherever there's music, there's BMI.



Akio Morita

Since 1946, when he joined Masaru Ibuka in incorporating the Tokyo Tsushin Kogyo K.K. (Tokyo Telecommunications Engineering Corp.), Akio Morita has been a guiding light not only to the innovative electronic progress of what came to be known as Sony but to much of the Eastern and Western worlds as well. In this interview with BROADCASTING editors, Sony's chairman and chief executive resists any temptation to dwell on past accomplishments and keeps his sights on tomorrow.

Sony's wide-angled visionary

Would you give us Sony's vision of what the next 20 years may bring?

You know, I always feel we are just standing on the threshold of a new era, so the next 20 years will be an exciting era for the electronics industry. For example, the compact laser disk is now coming into the ordinary home. Laser is regarded as one of the greatest inventions in this century, and also, of course, up to now, lasers have been used in many, many ways, but not really in the ordinary home. Now, especially, the solid state laser is usable by the general public. This is a great innovation, a completely new concept because since Edison invented the phonograph, recording, disk recording, was always accomplished through mechanical vibration, but now it is transistorized.

And take magnetic video recording, with which we have been working for more than a quarter of a century. Now it's also coming to a new era. There are new materials for high-density recording, digital recording and also a new concept of recording tape.

Are you talking primarily about consumer applications or professional applications?

Not only consumer applications, but the fact that such things are coming to the consumer shows that the technology is really, really utilized. And naturally, for industrial application, we can use more advanced technology. In a broad sense, we are going to a new era of highly integrated circuits, high-density, in a very, very small package. So we announced the Betacam. The Betacam is an ideal camera for news gathering for ENG. Many people want to have such a single package camera—a good camera, combined with a good recorder. And our Betacam has such a high, high quality and a small package, the same weight as an ordinary camera. And now news gathering and electronic production is much easier. Frankly, when we came out, we didn't think we could take business away from film. But, ENG is now widely used to replace 16 mm film.

And now for consumer use, we are developing a new 8 mm video

machine which utilizes a CCD—charge-coupled device—which is a solid state image device. We can utilize new technology in each section of a device to get a whole machine or equipment of a different nature, a different concept. So that's why I can say that the next 20 years will be the brightest time for the electronics industry.

Just to refer to one of the areas with which you're involved, high-definition television. We know that you have a commitment to the development of professional equipment to record high definition to make it possible for the broadcaster to transmit HDTV. But what kind of a commitment are you prepared to make, and how soon, on the receiver end of that industry?

If we talk about the receiver end we have to think of two fields. You know, first a commitment on the high definition for a more professional use. You know, now you have such a wide range of mass communication media. You have cable television and satellite and videocassette, videodisk. So to satisfy or to utilize these media, we need a large amount of software. So the software production business is booming. Not only for entertainment, videodisks will also be utilized for education and training.

Just a few weeks ago, I talked with some high officials of some developing countries, and they admit that the most important measure for their country is education. To provide education for such a large number of people, there are huge cost problems. But through videotape, videocassettes or videodisks, you can distribute the best teacher, immediately, all across the nation. And at the same time, we are combining a small computer with videodisk players, which makes a more effective educational tool.

So to achieve such a goal, the production of software is very, very important. In such a case, it's important to make production more efficient. But if you want to get real high-definition information, NTSC or PAL or SECAM are not really satisfactory. That's why we are working on high definition, so high-definition TV will be used mainly for the production side: that's the first step. Even the production side, I think, if we fulfill optimum production field, that's a very large amount of necessary equipment.

So on the production side, the high definition camera, high definition video recorder and good tape, will be very, very important. That is the more professional side.

But in the future. I think such a high definition system should go into the home, because now we have teletext or viewfax, you know, information systems. And also many companies already are using satellites to connect the terminal into the master computer—the CPU. So if they have a good connection through satellite, or optical cable, each home, each office, can get any kind of information. Also, unfortunately, we have three different transmission standards all over the world, and through the satellite, the world is shrinking. So we should have the same system all over the world. And if we get satellite or optical fiber we can use a wider band, and then we can get much higher definition video information, which is necessary for the future—not only for entertainment.

So that's why I always think that now is the time for some international association or international organization to find a standard for a high-definition system, for the whole world. Such discussions should be taking place, either among the industry or among governments. I don't know which is better, but I feel strongly that international discussion should take place as early as possible.

How soon do you think it might be possible to get high-definition production and receivers into the hands of a large portion of the public? Do you think by the end of this decade, for example, or could it be faster than that?

If demand is generated, the industry can move very fast. Already we are going into production for professional or broadcasting or production use—a year from now probably. And by that time, naturally, we will need monitors, cameras, everything. So we already have the technology, it's just a matter of mass production. So when the mass production technology and the mass production factory is there, the more important thing is what kind of system should we standardize all over the world.

You recently noted that the ability to place the electron gun underneath the screen, as in the Watchman, by bending the electron beam was an advancement toward an overall true flat screen for high definition. What else are we going to need to see that come about, and how long will it take?

The flat screen, high-definition combination is still distant, because our flat-screen TV is still black and white. Before we go to high definition, we should go with color. Of course, we are working on flat tube color, but that is one step towards a flat-screen system. But we don't know whether that system can be expanded.

For example, when we invented Trinitron, we showed it to many many people, and they said, "Trinitron can never make a big, big TV screen." But now, using the Trinitron concept, we have the largest TV screen—32 inches—which is widely used in TV stations. Our flat TV, Watchman, is really the first step. But we have many, many things to solve and many problems in enlarging the same system

What about the field of home video? I get the impression that there is a revolution going on in that field right now. You're selling a great number of videocassette recorders, and yet a lot of people aren't making a lot of money at it. I have the sense that that's about to move to the quarter-inch area as well, and I wonder how soon you're prepared to do that.

As far as the portable 8 mm video movie, we have a consensus among the industry. We have a big group, and almost all of the manufacturers participated, and I think by next spring we will get final format. That is the first step, to have the same cassette used in any kind of manufactured machine.

That small cassette may also use a new tape, and then we can record a high density, and so that is one close target, but it's too close to me. As the top management, we should think much further ahead. Naturally, the video recorder is an important system for everybody. Just like you are using the tape recorder, the video recorder should be used anywhere. The home video recorder is the first facility which gives the general public a chance to grab TV programs in their hands. Television communication is the strongest mass communication media, but unless you are always in front of a television set, you miss things. Only with a video recorder can you watch the program you want, anytime you want.

That means, you have a time-shift concept. But the time-shift concept makes TV completely different. I watch TV, but I'm usually so busy, because my schedule is so tight, that I cannot catch a good program that I want to see at home. So, my secretary always sets up the time clock and records those important programs. And then while I'm riding in the car, I can watch. So that's how I see, through video, the programs which I used to miss completely in the past. But now I can see many, many programs.

People are becoming busier and busier, so they should utilize their time more efficiently. Even if you see an interesting program, it's very hard for you to stay home to watch, and sometimes there are two or three programs on at the same time that you want to see.

May we divert you just a moment to ask a little bit about your own personal schedule? What are you so busy doing?

That's a good question. First, of course, I am chief executive officer of Sony, and my job is to get all our operations all over the world moving in the same direction. So my job is to get every operation to understand our policy and philosophy and, sometimes, to plan a new project. I manage our operations, so that's why I'm spending lots of time traveling. And naturally, as the chief executive officer, I have responsibility to set up a basic philosophy, a basic plan. So I have to spend quite a bit of time at my office. As to the day-to-day business we now have a chief operating officer, Mr. Norio Ohga.

And at the same time, I'm involved in many other things. Because of the Japan-U.S., Euro-Japan economic trade conflict, I am working as a member of Keidanren, the Japanese Federation of Economic Organization. I am a chairman of a special committee for industrial cooperation. It's called the international investment and technological exchange committee. As the chairman of this committee, I have

to spend quite a lot of time in negotiations with each country. I spent two weeks in Europe in negotiations with the European Community and France and England; and we have many official visitors to our Keidanren.

So as the chairman of this committee, especially on international matters, I have to meet these people and conduct the discussion. I'm also on the Pan Am board. I am on the international council of Morgan Guaranty Trust. I also was asked to be a member of the listed company advisory council for the New York Stock Exchange. I am the first non-American adviser because Japanese stock trading on the New York Stock Exchange is very important now. And, also, we have more and more money flow between the United States and Japan. Sony stock was the third most active stock on the New York Stock Exchange last year.

One of the duties listed was described as the obligation to impart philosophy to your company. Can you articulate the Sony philosophy, what distinguishes Sony from other countries?

Of course. At Sony we have tried to be unique and to utilize our technology to the utmost to create new products. We have created many world-class products and Japan-class products like Trinitron. Basically, utilization of technology is the most important philosophy of our company. At the same time, whenever we come out with a new product, the customer does not know how to utilize it, like the concept of time-shifting in video recording. At the beginning, people didn't know how to use the video recorder. Even when we came out with the tape recorder, people did not know how to use it.

Now I don't have to explain since everyone is using a tape recorder. But when we came out with a tape recorder, people thought that it was a toy, just recording your singing.

So whenever we come out with a new product, it's vitally important to transfer our idea to the customer. If this customer is in the industrial field, we need a different kind of marketing. We cannot be just the merchant. The marketing side should have a good knowledge of why we developed the new product and how to educate customer, you see. So your marketing side is vitally important to understanding the basic concept. That's why I spend a great amount of time talking, explaining and training our marketing side. So naturally our philosophy sometimes includes strategy and tactics.

So, communicating on an international basis, I feel, is a top management task.

How and to whom are you marketing the Watchman, for example?

On the technological side, Watchman is very interesting, but as a piece of merchandise, Watchman is a gadget. But there are quite a large number of people who like to have a gadget, all over the world. But in Japan, amazingly, Watchman is widely used by the TV crews when they go out to shoot news. They need an air monitor. And Watchman is very good for that. If they have a Watchman and some incident happens, if they have a relay station, they can see. You could do the same thing, of course, if you carried a TV set around. But Watchman you can carry in your pocket or your bag, and that's a good, cheap air monitor. It's one of those things we didn't expect.

What about the controversy over the half-inch TV cameras, with the built-in recorders?

Of course, it's a pity to have such a controversy. But on the other hand, because of this controversy, or because of the competition, both sides of the technology have advanced so quickly. Even I could not believe in so few years that we can record such a high-density recording with slow motion and stop motion. You know, that's amazing technology. That's why I am always pleased to see how free competition works.

What is the point of half-inch technology when quarter-inch technology is here?

What do you mean?

Why don't you just skip half-inch and go to quarter-inch in professional applications?

I don't know why. He [Neal Vander Dussen of Sony Broadcast] can answer.

Vander Dussen: Even though the technology is advancing very, very rapidly, quarter-inch today isn't good enough to get the kind of performance that stations want, when they have to go through editing and multiple generations. The half-inch is necessary at this point for that quality that's higher than what people want at home—the bandwidths, the signal-to-noise requirements and so on. Someday, certainly, the possibility of quarter-inch satisfying those requirements is realistic. It's not here now.

Will that be someday soon?

Vander Dussen: No, I don't think so. We believe there's going to be a period when half-inch technology will serve a very important new purpose to broadcasters. Both for ENG and for programing as well.

In an "At Large" BROADCASTING did with Julie Barnathan [of ABC] and Joe Flaherty [of CBS] on the subject of half-inch, they said that unless the manufacturers get together, they're not going to buy. They're simply not going to buy it. Do you see a breakthrough that would give them compatibility, that would give them the system that they are asking for, as opposed to simply one piece of equipment.

Vander Dussen: We were disappointed that we couldn't get together on a standard. We offered to consider a compromise cassette, and we offered to consider a smaller or a different head-wheel diameter. We changed after the SMPTE users committee developed a written set of requirements. We changed our electrical format. We felt that it would be better for the industry if there could be commonality between the suppliers. Unfortunately, however, our competitors [RCA] did not choose to agree even to negotiate in any of those areas, so now I see no practical way that it's going to evolve.

We are therefore showing the broadcasters what products we have, and we're very pleased to find not only interest in terms of planning, but a number of facilities have made the decision to go ahead with our Betacam. As an example, Corinthian Broadcasting made a decision to buy Betacam systems and gave us an order for approximately \$5 million for 75 systems for their six stations.

We will start delivering next year. In addition, Gannett has decided to adopt the Betacam system at some of their facilities, and we will be delivering equipment to them. So even though I certainly understand Mr. Flaherty's and Mr. Barnathan's points of view, we've done everything we can, but we feel that we now must go ahead to let the industry have the advantages that the Betacam system offers. So we're actively marketing it, and we're very pleased at the reception that we're being given and the decisions that people are making to go ahead on the equipment that we're proposing.

Morita: (resuming): And in Japan, already NHK is using a 63-camera system, and almost all the commercial networks are already committed to it.

[The following section of the Morita "At Large" took place after he had demonstrated Sony's new industrial-use CCD camera, its new digital optical disk and its Beta Hi-Fi—a stereo version of the Betamax videocassette recorder—to BROADCASTING editors.]

Would it be accurate to say that this is the forerunner of the CCD cameras for professional use?

It has very high sensitivity and is very sensitive on the infra red. So, you can see invisible light with it.

Who do you think will be the first to put it into practical application? Will you build it into a television camera?

No, actually, we are offering it for industrial use.

Are you beginning to obsolete yourself? Your old cameras, your old tape decks, your old recorders?

That's our business. If we don't do that, our competitor will do it.

As a customer, I think I would buy that unit [the optical disk] before I

bought this unit [the Beta Hi-Fi] because the first is so spectacular in its quality. This one is very good, too, but one wonders.

But, you know, the biggest complaint on the videocassette is that today's movies have such a good sound, and the public has gotten used to the many prerecorded tapes of movie music. That's why they like to have a good sound on the videotape.

Is there anything you can do for the sound on the home receiver?

Actually, our big receiver has a much better sound than others. The transmission is there, but the TV manufacturer doesn't pay too much attention to the sound. That's why we put more emphasis on it.

But you haven't put stereo sound in. I guess you're waiting for a standard.

Yes. In Japan, we already have a stereo sound. In Germany too, but not in this country.

Where do you rank these elements in your system of priorities at Sony?

It is difficult to say which is more important; of course, you know, we have an audio department and a video department. In the audio department a first priority is the disk system. And those who have the compact disk system I am sure will want a much better amplifier, a much better speaker.

Is there a standards problem on the audio disk, the laser disk? Are you likely to run into competition with other manufacturers?

No, there is already an established standard. This system was developed with 30% Sony cooperation, and we joined in with other people. Major record companies and hardware manufacturers have signed licenses. All the major record companies are coming out with the new disk.

Is it the laser that is the secret, or is it the digitalization of the signal?

Digital is a key, but because of digital, we can avoid all the noise for awhile in the system. But these signals need wide-band recording; that's why it is very difficult to record the digital signal with a needle. That's why laser is the only way to record a digital signal.

Can you broadcast this signal?

Yes, yes.

How do you transfer it into analog?

Well, actually, the broadcast signal will be analog; in that machine we have a digital-to-analog converter. That's why you can connect an ordinary amplifier.

Does this give the record industry a whole new lease on life? They can go back and redo all their old songs?

That's right. And all the artists are excited; they are recording their music again on the digital master.

Are you prepared to sell this machine with a guarantee that you're not going to obsolete it next year? My question is half serious. At the pace of change and the pace of evolution in technology, what kind of life expectancy can you hope for a new standard like this?

I think, you know, usually in the past, every 25 years or 20 to 25 years, the record was rehabilitated or changed. Because when I was kid, recordings were mechanical, with no electronics. Then electronic recording came out, and that lasted nearly 20-25 years. Then the long-playing record came out in 1945-46, and that lasted nearly 20 years before it came to stereo, and that's already on the market 20 years.

So, through the next 20 years, that is the age of this disk.

Well, what is the next development that you're going to bring forward?

That is a company secret.

What about your new involvement with computers?

Of course we have a great interest in the computer business, especially the personal or the more widely used computers for home-use or personal use. It is a very competitive business, and still people don't know what the real, real use is. Of course, many people use them for business, but the so-called personal computer, the home use computer, majority of the people are using it just for games. But think we need more development in the software. And there is also the so-called viewdata or teletext system, with a keyboard to be attached to your television. My office has a special machine through which I can access the British teletext system and the Hong Kong teletext system through the telephone. So then at my office, I can get any kind of information from European countries, the United States and Japanese computers. That is a mixture of the personal computer and the television and the telephone. It means the TV screen will be very strong, important terminal for information access.

What advice do you have either for the consumer of electronic products or the professional broadcaster about what to do in the face of technological change, when it's so confusing and it's so expensive to go forward—and so a lot of people just stand still. What do you say to those people?

It's just like our automobile. You know, the automobile also has been developed every year. So if you wait too long a time, you don't get the advantage.

Why is your technology so good?

Because we have concentrated in a very specialized field. We are almost a \$5 billion company. But we are not diversified, you know we concentrate on video, TV and on audio, and almost the same technology—solid state technology or digital technology—all the same kind of technology can be applied. That's why, being a specialist, we can have a much higher density product.

Do you have greater revenue outside Japan than within Japan? Are you more an international company than a national company?

Yes. Nearly 75% of our business is outside Japan.

Can you put your finger on the one product that got you that reputation that made it possible to build such a business success?

Actually, we originated real, personalized transistor radio and transistorized TV, which made Sony popular all over the world. Since then, we have created many, many new items. Even the Walkman made our name more popular to the younger generation.

Is Watchman a success?

Yes. Now we have a large number of back orders, especially in the United States.

When did your company or when did your perception of the company change from being a relatively small company in Japan to being this international enterprise that you are now?

When I made my first trip abroad, to the United States and Europe in 1953, I came to this country to sign a transistor patent license. But I met with all the manufacturers, dealers in Europe. I visited many competitors. I spent two months visiting many, many companies and industries.

Have you ever stopped traveling since?

I never stop. I think I am the most-travelled flyer in the world. I know that I have already passed four million kilometers—about three million miles? But that was two years ago.

Do you have a vision at all of the electronic future into which these products are going to fit? I'm particularly interested in the future of the television industry, whether it's going to stay largely as it is whether it's going to go high definition, whether cable will take over or direct broadcast satellites.

You know the television industry is changing. As I said before, the

television screen can be used for many, many purposes. In the future, either with optical fiber or closed circuit television, you can have possible a communication, so you can make banking through a television screen, so you can transfer your money and you can know how much you have in your account, and you can transfer the money and you can buy things—and all will be displayed on the cathode ray tube.

In the automobile we probably will have a cathode ray tube, a screen, instead of the many meters.

For what purpose?

To simplify driving.

You know, like the cockpit of a 767, where they have CRT instead of too many meters, indicators—whatever is necessary, that indication should come out. In the future, you can have a TV screen in your car and then if you consult something in your car, you have a map and then you know where you are. So while you are driving, that spot is moving on your display, and you will not get lost.

How far away is that?

Not too far, I think.

Will that be a Sony product?

We hope so. We hope so.

Do you envision Sony having a role in the information age?

Yes, because we have such a good display—a very, very good display.

You don't have to modify it at all?

Of course. We have a finer resolution Trinitron for computer use. It is very good because of the high brightness and the high resolution. You get that good image or good information on this display.

Do you anticipate that there will be widespread electronic publishing with material that is now in newspapers or magazines being put into the home via a television screen?

I have a doubt. Of course, to some extent, through the television system we can deliver the information much faster. But still, people like to read the paper. And also people like to see the fine picture on the magazine. So I don't think that we will take all the business away from publishing.

Well, what do you think the information age means?

Information age means that there are people who want more facility or more opportunity to get a much wider range of information at their home or office. If you can connect your TV screen to a European or Japanese computer, whenever you write your material, you can get any information from any country, and sources, and you don't have to search for all that material.

That's an information age. Everybody can have a good access to a wide range of information from anywhere. And instead of checking all the files, you can get the latest information from anywhere.

Do you see the possibility of achieving a worldwide television system that enables information to be transferred across borders so that you can pick up something from Japan or from Germany?

I hope such a time comes.

What's standing in the way?

Principally, achieving a worldwide TV standard. And then if we have a new standard, it should be high definition. ■

Technology

Sony's nearly 40 years of making it better and/or smaller

Japanese electronics innovator, feeling effects of recession, is determined to bounce back with new broadcast and consumer items

Sony was founded May 1946 as the Tokyo Telecommunications Engineering Corp. by Masaru Ibuka and Akio Morita in a bombed-out Tokyo department store several months after the end of World War II.

The two had met during the war, when Morita was a naval lieutenant and Ibuka was a defense contractor. In the beginning, the company had capital totaling \$500. First-year sales were less than \$7,000 and profits were less than \$300. Japan itself was a shambles. Hiroshima and Nagasaki had been totally destroyed by atomic bombs and more than half of Tokyo, the nation's capital, had been leveled by conventional bombs. The economy had collapsed.

From those humble origins, Sony (from the Latin *sonus*, meaning sound) has grown to become a multibillion dollar corporation with operations on six continents.

Perhaps the company's first technological achievement was the development of a magnetic tape and tape recorder which it introduced to the Japanese market in 1950. In



Morita with the Typecorder

1955—the first year it introduced a product with the brand name of Sony—the company marketed the first all-transistor radio, and three years later, the first AM/FM transistor radio. Two years after that came the first transistor television set and a year later, in 1961, Sony introduced the first transistorized videotape recorder.

Sony is a relative newcomer among Japan-based consumer and professional electronic companies. Matsushita, JVC, Fuji and Hitachi, for example, were all established before Sony. However, in the years since the company was founded, almost 40 years ago (Sony was not adopted as a corporate title until 1958), it has developed a worldwide reputation for quality that some industry people see as the best thing it has going for it.

As a company that predominantly serves the consumer electronics market, Sony has been particularly hard hit by the current recession, which has been called the worst since the Great Depression. Peter Ito, an electronics company analyst with Drexel Burnham Lambert, says that more than 80% of the company's business comes from the worldwide consumer sector—a market that, in hard times, has not only cut back drasti-



Tamiya

cally on spending, but has also avoided such "premium priced" products as Sony's Trinitron line of color television sets.

For the year ending Oct. 31, 1982, Sony reported net sales worldwide totaling more than \$4.5 billion, up 6% from the previous year. But net income was down 31.5% to \$186.3 million. Operating income was also down, by 23.1%, to \$445.5 million. (All 1982 financial figures for Sony expressed in dollar terms have been based by the company on the prevailing exchange rate as of Dec. 14, 1982, of 246 yen for one U.S. dollar.) And in terms of the bottom line, analysts and Sony executives alike agree that 1983 won't be much better, although both Wall Street and the company are calling for a significantly improved 1984. "If you look at our financial performance in 1983," said Kenji Tamiya, president, Sony Corp. of America, "it will not appear to have rebounded from 1982."

For Sony Corp. of America, Tamiya said, "If you analyze in detail all of our operations, 1983 will be better than 1982 in terms of inventory, market share, market position and our relationship with dealers." Revenue should also be higher this year than last year, he said, but the profit picture will largely be determined by the pace of economic recovery.

It's believed that Sony "has experienced more problems during the past 12 months than any other Japanese electronics firm." Part of the company's problem, Tamiya suggests, was its failure to reduce rapidly enough its inventories of videotape recorders in the recessionary climate, whereas Matsushita, for example, took actions earlier to do so. And, he added, Sony's premium prices of 20% to 30% more than competitors' for many of its products did not help its chances of coming out of the recession unscathed.

Tom Henwood, an analyst following the electronics business for First Boston Corp., agrees with Ito that Sony's current problems appear to be short term. "As the company's inventory problems are resolved," he said, "and as demand picks up, Sony will respond. They have the potential for a big '84 and '85."

□

In December of 1981, when Sony reorganized into five operating groups (marketing and sales, manufacturing, service, engineer-

ing laboratories and diversified operations), it also created a new marketing company to focus on the broadcasting industry. Neil Vander Dussen, a former RCA Corp. executive, was appointed president of the new company, Sony Broadcast Products, a post he still holds.

Video production equipment has been, and will continue to be, the dominant part of Sony Broadcast Products, although Sony recently acquired a company called MCI, which specializes in professional audio equipment. On the video side, it's Sony's line of Betacam half-inch ENG/EPF equipment that has attracted the most attention over the past two years, largely due to the fierce battle that Sony has been engaged in with Matsushita, which developed the "M" format half-inch ENG/EPF camera-recorder, as to which should be the standard for the broadcast industry.

Attempts by the Society of Motion Picture and Television Engineers to develop a compromise standard to make the two lines of equipment compatible fell through and, as a result, many broadcasters have resisted going with either format.

In fact, there has been some talk about leap-frogging the half-inch standard altogether in favor of a quarter-inch format, now being developed by two companies—Bosch-Fernseh and Hitachi. And although their respective systems are incompatible, both have indicated a willingness to compromise to come up with a standard. ABC has gone on record in favor of the quarter-inch standard over the half-inch.

Vander Dussen argues, however, that "there is no way today with the technologies that are currently available that quarter-inch can achieve the quality that is given by half-inch equipment."

Although the argument has been made that half-inch quality is not essential for news broadcasts, Vander Dussen counters that "most of the users want their equipment for broad applications. The line between ENG and EPF is not clearly defined, and even though half-inch equipment today is slightly larger, the quality it can achieve allows for a far greater utilization." The Sony executive also asserts that "many broadcasters believe that ENG is deserving of the best quality that's practical."

Perhaps speaking from the adversary position one would expect from a marketer of the half-inch Beta format, Vander Dussen goes so far as to say that quarter-inch will probably be made obsolete before it ever gets off the ground—by the recently announced 8mm format that has been developed for the consumer market. "In the years to come," he explains, "if broadcasters want a standard that's smaller than half-inch, having one that utilizes tape that is the same size as that used by consumers would have advantages."

Sony recognizes, continues Vander Dussen, that some broadcasters are interested in a format smaller than the half-inch equipment, "and say they are willing to sacrifice quality to use the smaller size. We think however, that most people will still require a quality that can only be provided by half-inch." As to ABC's position, he adds that the network, for one reason anyway, wants quarter-inch because "they ship equipment

around the world and they want equipment that's as small and light as possible. But most stations and groups of stations don't have that same requirement."

In terms of sales, Vander Dussen believes that Sony "is substantially ahead" of Matsushita and its allies as far as sales of half-inch field equipment is concerned. "My guess is that our share of the half-inch market now is over 80%." He adds that sales for Sony Broadcast Products were up 15% in 1982 and "our growth is continuing on that level in 1983."

Sony Broadcast spent "in excess of \$1 million" at this year's NAB according to Vander Dussen. "We wanted to have an environment there where broadcasters could really see the products and understand what the equipment is capable of, and allow them the space necessary to use the equipment and compare what we're proposing." He also indicated that the investment was well worth it in terms of the traffic at NAB and the number of passersby that "expressed an interest in our products."

Sony showed its line of high-definition and digital television equipment at NAB, said Vander Dussen, essentially to show broadcasters what the technology is capable of. "We want to talk to broadcasters earlier in the designing cycle for the benefit of their opinions, to avoid some of the problems that have existed in the past in developing standards."

As to high definition, Vander Dussen said that initially "we believe that HDTV should be used for master program production where that final product can then be converted to whatever distribution standard is appropriate. The technical capability is here now," he said, for both digital and high definition television, and may be applied before 1990.

Sony Communications Co., an SCA subsidiary headed by Koichi Tsunoda, and from which both the Consumer Products and Broadcast Products companies were spun off, currently houses several divisions: industrial video, microcomputers, office products, data products and professional audio.

"We concentrate on corporate communications systems," says Tsunoda. "Our customers care more about the service we provide, whereas the broadcast customer sees the product essentially as a hardware item." The video division is the largest, he adds,



Vander Dussen

PART 1 - Sun., May 1 **25.4** rating

PART 2 - Mon., May 2 **27.0** rating*

THE HIGHEST RATED SHOW ON NBC FOR THE YEAR!

"It certainly is superior commercial-television fare. The dazzling special effects reflect big-screen production values."

— Arthur Unger, *Christian Science Monitor*

"'V' is an intriguingly executed... miniseries with an ambitious premise... elaborate special effects to recommend it."

"... offers exciting staged action, an engaging diversity of characterizations and persuasive effects."

— Gail Williams, *The Hollywood Reporter*

"Technically excellent... and the idea of the gigantic disks hanging over the cities as constant reminders of the presence of invaders look strikingly ominous."

— Tone, *Daily Variety*

"... thrilling, thought-provoking, and paced like a motor race."

"What separates 'V' from average TV sci-fi is that it is more than an eye-popping adventure."

"... rousing satisfying viewing... visual effects are well beyond the TV norm."

— Tom Shales, *Washington Post*

"Right at the top we know that 'V' isn't just another fling at science fiction..."

"... the rise of the Nazis done as a cautionary science-fiction fable. For television, this is probably a first."

— John Corry, *New York Times*

"Throughout, the special effects are as convincing as they are riveting..."

"... it's Kenneth Johnson who deserves chief credits..."

"It stands as a monument not only to his ingenuity but also to his generalship, for this is an enormous production even by movie-movie standards..."

"... an unusually ambitious and compelling TV venture."

— Peter Bunzel, *Los Angeles Herald Examiner*

"... A dazzling science-fiction two-parter for once translates into exciting special effects on the screen. This is no sci-fi ripoff... but an intelligent, imaginative, engrossing four-hour drama..."

"... thought-provoking, sometimes shocking..."

— Kay Gardella, *N.Y. Daily News*

"... interesting, suspenseful, highly watchable."

"... 'V' has the stylized look of those '50s science-fiction films..."

"As pure entertainment... 'V' is a... doozy with romance, lots of action and a tingly score..."

"It has epic heroes in Marc Singer and Faye Grant... It has swell heavies, and it is thoughtful enough to involve viewers on more than one level."

— Howard Rosenberg, *Los Angeles Times*

"... Kenneth Johnson's ambitious and fascinating 'V'... an imaginative first-class thriller of substance and social significance."

— Judith Crist, *TV Guide*

"V" Starring MARC SINGER FAYE GRANT • Production Designer CHARLES R. DAVIS • Producer CHUCK BOWMAN

Written and Directed by KENNETH JOHNSON • Executive Producer KENNETH JOHNSON • Art Director GARY LEE • Special Effects TOM RYBA, JOSEPH GOSS, TOM TUKUNAGA • Mattes MATTHEW J. YURICICH • Miniatures GREGORY JEIN • Special Optical Effects DREAM QUEST IMAGES, COAST, PACIFIC TITLE • A KENNETH JOHNSON PRODUCTION in association with

WARNER BROS. TELEVISION
A Warner Communications Company



*Source: A.C. Nielsen Company

A Sony Product Potpourri

"simply because it's been around the longest." The office products division is the second largest, while the others are relatively new additions and account for minimal business.

□

Sony's relatively late arrival on the consumer-electronics scene in Japan has perhaps forced the company to look a little harder for business in foreign markets, where it generated almost 75% of its sales last year. "That's very unusual in Japan," said Ito. And it doesn't appear to be a trend that will reverse itself soon. Last year, for the first time in 10 years, domestic sales were down, by 7.2% to about \$1.1 billion. Foreign sales were up 11.4% to almost \$3.4 billion.

Sales in the U.S. accounted for 28.8% of Sony's total net sales, or about \$1.3 billion, in 1982, up 15.5%. About \$1 billion of that was generated by Sony Consumer Products Co., a subsidiary of Sony Corp. of America, with the rest distributed among SCA's other marketing subsidiaries. They include Sony Communications Products, which serves the industrial sector with an array of audio/video systems as well as office and data products; Sony Broadcast Products Co., which was spun off from Communications Products in late 1981 to market studio and ENG/EFP equipment to the broadcasting industry, and Sony Tape Sales Co., which is responsible for the sale of audio and video tape to the U.S. consumer market.

Sales in Europe (accounting for almost 24% of the total) increased by 24.2% to almost \$1.1 billion last year. Sales in foreign markets other than the U.S. and Europe were down 3.9%, totaling almost \$992 million.

A breakdown of worldwide sales by product category for 1982 reveals that video equipment and tape sales were up almost 31% to more than \$1.9 billion. Audio equipment sales were down 16% to about \$1.03 billion, and sales of television sets were down about 4% to slightly more than \$1 billion. Sales of other products, including dictating and word processing machines, language labs and Sony's SMC-70 micro-computer, were up 9% to about \$502 million.

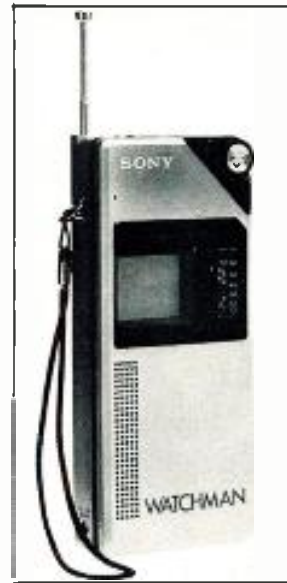
Over the course of the next several years Sony hopes to achieve a less lopsided consumer-to-nonconsumer sales ratio so that at



BVP-3 Betacom



Beta hi-fi



Watchman



Mavigraph



Compact Disk Player

least 30% of its total sales are accounted for in the nonconsumer area. SCA President Tamiya notes that that is a company goal instituted "several years ago" by Sony Chairman Morita. And eventually, he adds, the company would like to generate roughly equal sales in its consumer and nonconsumer markets, "but we don't have a timetable at this point [for doing that] because the consumer market is not shrinking and we don't want to sacrifice that market. It's not our objective to achieve that 50-50 [ratio] by defusing our consumer business. [In other words] the nonconsumer business must pace, perhaps double or triple or even higher to try to close the gap." Quantifying the task that lays ahead, Tamiya notes that Sony's consumer business has grown about three-fold since 1978, while sales to the nonconsumer sector have grown perhaps 20% to 25% in the same period.

Drexel Burnham Lambert's Ito believes the goal of 30% nonconsumer sales is achievable. "Their sales base is so small [in the nonconsumer market] that they should be able to do it." Ito said Sony is trying to get its consumer-to-nonconsumer sales ratio on a par with most of the other Japanese electronics companies.

The yen weakened substantially in 1982, and continued to weaken this year as well, said Ito, and normally that should provide a boost to the profit margins of Japanese companies. But those gains, he added, were offset by the "fierce" price competition among companies so that nobody gained.

Nevertheless, analysts agree that Sony has a number of strong attributes, including a reputation for quality, an established

worldwide distribution system and, as Ito puts it, "tremendous capability and very good technology."

A major weakness, however, is that with sales ratio that is skewed more heavily toward the consumer and foreign market when compared with other major Japanese electronics firms, Sony's bottom line is much more sensitive to the vagaries of the worldwide economy. Another point that analysts make is that even though Sony has decent reputation both at home and abroad its image is not what it used to be. "They don't have the proprietary products they used to possess, with the exception of the Mavica video still cameras," said Ito. In the 1960's, he added, Sony was responsible for miniaturizing the consumer electronics business with an assortment of tape recorder, radios and other products. And in 1975 Sony was first out of the starting gate with a home video recording system called Betamax. By eight years later, estimates are that Sony has only 30% of the VCR market. "The weakness is not in the technology," says Ito. "The VCR cartridge is smaller [than Matsushita's VHS format] and the image is fine." Matsushita has simply outmarketed Sony on the VCR front, he concludes.

First Boston's Henwood adds that in the past, Sony has been a "big new-product company and thus a big swing-in-earnings company. But that's changing so that they are becoming more of an economy-sensitive company." Like Ito, he sees the primary reason behind that shift as being that Sony "is coming up with products and ideas not of the mainstream." Also, he notes, "The need to standardize has had a distinct [neg



Tsunoda

London Weekend TV International's

THE DEATH OF ADOLF HITLER

26 KEY MARKETS SOLD IN 24 HOURS!

METROMEDIA

WNEW-TV New York
KTTV Los Angeles
WFLD-TV Chicago
WTTG Washington
KRIV-TV Houston
WXIX-TV Cincinnati
WCVB-TV Boston

GANNETT

WTCN-TV Minneapolis
WXIA-TV Atlanta
KBTB-TV Denver
KPNX-TV Phoenix
KOCO-TV Oklahoma City
WLKY-TV Louisville

OUTLET

KOVR-TV Sacramento
WCMH-TV Columbus
WJAR-TV Providence
WDBO-TV Orlando
KSAT-TV San Antonio

POST-NEWSWEEK

WDIV-TV Detroit
WPLG-TV Miami
WFSB-TV Hartford
WJXT-TV Jacksonville

PLUS...

KPLR-TV St. Louis

HEARST

WTAE-TV Pittsburgh
WISN-TV Milwaukee
KMBC-TV Kansas City

CALL - MIKE GOULD 212-586-5760
CALL - DON JOANNES 213-478-2561

GOULD ENTERTAINMENT CORPORATION

101 West 57th Street, New York, N.Y. 10019 • 212 586-5760



ive] impact on the nature of the company." The half-inch Betacam ENG camera-recording system is the most noteworthy example.

Recessionary climate aside, Henwood suggests that in some cases Sony and other Japan-based companies have not generated the profits they might have had they been based elsewhere. Japan has a "much more managed economy," Henwood believes, and as a result the emphasis is often on growth as opposed to rate of return. He adds, however, that changes may be forthcoming. "My visits with Japanese companies have revealed an increased desire to improve levels of profitability." And indications point to a "freer economy" in Japan in the future, said Henwood, enabling companies to achieve a higher rate of return.

As Henwood sees it, Sony's biggest strengths are "it's name and distribution system." And its breadth of product offerings, he said, "enables the company to market systems instead of just products."

□

In 1968, in what Ito described as Sony's "biggest gamble," but which turned out to be a "tremendous success," the company marketed the first of its line of Trinitron color television sets. The Trinitron technology utilizes a one-gun picture tube, which Sony claims provides more accurate beam alignment, and just one lens, for sharper focus. Most other television sets use a three-gun picture tube with three lenses. In 1973 the National Academy of Television Arts and Sciences awarded Sony an Emmy for the Trinitron line.

The company also received an Emmy for its U-matic three-quarter-inch videocassette player, introduced in 1971. The first Betamax videocassette recorder for consumer use was introduced in 1975, and the following year, Sony was slapped with a lawsuit for copyright infringement by Walt Disney Co. and Universal Pictures. Sony won the first round, on the district court level, in 1979, but the U.S. Court of Appeals for the Ninth Circuit reversed the decision two years later, holding that Sony could be held liable and in violation of copyright laws. The case was remanded back to the lower court. Meanwhile, Sony appealed to the Supreme Court which heard oral arguments earlier this year. A Supreme Court decision is expected any time.

Kenji Tamiya describes the consumer products company as the "backbone" of Sony's American subsidiary—a first among equals, perhaps, of all the companies that he is responsible for as president of Sony Corp. of America.

Joseph Lagore, president of Sony Consumer Products Co., is the executive charged with the responsibility of insuring that SCA's backbone regains a healthy posture. During the last couple of months, sales for the consumer products company have improved somewhat, Lagore maintains, a possible indicator that the company may be emerging from the "very difficult time" it found itself confronted with during 1982. "We were caught in a dilemma," Lagore explains, "particularly with our Trinitron product, the flagship of our product lines." The Trinitron line is priced at a "premium" he

notes, as high as 40% more than other brand-name television receivers. In a deep recession, "that can be a very meaningful difference in the consumer's mind," he adds. "We think that there were a significant number of potential Sony customers out there who just walked away because they simply could not afford it." To counter that trend, the company has recently introduced several Trinitron models that are priced a little more in line with competitive models, but still 15% or 20% higher. Price competition (and erosion) has been "extremely severe" over the past year or more, says Lagore. But even so, "we just can't get down and dirty with the price of Trinitron [sets] because they are more expensive to build. It's a matter of how much premium."

Lagore's company also handles the marketing of the compact digital disk player—jointly developed by Sony and the Holland-based Philips Corp.—to the U.S. consumer market. The player was introduced to the Japanese market last fall and to the American market in March. It retails for about \$900. Lagore suggests that the player and



Lagore and Betamovie

the compact disk represent "the most important breakthrough in audio product since the invention of the stereo player 20 years ago. We fully expect to revitalize the hi-fi business which has been rather down in the last few years." The digital disk player, he adds, "has a very good chance of becoming a standard in 10 years."

This year, Lagore's company will begin marketing two new products that complement Sony's line of Betamax VCR's—Beta Hi-Fi, introduced just last month and Betamovie, a home video camera/recorder which will be available in the fall. Beta Hi-Fi is a method for recording stereo sound videocassettes whereby the sound is frequency modulated and recorded together with the video chrominance and luminance signals instead of on a separate audio track. Sony has incorporated the Beta Hi-Fi technology into two Betamax models so far, one priced at \$850 and the other at \$1,500. The systems are designed to (but don't have to) interface with the users' home stereo unit to produce "a real mini-theater atmosphere in the home," says Lagore, adding that the sound quality of Beta Hi-Fi approaches that of the compact

disk. To complement the new Betamax sound, Sony will also manufacture stereo video clips, comparable to the clips that record companies supply to Music Television for promotional purposes. They will cost about \$16 for the Beta format and \$20 for the competing VHS format.

Lagore is hopeful that Beta Hi-Fi will become a mass-marketable product by 1990, when the price is projected to be in the \$300-\$400 range.

