

Broadcasting Jul 18

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INDUSTRY STANDARD

CHAPTER II

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Broadcasting Jul 18

Upfront buying breaks □ Consensus forged at RARC; U.S. technical standard rejected □ CBS still high on MDS □ Fate of 13 other RKO's rests with KHJ-TV proceeding

DAM BURSTS □ Advertising agencies begin to make upfront time purchases in fall network programming. **PAGE 23.**

AD PREDICTIONS □ Coen releases forecast that ad numbers in 1983 will be even bigger than expected. **PAGE 23.**

RARC'S CLOSING □ International telecommunications conference in Geneva reaches basic agreement on DBS with plan "acceptable" to most. **PAGE 24.** U.S. loses on issue of power flux density, but indications are it will take reservation on matter. **PAGE 25.**

COMPROMISE □ Commission moves toward compromise in financial interest and domestic syndication rulemaking. **PAGE 26.**

ALL ON KHJ-TV □ FCC decides to settle character issue of remaining 13 RKO licensees in Los Angeles station proceeding. **PAGE 27.**

EMPTY CHAIR □ Tom Bolger walks out as ex officio executive committee member amid more TV vs. radio turmoil at NAB. **PAGE 27.**

IN THE MAILS □ House Telecommunications Subcommittee mailed questionnaires on quantification issues to TV stations last week, radio this. NAB sends out its own Mailgrams. **PAGE 28.**

TRY AGAIN □ Although FCC rejected CBS's multichannel MDS proposal, company has not given up on service. **PAGE 29.**

TIP BALL □ Broadcast and cable networks watch as NCAA and CFA wrestle over rights issue. **PAGE 30.**

MIXED REVIEW □ Commenters to FCC give mixed

answers to question of what definition of community should be. **PAGE 32.**

NEW CHIEF □ Jack Smith takes over as head of FCC's Common Carrier Bureau. **PAGE 34.**

WILL CONTESTED □ Columnist George Will becomes center of media ethics discussion on giving advice to and discussing performance of Reagan in 1980 debate. **PAGE 45.**

NAMES IN NEWS □ Jim Bellows, former newspaper executive and producer for *Entertainment Tonight*, joins ABC News to create new news show. Former CBS News executive Sig Mickelson tops RTNDA award winners. **PAGE 45.**

GRIDIRON REVIEW □ Both ABC and ESPN profess pleasure with United States Football League in first year, with both predicting TV contracts will be renewed. **PAGE 48.**

MERGER MEETING □ Justice Department officials will meet with Showtime and Movie Channel representatives today. **PAGE 49.**

SUMMER HEATS UP □ Networks and cable programming services are providing mix of old and new fare in hopes of keeping viewers tuned in this summer. **PAGE 50.**

NEW LOOK □ Group W plans to restructure *PM Magazine* this fall, giving more flexibility in its format. **PAGE 51.**

MEDIA MAN □ Creativity and professionalism have proved a winning combination for McCann-Erickson's Gene DeWitt. **PAGE 71.**

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Radio activity

Abrupt resignation of Forward Communications' Tom Bolger from executive committee of National Association of Broadcasters last week (see page 27) was occasioned at least in part by acrimony over presumed future ambitions for joint board chairmanship of association. Plan had been discussed during recent Washington board meeting whereby Robert Pricer, immediate past radio board vice chairman from WCLT(AM) Newark, Ohio, would take past board chairman's seat this year, while Martin F. Beck of Beck-Ross Communications, present radio board chairman, would succeed to post next year.

Then, year after that, when joint board chairmanship would be open (and it would be radio's turn), Beck would stand for election to that post. Under normal operation of NAB escalator, that position would go to Ted Snider of KARN(AM)-KKYK(FM) Little Rock, Ark., who is now radio board vice chairman. Bolger referred to existence of radio strategy—which his continued presence on executive committee would frustrate—before declaring "I quit" and walking out of meeting.