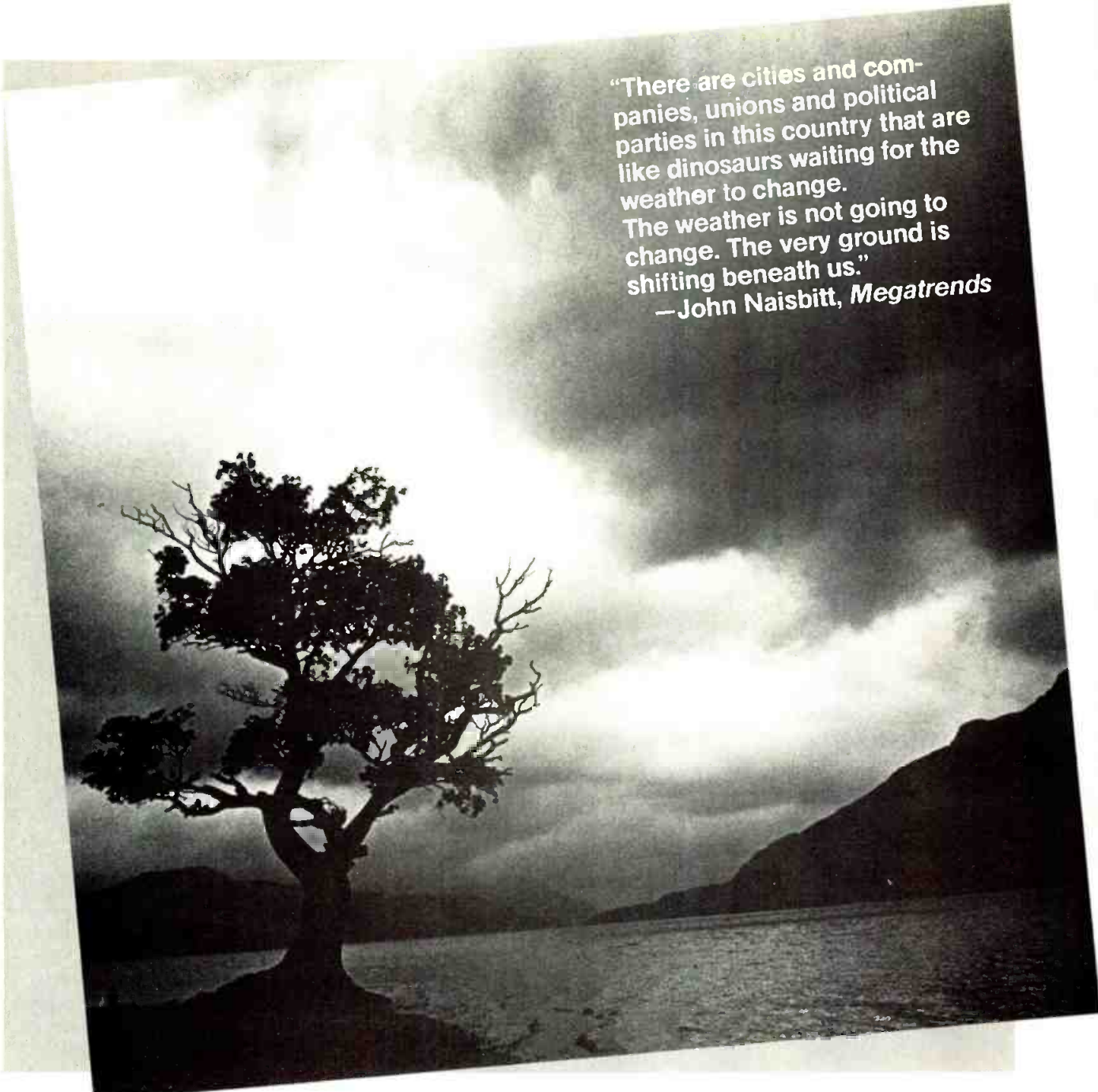
Betamovie is a one-piece camera-recorder (half-inch) for home use that Sony exhibited at this year's winter Consumer Electronics Show in Las Vegas. The unit does not have playback or television recording capabilities, but is designed to record home movies on cassettes for playback on any standard Betamax machine. The Betamovie unit weighs a little more than five pounds and has a maximum recording time of three hours and 20 minutes.

Consumer and professional electronics products compose the bulk of Sony's resources and attention, but the company is also involved in a number of diversified businesses through wholly-owned subsidiaries or ventures with other companies. Sony Creative Products, for example, was established in 1978 to cultivate a cosmetics line and other products, such as greeting cards and stationery for the Japan market. Sony Enterprise Co., established in 1966, operates language schools and travel agencies. In 1962, Sony Chemicals was formed to produce adhesives and other related products. Sony Magnescale manufactures and markets measuring instruments. Sony Trading Corp. handles import sales for more than 100 foreign companies.

CBS/Sony is the largest record manufacturer in Japan. Formed in 1968 with CBS Inc., it was Sony's first step in the joint venturing arena, which occurred only after a loosening up of governmental restrictions against foreign capital investment in Japan. Several weeks ago CBS/Sony announced that, subject to the approval of the Japanese government, a newly formed subsidiary will purchase a CBS-owned plant in Terre Haute, Ind., which will be readied to manufacture compact digital disks by 1984. CBS/Sony is already manufacturing compact disks in Japan and will continue to do so until the Terre Haute plant is operational.

Other joint ventures include Sony Prudential Life Insurance Co. (insurance); Sony Tektronix Corp. (measuring instruments and graphic terminals); Sony-Eveready Inc. (batteries), and Sony/Wilson Inc., which markets video equipment with which the user can analyze his golf or tennis swing.

Like most companies, Sony has had its ups and downs and is currently emerging from one of the toughest periods in its 37-year history. Yet one would be hard pressed to argue that the company's rise to the top echelon of worldwide consumer and professional electronics companies has been anything less than impressive and dramatic. And with the company's work in such areas as digital television technology, high definition and other frontiers only the highest company executives know about, Sony's future as a leading electronics company seems assured.



"There are cities and companies, unions and political parties in this country that are like dinosaurs waiting for the weather to change. The weather is not going to change. The very ground is shifting beneath us."

—John Naisbitt, *Megatrends*

"The very ground is shifting beneath us..."

The technological revolution is shaping our lives, but can we shape *technology* to make it work for us?

The Communications Workers of America believes we can, and must. Through its innovative Committee on the Future and its television/radio series "Rewiring Your World," CWA has opened a public dialogue aimed at humanizing the technological revolution.

CWA is the Information Age

union representing workers in industries and fields which are changing and growing at a spectacular rate.

CWA is no enemy of change. When telephone service was first automated, CWA members made the new technology work. Now, as then, CWA insists on contracts and work rules that enhance the dignity and satisfaction of the work their members do for you.

Technology may be changing our lives, but CWA is helping make that change productive and humane.

"Those who anticipate the new era will be a quantum leap ahead of those who hold on to the past," writes John Naisbitt in *Megatrends*. "If we can learn to make uncertainty our friend, we can achieve much more..."

CWA

SECURITY '83

Communications Workers of America, AFL-CIO
1925 K Street, N.W.
Washington, D.C. 20006
(202) 728-2300

Orion-Intelsat battle goes before Hill

Move to allow competition into international record carrier field debated in front of Senate subcommittee

The battle over whether to permit private companies to compete with Intelsat in the international satellite communications business moved last week to Capitol Hill and the hearing rooms of the Senate Communications Subcommittee.

In testimony on international telecommunications deregulation legislation (S. 999), representatives of Intelsat and the Communications Satellite Corp., the U.S. partner in Intelsat, condemned provisions of the bill that would open the door to potential competitors.

Theirs was far from an academic exercise. Orion Satellite Corp., an entrepreneurial venture with backers in the U.S. and Europe, in an application submitted to the FCC on March 11, proposed a two-satellite system that would link users on both sides of the Atlantic Ocean in direct competition with Intelsat's lucrative transatlantic service. Orion Executive Vice President Christopher Vizas, in his testimony, defended the concept of international satellite competition, in general, and the Orion proposal, in particular.

In the Communications Satellite Act of 1962, the U.S. established Comsat with a mandate to establish a worldwide satellite communications system. Comsat fulfilled its mission, guiding the creation of Intelsat, an organization of 109 member countries, that owns and operates 16 satellites and provides two-thirds of the world's overseas communications, including almost all overseas television.

The Satellite Act permits competing international satellite systems only if they are "required to meet unique governmental needs or otherwise required in the national interest." A provision of S. 999, introduced last month by Subcommittee Chairman Barry Goldwater (R-Ariz.), amends the act to permit, in addition, systems that "will otherwise serve the public interest, convenience and necessity."

The amendment to the Satellite Act, said Joseph Charyk, president and chief executive officer of Comsat, "is a major change in U.S. policy and one which could have disastrous consequences." In considering the regulation on international telecommunications, he said, it is important to distinguish between services and facilities. "We believe that, while increased competition in the provision of services will benefit the user," he said, "the establishment of alternative inter-



Goldwater



Charyk

national satellite transmission facilities would lead to the dissolution of the Intelsat system and would adversely affect both the quality and cost of communications services for the U.S. users, as well as raise serious questions in international deliberations on the allocation of frequencies and orbital slots."

Permitting competing systems, he said, would also run counter to the Intelsat agreement, to which the U.S. is a party. That agreement permits competing systems, he said, only if they are technically compatible with the Intelsat system and only if they will not "cause 'significant economic harm to the global system.'"

And Santiago Astrain, director general of Intelsat, testified that Intelsat member countries, meeting four weeks ago in Bangkok, Thailand, adopted a resolution that asserted that there would be significant economic harm. "The establishment of one or more competitive satellite systems diverting international transoceanic or other heavy-route traffic from the Intelsat system," the resolution said, "would have a fundamental impact on the viability of the single, global commercial telecommunications satellite system, and would entail serious financial consequences for all Intelsat users."

Astrain added that systems serving the heavy traffic routes "would constitute inequitable competition," which would result in higher costs for users in developed and developing countries. The proliferation of competing systems, he said, would aggravate the problems of finding orbital slots and "equitable access" to the slots by all countries.

Richard R. Colino, a communications consultant and the Comsat nominee to be the next director general of Intelsat, underscored the remarks of Charyk and Astrain by listing some of the "negative" effects of competition to Intelsat: "Efficiencies in the use of the geostationary orbital arc and frequency spectrum would be diminished; economies of scale and operational benefits deriving from the Intelsat system would undoubtedly be affected adversely. Financial benefits derived by all users, members and non-members alike, would be diminished as Intelsat would have to increase its charges to

balance the loss of revenue received or anticipated and as a result of less efficient use of the Intelsat satellites. Intelsat members would see their investments in the space segment, soon to exceed \$2.3 billion, potentially jeopardized."

Orion's Vizas tried to downplay the impact of Orion's system on Intelsat, saying it would "complement" the Intelsat system. Unlike Intelsat, he said, Orion will provide private facilities for private use. "Orion's satellites will be user-owned," he said. "Capacity will be used by transponder owners to meet their own, often unique, communications needs."

Contradicting Charyk, Vizas said Orion's proposal does not involve a major change in communications policy. "Our proposal does no more than acknowledge the basic distinction between facilities that are privately owned and used for private purposes and those that are used to provide common carrier service."

In Vizas's view, the new language of S. 999 "does not create a new standard" for the authorization of non-Intelsat systems. "Instead, we see the amendment simply augmenting and clarifying the national interest standard already embodied in [the Satellite Act]," he said. The FCC, he noted, invoked the existing standard to justify its decision to allow domestic systems to provide service between the U.S. and Canada and Mexico.

The FCC revealed some of its thinking on the issue during the hearings. Willard L. DeMory, assistant chief, international common carrier bureau, said the FCC welcomes the amendment to the Satellite Act. "While we view this amendment as clarifying Congress's original intent that additional satellite systems could be authorized by the commission if they are in the public interest, we would be pleased to have Congress give us a clear policy direction in this area."

The debate over potential competition to Intelsat is not the only controversial provision of the wide-ranging bill. Sixteen witnesses appeared before the subcommittee and while all professed to be in favor of the bill as a whole, virtually all questioned one or more of its parts.

The bill proposes to replace existing regulation in international telecommunication:

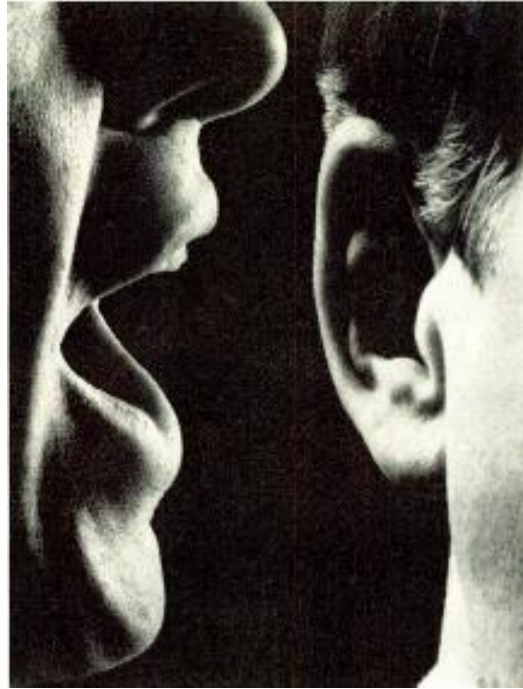
INFLUENCE.

What makes one sales person more influential than another?

In radio, it's an attitude that goes beyond selling "by the numbers." It's the knowledge and dedication to understand and communicate the unique strengths of each station.

At Blair Radio, our sales people have this knowledge and dedication.

They know that the significance of format and personality, of audience loyalty and motivation doesn't



always show up in the ratings numbers. But it does show up when advertisers add up sales results.

How influential is our sales philosophy?

Look at the quality of our station list—the strongest in radio. Talk to us and we'll tell you how our way of selling radio

works for everybody.

That's why we have such long-term relationships with our client stations. That's why Blair Radio is the power of radio.



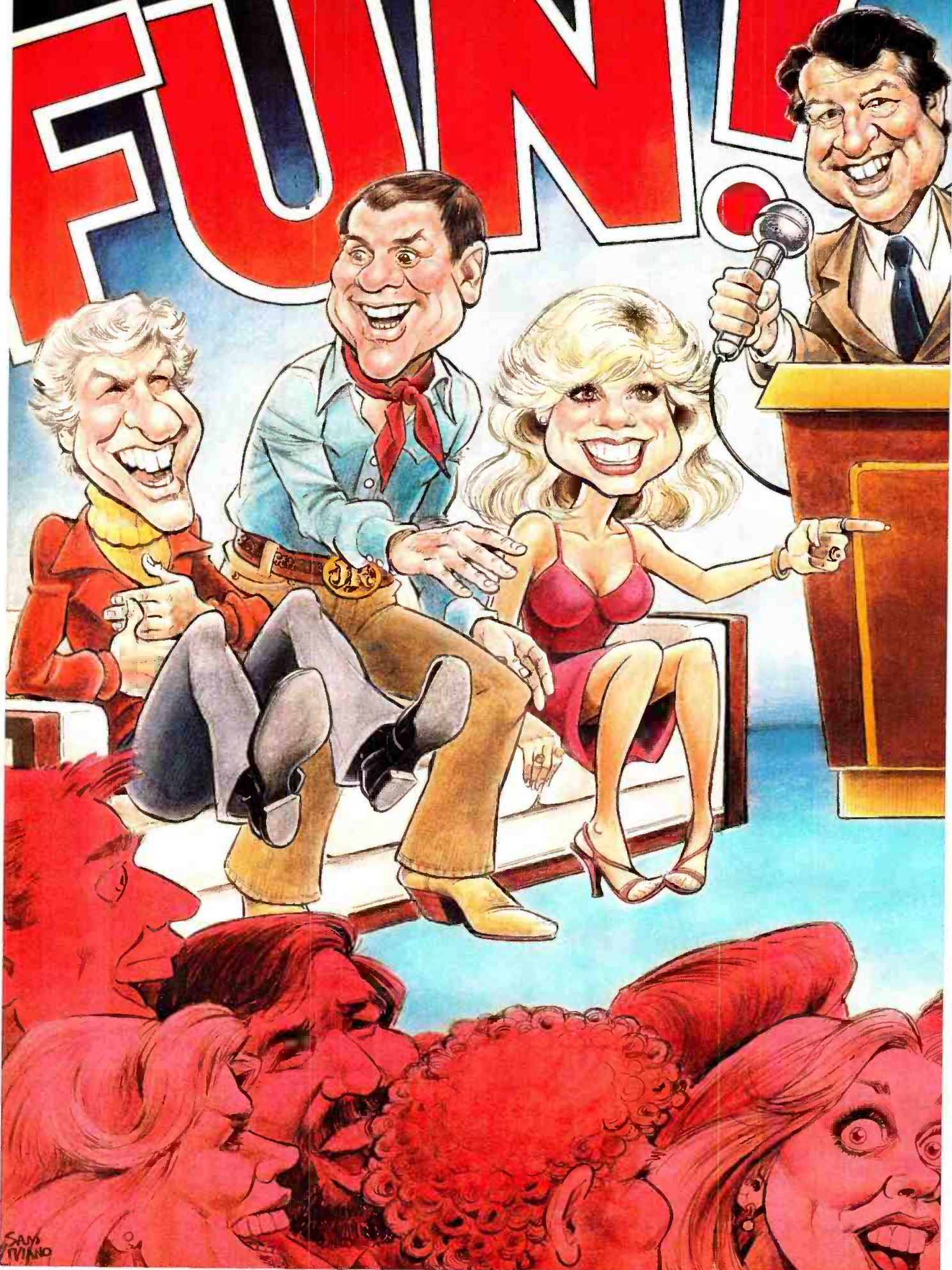
BLAIR RADIO.

A division of
John Blair & Company.

THE POWER OF RADIO

boards
ke...

FUNK!



SAM
VIVIANO

Mike Stokey's

New Pantomime Quiz

Great concepts are timeless!

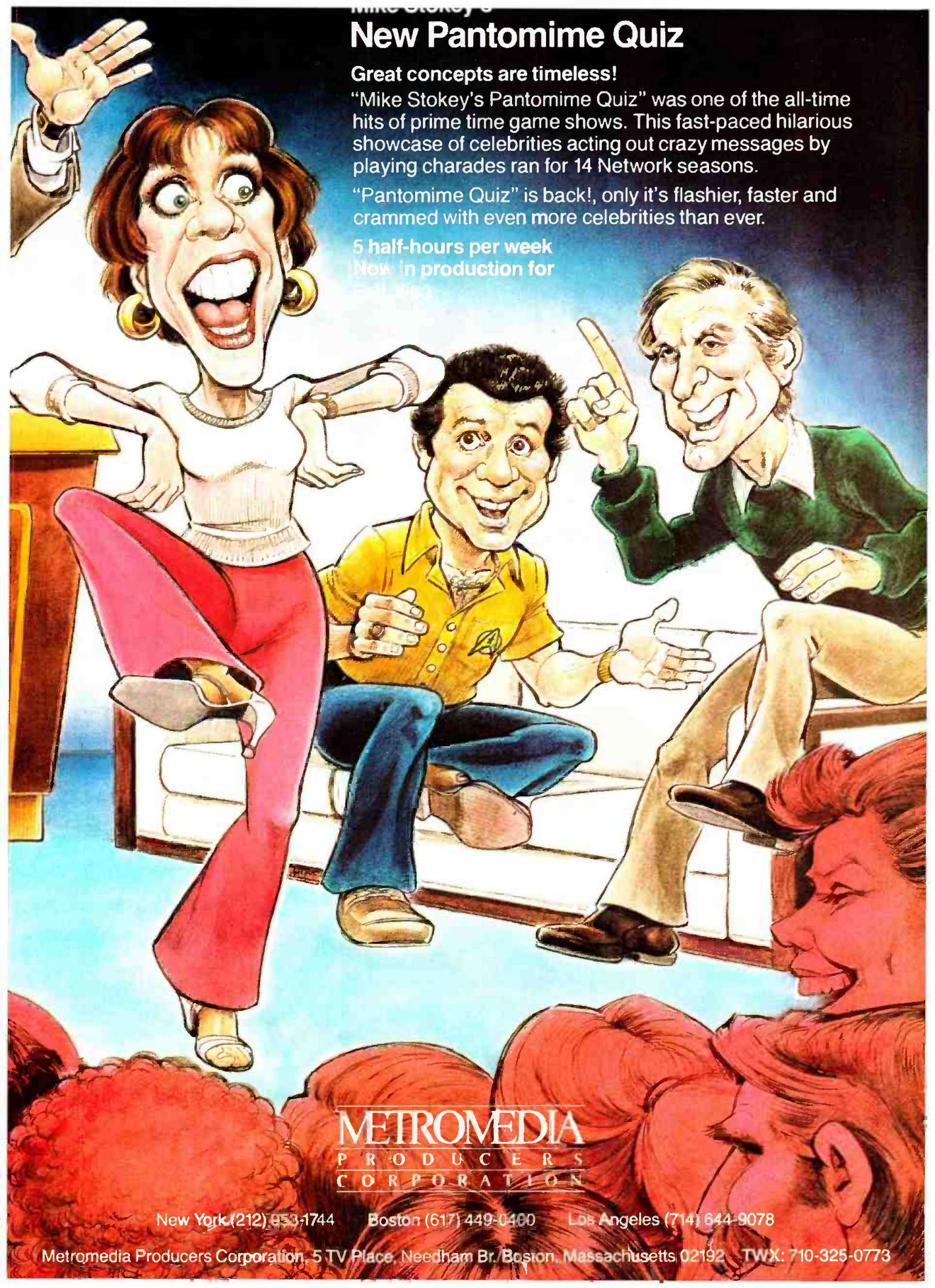
"Mike Stokey's Pantomime Quiz" was one of the all-time hits of prime time game shows. This fast-paced hilarious showcase of celebrities acting out crazy messages by playing charades ran for 14 Network seasons.

"Pantomime Quiz" is back!, only it's flashier, faster and crammed with even more celebrities than ever.

5 half-hours per week

Now in production for

Fall 1983



METROMEDIA
PRODUCERS
CORPORATION

New York (212) 953-1744

Boston (617) 449-0400

Los Angeles (714) 644-9078

Metromedia Producers Corporation, 5 TV Place, Needham Br. Boston, Massachusetts 02192 TWX: 710-325-0773



Wright, White, Demory, Nichols and Murphy

with marketplace competition wherever possible. "Marketplace competition will result in technological innovation, operating efficiencies, and availability of a wide variety of telecommunications technologies that are now, or may become, available in the future," the bill's "statement of policy" says: "and will promote the equitable and efficient use of such technologies to provide international telecommunications services."

Although some international carriers would continue to be regulated after the enactment of the bill, the FCC would gradually deregulate those carriers as they became subject to effective competition. S. 999 would also lift restrictions on the resale and shared use of international telecommunications services. Carriers, subject to regulation, would be required to provide interconnection with any other carrier or private system and base their charges on their system costs.

S. 999 would also establish a new ambassador-level office, Office of Special Representative in the Office of the President, to be the chief representative of the U.S. in international meetings and to advise the President and Congress on international telecommunication matters. The Special Representative would also chair another creation of S. 999, the International Telecommunications and Information Task Force. Comprising representatives of federal agencies and departments, the task force would be the "principal coordinating body" for developing U.S. telecommunications policies. An industry-wide advisory committee would advise the task force.

The bill contains several amendments to the Satellite Act. Aside from permitting competition to Intelsat, they would lift rules governing the makeup of the Comsat board and Comsat's capital financing and permit authorized noncarriers to own earth stations to access the Intelsat system.

Finally, the bill empowers the President to make plans to insure adequate telecommunications for national defense or in times of national emergency.

All of the witnesses endorsed the marketplace philosophy of the bill. "We at the [FCC]," said FCC Chairman Mark Fowler, who could have been speaking for several of the witnesses, "are firm in our belief that a policy of competition will extend to the international market the same benefits that the policy has already extended to domestic users. . . . We are particularly pleased that S. 999 is a bill which incorporates the philosophy of international competition, recognizes the differences between the international and domestic markets—and gives the commission specific tools and general flexibility that it needs to persuade the overseas

entities to accept our policy initiatives."

The international telecommunications market is currently dominated by Comsat and AT&T, and some of the witnesses, representatives of other carriers, felt they needed protection from them. "The reduction and elimination of unnecessary regulation will, indeed, encourage market entry and foster competition," said V. Orville Wright, president and chief operating officer, MCI Communications Corp. "However, the premature deregulation of dominant carriers is likely to have the opposite effect." AT&T and Comsat, he said, could engage in cross-subsidization and predatory pricing and defeat the procompetitive goals of the bill. One safeguard he proposed was to decide the question of regulation on a carrier-by-carrier basis, rather than one a service-by-service basis. That way, he said, a carrier that controls 99% of a service could not escape regulation.

To insure against the continued dominance of AT&T and Comsat, said Howard A. White, executive vice president and general counsel, ITT. S. 999 should be revised to make it "absolutely clear" that all carriers can own international cable and satellite systems and that Comsat cannot use its relationship with Intelsat to its competitive advantage. White called Comsat a "serious bottleneck," noting it will be many years before the Orion system would challenge the Intelsat monopoly even if the FCC gives it the go-ahead. He also suggested that Comsat is abusing its monopoly by charging carriers twice what they pay Intelsat for satellite circuits. Comsat should not be allowed to retain its monopoly and expand into competitive markets, he said.

Eugene F. Murphy, chairman, RCA Global Communications Inc., said RCA believes "that uncontrolled expansion into the international market by monopoly-based carriers, such as AT&T and Comsat, would not promote the pro-competitive goals of S. 999. Safeguards are necessary to assure that those monopoly carriers do not inhibit competitive opportunities, keep out smaller en-

trants and thereby reduce service options available to the public." Comsat should not be allowed to be both wholesaler (providing Intelsat services to other carriers) and retailer (providing services directly to the user), he said. But if any legislation allows it, he said, it must also allow other carriers to compete on "relatively equal footing." That means Comsat should establish a separate subsidiary for its retail activities, he said, and all carriers should have access to the Intelsat system on the same terms as Comsat.

Perhaps anticipating such criticism, Comsat's Charyk tried to allay the concerns of the other carriers, announcing during his testimony new "international business practices" for Comsat in the competitive marketplace. Under the plan, he said, Comsat's World Systems Division (WSD), which handles Intelsat traffic, "would undergo a transition to a wholesale supplier role in a deregulated earth station marketplace. Our retail carrier customers would have increasing options regarding the amount and types of services they choose to purchase from the wholesale supplier." WSD would also offer new services to meet marketplace demand, he said, and lease space segments only so that retail carriers could own their own earth stations. The WSD's rates would be adjusted gradually, he said, to reflect the costs of the service. Finally, he said, Comsat would set up a separate subsidiary to offer services directly to the public. The subsidiary would have, he said, "both marketplace and regulatory safeguards to protect against potential anticompetitive practices."

AT&T was troubled by the bill's provision regarding interconnection. According to Richard B. Nichols, vice president—overseas, Long Lines, several practical considerations should be addressed before S. 999 becomes law. For one thing, he said, the bill envisages the interconnection of the domestic networks of other carriers with the international network of AT&T. "We can assume . . . that numerous technical issues will probably need to be addressed" before such interconnection is possible, he said. Because of the practical problems, he said, "the bill should recognize that the commission needs reasonable flexibility in implementing the requirements [its provisions]—not only as to timing, but also as to any problems that may legitimately preclude absolute equality." He also suggested that a "just and reasonable" standard rather than "cost" be used to determine interconnect charges.

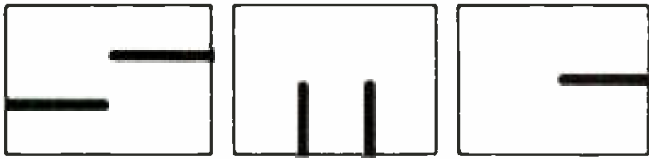
The idea of establishing the Special Representative's Office, Task Force and advisory



Gardner



Fowler



ANNOUNCES THE MODEL 450

CAROUSEL[®]

BI-DIRECTIONAL

THE CAROUSEL FOR THE 80's

Twenty five years of refinements by SMC, the only maker of the CAROUSEL have been incorporated in the new MODEL 450 BI-DIRECTIONAL.

The proven features of earlier carousels have been retained, including cast aluminum drum, steel cartridge trays and ball bearing cross shaft.

To these time proven features micro-processor controlled BI-DIRECTIONAL operation has been added.

The MODEL 450 is cable compatible with the SMC MODEL 350 and can be used as a direct replacement. In addition, the 450 can be added to SMC programmer systems such as the ESP-1, DP-2 and MINI-PRO/RSC-100.

All MODEL 450 series Carousels are random access compatible. A selector switch allows sequential operation.



FEATURES...

- Bi-directional operation reduces access time by at least 50%.
- Micro-processor control.
- Teflon coated cartridge trays for reduced wear.
- Digital read-out of the selected tray provides across the room verification to the user.
- New rack and pinion tray shift mechanism combined with roller guided cartridge insertion provides a greater degree of performance.
- Cartridge makes direct contact with the playing surface, without sitting on tray.
- Mechanical switches have been replaced with photo switches for longer life and greater reliability.
- New vertical solenoid system eliminates plunger drag.
- Compound 525K pinch rollers, used by SMC for the past seven years.
- Status lights on all control switches to indicate basic functions.
- Electronic braking provides precise tray positioning.

\$750 TRADE-IN OFFER*
SMC will allow \$750 Trade-in on Model 250 or 350 Carousels
against the purchase of each 450 Carousel.

*Only one trade-in per unit purchased.

Trade-ins must be complete and without missing parts.

SONO-MAG CORPORATION
1833 West Hovey Ave., Normal, IL 61761
Phone (309) 452-5313

ry committee to coordinate the development of international telecommunications policy received generally favorable comment. Michael R. Gardner, who headed the U.S. delegation to the plenipotentiary conference of the International Telecommunications Union last fall, said the Special Representative would strengthen the U.S. position at international conferences. "The U.S. typically has approached international telecommunications policy forums with an uncreative, defensive strategy, hoping to maintain the status quo. In reality, the only way to even maintain a desired status quo, if that is all we really want, is to be imaginative and aggressively on the offense."

Gardner was still smarting from his experience at the Nairobi, Kenya, conference, which was highly politicized. "Instead of providing an important and productive technical forum, the Nairobi conference degenerated into a contentious political forum where radical members dominated four of the conference's six weeks with an illegal effort to exclude Israel from participation. . . ." Although the U.S. with the help of other countries was able to prevent Israel's ouster, Gardner said, "the ITU's future value and stability was called into question."

For much the same reason, FCC Chairman Fowler also endorsed the establishment of the new office, which, he said, would "serve as a single focal point for international telecommunications policy implementation." A "central voice" is needed, he said, to cope with "protectionist" foreign governments that "seek to stem the free flow of telecommunications trade and information in the the international market." Fowler had some concerns about the office and the associated task force. For one thing, he feared that the added bureaucracy, particularly the task force, would delay introduction of new services. "We should be sure not to create a solution which exacerbates the problem."

Like Fowler, Charyk was for the special representative, but saw the task force as being unnecessary. "I have strong reservations, however, about the ability of a task force to deal effectively with a broad range of issues and interdepartmental interests," he said. "This function can be best carried out by the special representative."

The Department of Defense is concerned that the new entities would be intrusive, even though it would be represented on the Task Force. Donald C. Latham, deputy under secretary of defense for communications, command, control and intelligence, said the "reorganization . . . could result in unintended intrusion of the special representative, or the task force, into our myriad day-to-day international communications operations." The applicable provision of S. 999 should be rewritten, he said, so that the new entities are not "effectively authorized to make, review or approve the many planning, programmatic and operational decisions affecting our telecommunications systems and operations."

Charyk had mixed opinions about the changes to Comsat's structure and operation proposed by the bill. He argued against repeal of the provision that provides for the appointment by the President of three members of the Comsat board. "Throughout the

history of Comsat," he said, "the presidentially appointed directors have made valuable contributions to the board. Also, Comsat continues to have a special role in representing the United States within Intelsat and Inmarsat," an international organization providing marine communications via satellite. On the other hand, he said, Comsat is all for repeal of provisions in the existing law that require FCC approval of a new issuance of stock, borrowing of money or assumption of obligations.

The FCC was not willing to go along fully with Charyk on the latter point. "We believe that Comsat's unique Intelsat and Inmarsat responsibilities justify some continued commission oversight of its capital structure," said the FCC's Demory. "While we support the proposal to eliminate commission review of each stock issuance, loan or assumption of obligation, we recommend requiring Comsat to periodically obtain commission approval of its long-term capitalization plan."

The FCC's "defense commissioner," Mimi Weyforth Dawson, and Lieutenant General William J. Hilsman, director, Defense Communications Agency, who have worked together on "national security and emergency preparedness (NSEP) communi-

cations," testified that while the goals of S. 999 regarding NSEP communications are "laudable," the bill did not go far enough in establishing guidelines for NSEP communications planning and implementations. One result of the "new language" proposed by Dawson would be to keep the FCC out of NSEP communications planning. "The commission simply has neither the resources nor the NSEP expertise to carry out effectively these functions," she said. "We are not military planners. We are not emergency preparedness planners. We are not experts in what the NSEP requirements for telecommunications are or will be in an emergency." The FCC would continue to have a role in implementing NSEP communications.

NSEP communications seemed to be of particular concern to Goldwater, who presided at the hearings. He said his subcommittee would hold hearings to look at the question of NSEP communications in detail. One drawback of both the fragmentation of AT&T and of encouraging competition in the telecommunications market, he said, is that it complicates NSEP communications planning. "We may grow to regret that AT&T broke itself up," he said. "It provided the most reliable communications systems in the world." □

Appeals court backs FCC in sponsor case

Broadcasters aren't required to make lengthy investigation into who is behind sponsorship of political ads, court says

Under FCC rules, broadcasters are required to identify the sponsors of paid political advertisements; they're also required to make a "reasonably diligent" effort to learn who the true sponsor of the ad is when they have reason to believe it is someone other than the apparent sponsor. But, according to a decision released by the Court of Appeals in Washington last week, that doesn't mean they have to conduct full-blown investigations to determine an ad's true sponsor.

The case at hand stems from 1980, when California voters were contemplating Proposition 10, which would have required separate smoking areas in many enclosed places. The ads in question, which were aimed at defeating the proposition, were sponsored by Californians Against Regulatory Excess (CARE), and the stations that ran the ads identified CARE as the sponsor.

A representative of another political action committee, Yes on 10, which supported the proposition, wrote to all California stations, asserting that that the tobacco industry was sponsoring CARE's ad campaign. He also claimed the stations were required under FCC rules to "discover" that sponsorship and disclose it to the public. The letter, however, didn't document those allegations.

After receiving no response, the representative wrote the stations again, warning that Yes on 10 would bring legal action against any station that didn't comply with its request.

CARE, however, wrote each licensee a letter of its own, claiming that CARE was not an agent of the tobacco industry, even

though it acknowledged that various tobacco companies had contributed to its campaign. CARE also dismissed Yes on 10's threats of legal action as "diversionary tactics," and apparently, none of the licensees stopped identifying the ads as paid for by CARE.

Yes on 10 then requested a declaratory ruling from the FCC. It alleged that the tobacco industry was the principal behind CARE's campaign, and claimed the California licensees had failed to satisfy their sponsorship identification obligations.

The FCC's Mass Media Bureau, however, denied that request, concluding that the stations had met their obligations under the rules. Although broadcasters were required to make a "reasonably diligent" effort to identify the sponsor, that didn't make the broadcaster the insurer of a sponsor's representations, the bureau said. The full FCC affirmed the bureau's decision.

Although Yes on 10 representatives insisted commission rules required the "exertion of every effort" by licensees to identify the real sponsors of paid broadcast material, the FCC disagreed. A licensee confronted with undocumented allegations and an undocumented rebuttal may safely accept the apparent sponsor's representations that he is the real party in interest, the FCC said. In its decision, the Court of Appeals agreed with the FCC.

According to the court, if Congress had intended to require broadcasters to investigate conflicting representations of the kind involved here, it had not made that explicit in the Communications Act or in legislative history. To the contrary, the court said, there are good reasons why the court shouldn't read any larger obligation into the statute or rules.

"Broadcast companies are not grand ju-

1983

1985

1987

1989

1991

1993

1995

1996

1997

1998

1999

2000

2001

2002

AMERICA'S STRUCTURE

**BY 2002
MINIMUM ESSENTIAL
INVESTMENT \$3.03 TRILLION
CURRENT SHORTFALL \$104
BILLION ANNUALLY**

For a copy of our report,
**America's Infrastructure,
A Plan To Rebuild**

Contact:

The Associated General Contractors of America

John Berard, Director of Public Affairs

1957 E Street, NW Washington, DC 20006 (202) 393-2040

ries. They have no power to subpoena documents or to compel the attendance of witnesses," the court said. "Even supposing a searching investigation to be a realistic possibility, the result of requiring it would be an administrative quagmire.

"Were we to approve a stringent obligation to investigate, one along the lines petitioners seek, the most likely result would be that many stations, in lieu of incurring the expense of the investigation and the risk that the commission would later assess their duties differently, would try, possibly by imposing burdensome disclosure requirements on advertisers, to avoid carrying advertisements of the type involved here. If so, opponents of groups sponsoring political messages would have a ready means of harassing and perhaps silencing their adversaries by making charges, however baseless, that the true sponsor of a political advertisement was someone other than the named sponsor," the court said.

"Quite aside from any First Amendment difficulties that such a rule might implicate, we are certainly not prepared to say that the public would be benefited from a decline in the number and variety of political messages it receives."

Under the facts of the case at hand—that is, with the licensees having before them two short letters from Yes on 10 that made unsupported allegations that the tobacco industry was the true sponsor of the advertisements, and CARE's replies that it was the real sponsor—the court said, it seemed "doubtful" that the commission could have

ruled differently than it did. "There may be cases where a challenger makes so strong a circumstantial case that someone other than the named sponsor is the real sponsor that licensees, in the exercise of reasonable diligence, would have to inform the named sponsor that they could not broadcast the message without naming another party. But that case is not before us today," the court said. □

More obstacles placed in way of S. 66

Cable deregulation bill is being opposed by some dissident cities of NLC and AT&T; Judiciary Committee will hold hearing

Several roadblocks were placed before the cable deregulation bill, S.66, last week. The Senate Judiciary Committee has entered the scene and announced it will hold a hearing, April 18. The committee's chairman, Senator Strom Thurmond (R-S.C.), wants to review the measure for antitrust implications. In addition, dissident members of the National League of Cities are circulating their own amendments to the bill throughout the Senate. On still another front, AT&T was objecting to a new amendment ostensibly offered on its behalf.

Despite the detour to the Judiciary Committee, the bill's supporters remain confident

it will reach the floor. Commerce Committee Chairman Bob Packwood (R-Ore.), Senator Barry Goldwater (R-Ariz.), the bill's author and Senators Ernest Hollings (D-S.C.) Daniel Inouye (D-Hawaii) and Slade Gorton (R-Wash.), all Commerce Committee members, launched their own campaign to marshal support for the measure. Last week they sent a "dear colleague" letter summarizing S.66 and urging members to back it. Their letter also includes an explanation of a new amendment to the bill that is intended to address AT&T concerns. The amendment was drafted by Packwood and Hollings.

AT&T, during the bill's markup, asked the committee to provide equal regulation for cable and telephone companies in the provision of similar services. Bell operating companies complained that S.66 permits cable companies to provide common carrier services, such as data and voice transmissions without state or federal or state regulation with which telephone companies must deal. The Packwood-Hollings amendment dealt with that problem, but not in a way to AT&T's liking. Indeed Senate sources say AT&T is determined to kill the bill. An AT&T spokesman denied that the company was out to wreck the legislation. He said that AT&T is "not trying to keep the cable companies from doing anything." AT&T opposes the measure because it "puts the Bell operating companies in a straightjacket and gives cable companies a magic carpet ride."

According to the committee's explanation, the amendment would offer no immediate deregulatory relief for BOC's. It would allow deregulation of telephone companies providing local data services when there is "genuine competition." The explanation said: "If, for example, the telephone companies believe such competition exists today they are able to petition for deregulation after the bill becomes law." The amendment would permit states to require cable operators to file an "informational tariff" when they provide local data services. "This tariff will include information regarding the rates terms and conditions of such service and will go into effect when the cable operator specifies. States can enforce these tariffs by requiring cable operators to follow these tariffs until new ones are filed." The tariff scheme was devised to let states determine whether competitive data services are being provided.


The National Cable Television Association has mixed feelings about the AT&T amendment, said NCTA Executive Vice President James Mooney. The association doesn't oppose it, he said, but "we are holding our nose." NCTA also continues its efforts to gain support for the bill. The measure passed by a wide margin in the Commerce Committee and NCTA feels it will be difficult to defeat. The association also believes AT&T and the BOC's are working to kill the measure.

The bill primarily would curtail state and local authority to regulate cable television. The measure also grants cable systems full control over the rates they charge subscribers for basic service in large markets, calls for timely consideration of a cable system's renewal application and establishes a renewal test that prevents cities from arbitrarily re-

Broadcasting

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

- Broadcasting  Magazine**
 3 years \$160 2 years \$115 1 year \$60
 (Canadian and international subscribers add \$20 per year)

- Broadcasting  Cablecasting Yearbook 1983**

The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1983.

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
 (required) No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

fusing franchise renewal.

The NLC and NCTA both support the measure, which reflects the newest compromise reached by the two parties. S. 66 was passed by the Senate Commerce Committee (S-15-2) last month (BROADCASTING, April 25).

It is the bill's renewal provision that has stirred up concerns about antitrust violations. The NLC, which is scheduled to testify at the Thurmond hearing, raised the issue with the committee. An NLC spokesman said the league fears the renewal provision, which bars cities from considering competing applications, may violate antitrust laws. The spokesman agreed the Judiciary Committee's review of the measure will affect the bill's progress but insisted that NLC is still backing the legislation.

Meanwhile the dissident NLC coalition, whose numbers keep increasing, and AT&T continued to make headway in gaining congressional support. Senators James Abdnor (R-S.D.), Mark Andrews (R-N.D.) and Rudy Boschwitz (R-Minn.), are among the latest legislators to register doubts about the bill. The Abdnor group sent a letter to Senate Majority Leader Howard Baker (R-Tenn.) asking to be consulted before the bill is scheduled.

According to an Abdnor aide, the letter reflected, "in a nutshell the concerns of the Bell system." The senators, the aide said, cited several reasons why the bill troubled them. They feared that local telephone rates may increase because of an erosion of the BOC's revenue base due to competition from cable companies, and they thought telephone service for rural areas might be at stake, the aide said. In addition, the aide noted, they felt it was unfair to regulate one entity and not another.

While the telephone companies interests dominated the letter, the dissident NLC members' problems with S.66 were cited. The letter stressed the importance of insuring that cable companies provide adequate service at fair price.

The coalition of cities dissatisfied with the measure would amend the bill so that cities retain their authority over rate regulation, the franchise renewal process and third-party access. They want to grandfather existing contracts and contracts being negotiated with selected applications. And they want minimum federal jurisdiction over cable. Another amendment would permit cities and cable operators to negotiate the purchase price of the system if there is a material breach of contract. □

gious programing at the station's rate for religious programing. And, while several ministers also complained about Gale's views, Babbs said she asked them to debate Gale, but no one took her up on that offer.

"There was no violation of the fairness doctrine because they [those complaining] were given an equal opportunity to speak their piece," Babbs said.

Babbs also said Gale was a retired Army colonel and attorney who has been touring the country trying to drum up support for his own translation of the Bible. (Babbs says he claims to have discovered about 40,000 mis-translations.) According to Babbs, Gale also feels the Constitution has been getting short shrift. □

Judge throws out NCPAC suit against 17 broadcasters

The National Conservative Political Action Committee's \$5-million suit against eight congressmen and 17 broadcasters—over an alleged conspiracy to prevent broadcasts of its commercials (BROADCASTING, Jan. 4, 1982)—has been thrown out of court.

NCPAC, rebuffed in attempts to buy time for ads critical of the voting records of liberal members of Congress in 1981, first asked the FCC to force the broadcasters to accept the ads, requesting a ruling that it enjoyed an "affirmative, promptly enforceable right of reasonable access" to stations similar to that granted candidates for federal office. The commission, however, turned NCPAC down twice, contending there is no private right of access to broadcast stations.

In a complaint at District Court for Washington, NCPAC alleged that the congressmen had violated NCPAC's rights of freedom of speech and to equal protection under the laws by "influencing" the broadcast stations to "refuse NCPAC's advertisements, and thereby preventing those stations from making independent judgments concerning the broadcast of such advertisements without interference and intimidation by a federal official." NCPAC also alleged that both the broadcasters and the politicians had violated the law in conspiring to prevent NCPAC from being able to speak its piece.

District Judge Joyce Hens Green, however, found NCPAC's arguments to be unconvincing. "Plaintiffs seek a guarantee that broadcasters be insulated from external information when making their editorial decisions as to what programs they will agree to broadcast for consideration. This would remove reason from discretion and create choice in a vacuum. The result would deny broadcasters their journalistic and intellectual freedom by censoring and/or constricting the information they may receive and rely upon in choosing what they will publish over the airwaves. Moreover, inasmuch as the relief sought by plaintiffs would infringe upon the First Amendment right of persons to communicate their views to broadcasters, it likewise would stifle the concomitant right of the broadcasters to listen to that speech," she said. □

NBMC files against Dodge City FM

It petitions to deny station's renewal on grounds of 'group libel' against minorities in programing KTTL aired

The National Black Media Coalition has petitioned the FCC to deny the renewal of Catle County Broadcasting for KTTL(FM) Dodge City, Kan., alleging that the station had broadcast "coarse and hostile" programing attacking "blacks, Hispanics, native Americans and particularly Jews."

In its petition (BROADCASTING, May 9), NBMC said the broadcasts—which at times, it alleged, urged listeners to kill local Jews—constituted group libel and violated the fairness doctrine. The licensee, said NBMC may have demonstrated "such weak or non-existent control over the station as to disqualify itself for renewal."

At issue in the complaint are a series of broadcasts NBMC alleges were aired last July and August. The broadcasts featured the Rev. William P. Gale, who, according to the petition, made a series of disparaging ethnic comments, some tinged with violent undertones, and who seemed to think possession could be formed to set things right. "We have got a bunch of empty skulls in Washington, D.C.," Gale is quoted as saying. "They're going to get filled up or busted—me or the other very soon. You're either going to get back to the Constitution of the United States in your government or officials are going to hang by the neck until they're lead—as examples to those who don't," he is quoted as saying. "If the Jews even fool around with us, or try to harm us in any way, every rabbi in L.A. will die within 24 hours," he is also quoted as saying.

For permitting those, and other alleged slurs—which NBMC characterizes as "group libels"—the licensee should be designated for hearing, whether those "group libels" are actionable in court or not, NBMC said.

NBMC also said the station should be designated for hearing for violation of the fairness doctrine. To its knowledge, NBMC said, Gale's broadcasts were the only broadcasts in which KTTL discussed "in any depth or with any regularity," race relations, racial and religious stereotyping and interfaith understanding. "The only views presented on these issues are the extreme ones of William P. Gale, calling for Jews to be killed and blacks to be sent back to Africa," NBMC said.

According to NBMC, the "religious" character of the programing did not insulate KTTL. "Although cloaked in the gospel, KTTL's programing carries no greater immunity than other hatemongering programing," NBMC said.

Nellie Babbs, who owns the station with her husband and serves as KTTL's general manager, told BROADCASTING last week that she didn't think NBMC was right. When the station was broadcasting the series of Gale tapes—for which the station was paid—Babbs said she had received complaints requesting that the broadcasts be halted. But she said she instead offered those parties—including representatives from the "Jewish community" in Kansas City, Mo.—five minutes of free time each to offer contrasting views. (She said that two parties took her up on that offer.) She also said she offered representatives of the Jewish community the opportunity to purchase time to air their reli-

The boom is back in broadcasting

Lower interest rates, lifting of anti-trafficking rules, diminished cable threat contribute to rosy picture.

In the past five months a number of economic factors have suddenly fused to send a jolt of excitement through on-the-air broadcasting. Station trading already is approaching the \$1-billion mark for the first half of 1983 alone. Lower interest rates and a gradual recovery of the economy—although often used to explain this year's surge in station trading—do not tell the whole story. What it boils down to, broadcasting industry leaders and the financial community report, is a resurgence in the business of broadcasting.

Dissenters are there to be heard. But media analysts and the banking community have perceived that the cable threat to deci-



Perris



Bennett

mate the television broadcast audience has not come to pass and, moreover, becomes more unlikely with the passing of each quarter. As one broadcaster put it: "This giant that we are frightened of suddenly turned out to be a mouse."

The mistaken identity between giant and mouse was also touched upon by Don Perris, president of Scripps-Howard Broadcasting, which is also in cable. The "world of business has discounted the shock of cable TV," Perris said, "and realizes that broadcasting stations are here to stay." Perris also believes that cable will get a greater share of advertising in the future, but also foresees a "very secure place for the classic station business." Perris said he accepts the high prices sellers are asking as an indicator of the vitality of the business. Scripps-Howard, which owns six TV's, is looking for one more UHF "to fill out our hand: We're going to pay dearly for it, but it's worth it," he explained.

Bob Bennett, president of Metromedia Broadcasting and Production, believes one reason station trading has hit such a frenzy can be traced to promises cable has failed to keep. Bennett, who was general manager and a principal in WCVB-TV Boston before Metromedia acquired it for \$220 million in 1982, said that although cable offers a multitude of choice, it does not offer choice programming. Bennett, who is careful to note he does not dismiss cable and thinks it's only a

matter of time before it "makes it," explained the frequently predicted loss of over-the-air TV viewers to cable has not occurred because "the only thing anybody wants to watch on cable is movies and sporting events."

Explains Bennett: "Cable was going to have a really giant effect on free TV viewing. I think that [TV station owners] finally woke up to the fact that it hasn't happened in the last year. In defense of the prices some TV stations command in the market today, Bennett said: "I think a lot of those guys who sat and worried about their stations suddenly not having value, or losing value, saw with John Kluge's [Metromedia chairman and president] purchase of WCVB-TV—and that was a crazy number a year and half ago [when it was announced]—we have something here that's of some value . . . Owners started to see the value of that oil well pumping there for them, and I think they got a better appreciation for it."

Bennett added that, given the roughly 10-times-pretax-earnings multiple often applied to set a TV station's market price, the Kluge price was not out of line.

"Even with the most dramatic aspects of cable's inroads," agreed Capital Cities Communications Chairman Thomas Murphy, "the fractionalization of advertiser-supported TV that has come from cable has had its impact, and broadcasting is still a very viable business." Murphy, whose company is also in the cable business, believes broadcasting went through the last recession "almost unscathed" because "it moves merchandise better than most other advertising media."

Daniel L. Ritchie, chairman of Westinghouse Broadcasting & Cable Inc., says cable and broadcasting are both hot. Ritchie notes that in San Francisco, where Westinghouse owns KPIX(TV) and a co-located cable system (although, to comply with FCC rules, it's in the process of divesting the cable system, which it acquired with the big MSO, Teleprompter), "the station is doing far better than it ever did and the cable system is doing very well too." Ritchie believes commercial TV "should remain the mass medium," adding that "pay cable doesn't take away advertising revenues."

Not all broadcasters are as positive as Bennett, Murphy and Ritchie. One who wonders what it all means is Gary Stevens, president of Doubleday Broadcasting, which owns 8 radio stations. Reflecting on station trading activity as a sign of the health of the industry, Stevens observed: "The dollar volume is somewhat distorted." Stevens believes that broadcasters have burst loose after years of being hostage to tight money and mediocre facilities for sale. "There are some big properties moving, which on an

underlying basis may be unhealthy because what it may be saying is that some of the big guys are willing to part with stuff that heretofore hasn't been on the market . . ." Steven said. "It's demonstrating that because there's been a limited amount of quality facilities for sale, people are willing to pay extraordinary dollars because this may be an unprecedented opportunity to acquire those businesses."

As more properties come on the market broadcasters note, the prices go up, motivating others to sell their stations. Michael Eskridge, president of NBC Radio, has been leading that network's recent efforts to acquire another radio station. He thinks the decline in interest rates, the decision of large group owners like General Electric Field Communications, Ziff-Davis and Cc



Murphy



Ritchie

rinthian Broadcasting to sell their station portfolios and the FCC's lifting of its anti-trafficking rule have all contributed to the recent mania. Eskridge is "surprised occasionally by the odd deal," but he doesn't see anything unusual about today's market. He thinks, in part, it's a matter of psychology "It's like the housing market," he explains: "It always seems that the going rates are ridiculous as compared to yesterday's standards." The finance-minded Eskridge notes that "prices are high, although it's a solid market on both sides, neither a seller's market or a buyer's market."

Broadcasting's stability was another reason cited to explain the hefty prices some stations fetch. "In the last couple of years you saw people wondering which way the business was going," related Jim Dowdle, president of Tribune Broadcasting Co., also a cable MSO, who believes the confusion was aggravated by the profusion of new services—either planned or introduced—into the market. Along with lower interest rates, Dowdle said, "the number-one factor would be confidence in over-the-air broadcasting for the long haul" which has spurred static trading. Dowdle observes that "most people have come to the conclusion that the advertising business is not going to be a winner take-all." He sees the advertising pie continuing to be divided in its current portions "for many years to come." He believes that

'sizzle' of cable has cooled.

Broadcasters are not the only people taking notice. The conspicuousness of bankers at last month's convention of the National Association of Broadcasters was the subject of talk. One established broker reported that over half of the visitors to his firm's suite were bankers flush with money and promoting loans. "I can remember when you never saw bankers at the NAB," commented one senior vice president from a New York money center involved in communications lending for 15 years. He likened the NAB convention this year to a banker's conference.

But the presence of bankers is a sign, not the cause, of a perceived resurgence in broadcasting.

Another blip on the screen, brokers and financiers observe, is the larger presence regional banks are taking in lending money to groups or individuals who want to buy broadcast properties. Time was, they remember, when loans to broadcasters were viewed with apprehension by all but the most secure—richest—banks. The fear was based on broadcasting being a cash-flow business that cannot rely on assets to generate capital.

Cincinnati broker Ted Hepburn points to the general recovery of the economy as the

mainly largely an "untapped source" to fund the acquisition of broadcast properties, Lewis believes.

While brokers hesitate to relate any increased value in broadcasting to problems—real or unreal—in the cable business media analysts Dennis Leibowitz agrees with Bennett and Murphy that fears about fractionalization have abated. "People are feeling more comfortable owning TV stations" again, said Leibowitz, although he added that it is tied to the gradual improvement of the economy and declining interest rates. Leibowitz also noted that broadcasters have borrowed an old cable industry secret—the limited partnership—to help them finance acquisitions.

Industry analyst and appraiser Paul Kagen, Carmel, Calif., sees a combination of coincidences that has set rolling an "enthusiasm that was not there a year ago." He lists interest rates, the economic recovery, possible repeal of the FCC's multiple ownership rules, a receding fear of cable and 1984—the year of Olympics and political elections—all coming together to produce a "mammoth outpouring" in trading. "The demise of CBS Cable and the slowness of advertiser-supported revenues has not hurt the cable industry," Kagen said, "as much as it has helped restore confidence in broadcasting." He observed the multiples, which in the past few years have floated between seven and 10 times cash flow, are now "somewhat increasing, but not getting out of hand."

Bankers are not reporting that the smart money is deserting cable for broadcasting, although some note a falling off in demand for cable loans because much of the franchise financing is now in place. But the finance community players are reporting more venture capital coming to the aid of conventional broadcasters—reflecting a new attitude. David Croll, managing general partner in TA Associates in Boston, said that "banks have loosened up and really stepped in and started loaning money to radio" entrepreneurs. Although TA Associates has a strong background in raising venture capital for cable, Croll said that his firm has, in the last six months, raised nearly a quarter-billion dollars in "fresh venture capital money," and he has "a strong desire to apply a good hunk of that capital to experienced radio management" people who want to buy stations. "We're bullish now that we see the economy getting into shape," he added.

A confirmed bull in radio ranks is John Bayliss, president of Charter Broadcasting and owner of KSMA(AM)-KSNI(FM) Santa Maria, Calif. Bayliss, who has overseen Charter's withdrawal from broadcasting over the past year, believes now is an excellent time to invest in broadcast properties. Bayliss argued that the multiples being applied to radio properties recently are too high, although there is "a fair line of logic in TV." In the market himself for radio properties (BROADCASTING, May 2), Bayliss admitted: "It's much more difficult to establish any kind of barometer for radio than it is for TV." Bayliss reported he's seeing owners asking 10 times cash flow for radio properties on the block, which he considers inflated.

Brokers say the multiples to determine a

station's asking price have not significantly changed, but most admit to a definite "firming" lately. Howard Stark, a broker who exclusively works on major-market transactions, said "prices have firmed" and related it to supply and demand. He noted that most network-affiliated TV stations in the major markets are in the hands of the large group owners and are "not for resale." He said the established group owners are buying larger stations not to turn a quick profit by turning around and selling them again, but to invest in them for their steady cash flow. Stark matter-of-factly explained that a VHF network affiliate in a major market is an "unbeatable combination" and each year fewer become available. He related that one client was willing to spend \$250 million for that "unbeatable combination" but the hoped-for seller he approached declined the offer. One factor working against the big-game buyer, Stark explained, is that owners "don't want to sell themselves out of business."

Another broker who thinks there are fewer stations for sale but more people looking to buy them is Frank Kalil, Tucson, Ariz. He observed, on the average, multiples in the range of 10 times cash flow for TV, eight to 10 times for stand-alone FM's and six times for stand-alone AM's. "Broadcast properties



Stevens



Eskridge

principal cause behind the recent loosening of money that has become available to lenders. As the economy picks up steam, Hepburn said, lenders become willing to take risks they were unwilling to take a year ago. Phone calls from new lenders introducing themselves out of the blue are also up, he noted, "but they all say they want good track records."

Barry Lewis, vice president of corporate development at Katz Communications in New York, has detected two trends. One is the rise in the number of nonbroadcasters entering the marketplace for the first time. The other is the increasing use of limited partnerships and leveraged buy-out deals to buy major TV stations or groups of stations. Two recent cases which support the latter, Lewis explained, are Ziff-Davis Broadcasting spinning off four of its TV's for \$56 million to Ziff Corp.'s former president, Martin Pompadur, and a group of limited partners. Also, Lewis added, the \$245-million purchase of independent KTLA(TV) Los Angeles by Kohlberg, Kravis & Roberts—a New York firm specializing in taking public companies private through leveraged buy-outs—is another sign of the times. The limited partnerships in both cases were offered to the public, which gobbled them up quickly, Lewis said. Although new, the leveraged buy-out vehicle—using someone else's money to buy control of a business—re-



Dowdle



Bayliss

in general are undervalued," Kalil said. "I'm not at all surprised at some of these high prices."

Barry Dickstein, a partner in the investment firm Hartstone Dickstein of Hartford, Conn., said that he has seen a rise in smaller financial institutions and regional banks that want to loan money for broadcast station acquisitions. "The buying activity has picked up. What we're seeing in the last six months are a number of banks starting new communications departments... Regional banks are starting broadcast divisions and broadcast lending activities for the first time. They're looking desperately for seasoned broadcast loan officers to staff these departments." Bayliss agrees: "There's a lot of folks getting into the act now on a regional basis. I think the small broadcaster has opened the eyes of some state banks on a local basis."

Why did it take 50 years for regional banks to discover broadcasting? Most report it's the lending institutions' aversion to loaning money to a business that has few fixed, hard assets. Dickstein had a simpler answer. He thinks that "broadcasters don't communicate with their banks. All they do is complain about how they [the banks] don't understand them. But they never sit down to teach banks broadcasting, teach them the business."

One regional bank that is trying to learn

the business is the Pittsburgh National Bank. According to Marion Randolph, an officer with PNB, broadcasting is a "misunderstood lending specialty." PNB considers its new venture as a natural outgrowth of its previous loans to cable companies, Randolph explained. Although PNB has been involved in broadcast lending for only nine months, it has successfully placed national-based loans.

Bill Flemming, a vice president at Connecticut National Bank in Hartford, said CNB started seeking potential broadcasting clients on a national basis last year after 13 years of serving the cable industry. Currently the \$4-billion-asset bank has \$60 million outstanding in communications loans, Flemming reported, the majority of which is placed with cable. However, with an annual growth rate of between 10%-20% for broadcasting, Flemming explained, it was hard for CNB to continue to ignore the broadcasting sector.

In the major-money-center league, Alan Griffith, a senior vice president with The Bank of New York who heads its communications portfolio, said that broadcasting is taking up a larger part of BNY's outstanding loans to communication companies. He noted that major broadcasting companies like Metromedia and Gannett are "renewing their commitment to broadcasting" by having embarked on aggressive campaigns to trade up. "Not a month goes by when I don't get calls from other banks," Griffith relates, inquiring about how to build a communications portfolio. Griffith explained that these are inquiries from outside the major-money-center circles.

All agree that the simplest, and probably most accurate explanation of the flurry in station trading is connected to the decline in interest rates and that the cost of money is again within reach of most businessmen, whether they are broadcasters or not. The undercurrent boosting the flurry is a newfound confidence in an old medium. □

Corinthian stations go on the block

Dun & Bradstreet decide to sell five TV's now, with sixth to go later; value estimated at \$250 million

Following the recent decisions of Ziff-Davis, Field Communications and General Electric, another major group owner has decided to bow out of broadcasting. Last week the Dun & Bradstreet Corp. announced it was putting five of its Corinthian Broadcasting TV stations up for sale, with the sixth—KHOU-TV Houston—to be sold "at a later date."

In explaining the move, Dun & Bradstreet Chairman Harrington Drake said in a prepared statement that "the long term interests of Dun & Bradstreet will best be served by redeploying these assets into the mainstream of the business services and information industry."

Dun & Bradstreet acquired the TV stations—except WVEC-TV Hampton-Norfolk, Va.—when it merged with Corinthian in

1971 in an exchange of stock valued at \$137 million. The merger, valued at \$134 million when it was first announced in December 1969, was opposed and went before the full FCC which approved it in a 4-3 decision.

Broker estimates put the value of the Corinthian properties, excluding KHOU-TV at around \$250 million, with WISH-TV Indianapolis valued the highest (around \$75 million), and WANE-TV Fort Wayne, Ind., the lowest (around \$10 million). A Dun & Bradstreet spokesman said it was holding off selling KHOU-TV because of cash flow and tax considerations and also because the station is appreciating in value and the company wants to "gain some feel for the market" before disposing of its most valuable property. Broker estimates put KHOU-TV's worth alone equal to the other Corinthian stations combined. Dun & Bradstreet said it hoped "most" of the deals will close in 1984, and that KHOU-TV would be gone by then too.

The Corinthian stations are: KOTV-TV Tulsa, Okla. (ch. 6, CBS); WANE-TV Fort Wayne (ch. 15, CBS); KXTV-TV Sacramento, Calif. (ch. 10, CBS); WISH-TV Indianapolis (ch. 8, CBS); KHOU-TV Houston (ch. 11, CBS), and WVEC-TV Hampton-Norfolk, Va. (ch. 13, ABC). Goldman Sachs & Co., the New York investment banking firm, is handling inquiries.

Dun & Bradstreet's action meant the closing of the company-owned national representative firm, Corinthian Television Sale. D&B has named Harrington, Righter & Parsons, New York, as representative for KHOU-TV Houston, KOTV-TV Tulsa, Okla., and KXTV-TV Sacramento, Calif., and Petri Television as representative of WISH-TV Indianapolis, WANE-TV Fort Wayne, Ind., and WVEC-TV Hampton-Norfolk, Va.

According to sources in the company about 56 employees are expected to lose the jobs at CTS, the national representative firm, and another 17 from Corinthian Broadcasting headquarters in New York. Also expected to go are the 27 employees of the production staff in New York, who produce *Afternoon*, an afternoon strip appearing on Corinthian stations. Another 20 employees, including talent and production staff associated with *Afternoon* at the individual stations, also are expected to be affected. It was believed a few of the staffers might be absorbed by the various Corinthian stations and some of the CTS employees by the firm appointed to represent the stations. Perri broke Cable, the Virginia and North Carolina cable systems that Dun & Bradstreet acquired when it bought WVEC-TV Hampton-Norfolk, Va., is expected to divest with the station.

Metromedia finally does it

Board of directors OK's 10-for-1 stock split as issue closes at \$550

Metromedia, as expected, announced at its annual shareholder's meeting in New York last week that the board of directors approved a 10-for-one split of its common stock (it currently has about 2.9 million shares outstanding).

The board of directors also agreed to raise the quarterly dividend on a pre-split basis from \$1.75 per share to \$1.90 per share, thus resulting in a new annual dividend rate of \$7.60 per year on the unsplit stock, or 76 cents per year on the split stock. The higher dividend will be payable Aug. 15 to stockholders of record July 15.

Metromedia's stock, which closed at \$550 per share the day of the stockholder's meeting, is the highest priced issue on the New York Stock Exchange. In January 1982, it traded as low as \$155 per share.

John W. Kluge, Metromedia chairman and president, told the stockholders that "Metromedia attained excellent results in 1982." He pointed to Metromedia's 20% advance in revenues in 1982 over 1981, its 18% increase in operating income, an 8% rise in earnings per share, and a 40% gain in dividends, as evidence.

"In the current quarter," Kluge reported, "TV advertising demand is strong." He said that the newly formed TeleCommunications Division, which encompasses cellular radio and paging systems, "contributed to both revenue and profits as a result of healthy paging unit sales, as well as an improvement in the product mix to more sophisticated paging units." Added Kluge: These trends continued to be experienced in 1983's sec-

ond quarter.

Kluge elaborated on Metromedia's business philosophy. "The national recession prompted many corporations toward conservatism and cutbacks," he explained, "but we have learned that opportunities, most abundant when times are tough, must be seized when they present themselves." Kluge then listed some of those "opportunities" to be Metromedia's two-year-long campaign to trade up in TV markets with purchases of stations in Boston, Chicago and, most recently, Dallas. When the agreement to buy KNBN-TV Dallas passes FCC approval and is closed late this year, Kluge said, Metromedia will have TV stations in the first, second, third, sixth, eighth, 10th and 11th largest population centers "and will reach 22% of all U.S. households."

Kluge added that Metromedia's entry into the radio paging business has "propelled us into the status of a dominant industry leader. . . our paging companies will function in unison with major market locations, economies of scale, marketing facilities and view toward national networking." □

Affiliated news. Boston-based Affiliated Publications, publisher of *Boston Globe*, group owner of five AM's and five FM's, and part owner of MSO, reported net earnings of \$15,765,000 on total revenue of \$259,444,000 in 1982, 11% and 9.9% increases, respectively, against 1981 figures of \$14,199,000 and \$236,073,000. Net earnings per share were up 10.4% to \$2.02 from \$1.83 per share in 1981. Broadcasting revenue was \$14,765,000 and accounted for 6% of total revenue.

Stock Index

Exchange and Company	Closing Wed. May 11	Closing Wed. May 4	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
ABC	68 1/4	64	+4 1/4	+ 6.64	12	1,979
Capital Cities	147 1/2	148 1/4	- 3/4	- .50	20	1,940
CBS	76 3/8	73 1/8	+3 1/4	+ 4.44	19	2,252
Cox	48 5/8	49	- 3/8	- .76	21	1,378
Gross Telecasting	57	59 1/2	-2 1/2	- 4.20	14	45
LIN	41 1/4	40	+1 1/4	+ 3.12	22	428
Metromedia	547	480	+67	+13.95	36	1,527
Sungroup Inc.	5	4 3/4	+ 1/4	+ 5.26	7	4
Outlet Co. ***	41 3/8	62 1/2	-21 1/8	-33.80	30	112
Scrapps-Howard	22 3/4	22 1/4	+ 1/2	+ 2.24	13	235
Storer	28 3/8	31 1/4	-2 7/8	- 9.20	51	465
Taft	53	52 1/4	+ 3/4	+ 1.43	15	482
United Television	14 1/8	12 3/4	+1 3/8	+10.78	18	167

BROADCASTING WITH OTHER MAJOR INTERESTS						
Adams-Russell	25 1/2	24 1/2	+1	+ 4.08	26	154
Affiliated Pubs.	38 5/8	40 1/2	-1 7/8	- 4.62	19	301
A.H. Belo	45	44 3/8	+ 5/8	+ 1.40	16	421
American Family	19 1/2	19 1/4	+ 1/4	+ 1.29	13	264
Associated Commun.	25 1/2	25 1/4	+ 1/4	+ .99	10	61
John Blair	72	68 1/2	+3 1/2	+ 5.10	16	281
Charter Co.	12 7/8	13	- 1/8	- .96	12	272
Chris-Craft	24 1/4	22 1/8	+2 1/8	+ 9.60	26	150
Cowles	18 1/2	18 3/4	- 1/4	- 1.33	20	73
Dun & Bradstreet	130	123	+7	+ 5.69	26	3,660
Fairchild Ind.	22 3/8	21 7/8	+ 1/2	+ 2.28	12	293
Gannett Co.	69	66 7/8	+2 1/8	+ 3.17	20	3,676
General Tire	36 3/8	36 1/2	- 1/8	- .34	35	875
Gray Commun.	44 1/2	44	+ 1/2	+ 1.13	13	21
Gulf United	28 1/4	28	+ 1/4	+ .89	9	781
Harte-Hanks	46 1/4	47 1/8	- 7/8	- 1.85	17	457
Insilco Corp.	25 1/4	24 1/2	+ 3/4	+ 3.06	17	403
Jefferson-Pilot	36 3/8	34 1/2	+1 7/8	+ 5.43	9	780
Josephson Intl.	18 1/2	17 3/4	+ 3/4	+ 4.22	14	89
Knight-Ridder	53 7/8	54 1/8	- 1/4	- .46	17	1,757
Lee Enterprises	43	43 1/4	- 1/4	- .57	29	586
Liberty	18 1/2	19	- 1/2	- 2.63	15	181
McGraw-Hill	93 1/2	90 3/4	+2 3/4	+ 3.03	21	2,331
Media General	61 7/8	52 1/4	+9 5/8	+15.55	13	429
Meredith	114	111	+3	+ 2.70	13	356
Multimedia	39 1/2	39 1/4	+ 1/4	+ .63	21	621
New York Times Co.	76 5/8	68 1/8	+8 1/2	+12.47	18	963
Post Corp.	43	41 3/4	+1 1/4	+ 2.99	21	78
Rollins	15 1/8	14 1/4	+ 7/8	+ 6.14	11	393
Schering-Plough	44 7/8	46 1/2	-1 5/8	- 3.49	13	2,389
Signal Cos.	31 1/4	30 1/2	+ 3/4	+ 2.45	20	3,312
Stauffer Commun.*	43	43			11	43
Tech Operations	29 3/4	29	+ 3/4	+ 2.58	10	25
Times Mirror Co.	82 1/2	77 3/4	+4 3/4	+ 6.10	20	2,821
Turner Bcstg.	18	18 1/2	- 1/2	- 2.70	69	367
Washington Post	67 3/8	67 7/8	- 1/2	- .73	18	952
Wometco	33 1/4	31 5/8	+1 5/8	+ 5.13	22	575

CABLE						
Acton Corp.	7 1/4	7 3/4	- 1/2	- 6.45	43	37
American Express	68 1/8	66	+2 1/8	+ 3.21	15	8,699
Burnup & Sims	7 3/8	7 1/2	- 1/8	- 1.66	7	65
Comcast	20 1/4	20 1/4			21	142
General Instrument	46 7/8	51 5/8	-4 3/4	- 9.20	14	1,455
Heritage Commun.	11 1/2	11 1/2			3	49
Rogers Cablesystems	11	11 3/4	- 3/4	- 6.38	11	243
Tele-Communications	27 1/2	25 5/8	+1 7/8	+ 7.31	49	575
Time Inc.	69 1/8	65 1/4	+3 7/8	+ 5.93	28	3,876
Tocom	8 1/8	7	+1 1/8	+16.07	7	56
United Cable TV	21 1/8	20 5/8	+ 1/2	+ 2.42	29	231
Viacom	33	29 3/4	+3 1/4	+10.92	16	382

Exchange and Company	Closing Wed. May 11	Closing Wed. May 4	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Indus.	6 1/2	5 1/2	+1	+18.18	59	36
N Coca-Cola	54 3/8	55	- 5/8	- 1.13	14	7,378
N Disney	79	79 5/8	- 5/8	- .78	26	2,718
N Dow Jones & Co.	49 1/4	48 1/8	+1 1/8	+ 2.33	35	3,142
O Four Star	9 1/4	6 1/2	+2 3/4	+42.30	13	1
N Getty Oil Corp.	66 1/4	66 1/4			8	5,242
N Gulf + Western	27	26	+1	+ 3.84	14	2,044
O Lorimar	23	20 1/4	+2 3/4	+13.58	14	113
N MCA	37 1/8	37 7/8	- 3/4	- 1.98	10	1,770
N MGM/UA	18 3/8	15 7/8	+2 1/2	+15.74	33	914
N Orion	27	26 5/8	+ 3/8	+ 1.40	5	186
O Reeves Commun.	21 1/2	19	+2 1/2	+13.15	11	265
O Telepictures	19 1/8	18 1/4	+ 7/8	+ 4.79	26	111
O Video Corp. of Amer.	9 7/8	10 1/2	- 5/8	- 5.95	23	16
N Warner	28 1/8	26 7/8	+1 1/4	+ 4.65	7	1,794
A Wrather	34 1/8	31	+3 1/8	+10.08	60	76

SERVICE						
O BBDO Inc.	43	46 1/2	-3 1/2	- 7.52	16	250
O Compact Video	10 1/8	9 3/4	+ 3/8	+ 3.84	78	33
N Comsat	68	68			13	612
O Doyle Dane Bernbach	24 3/4	24	+ 3/4	+ 3.12	19	143
N Foote Cone & Belding	49 3/8	48 1/2	+ 7/8	+ 1.80	13	135
O Grey Advertising	96	90	+6	+ 6.66	9	55
N Interpublic Group	56	56 1/4	- 1/4	- .44	13	261
N JWT Group	35 7/8	33 3/4	+2 1/8	+ 6.29	718	189
O MCI Communications	46 1/2	43 5/8	+2 7/8	+ 6.59	30	5,422
A Movielab	4 1/8	3 7/8	+ 1/4	+ 6.45	4	7
O A.C. Nielsen	36 1/4	34 1/2	+1 3/4	+ 5.07	18	814
O Ogilvy & Mather	55	53 1/4	+1 3/4	+ 3.28	16	237
O Telemation	6 1/2	6 1/4	+ 1/4	+ 4.00	17	7
O TPC Communications	2 1/8	2	+ 1/8	+ 6.25	2	2
A Unitel Video	12 3/8	7 3/4	+4 5/8	+59.67	19	17
N Western Union	43 3/8	39 7/8	+3 1/2	+ 8.77	13	1,039

ELECTRONICS/MANUFACTURING						
O AEL	31 3/4	29 1/2	+2 1/4	+ 7.62	20	62
N Arvin Industries	21 3/8	19 1/2	+1 7/8	+ 9.61	15	148
O C-Cor Electronics	19	17 1/2	+1 1/2	+ 8.57	15	67
O Cable TV Industries	6	6 1/4	- 1/4	- 4.00	29	18
A Cetec	9 1/4	8 3/4	+ 1/2	+ 5.71	23	20
O Chyron	24 1/2	22 1/4	+2 1/4	+10.11	27	100
A Cohu	8	7 7/8	+ 1/8	+ 1.58	24	14
N Conrac	37	37 7/8	- 7/8	- 2.31	11	108
N Eastman Kodak	73 1/4	79 1/2	-6 1/4	- 7.86	10	12,138
O Elec Missile & Comm.	11	12 1/2	-1 1/2	-12.00	79	32
N General Electric	109 1/4	110 1/2	-1 1/4	- 1.13	14	24,891
N Harris Corp.	44 1/4	42 3/8	+1 7/8	+ 4.42	22	1,393
O Microdyne	14 5/8	14 1/4	+ 3/8	+ 2.63	35	67
N M/A Com. Inc.	29 1/2	27 1/4	+2 1/4	+ 8.25	24	1,263
N 3M	86 1/4	81 1/8	+5 1/8	+ 6.31	24	10,162
N Motorola	116 5/8	108	+8 5/8	+ 7.98	25	4,453
N N. American Philips	65 5/8	63	+2 5/8	+ 4.16	12	909
N Oak Industries	11 7/8	10 3/4	+1 1/8	+10.46	48	194
A Orrox Corp.	6 7/8	5 3/4	+1 1/8	+19.56	6	15
N RCA	27 3/8	26 7/8	+ 1/2	+ 1.86	13	2,234
N Rockwell Intl.	56 7/8	58 5/8	-1 3/4	- 2.98	13	4,364
A RSC Industries	5 7/8	5 1/2	+ 3/8	+ 6.81	59	19
N Scientific-Atlanta	17 3/4	16 3/8	+1 3/8	+ 8.39	137	419
N Sony Corp.	16	15 5/8	+ 3/8	+ 2.40	20	3,691
N Tektronix	72 1/8	67 1/4	+4 7/8	+ 7.24	19	1,365
O Telemet (Geotel Inc.)	3 1/8	2 7/8	+ 1/4	+ 8.69	18	9
A Texscan	23 3/4	22 1/4	+1 1/2	+ 6.74	29	141
N Varian Associates	44 3/4	44 3/4			29	938
N Westinghouse	46 1/2	46	+ 1/2	+ 1.08	9	4,066
N Zenith	22 5/8	19	+3 5/8	+19.07	20	428

Standard & Poor's 400 Industrial Average 184.59 183.83 + .76

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, W-Washington. 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. *** Outlet stock split 3 for 2. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

ABC and its affiliates celebrate 'That Special Feeling'

Network preaches of joy of cooperation; affiliates agree, with some reservations

For the 800 representatives of ABC's 214 affiliates who gathered in Los Angeles's Century Plaza hotel for the annual affiliates meeting last week on the occasion of the company's 30th anniversary, the message drummed home by network officials was simple: We're in this together, the need is mutual and the network, for its part, will not abandon its present system of program distribution for the seductive lure of new technologies. Fine, the affiliates said, in effect. But there are other, immediate matters of concern.

Affiliates' use of the vertical blanking interval to transmit teletext signals during network feeds, for instance. Not without network consent, ABC said. Or more generous treatment by the network in return for the time the affiliates make available for its programming. Or fewer overruns of prime time programming, perhaps.

Of all the prickly issues the affiliates presented, in a meeting with network officials on Wednesday morning and later in what was described as an occasionally tense session involving only the affiliates' board and top ABC brass, the affiliates emerged with a partial success on one and an outright winner on another. ABC agreed to postpone the scheduled implementation in September of the third and final phase of the program to increase its commercial time. A decision on whether to proceed will be made in time for the first quarter next year. And it announced plans to buy three more episodes of *Dynasty* next year, to extend its first-run episodes into the May sweeps period.

The company's commitment to the present system of networking was expressed by Frederick S. Pierce, president and chief operating officer of ABC Inc., in terms easy to understand: "Over the next five years,

ABC's total investment for its television network service... will probably be at least \$10 billion." And what seemed a significant portion of that budget was on stage at the Shubert Theater, across the street from the hotel on Monday night, when the network trotted out many of the members of the casts of the programs with which it will do battle with CBS and NBC in the rating wars ahead.

The stars, from *Dynasty*'s John Forsythe and Linda Evans to *General Hospital*'s John Berardino and Leslie Charleson, were not the only device used by ABC to give the affiliates and their spouses a sense of involvement. There was the playing of the network's new theme song, "That Special Feeling," which has been recorded by Broadway and recording star Maureen McGovern. She did the song at the Shubert on Monday night, and then the affiliates were subjected to a heavy dose of the number—with its reference to "spending time together in a special way"—as ABC unfolded its promotional campaign for the 1983-84 season.

As for the promotional spots, Roy Polevoy, vice president for on-air promotion, ABC Entertainment, described them as constituting a campaign "human in scale, honestly emotional, grounded in reality and centered around everyday people in everyday situations."

That was the show business part of the meeting. As for the business part, Elton H. Rule, vice chairman of ABC Inc.; Pierce; James E. Duffy, president of the ABC Television Network, and John C. Severino, president of ABC Television, were unrelenting in pressing the partnership theme.

Rule, in the same speech in which he announced his retirement (see page 73), told the affiliates at a closed meeting that there are two certainties on which the ABC Television Network is planning for the future: The first is the growth of television advertising. No matter what takes place in the arena of new technology, advertisers will have avail-

able only one medium that is live, visual, home, free and available to everyone—television... The other certainty is that regardless of technology, audiences respond to programming."

Pierce, who will replace Rule as the corporation's number-two officer, behind Chairman Leonard H. Goldenson, was even more explicit. "Our most important corporate commitment is to support and maintain the ABC Television Network as the most exciting and viable medium of news, information, sports and entertainment in the world," Pierce said. Then he added: "Broadcasting our major business, and foremost is our television network. Our long-range objective not only to prepare for the future in every sound way that we can, but primarily to protect and strengthen the present system of broadcasting."

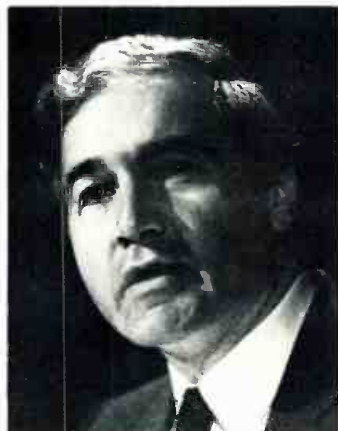
Duffy picked up the same theme. He saw the power of television to attract audiences across all dayparts—and therefore its "pre-eminence as a sales and marketing medium"—is continuously affirmed, and "the vitality of news and information on television is demonstrated time and time again. The trends, he said "add up to a clear conclusion—that network television will remain the dominant medium of communication and advertising far... through 1990 and beyond, as far as anyone can reasonably estimate."

For his part, Severino suggested the network-affiliate relationship was a two-way street and expressed the network's concern about preemptions of its programs. "Even time an affiliate preempts for a program that isn't an urgent local priority," he said, "the entire system is weakened and that network affiliate becomes a local independent. Audiences are arbitrarily cut off from national programming, and that programming is undermined by its loss of reach. In turn, the network is weakened—and, ultimately, you [the affiliate] are as well."

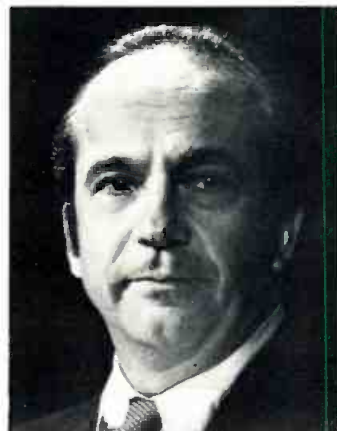
No one doubted the sincerity of the network rhetoric. Affiliates may even have felt the pull of "That Special Feeling" they hear so much about. But affiliates in private conversations as well as in their meetings, 1



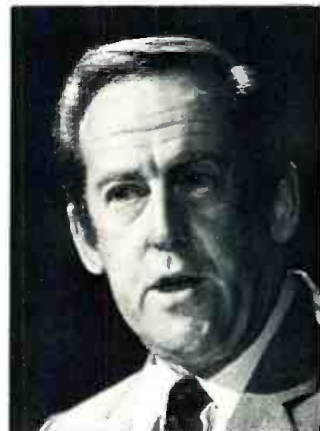
Goldenson



Pierce



Severino



Duffy

peatedly made the point that their goals and needs may not always be in sync with the network's—as an agenda of issues presented by Robert Rice, of WRAU-TV Peoria, Ill., outgoing affiliate board chairman, made clear.

The issue that could become particularly contentious involves the affiliates use of the vertical blanking interval for teletext transmission. Network officials have no objections, as long as the transmissions are in station time. But they insist that network approval must be obtained if the transmissions are to occur during a network feed—when a commercial is being aired, for instance. They do not want the audience diverted. But the affiliates seem adamant on the issue. Rice said later that the affiliates believe they have the final say in the matter—that they are responsible for what they carry on their air."

At present, the issue is largely theoretical, given the undeveloped state of the teletext market. But affiliates last week indicated they clearly are interested in providing the service—or at least being in a position to provide it. And some agree experimenting with it. What could the network do if a station persisted in offering teletext during network programs? One official said withdrawing the network programming is an option.