Gusher

Last Thursday, July 14, may go down as biggest selling day television has ever had—yet. CBS officials think it was all-time record day for them (see page 23). According to some accounts, at one point they had to call time just to take stock. ABC, which reported its upfront sales had reached \$350 million by Thursday afternoon, claimed another \$100 million between then and mid-morning Friday. NBC officials say it was big day for them but not biggest ever, perhaps because they got upfront sales rolling several days before other networks. Agency executives said it was buys on NBC that touched off last week's run.

One world

International Telecommunication Union seems to have way of investing delegates to its conferences with strong brand of internationalism. Last week, Kenneth Brown, of Canada, and Savio C. Pimheiro, of Brazil, as members of planning committee of Region 2 conference on direct broadcast satellite service, were instructed to make improvements where possible in plan Cuba

had proposed as means of equalizing number of channels each country in hemisphere would be allowed. Both Canada and Brazil opposed plan (as did U.S.), on ground it would not provide capacity they feel they need. But Brown and Pimheiro applied themselves with skill and vigor, with result that plan, as it came from their computer printouts, showed marked improvement in elimination of interference problems. And that, of course, complicated arguments of big countries, including Canada and Brazil, against revised plan.

Formerly of Indianola

Dossier, monthly magazine that covers Washington society, carries lists of residential real estate transactions in upper brackets. Following appeared in current issue: "441 33rd St N, Arlington [Va.] Goodman & Co to Edw O Fritts—\$415,000."

Odd alliance

George Mason University, Fairfax, Va., which has been broadcasting Satellite News Channel, C-SPAN and live coverage of FCC meetings over its ITFS channels to offices in Washington, has been talking with George Washington University and ARTEC, cable system serving Washington suburb of Arlington, Va., about setting up partnership to provide 10-channel "wireless cable" service to Washington area, using ITFS frequencies. Programing would comprise popular cable networks, including current GMU lineup.

As GMU's Mike Kelley envisions it, universities would provide channels—GMU would contribute eight and GW two—and ARTEC would handle programing, marketing and billing. Kelley believes partnership could generate "some real big money" that could be used, perhaps, to subsidize school of telecommunications at GMU. Kelley's plans are contingent on interpretation of new ITFS-MDS rules that were published last Friday (see page 29).

Conference call

Senate Communications Subcommittee and House Telecommunications Subcommittee have tentatively scheduled joint hearings on telephone legislation for July 28 and 29. House official said subcommittees will be considering ramifications of AT&T divestiture and recent FCC decisions, including one on

access charges that is pending reconsideration. Efforts by both bodies to come up with telephone legislation last year died on vine.

Expensive hindsight

If Satellite Television Corp. knew year or two ago what it knows now, it could have saved nearly \$70 million. Comsat subsidiary announced last May plans to reconfigure its high-power DBS system to offer six channels of programing to eastern half of country, rather than three channels to Eastern time zone. Change in plans came with realization that STC needed at least five channels to compete with other DBS services and that transponder power of bird (200 watts) was great enough to cover half country and still deliver good pictures to two-foot earth stations.

Comsat ordered two three-transponder satellites from RCA Astro Electronics last fall to implement original system. Had it come to realization on required channels and transponder power earlier, it could have ordered single six-transponder satellite instead and saved money. STC will pay between \$173 million and \$183 million to build two three-transponder satellites and launch them aboard space shuttle. According to RCA Astro Electronics, it could have purchased six-transponder bird and launched it aboard shuttle for around \$115 million.

Hacking away

Next step in FCC's removal of what Chairman Mark Fowler has been calling "regulatory underbrush," like that removed last week with elimination of policies aimed at discouraging fraudulent use of coverage maps and ratings information (see page 27), is expected at meeting Aug. 4, when commission will be asked to delete dozen policies restricting programing discretion, such as one prohibiting repetitious play of records.

After FCC acts on pending character proceeding, in which it proposes to restrict its character concerns to behavior directly related to provision of service to public, FCC will be asked to eliminate rules and policies overseeing licensee business practices. Precise rules and policies aimed for deletion in that phase will be determined by how FCC narrows its concerns about character, source said. In third phase, commission will propose elimination of host of other technical and operational rules and policies.

Cable castings

Here we go again

The Sacramento, Calif., city council and county board of supervisors has voted to accept new proposals for a cable television franchise serving the area's 360,000-home franchise. The formal request for new proposals, which follows an unsuccessful nine-month attempt to reach a satisfactory agreement between local cable officials and United-Tribune Cable Co., is expected to be released this Wednesday (July 20). It's expected to be at least six months before a new franchise could be awarded.

A joint venture of United Cable Television and Tribune Cable Communications was awarded the franchise last September, calling for a three-tier, 125-channel system. However, authorities decided to reopen the franchising process after disagreements among principals concerning terms of the negotiated contract could not be resolved. The Tribune company eventually dropped out of the joint venture and an attempt to form a coalition involving other cable companies was unsuccessful.

Cable data in Oregon

In the wake of opposition from Oregon cities and cable television companies, the Oregon House State and Federal Affairs Committee has rejected legislation that would have put cable data transmission under the authority

of the state public utility commissioner.

The legislation, which was backed by John Lobdell, state public utility commissioner, and offered as amendments to a routine utility bill, also would have granted the commission permission to deregulate competitive services. According to Ed Morrison, administrator of the telecommunications division of the commission, under that amendment, Lobdell would have been able to deregulate data offerings in areas where a telco's and cable's offerings of data services overlapped.

In view of the opposition, Morrison said, the committee had decided to study the issues raised in the amendments further. Even without the amendments, however, Morrison said he would recommend that telco data offerings be deregulated "as much as possible" in areas where competition for those services exist.

Michael Dewey, executive secretary of Oregon's cable association said the cable companies feared that Lobdell would have used the amendments, at least in certain cases, to deny cable companies entry into many services in hopes of insuring that telcos would be able to continue subsidizing local telephone use with revenues from their protected offerings.

At the request of Pacific Northwest Bell, the commissioner is still investigating whether cable data services should be regulated by the state as common carrier offerings (BROADCASTING, June 13).

Message for cable?

In a move that bucks a national trend, one of the STV industry leaders has cut its adult programming in half and pushed such material into a later time slot, citing local marketing research indicating viewers want less—not more—sexually explicit fare.

Effective August 1, ON TV Los Angeles, which is broadcast over KBSC-TV Corona, will limit its "Adult Only" tier to three nights a week, cut the tier's subscription fee from \$4 to \$2 a month, and begin such programming at 12:30 a.m. rather than 11 p.m. Pacific time. ON TV Los Angeles Vice president and General Manager Richard Whitman said the move will allow for expanded scheduling of movies, concerts, specials and four new series, including an original video sports magazine. "By reducing the number of night 'Adults Only' is telecast, we can concentrate on programming only the very best adult movies available," Whitman explained. "By starting them later at night, we can now respond to another subscriber request by scheduling an extra feature film into the 11 p.m. time slot." ON TV Los Angeles has lost more than 100,000 subscribers since July 1982, when it counted 385,000.

What goes for Los Angeles does not go for other markets. In Chicago and South Florida, where ON TV programs other STV outlets, "Adults Only" programming is reportedly "very popular" and scheduled six nights a week, with back-to-back double features on Thursdays, Fridays and Saturdays. All three ON TV services will pick up the new regular series, however, to be introduced over the next two months.