ABC's decision to postpone a decision on whether to implement the final phase of the expansion of commercial time was not all that the affiliates wanted. They had urged abandonment of the final phase under which the network would increase its weekly inventory of 30-second spots by four and the affiliates by one. But Rice called the decision "significant," and said the affiliates would use the time to continue an effort to find evidence to support their belief they are harmed by the increase in the number of commercials, which are being carved out of time now devoted to promotional spots. Network officials said they had decided on the postponement because of economic conditions.

The network had heard the affiliates' complaints about what they considered an insufficient amount of first-run programming during the May sweeps (72% of ABC's programming during the period is original, compared to 49% of CBS's and 59% of NBC's). So Anthony D. Thomopoulos, president of ABC Entertainment, was ready with an announcement of a commitment to buy 27 episodes of *Dynasty* next year, instead of 24, as it did this year. But extending the popular series into May does not come cheap. *Dynasty's* one-hour episodes cost more than \$900,000 each.

The affiliates came armed with studies to back up their claim they were not faring well in terms of network compensation as are the affiliates of CBS and NBC. Although affiliation contracts vary according to the relative negotiating strength of the network and the affiliate involved, ABC affiliates say their studies, based in part at least on material on file at the FCC, demonstrate they are paid less, bear larger costs (for distribution of the network signal, for instance) and are allowed fewer availabilities for sale than their CBS and NBC competitors.

The ABC executives who dealt with the issue, including Pierce and Duffy, did not quarrel with the figures, although even some

affiliates questioned their validity. Rather, they stressed that the quality of the programming ABC offers makes it all worthwhile, Pierce reportedly cited what he said are the substantial sums the network pays for programs with strong audience appeal, like *Dynasty*.

Overruns of prime time programming into affiliate's late-night news programs have long been a sore point with the affiliate—and remains one even though they acknowledged last week the steps the network has taken to deal with the problem. ABC has advanced the start of its baseball coverage one half hour, to 8 p.m., and the number of overruns of Sunday night movies has been reduced.

The board is also expected to continue impressing the network on two other matters that were aired during the meeting. One involves the payment of music license fees; the other, affiliates' interest in network news feed early Saturday evening. ABC is the only network not offering that service.

The affiliates and the network now share the cost of music performance rights, the only rights the network does not license at the source when it acquires a program for broadcast. The issue is complicated by the court suits over blanket music licensing, but Rice said, "We want the network to take the whole cost."

To accommodate the affiliates' interest in a 6 p.m. news program on Saturday would mean advancing the start of *Wide World of Sports* a half hour, to 4:30 p.m. And ABC Sports, reportedly, is not interested in the earlier starting time with its fewer homes

using television. As some affiliates noted, the conflict presents an interesting dilemma for Roone Arledge, president of both ABC Sports and ABC News.


The network wrapped up the meeting on Wednesday night with a rousing gala in celebration of ABC's 30th anniversary. There was good food and drink and a rousing show that included Ben Vereen and introductions to members of the casts of some of the shows that the network has presented over the years. But uncertain was how "That Certain Feeling"—"Helping one another, sharing all we know/Heart to heart through all the years/Still finding ways to grow"—will fare in the face of normal affiliate-network conflicts. □

Rule to step down by year's end

ABC's vice chairman will retire after nearly 30 years; he will stay on board of directors

Elton Rule, who was ABC long before ABC was cool, but who played a major role in making it cool, will retire as vice chairman of the company at the end of the year. His decision to retire was not entirely unexpected; he had been easing himself out of his responsibilities over the last three years. Still, his announcement, at a closed session at the ABC affiliates meeting, in Los Angeles last week, that the time had come for him



McMartin *broadcast*



"Our transmitters are so good we want you to try our other products.

We not only manufacture a complete line of AM and FM transmitters, but also produce audio consoles, monitors and amplifiers, FM/SCA equipment and satellite receivers. We have over 300 products.

We have 27 years of experience, and in broadcast, **experience counts!**"



Ray B. McMartin
President
McMartin Industries, Inc.

McMartin Industries, Inc. • 4500 S. 76th St. • Omaha, NE 68127 • 402 331-2000

"to start writing chapter two," came as a surprise and produced an emotional break in discussions of network compensation and programming.

"I have accomplished what I set out to do—for ABC and myself," said Rule, now 69, who became part of the ABC organization in 1953, when the fledgling operation bought KABC-TV Los Angeles, of which he was sales manager. "It seems to be that this is the right time to leave. ABC is in excellent condition. It has an exciting future ahead of it, and that future is in very able hands."

The mantle, if not the title, passes to Frederick S. Pierce, who has been with the company since 1956 and who is now president and chief operating officer of ABC Inc. He was elected to that post in January, after having served as executive vice president since April 1979. He is now second in the company to Leonard Goldenson, the chairman and chief executive officer. Rule said Pierce, 50, was his "personal choice," as well as Goldenson's to take over as head of the management team.



Rule

Goldenson made it clear he saw no cause for concern in Rule's departure. He said Pierce had handled the 17 jobs he has had in his 27 years with ABC superbly, and added, "The transition from Elton to Fred as chief operating officer, which began three years ago, has been accomplished very smoothly: Elton and I have every confidence that Fred will continue to distinguish himself in the coming years."

The growth of ABC from the days when,

as the saying went, it was the "fourth network in a three-network competition," has been substantial. And it occurred during years Rule occupied key executive positions: with ABC Inc.—as president of the television network, from 1968 to 1970; as president of ABC Co., the broadcast division of the corporation, beginning in March 1970 and president and chief operating officer of ABC Inc., from 1972 until he was named to the new position of vice chairman, ABC Inc., in January 1983.

Rule will not sever all ties with ABC. He will remain on the board of directors. No will that be the extent of his activities. However, beyond stating that he and his wife Betty will move back from New York to California, where their roots and families are, and where they have a home in Malibu, he was not specific as to what he will do. He said only that he has "several opportunities in mind" to which he will soon be able to devote his full attention. "You will hear more about them in the future," Rule commented.

ABC maps out prime time for affiliates

Thomopoulos runs down fall offerings and strategies

ABC put the best face on its prime time viewing statistics last week, advising affiliates that the network was "number one among adults 18-49 during the recently completed prime time television season, delivering one million more viewers of this demographic than CBS and 1.5 million more than NBC," according to George Keramidas, vice president, television research, ABC Marketing and Research Services.

Keramidas claimed ABC dominated the other networks among the 18-49 group every night except Thursday and Friday, which are being substantially restructured during the 1983-84 season. The executive said that, "in head-to-head competition throughout the week, ABC was first among young adult viewers in 28 half hours, while CBS was first in 11, and NBC first in five."

ABC, according to Keramidas, could take partial credit for an increase of nearly two points in homes using television and a three-network rating increase of six-tenths of a point during the second half of the 1982-83 season as compared to the same period a year previously. He contended ABC's *The*

Winds of War and *Thorn Birds* were "largely responsible" for the resurgence in network viewing.

Acknowledging that CBS won the prime time season by half a rating point over ABC, Keramidas claimed ABC was first in household ratings from 6 a.m. to 2 a.m. throughout the broadcast day.

ABC Entertainment President Anthony D. Thomopoulos, agreeing that mini-series programming "infuses prime time television with great excitement and tremendous viewer interest," insisted that "the love affair between the American public and our medium" is nourished by regular series programming. To that end, he said ABC will attempt to bolster series programs on the three nights it regards as weakest in its schedule: Thursday, Friday and, to a lesser extent, Tuesday.

There were no changes from the lineup announced a week earlier in New York (BROADCASTING, May 9), and Lew Erlicht, ABC Entertainment's senior vice president for prime time, repeated rationales given to the advertising community earlier. The new series are evenly divided: four are half-hour comedies and four are one-hour dramas:

■ Sunday: *Ripley's Believe It Or Not* returns at 7 p.m., termed "very durable" by

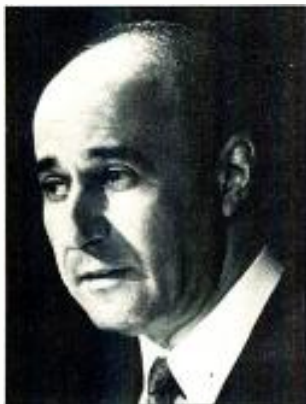
Erlicht followed by a new one-hour "action-adventure drama," *Hardcastle and McCormick*, with Brian Keith starring as a judge who enlists the help of an ex-con in tracking down criminals set free on legal technicalities. At 9 p.m., the network programs movies, which will also replace football on Monday nights beginning in January.

■ Monday: "A strong evening that returns intact," reports Erlicht, beginning at p.m. with *That's Incredible* followed by *Monday Night Football* at 9 p.m.

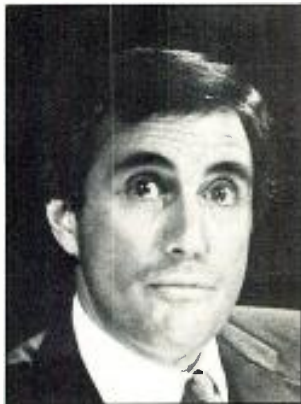
■ Tuesday: The night begins with a new half-hour comedy, *Just Our Luck*, about "glib-talking, high-living genie" whose services are offered to a California weather man. *Happy Days* moves to 8:30 p.m., the slot vacated by the canceled comedy *La verne and Shirley*. "In the year ahead," explained Erlicht, "'The Fonz' will be ever present, but in a new job. Joanie and Chack return to the Cunningham household—an just might split up." *Three's Company* returns at 9 p.m., followed by a new comedy *Yes, But I'm Married*, starring Madeline Kahn "as a housewife facing a not-uncommon midlife crisis." The series is based on the long-running British series. *Hart to Hart* completes the evening in its 10 to 11 p.m. slot.

■ Wednesday: Although he described as ABC's "strongest night of the week this season," Erlicht will nevertheless do some fine-tuning, introducing a new one-hour drama, *Motel* at 10 p.m. The series is based on Arthur Hailey's novel and co-stars Bette Davis and James Brolin. The move bumps *Dynasty*, which Erlicht labeled "the number one program in television for reaching young women" to the 9-10 p.m. period. The night opens, as it did this season, with the hour-long action/adventure series, *The Fall Guy*.

■ Thursday: A "major revision" has taken place, with only the news magazine *20/20* returning from the 1982-83 season (from 11 to 11 p.m.). An ensemble cast is used during the hour-long drama



Keramidas



Erlicht



Thomopoulos

ning at 8 p.m., which focuses on life and death situations in a modern hospital. ABC shifts the half-hour sitcom *9 to 5* from Tuesday night to 9 p.m. Thursday, followed by a new comedy half-hour, *It's Not Easy*, that examines "divorce, remarriage and shared families" through the lives of two couples living across the street from each other.

■ Friday: "Friday posed another major restructuring challenge for us," confided Erlicht. "We believe we have accomplished it with a combination of new and tested programming which should increase our chances or success." *Benson* returns at 8 p.m., followed at 8:30 with "a brand new and very compatible comedy," *Webster*, starring Alex Karras and Susan Clark as a newly-married couple who unexpectedly "inherit" the husband's godson, played by Emmanuel Lewis. The hour long *Lottery* premieres at 9 p.m. Erlicht termed the *Lottery* concept "the greatest fantasy of all—going from rags to riches overnight." The series, focusing on a lottery administrator and an IRS agent, will incorporate exotic locales and guest stars. For the 10-11 p.m. hour, ABC has shifted *Matt Houston* from Sunday.

■ Saturday: Erlicht told affiliates, "The Saturday schedule returns intact for a good reason: all the shows are hits." *T.J. Hooker* starts the night from 8-9 p.m., followed from 9-10 p.m. by *The Love Boat* and *Fantasy Island* (in which Ricardo Montalban will have Christopher Hewett as his new companion) at 10 p.m.

Two pilots were screened for the affiliates during Tuesday's meeting, *Webster* and *It's Not Easy*. A random sampling of station

executives showed *Webster* receiving generally favorable reviews and *It's Not Easy* garnering mostly negative comments.

Thomopoulos also disclosed ABC's plans for first-run summer programming, which he said will amount to more "than any year in recent memory." He said the original short-order series would help relieve "summer doldrums" while providing an opportunity "for on-air testing of new series, much as we do with spring short flights."

Summer programs will include:

■ *Best of Friends* (three episodes plus pilot)—a one-hour drama from Lorimar Productions "contrasting the traditional lifestyle of the Armstrongs with the combined family created by second marriages in the Daley household."

■ *Eye on Hollywood* (five hour-long shows)—highlighting people, places and events in the "glamour capital of the world."

■ *The Half Hour Comedy Show* (unspecified number of episodes)—starring the comedy team of Tom Sharp and Arsenio Hall and an ensemble of comedy players, also featuring such guest stars as Bill Cosby. Executive producer is Dick Clark.

During closed sessions on Monday and Wednesday there were some reported grumblings about the high turnover in the network's prime time slate, with a few affiliates confiding they'd like to see ABC put more time and effort into bolstering its series lineup. While there was uniform praise for the network's execution of *The Winds of War* and *Thorn Birds*, some critical statements were heard about scheduling of the two mini-series, with some stations hoping for

greater support during the May sweeps. ABC countered by claiming it had scheduled more first-run programming this month than the other two networks. Overall, concluded one station manager, "we're about as pleased as we're going to get—although it would be nice to say we were number one all the way across [the schedule]." And ABC's summer juggling act will indicate potential for that statement's truth. □

Arledge reports on ABC News

He promises increased emphasis on accuracy and viewer trust; defends decision to expand 'Nightline' by another 30 minutes

Roone Arledge, already president of ABC Sports, also took over as president of ABC News six years ago, casting before him what many perceived to be the long shadow of a showman. But in his appearance before the ABC television affiliates last week, Arledge appeared the responsible journalist, concerned about "arrogance" of some news organizations that he feels is in part at least responsible for the rising tide of damage awards juries are giving plaintiffs who sue the media for libel. ABC, he said, is taking steps to avoid that sin.

But if the affiliates in the audience were prepared to endorse Arledge's views on the importance of news organizations earning

Peoples Cable Company

Rochester, New York

has been acquired by

American Television and Communications Corporation

a wholly owned subsidiary of Time Incorporated

We initiated this transaction, served as financial adviser to Peoples Cable Company, and assisted in the negotiations.

A.G. BECKER PARIBAS
INCORPORATED

May 1983

the respect of the public, there was a substantial number who did not share his enthusiasm for the decision to expand from 30 minutes to an hour a news program that has done much to enhance the reputation of ABC News, *Nightline*. The uneasiness of affiliates over the 30-minute expansion was expressed at a closed session of affiliates on Monday, before the official start of the affiliates meeting.

Arledge made it clear he was proud of the result of polls—one published in *TV Guide*, the other conducted by Garth Associates, a political consulting firm, and dealing only with the fairness of coverage of Israel—showing ABC to be the most trusted news medium among those with which it was compared. But he said the scrutiny to which the media have been subjected will be increased as a result of General William Westmoreland's libel suit against CBS. And he said, "Juries are more willing to award judgments than ever."

Even, if, as in the case of the \$2,050,000 award a jury made to the president of Mobil Oil Corp. in his libel suit against the *Washington Post*, a judge vacated the award (BROADCASTING, May 9), Arledge said, "Juries that represent the people are telling us something—they are expressing concern as to whether they can trust the news media." Then Arledge said: "News organizations are too arrogant. They think they can hide behind the First Amendment. But if we want that protection, we have to be right as much as we can."

Arledge said ABC is following that as a standard. He cited the appointment of George Watson, former head of ABC's Washington news bureau, as a kind of ombudsman—Arledge said Watson performs "quality control" work—with the authority to challenge the accuracy of material in a program before it airs. Neither of the other two major networks has given that kind of authority to anyone.

What's more, Arledge said, ABC News has a policy of "on-air corrections," which not only gets the truth out, it "lends credibility to what we do."

Arledge, in discussing *Nightline*, appeared to be aware of the uneasiness with which a number of affiliates view the 30 minutes added to the program when *The Last Word*, which had followed it, was canceled last month, for he approached the discussion as a salesman. He said the show's rating was up 57% in the second half-hour in the first week of the expanded program, even though Ted Koppel, the regular anchor, was out because of illness for three of the five nights. "We have held the audience," he said.

And Koppel, who was in Washington but spoke to the affiliates by closed-circuit television, said what he regarded as the critical element in the decision to expand the program was Arledge's assurance that the "trust" the show had built among its audience in the three years it had been on the air would not be jeopardized. The benefit of the additional half hour, he said, is that it permits a menu of three or four subjects, plus some "intellectual stocking stuffers." Thus, he said, the program would be more likely to offer something of interest to a viewer than if it dealt with only one subject.



Arledge and Koppel

The other side of the issue—that shared by a number of affiliates—was disclosed by Robert Rice, of WRAU-TV Peoria, Ill., the outgoing chairman of the board of governors of the affiliates association. He said a number of affiliates at the closed session on Monday had expressed concern the additional half hour would "dilute" the program's impact. Stations found the half hour is not doing well enough. "For that reason, stations, particularly in the midwest [when the show goes on the air at 10:30 p.m.], are delaying the start for a half hour or an hour." □

ABC holding fast to daytime

It announces two new shows to lineup; it will offer three new Saturday programs; specials include 'Preview on the Love Boat' to kick off new season prime time offerings

ABC programming executives apparently have adopted an "If it's not broken, why fix it?" attitude in approaching the 1983-84 daytime schedule, as evidenced last week when ABC Entertainment's vice president of daytime programs, Jackie Smith, disclosed only two additions to the lineup. The network will pick up off-prime time reruns of *Too Close for Comfort* to begin the daypart at 11 a.m. (NYT), followed by a new serial, *Loving*, at 11:30.

Loving, created by Agnes Nixon, will be launched with a two-hour, prime time premiere on Sunday, June 26. Weekday episodes of the program will begin June 27. (*Too Close for Comfort* will also debut June 27.) The remaining four-and-a-half hours of the daytime network feed remain the same as last season.

Sy Amlen, an ABC Entertainment vice president, told the affiliates that during the first quarter of 1983, "ABC's 7.5 household rating was once again the highest for daytime programming among network daytime schedules."

Amlen claimed the 3.8 million women aged 18-49 reported viewing ABC daytime during the first quarter is almost as many as the audiences of CBS and NBC combined. "Among women 25-54," he said, "ABC enjoys a 29% advantage over CBS, and delivers twice the number of NBC viewers."

Among women under 50, Amlen contended ABC has four of the five highest-rated shows: *General Hospital*, *All My Children*, *One Life to Live*, and *Ryan's Hope*.

ABC also claimed first-place ratings status (among children 2-11 and 6-11) in children's programming during the fourth quarter of 1982. The entertainment division's vice president for children's program, Squi Rushnell, unveiled three new Saturday morning half-hour series, all animated a venture shows: *The Littles*, *the Monchhichis* and *Rubik*, *the Amazing Cube*.

The Littles will air between 10:30 and a.m. NYT, while *The Monchhichis* and *Rubik* will be incorporated into the *Little Rascals/Richie Rich Show* (8:30-9:30 a.m.) at *The Pac-Man/Rubik Cube Hour* (9:30-10:30 a.m.), respectively.

Three new short-form series joining ABC's Saturday morning lineup are: *Meludo*, bilingual (English/Spanish) three-and-a-half minute educational features; *Zack & All Trades*, segments aimed at increasing job skills knowledge among inner-city youth; and *Cap'n. O.G. Readmore*, a cartoon character promoting reading, developed in association with the Library of Congress.

Rushnell said other original programming will be seen during the network's continuing series of *Afterschool Specials* and several prime time specials, including a two-hour animated adaptation of "The Wind in the Willows."

The balance of the children's slate remain the same as last season, as does early morning programming.

Richard I. Levine, vice president, programs, East Coast, said results from the first quarter of 1983 give *Good Morning America* its 10th consecutive quarter of total household ratings victories. He said that through last week, *GMA* has averaged a 5.7 rating; "68% better than *The CBS Morning News* and 36% higher than NBC's *Today Show*."

Levine termed *GMA*'s current lead the largest it's ever held over its two competitors. He said it delivered twice as many young adult viewers (aged 18-49) as did CBS and 50% more than NBC.

ABC will kick off its new programming season with a *Preview on the Love Boat*, featuring stars of new and returning shows. A date for the special was announced.

Arledge previews Olympic coverage

Network sports president lists events for 1984, including USFL, political conventions and campaigns

Roone Arledge, president of ABC Sports, as well as president of ABC News, is not only given to understatement. Yet no one in the audience of some 800 at the ABC Television Network Affiliates meeting in Los Angeles last week was inclined to challenge his statement that, for ABC, the coming year "will be the most exciting in the history of television in news and sports." Or that coverage of the summer Olympic Games in Los Angeles next year will—with the games being spread all over Southern California—present AB



On board. James E. Duffy (center), president of the ABC Television Network, shakes hands with the new chairman of the affiliates board, WJLA-TV Washington President and General Manager Thomas B. Cookerly. At right is the outgoing chairman, Robert E. Rice, president and general manager of WRAU-TV Peoria, Ill.

with "the most difficult lash-up [problem] in the history of television."

But neither was there anyone in the room who doubted that Arledge, with the help for which he credited Julian Barnathan, ABC's chief of engineering, would be able to bring it all off. Certainly not after witnessing the presentation on ABC's past Olympics coverage, with seven winter and seven summer games under ABC's belt, the Olympics, John Martin, ABC Sports vice president in charge of programing said, has become "an ABC tradition."

And the presentation was designed to underline that point. It concluded with a montage of clips of Olympics coverage dating back to the 1964 winter games in the Bavarian Alps, distilling the dramatic essence of that coverage, all done against the background music of Beethoven and a piece Arledge has used in presenting the Olympics since the winter games at Innsbruck in 1976.

When the presentation ended, with a clip of the American hockey team at Lake Placid in 1980 winning the gold and one of the American players thrusting his fist into the air in exultation over the improbable victory, it was enough to make even an affiliate with a catalogue of complaints about the network to get what ABC kept hammering home during the meeting was the "ABC feeling."

For the most part, the rest of the ABC Sports presentation consisted of a laundry list of the events—National Football League and college football, major league baseball, including the World Series, horseracing, major golf tournaments, the Indianapolis 500 and the like—ABC will cover in the coming year. But in the process, Jim Spence, senior vice president of ABC Sports, expressed confidence in the viability of the brand-new U.S. Football League, whose games ABC covers.

"We think for a new venture, the quality of play is higher than expected," he said. And he indicated the rating—an average 7.3—is acceptable; he said the competition has been "stiff." In any event, Spence said that ABC is taking the long view.

But clearly it is the 1984 Olympics for

which ABC Sports is gearing up—the Winter games, in Sarajevo, Yugoslavia, and summer games in Los Angeles—for which ABC has paid \$316 million for the television rights. "We're way ahead in our planning," Arledge said. "We could go tomorrow in Sarajevo if Barnathan gave the word." ABC is scheduling 65 hours of the winter games, most of it in prime time, and 185 hours of coverage of the summer games over a period of 18 days. "It will be," Arledge said, unafraid, as always, to go for the bold, "the

biggest event in the history of television."

And by anyone's standard, Arledge and the ABC News and Sports divisions will have their hands full next year—the winter games followed by the presidential primaries, the Democratic national convention, in San Francisco, the summer games ("the most difficult lash-up in the history of television"), then in Dallas, in heat of summer, the Republican National Convention, and the presidential election campaigns. Said Arledge, "Julie Barnathan makes it all possible." □

Mankiewicz officially leaves NPR presidency

One day after arrival of interim chief operating officer, head of NPR since 1977 formally steps down; his career plans uncertain

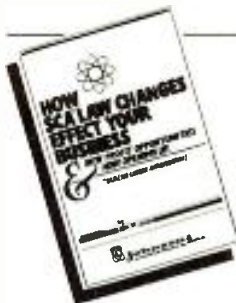
With the arrival of Ronald Bornstein as acting chief operating officer, Frank Mankiewicz last Tuesday (May 10) formally resigned, effective immediately, as president of National Public Radio. However, Mankiewicz said he will remain with the financially troubled network in a consulting capacity through the end of July.

The Mankiewicz announcement came just 24 hours after Bornstein, director of the telecommunications division of the University of Wisconsin and general manager of its WHA-AM-TV Madison, Wis., outlets, assumed his new position with NPR, which will be on a part-time interim basis through

27% SCA Utilization means 73% Opportunity from the NEW SUBSIDIARY COMMUNICATION AUTHORIZATION CHANGES

Only 27% of the FM broadcasters utilize SCA presently. The FCC now allows FM stations to carry a "second sub-channel." In fact almost anything that can be transmitted will now be allowed. This additional channel opens up new communication and information possibilities...new profits...new subsidiary businesses. By using these additional FM signals instead of costly telephone lines, the price of communicating becomes less expensive.

Together let's determine how you take advantage of these new changes. Johnson's R & D laboratory and manufacturing facility is ready to apply 30 years of FM-SCA-Know-How to your needs. Start the action — call or write for our booklet, that explains how SCA impacts your corporate future by increasing your corporate profits.



16 Page Booklet explains SCA...rule changes...gives case histories of successful sub-carrier users...outlines potential for many industries...helps you determine if SCA can benefit your company. Write or call Joseph Lutz, President 305-339-2111



johnson
electronics, inc.

62 South US 17-92 • Casselberry, Florida 32707

Oct. 1. Bornstein was recently appointed by the NPR board to help solve the network's economic woes after it discovered an additional \$3 million budget shortfall in early April while taking steps to fix an initial \$2.775 million deficit.

Mankiewicz said he waited until Bornstein came on board before making his departure official. The move, however, changes the scenario put forth by Mankiewicz a month ago when he first announced his intention to eventually leave NPR but said he would retain the title of president and chief executive officer and work with Bornstein to see NPR "through the financial crisis" (BROADCASTING, April 25).

NPR board chairman Myron Jones, who has said Mankiewicz was not forced out, worked expeditiously last week to appoint a search committee for the selection of a new public radio president. Chairing the committee is Maurice Mitchell, former NPR board chairman and current director of the Washington program in communications policy studies for the Annenberg Schools of Communications. Other members of the committee are Cathleen Douglas, an attorney with the Washington-based law firm of Leva, Hawes, Symington, Martin & Oppenheimer; George Klingler, general manager, WSUI(AM)-KSUI(FM) Iowa City; Steve Meuche, general manager, WKAR-AM-FM East Lansing, Mich.; Midge Ramsey, vice president and station manager, WPBH(FM) Middlefield, Conn., and Jones.

Where does Mankiewicz, head of NPR

since 1977, former press secretary for the late Senator Robert Kennedy and presidential campaign manager for George McGovern, go from here? He says he probably won't re-enter politics but hopes to stay in the broadcasting industry or have a law prac-

tice related to it. And he has not ruled out career in baseball management. Mankiewicz, whose name surfaced a year ago as a possible candidate for baseball commissioner if a new one is appointed, says he is still interested.

Changing Hands

PROPOSED

KCBQ-AM-FM San Diego □ Sold by Chartcom Inc. to Infinity Broadcasting for \$8.5 million, including \$750,000 for noncompetitive agreement ("Closed Circuit," Jan. 31). **Seller** is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which recently sold, subject to FCC approval, KIOI(FM) San Francisco (BROADCASTING, May 2). KCBQ-AM-FM sale will conclude Charter's divestment of its radio station group. **Buyer**, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Carrus, president. It also owns one AM and five FM's. It has received FCC approval to buy KXYZ(AM) Houston (see below). KCBQ is on 1170 khz with 50 kw day and 5 kw night. KCBQ-FM is on 105.3 mhz with 29 kw and antenna 620 feet above average terrain. *Broker: Blackburn & Co. Inc.*

WCMF(FM) Rochester, N.Y. □ Sold by Sconnix Group Broadcasting Inc. to Stoner

Broadcasting System Inc. for \$5.1 million. **Seller** is East Moline, Ill.-based group owner of three AM's and five FM's, headed by Scott R. McQueen, president. **Buyer** is De Moines, Iowa-based group owner of five AM's and six FM's, headed by Thomas H. Stoner, chairman. WCMF is on 96.5 mh with 20 kw and antenna 457 feet above average terrain. *Broker: Cecil L. Richards Inc.*

KTXS-TV Sweetwater, Tex. □ Sold by Prim Inc. to Catclaw Communications Co. for \$3.5 million. **Seller** is headed by Charles Woods, chairman. It also owns KLBK-TV Lubbock, Tex. **Buyer** is owned by W.M. Moore Jr., president. Moore is Abilene, Tex., advertising executive, who has no other broadcast interests. KTXS-TV is ABC affiliate on channel 12 with 257 kw visual 25.7 kw aural and antenna 1,400 feet above average terrain.

WCOJ(AM) Coatesville, Pa. □ Sold by Chester County Broadcasting Co. to Lenfest Chester Inc. for \$1.8 million. **Seller** is equally owned by William S. Halpern and Louis N. Seltzer, who also own cable TV system in Chester county, Pa. **Buyer** is principally owned by H.F. Lenfest, president. He also owns cable systems in Lebanon, Phoenixville, Pottstown and Quakertown, all Pennsylvania. WCOJ is on 1420 kw with 5 kw full time.

WHAT(AM) Philadelphia □ Sold by Bank Broadcasting Co. Inc. to Howard Sander Communications for \$1 million cash. **Seller** is owned by estate of William Banks. It also owns WWDB(FM), which is also up for sale. **Buyer** is principally owned by Howard Sanders, president. It also owns WYCB(AM) Washington. WHAT is on 1340 khz with 1 kw daytime and 250 w night. *Broker: William B. Schutz Jr.*

WEAM(AM) Arlington, Va. □ Sold by WEAM Radio Inc. to Cardinal Broadcast Associate for \$1 million. **Seller** is owned by Thomas family of Asheville, N.C. They also own WCOG(AM) Greensboro and WKLM(AM) Wilmington, both North Carolina, and recently sold cable system at Asheville ("In Brief," April 18). **Buyer** is owned by principals of WHFS Bethesda, Md., including General Manager Jacob Einstein; his son, David program director, and Philip Margolius president. WHFS was recently sold to Outle Co. for \$2.1 million (BROADCASTING, Jan 10). WEAM is on 1390 khz with 5 kw full time. *Broker: Cecil L. Richards Inc.*

WFOM(AM) Marietta, Ga. □ Sold by Woofun Inc. to Agape Communications Inc. for \$482,500. **Seller** is equally owned by Lloyd G. Crowe and Sylva M. Landress. They have no other broadcast interests. **Buyer** is

News - Press & Gazette Company

St. Joseph, Missouri

has acquired

WJTV

Jackson, Mississippi

for

\$19,000,000

from

Capitol Broadcasting Company

We are pleased to have served as
broker in this transaction.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, IL
60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, GA
30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

5/16/83

arietta, Ga.-based group of 13 stockholders, each owning 7.7%, and headed by illy L. Askea, president. Crowe will stay n as vice president and retain minority wnership interest. Buyer has no other roadcast interests. WFOM is on 1230 khz ith 1 kw day and 250 w night.

BCL(AM) Shreveport, La. □ Sold by Results Unlimited Inc. to John David Crow and others for assumption of estimated \$220,000 in ebts. **Sellers** are David W. Moore, Jean H. ore and Patsy B. Alban. They have no other roadcast interests. **Buyers** are John David Crow (25%), G. Randy Alewyne III (25%), is father, George R. Alewyne Jr. (30%), Michael D. Willis and James E. Nicholas (10% each). Crow, George Alewyne III and Nicholas also own majority interest in .TFS(AM) Texarkana, Tex. George Alewyne r. is Shreveport geologist and Willis is hreveport-based realtor. KBCL is daytimer n 1220 khz with 250 w.

WIST(AM) Charlotte, N.C. □ Sold by Metroina Broadcasting Corp. to George H. Buck or \$410,000. **Seller** is owned by Consolidated Theaters Inc., headed by Sam W. raver Jr., president. It has no other broadcast interests. **Buyer** also owns WCOS-AM-FM Columbia, S.C.; WYZE(AM) Atlanta; VMGY(AM) Montgomery, Ala.; WPCT(FM) Lovelville, Tenn.; WCLS(AM) Columbus, Ga., nd WSAY(AM) Salem, Va. He is selling HVN(AM) Charlotte (see "For the Record," age 85). WIST is on 1240 khz with 1 kw day nd 250 w night. *Broker: Stan Raymond & Associates Inc.*

KRKK(AM)-KQSW(FM) Rock Springs, Wyo. □ old by Media West Inc. to The Thicketroadcasting Co. of Wyoming Inc. for 325,000. **Seller** is owned by estate of Arnold H. Morck. It has no other broadcast nterests. **Buyer** is owned by Richard Beauphamp, chairman (80%), Henry A. Kane nd Adam G. Polacek (10% each). They lso own KTYL-AM-FM Tyler, Tex. KRKK is n 1360 khz with 1 kw day and 500 w night. QSW is on 96.5 mhz with 100 kw and antenna 1,680 feet above average terrain.

HHV(AM) Hillsville, Va. □ Sold by Hillsville-ialax Broadcasting Co. to Magnum Communications Inc. for \$210,000, including oncompete agreement. **Seller** is headed by obert R. Hilker, president. It also has interest in WCGC(AM) Belmont, WSYM(AM) Valese, and WEGO(AM)-WPEG(FM) Concord, all orth Carolina; WJJ(AM) Christiansburg and /VVV(FM) Blacksburg, both Virginia, and /YNR(AM)-WPIQ(FM) Brunswick, Ga. **Buyer** is owned by Howard E. Espravnik (78%) nd Jay A. Bough (22%). Espravnik is partne announcer at WAKE(AM) Valparaiso. id. Bough is sports director at WFML(FM) Washington, Ind. WHHV is on 1400 khz with kw day and 250 w night.

Other proposed station sales include: SAR(FM) Salem, Ark.; KNYO(AM) Independence, Calif.; WWCA(AM) Gary, Ind. BROADCASTING, May 2); KQYB(FM) Springrove, Minn.; WELZ(AM) Belzoni, Miss.; /HVN(AM) Charlotte, N.C.; WIFH(FM) Philadelphia (BROADCASTING, May 9); WVAP(AM) urnettown, S.C.; KNCI(AM) Boerne, Tex., BROADCASTING, May 9), and KIKN(AM)

Sinton (Corpus Christi), Tex. (BROADCASTING, May 9) (see "For the Record," page 85).

APPROVED

WYTV(TV) Youngstown, Ohio □ Sold by Adams Russell Co. to Benedek Broadcasting Corp. for \$9 million. **Seller** is publicly traded, Waltham, Mass.-based electronics manufacturer and cable MSO. **Buyer** is owned by A. Richard Benedek and Robert L. Dudley (50% each). Benedek is principal owner of WTAP-TV Parkersburg, W. Va. Dudley owns 24.5% each of KLBK(TV) Lubbock and KTXS-TV Sweetwater, both Texas. The latter has been sold, subject to FCC approval (see above). Benedek and Dudley are also principals in group that bought WDAU(TV) Scranton, Pa. (BROADCASTING, Oct. 11, 1982). WYTV is ABC affiliate on channel 33 with 912 kw visual, 182 kw aural and antenna 557 feet above average terrain.

KAYC(AM)-KAYD(FM) Beaumont, Tex. □ Sold by Texas Coast Broadcasters Inc. to Long-Pride Broadcasting Co. for \$1.75 million plus noncompete covenant of \$250,000. **Seller** is owned by David H. Morris, president, who also owns KNUZ(AM)-KWUE(FM) Houston. **Buyer** is owned by Charley Pride (51%), Jim Long (36%), Jerry Lastelick (10%) and H. Roger Dodson (4%). Pride is country and western singer; Long is president and owner of First-Com Broadcast Services, Dallas-based radio programmer and syndicator; Lastelick is Dallas-based attor-

ney, and Dodson is president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which are owned by Pride. Long and Lastelick. KAYC is on 1450 khz with 1 kw daytime and 250 w night. KAYD is on 97.5 mhz with 50 kw and antenna 320 feet above average terrain.

KXYZ(AM) Houston □ Sold by Slater Broadcasting Co. to 13 Radio Corp. for \$1.5 million. **Seller** is owned by Manning Slater, president. It has no other broadcast interests. **Buyer** is owned by Infinity Broadcasting Corp., which also bought KCBQ-AM-FM San Diego (see above). KXYZ is on 1320 khz with 5 kw full time.

□ Other approved station sales include: WFNC(AM)-WQSM(FM) Fayetteville, N.C.; WLCP(FM) Southport, N.C., and KZEU(FM) Victoria, Tex. (see "For the Record," page 85).

CABLE

Cable systems serving Shelby and Henry counties, Ky. □ Sold by Shelby Cable TV Inc. and Henry Cable TV Inc. to Cencom of Kentucky for \$2 million cash. **Seller** is headed by Edward Evanoff, president. It has no other broadcast interests. **Buyer** is partnership controlled by Cencom Cable Associates, headed by Bob Brooks, chairman and president. It recently acquired four new systems in eastern Missouri, three of which are under construction. Shelby and Henry systems have 2,000 subscribers and pass about 7,000 homes. *Broker: Lester Kamin & Co.*

INTEGRITY

WE DO NOT BELIEVE IN "BUYER BEWARE."

When confidence, integrity and experience are important...

Robert O. Mahlman, Inc.
7 Midland Gardens, Penthouse
Bronxville, New York 10708

914-779-7003

Specializing in medium and major market radio brokerage.

CBS becomes second network to accept split 30-second ads

Following NBC-TV's decision last month, CBS announces it, too, will allow commercials for two unrelated products made by same company within 30-second ad space, but both networks stress they are not selling 15-second commercials

CBS-TV has joined NBC-TV in agreeing, experimentally, to accept split 30-second commercials for two unrelated products of a single company ("In Brief," May 9), but it was not clear last week how widely—or how quickly—advertisers would employ the new form.

If they are no quicker to place the new "corporate multiple product commercials" on CBS than they have been on NBC, there will be no immediate rush. A spokesman for NBC, which disclosed its new experimental policy more than a month ago (BROADCASTING, April 11), said last week, "We have had no takers."

Among differences between the CBS and NBC plans, however, there is one that could make CBS's plan more attractive to advertisers: Where NBC said it would impose a surcharge on such commercials, reportedly amounting to about 20%, CBS said it would accept them at the same rates it charges for straight 30's.

In addition, CBS has accepted one commercial after production changes brought it into compliance with its new guidelines. It was for two products of Alberto-Culver, the advertiser at whose behest both NBC and CBS developed their new plans. But NBC officials said Alberto-Culver did not follow through with a buy from them, and CBS officials said they were not entirely clear as to where the matter stood in its case.

No other such commercials have been submitted, CBS officials reported.

All three TV networks have long accepted 30-second commercials for different products of the same company, provided that in each case the products are related and the production integrated so that it appears to be a single commercial. Alberto-Culver's argument to CBS and NBC—and to ABC as well—was that it is a relatively small company that sometimes needs to advertise unrelated products, but under conventional policy could not do so without producing and buying time for two separate 30's.

ABC officials said they have accepted from Alberto-Culver a commercial for two related products but with different settings and different female voices for the two segments. But, they said, they have not accepted commercials advertising unrelated pro-

ducts.

Both NBC and CBS officials emphasized that in their new approaches they were not selling 15-second commercials. In fact, neither specifies the length of the different product segments—only that they add up to 30 seconds.

Both also say they will schedule the new commercials in ways to minimize or avoid the appearance of clutter: not scheduling them within 120-second commercial pods, for example, since those normally carry four messages (30's), but would have five if one of the new forms were let in. CBS will, in fact, admit one of the new commercials into a 120-second pod in its overnight *Nightwatch* program, but otherwise both NBC and CBS say they would schedule them only in 90-second and 60-second pods

and no more than one to a pod.

CBS's new guidelines are contained in memo from the CBS/Broadcast Group standards and practices department.

The new commercials must contain audio identification of the advertiser at the opening, such as "Here are two fine products from . . .," or between the two product segments, such as "Also from . . .," and they must also be a video identification of the corporate name or logo at the bridge between the two product segments.

Not only may the products be unrelated, the memo said, but "the voice, setting, background and continuity [of the two segments] may be dissimilar."

None of the corporate multiple-product commercials, the memo said, may be scheduled within children's programs.

4A's focuses on the future

Association's annual Media Day looks at influence of new technologies, how networks will evolve and advertising's role in the upcoming media mix

The impact that new electronic communications forms will have on media strategies, delivery of news, network television programming and TV program sponsorship, came under scrutiny at the American Association of Advertising Agencies' annual Media Day in New York.

The all-day event, which attracted some 250 media and programming specialists to the Grand Hyatt hotel on May 5, featured discussions of network television's rising costs, competition among print and broadcast journalism and prospects for reprogramming the networks.

The tenor of a speech by John O'Toole, chairman of Foote, Cone & Belding, New York, was sounded in its title, "Network Television: The OPEC of Media." He contended that network TV prices have outstripped the rate of inflation and promises to continue, and suggested that advertisers test alternative media.

He said advertisers are paying more on network television but "are getting less" as audiences shrink and clutter increases with insertion of additional spots. He urged advertisers and agencies to consider alterna-

tives "with an unprecedented fervor," listing possibilities including magazines and newspapers, radio, outdoor, syndication and cable television.

William E. Ross, chief operating officer of Tatham-Laird & Kudner, Chicago, criticized the environment (programming or editorial content) in which commercials or advertisements appear. He reported that people have said consistently that they like the commercials better than the programs they air in, and added: "If you consider that 60% of the commercials are an insult to your intelligence, that's got to give you some feeling of what the programming is like."

Ross blamed not only television but also radio, magazines and newspapers for not providing an environment for advertisements. He added that media often blame the advertisers for this shortcoming but Ross insisted: "All the advertisers ever ask us to provide them is value received for money spent, and if we can convince them that there is a better way to showcase their product, a better environment for this advertising to appear in, they would be the first to embrace enthusiastically."