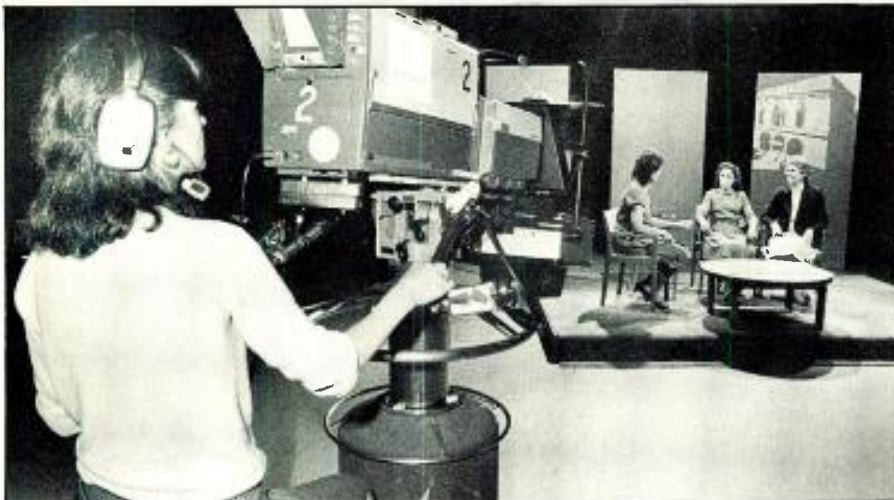
S.A.L. purchase

Cable TV Industries, a Los Angeles-based supplier of cable equipment, has agreed in principle to purchase S.A.L. Cable Communications, Melville, N.Y., another cable hardware supplier, for \$7.2 million in cash, stock and notes. The deal should be completed by the end of the summer. Cable TV Industries had sales totaling \$32 million for fiscal year ending Jan. 1. S.A.L. Cable had sales totaling \$26 million for fiscal 1983.

The cable music scene

L.A. Music Guide, an original half-hour ad-supported music information series created by Cable Communications Unlimited of Beverly Hills, Calif., premieres on Los Angeles cable system on Oct 1. Producers of the program, targeted to the 14-to-24-year-old audience, have signed an agreement with Falcon Cable and are negotiating with Valley Cable, CommuniCom and other southern California cable operators for distribution.

According to the producers, *L.A. Music Guide* will be regionally promoted through



Cable-broadcast partnership. In an example of cross-media cooperation, the Continental Cablevision system serving Springfield, Mass., is producing nearly a third of all its local programming in studios rented at noncommercial WGBY-TV there. In the photo above, a station technician tapes a segment of a Continental series that showcases area artists. Over the past year, Continental has also produced at the station an exercise series and a how-to series. In progress are series on cooking, women and crime prevention. According to the station, Continental's use of the facilities has pumped \$125,000 into the station at a time of cutbacks in federal funding. "I didn't want to turn our production house into an all-cable facility, and that's one of the dangers of signing such a contract," said WGBY-TV General Manager Jerry Franklin. "But it is a natural marriage for cable contractors and local public television stations to work together on local programming."

record stores, night clubs, concert announcements and daily advertising on KRCC-FM Pasadena, Calif. Richard Blade, a station air personality, will co-host the series with actress/comedienne Sonia Weisman. Cable Communications is budgeting \$13,000 for each edition of the program, which will include interviews, news, concert information and rock video.

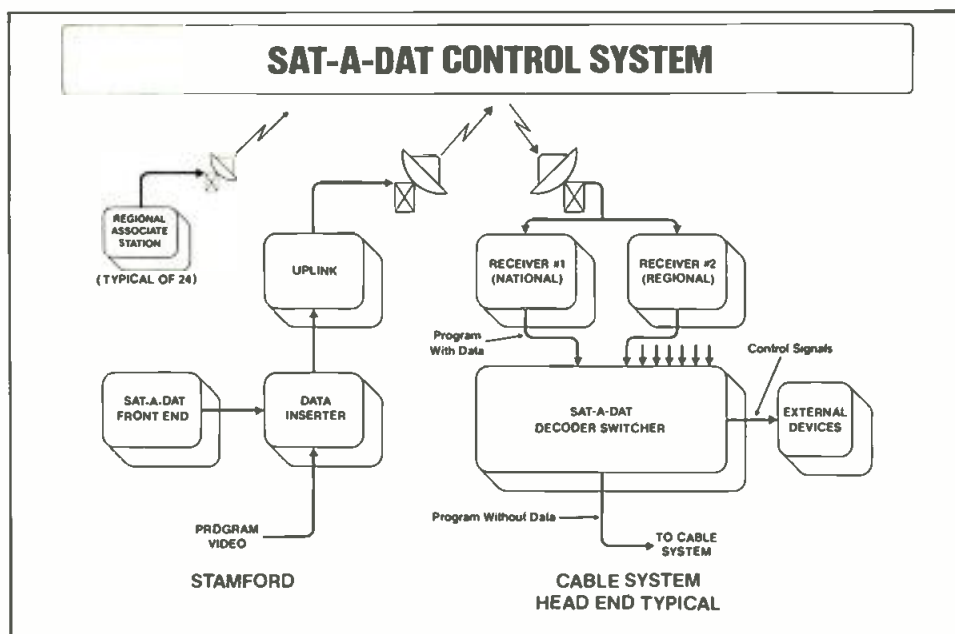
Six minutes of advertising will be available to national and local sponsors of the program on a seven-day-a-week basis. A new episode of the program will be produced each week, with updated local music information and features.

Cheap, but effective

Cable Graphic Sciences of Clovis, Calif., has come up with an inexpensive way for cable operators to begin picking up some local advertising dollars. The system 840, which sells for \$3,395, creates colorful video graphic ads and automatically inserts them into the local availabilities of up to four different ad-supported programming services. "A system that carries ESPN, CNN, MTV and Cable Health Network," said Ken Doyle, general manager, CGS, "has access to over 440 30-second spots each day. Even if you sell only one half of these for \$1 per spot, you can realize over \$80,000 in extra revenue per year."

Commercial delivery

Group W Satellite Communications is forming a new business that will give advertising agencies a way of distributing commercial spots to specifically targeted television



GWSC's Sat-A-Dat

stations across the country via satellite. At the same time, GWSC hopes the service will help advertisers develop budgets for cable, and thus help GWSC's Satellite News Channel.

GWSC will use four SNC transponders, which are not used from midnight to 6 a.m., to deliver the spots. Advertisers will be given 25% of the value of each spot on SNC. The cost will be approximately \$20 per spot. (A \$2,000 order would mean \$500 credit on SNC.)

GWSC will use its Sat-A-Dat switching

unit, a computer driven device which has been installed at SNC headends to switch from regional to national feeds. Each unit can be addressed individually from GWSC headquarters in Stamford, Conn.

The company hopes to have the operation running by October. Lloyd Werner, GWSC senior vice president, sales and affiliate relations, said the idea was developed in an effort to "develop [advertiser] budgets for cable." He said the operation could generate as much as \$10 million more per year in commercial spots seen on SNC.



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Business Briefly

TV ONLY

Curtis Mathes Home Entertainment Centers □ Seven-week campaign begins at end of July in 99 markets. Spots will run in prime time, news and sports programs. Target: adults, 25-49. Agency: Stern/Monroe Advertising, Dallas.

Peugot Motors of America □ Four-week campaign for cars begins the end of July in approximately 10 markets. Spots will run in prime, sports and news times. Target: men, 25-54. Agency: Ogilvy & Mather, New York.

Roses Stores □ Back-to-school promotion begins Aug. 8 for two weeks in 10 markets in North Carolina, South Carolina and Virginia. Commercials will run in all dayparts. Target: women, 25-49. Agency: Dusenbury & Alban, Durham, N.C.

RADIO ONLY

Just Pants □ Jeans will be advertised in back-to-school campaign that begins July 27 for five weeks in 70 markets.

Commercials will be scheduled in all dayparts during weekdays. Target: persons, 12-24. Agency: Cunningham & Walsh, Chicago.

Beatrice Foods □ Bonkers cat treats will be spotlighted in two-week flight starting Aug. 1 in 15 to 20 markets. Commercials will run in daytime, afternoon and early evening periods. Target: women, 25-54. Agency: Fortis Advertising, Chicago.

Jordan Marsh □ Department store chain is advertising dollar day sales in five markets in August for two days in each market. Commercials will run in all dayparts. Target: women, 25-49. Agency: Smith-Patterson Advertising, Boston.