William E. Phillips, chairman and chief executive officer of Ogilvy & Mather, New York, stressed that the media specialist will play an increasingly important role as society and media choices become more pluralistic and splintered. He said the media d-



Scott, Sauter, Quinn, Farley, Broyles and Moore

\$3,000,000

1st Commonwealth
Communications
Cable TV Construction

\$715,000

Tioga Cablevision of
Wisconsin, Inc./
Wolf River Cablevision, Inc.
Cable TV Construction

\$675,000

Bonney Lake Cable TV, Inc.
Cable TV Construction

\$1,500,000

Patten Broadcasting, Inc.
Radio Station Refinance
& Capital Improvements

\$715,000

Tele-Media Company of
West Virginia
Cable TV Construction

\$640,000

Master Television
Associates
Cable TV Construction

\$1,350,000

Sawtooth Radio Corp.
Radio Station
Acquisition & Capital
Improvements

\$600,000

Dickinson Broadcasting
Corporation, Inc.
Radio Station/
Television Station
Refinance and Acquisition.

\$1,300,000

Hopewell Cable
Systems
Cable TV Acquisition

\$500,000

Multivision Northwest, Inc.
Cable TV Construction

\$1,200,000

Fort Vancouver
Broadcasting
Corporation
Radio Station Refinance

\$500,000

Scottsboro Cable TV, Inc.
Cable TV Construction

\$900,000

Big Thicket
Broadcasting Company
Radio Station
Acquisition

\$450,000

Ronette Communications
Corporation
Radio Station Capital
Improvements

\$750,000

Bulan Cable
Television Inc.
Cable TV Acquisition

\$425,000

Canton-LaGrange
Cablevision, Inc;
Cable TV Construction

\$750,000

County Cablevision
Development Company
Cable TV Construction

\$421,000

Tele Max Cable TV, Inc.
Cable TV Construction

**THEIR
IDEAS.**

If you have an idea for acquisition,
refinancing, construction, or capital
improvements, we have the money.
Take a look at who we've backed.

**OUR
MONEY.**

 **Firstmark Financial**

Communications Finance Division
110 East Washington Street
Indianapolis, IN 46204 (317) 262-5858

partment must be equipped to cope with "the changing mosaic" as it affects costs and effectiveness of advertising.

Phillips suggested that media officials become better grounded in sales and research and their media plans be more qualitatively targeted. He added that in the future, media plans must be devised to consider both conventional network TV and perhaps cable TV and other media as part of a full communications approach.

During a panel discussion on "Which Medium Will Dominate News Delivery in the 1990's?" the speakers avoided picking a winner but agreed that each of the various news media would find its niche in the communications spectrum.

James Farley, vice president of NBC Radio News, said radio will continue to be a leading news medium.

Van Gordon Sauter, president of CBS News, repeated an earlier assertion that there is "an undue reliance on television news as a primary source" but nevertheless maintained that TV's role is not likely to diminish. He said television provides "a dazzling window on the world" and he envisions "no threat" from other media, but said competition will come from affiliated stations and from independent stations, which counterprogram news with syndicated shows.

He said the challenges facing network television news relate to finance as product costs escalate and to "a shallow talent pool," which, he said, must be developed. He said the credibility of TV news is sound now, but emphasized that this quality must be reinforced.

Bill Scott, president of the Satellite News Channel, voiced the view that cable TV will find a place for itself in the news spectrum along with other media, but said it must be perceived by the audience as accurate, fair and honest. He said SNC is attempting to create an identity of its own and one of the steps it has taken is to provide local and regional news.

William Broyles, editor-in-chief of *Newsweek*, maintained that newsweeklies will flourish in the years ahead because they provide a dimension that often is lacking in other media—an understanding of what is happening and why it is happening. He said magazines are a convenience to readers in that they can be read, put aside and re-read.

John Quinn, senior vice president and chief news executive of Gannett Newspapers, said that "each voice will find its place" and expressed the view that "all the media will get their acts together in a complementary, yet competitive, way." He said the public knows what it wants and will decide which combination of services to select. □

What's in store for the TV networks? Panelists discuss future 'reprogramming'

It was a toss-up in New York as advertising executives—from agencies and the media—listened to their colleagues on the other side of the fence debate the merits of reprogramming the networks at the 4A's Media Day. The bait was thrown out by Les Brown, editor of *Channels* magazine, who asked: "What's wrong with network programming?"



Silverman, Koplovitz, Iselin, Grant and Brown

One answer, and the strongest condemnation of network programming, came from a former network president—Fred Silverman. The most vigorous defense found an unlikely ally in John Jay Iselin, president of the Educational Broadcasting Corp., licensee of noncommercial WNET(TV) New York.

Silverman charged that not one of the networks has come up with a fresh programming concept in the last five years. Iselin said the networks were doing a "good job" in programming for the mass audience. "In every culture there has to be an equivalent of the *Saturday Evening Post*," Iselin said in defense of the networks.

Kay Koplovitz, president of the advertiser-supported cable service, USA Network, said the networks are retreating from entertainment programming and "aggressively moving towards what they do best—news and sports." She cited more news and information programming creeping into the prime time schedule as evidence.

Rising costs and declining circulation at the networks also are beginning to scare off advertisers, remarked Merrill Grant, president of Grant Reeves Entertainment, a New York-based production company and program supplier. One way to beat the rising costs, Grant suggested, is to utilize "creative financing" vehicles like co-productions among program suppliers. "Reprogramming the networks is not a valid concept," Grant explained, "because the other media, like cable and pay-per-view, are not yet legitimate threats."

The problem facing all three commercial networks, Silverman said, is that they are bogged down with old programming formulas. "The same concepts get recycled" and "programmers overlook new kinds of talent," he said. Silverman cited *Hill Street Blues*, which he said combines the best elements of both comedy and drama, as a new form of entertainment that needs to be exploited. Silverman also said that the morning entertainment and wake-up shows are examples of programs that are beginning to break the mold.

Grant said that viewer defection from network television is not due to the quality of programs, but to increasing alternatives provided by other delivery systems. Moreover, he added, with the average production costs of a made-for-TV movie now more than \$2 million and commercial spots priced accordingly, advertisers must "use the medium in more effective ways." Grant said advertisers must speak up and let the networks know their needs are not being met.

Iselin exclaimed that it was "really posterous what we're talking about... the public is smarter than we are." He said that

ratings don't tell all and that just because program garners an audience of 50 million viewers—according to the ratings—doesn't mean 50 million viewers are paying attention.

Grant and Silverman pointed out that circulation reigns supreme, and that network "can't tailor-make programs for the mass audience." Reminded Silverman: "National advertisers are first and foremost looking for circulation." However, Silverman ventured that large audiences will soon be reached and reached often, without using the conventional networks. Ad hoc networks will evolve with increasing frequency and success, he predicted. As an example, Silverman noted that of the roughly 100 stations that have agreed to take on his Intermed Corp.'s *Thicke of the Night*, one-third are network affiliates. Silverman explained that ad hoc networks are also economical because they don't have huge staffs and administration to support. Silverman also volunteered that daytime television, from 10 a.m. to 4:30 p.m., will be the "next area of encroachment" for ad hoc networks.

AAAA meets in West Virginia

Annual convention mixes business and recreation; Malcolm Forbes, Robert Kasten scheduled to speak

Top executives of the nation's leading advertising agencies will be looking for ways to sharpen their skills and perceptions this week as the American Association of Advertising Agencies holds its annual meeting at its customary site, the Greenbrier in White Sulphur Springs, W. Va.

More than 800 members, spouses and guests are expected. The meeting opens Wednesday evening and continues through noon Saturday.

After an opening-night reception, the conference gets down to business at 9 a.m. Thursday. Leading off will be a closed business meeting, for elections, and a treasurer report by Hal Donofrio of Richards Myers & Donofrio, Baltimore. Then there is an open session, with reports by John S. Bowen, president and chief executive of Benton & Bowles, New York, chairman of the AAAA, and Leonard S. Matthews, president of the association. Capping the session will be a briefing on national world affairs by a panel of CBS News correspondents.

Friday morning begins with four concu

nt "Breakfast With . . ." sessions at 8 m., to be repeated at 9:45 so that every- dy can sit in on two, on subjects ranging from "Life-Style Trends" to "Executive Health." The life-styles panel will feature Florence Skelly, president of the Yankeloch, Skelly & White research firm. The executive health panel will be led by Dr. Kenneth Cooper, founder of the Aerobics Center Dallas. Other workshops will concentrate on "Management of Technology," conducted by Professor William J. Abernathy of Harvard's Graduate School of Business Administration, and "Mismanagement Styles," by

Ichak Adizes of the Adizes Institute for Managerial and Organization Research at Santa Monica, Calif.

Friday's general session, at 11 a.m., will hear addresses by Malcolm S. Forbes Sr., chairman and editor-in-chief of Forbes Inc., and Senator Robert W. Kasten Jr. (R-Wis.).

On both Thursday and Friday afternoons, the sharpening-of-skills process will continue on golf courses and tennis courts.

The wind-up business session will, as usual, be held Saturday morning and focus on creativity. There'll be a look at the creative product from the client's point of view

by Donald R. Keough, president and chief operating officer of Coca-Cola Co., and from the practitioner's viewpoint by Carl Ally, chairman of Ally & Gargano, New York. Finally, Keith Reinhard, chairman and chief executive of Needham, Harper & Steers/USA, New York, and Sid Woloshin, president of Sid Woloshin Productions, also New York, will concentrate on another aspect of creativity in a session on "Say It With Music."

The annual reception and dinner will be held Friday night with Alan King providing the entertainment. □

Programming

Fourth networks making progress

Lack of movies is causing some delay in setting up new groups

Conversations about a once-a-week or once-month prime time entertainment network that would air on a fixed lineup of stations—both independent and network affiliates—are still active, according to company representatives involved, at least one of whom sets a self-imposed deadline of two months from now on whether to go ahead with such project. Sources involved in the discussions report a variety of conflicts currently preventing final commitment to a network, the most pressing of which appears to be a lack of suitable movies.

Metromedia Inc., which announced at the March NATPE International conference that it was trying to sign affiliates for its proposed, once-a-month movie network (BROADCASTING, March 28), has encountered unexpected interest from stations affiliated with the major networks, according to Paul Rich, vice president, worldwide sales, Metromedia Producers Corp. Affiliates in "half-a-dozen" markets have asked to be included without knowing what movies Metromedia plans to offer, said Rich, while affiliates in another "10 to 12" markets have asked for the right to be considered once the movie lineup is announced.

Metromedia has not yet formally signed any stations to participate in its network, said Rich, although it has verbal agreements with independents in markets where "affiliate interest has been exhausted."

That movie lineup will probably include a made-for-TV movie about the life of Polish solidarity leader Lech Walesa, which Metromedia has agreed to produce in association with Britain's TV South (BROADCASTING, May 2).

Randy Reiss, president of domestic television production and distribution at Paramount Television, said he is trying to line up commitments from stations in the top three markets and from major advertisers before making an effort to sign stations all over the country or line up programming for a once-a-

week, three-hour block of prime time programming, anchored by a movie and including a one-hour program that could vary from drama to variety specials. Paramount is talking with both Metromedia and a consortium of stations owned by Tribune Broadcasting Co., Taft Broadcasting, Gaylord Broadcasting and Chris Craft Industries, said Reiss, and there is "still interest on all parts."

The Paramount proposal, first proposed by Paramount Television President Rich Frank at the annual Association of Independent Television Stations convention in January, would allocate at least 60% (and possibly more) of available advertising time in each three-hour block for national sales, according to Frank, with the rest left for local sales by stations. That compares with a 60-40 barter split being proposed by Metromedia and a 50-50 split under discussion among

leaders of the Tribune-Taft-Gaylord-Chris Craft consortium.

The big problem facing proposals for a fourth network, according to several key players, is a real shortage of affordable movies that would generate sufficient ratings for advertiser interest. Paramount is looking into entering "a joint venture that would purchase programs from many sources," said Reiss, while Metromedia is proposing a lineup of about half theatrical and half made-for-TV features.

Another problem, not unrelated to the first, is that movie studios are hesitating to license properties to these proposed networks. According to Jim C. Dowdle, president of Tribune Broadcasting Co., the proposed occasional networks represent an unknown quantity to the studios, each of which is bargaining for the best deal from

Ratings Roundup

Part two of its science-fiction mini-series, *V*, and an increasingly strong Tuesday-night lineup put NBC-TV at the top of the national ratings pile for the first full week (Monday-Sunday, May 2-8) of the local rating sweeps by A.C. Nielsen and the Arbitron Co.

According to Nielsen's National Television Index, NBC averaged a 15.5 rating/26.2 share for the week, barely topping ABC-TV's 15.4/26.2 but breezing past CBS-TV's 14.6/24.7.

Despite a weak lead-in from the now-cancelled series, *Love Sidney* (13.2/22), and a rerun episode of *Family Ties* (15.7/24), *V* (27/40) pulled NBC's Monday-night average to 22.8/34.6. ABC averaged a 14.5/22.5 for the night, with a lineup that included the movie, *Legs* (13.2/20), while CBS averaged a 14.3/21.7 with its series lineup, which included rerun episodes of *M*A*S*H* (15.6/23) and *Archie Bunker's Place* (12/20).

On Tuesday, original episodes of *A Team* (20.9/34) and *Remington Steele* (18.6/29) combined for a lead-in that gave a rerun episode of *St. Elsewhere* (16/28) the highest rating and share that series has achieved since its premiere. NBC averaged an 18.5/30.4 for the night, while ABC finished with a

16.3/26.6 and CBS, a 10/16.7.

The First 20

1.	<i>NBC Monday Night Movies—V, Part 2</i>	NBC	27.0/40
2.	<i>Dallas</i>	CBS	24.4/39
3.	<i>A Team</i>	NBC	20.9/34
4.	<i>Simon & Simon</i>	CBS	20.4/32
5.	<i>Facts of Life</i>	NBC	20.2/32
6.	<i>Love Boat</i>	ABC	20.0/35
7.	<i>60 Minutes</i>	CBS	19.6/40
8.	<i>Hart to Hart</i>	ABC	19.2/33
9.	<i>Three's Company</i>	ABC	19.2/30
10.	<i>Remington Steele</i>	NBC	18.6/29
11.	<i>9 to 5</i>	ABC	18.3/28
12.	<i>Fantasy Island</i>	ABC	18.2/34
13.	<i>CBS Movie—"Bronco Billy"</i>	CBS	18.1/38
14.	<i>Magnum, P.I.</i>	CBS	18.0/31
15.	<i>Hill Street Blues</i>	NBC	18.0/31
16.	<i>Battle-Network Stars</i>	ABC	17.9/29
17.	<i>Mississippi</i>	CBS	17.8/31
18.	<i>That's Incredible</i>	ABC	17.2/28
19.	<i>Fall Guy</i>	ABC	17.0/30
20.	<i>One Day at a Time</i>	CBS	16.9/26

The Final Five

63.	<i>Zorro and Son</i>	CBS	8.4/15
64.	<i>Monitor</i>	NBC	8.3/16
65.	<i>Berenstain Bears Special</i>	NBC	7.9/16
66.	<i>Wizards and Warriors</i>	CBS	7.1/14
67.	<i>Sunday Funnies</i>	NBC	6.7/14

each of the network proponents. "There's some shadow boxing going on right now," he said.

While Metromedia hopes to launch its network late this summer, Paramount is looking toward the second quarter of 1984, when Olympics broadcasts and national elections will have tightened inventories on the three major networks. The Tribune-Taft-Gaylord-Chris Craft venture, which is to be nonprofit, has no specific deadline. Because Paramount anticipates doing some original production for its network, it must be ready to go into pre-production by this summer, according to Reiss. That means stations in the top markets and major advertisers must be lined up by June. □

Embassy activity. While talk of the creation of new, occasional prime time networks continues, a quarterly, advertiser-supported movie network announced in March by Embassy Telecommunications Inc. signed stations in New York and Boston last week, bringing its lineup to about 30 stations, according to company president, Gary Lieberthal. *Embassy Night at the Movies*, which will begin with a broadcast of "Escape From New York" during next November's local ratings sweeps, has added Tribune Broadcasting Co.'s WPIX(TV) New York and WGN-TV Chicago and Metromedia's WCVB-TV Boston to its lineup, which already included KTLA(TV) Los Angeles.

Embassy also has signed a number of stations in markets below the top 20, according to Lieberthal, and in the top 20 markets (other than the four already signed), it is entertaining bids from a number of competing stations. "We're going very slowly," said Lieberthal.

Lieberthal would not reveal which advertisers have expressed interest in the Embassy network, which does not require broadcasts in prime time. Here also, Embassy is "moving slowly" and will not establish rates for "Escape from New York" until it knows what the conventional networks will charge for movies aired during the same quarter.

TELECASTINGS

Tribune topics

Tribune Entertainment has entered into agreements to develop a four-hour mini-series and a two-hour movie for television syndication. The mini-series will be based on the true story of Cornelia Connelly, a 19th-century woman of nobility who left her marriage to become a nun and, after rising through the hierarchy to a position of power within the church, became the center of international controversy when she rejected her husband's efforts to try to force her to return to married life. Tribune's partners in the project, which will be shot in the U.S., the United Kingdom and Rome, are Britain's HTV Ltd. and D.L. Taffner Ltd. The new movie, to be produced by Dave Bell Associates of Hollywood, will tell the story of Nadia Comaneci, Romanian gymnastics star of the 1976 Olympics. *Scared Straight* is among previous projects of Dave Bell Associates.

Also in the works at Tribune Entertainment: Gary Deeb, former television and radio critic for the Chicago *Sun Times*, is being screen tested for a TV series similar to Tribune's highly successful *At the Movies*, that would offer criticism of upcoming TV fare, including programs offered on cable and other alternative media. According to company President Sheldon Cooper, Tribune has not yet decided whether to go ahead with the project.

2 time

CBS-owned WCVB-TV New York will air its own production for prime access time five nights a week, starting next fall. Its *2 on the Town*—the 2 representing the station's channel assignment as well as program co-hosts Adrienne Maltzer and Lloyd Kramer—will expand from Friday and Saturday-night appearances to Monday through Friday, replacing the *Muppet Show* on Mondays through Thursdays. Bobbee Carson, WCVB-TV's director of broadcasting, who announced the changes, said the *Muppets* may replace *2 on the Town* on Saturdays at 7:30

p.m. but that no firm decision has been made.

"We are very excited about the challenge of programing a locally produced show five times a week in access," Carson said.

The program explores the New York area, pointing up unusual life styles and events. Though no formal announcements have been made, WCVB-TV's access time competition on the other network-owned stations is expected to keep on doing what it's doing: *Family Feud* stripped Monday through Friday on NBC-owned WNBC-TV and *Entertainment Tonight* similarly stripped on ABC's WABC-TV. Both have been running substantially ahead of the *Muppets/2 on the Town* combination in the ratings.

New 'Essence'

Essence, a half-hour weekly magazine for upscale black viewers, premiered May 5 on WPIX(TV) New York at 10:30 a.m. A joint project of WPIX Inc. and Essence Communications Inc., both New York, *Essence* is meant to go beyond the purview of the 13-year-old magazine of the same name upon which it is based, by appealing to men as well as women. Susan J. Taylor, editor-in-chief of *Essence* magazine, will host the new program, which, in its early installments, features interviews with actress/choreographer Debbie Allen of the NBC-TV series, *Fame*; actor Howard Rollins; fashion model Peggy Dillard; Attallah Shabazz, daughter of Malcolm X, and activist Kwame Toure (Stokely Carmichael). In addition to celebrity interviews, the show will feature a weekly discussion of controversial issues and regular segments on cooking and exercise.

At a reception announcing the new show in New York last Monday (May 2), Leavitt J. Pope, president of WPIX Inc., called *Essence*, "an opportunity for national syndication." In addition to its regular run at 10:30 a.m. on Thursdays, *Essence* will be given an early morning run the same day, to test its reach

among working viewers, as well as some experimental runs on Saturday mornings.

Essence is WPIX Inc.'s second program venture with a publishing company; the other is the weekly *Wall Street Journal Report*. It is Essence Communications' first foray into TV programing, according to publisher Ed Lewis, who said he believes the program will fill the same kind of void as that filled by the magazine, which, since its creation in 1960, has increased its circulation from 50,000 to 700,000.

Generosity

The television broadcast of *Hollywood: The Gift of Laughter*, which aired on ABC-TV last year, has proved profitable for several educational and research organizations. The Motion Picture Association of America to the proceeds from the broadcast and donated \$946,000 to eight organizations.

The Academy of Motion Picture Arts and Sciences, American Film Institute, California Institute of the Arts Film School, Motion Picture and Television Fund, New York University School of the Arts, University of California at Los Angeles Film School and the University of Southern California Film School. Each received \$124,500 and Columbia University received \$74,500.

In the marketplace

Family, the off-network series of 86 hours offered by Lexington Broadcast Services the NATPE International conference in March, has cleared stations in 71 markets covering 70% of U.S. households. It began airing in September. The lineup for the Columbia Pictures-produced program includes WOR-TV New York, KTLA(TV) Los Angeles and WGN-TV Chicago. *Morning Stretch*, KPIX(TV) San Francisco's half-hour daily exercise program hosted by Joanie Greggains, has cleared 83 stations, including nine in the top 10 markets.

For the Record

compiled by BROADCASTING, May 2 through May 6, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. J—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. —critical hours. CP—construction permit. D—day. —directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. —kilohertz. kw—kilowatts. m—meters. MEOC—minimum expected operation value. mhz—megahertz. d.—modification. N—night. PSA—presunrise service priority. RCL—remote control location. S-A—Scientific antenna. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter versus output. U—unlimited hours. vis.—visual. w—watts. —noncommercial.

New stations

A applications

Eureka, Calif.—Eureka Broadcasting Co. seeks 1200 kHz, 25 kw-D, 1 kw-N. Address: 100 Robideaux Road, Eureka, Calif. 95003. Principals: Stephen R. Little (two-thirds) and Julie Hohn (one-third). They have no other broadcast interests. Filed May 2.

Placerville, Calif.—Placerville Radio Broadcasters seeks 1180 kHz, 50 kw-D, 1 kw-N. Address: 7120 Calcite Center, Diamond Springs, Calif. 95619. Principals: Kathleen Iley (75%) and Perry Atkinson (25%). They have no other broadcast interests. Filed May 2.

Rocklin, Calif.—J&K Broadcasters seeks 1210 kHz, 10 kw-D, 5 kw-N. Address: 613 South La Grange Road, La Grange, Ill. 60525. Principals: Robert A. Jones and Patricia Kranz (50% each). They also have interest in WJQ(AM) Mahawk, Wis., WRPQ(AM) Baraboo, Wis., and MC(AM) Gonzales, Calif. Jones also has interest in seven new AM's. Kranz also has interest in three new AM's. Filed May 2.

Soquel, Calif.—Soquel Broadcasting Co. seeks 1200 kHz, 25 w-D, 1 kw-N. Address: 100 Robideaux Road, Apt., Calif. 95003. Principal is owned by Stephen R. Little and Julie Hohn, who also are applicant for new AM at Reka, Calif. (see above). Filed May 2.

Brookport, Ill.—Samuel K. Stratemeyer seeks 750 kHz, 0 kw-D. Address: Route 3, Metropolis, Ill. 62960. Principal also has CP for new FM at Metropolis, Ill. Filed April 27.

Vine Grove, Ky.—Enka-Candler Communications seeks 0 kHz, 1 kw-D. Address: Route 2, Box 45-1, Vine Grove, Ky. 40175. Principals: Fred Michael Wix (75%), his son, Fred Wix Jr., (5%) and John W. Smith Sr. (20%). They have other broadcast interests. Filed April 28.

New Washoe City, Nev.—Radio 1200 seeks 1200 kHz, kw-D, 1 kw-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Principals: Marvin Clapp and Carl J. Auel (50% each). Clapp has interest in application for new FM at Seaside, Calif., and with Auel, has interest in KNCO-FM Grass Valley, Calif.; CP for new FM at Holtville, Calif., and five new AM's. Auel also has interest in KEWQ-M Paradise, Calif. Filed May 2.

Virginia City, Nev.—All Country Music Broadcasters seeks 1160 kHz, 5 kw-D. Address: 544 Wilson Bridge Drive, C-1, Oxon Hill, Md. 20745. Principals: Nancy Southard, Thomas J. Johnson and Delores G. Butler (one-third each). Southard has interest in application for new FM's at Uffton, S.C., and Middletown, Md. Johnson has interest new FM at Edinburg, Va. Filed May 2.

Huntsville, Tex.—Broadcast Communications Inc. seeks 800 kHz, 1 kw-D. Address: 3120 Montgomery Road, Huntsville, Tex. 77340. Principals: Jack B. Nichols, Jackancy (45% each) and J.D. Dickenson (10%). They have no other broadcast interests. Filed May 2.

M applications

Fairbanks, Alaska—Borealis Broadcasting Inc. seeks

98.1 mhz, 25 kw, HAAT: minus 6 ft. Address: 1100 Cushman, Fairbanks 99701. Principal is headed by Bill Walley, who also owns KFAR(AM) Fairbanks. Filed April 29.

■ Spenard, Alaska—Dan Mahoney seeks 103.1 mhz, 3 kw; HAAT: 390 ft. Address: 8 Arlington Street, Auburn, Mass. 01501. Principal has no other broadcast interests. Filed April 26.

■ Plantation Key, Fla.—John T. Galanes seeks 103.1 mhz, 3 kw, HAAT: 290 ft. Address: 205 Casa Solana, Key West, Fla. 33040. Principal is also 46.5% owner of WWUS(FM) Big Pine Key, Fla., and principal applicant for new FM at Christiansted, St. Croix, Virgin Islands. Filed April 22.

■ Honolulu—Island Broadcasters Ltd. seeks 98.5 mhz, 100 kw, HAAT: minus 37 ft. Address: 1000 Savers Federal Building, Little Rock, Ark. 72201. Principals: Haley-Tucker Partnership, limited partner (28%); James Guy Tucker (25%); Richard Mays, John C. Earl and (Jack) Cameron-(John D.) Seawright partnership (14% each), and Island Broadcasting Corp., general partner (5%). Latter is headed by Richard Mays, president. They have also filed application for new FM at Honolulu on 100.3 mhz (BROADCASTING, May 2), which will be dismissed upon approval of this application. Filed April 25.

■ Chicago—Johnson Communications Inc. seeks use of facilities of WFYR(FM) Chicago on 103.5 mhz; 4.3 kw, HAAT: 1,548 ft. Address: 820 South Michigan Ave. Chicago 60605. Principal: Johnson Publishing Co. Inc., which is owned by John H. Johnson (70%) and wife, Eunice W. (30%). They also own WLOU(AM) Louisville, Ky. and WJPC(AM) Chicago, which, upon approval of this application, it would divest itself of. Filed April 29.

■ Chicago—South Shore Community Communication seeks 88.1 mhz, 100 kw, HAAT: 60 ft. Address: 7401 S. Yates, Chicago 60649. Principal is nonprofit educational institution, headed by Rev. Gregory Jones. Filed April 1.

■ Nashville, Ga.—Tift Area Radio Inc. seeks 95.3 mhz, 350 w, HAAT: 800 ft. Address: 104 E. Seventh Street, Tifton, Ga. 31794. Principal is owned by William G. Brown, president, Albert M. Cohen, Clifton G. Moor (31.66% each), and Allen Tibbetts (5.02%). They also own WTIF(AM) Tifton, Ga. Filed May 2.

■ Dodge City, Kan.—Community Service Broadcasting seeks 93.9 mhz, 100 kw, HAAT: 566 ft. Address: 100 Military Plaza North, Dodge City 67801. Principal is group of 18 stockholders, headed by Hiawatha H. Bland, president. It has no other broadcast interests. Filed May 2.

■ Truth or Consequences, N.M.—Sierra Industries Ltd. seeks 98.7 mhz, 37 kw, HAAT: 2,644 ft. Address: 1200 Date, Truth or Consequences 87901. Principal is owned by Sierra Industries Inc., general partner (33.3%), headed by William Grindell, president, and six limited partners. None has other broadcast interests. Filed April 25.

■ New York—Magna Media Corp. seeks to use facilities of WRKS-FM New York on 98.7 mhz, 5.4 kw horiz., 3.8 kw vert., HAAT: 1,220 ft. Address: 784 Columbus Ave., #15K, New York 10025. Principal is owned by James H. Dowdy (39.7%) and eight others. They have no other broadcast interests. Filed April 27.

■ Alpine, Tex.—Stephen Nye Barton seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2 Charlestowne Court, Charleston, S.C. 29401. Principal owns WIXR(AM) Mount Pleasant, S.C., and is also applicant for four new FM's at San Saba, Cotulla, Hamilton and Shamrock, all Texas (see below). Filed May 2.

■ Canadian, Tex.—William Jackson Pennington III seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is president and general manager of East Cooper Communications, which owns WIXR(AM) Mount Pleasant, S.C. He also is applicant for new FM's at Carrizo Springs, Junction and Hebronville, all Texas (see below). Filed May 2.

■ Carrizo Springs, Tex.—William Jackson Pennington III seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is also applicant for three new FM's (see above). Filed May 2.

■ Cotulla, Tex.—Stephen Nye Barton seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 2 Charlestowne Court, Charleston, S.C. 29401. Principal is also applicant for four new FM's (see above). Filed May 2.

■ Hamilton, Tex.—Stephen Nye Barton seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 2 Charlestowne Court, Charles-

ton, S.C. 29401. Principal is also applicant for four new FM's (see above). Filed May 2.

■ Hebronville, Tex.—William Jackson Pennington III seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is also applicant for three new FM's (see above). Filed May 2.

■ Junction, Tex.—William Jackson Pennington III seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is also applicant for three new FM's (see above). Filed May 2.

■ San Saba, Tex.—Stephen Nye Barton seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 2 Charlestowne Court, Charleston, S.C. 29401. Principal is also applicant for four new FM's (see above). Filed May 2.

■ Shamrock, Tex.—Stephen Nye Barton seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 2 Charlestowne Court, Charleston, S.C. 29401. Principal is also applicant for four new FM's (see above). Filed May 2.

■ Kanab, Utah—Jack H. Jensen seeks 101.1 mhz, 99 kw, HAAT: 471 ft. Address: Box 1250 Willcox, Ariz. 85643. Principal is salesman at KHIL(AM) Willcox, Ariz., and has no other broadcast interests. Filed April 22.

■ St. Johnsbury, Vt.—Northern Vermont Broadcasters seeks 105.5 mhz, 860 w, HAAT: 524 ft. Address: 3 Parker Ave. St. Johnsbury 05819. Principal is owned by Kathleen P. Drown, who has no other broadcast interests. Filed April 27.

TV applications

■ High Springs, Fla.—High Springs Television Inc. seeks ch. 53; ERP: 173.8 kw vis., 17.4 kw aur., HAAT: 425 ft.; ant. height above ground: 380 ft. Address: 4313 N.W. 65th Terrace, Gainesville, Fla. 32606. Principal is equally owned by Rebecca Evans, Gerald H. Stein and Carol Hennes (one-third each). They have no other broadcast interests. Filed April 27.

Broadcast Properties West, Inc.

STATION FOR SALE:

\$2.5 million

\$500,000 down

Rocky Mountain area

Station Highly Rated

Price is based on 8 times cash flow, and real estate valued at \$700,000.

For further details on this property, and others listed by BPWest, contact your nearest BPWest agent:

Seattle:

**Bill & Craig Simpson
(206) 283-2656**

**San Francisco:
Chester Coleman
(415) 441-3377**

**San Diego:
Chuck Kinney
(619) 728-8018**

Broadcast Properties West, Inc.

**221 First Avenue West/Suite 420
Seattle, Washington 98119**

- Springfield, Ill.—Midwest Television Inc. seeks ch. 49; ERP: 200 kw vis., 20 kw aur., HAAT: 620 ft.; ant. height above ground: 631 ft. Address: 509 South Neil Street, Champaign, Ill. 61820. Principal is owned by August C. Meyer Jr., president (51.4%), Clara R. Meyer (25.4%) and August C. Meyer (23.2%). It also owns WMBD-AM-FM-TV Peoria, WCIA(TV) Champaign, both Illinois and KFMB-AM-FM-TV San Diego. Filed April 27.
- Des Moines, Iowa—Family Broadcasting Co. seeks ch. 63; ERP: 1,499.7 kw vis., 149.97 kw aur., HAAT: 147.75; ant. height above ground: 188 ft. Address: 105 West Jefferson, Fairfield, Iowa 52556. Principal is equally owned by Jerry Montgomery and wife, Donna. They have no other broadcast interests. Filed April 29.
- St. Joseph, Mo.—Public Television 19 Inc. seeks ch. 22; ERP: 1,275 kw vis., 170 kw aur., HAAT: 790 ft.; ant. height above ground: 911 ft. Address: 125 East 31st Street, Kansas City, Mo. 64108. Principal: Nonprofit corporation, headed by Robert F. Fuzy, president. It also owns noncommercial KCPI(TV) and is applicant for low-power TV station. Filed May 2.
- Toledo, Ohio—Toledo Telecasting Inc. seeks ch. 36; ERP: 2,056 kw vis., 206 kw aur., HAAT: 1,225 ft.; ant. height above ground: 1,222 ft. Address: 3150 Republic Blvd. North, Toledo 43615. Principal is headed by Arthur M. Dorfner, president. Filed April 4.

- Amsterdam, N.Y.—G&M Broadcasting Inc. seeks ch. 55; ERP: 4,999 kw vis., 500 kw aur., HAAT: 460.73 ft.; ant. height above ground: 474.25 ft. Address: P.O. Box 981, Westfield, Mass. 01086. Principal is equally owned by Richard E. Fiore Jr., president, and sisters, Jeanne M. Brown, Joan E. Greer, Judith A. Duclos and Joyce E. Peregrin. Fiore has part interest in WRIP-TV Chattanooga, Tenn. Filed April 29.
- Erie, Pa.—Gannon University Broadcasting Inc. seeks ch. 66; ERP: 25 kw vis., 2.5 kw aur., HAAT: 500 ft.; ant. height above ground: 342 ft. Address: University Square, Erie 16541. Principals: Joseph P. Scottino; John J. Duda; Rev. Thomas J. McSweeney; A.J. Miceli; Rev. David A. Rubino, and Philip Rosen (16 2/3% each). They also have interest in noncommercial WERG(FM) Erie, Pa. Filed April 29.
- Erie, Pa.—Seneca Broadcasting Corp. seeks ch. 66; ERP: 2,212 kw vis., 221 kw aur., HAAT: 878 ft.; ant. height above ground: 698 ft. Address: 115 Center Street, Oil City, Pa. 16301. Principal is owned by Nedra K. Brody, president (60%) and her husband, David E. Brody (40%). David Brody is also applicant for new low-power TV. Filed April 28.
- Charleston, S.C.—Charleston 24 Ltd. seeks ch. 24; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,485 ft.; ant. height above ground: 1,510 ft. Address 15 Ninth Avenue,

Charleston, S.C. 29403. Principal: Glen R. Thiessen. I ited partner (90%) and Lucille S. Whipper (10%). Thies is applicant for new TV at Sand Springs, Okla. Filed A 27.

■ Charleston, S.C.—Charleston Television Partners se ch. 24; ERP: 4,217 kw vis., 422 kw aur., HAAT: 1,496 ant. height above ground: 1,500 ft. Address: Rt. 8, Box 3 Greenville, N.C. 27834. Principal is owned by Trudy Harris (51%) and Lawrence Behr (49%). Behr is part ow of WGH(B)AM-WRQR(FM) Farmville, N.C.; permitte two new UHF's; new FM at Christiansted, Virgin Islar and has interest in applicant for nine low-power TV's. F April 29.

■ Charleston, S.C.—South Jersey Radio Inc. seeks ch. ERP: 3,390 kw vis., 339 kw aur., HAAT: 1,610 ft.; height above ground: 1,615 ft. Address: 15 Shore Rc Linwood, N.J. 08221. Principal is owned by Howard Green and Donald M. Simmons (50% each). They also c WOND(AM) Pleasantville and WMGM(FM) Atlantic C both New Jersey; WENY(AM)-WLEZ(FM)-WENY-TV mira, N.Y., and are applicants for new TV's at Hollywo Fla., and Brunswick, Ga. Filed April 29.

■ El Paso, Tex.—Paso del Norte Broadcasting Corp. se ch. 26; ERP: 2,250 kw vis., 225 kw aur., HAAT: 1,500 ant. height above ground: 316 ft. Address: 609 Myrtle, Paso 79901. Principal: Jose Angel Silva Jr., president chairman. He has no other broadcast interests. Filed A 22.

AM actions

- West Fargo, N.D.—Crowley Broadcasting Co. appli tion returned 660 khz., 10 kw-D, 1 kw-N. Address: 2 West 7th Avenue, Peoria, Ill 61604. (BP-821130AG). tion April 28.
- Brentwood, Tenn.—Application dismissed for 870 k 5 kw-D. (BP-820305AK). Address: Redwood Drive, C Hill, Tenn. Action April 28.
- Nashville, Tenn.—Babb Broadcasting Co. granted khz., 2.5 kw-D. Address: 738 Rowan Drive, Nashv 37207. Estimated construction costs: \$47,400; first-qua operating cost: \$10,700; first-year revenue: \$60,000. Pri pal: Morgan M. Babb, who is Nashville, Tenn., pastor has no other broadcast interests. Action April 28.

FM actions

- Farmer City, Ill.—Midwest Radio Inc. granted 5 mhz., 3 kw, HAAT: 300 ft. Address: P.O. Box 513, Ha City, Ill. 61536. Estimated construction costs: \$153,5 first-quarter operating cost: \$22,500; first-year rever \$100,000. Principals: William P. Bro and wife, Janet P. (48% each) and William's brother, Peter Bro (4%). Will Bro is Hana City, Ill., broadcast consultant. Peter Br facilities manager at Peoria, Ill. airport. They also bou WTXR(FM) Chillicothe, Ill. (BROADCASTING, April 1982). (BPH-820121AB). Action April 28.
- Versailles, Ind.—Jean L. Ruth granted 103.1 mhz., w, HAAT: 507 ft. Address: 7391 W. Highway 46, Elle ville, Ind. 47429. Principal: Ruth is principal in applicant new FM at Spencer, Ind., which is currently pending set ment agreement. (BPH-821206A1). Action April 28.
- Breezy Point, Minn.—Lakes Broadcasting Group 1 granted 95.3 mhz., 3 kw; HAAT: 300 ft. Address: Cou Road 11, Breezy Point, Minn. (BPH-821014A1). Act April 28.
- Mountain View, Mo.—RCT Communications I granted 97.6 mhz., 3 kw, HAAT: 300 ft. Address: Mount View 65548. Principal: R. Claude Trieman, who has other broadcast interests. (BPH-821007AD). Action A 28.
- Cozad, Neb.—Tri-City Broadcasting Inc. granted 10 mhz., 100 kw, HAAT: 356 ft. Address: 815 Meridian Aven Cozad, Neb. 69130. Principal: Dean G. Dorsey, who a owns KAMI(AM) Cozad. (BPH-820929AU). Action A 28.
- Atoka, Okla.—Drew Ballard granted 103.1 mhz., 1 kw, HAAT: 427 ft. Address: 900 North Key Ave., Lampas Tex. 79417. Principal: Ballard owns KCYL(AN KLTDI(FM) Lampasas and 40% of KLF(B)AM) Lubbock a 40% of KRGT(FM) Taylor, all Texas. He also bou KEOR(AM) Atoka (BROADCASTING, Jan. 24). (BP 821104AH). Action April 28.
- Hinton, W. Va.—Bluestone Broadcasters Inc. grant 102.3 mhz., 3 kw, HAAT: 225.5 ft. Address: 95 Pleas Street, Hinton, W. Va. 25951. Principal: Lonnie R. Mull; (100%), who owns WMTD(AM) Hinton, W. Va. (BP 820319AG). Action April 28.

TV actions

- Cidra, P.R.—Caribbean Broadcasters granted ch. ERP: 81 kw vis., 8.1 kw aur.; HAAT: 1,820 ft. (BP 82070KE). Action April 22.

Services

dataworld inc

AM • FM • TV • LPTV
Computerized
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(800) 368-5754 (202) 296-4790
Established 1971

301-731-5677

Complete
Broadcast Facility
Design & Installation
Harrison
systems Ltd.
7515 Annapolis Road Suite 411
Havattsville, Maryland 20784

COMSEARCH™

INCORPORATED
11503 Sunrise Valley Drive
Reston, Virginia 22091
Frequency Coordination Services
703/620-6300
Call: Harry Siemple, P.E.

EMCEE® Systems Group
Turnkey Telecommunications Systems
•LPTV•AM, FM, TV•Point-to-point micro-
wave links•MDS•ITFS
EMCEE Broadcast Products
P.O. Box 68•White Haven, PA
18661-0068•(800) 233-6193
(In PA, 717-443-9575)
TWX: (510) 655-7088
Ans.: EMCEE WHHV

SPORTSTICKER

Up-to-the-minute score reports
by wire. Coverage of all PRO
and most NCAA Div. 1 events.
Call us for details:
800-431-2602 (NY 914-725-3477)

AERONAUTICAL CONSULTANTS
Tower Location Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 316-5281

SOUTHERN BROADCAST SERVICES

COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS,
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740 Alabaster, Al 35007
(205) 663 3709

UNUSED CALL LETTERS

CALL LETTER SYSTEMS
PO Box 12403
Jackson, MS 39211
(601) 981-3222

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Maffett, Larson & Johnson, P.C.
(703) 841-0282

MediaSoft

Manufacturer Products and Services for the Broadcasting Industry.
Bob Alfson
Vice President
416 Sunburst
Norman, OK 73069 (405) 842 0697

DON'T BE A STRANGER

To Broadcasting's 191,781* Readers. Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.
*1982 Readership Survey showing 5.2 readers per copy


Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCCE
5390 Cherokee Avenue
Alexandria Virginia 22314
(703) 642-4164

**EDWARD F. LORENTZ
& ASSOCIATES**
CONSULTING RADIO ENGINEERS
1334 G St. N.W. Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCCE

TELEPHONE (703) 569-7704

CARL T. JONES ASSOCIATES
CONSULTING ENGINEERS
7901 VARNWOOD COURT SPRINGFIELD, VA 22153
SILVER SPRING, VA 22153

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W. Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCCE

SILLIMAN AND SILLIMAN
8701 Georgia Ave. #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCCE

Moffat, Larson & Johnson, P.C.
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCCE

DAVID STEEL & ASSOCIATES Inc
DAVID STEEL, Sr., P.E.
P.O. Box 230
Main St. & Melvin Ave.
Queenstown, MD 21658
Member AFCCCE (301) 827-8725

ANDRUS & ASSOCIATES, Inc.
ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MARYLAND 20904
(301) 384-5374
Member AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

**JULES COHEN
& ASSOCIATES P.C.**
Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040

VIR JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.—80219
(303) 937-1900
DENVER, COLORADO
Member AFCCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.,
Seattle, Washington, 98107
(206) 783-9151
Member AFCCCE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
150 Wesley Rd
Creve Coeur, IL 61611
(309) 698-3160
FW. HANNEL, PE.
Member AFCCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications,
Inspection, Supervision of Erection
6867 Elm St., McLean, VA 22101
Tel (703) 356-9765
Member AFCCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS
75218
Computer Aided, Design & Allocation Studies
Field Engineering,
(214) 669-0294
Member AFCCCE

 **RADIO ENGINEERING CO**
CONSULTANTS
NORWOOD J. PATTERSON
P.O. Box 420
SANTA YNEZ, CA 93460
(805) 688-2333
Serving Broadcasters over 35 years

**JOHN F.X. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel: (313) 642-6226
Member AFCCCE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCCCE

**SHERMAN & BEVERAGE
ASSOCIATES, INC.**
Broadcast/Communications Consultants
Box 181, R.D. #2
Medford, N.J. 08055
(609) 983-7070

**LAWRENCE L. MORTON, E.E.
AND ASSOCIATES**
Consulting Telecommunications Engineers
AM, FM, TV, LPTV, CATV, MDS, STL,
Cellular, Field Engineering, Computerized
Channel Searches
21671 SUPERIOR LANE
LAKE FOREST, CALIFORNIA 92630
(714) 859-6015

RALPH E. EVANS ASSOCS.
Consulting Telecommunications
Engineers
AM-FM-TV-CATV-ITFS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 242-6000
Member AFCCCE

McCLANATHAN & ASSOC., INC.
Consulting Engineers
APPLICATIONS & FIELD ENGINEERING
RADIO - TELEVISION
PO Box 750
PORTLAND, OREGON 97207
Member AFCCCE TWX 910-464-6112
Phone (503) 246-8080

**George Jacobs
& Associates, Inc.**
Consulting Broadcast Engineers
Domestic & International
Member AFCCCE
8701 Georgia Ave.
Silver Spring, MD
20910
(301) 587-8800

EDM & ASSOCIATES, INC.
B/cast AM FM TV LPTV ITFS Translator
Frequency Searches & Rule Makings
C/Carrier Cellular, Satellites
MDS P P Microwave
FCC 1st Class & PE licensed staff
1110 Vermont Ave., N.W., Suite 1130
Washington, D.C. 20005 Phone (202) 296-0354

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

**LECHMAN, COLLIGAN,
& JOHNSON**
Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057

Ownership changes

■ **KSAR(FM)** Salem, Ark. (95.9 mhz, 2.5 kw, HAAT: 320 ft.)—Seeks assignment of license from Salem Broadcasting Co. to Mountain Home Broadcasting Corp. for \$125,000 plus \$10,000 noncompete agreement. Seller is owned by Ronald E. Plumlee, who has no other broadcast interests. Buyer is owned by John Thomas Ahrens, president; Robert Charles Ahrens, and Bobby Dean Knight (one-third each). They also own one-third of KTLO-AM-FM Mountain Homes, Ark. Filed May 2.

■ **KNYO(AM)** Independence, Calif. (600 khz, 500 kw-D)—Seeks assignment of license from KNYO Inc. to Eastern Sierra Broadcasters Inc. for \$147,000. Seller is owned by Lloyd Higuera and Burt Weiner (50% each). Higuera also is applicant for new FM at Gardnerville-Minden, Nev. Weiner has no other broadcast interests. Buyer is owned by Randall W. Lundvall (43.25%), David F. Latham (25.45%) and four others. It also is applicant for new FM at Libby, Mont. Filed April 25.

■ **KCBQ-AM-FM** San Diego (1170 khz, 50 kw-D, 5 kw-N; FM: 105.3 mhz, 29 kw, HAAT: 620 ft.)—Seeks assignment of license from Chartcom Inc. to Infinity Broadcasting for \$8.5 million, including \$750,000 for noncompete agreement ("Closed Circuit," Jan. 31). Seller is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which recently sold, subject to FCC approval, KIOI(FM) San Francisco (BROADCASTING, May 2). KCBQ-AM-FM sale will conclude Charter's divestment of its radio station group. Buyer, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Carrus, president. It also owns one AM and five FM's. It has received FCC approval to buy KXYZ(AM) Houston (see below). Filed May 2.

■ **WFOM(AM)** Marietta, Ga. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Woofum Inc. to Agape Communications Inc. for \$482,500. Seller is equally owned by Lloyd G. Crowe and Sylvia M. Landress. They have no other broadcast interests. Buyer is Marietta, Ga.-based group of 13 stockholders, each owning 7.7%, and headed by Billy L. Askea, president. Crowe will stay on as vice president of station and retain minority interest. Buyer has no other broadcast interests. Filed April 26.

■ **WWCA(AM)** Gary, Ind. (1270 khz, 1 kw-U, DA-1)—Seeks assignment of license from Lake Broadcasting Co. to Metro Communications Inc. for \$650,000 (BROADCASTING, May 2). Seller is controlled by estate of Dee O. Coe. Buyer is owned by L.E. Willis, who also owns WFTH(AM) Richmond, WPEC(AM) Portsmouth, WOWI(FM) Norfolk, all Virginia; WSUE(FM) Green Cove Springs, Fla., and WIMG(AM) Ewing, N.J. He also bought, subject to FCC approval, WBOK(AM) New Orleans (BROADCASTING, May 2). Filed April 26.

■ **KBCL(AM)** Shreveport, La. (1220 khz, 250 w-D)—Seeks transfer of control of Results Unlimited Inc. from David W. Moore and others (100% before; none after) to John David Crow and others (none before; 100% after). Consideration: assumption of estimated \$220,000 in debts. Principals: Sellers are David W. Moore, Jean H. Fore and Patsy B. Alban. They have no other broadcast interests. Buyers are John David Crow (25%), G. Randy Alewynne III (25%), his father, George R. Alewynne Jr. (30%), Michael D. Willis and James E. Nicholas (10% each). Crow, Alewynne and Nicholas also own majority interest in KTFS(AM) Texarkana, Tex. George Alewynne Jr. is Shreveport geologist and Willis is Shreveport-based realtor. Filed April 27.

■ **KQYB(FM)** Spring Grove, Minn. (98.3 mhz, 2 kw; HAAT: 364 ft.)—Seeks transfer of control of Sun Communications Inc. (100% before; none after) to Gregory L. Wennes (none before; 100% after). Consideration: \$150,000. Principals: Seller is equally owned by John H. White and wife, Pamela R. They have no other broadcast interests. Buyer is general manager of station. He has no other broadcast interests. Filed May 2.

■ **WELZ(AM)** Belzoni, Miss. (1460 khz, 1 kw-D)—Seeks assignment of license from Humphreys County Broadcasting Co. Inc. to Heart of Dixie Broadcasting of Mississippi for \$165,000. Seller is owned by Herb Guthrie (99%), his wife Joyce, and Neil S. Wood (.05% each). They also are applicants for new FM at Belzoni. Buyer is owned by Buford Bennett Strange and wife, Mayme Stone Strange (50% each). Bennett Strange also owns KDXI(AM)-KJVC(FM) Mansfield, La. Filed May 2.

■ **WHVN(AM)** Charlotte, N.C. (1310 khz, 1 kw-D, DA-D)—Seeks assignment of license from WKTC Radio Corp. to Tomlinson Communications Inc. for \$180,000. Seller is owned by George H. Buck Jr., president, who also owns WCOS-AM-FM Columbia, S.C.; WYZE(AM) Atlanta; WMGY(AM) Montgomery, Ala.; WPCT(FM) Lobelville, Tenn.; WCLS(AM) Columbus, Ga., and WSAY(AM) Sa-

lem, Va. Buyer is owned by Richard E. Tomlinson (51%) and Robert J. Werra (49%). They have no other broadcast interests. Filed April 26.

■ **WIST(AM)** Charlotte, N.C. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Metrolina Broadcasting Corp. to George H. Buck for \$410,000. Seller is owned by Consolidated Theaters Inc., headed by Sam W. Craver Jr., president. It has no other broadcast interests. Buyer is also selling WHVN(AM) Charlotte (see above). Filed April 27.

■ **WCOJ(AM)** Coatesville, Pa. (1420 kw; 5 kw-U, DA-N)—Seeks transfer of control of Chester County Broadcasting Co. from William S. Halpern and Louis N. Seltzer (100% before; none after) to Lenfest Chester Inc. (none before; 100% after). Consideration: \$1.8 million. Principals: Sellers also own cable TV systems in Chester county, Pa. Buyer is principally owned by H.F. Lenfest, president. He also owns cable systems in Lebanon, Phoenixville, Pottstown and Quakertown, all Pennsylvania. Filed April 29.

■ **WIFI(FM)** Philadelphia, Pa. (92.5 mhz, 50 kw, HAAT: 550 ft.)—Seeks assignment of license from GCC Communications to Beasley Broadcast Group for \$6 million. (BROADCASTING, May 9). Seller is headed by Alexander M. Tanger, president. It also owns WHUE-AM-FM Boston. Buyer is Goldsboro, N.C.-based group owner of five AM's and six FM's, principally owned by George Beasley, president. He recently sold WKBX(AM)-WSGF(FM) Savannah, Ga. (BROADCASTING, May 2). Filed May 2.

■ **WVAP(AM)** Burnetown, S.C. (1510 khz, 1 kw-D, DA-D)—Seeks assignment of license from Midland Valley Investment Co. Inc. to Marma Corp. for \$157,500. Seller is owned by Shirley J. George (49%), Harry A. Parker (26.5%) and his wife, Martha D. (24.5%). They have no other broadcast interests. Buyer is owned by Michael V. Brown (25%), Glenn E. May, president (51%), his wife, Margaret (20%), and their children Craig and Cydessa (2% each). Brown owns 5% of WBDY-AM-FM Bluefield, Va. Filed April 27.

■ **KNCI(AM)** Boerne, Tex. (1500 khz, 250 w)—Seeks assignment of license from Hart Broadcasting Co. Inc. to Ballard Broadcasting Co. Inc. for \$115,000 plus other consideration for noncompete agreement (BROADCASTING, May 9). Seller is owned by Larry Tschirhart, president. He has no other broadcast interests. Buyer is owned by Drew Ballard, president, who also owns KCLY(AM)-KLTD(FM) Lampasas, Tex. Filed April 27.

■ **KIKN(AM)** Sinton (Corpus Christi), Tex. (1590 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Champagne Broadcasting Corp. to Stereo Broadcasting Corp. for \$310,000 (BROADCASTING, May 9). Seller is owned by Allen E. Schepper, president, who has no other broadcast interests. Buyer is headed by Stephen A. DeWalt. It also owns KBOR(AM) Brownsville, Tex., and KIQU(FM) Corpus Christi. Filed April 28.

■ **KTXS-TV** Sweetwater, Tex. (ABC, ch. 12, 257 kw vis.,

25.7 kw aur., HAAT: 1,400 ft.)—Seeks assignment of license from Prima Inc. to Catclaw Communications Co. \$3.5 million. Seller is headed by Charles Woods, chairman. It has no other broadcast interests. Buyer is owned by W Moore Jr., president. Moore is Abilene, Tex. advertising executive. no other broadcast interests. Filed April 26

■ **WHHV(AM)** Hillsville, Va. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hillsville-GS Broadcasting Co. to Magnum Communications Inc. \$210,000, including noncompete agreement. Seller is headed by Robert R. Hilker, president. It also has interest: WCGC(AM) Belmont, WSVM(AM) Valdese and WEI(AM)-WPEG(FM) Concord, all North Carolina; WJII(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; and WYNR(AM)-WPIQ(FM) Brunswick, Ga. Buye owned by Howard E. Espravnik (78%) and Jay A. Be (22%). Espravnik is part-time announcer at WAKE(AM) Valparaiso, Ind. Bought is sports director at WFML(AM) Washington, Ind. Filed May 2.

■ **KRKK(AM)-KQSW(FM)** Rock Springs, Wyo. (1 khz, 1 kw-D, 500 w-N, DA-N; FM: 96.5 mhz, 100 HAAT: 1,680 ft.)—Seeks assignment of license from M West Inc. to The Thicket Broadcasting Co. of Wyoming for \$325,000. Seller is owned by estate of Arnold H. Mo It has no other broadcast interests. Buyer is owned by R ard Beauchamp, chairman (80%), Henry A. Kane and A. G. Polacek (10% each). They also own KTYL-AM-Tyler, Tex. Filed May 2.

Actions

■ **WFNC(AM)-WQSM(FM)** Fayetteville, N.C. (940 50 kw-D, 1 kw-N; FM: 98.1 mhz, 100 kw)—Granted transfer of control of Cape Fear Broadcasting Co. from Victor Dawson (51% before; 50% after) to Margaret Dawson Dickson and Ann Cameron Highsmith (none before; none after). Consideration: \$572,79. Principals: Transferor is giving one share of his interest to his nieces, which changes percentage in ownership of licensee from 51% to 50%. U completion of transaction, his nieces will own balance stock (49%) formerly owned by their mother. (BTC 821221GE.F). Action April 28.

■ **WLCF(FM)** Southport, N.C. (107.1 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Brunswick Broadcasting Co. from stockholders (100% before; none after) to Rawley Communications Corp. (none before; 100% after). Consideration: \$425,000. Principals: Seller is owned Clarence S. Mowery Jr. (30.06%), Robert G. Kim (22.19%), his brother Charles E. (16.74%) and others. N have other broadcast interests. Buyer is owned by Davie Rawley Jr. and family, who own WJYR(FM) Myrtle Beach, S.C. (BTCH-830217GK). Action April 28.

■ **WYTV(TV)** Youngstown, Ohio (ABC, ch. 33, 912 vis., 182 kw aur., HAAT: 557 ft.)—Granted assignment of license from Adams Russell Co. to Benedek Broadcast Corp., for \$9 million. Seller is publicly traded, Waltham, Mass.-based electronics manufacturer and cable MSO. E er is owned by A. Richard Benedek and Robert L. Dudley (50% each). Benedek is principal owner of WTAP(TV) kersburg, W. Va. Dudley owns 24.5% each of KLBK(AM) Lubbock and KTXS-TV Sweetwater, both Texas. The lic has been sold, subject to FCC approval (see above). Benedek and Dudley are also principals in group that bought WDAU(TV) Scranton, Pa. (BROADCASTING, Oct. 11, 1981) (BALCT-830121KJ). Action April 15.

■ **KAYC(AM)-KAYD(FM)** Beaumont, Tex. (1450 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 50 kw, HAAT: 320 ft.)—Granted assignment of license from Texas Coast Broadcasters Inc. to Long-Pride Broadcasting Co. for \$1.75 million plus noncompete covenant of \$250,000. Seller is owned David H. Morris, president, who also owns KNUZ(AM) KWUE(FM) Houston. Buyer is owned by Charley P. (51%); Jim Long (36%); Jerry Lastelick (10%), and H. R er Dodson (4%). Pride is country and western singer; Lon president and owner of FirstCom Broadcast Services. I las-based radio programmer and syndicator; Lastelick is I las-based attorney, and Dodson is president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which owned by Pride, Long and Lastelick. (BALH-830309F Action April 25.

■ **KXYZ(AM)** Houston (1320 khz, 5 kw-U)—Granted assignment of license from Slater Broadcasting Co. to 13 dio Corp. for \$1.5 million. Seller is headed by Mans Slater, president. It has other broadcast interests. Buye owned by Infinity Broadcasting Corp., which also owns KCBQ-AM-FM San Diego (see above). Action April 25.

■ **KZEU(FM)** Victoria, Tex. (107.9 mhz, 50 kw, HAAT: 500 ft.)—Granted transfer of control of McDougal Broadcasting Inc. from Dudley B. McDougal (80% before; none after) to Longcrier Communications (25% before; 100% after). Consideration: \$100,000. Principals: Seller is president and has no other broadcast interests. Buyer is Aus Tex.-based general partnership, principally owned by Ste W. Longcrier, which owns KELG(AM) Elgin, Tex. (BTC 830310GT). Action April 28.

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Opportunity of a lifetime. For career-minded broadcaster. 25-year operation—2 station market. Excellent city. If you have grown from air to sales and want to be a sales manager and then general manager, communicate with this group owner of 6 stations in eastern A. Send full particulars to Box W-49.

radio group looking for general manager. East coast major market. Must have sales background and be bottom line oriented. Please send resume to Box I-53.

Excellent opportunity for skilled professional with good sales record, innovative ideas and strong sales organizational abilities. Must be profit-motivated. Send resume direct to WGEZ, P.O. Box 416, Beloit, WI 53511.

General manager. Experienced, strong sales, hungry! Top rated, separately staffed/sold, group-owned M-FM combo. Mid-Atlantic, end of the rainbow locale. Replace retiring GM. Excellent benefits/fringes, ability. Resume, references, salary history to Box I-77. EOE.

Legal and administrative vice president-to assist resident of expanding group broadcaster. Requires legal experience in general corporate and FCC matters. Business orientation a must, MBA a plus. Compensation commensurate with experience and ability. End resume and salary requirements to Entercom, One Bala Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

Inactive investor partner needed. Very profitable mail market Midwest AM. Same management & ownership for years. Excellent long term investment. Minimum cash requirement, \$50K. Write Box W-113.

HELP WANTED SALES

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.

Account executive, experienced, proven track record, 25-40th Northeast market. AM-MOR top 10 needs heavy weight. Send resume, billing history and references to Box W-22. EOE.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume to KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Professional, experienced sales executive for South Florida AM & FM. Send resume to Box W-46. EOE.

General sales manager. Adult contemporary format. Resume to General Manager, WRML, Box 280, Portage, PA 15946.

HELP WANTED ANNOUNCERS

Wanted: creative pro for rare opening—morning drive at top rated A/C station in America's most livable city. Prefer at least five years in medium to major market. Excellent benefits/working conditions. Tapes and resumes to Rick Alan West, Box 746, Tulsa, OK 4101. No phone calls. We are an equal opportunity employer.

If you're a great talker, creative talent & would like to do something different with your very own radio show on major northern New England station, send tape & resume to Duncan Dewar, WHEB-FM, Box 120, Portsmouth, NH 03801.

Experienced announcer needed now. Production creativity a must. No stars wanted, just personable team player to execute proven format. Tape and resume to Rick Singer, Goodrock 107, Box 9217, Canton, OH 44711.

Staff needed, mid summer. South Florida small market FM accepting applications for country music DJs, sales, copywriting & production. Experience preferred. Excellent opportunity for ambitious persons. Tape, resume, references, salary requirements to Robbie Castellanos, Box 1702, Clewiston, FL 33440. EOE, M/F.

Kentucky—play by play person, plus sports news coverage. Opening available in July. Self-starter. 606—248-5842.

Aggressive new radio group needs morning drive talk format host. Some MOR music involved. Perfect place for individual looking for growth with great organization. Beautiful ocean resort area. Replies to Matt Sedota, WGSN, North Myrtle Beach, SC 29582. EOE.

Announcer needed for beautiful/easy listening. Midnight shift. Mature voice & delivery essential. Will consider minimum experience of exceptional beginner. Tape & resume to WSRB, West Side Station, Worcester, MA 01602. EEO.

Morning drive—WKDQ/Evansville, Indiana, has immediate opening. Adult contemporary approach with community involvement and production. Good salary and benefits for the right person. Complete T & R to Gabe Hobbs, WKDQ, Box 418, Henderson KY 42420. EOE.

HELP WANTED TECHNICAL

KRKK/KQSW-FM will soon have opening for chief engineer. 5 KW-1KW DA live AM. 100KW automated FM. FCC record keeping essential. Must have good maintenance background. Continental X-mitters & boards, Mosley STLs, ITC & Ampex tape. Must have automation trouble shooting experience. Studio construction experience helpful. Forward complete resume, references & salary requirements to: Jon Collins, GM, Media West, Inc., P.O. Box 2128, Rock Springs, WY 82901. EOE/M-F.

Engineer. FCC general class or higher license. Minimum 1-2 yrs. experience all phases broadcast engineering. Excellent benefit package. Resume and salary requirements to Lewis Owens, Technical Director, WLAP AM/FM, Box 11670, Lexington, KY 40577. 606—293-0563. EOE/MF.

Chief engineer. Indiana combo. Excellent opportunity for assistant looking to advance. Know audio processing. Send resume and references to Box W-102.

Chief engineer, SE Minnesota MPR full-power FM and ancillary facilities. Creative problem-solver with high technical standards to handle all engineering responsibilities: Budgeting, Maintenance, FCC compliance, design and construction, remotes and recording. FCC 1st class or equivalent knowledge of theory/application. Salary competitive. Open until filled. Resume, references to Claudia Daly, Manager, KLSE, 735 Marquette Bank Building, Rochester, MN 55901. EEO/AA.

HELP WANTED NEWS

News director: prefer degree plus two years' experience. Young station needs hard worker with management ability. Paul Fink, 703—261-6113. EOE.

WRNL/WRXL/Virginia News Network, a Capitol Broadcasting Company, Inc., property, is seeking experienced radio news journalists for expanding operation. Minimum two years background in radio news required, to become part of a state-of-the-art broadcast news department. We are looking for highly motivated self-starters, with top-notch writing and communicating skills. Tapes/resumes to: Tyler Cox, P.O. Box 9608, Richmond, VA 23228. EOE.

Managing editor for state public radio network. Produce daily newsmagazine. Coordinate work of reporters at production centers in San Francisco, Los Angeles and Sacramento. Excellent journalistic credentials and on-air presence required. Resume and tape to Donovan Reynolds, CPR, 385 Eighth St., San Francisco, CA 94103.

Anchor/reporter for heavily committed news station. Tapes and resumes to Wayne Weinberg, WDBO, 58 S. Ivanhoe, Orlando, FL 32804. Equal opportunity/affirmative action employer.

News director. Organized with experience in news. Resume, tape and present salary to WCSS, Amsterdam, NY 12010.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion manager with radio experience in production and programing. Creative individual to implement all station promotion events. Must have good voice. No. 1 country western station in Sunbelt. Send resume only to Box T-126. EOE.

South Florida full time production—need experienced, creative, professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability date to P.O. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

WKIS, Orlando, FL, seeks creative on-air program director. News/talk experience a must. Tape/resume to Larry Kindel, Vice President and General Manager, P.O. Box 740, Orlando, FL 32802 EOE/M/F/H/V

Regional FM with heavy appeal to 25+ audience seeking innovative program director. We're an up and coming station in the shadow of the Rockies, looking for someone to match our momentum with his (or her) own. We offer a competitive salary, benefits and an unparalleled location. What we ask of applicants is a resume, tape, and references. Send them to P.O. Box 16620, Colorado Springs, CO 80935.

SITUATIONS WANTED MANAGEMENT

GM/GSM. 20 years+ radio, switched to cable—now wants back to first love. We can make \$\$\$ for the both of us. Let's talk. Write Box W-41.

High performing general manager who's been in the winner's circle for 20 years managing AM/FM. Specializing in creative sales and profit development ability. Organizational and basic management skills. A successful dedicated professional with all the tools. Looking for a challenging opportunity. Write Box W-67.

Small markets west, sales promotions, programming, engineering, honest, aggressive, unusual extras. Country consultant seeks GM position. Bill Taylor, 213—791-4836.

Positive results guaranteed. GM experienced in sales, programming, operations, engineering and management. References will confirm my professionalism, integrity and dedication. Christian, thirties, married, one child. Ready for long term commitment in Ohio or adjacent states, all markets. Randy Swingle, 703—743-4371.

General manager, total broadcaster. 21 years' experience. Bottom-line, people-oriented, motivator because I've done it all. Street-fighting sales, programming & promotion background adds up to total results. This is one ad you must react to. You will not be disappointed. Write Box W-89.

Is profit your problem? Young, enthusiastic, hard working, cream of the crop general manager with a great track record will solve your problem. All markets considered. Write Box W-99.

Your own general sales mgr. to generate natl. sales in NY area. Top level executive experience mgmt. sales & rating research with entree to broadcast active agencies. Box W-113.

SITUATIONS WANTED MANAGEMENT CONTINUED

Retired network executive will operate your station on a straight profit and loss basis with no salary. Experienced in all phases of station operation. Former owner. Looking for absentee—run station requiring improvement and profits. Toll free 800—327-2780, Ray, In Florida, collect. 305—968-4100.

Consistent winner. Three years ago, our AM-FM was losing money. Current sales are 2 times national average; profit 25 times average. Results oriented manager, excellent people skills. Expert in market analysis, positioning, strategy development. Diverse experience in markets up to 600,000. Documented accomplishments. Image conscious, community active, impeccable references. Write Box W-117.

Dedicated professional with exceptional performance record in station and group management, major and medium markets, various formats. Substantial rebuilding experience, excellent administrator, strong sales management. Finest credentials. Currently employed. Carefully seeking long term association with quality organization. Write Box W-119.

Stable, compatibly employed general manager desires change within Southeast. Sales, bottom-line & promotion-oriented. Cost-conscious, no nonsense achiever with can-do attitude. Good trainer, motivator. Very community active. Prefer small-medium market. No rush. Interview & move at my expense. For credentials/references, write Box W-122.

SITUATIONS WANTED SALES

Proven sales. Mature, assertive, reliable. Prefer West/Southwest, but will relocate anywhere. Tapes, resume upon request. Neil Webster, 409 Elm Avenue, Dumas, TX 79029, 806—935-5282, evenings.

Successful GSM in medium market looking for AE opportunity with growth potential with heads-up major market operation. Determined, aggressive, professional, business degree. Consistent record of success. Write Box W-116.

SITUATIONS WANTED ANNOUNCERS

Dependable individual for afternoons or nights. Willing to work exceptionally hard. Tape and resume available upon request. Gerry Drees, 312—631-3467, or write 5846 Navarre, Chicago, IL 60631.

Attractive, personable 27-year old male seeks announcing position, radio or TV. Graduated communications course in U.S. Originally from Paris, France. Perfect for late night romantic show. Daniel Lasquier, 2030 Peachtree Rd. 7C, Atlanta, GA 30309.

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, 414—257-3380 from 9 AM to 5 PM; after 5 PM, call 414—453-4548 or 414—543-8683.

Experienced talk show host-producer available immediately. Relocate anywhere! Bruce, 216—732-8383.

Professional sound. Rich voice. Excellent reader. Jim Neuwrth, 10243 W. Parkridge, Milwaukee, WI 53222. 414—466-2567.

Gold! 24k. commercial delivery—great knowledge of MOR, jazz, sports, current events. Copywriting that sells. 3rd, responsible, mature. Former DJ wants weekend spot with personality Jersey shore station. Phone Ernie Favaro, 212—590-3704-5-6 days; 212—588-1623 nights.

Management caliber. Trained DJ & newscaster with degree in accounting. Can give you performance and tax advice at the same time. Bill, 212—468-9875.

Talented, versatile small market PD or medium market announcer available. Call Dan, 313—726-1764. Able to start immediately.

Hardworking, dependable, conscientious announcer seeks announcing position in the Rocky Mountain area. 4 years' small market experience. 801—486-1198.

Call the published writer! News/talk/DJ. Ask you and you shall receive tape! Crystal, 201—773-3492.

Experienced female. Terrific interviewer. Available immediately. Write Box W-100.

Wisconsin, Illinois, northwest Indiana. Talented professional, creative, bright, personable, wants to join your staff. Charlene, 414—774-6370.

Attention: California, Nevada, Arizona. Veteran air personality compatible with rock or country. Moving West in May. 703—483-7406.

Combo man. First ticket, will travel. 15 years. An excellent maintenance man & DJ is available now. 913—682-7574.

Need your ratings improved? I'm a dynamic DJ who can do the job. Call me! 312—787-4980 (ext. 510 or 602). Julio Antonio Suarez, Jr.

Experience + degree + talent + maturity — me. Seeking small market PD or medium air. All formats. Write Box W-115.

Go anywhere. Production, copy, news writing, PBP, DJ. Want sales. Lee Ales, 309—755-7533, Evenings; 319—355-6456, days.

10 years' experience. Prefer country. All formats considered. No automation. Excellent references! Mike, 904—255-6950.

Professional female: experienced music director, quality production, and one season of girl's high school BB PBP; wants advancement to larger market. All offers considered. Call after 6 PM, leave message, 615—693-5479.

Experienced: music, news production, automation. Male, can quickly re-locate. Prefer SW. Reply: D.M., Box 1532, Iowa City, IA 52244.

Ready now, sales, production, copy and news writing, PBP, DJ. Wendell Conner, 319—323-0814 work; 319—355-6456 day, 319—285-4059 home.

Two-year med. market pro currently employed in A/C format seeking position on East Coast, preferably AOR format. Tape and resume available upon request. Write Box W-120.

SITUATIONS WANTED TECHNICAL

11-year pro seeks stable chief engineer position, medium within 150 miles NYC. Write Box W-112.

Audio technicians available from NPR. National Public Radio's recent RIF included several highly skilled broadcast/recording technicians. All are competent and trained at NPR to its exacting technical standards; they were hired only after stringent examination, from nationwide recruiting campaigns. All possess excellent references. (These RIF's were made purely on seniority basis.) They are experienced in all areas of broadcast audio and radio network technical operations, with an emphasis on news production. Save yourself recruitment search time and training—make NPR's loss your gain. Call Jonathan Harmon, 202—822-2587.

SITUATIONS WANTED NEWS

Experienced NCAA football and basketball play by play man seeks SD/PBP position. Contact Pat Foss, 912—537-9716.

Newscaster with experience, drive and initiative seeks first professional opportunity. Midwest/East preferred. Call Larry, 313—732-1262.

Sports, PBP position desired by an aggressive, hungry announcer. If you want the best, call Tom, 215—776-0175.

Six year sports pro seeking station committed to community involvement. Strong PBP, innovative reporting. Will consider news combo. Write Box W-87.

Newsman-Master's telecommunications-marketing. Experienced news, public affairs, sportscasting and PR. Seeks opportunity in news dept. Don, 212—584-8612.

Young, aggressive news pro with 13 years' radio experience looking for new challenges and rewards. Seeks position with medium or large radio market station. Pleasant conversational voice, good writing skills and broad news-sports background. If you want someone who knows how to get the news, I'm your man. Single and will re-locate. Write Box W-121.

10-year sports enthusiast. Football, basketball, baseball PBP. Superb sports reporter. Ready to join for your station. Call Mark, now, 414—744-1428. Taj and resume upon request.

Experienced in news and public affairs, some ta and management experience. Looking for position station committed to news. Now in metro NYC. Write Box W-124.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced major market talk radio program producer anxious to become management in small market. Have worked with the top talent at the top station in the top market and am ready to move up or out to work for you. Write Box W-81.

CHR/hot tracks programmer. Bobby Christian, years as PD/OM at WXXK (WHTX), WMET, KXP (KPKE), KUPD. 16 years in radio, 10 years' experience in audience/market research. Excellent track record. Top references. 412—795-8296.

America's premiere contemporary programmer available. Major & medium market success story at heard on 150 stations worldwide. U.S. Patent Pending on new CHR format. Hot 100 markets only. Write Box W-88.

Dependable PD/morning drive announcer w/5 yr experience seeks jock and/or PD position in medium major market. Prefer Northeast/Midwest; will consider all offers. Write Box W-96.

RAB awarded broadcaster. Major markets—operations manager, program director, news direct production, CRMC sales. Extremely versatile—radio TV BA, broadcast communications manager, minor journalism. Write Peter St. James, 7017 Queen Anne Rd., Baltimore, MD 21207.

5 years on-air at legendary ACs, seek return to Midwest AC or country PD. Call for resume, then call for references. Collect: 612-379-0382.

B.A. communication, Michigan. Want any media-related position. Intelligent, reliable, energetic. Write Marc Rondeau, 220 Donald, Manchester, NH 0310603—622-2012.

TELEVISION

HELP WANTED MANAGEMENT

General manager search extended. General manager wanted for public TV/radio station in Bethel, AK. Community licensee committed to local production with emphasis on bilingual/bicultural programming. English and Yupik Eskimo. Bethel is located 400 miles west of Anchorage and accessible only by air. Station serves villages in southwestern Alaska through extensive TV translator system. Qualifications: years' progressively responsible management experience in broadcasting. Public broadcasting experience preferred. Experience in interethnic settings helpful. Salary: commensurate with experience \$40,000 range-negotiable. Submit resume, letters reference and statement of professional goals to: Far Ali, Chair, General Manager Search Committee, KYU, Box 468, Bethel, AK 99559.

Television advertising sales manager to manage production, commercial sales, and local origination facility for cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced station manager with strong marketing and administrative skills ready to move up into 21,000 subscriber cable TV operation. Five years' management experience desired, print experience helpful. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agaña GU 96910. Tel. 477-9334, country code 671.

Traffic manager in top 10 Southwest market. Prefer independent TV background. Experience on Bi system preferred, with working knowledge of order entry through log preparation. Minimum 2 years' managerial and staff experience. Flexible schedule, team spirit a must! Please send resumes to: Department 8950 Kirby Drive, Houston, TX 77054. EOE.

HELP WANTED MANAGEMENT CONTINUED

BZ-TV, Boston. We are looking for the best production manager in the country to supervise our studio production as well as all public affairs field production and editing. The person will manage all directors, associate-directors, videographer-editors and production assistants, maintain budgetary control over the production department and be responsible for overall program production values. The candidate is currently production manager in a medium or major market commercial television station that is actively involved in quality local programming. If you are interested and meet all of the above requirements, please send a confidential resume to Richard Kurlander, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. WBZ-TV is an equal opportunity employer.

National sales manager—medium market affiliate, 1st, requires an aggressive, motivated individual to spearhead national effort. Should be knowledgeable in advertising and inventory control, creative, and smarter than the next person. Growing group offers potential. Willing to resolve quickly, with right person. Write Box -101.

General manager. Immediate opportunity in Southeast. Strong Hispanic influence, only independent in market. Excellent program line-up with good and growing ratings. All new equipment. Super opportunity for station and personal growth. Must have broadcast management experience, be ambitious and willing to work hard to obtain personal goals. Send resume, including salary/earning history, in confidence, to: Cristo Corporation, c/o Ditchfield, Watson & Williams, c., P.O. Box 7533, San Jose, CA 95150.

News director for full ENG, 12-person operation in tropical Guam. Most widely known award winning news team in western Pacific. Daily satellite feed and newscasts, 6 & 10 PM. Journalism degree preferred; 1-year experience required. Salary open. Outstanding benefits. Send resume and air tape to Jerry Staggs, M, Guam Cable TV, 530 West O'Brien Drive, Agaña, U 96910. EOE.

General Manager for public television station WVU-TV, Morgantown, WV. Managerial, broadcast background, and development experience essential. Position available July 5, 1983 (pending FCC approval transfer of station license from board of regents to state authority). Send applications to: WV Educational Broadcasting Authority, B424, Building 6, State Capitol, Charleston, WV 25305. Applications must be received by June 6th. Equal opportunity employer.

HELP WANTED SALES

National sales manager: top 40 market station in Sunbelt is seeking a creative, aggressive individual to manage national sales effort. Experience as national sales rep or sales manager required. Send resume to Box W-62. EOE, M/F.

Television sales. General sales manager opportunity at Pacific Northwest independent. If you have considerable station sales experience and ready to undertake sales management responsibilities, immediately send resume to Box W-70.

Director of development. Television station in southern New England market seeking director of development. Primary responsibilities are to develop, coordinate, and aggressively sell the station's market development and vendor programs. Prefer experience in television sales. Retail and/or consumer research experience helpful. Send resume to Susan Aulaukas, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Lead aggressive, stable local salesperson for southeastern ABC affiliate (market rank 50-75). Excellent opportunity for person with creative professional approach. Station has excellent local track. Jumpers need not apply. EOE. Resume to Box W-92.

Sales trainee. National rep firm seeks ambitious, well-spoken, assertive people for training program. Career opportunity with high earning potential. Resume to Box W-93.

HELP WANTED TECHNICAL

Director of Engineering. Southern market, Gulf Coast. Supervise studio and transmitter. Modern equipment. Knowledgeable FCC matters. Send resume and salary requirements to Box T-121. Strictly confidential.

Director of Engineering. Hawaii VHF network affiliate and production center looking for person with prior TV engineering background and strong management skills. Full responsibility for all technical personnel scheduling, facilities, operations, engineering budgets and compliance with federal and state regulations. Send resume and references to Personnel, KITV, 1290 Ala Moana, Honolulu, HI 96814. An EOE.

Chief engineer. Group owned VHF CBS affiliate in the sunny South. Our current chief has decided to retire after 35 years with the company. We offer an attractive facility, stability, good pay and benefits. We require an administrator who can plan and supervise. We would prefer a degree or suitable experience. Send resume and requirements to Don McGouirk, WMAZ-TV, P.O. Box 5008, Macon, GA 31213. We are an equal opportunity employer.

Engineers—KRMA-TV, public television in Mile High Denver, seeks three engineers with license, experience, motivation. Contact 303-892-6666 for details. Resume, three references, letter of application before May 20, 1983, to: Donald D. Johnson, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. EOE/AA, M/F.

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.

Engineer sought by full service audio-video facility in Miami. Responsibilities are maintenance and operation of VTR's all formats, multitrack audio recorder, synchronizers, consoles, Telecine, Videola, and cameras. Send resume and salary requirements only to Box W-78.

Maintenance engineer—CBS affiliate seeking engineer to maintain studio and ENG equipment. Must possess 1st or general class FCC license. Send resume to Al Richards, KTVN-TV, P.O. Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

Middle market community public television station seeking director of engineering to oversee technical facilities: state-of-the-art remote and multi-studio production facilities, microwave systems, transmitter, satellite receive terminal. Director prepares, administers department budget; plans, implements facility growth; establishes, maintains technical standards and FCC compliance; oversees operations, maintenance and staff through chief engineer and other engineering supervisors. Resume should show progressive responsibility in television engineering. Ability to manage personnel essential. Salary commensurate with experience. Send resume to Personnel, KCPT/Channel 19, 125 East 31st Street, Kansas City, MO 64108.

Assistant Chief Engineer. Opportunity for fast growth to chief. Must have sound technical and people skills. Midwest, medium market, modern facility, great staff. Send resume to Box W-114.

Television maintenance engineer. For the experienced-qualified maintenance engineer that would prefer a Virginia Beach location, we would like to talk to you about excellent employee benefits. Send resume to the Personnel Department, WHRO-TV, 5200 Hampton Boulevard, Norfolk, VA 23508. Call Jack Beck or Keith Massie for details, if interested, 804-489-9476.

HELP WANTED NEWS

Sports anchor. Growing Sunbelt, Gulf area. University town. Excellent opportunity. Good advancement possibilities. Latest equipment. Immediate opening. Send resume and salary requirements only to Box T-110.

TV anchor. Midwest medium market looking for anchor for early and late news. Should be mature, experienced journalist. Send resume only to Box W-21 EOE.

News director. NBC affiliate in very competitive market seeks news director with 2-5 years' experience for twenty-member news team. Must have strong administrative background and complete understanding of overall station operations, budgets, and inter-departmental relations. Reply to General Manager, Al Bramstedt, Jr., KTUU, Box 10-2880, Anchorage, AK 99510. 907-276-5807.

Farm person. KTTG is looking for someone who knows agriculture news inside and out to host our farm-oriented noon show. Prior farm broadcasting experience is a must. Send resume to: Wayne Ludkey, News Director, 601 1st Avenue SW, Rochester, MN 55901. EOE.

Seasoned TV journalist for specialized daily reporting. Must be a self-motivated digger loaded with ideas and possessed with good on-air skills. Major Eastern market. EOE. Resume only to Box W-64.

Top rated news & production station is looking for director with commercial, remote experience capable of directing 6 & 11 newscast. Send resume and salary requirements to: Box 3487, Knoxville, TN 37917. Attn: Program Director.

News director. Energetic, experienced news director with firm commitment to news and with strong leadership abilities. Submit resume with salary requirements to W. Randy Odil, Gen. Mgr., WSLS-TV, P.O. Box 2161, Roanoke, VA 24009.

News director wanted. WSAV-TV, Savannah, GA, wants smart, aggressive, experienced news leader. Newly affiliated with ABC-TV, we are committed with staff size and equipment to excellence in news. Send complete resume and money requirements to Tom Matthews, VP, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOE.

News director—WSOC-TV, Charlotte, NC. Looking for highly experienced news professional to manage 55-person staff. Three million dollar news facility expansion near completion at this Cox Communications, Inc., station. Respond directly to PO Box 34665, Charlotte, NC 28234, c/o Greg Stone, Vice President and General Manager. An equal opportunity employer. M/F.

WSAV-TV has an opening for a reporter/photographer. Experience and college degree required. Must have knowledge of ENG equipment. Send tape, resume and dollar needs to Box 2429, Savannah, GA 31402. EOE.

Group owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume only to Box W-84. We are an EOE, M-F.

Newscaster, noon and a.m., Monday-Friday. Medium market, East. Send resume and videotape cassette to: News Director, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. Equal opportunity employer.

Investigative reporter. We are looking for an aggressive, highly motivated individual to head established investigative unit in top twenty market. Must have minimum two years' experience in investigative reporting and documented record of achievement. Send complete resume only and salary expectations in first letter to Box W-91. EOE.

Sports reporter. Opening in Sunbelt 100-115 market station. Resume and salary needs only to Box W-105. EOE.