RADIO and TV

General Electric □ Campaign for major appliances will run for one week in 14

Rep Report

WAMA(AM) Tampa, Fla.: To Caballero Spanish Media from Lotus Representatives.

WLW(AM)-WSKS(FM) Cincinnati: To Eastman Radio from CBS Radio Spot Sales.

WPOP(AM)-WIOF(FM) Hartford-Waterbury, Conn.: To Eastman Radio from Torbet Radio.

WSOM(AM)-WQXK(FM) Salem, Ohio: To Eastman Radio from Major Market Radio.

KPAK(AM) Redding, Calif.: To Eastman Radio from Lotus Representatives.

KMMM(AM) Austin, Tex.: To Caballero Spanish Media from Selcom.

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Rev. Harry G. Schlitt, Chairman

Top 10 products. Food products, which includes restaurant advertising, has generated the most spot activity for the first quarter of 1983 with companies spending \$37.8 million on the medium (see chart below)—up 18% over the same period last year. That is according to the advertiser-estimated expenditure report which contains data for 26 broad product categories compiled and distributed by Radio Expenditure Reports Inc. Figures in the report reflect not only national and regional spot business, based on information supplied to RER by 15 rep firms, but also local spot taken from a sample size of 2,000 stations in more than 150 markets.

The biggest gainer in spot activity for the first quarter among the top 10 product categories was the cosmetic field, which spent an estimated \$4 million—up 54% over last year's first quarter. The biggest decline comes from the automotive industry—down 28%.

Data for the chart was gathered through the help of McGavren Guild Radio. Figures are "projected" estimates based on a formula devised by the Radio Advertising Bureau. Chart does not include the miscellaneous category.

(All figures are in millions)

Product Category	1983 (First quarter)	1982 (First quarter)	% change	1982 (Total year)
Food Products ¹	\$37.8	\$32.0	+18	\$153.3
Travel & Shipping ²	34.1	33.1	+3	142.4
Automotive ³	27.2	37.9	-28	132.0
Beer/Wine/Ale	19.8	14.3	+38	126.2
Consumer products ⁴	16.9	12.7	+33	71.2
Agriculture ⁵	6.2	8.4	-26	25.0
Soft drinks	5.1	4.6	+11	36.0
Gas & oil ⁶	5.0	3.4	+47	22.3
Apparel	4.1	3.0	+37	27.3
Cosmetics & toiletries ⁷	4.0	2.6	+54	23.2
Total spot expenditures for all 26 product categories	209.0	199.2	+5	1,006.8

¹ (includes tea, coffee, dairy products, fruits, vegetables, meat, poultry, fish, and restaurants, among others).

² (includes airlines, freight, cruise lines, car rentals, domestic tourism, motels and hotels, among others).

³ (includes accessories, parts & tire companies).

⁴ (includes insurance, finance and investment companies, public utilities, among others).

⁵ (farm business)

⁶ (includes most American oil & gas companies).

⁷ (includes ad dollars from Avon, Bristol-Myers, Colgate, Gillette and Johnson & Johnson, among others).

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 Rufus Crater (New York)

Editorial Consultants
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**BROADCASTING/CABLECASTING
 YEARBOOK**

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 John Andre, *sales manager (equipment and
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 Doris Kelly, *sales service manager*.
 Christopher Mosley, *classified advertising*.
New York
 David Berlin, *senior sales manager*.
 Charles Mohr, Ruth Windsor,
sales managers.
Hollywood
 Tim Thomelz, *sales manager*.

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

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 Philippe E. Boucher, *controller*.
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 Phone: 212-599-2830.

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 Stephen McClellan, *assistant editor*.
 Vincent M. Ditingo, *senior editor: radio*.
 John Lippman, *staff writer*.
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advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
 Phone: 213-463-3148.