Sports director/anchor who can write, shoot and edit tape for small market ABC affiliate. Send resume, audition tape and salary requirements to: Charles Torneil, News Director, KEVN-TV, Box 677, Rapid City, SD 57709.

Weatherperson, with on-air experience needed. Send resume, tape, and salary requirements to W. Randy Odil, WSLS-TV, P.O. Box 2161, Roanoke, VA 24009. EOE.

HELP WANTED NEWS CONTINUED

News director for public radio/TV station in Bethel, Alaska. Station committed to local production with emphasis on bilingual/bicultural programming in English and Yupik Eskimo. Also produces material on the area for state and national audiences. Qualifications: 2 years' broadcast journalism experience, strong writing and editing; good on-air presence and delivery; experience in interethnic setting helpful. Salary: \$25,000 +, DOE. Submit resume, audition tape and writing samples to: Corey Flintoff, Public Affairs Director, KYUK, Box 468, Bethel, AK 99559. Position open until filled.

News anchor-producer: award-winning CBS affiliate in 109th market seeks strong anchor who can write, produce, and deliver the best newscast in the market. Present anchor moving to top 20 market. Our standards demand someone as good. No beginners. Tape and resume to Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

News photojournalist. KWTW, CBS affiliate in Oklahoma City, is currently accepting resumes and tapes from photojournalists. Experience in all aspects of ENG photography and 3/4" editing to NPPA standards a must. Creativity combined with hustle a must. Requires: a high school diploma or equivalent plus one year of prior related experience. No resumes considered without tapes. Send resume and videotape to: Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion manager. San Diego, California. Fastest growing independent station in America's finest city, looking for creative, hands-on promotion person who can be tops in a promotion minded station and city. Only the experienced professional with a minimum of five years' experience should apply. Send complete information and samples of work to: Personnel Director, KUSI-TV, P.O. Box 11985, San Diego, CA 92111. No phone calls. An EOE.

Executive producer. To design and implement local program service for Vermont ETV, the public television network for Vermont. Essential experience includes extensive producer credits, supervision of other producers, budget management, and project direction. Salary range: \$17,210-\$28,040. Apply by May 31, 1983, to Margery Hibberd, Assistant General Manager for Programming, Vermont ETV, Ethan Allen Avenue, Winooski, VT 05404. An equal opportunity employer, M/F.

Research in the sun. Florida network affiliate needs an experienced research person for sales and programming. Have an excellent research and avail system. Must be able to field, interpret, write, and present sales and programming research projects. Salary open. EOE. Write Box W-63.

Director/Producer. WCKT (NBC), Miami. Must demonstrate 3 years' solid experience in production, including directing news, studio, location, sports, and special programs. If you are creative, aggressive, seek challenges and opportunities, this competitive station, with great location in a sunny market, may be in your future. Tapes and resumes to: Len Jasco, Production Manager, WCKT, Channel 7, 1401 79th Street Causeway, Miami, FL 33138. EOE.

Photographer/editor for Indianapolis afternoon show live/taped. Must have 3-5 years' exp. shooting/editing ENG feature stories. Also need exp. with live microwave broadcasts, and field directing. Prefer knowledge of writing/producing stories. Send tape and resume to Robin Sestero, WISH-TV, P.O. Box 7088, Indy, IN 46207.

Promotion manager needed: small market Western Sunbelt station with major market competition seeks creative, motivated, and organized individual with strong concept, copywriting, and 3/4" editing skills. Successful news promotion a must! Not entry level! Send resume only to Box W-73.

PM Magazine creative writer/story-producer needed for No. 1 rated show. Send tape and resume to Program Manager, WFMY-TV, Greensboro, NC 27420.

Production manager with successful track record in 100+ market. Responsibility for commercial and program production and master control operations. Must be creative, well-organized, and an excellent motivator of people. Send resume to Box W-80. EOE. M/F.

Segment producer. Top 5 West Coast TV station looking for segment producer for local magazine feature show. 3-5 years' field production experience necessary. Send resume only to Box W-85. Equal opportunity employer.

Art/creative director. Florida independent needs an all-in-one professional to develop creative concepts and carry through graphic completion. Knowledge of television graphics, print, photography, and illustration essential. Send resume and salary requirements to WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33702. Hubbard Broadcasting, Inc., is an equal opportunity employer, M/F.

Producer-regional sports network is looking for an individual with a minimum of 5 years in management of remote and studio production to coordinate 250-300 events/year. Send resume and tapes to Ken Haines, Raycom, Inc., 2100 Rexford Road, Suite 320, Charlotte, NC 28211.

Producer. Major market station looking for experienced producer for live daytime information show. Minimum two years' experience as associate producer from a major market or producer on similar show in comparable market. Will consider full producer from smaller market. Must have solid in-studio production background, as well as EFP experience. Must be highly motivated, organized, creative individual who knows how to get the most out of staff. Resume only to Box W-103. EOE.

Television producer/director. Need creative, organized individual with a strong broadcast production background, accent on performing arts programs, promotion and educational series. Must see a project through, start to finish. Studio/location lighting, 1" videotape editing, technical directing and switching knowledge essential. Only experienced professionals with track record and tape to prove need apply. Send resume, tape and note specifying your responsibilities on each demo example to: Executive Producer, The Denver Center for the Performing Arts, 1245 Champa Street, Denver, CO 80204. Absolutely no phone calls.

Producer/writer-wine country television needs a hot commercial producer/writer. Impress me. Resume and 5 typed scripts (no calls) to KFTY TV50, Tom De Napoli, 533 Mendocino Ave., Santa Rosa, CA 95402.

Co-hosts. We're a top station in a top market and we're looking for two people to co-host a newly formatted live daytime show. The successful candidates will actively participate in all aspects of the program. Prior on-air professional experience, excellent communication skills and program production experience required. News background most desirable. Resume only to Box W-104. EOE.

Opportunity for creative writer/producer with a flair for unusual. Good organizer, people person and motivator. Work with sales, promotion and public service departments. Resume only to Box W-107. EOE.

Operations director. Busy independent television production company in Northeast seeks an aggressive, experienced, senior level, production manager for career opportunity. Will be responsible for production planning, scheduling, and personnel recruitment. Strong organizational skills needed along with the energy to be a leader. Willingness to travel. Please send resume and salary history to Box W-108.

Public affairs producer for weekly magazine series. Responsibilities include supervising support staff, generating program ideas, producing other programs as assigned. \$17,460 per annum. Contact: Program Director, WSWP-TV, PO Box AH, Beckley WV 25801. EOE.

Producer/director. Television production company in mid-Atlantic region seeks a creative, highly-organized, individual to develop, produce, and direct television programs on health subjects. Must have several years of field production, writing, and editing, along with verifiable broadcast credits. Travel required. Send cover letter, salary history and resume only to Box W-109.

Promotion wizard—sparkle, sizzle and pizzazz erupt needed. On-air, print, publicity, community—phases of promotion. A challenge—not for beginner! If you're that good, promote yourself with a letter and resume only to Box W-110. EOE.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio seeks supervisory and motivation position for Penna. TV station. Wn Box W-54.

GM/GSM. Experience in all areas of management including start up & station relocation, heavy sales emphasis. Proven record in increasing sales, ratings recruiting achievers. Leadership creates successful teamwork & delivers improved bottom line. Depend on station, market & opportunity interested in GSM GM. Write Box T-134.

SITUATIONS WANTED SALES

TV/radio/syndicated experience. Salesman, sales manager rep/stations. Intimate knowledge NY buy community. Seeks New York-based position. Wri Box W-98.

Mature account executive with international experience in advertising, TV time sales and cable syndication seeks a demanding but rewarding position where ability to communicate with all levels of management is decisive. Salary \$40K to \$50,000 range 305-387-2688.

Top-notch experienced TV and radio salesperson with R-T degree from Southern Ill. Univ. seeks TV radio sales position in major market. Geograph preference flexible. Let's talk benefits for you! Gr Kamrow, P.O. Box 60085, Chi., IL 60660. 312 274-1762.

SITUATIONS WANTED TECHNICAL

Director of Engineering. Extensive major market construction and operations experience. Seeking long-term opportunity with well-managed group station. Box W-44.

Electronic tech. First ticket. 15 years' experience. Want work as TV engineer. 913-682-7574.

Two television engineers (M-F), experience operations, production and installation; seeking challenging technical positions. Quality work, FC licenses. 417-866-8031.

SITUATIONS WANTED NEWS

Versatile sports director currently employed in top 100 seeking fresh challenges. Five years' television experience. Degree. Creative. Take charge type. Excellent writer. Strong at anchor desk and in the field. Box W-55.

Producer—hard-working, dedicated, professional 100s market seeks opportunity in quality news organization. 408-649-3806.

Weatherman in top 20 market working as number two wishing to relocate to any market for full time position. Young, ambitious and bright. Write Box W-69.

Meteorologist—proven weather forecaster with cable television experience, including chromakey. Eager to explain the weather and its effects on your viewer. For tape/resume, contact John Schmit, 312 775-4942.

Experienced professional seeks reporter/anchor position with station committed to news. Write Box W-94.

Award-winning sportscaster. Very popular. Entrance training. Anchoring, reporting. Call now! 713 583-1777.

Versatile sportscaster, 29, five years sports director ready for top 75 market as reporter/weekend anchor. From statewide PBP to producing, basketball to bowling, I'll get it done. Strong previous newspaper background. Write Box W-95.

News photographer—West Coast markets, good black photographer. Over six years' experience fill tape. Terence, 804-846-0574.

Experienced minority female—anxious to relocate. Master's degree, Northwestern. R. Pierce, 622 Sedgfield Drive, Norfolk, VA 23513. 804-855-243

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

erson College '83 grad—seeks entry level position in production, programming, technical operations and production. 5 years' experience in major Northeast market. Willing to relocate to California or elsewhere. Write or call Grad, c/o 617-389-5207, or reply to Box 2, Chelsea, MA 02150.

bitious PA seeks position in television production. Experience includes production coordinator with cable. Strong production background with extensive post production. Exemplary organizational skills. Write PD at FM station. Write Box W-60.

anted, hard working female seeking position in television production. I have gained experience as a writer, producer, assistant director, floor manager and programing assistant. Please contact Laura, 517-1-1261 or 614-486-7286.

C hard working female. Recent graduate of television production with photographic background, seeking entry level position with television or cable company. Will relocate. Call Chris, 212-332-9674.

done it all !! Producer/director college football, basketball, hockey-2 years. ENG photographer/editor CBS affiliate—1 year. Solid production background. Salary available. Paul, 715-346-3068.

ector/editor/producer—looking for position in large station or production house. 13 years' production experience. Heavy background in sports and commercials. Write Box W-90.

lantly creative Boston U '82 grad seeks challenging music video assignments with right people. Wes, 516-627-5141.

CABLE

HELP WANTED MANAGEMENT

able TV corporate manager (Chicago suburbs) northern central regional manager (Minnesota). We are a mid-sized cable TV MSO experiencing rapid growth. We are seeking 2 individuals with detailed experience in sales and marketing and abilities in interpreting financial statements, along with persuasive skills in negotiating as with city councils. One individual will be directing the corporate marketing activities for all cable systems, as well as assisting the president in franchising and regulation matters. This position may lead to a vice presidency position. Other individual to be selected will be the northern central regional manager, responsible for the states of Minnesota, Wisconsin, and Iowa. Home base will be in St. Paul, Minnesota, about 50 miles north of the Twin Cities. This regional manager will be responsible for all aspects of cable TV operations. We are seeking individuals either in cable TV or in other communications related area since this experience should be transferable to cable TV. Salary ranges from \$25,000 to \$40,000, commensurate with experience. Additional compensation incentives available for outstanding performance. We have over 35,000 subscribers, use the latest technology, and are rapidly growing. Our style is aggressive, but informal. If you want a challenge with freedom of action, send your resume to Mr. William Murphy, Combined Cable Corporation, 100 W. Higgins Road, Suite 1000, S. Barrington, IL 60010.

ALLIED FIELDS

HELP WANTED TECHNICAL

aintenance engineer. Spotlight has an immediate opening for a maintenance technician at our satellite link facility to perform component level repair on some of the art audio/video systems. Applicants must have experience with C format VTR's and editing systems. Duties will include maintenance on recorders, character generator and cameras. Experience with transmitters and a FCC general class license a plus. Please send your resume and salary history in confidence to: Ed Gordon, VP Engineering & Operations, Spotlight, 27632 El Lazo Road, Laguna Hills, CA 92677. EOE, M/F

Chief engineer for major production/post production. Experience must be qualified on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank-Cintel, etc. Also must have systems experience for future expansion requirements. Contact: Jim Kartes, Kartes Video Communications, 10 East 106th Street, Indpls., IN 46280. 317-844-7403.

HELP WANTED INSTRUCTION

Broadcast journalist with production experience for tenure track position as asst. professor, teaching and managing FM station, beginning in August. Requires: Master's, professional experience. Desired: further graduate degree, experience in college teaching. Salary competitive. Send letter, resume and arrange for three letters of recommendation to be sent to: FM Committee, School of Communication, University of Idaho, Moscow, ID 83843. Recruiting will close when a qualified applicant is found, but no sooner than June 1. AA/EEO.

Broadcast/mass communication. Instructor/assistant professor to teach introduction to mass communication, production and announcing. Develop areas of speciality. Professional and teaching experience preferred. PhD preferred, ABD acceptable. Salary dependent upon qualifications and experience. Send application and letters of recommendation by May 20 to James Rapport, Department of Speech, Northern Michigan University, Marquette, MI 49855. AA/EEO employer.

Assistant professor: two faculty positions available for Fall, 1983. Teach three courses per semester from among the following areas: broadcast writing, radio production, non-broadcast television, or broadcast law, criticism, and effects. Conduct scholarly research. Ph.D. in radio-TV or related area with professional experience and evidence of successful teaching and research expected. Send letter of application, resume, and the names of three references by June 1, 1983, to Dr. Sam Swan, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901.

Media professional? Take a year off and teach! The department of journalism at the University of Nevada-Reno is seeking outstanding media professionals who want to teach for a semester or two, and do their own research and writing, then return to their respective worlds, to be replaced by others like them. For the 1983-84 school year, we would like to find professionals in: editing or reporting, public relations, advertising, radio or TV broadcasting. We want men and women with a minimum of five years' media experience and a Bachelor's degree. Ideally, we would like to find people with a book advance or grant in hand who can use a university atmosphere to provide what all of us need: a modicum of security, good research and support facilities, a sense of community with others of like heart and wit, and intellectual stimulation from some fine students who want to learn. Full-time or half-time contracts will be for a semester or a year, and may be renewable. Salary: competitive. Send applications by July 15, 1983 to: Robert Blair Kaiser, Chairman, Department of Journalism, University of Nevada-Reno, Reno NV 89557. The University of Nevada is an AA/EEO.

Broadcasting faculty. One-year temporary position to teach broadcast production, regulation, history, script writing, media and society courses. Must have general broadcasting background and university teaching experience. Available Fall, 1983. Apply by May 31 to Dr. George Rogers, Chair, Personnel Selection Committee, School of Communications, California State University, Chico, CA 95929-0502. 916-895-5751. An affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Western Electric tubes, mixers, consoles, amps, telephones, microphones, tweeters, drivers, horns, speakers, parts. 213-576-2642. David, POB 832, M.P. CA 91754.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Wanted: Orban 8100A STL (PCL-505) composite Harris MS-15. Write Joseph Bahr, WVIS-FM, Box 487, Frederiksted, St. Croix, VI 00840.

Top dollar paid immediately for good Collins 830D or 831D FM transmitter or other recent vintage 1-2.5KW FM. Howard Dybedock, WBYG, Box 183, Kankakee, IL 60901. 815-939-4541.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5KW AM Collins 21E (1962), also RCA BT-5H. Both w/proofs. M. Cooper, 215-379-6585.

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.

Gates 1 KW AM transmitter, model BC-1G. Will make full power and pass proof. M. Cooper, 215-379-6585.

20KW FM transmitter, 1977 CSI T-1-A, on-air, mint cond. Also, Collins 830F 10KW FM. M. Cooper, 215-379-6585.

Dictaphone four channel logger recoder, RCA BC 19A stereo, (2) Sono mag 250, Gates TV-15. Larry, 412-543-9852.

RCA TK-76 w/Canon zoom, Fujinon wide angle, remote servo focus and zoom, AC supply, battery belts. 804-276-5110.

Generator—37.5 KWH Onan, 6 cylinder. Gas on trailer. 120/240 volts. 202-575-4679. Best offer.

Automation IGM basic A computer, encoder, logger, 2 latest 78 tray co-cart II: System like brand new, near Chicago. 214-843-5565.

Super highspeed machine language logging program for TRS-80, 64K tape or disc. S300. Call 813-382-4444.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

(1) **Microtime 2525 frame sync-TBC,** excellent condition, 1 year old; asking 10 K. (2) **DVS phaser I TBC**—frame syncs. Very good condition, 8K each. (2) **3/4 edit suites** with JVC CR 8500 LUs and RM 85 editor. 4 K each, excellent condition. (5) **JVC CR 8500 LU** edit-record 3/4 players, good condition, asking 1200 each. (1) **Videotek VSM series waveform-vectorscope** package, good condition, asking 1800. (4) **GE TE 201** color cameras with tripods (2), studio viewfinders, lots of spare parts, tubes. Asking 30 K for system, 3 in good working condition. Jerry Smith, C.E., WXAO-TV, P.O. Box 17547, Jacksonville, FL 32216 904-725-4700.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Proven radio comedy! Guaranteed! Free sample! Write on station letterhead to: Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

CONSULTANTS

New FM frequencies available. Slash radio ownership costs. Radio Consultants, P.O. Box 88864, Atlanta, GA 30338. 404-925-0055.

Feedback Unlimited: tapes critiqued for television newpeople. Not a talent agency. 1313 Williams, No. 901, Denver, CO 80218.

INSTRUCTION

San Francisco, FCC license, 6 weeks 6/20/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

MISCELLANEOUS

SeaVision Videocassette sailing magazine seeks sailing featurettes on film or videotape. Contact Managing Editor, Gary Greco, Beach Video, Box 8521, Madeira Beach, FL 33738.

Venture capital needed for acquisition of class C FM CP in large Western market. For details, principals only respond to: Radio, P.O. Box 48123, Los Angeles, CA 90048.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962, World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

Help Wanted Sales

RADIO SALES

Major New England AM/FM combo needs an aggressive, creative, proven leader for top list. Minimum three years' experience. We're looking for management in next year. Get in on the ground floor of a major group. Top pay for top producers. Minorities and females encouraged to apply. Send resume and salary in confidence to Personnel, P.O. Box 969, Providence, RI 02901-0969. EOE.

SYNDICATION SALES

Salesperson for radio syndication firm, leading to sales management for the right person. Proven sales record and radio experience required. Concept Productions: 916-782-7754.

Help Wanted Announcers

LIFETIME DREAM

To live in Austin, Texas, one of America's great cities. To work at KHFI (K-98), a great radio station with dynamite numbers. You will be replacing our outstanding morning personality. If you are warm, humorous, topical, with strong ad-libs and one-to-one personality, you could be the person we are looking for. The position is open after this rating sweep (mid-June). K-98 is CHR. Send T&R to Roger Garrett, 1219 W. 6th, Austin, TX 78703. EOE.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, May 30, the deadline for classified advertising for the June 6 issue will be:

FRIDAY, MAY 27

Help Wanted News

SAN FRANCISCO NEWS DIRECTOR

KNEW Oakland/San Francisco, looking for major market news director to work on-air and manage a well-established, AFTRA-represented news department. Ability to teach 1980's news skills, and direct people, a must. Tapes and resumes only (no calls) to Jim Wood, Operations Manager, KNEW, P.O. Box 910, Oakland, CA 94604. EOE/MFH.

Help Wanted Programing, Production, Others

TARZAN OR JANE WANTED!

Somehwere out there in the radio jungle is a person who eats, sleeps and breathes creative production wanting to swing from bigger vines! We're on the prowl for a hands-on production/copywriter who can do it all for our top rated AM/FM combo in the Sunbelt. Do your career a favor by sending a tape with representative production, scripts, resume, and other pertinent information to P.O. Box 171141, Arlington, TX 76017. EOE.

Situations Wanted News

AMBITIOUS, RELIABLE, CREATIVE

Just what your station needs. Female seeking full-time entry position in radio. Four years' small market experience in announcing, engineering, news, production. BS degree in communications. Available immediately! Anxious to relocate. Resume, tape, references. Write Box W-111.

TELEVISION

Help Wanted News

NEWS PHOTOGRAPHER

Need experienced, creative ENG cameraman. Challenging assignment for unique state-wide nightly news program: shooting news and mini-docs. EOE. Send cassette and resume to: Kathleen D. Lynch, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. NO PHONE CALLS, PLEASE.

EJ PHOTOGRAPHER

Must have 3 to 5 years' experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4481 Connecticut Ave., NW, Washington, DC 20008. Equal opportunity employer.

Help Wanted News Continued

REPORTER

Challenging opportunity for small or medium market reporter to work in No. 1 and No. 5 markets. Initiative and creative production skills essential for packaging issue-oriented reports. Minimum two years' experience. EOE. Send resume and cassette (hard news and mini-docs) to Kathleen D. Lynch, Executive Producer, New Jersey Nightly News, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. NO PHONE CALLS, PLEASE.

Writer/ Producer

Major market network-owned TV station has a news position available in our investigative unit dealing with viewer mail. Requires 3-5 years investigative writing and producing experience. Send resume with salary history to:

Box W-106.

equal opportunity employer m/f/h/v

METEOROLOGIST

WANTED: A meteorologist with the unique ability to look at the data and make an accurate forecast. Good pay, good working conditions, lots of excitement and challenge. Applications kept confidential. Send resumes only to Box W-123. Equal opportunity employer M/F

Help Wanted Technical

TWO ASSISTANT CHIEF ENGINEER

candidates for new 2.5 MW UHF station in Connecticut. Applicants must have recent equipment installation experience, together with extensive hands-on background—one in studio and remote systems, the other in UHF transmitter and microwave systems. Rapid promotion to chief engineer possible. Please send resumes, salary requirements and educational information to: Bridgeway Communications, 59 Cavalry Road, Westport, CT 06880.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. RR., Ann Arbor,
MI 48106

**Help Wanted Technical
Continued**

WFSB 3

MAINTENANCE ENGINEER

WFSB, a Post-Newsweek station, has an immediate opening for a Maintenance Engineer whose chief responsibilities will be the satisfactory operation and repair of digital, computer, RF, video switching and ENG equipment. Experience in TV broadcasting plus FCC License required.

Resumes should be sent to: Susan Paulauskas
WFSB, 3 Constitution Plaza
Hartford, CT. 06115

**Help Wanted Programing,
Production, Others
Continued**



PM Magazine unit in major market is interested in strengthening the production values of the show. Now interviewing for producers, talent and shooter/editors. If you have PM, feature story or other magazine experience, send a resume with salary requirements only to Box W-75. EOE.

**CABLE
Help Wanted Technical**

**MANAGER OF
PRODUCTION ENGINEERING**

Mile Hi Cablevision, an exciting, fast-paced leader in the cable television industry, has a career opportunity available for an exceptional individual who will be responsible for the maintenance of production related audio/visual equipment (broadcasting and industrial) in our studios and mobile facilities. This chief engineer position will be closely involved with the design, installation, monitoring and maintenance of production equipment, alpha numeric and video test services and neighborhood production centers. The candidate selected will have demonstrated video production skills in addition to 4 to 6 years' experience in a directly related field. An FCC first class engineering license, excellent management, communication and organizational skills (to include budget planning) essential. Cable TV knowledge highly desirable. We offer a salary commensurate with qualifications, in addition to an attractive compensation and benefits package. Applications should be received no later than June 10th to be considered. Please submit your resume with salary history to:

Ms. Shirley Perrin
Personnel Coordinator
MILE HI CABLEVISION
1355 S. Colorado Blvd., Suite 400
Denver, CO 80222
EOE, M/F/H/V

**ALLIED FIELDS
Help Wanted Technical**

SATELLITE TECHNICIAN

Earth station operations and maintenance technician to work in major Chicago area teleport. Excellent benefits with progressive, growing telecommunications company. Send resume of work experience and salary history to: Midwestern Relay Co., P.O. Box 661, Milwaukee, WI 53201.

Help Wanted Sales

**NATIONAL CO-OP
DIRECT MAIL FRANCHISE**

Territories available to qualified individuals or corporations. Protected territories. No competition as we have only 4 color coupons on quality enamel stock. Repeat sales. Cash business. NO INVESTMENT FOR FRANCHISE. For details write or call Ron Stewart, Treasure-Pak Inc., 2228-28th St. N., St. Petersburg, Florida 33713 - Toll Free 800-237-8896.

Help Wanted Instruction

NAB FACULTY RESEARCH INTERNSHIP

Faculty internship for summer, responsibility for specific policy research projects. Background in policy and economics desirable. Stipend included. Submit resume and letter of application to Bernadette McGuire, National Association of Broadcasters, 1771 N Street, NW, Washington, DC 20036, by June 1, 1983.

**ENGINEERING
SUPERVISOR**

For transmitter and studio maintenance. 5 years' experience. Openings in Dallas and Houston. Join fast growing chain. You will be given authority and support to build a successful operation. \$30,000. Call or write Ed Reid, Director of Engineering, 1712 E. Randol Mill Rd., Arlington, TX 76011. 817-265-2100.

**TECHNICAL MAINTENANCE
MAINTENANCE ENGINEERS**

Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable, is a dynamic leader in the cable industry. Our operations and technical services department currently has openings for technical maintenance engineers in our new facility. Experience with Sony and Ampex state-of-the-art equipment, as well as a strong broadcast maintenance background, is a must. We offer competitive starting salaries and generous benefits. For more information, send resume to: Manager of Technical Maintenance, Group W Satellite Communications, 41 Harbor Plaza Drive, Stamford, CT 06904. An equal opportunity employer, M/F.

**Help Wanted Programing,
Production, Others**

WDVM TV 9 WASHINGTON, DC

8th market station

Looking for a highly creative writer/producer who will be working mainly in the area of on-air news promotion.



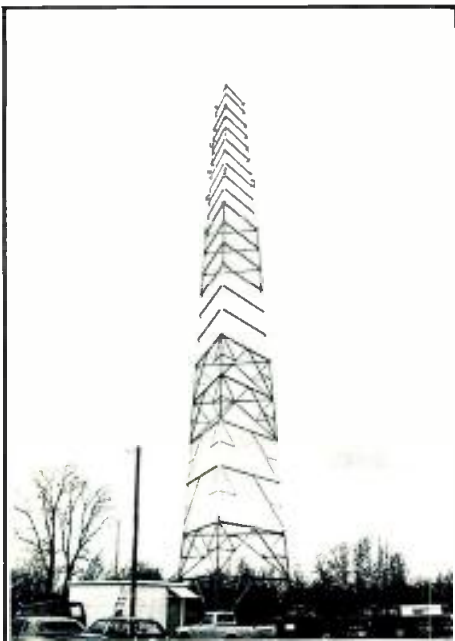
Send your
tape and
resume to:

Donna Vogt, Creative Service Director
WDVM-TV 9
4001 Brandywine Street, NW
Washington, D.C. 20016

An equal opportunity employer

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

For Sale Equipment



One 150' free-standing, tapered steel tower with 24' base leg spacing (1½ years old) built by Swager Tower Corporation. Excellent microwave or communications tower. May be purchased as is currently standing in Northeast Indianapolis, Indiana, \$20 K. Arrangements can be made with local contractor for reinstallation.

Contact Ted Swanson, Director of Engineering, Indianapolis Cablevision Company, 5330 East 65th Street, Indianapolis, Indiana. Phone 317/353-2225 or 317/849-8305.

Employment Service

JOB HUNTING?

Complete mail list of all AM & FM stations. Includes stick-on labels, printed & ready to mail. Order by state.

**P.O. Box 36139
DENVER, CO 80236
303-794-4884**

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

RADIO JOB PLACEMENT

DJ's, news, programers, sales, management—if you're ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose 1 dollar postage & handling to: **NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35216. 205-822-9144.**

Miscellaneous



**TALK TO
36 HARD TO GET
TO PERSONALITIES**

RICHARD SIMMONS, GEORGE BURNS, GARY CROSBY, PHYLLIS DILLER. And experts on the subjects of alcoholism, cocaine in Hollywood, and other fascinating topics. They are waiting to talk on your show in the month of June. Book them now by sending for your FREE INTRODUCTORY copy of NEWSMAKER INTERVIEWS, 439 S. La Cienega, Los Angeles, CA 90048, or call 213-859-9130.

LPTV NEWS & REVIEW

Providing a comprehensive survey of LPTV stories as they appear in the national & industry presses. Examining products & services offered to station applicants, owners & operators. Offering information on trends & events monthly, in an attractive newsletter format. Publication date: May 31, 1983. Price: \$25/ year.

LPTV News & Review
PO Box 7225
Trenton, NJ 08628

RADIO SURVEYS

100 calls, \$495. \$127 down and \$33 per month. Daily raw data free. Surveys personalized and customized. Now in our 9th year of growth. Call Dick Warner, collect, 404-733-0642.

S-A-M-S

Wanted To Buy Stations

**ATTENTION:
FM
BROADCASTERS!**

We have people waiting to lease your SCA channel now. We will get you the highest possible rates and most favorable terms for the use of your SCA. Call today:

Joel Rose
Flagship Communications Inc.
11916 Glen Valley Rd.
Brecksville, OH 44141
216-526-6017

MINORITY BROADCASTER

seeks to buy first radio station. Can handle up to \$500,000. FM only. No more than 2x gross billing. Full details first letter. FCC offers tax certificates on sales to minorities. Write Box W-97.

For Sale Stations

OPPORTUNITY!

- **The Right Sales-Minded Purchaser Can Gross \$1,000,000 Or More In 1985 On This Class "C" FM, Full-Time AM Combo In Unique Small/Medium Southern Market.**
- **\$700,000 Cash Down Required.**

Call 901/767-7980
In Complete Confidence!



**MILTON Q. FORI
& ASSOCIATES**
MEDIA BROKERS/APPRISER

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

WALKER MEDIA & MANAGEMENT, INC.

Brokers-Consultants-Appraisers

William L. Walker President PO. Box 2264 Arlington, VA 22202 703-521-4777	John F. Hurlbut Vice President PO Box 1845 Holmes Beach, FL. 33509 813-778-3617
--	--

**BILL - DAVID
ASSOCIATES**

BROKERS - CONSULTANTS
303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

**CENTRAL FLORIDA STATION
FOR SALE**

5,000 watts days, 2,500 watts nights. Medium market. Excellent potential just being realized. Owner will sell ALL or PART. Principals only. Write Box W-86.

For Sale Stations Continued



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Southwestern Class A FM located in top 100 metro market. Excellent coverage with 600 foot tower. \$600,000 on negotiable terms, including favorable assumption of up to \$250,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION			CONTACT		
W	Metro	FM	\$2,800K	\$450K	Corky Cartwright (303) 740-2224
MW	Regional	Cl.IV/Cl.C	1,430K	700K	Peter Stromquist (612) 831-3672
FL	Suburban	Fulltime	1,300K	Cash	Bill Cate (904) 893-6471
SW	Medium	Cl.IV	1,150K	300K	Bill Whitley (214) 680-2807
MW	Medium	FM	950K	300K	Jim Coursolle (414) 233-6222
SW	Suburban	AM	950K	Terms	Bill Whitley (214) 680-2807
R.Mt.	Small	Cl.IV/FM	950K	200K	Greg Merrill (801) 753-8090
NE	Medium	Fulltime	500K	230K	Jim Mackin (207) 623-1874
MW	Suburban	AM	500K	Cash	Bill Lochman (816) 254-6899
FL	Small	Cl.IV	345K	40K	Randy Jeffrey (813) 294-1843
SE	Small	Cl.IV	248K	40K	Mitt Younts (804) 355-8702
SE	Small	AM	100K	Cash	Ernie Pearce (615) 373-8315

To buy or sell, for appraisals or financing—contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

STAN RAYMOND & ASSOCIATES INC.

Broadcast Consultants & Brokers

- Powerful FM-NC
- AM/FM-MS
- AM/FM-SC
- AM/FM-FL
- Class C FM-FL

Call or write: 1819 Peachtree Rd., NE, Suite 606, Atlanta, GA 30309.
404-351-0555.

BROKERAGE

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

SINGLE STATION MARKET FM

For Sale. Scottsburg, Indiana. Real estate included. \$195,000, with \$75,000 down or discount for cash. Contact Bill Vogel, 615-896-5565 or 615-893-7478.

CONSTRUCTION PERMIT

South Bend/Mishawaka, Indiana. Full-time AM at 910 mhz and 1 kw. Call or write Charles S. Hayes, 1634 E. Jefferson, South Bend, IN 46617. 219-259-0080.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

THIRD EDITION
**The Politics of
Broadcast
Regulation**



**The Politics of Broadcast
Regulation, Third Edition**

by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry.

Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizen groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 Pages, annotated bibliography, index, \$8.95 (paper).

**Broadcasting Book Division
1735 DeSales Street, NW
Washington, DC 20036**

Please send me _____ copy (copies) of **The Politics of Broadcast Regulation, Third Edition**. My payment in the amount of _____ is enclosed. (Payment must accompany order.)

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

For Sale Stations Continued



**Wilkins
and Associates**
Media Brokers

MD	AM	\$400,000	25%
IA	FM	\$325,000	30%
GA	AM	\$25,000	downpayment
MS	AM	\$35,000	downpayment
AZ	AM	\$35,000	downpayment
TN	FM	\$35,000	downpayment
KY	FM	\$35,000	downpayment
PA	AM	\$25,000	downpayment
NY	AM	\$20,000	downpayment
VA	AM	\$25,000	downpayment
IA	AM	\$25,000	downpayment
MN	AM/FM	\$25,000	downpayment
SC	AM	\$30,000	downpayment

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

JAMAR RICE CO.
Media Brokerage & Appraisals
William R. Rice
William W. Jamar
(512) 327-9570
950 West Lake High Dr. Suite #101 Austin, TX 78746

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway - Dallas, Texas

H.B. La Rue, Media Broker
RADIO TV CATV APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

FULLTIME AM
Sunbelt medium market. All news format with tremendous potential, \$600,000. \$100,000 down and excellent terms to qualified buyer. Bill Kitchen, 404-324-1271.

**ATTENTION: EARLY
DEADLINE NOTICE**

Due to holiday Monday, May 30, the deadline for classified advertising for the June 6 issue will be:

FRIDAY, MAY 27

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.

**this
publication is
available in
microform**



Please send me additional information.
**University Microfilms
International**

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

Media



Elkins

Ken Elkins, VP and chief executive, Pulitzer Broadcasting, St. Louis, named VP, broadcast, and member of board of directors, parent Pulitzer Publishing Co.

David Martin, VP and general manager for WMAQ(AM) Chicago, joins station WLW(AM)-WSKS(FM) Cincinnati

VP, general manager.

Mos Brown III, station manager, Broadcast Enterprises National Inc.'s WTLC(FM) Indianapolis, joins co-owned WJAS(AM) Pittsburgh VP and general manager.

Dian Byrnes, president and chief operating officer, Gillett Communications, and general manager of Gillett's WSMV(TV) Nashville, joins Channel Communications Inc., Springfield, Tenn., as president of new firm, which seeking broadcast properties.

Donald Hart, station manager, WNYR(AM)-WEZO(FM) Rochester, N.Y., named VP, general manager.

Richard Cohn, VP and general sales manager, XK(FM) Denton, Tex., named VP and general manager.

Orton Cohn, general manager, WTVJ(TV) Miami, elected VP of parent, Wometco Enterprises.

Peter Moore, general sales manager, KCBQ-4-FM San Diego, named general manager.

Gregory Van Camp, general manager, WVU-TV Morgantown, W.Va., resigns.

Hammond, program director, WPAY-FM Portsmouth, Ohio, named general manager, WPAY-AM-FM there.

Mike Smiley, general manager, Mack Sanders's WNOX(AM) Knoxville, Tenn., named general manager of Sanders's WNKZ(AM) Madison, Tenn., and co-owned WJKZ(FM) Franklin, Tenn. **Bobby Bohn**, general manager, Sanders's WNKX(FM) Clinton, Tenn., assumes additional duties as manager of WNOX, succeeding Smiley.

Peter Leone, managing news editor, KXTV(TV) Los Angeles, joins WOR-TV Secaucus, N.J., as VP, station manager.

Law Bentley, program director, KWLO(AM)-WVW(FM) Waterloo, Iowa, joins WHIO(AM) Dayton, Ohio, as operations manager.

Joseph Arico, from CIT Financial Corp., New York, joins NBC there as director, tax administration. **Joan Oury**, administrator,

merchandising, NBC Enterprises, New York, named manager, merchandising.

Richard Ingman, senior consultant, Westinghouse Electric Corp., New York, named VP, Group W (Westinghouse Broadcasting & Cable).

N. Franklin Smith, office manager, Media General's *Tampa Tribune*, Tampa, Fla., named controller for Media General Cable of Fairfax (Va.).

Joseph Costello III, president, Gulf South Broadcasters, Metairie, La., elected chairman of executive committee of ABC Radio Network affiliates board.

John Dew, VP and chief operating officer, KRBE-AM-FM Houston, elected to board of directors of parent, GCC Communications.

Gig Barton, manager, affiliate relations, *The Wall Street Journal Report*, radio business news service, Dow Jones & Co., New York, joins The Source, NBC, New York, as regional director, affiliate relations.

Valerie Marshall, sales operations assistant, WABC(AM) New York, named supervisor of computer services, succeeding Lenora Fields (see "News and Public Affairs," below).

Steve Severn, from *The Chicago Tribune*, Chicago, joins The Weather Channel, Atlanta, as affiliate sales manager.

Carla Laufer, affiliate representative, Group W Satellite Communications, Stamford, Conn., named manager, national accounts, Midwest division.

Sandra Baron, assistant secretary, Educational Broadcasting Corp., New York, joins NBC there as general attorney, law department.

Eunice Lewis, district supervisor, affiliate relations, CBS-TV, New York, named district manager, affiliate relations.

Carolyn Kimpton, computer operations manager, WNYR(AM)-WEZO(FM) Rochester, N.Y., named business manager.

Marketing



Konecnik

Ken Konecnik, group creative director and partner, Tatham, Laird & Kudner, Chicago, joins Campbell-Ewald there as senior VP, associate creative director.

VP's elected senior VP's, Doyle Dane Bernbach, New York: **Watson (Jay) James**, **Sy Collins**, **Stephen A.**

Graff, **Thomas L. O'Reilly** and **Paul H. Zuckerman**.

Dick Rogers, VP, director of field marketing, Taco Bell, Dallas, joins Needham, Harper & Steers, Phoenix, as senior VP and general manager of newly opened office.

Aaron M. Cohen, VP, national sales, NBC Television Network, New York, joins Grey Advertising there as VP, general manager.

Jeff Millman, associate creative director, Van-Sant Dugdale, Baltimore, joins W.B. Doner there as VP, creative supervisor. **Diane Richardson**, from Center for Energy Studies, University of Texas, Austin, joins W.B. Doner as information specialist.

Robert S. Fellows II, VP, media director, Long, Haymes & Carr, Winston-Salem, N.C., named senior VP, media services.

Philip Baynes, VP, account manager, Ken Schmidt Co., Milwaukee, joins Creamer Inc., New York, as senior VP, management supervisor.

Appointments, The Marschalk Co., New York: **Glenda Ruby**, consultant, to VP, management supervisor; **Barbara Eden**, from Shulton Inc., New York, to sales promotion supervisor; **Cheryl Hall**, from Cole & Weber, Portland, Ore., to art director; **Eileen Kear-**

24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

(214) 327-4532 parts
(214) 327-4533 service

Continental Electronics Mfg. Co.
Box 270879, Dallas, Texas 75227
Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental Electronics

"A New Strength in Radio Broadcasting Equipment"

ney, freelance art director, to art director; **Linda Senatore**, from D'Arcy-MacManus & Masius, New York, to spot buyer.

Appointments, Foote, Cone & Belding, San Francisco: **Darryl McGuire**, media director, Busse & Cummins, San Francisco, to spot broadcast buyer; **Joanne Horn**, assistant media planner, Ketchum Advertising, San Francisco, **Lisa Valerio**, sales assistant, Petry Television, Boston, and **Andrea Brocco**, media buyer, Media Trade Co., Santa Rosa, Calif., to assistant media buyers, and **Ann Paustian**, from Benton & Bowles, New York, to account executive.

Kristi Anderson, account executive, Needham, Harper & Steers/USA, New York, named account supervisor. **Wende Sasse**, from Backer & Spielvogel, New York, joins NH&S there as television producer. **Phillip Smith**, senior copywriter, NH&S/USA, Chicago, named executive copy director.

Alan Mandel, VP, network sales, SyndiRep, Boston, joins Warner Amex Cable Communications as advertising sales manager, for Medford and Lynn, both Massachusetts, systems. He will be based in Medford.

Carolee Capossela, senior copywriter, Geer, DuBois Inc., New York, named senior VP.

Robert Michaels, corporate development officer, Domain Communications, Wheaton, Ill., joins Phoenix Marketing Group, advertising agency, Glen Ellyn, Ill., as VP.

Janice Frettoloso, assistant media planner, Kenyon & Eckhardt, New York, named media planner.

Marsha Powers, from Ketchum Advertising, Pittsburgh, joins Skirboll & Garber there as director of sales promotion.

Peter Mackey, from Pinne, Garvin & Hock, San Francisco, joins corporate advertising group, Dancer Fitzgerald Sample there, as account executive.

Lisa Schuler, account manager, VanSant Dugdale Advertising, Baltimore, joins Weightman Inc., Philadelphia as account executive.

Randall Hackett, from Weitzman, Dym & Associates, Bethesda, Md., joins Henry J. Kaufman & Associates, Washington, as copywriter.

Steve Phelan, from Beecham Products, Pittsburgh, Pa., joins W.B. Doner, Detroit, as account executive.

James Werbel, account supervisor, Fahlgren & Ferris, Parkersburg, W.Va., named VP, marketing. **Michael Maul**, director of public relations, F&F, Cincinnati, named VP, director of public relations.

Lori Shecter, research and sales director, UTV Cable Network, New York, joins Petry Television there as manager, research services.

Robert Coppinger, executive VP, Bernard Howard & Co., New York, joins Seltel there as VP, sales development.

Van Templeton, senior designer, Ayer Design, New York, named creative director, succeeding **Steve Fineberg**, resigned.

Robert Calandruccio, director of internal re-

source administration, Vitt Media International, New York, named executive director, broadcast buying unit.

Ileen Brown, account executive, TeleRep, Chicago, named sales manager, Houston office.

John DeSimone, director of sports sales, Cable Networks Inc., cable advertising and marketing firm, New York, to newly created position of general sales manager.

Mark Stacey, sales manager, KLVU(FM) Dallas, joins Blair Radio there as account executive.

Mark Bernstein, account executive, WGSN(AM) Huntington, N.Y., joins Pro Radio there in same capacity.

Appointed account executives, Katz Television Continental: **Tom Barrett**, national sales manager, WLOS-TV Greenville, S.C., to Atlanta office; **John Callari**, from Seltel, New York, to olympic sales team, New York, and **Phillip Stimpson**, sales associate, New York, to bronze team there. **Hyla Kelly**, from KTXA(TV) Fort Worth, joins Katz Independent Television there as account executive.

Mary Conrad, account executive, Needham, Harper & Steers/USA, Chicago, named account supervisor.

Linda Scutari, from Avery-Knodel, New York, joins Blair Television there as account executive.

Cliff Snyder, from Bonneville International Corp.'s Torbet Radio, Detroit, joins Bonneville's KSL-TV Salt Lake City as retail sales manager.

Larry Glazer, sales manager, independent team, Seltel, Chicago, joins Katz Independent Television Sales there as account executive. **Stanton Jones**, from Peters, Griffin, Woodward, New York, and **Terry Dreher**, from Arbitron, San Francisco, join Katz Television Continental, San Francisco, as account executives.

Jo-Ann Balzarini, account executive, Seltel, New York, joins Petry Television there in same capacity.

Stephen Kim Mahall, from WMJI(FM) Cleveland, joins Blair Television there as account executive. **Paula Bayer**, from Corinthian Television, Chicago, joins Blair Television there as account executive.

Daniel Farris, from Trout & Ries, New York, joins NH&S/Issues and Images there as account executive.

Barbara Kelley, from Bloom Agency, Dallas, joins Torbet Radio there as account executive.

Craig Koppmann, account executive, KYW-TV Philadelphia, joins Group W Television Sales, Los Angeles, in same capacity.

Heide Askew, VP, Benton & Bowles, Houston, joins Selcom Radio, Dallas, as account executive.

Robert Calvert, from KCBJ-TV Columbia, Mo., joins NTV Network, Kearney, Neb., as national sales manager.

David Peters, account supervisor, Chuck Ruhr Advertising, Minneapolis, named account group head.

New ground. FCC Commissioner Joseph R. Fogarty will become chief of the new telecommunications department in the Washington office of the New York-based law firm of Weil, Gotshal & Manges upon leaving the FCC at the conclusion of his term June 30. Fogarty, who has been on the commission since 1976, will be joined by his two legal assistants at the commission, James E. Graf and H. Russell Frisby, who will become members of the new department.

Michael Eigner, general sales manager, KTLA(TV) Los Angeles, named VP.

Jack Sabella, sales manager, KDKA(AM) Pittsburgh, joins KOAX(FM) Dallas as general sales manager.

Joe Mahan, general sales manager, KTVH(Wichita, Kan.), joins WOLO-TV Columbia, S.C., in same capacity.

Leslie Gray Jr., sales manager, WBZ(AM) Boston, joins WFNX(FM) Lynn, Mass., as general sales manager.

Pat Barranger, from Arbitron, Washington, joins WDVN-TV there as research director.

Jack Moys, executive VP, director and general manager, Evans/Pacific, advertising agency, Portland, Ore., joins KXL-AM-FM there marketing director.

John Rowland, account executive, KREM-Spokane, Wash., named sales manager.

Joanne Messerly, sales management assistant, WTCN-TV Minneapolis-St. Paul, named retail sales specialist.

Bob Stegner, local sales manager, WTVN-Columbus, Ohio, resigns.

Terence Bryan Dunning, account executive, CBS-owned KMOX-TV St. Louis, joins CITV Television Stations National Sales, Chicago, in same capacity.

Programming



Hankoff

George Hankoff, executive VP, World North Corp. (division of World North Corp.), New York, named president. Hankoff has held previous executive positions with MGM Television, Screen Gems Westinghouse Broadcasting and Metromedia Producers Corp.

Marshall Cohen, VP, programming, Warr Amex Satellite Entertainment Co., New York, named VP, programming and marketing. **Mayo Stuntz Jr.**, director, program development, WASEC, named VP, business development.

Robert Allen Cohen, VP, television, Jan Films, New York, joins Almi Television Productions there as VP.

Paula Levenback and **Wendy Riche**, exec

producers, *Who Will Love My Children*, Circle Films, Los Angeles. Join Universal Television there as producers and writers comedy and dramatic series and motion pictures for television.

Joe Carlson, from American Medical International, Atlanta, joins Showtime there as the Southeast regional director.

Ernard Helfand, associate director, worldwide sales, ABC Pictures International, New York, named director, worldwide theatrical sales and distribution.

Leone, member, station relations department, Narwood Productions, New York, named manager, station relations.

Lewis, staff producer, Corporation for Entertainment and Learning, New York, named operations.

Tom Strasser, national sales manager, A, New York, joins Viacom Enterprises there as Northeast division manager. **Dennis Peterson**, South central division manager, Viacom, Atlanta, named central East division manager, Chicago.

Liam McConaghay, from Varian Associates, Sunnyvale, Calif., joins NPR Ventures, National Public Radio's for-profit subsidiary, Washington, as VP and general manager.

David Fuller, graphic artist, Barry & Enright Productions, Los Angeles, named graphic designer.

Nathan Putnam, regional sales representative, United Artists Classics, New York, named assistant national sales manager.

Doug Hall, associate producer, *The Great Outdoors*, United Stations, New York, named producer.

Mark Mason, production director, WABC(AM) New York, named program-production director.

Chuck Britton, production director, WLUP(FM) Chicago, joins WLS-FM there as production director.

Ewing, executive producer, noncommercial WTWS(TV) Detroit, named director of production.

Tommy Owen, music director and assistant program director, KIXK(FM) Denton, Tex., named program director.

Ry Danner, manager of music research, KUUD(FM) San Francisco, joins WHN(AM) New York as marketing and music research director.

Janice Oliver, executive director, Black Filmmakers Foundation, New York, joins noncommercial WNYC-TV there as program manager.

Victor Reyes, air personality, KTSA(AM)-FM(FM) San Antonio, Tex., named production manager.

Henry Maldonado, executive producer, WIV(TV) Detroit, named program development manager. **Sherry Burns**, senior producer, *Sonya*, succeeds Maldonado.

John Damron, from WCHS(AM) Charleston, W.C., joins WKAZ(AM)-WQBE(FM) there as pro-

anchors away. Frank Reynolds, Washington anchor for *ABC World News Tonight*, will return to that post in "four to six weeks," according to ABC News President **Roone Arledge**, in response to numerous queries the network has received. Reynolds, who is battling a case of viral hepatitis, has not appeared on the broadcast since April 13. **David Brinkley**, host of ABC's Sunday-morning public affairs program, *This Week with David Brinkley*, will continue to fill in for Reynolds until his return. **Ted Koppel**, anchor of ABC News's *Nightline*, returned to work last Monday (May 9) from a bout with viral pneumonia that had sidelined him since April 27.

duction manager.

Danuta Rylko, from KFMB-TV San Diego, joins Christian Broadcasting Network, Virginia Beach, Va., as reporter and occasional co-host for *700 Club*.

Mike Louis, from Satellite Music Network, Chicago, joins WDVN-TV Washington as staff announcer.

Steve Everett, from division of facilities planning, University of Tennessee, Knoxville, Tenn., joins noncommercial WUAL-FM Tuscaloosa, Ala., as program director.

Tony Leita, from WSAZ-TV Huntington, W.Va., joins WTHI-TV Terre Haute, Ind., as producer and host, *Midday Show*.

Thomas Casey, from WTIG(AM) Massillon, Ohio, joins WTAJ-TV Altoona, Pa., as weather anchor and *Good Morning* host.

News and Public Affairs

Bob Henry, director of special projects, LIN Television Group, LIN Broadcasting Corp., New York, named news director for LIN's WOTV(TV) Grand Rapids, Mich.

David Lippoff, executive news producer, WJBK-TV Detroit, named news director.

Gregg Hersholt, news director, KJRI(AM) Seattle, joins KV(AM) there in same capacity.

Pat McCarthy, news director, WQAD-TV Moline, Ill., joins KMBC-TV Kansas City, Mo., in same capacity.

Roy Carden, news producer, WPTF-TV Raleigh-Durham, N.C., named news director. **Joe Glennon**, chief photographer, assumes additional responsibilities as assignment editor.

Keith Edwards, anchor, KRDO-TV Colorado Springs, assumes additional duties as news director.

Walter Prince, assignment editor, WRAL-TV Raleigh-Durham, N.C., joins WPVI-TV Philadelphia as night assignment editor. **Phyllis Burke**, from WSOC-TV Charlotte, N.C., joins WPVI-TV as correspondent.

Max Utsler, chairman, broadcast department, University of Missouri School of Journalism, Columbia, Mo., and assistant news director, KOMU-TV Columbia, joins KSDK(TV) St. Louis as assistant news director.

Jeff Baillon, reporter, KMSP-TV Minneapolis-St. Paul, named assistant news director.

Arthur Garland, manager of public affairs, WRGB(TV) Schenectady, N.Y., retires May 20, after 37 years with station.

Lenora Fields, supervisor of computer services, WABC(AM) New York, named director of community affairs.

Trish Michaels, anchor-reporter, WBBH-TV Fort Myers, Fla., joins WTLV(TV) Jacksonville, Fla., in same capacity. **Audrey Barnes**, reporter, WBOC-TV Salisbury, Md., joins WTLV in same capacity.

Jim Bohannon, morning anchor, Mutual Broadcasting's WCFL(AM) Chicago, joins Mutual News, Washington, as correspondent.

Candace Gibson, from KMIR-TV Palm Springs, Calif., joins WMBB(TV) Panama City, Fla., as 5 and 10 p.m. anchor.

John Marler, from Bonneville Broadcasting's KIRO-TV Seattle, joins Bonneville's KSEA(FM) there as anchor.

Pam Saulsby, reporter, WTVJ(TV) Miami, named weekend co-anchor.

Matt Mixon, production manager, WBZ-TV

Now, computer-aided programming for... **PBS Television Stations**



Introducing the **New** computerized TV Program Scheduling System for the Apple II Personal Computer.

Check these system benefits:
• Improved Programming • Rapid Editing and Correction • Automatic Calculation of Time
• Easy Keyboard Entry • Fully Formatted Printed Output

V-LOG is a software system for use on an Apple Computer and includes a 3/4" training videotape. Substantially improved programming can be yours at surprisingly low cost.

Find out more, contact:

SSS Stolz Software Systems, Inc.

1255 University Ave., Rochester, N.Y. 14607
(716) 442-0888

Boston, joins WNEV-TV there as executive producer, public affairs programming.

Beth Blackstock, anchor-reporter, KTVT(TV) Fort Worth, joins WBRN-TV Knoxville, Tenn., as assignment editor.

Mary Stewart, weekday anchor, WOI-TV Des Moines, Iowa, joins WTLV(TV) Jacksonville, Fla., as weekday co-anchor. **Trish Michaels**, from WBBH-TV Fort Myers, Fla., joins WTLV as weekend anchor-weekday reporter.

Dave Gilbert, from WNBC-TV New York, joins WXYZ-TV Detroit as reporter.

Steve Gasque, anchor-reporter, WPCQ-TV Charlotte, N.C., joins WJAR-TV Providence, R.I., as reporter.

Pamela Davis, from WVIR-TV Charlottesville, Va., joins WCMH-TV Columbus, Ohio, as reporter.

Christopher Nance, from KMST(TV) Monterey, Calif., joins KPIX(TV) San Francisco as weekend weather anchor.

Zoa Bashline, reporter-photographer, WLYH-TV Lancaster, Pa., joins WGAL-TV there as reporter. **Rob Dixon**, from KETV(TV) Omaha, joins WGAL-TV as meteorologist.

Technology

James W. Barnes, president, electronics division, Cohu, San Diego, elected president and chief executive officer and named to board of directors, succeeding **William S. Ivans**, retired.

Peter Vronin, senior customer service representative, Western Union International, New York, joins Telecommunications Associates, satellite communications engineering firm, New York, as director of project planning. **Roger Pavane**, from Reuters, New York, joins Telecommunications Associates as manager of operations and sales.

Frank Accarrino, manager, newsgathering, NBC-TV's WNBC-TV New York, named network news technical manager for NBC-TV's *Today Show*.

Steven Winters, sales manager, Pyramid Film and Video, Santa Monica, Calif., named director of sales and special projects.

Karyn Chalmers, from WRAL-TV Raleigh-Durham, N.C., joins WPCQ-TV Charlotte, N.C., as studio and electronic graphics operator.

Mike Pepper, recent graduate, University of North Carolina, Chapel Hill, joins Video Taping Services as manager of its new Charlotte, N.C., office. **Kevin Barks**, technical manager, named assistant office manager.

Al Johnson, assistant manager, customer service, Catel division, United Scientific Corp., Santa Clara, Calif., named cable FM sales specialist.

Bob Santini, sales manager, Anixter, Los Angeles, named to same post with Anixter's Chicago distribution facility.

Ralph McClintock, studio and maintenance supervisor, WSBK-TV Boston, joins WVNY(TV)

What's in a name. Tri-Star Pictures is the new name for the motion picture studio established by joint venturers CBS, Home Box Office and Columbia Pictures late last year. It replaces the interim name, Nova, which was unavailable, according to the studio, since it is the name of a PBS science series. The newly christened Tri-Star also announced the addition of three top executives, to join Victor Kaufman, chairman and chief executive officer, and Gary Hendler, president and chief operating officer, who have been on board since February (BROADCASTING, Feb. 21). Reporting to Hendler, in Los Angeles, but based in New York, will be David Matalon, former senior executive VP, Columbia Pictures, as executive VP, worldwide marketing and distribution. Based in New York, and reporting to Kaufman there, will be Leslie Jacobson, former VP, associate general counsel, HBO, in post of senior VP, general counsel, and Jay Walkingshaw, former senior VP, finance and administration for Warner Amex Satellite Entertainment Co., as senior VP and chief financial officer. Appointments of production personnel, to be based in Los Angeles, will be announced shortly, according to studio.

Burlington, Vt., as chief engineer.

Nick Freeman, head of KIRO Video, in-house production subsidiary of KIRO-TV Seattle, named head of station's newly created department of technical operations and production services.

John Koch, engineer, WYFR Okeechobee, Fla. (international shortwave radio station), named project engineer.

Dennis Maddox, systems application engineer, EMCEE Broadcast Products, White Haven, N.Y., joins noncommercial WCFE-TV Plattsburgh, N.Y., as chief engineer.

Promotion and PR

Charla Hewitt, director of operations and marketing services, Turner Program Services, Atlanta, named to head newly created public relations office.

Kenneth Lerer, director of government affairs, Warner Amex Cable Communications, New York, named VP, community relations.

Hollis Palmer, director of advertising and promotion, Mutual Broadcasting System, Washington, named VP.

Kathleen Bracken, from Columbia Pictures Television, Los Angeles, joins Telepictures there as director of creative services.

Nancy Krakora, marketing communications specialist, Data Terminal Systems, Maynard, Mass., joins Artel Communications, manufacturer of fiber optic communications systems, Worcester, Mass., as public relations manager.

James Vodak, VP, general manager, Cox Cable, Omaha, joins Centel Corp., Chicago, as director of corporate communications.

Katy Baetz, promotion manager, WLKY-TV Louisville, Ky., joins WJBK-TV Detroit as on-air production manager, advertising and creative services.

Suzanne Horowitz, from WRKO(AM) Boston, joins WIZD(FM) Fort Pierce, Fla., as promotion director.

Allied Fields

E. Stratford Smith, former senior partner, Smith & Pepper, communications law firm, Washington, joins Alexander & Associates,

cable communications consultant, Clearwater, Fla., as director of its new public television consulting division.

Frank Stanton, president emeritus, CBS, pointed by President Reagan to Presidee Committee on Arts and Humanities. Star is former director of Lincoln Center.

Robert E. Lee, former chairman and lifetime member of FCC, received honorary doctorate from St. Bonaventure University, Olean, N.Y., May 15. He advised graduates to look to space for their future.

Walter Cronkite, special correspondent, CBS News, given the Marine Scholarship Fulbright award at ceremonies at Century Plaza hotel, Los Angeles. Award is recognition of his "professional excellence and lasting contributions to journalism."

Bob Elliot, consultant, Burkhardt/Abrams/Chambers/Douglas, Atlanta, named VP, adult education. **Jon Stinton**, consultant, B/A/M, named VP, research and development.

Walter Kingsley, head of own real estate consulting firm, Los Angeles, joins American Film Institute there as special consultant.

Hubert J. DeLynn, vice chairman and chief operating officer, RKO General, New York, named Man of the Year by Veterans Bed Network. Network is charitable organization that provides television and music programs to veterans in 162 hospitals across country.

Patricia Dignam, business development department representative, A.C. Nielsen, New York, named client service representative, Nielsen Station Index there.

Elected to Southern Educational Communications Association (Columbia, S.C.) engineering committee: **Clyde Miller**, noncommercial KERA-FM Dallas; **Al Korn**, Kentucky Educational Television, Lexington, Ky.; **Jack Beck**, noncommercial WHRO-FM Norfolk, Va.

Bernard Redmont, acting dean, Boston University's School of Public Communication, named dean.

Deaths

Vaughn Taylor, 72, character actor who appeared regularly in early years of television, including *Playhouse 90*, *NBC Dramatic Theater*, and *Johnny Jupiter* children's program, died of cerebral hemorrhage April 26 at Cedars-Sinai medical center, Los Angeles.

C. Crisler: guiding hand station sales

his own estimate, Richard C. Crisler has brokered between 300 and 400 broadcasting stations in his lifetime. Given the roughly 1,000 commercial radio and television stations on the air today, this translates to about 3 to 4% of the station universe that has changed hands with Crisler's assistance. For a man who didn't get into the business until he was approaching middle age, it is quite a record.

The son of a Cincinnati surgeon, Crisler—and fresh out of Yale—went to New York and landed a job with Guaranty Trust Co. It was early in 1929, "that period when everybody went to Wall Street." Crisler arrived in the spring. The stock market crashed that October, but Crisler survived the job cuts that ensued. He stayed in Guaranty's employ in New York for a year and in Cincinnati for two more. After that, he served with a Cincinnati insurance agency before joining Field Richards, a Cincinnati and Cleveland investment banking firm, in 1935. It was while Crisler was at Field Richards that he pioneered the use of debenture issues for the Memphis Commercial Appeal and the other upshore newspapers. "Prior to that time no one ever thought of senior debt issues in newspaper business," he explains.

Crisler didn't broker his first station until he was 45. After the second World War (he served as a captain in the Army Air Corps) Crisler became president and a principal in a new venture called Transit Radio. Founded with Crisler's childhood friend, the late Hulbert Taft Jr. (who also founded Taft Broadcasting), Transit Radio was set up to provide fledgling service—FM radio—with a captive audience—a phrase, Crisler notes with pride, coined at Transit Radio.

As president and chief salesman, Crisler traversed the country and successfully installed 10,000 crystal-controlled FM radio receivers in public transit buses that were tied to one particular FM station in each market. At its zenith, Transit Radio was operating on public buses in 22 cities. Although Crisler reports the service was extremely popular among bus riders, the company was sued by a Washington attorney who claimed Transit Radio was an invasion of privacy when bus riders who didn't want liveness were forced to.

The case eventually went to the Supreme Court, which decided 7-to-1 in Transit Radio's favor. By that time, however, expansion had been stymied and advertiser demand, passenger levels and stockholder interest had dwindled—the last group because "they were beginning to be more occupied with television," Crisler says. Transit Radio's owners, however, included blue chip companies like Taft Broadcasting, RKO General, Baltimore Sun, Houston Post, St.



Richard Carleton Crisler—president, R.C. Crisler & Co., Cincinnati; b. Nov. 3, 1907, Cincinnati; BA, Yale University, New Haven, Conn.; 1929; Guaranty Trust Co., New York, Cleveland and Cincinnati, 1929-32; superintendent of agencies, fire and casualty companies, Western Southern Insurance Co., Cincinnati, 1932-35; vice president and partner, Field Richards Co., Cincinnati, 1935-41; captain, Air Transport Command, Army Air Corps, 1942-46; Field Richards, 1947-48; executive vice president and later president, Transit Radio, 1949-51; present position since 1952; m. Lucy Hagin Howard, 1948; children—Richard Jr., Alex, Howard.

Louis Times-Star, Trenton Times and broadcasters Ben Strouse, former owner of WWDC(AM) Washington, and Bill O'Neil, former owner of WJW(AM) Cleveland. "All of these people had new FM stations and didn't know what to do with them," Crisler says, explaining, in part, why Transit Radio was launched.

After Transit Radio's owners abandoned the project, Crisler bought the company's stock and debentures, changed its name to R.C. Crisler & Co. and "entered the brokerage field." As the well-traveled president of Transit Radio, "I had made a lot of friends in the broadcasting business," he explained. He also was urged into brokering by Bill O'Neil, who was seeking a buyer for his other station, WICC(AM) Bridgeport, Conn. Crisler recalls: "He just said: 'Sell it.' So I did—in about three days [for \$200,000]. Then I was in business."

For Crisler, "in business" has meant playing important roles in the shaping and growth of Taft Broadcasting, Storer Communications, RKO General Broadcasting, Metromedia, Combined Communications and scores of lesser station groups.

Crisler was instrumental in the early days of Taft Broadcasting, when Hulbert Taft Jr. persuaded his father, owner of the Cincinnati Star, to expand in broadcasting. Crisler negotiated Taft's purchase of WTVN-TV Columbus, Ohio (1953; \$1.5 million); WBRC-

TV Birmingham, Ala. (1957; \$6.35 million); and later its acquisition of most of the Transcontinent group of broadcast stations (1964; \$34 million) and WTAF-TV Philadelphia (1969; \$4.5 million). Crisler also helped Taft work out its prospectus when the company—one of the earliest in broadcasting to do so—decided to go public. Crisler explains that Hulbert Taft enlisted his service because, besides being old friends, "he didn't know the Wall Street boys. I did." At first, Crisler recalled, selling a broadcast company to "the boys" wasn't a snap. "The investment fraternity was skeptical. They'd always look for brick and mortar, and they were suspicious of a government license," Crisler remembers.

Dudley Taft, Hulbert Taft's son, and now president of Taft Broadcasting, describes Crisler as "quietly persistent as, of course, a business broker has to be to a degree. But he does it in a very pleasant way; he's not abrasive."

One close associate of Crisler's ("Crick" to those close to him) describes his business style as "free-swinging. . . . He's an old banking pro, not the heavily documented research-oriented type of guy who you see in business these days. He's got a certain insight to suiting buyers and sellers that's almost a sixth sense." Crisler's deal to sell Lester Smith's and Danny Kaye's KJR(AM) Seattle to Metromedia for \$10 million concluded with a handshake between John Kluge and the principals, not in an oak paneled boardroom, but on a street corner in New York.

Crisler, with his penchant for bow ties and derby hats, is often described as looking like the Hollywood actor, Wallace Berry. More frequently, friends equate Crisler with his several-hundred-acre Kentucky plantation—"the northernmost piece of real estate south of the Mason-Dixon line," according to one—on the north bend of the Ohio river, only 20 minutes away from Cincinnati. Crisler describes with joy his number-one avocation: raising Black Angus cattle, "which sometimes is a lot of work." The cattle are also retailed through Crisler offices in Cincinnati. Business is brisk with about 200 sides of beef sold annually.

Among his colleagues, Crisler is often referred to as the dean of brokers—an appropriate title considering that Crisler gave a number of those colleagues, and his competitors, their start. Ted Hepburn of Hepburn & Co. Frank Kalil of Kalil & Co. and Edward Richter of Richter-O'Grady & Co. all were at one time associated with Crisler's firm. Says Hepburn: "He gave me the opportunity to learn the business and a credibility that I would not have been able to get anywhere else."

When one adds Crisler's influence over others in the brokering business to his record in station sales, his place in the station trading universe seems large indeed. □

In Brief

Procter & Gamble, nation's largest advertiser, has made "the largest single sponsorship buy for one season in TV syndication history," according to Lexington Broadcast Services President Robert L. Turner. P&G, Turner said, has bought \$15 million worth of national spots in LBS properties for 1983-84. Turner made announcement during speech to New York chapter of National Academy of Television Arts and Sciences. Speech featured another shot in arm for advertiser syndication with announcement of formation of new trade organization, tentatively called National Organization of Advertiser Supported Programs, to promote use of barter medium. More news surfaced last week that **P&G is stepping up its participation in advertiser syndication**. MCA TV announced Friday (May 13) that P&G has taken "significant position" in three of its barter series—*Salute* and *Hardy Boys/Nancy Drew Mystery* at reported investment of more than **\$5 million**. Last week it was reported that P&G had become major advertiser in *Thicke of the Night* syndicated strip (Closed Circuit, May 9).

John Blair & Co. split its common stock 2-for-1 and increased quarterly cash dividend from 12.5 cents to 14 cents per share on common stock outstanding after split. Split increases total outstanding shares from 3,930,000 to 7,860,000. Split and dividends are payable June 22, 1983, to shareholders of record June 3, 1983.

Question of financial and other terms under which networks will telecast college football this fall was left hanging last week, after **U.S. Court of Appeals for 10th Circuit**, in Denver, affirmed lower court decision that way **NCAA** apports television rights to those games violates antitrust law. Appeals court had stayed lower court's order, but barring further court action, nation's colleges would be free to negotiate their own television contracts with networks. Case was brought by two universities—Georgia and Oklahoma—which held that rule giving National Collegiate Athletic Association exclusive right to sell television rights to college football games to networks is, per se, price fixing. ABC and CBS are in second year of four-year contracts, under which each network may televise 35 games on regional or national basis each year. Networks have paid \$131,750,000 apiece for those rights. On Friday, day after three-judge panel issued decision on 2-1 vote, NCAA was not prepared to say what action it would take. David E. Cawood, NCAA football television program director, said opinion would be reviewed over weekend to determine "the best options available." But he said that NCAA continues to believe "television protection and limitations are necessary for the welfare of intercollegiate football" and that it will continue its efforts "to maintain the



ABC's 30th. Leonard H. Goldenson, who was in—and largely responsible for—the spectacle, last week led the celebration of the 30th anniversary of ABC Inc. The gala marking the event concluded the ABC television affiliates annual meeting, at the Century Plaza, in Los Angeles, and a number of those who have appeared on the network over the years were on hand. Dick Clark served as master of ceremonies, and Mickey Mouse showed up with one of his original Mouseketeers, Annette Funicello.

Morning tie. For the first time in its history, the CBS Morning News tied NBC's Today show in overall ratings for the week May 2-6. ABC's Good Morning, America, the number-one network morning news show since early 1980, remains well the lead, having averaged a 5.3 rating/27 share for the week while programs on CBS and NBC averaged 3.7/18. Competition among the three early morning news programs has been heating up since early 1981. Since then, CBS has gone from a 15 to 17 share, while NBC has dropped from a 23 to a 20 share and GMA has slipped from a 28 to a 27 share. Steve Friedman, executive producer of Today, attributes his program's rating slippage to a lengthy transition from its previous host, Tom Brokaw, who left in the summer of 1981 to Bryant Gumbel. Friedman notes that despite an overall ratings decline, research to be unveiled this week by an outside source will indicate that Today offers more satisfaction to its viewers than do its two competitors do theirs.

validity" of NCAA plan previously adopted. One of winner court case, Vince Dooley, Georgia's football coach, expressed hope existing NCAA contract will remain in force next fall. "C wise," he said, "I'm afraid it would create chaotic situation come this late."

NBC announced last Friday (May 13) that it will buy **WJIB(FM) B from General Electric Broadcasting** for a price reported to be to \$6.5 million. The station, which programs Bonneville's beat music format, will be NBC's ninth radio property (it owns AM's and four FM's). The last major radio station purchase NBC was in 1957 when it bought WJAS-AM-FM Pittsburgh \$725,000 from Pittsburgh Radio Supply House Inc. NBC sold 1 stations in 1972. General Electric, which is in the process of selling off its eight radio stations and two of its three TV outlets, is left with only KFOG(FM) San Francisco on the market. The deal is contingent on approval by NBC's board of directors.

Proposed budgetary figures for **fiscal 1984** (which begins Oct set by new management team at **National Public Radio** last calls for **deep cuts** across board with network's news and information programming budget, consisting primarily of **All Things Considered** and **Morning Edition**, experiencing biggest slash—down current \$5.1 million level to \$3.3 million. Word of budget cuts for NPR's two most popular shows alarmed many station managers of NPR affiliates and prompted telegram from John Beck, director of WNYC-AM-FM-TV New York, and Peter Low, manager of programming for stations, to NPR last Wednesday saying: "significant reduction in the quality of these programs would be a devastating blow to WNYC which we will oppose by all means at our disposal." According to Ron Bornstein, new acting chief operating officer for NPR, management's plan is first to establish working proposal for fiscal 1984 budget, with NPR making final decision. Action on current \$3 million budget shortfall discovered last month is awaiting results of audit by Washington-based accounting firm of Coopers & Lybrand, which is due June 10 (BROADCASTING, 2), Bornstein said.

NBC last week asked FCC to take "remedial action" against **cable systems**, Athena Cablevision of Corpus Christi, Tex.; U Video Cablevision of St. Louis, and Cox Cable of New York Inc. allegedly "knowingly and willfully" **intercepting satellite feed Super Bowl coverage** and showing feed, without NBC's permission, to subscribers (BROADCASTING, Feb. 7). NBC noted that had been clean—i.e., it contained no commercials but was interspersed with conversations of NBC technicians and announcers. NBC said alleged piracy violated Communications Act and a commission to issue notices of apparent liability to offenders.

What was described as "**wide-ranging agreement**" on **minority employment and community service** at RKO General's three TV and radio stations was announced Friday by **RKO and National Ethnic Media Coalition**. Key provisions were said to be: creation of **F NBCM Scholarship Fund** providing \$25,000 annually for min

E. William Henry and representatives of Joint Committee for Inter-Society Coordination, which organized group.

□
Senate Judiciary hearing on antitrust implications of cable deregulation bill, S. 66, scheduled for today, May 16, (see story, page 66), has been **canceled**. Committee Chairman Strom Thurmond (R-S.C.) was concerned that bill's renewal provision violated antitrust law. Late last week, however, bill's author, Senator Barry Goldwater (R-Ariz.), apparently assuaged Thurmond's concerns, and two have reached agreement on amendment for bill. FCC Chairman Mark Fowler also sent letter last week to Commerce Committee Chairman Bob Packwood (R-Ore.) stating his support for proposed AT&T amendments to S. 66.

□
With New Year still more than seven months away, **ABC has reportedly sold 90% of availabilities for both its Winter and Summer Olympics** coverage, advertisers meeting with network in Los Angeles were told last week.

□
Deputy Secretary of Commerce Guy Fiske has resigned in midst of investigations by Justice Department and congressional subcommittee regarding his possible conflict of interest in connection with Reagan administration's proposed sale of government's land and weather satellites to private sector. Fiske, whose resignation was effective Saturday, has denied impropriety. Investigations were touched off by Fiske's disclosure he has been under consideration for high-level post at Communications Satellite Corp., which has been lobbying hard for government sale of satellites. Fiske, in testimony prepared for congressional appearance that was canceled in view of Justice's investigation, said he had discussed possible employment with Comsat with Joseph Charyk, president of company, on four occasions and with professional recruiter "about 10 times," last year. During most of those occasions, Fiske said, he was still with Department of Energy, as under secretary. His fourth meeting with Charyk—"a mistake," he said—came after he joined Commerce, last June.

□
Charles Jones, general manager, WSRZ(AM) Sarasota, Fla., is latest National Association of Broadcaster radio board member officially to enter race for radio board vice chairmanship. Jones said he had been considering running for some time. His opponents include Walter May, WPKE(AM-WDHR(FM)) Pikesville, Ky., and Ted Snider, KARN(AM)-KYYK(FM) Little Rock, Ark.



□
Racquetees. The winners of CBS's annual Washington tennis tournament, held last week, with their trophies (back row, l-r): Representative Thomas Bliley (R-Va.); Mark Johnson, CBS Inc.; Representative John McKernan Jr. (R-Me.); Randy Nichols, FCC; James Bayless Jr., Commerce Department, and Sandy Kimball, FCC kneeling (l-r): David Markey, National Telecommunications and Information Administration, and Neal Pilson, CBS Sports.



□
da in Washington. Alan Alda (center), Hollywood producer and star of *M*A*S*H*, met with Congressmen Tim Wirth (D-Ill.) and (r) Henry Waxman (D-Calif.), last week to talk about the FCC's financial interest and syndication rules. Alda specifically came to Washington to lobby against the FCC's proposed rulemaking to repeal the rules, and he went on the stump for R. 2250, introduced by Waxman and Wirth, which would enact a five-year moratorium on any changes to the FCC's rules. Alda had a full one-day agenda: breakfast with members of the Energy and Commerce Committee; meetings with FCC commissioners Mimi Dawson, James Quello and Henry Rivera; lunch with the House Arts Caucus; an afternoon meeting with committee chairman John Dingell (D-Mich.), and a reception sponsored by Wirth, Waxman and Representative Carlos Moorhead (R-Calif.).

□
ents in communications; RKO to increase public service programming for minority organization on its stations and work with NBC to identify and recruit blacks for management, professional, technical and sales positions at its station; RKO to conduct advisory meetings with NBMC to keep station executives abreast of programming an EEO issues of special sensitivity to blacks to meet regularly with NBMC to review RKO's performance in public service action and program service.

□
her STV operation will bite dust. This time, **Preview Subscription TV Inc.**, owned by Time Inc. and leased over WCLQ-TV Cleveland (31), announced it would **cease operations Aug. 31**.

□
will introduce two half-hour summer news series on Sunday, Aug. 26, following *60 Minutes*—**On the Road with Charles Kuralt and Times with Bill Moyers**, which will feature major story each week followed by short, unrelated commentary. *On the Road* (creative producer, Russ Bensley), will be sponsored in large part by GM; General Motors will be major sponsor of *Our Times*. Both programs will run through summer on Tuesdays beginning at 8 p.m. through Aug. 23.

□
ures that light up screens of TV sets of tomorrow will be vastly superior to those of today. That was promise of **Advanced Television Systems Committee**, which held **first meeting** last Friday at its headquarters in Washington. Invitation to attend meeting was extended to all interested in developing standards for advanced television systems, and more than 100 responded with their presence. Calling ATSC "the right committee, at the right time, with the right people," its newly named executive director, Richard Green, urged prompt action in setting standards—domestic and international. Otherwise, he said, there will be "a proliferation of facto standards that will be largely incompatible." **ATSC is to develop standards for "improved NTSC" systems**, which present "evolutionary" improvements over current system; "enhanced 525-line" systems, which retain NTSC's scanning format and aspect ratio, but have different "signal format" and high-resolution television systems (HDTV) characterized by doubling of resolution, improved color rendition, wide-screen aspect ratio and stereophonic sound. Two-and-a-half hour meeting moved briskly through presentation by ATSC Chairman and former FCC Chairman

Editorials

At last

The FCC finally got around last week to a rulemaking that the National Association of Broadcasters proposed in the summer of 1980: to repeal or modify the commission's personal attack and political editorializing rules. No two rules on the commission's books are more deserving of repeal. The hope will be that the commission reaches that conclusion by a faster track than it followed in initiating action.

It was the commission's adoption of the personal attack rule that gave us the Supreme Court's *Red Lion* decision which is still invoked to emphasize the second-class citizenship that broadcasters endure. In other circumstances the rule could have led to the emancipation of broadcasters. Indeed the Seventh Circuit Court of Appeals, where the Radio-Television News Directors Association filed its challenge, declared the rule a violation of the First Amendment and issued a ringing affirmation of the freedom of the "broadcast press." Unhappily, the RTNDA case was consolidated before the Supreme Court with a circuit court appeal that had been lost by WGCB-AM-FM Red Lion. Pa. WGCB had defied an FCC order to grant time to the object of particularly virulent attacks broadcast on the station. The RTNDA case fell from view as the high court focused on the emotion-charged confrontation between WGCB and the commission.

The FCC's repeal of its rules would do nothing, of course, to the *Red Lion* decision, which remains to be corrected by the court itself, an unlikely prospect, or by congressional repeal of Section 315, the root cause of all this trouble, now at least a possibility. It would, however, remove excessive applications of the fairness doctrine that clearly discourage journalistic enterprise. If the same rules were applied to the printed press, newspapers and magazines would undergo overnight change.

The court in *Red Lion* affirmed the FCC's authority to adopt the rules. It also, by implication, affirmed the authority to revoke them. There is obvious sympathy for repeal among present members of the FCC, but there are members who thought that the removal of these encrustations on Section 315 would give Congress an excuse to defer the repeal of the law. Congress, regrettably, has other excuses. On with it.

Like old times

Everybody knows that what is seen in the new-program presentations that the TV networks put on in the spring is not necessarily what the audience gets in the fall. Aside from interim fine-tuning by the networks themselves, the shiny promise of pilots and plot lines tends to fade, more often than not, as the new season unwinds on the home screen. Picking winners is a chancy business.

We think it safe to say, however, from what we have seen of the new prime time plans, that the three networks are going at the 1983-84 season with as much gusto and competitive spirit as they have shown in recent memory. As usual, they are offering a raft of new series and are shuffling their programs around to take advantage of weaknesses that they detect in the competition. Nothing new about that, but no letup, either. There also will be more mini-series—which provided some of the brightest hours of the past season—and the movie lineup strikes us as unusually strong in terms of both theatrical features and the increasingly popular (and

expensive) made-for-TV movie projects. There seems to be something for just about everyone, as there should be, and next year there'll be the Olympics to put more spice into the mix.

Viewers of course will cast the only votes that count. Thanks to all the competition, they are also the only ones who can safely be called winners ahead of time.

Make work

As was to be expected, a hundred and more applications have been filed for the RKO General stations that the FCC put up for grabs, at the direction of an appellate court that never hesitates to tell the FCC how to go about its administrative business. As was remarked on this page when the FCC did the court's bidding, the only certain winners in the contests now started will be the lawyers "whose profession has already made a killing in the endless RKO cases at the FCC."

And they said deregulation would depress the law business.

Next

The FCC's radio deregulation that the appellate court upheld in most details last week was evaluated on this page at the time of its adoption as probably as much deregulation as the commission could decree under the existing Communications Act. That judgment was confirmed by the tenor of last week's court opinion.

Still it is deregulation that has proved meaningful. It has saved broadcasters time and money at no discernible decrease in their service to the public. Indeed the deregulated radio system is flourishing. With its radio decision affirmed by the court, the FCC is free now to tackle the deregulation of television.

There remains a possibility that deregulation on a larger scale may be obtainable through legislation, and broadcasters would be ill advised to diminish their efforts toward that end. But the outcome on the Hill is speculative. While the legislative process goes on, the FCC must be encouraged to begin the rulemaking that would lead to television deregulation.

The court's affirmation of its radio deregulation of 1981 gives the FCC the cue and should give it the nerve to initiate the television deregulation of 1983.



Drawn for BROADCASTING by Jack Schmidt

"Overall, I'm not happy with the show, but I love seeing my name at the end."

**“With ABC Direction
you have access to all
the resources of a
great network,
with the flexibility
you need to manage
your station.”**

**David C. Fuellhart
General Manager,
WPOC-FM,
Nationwide Communications**

When you join Direction, your station has access to the world's largest radio news-gathering organization. With its hourly three minute newscasts, daily and weekend sports reports, exclusive Olympic coverage, and personal health and fitness features, Direction will help you build your station's position in the local marketplace. And will provide you with many new local sales opportunities... all with a surprisingly low network inventory.

Direction's dynamic programming relates to adult listeners in a warm, personal manner. It doesn't just tell listeners what's happening in the world today, but how it will affect their lives.

Best of all, you keep the flexibility you need to control your station's programming and sales. You choose which programs and sales opportunities give your station the greatest competitive edge.

Put Direction to work for you.
Call Vincent A. Gardino, Director,
ABC Direction Radio Network,
(212) 887-5636.

 **ABC Direction Radio Network**

Exclusive Radio Broadcasters of the 1984 Summer Olympics.



© 1981 ABC, Inc.

"Star in Motion"

© 1980 L.A. Olympic Committee

July 14 1983

EASTERN'S SPRINT. WHEN IT DEFINITELY, UNQUESTIONABLY HAS TO BE THERE TODAY.



Most air-freight companies spend the day on the ground, racing to pick up small packages. So they can deliver them *overnight*. At Eastern Airlines, we spend that time in the air, delivering small packages to over 90 cities throughout the U.S. *The same day.* Just have your package at the Eastern airport counter at least 30 minutes before flight time. We'll put it on our next flight out and guarantee that it arrives the same day.* Or you don't pay. The guys who "fly-by-night" simply aren't up to that kind of service.

© 1983 Eastern Air Lines, Inc.

 **EASTERN**

SPRINT
SAME-DAY PACKAGE SERVICE

Door-to-door delivery available for an additional charge. Call toll-free at 800-336-0336.

*Guaranteed same-day delivery requires that package be on a flight scheduled to arrive before midnight.