Richard Mahler, *correspondent*.
 Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Teletesting* introduced
 in 1948. *Television* acquired in 1961. *Cablecasting**
 introduced in 1972. *Reg. U.S. Patent Office □
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TELEVISION. Cablecastings.

markets in South and Midwest
 beginning in August. Commercials will
 run on radio and television in all
 dayparts. Target: adults, 25-54. Agency:
 Sheehy & Knopf, Louisville, Ky.

White Castle □ Hamburgers will be

featured in flights of eight to 10 weeks,
 starting in mid-September in
 approximately eight markets.

Commercials will run on radio and
 television in all dayparts. Target: adults,
 18-34. Agency: Simpson Marketing,
 Columbus, Ohio.

Advantage

Back into TV. Thompson Medical Co.'s Prolamine appetite-control time capsule returned to television advertising last week after absence of three years with campaign on network daytime television. New 30-second TV commercial focuses on special needs of mothers and shows one mother who says, "It's hard to lose weight when you have three hungry kids every day. Because every time they eat, you want to eat." Tagline is: "Prolamine: For hunger control you want, when you need it most." Agency for Thompson Medical is Marschak Co., New York.

Torbet's spot radio picture. Analysis by Torbet Radio of its spot radio opportunities for second quarter of 1983 shows that 25-54 age group was most requested, accounting for 36% of all requests, up from 33.6% in first quarter of 1982. Runner-up was 18-49 at 15.7% and in third was 25-49 at 13.5%. Male requests topped those of female. According to Torbet, one-week flight was length most requested, followed by four weeks, two weeks, three weeks and six weeks, in that order. Metro survey area accounted for 89% of all requests.

New products galore. Dancer Fitzgerald Sample, New York, reported introduction of 876 new products during first six months of 1983, eclipsing previous record of 684 in comparable period of 1982. Leading new-product derby were health and beauty aids, with 174 entries, followed by frozen food, 113; candy and gum, 60; bread, cake, cookies, 59, and sauces, spices, condiments, 57. Martin J. Friedman, editor of *Dancer Fitzgerald Sample New Product News*, said "virtually every month since the first of the year has been a record-breaking one and we expect that 1983 will surpass 1982 by a wide margin." He noted that growth in new products is broadly based by category, with new items coming from both large and small manufacturers.

ANA's position. Association of National Advertisers, which has been asked by Federal Trade Commission to comment on its advertising substantiation requirements, made five proposals to FTC last Friday (July 15). ANA asked FTC to adopt as basic policy that advertisers have sufficient pre-existing substantiation to cause them to believe advertising claim is true. Association also suggested that if advertiser had sufficient substantiation to believe claim is true in its first use, further substantiation developed at any time is admissible if claim's truthfulness is challenged. Another point made by ANA was that if FTC challenges advertising claim, substantiation developed by advertiser at any time be admissible, provided advertiser had pre-existing substantiation to support claim he intended to make. ANA also proposed that FTC have "substantial reason" to believe that advertisement is deceptive prior to seeking substantiation for claim. This suggestion, ANA said, was made in belief that it is wasteful of government resources and costly to advertisers unless FTC has "substantial reason" to believe advertised claim is subject to challenge. ANA noted that FTC's policy is not sole motivator to honesty in advertising. It cited self-interest of individual advertiser, effective self-regulatory mechanisms sponsored by individual industries or by advertising community and vigilance of advertising media.


AMERICAN MEDICINE NEWS SERVICE

95 Madison Avenue, New York, NY 10016 (212) 685-6767

The SOURCE for weekly health
 and medical news reports.

AMNS = Your Health News Staff = Your Medical Editor

For further information call: Susyn Schops, Marketing Director, 212-685-6767

ZINGI ZAP! MUNCH

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HI CRUNCH! WOW!

Boom—the world of video games explodes on video. It's a new world of original programming that brings the excitement of the \$10 billion video game industry to television.

Utilizing state of the art technology, and computer animation, The Video Game Challenge, makes home viewers feel like participants in the show. It's the kind of fast-paced entertainment that appeals to audiences of all ages.

Hosted by Bobby Sherman, each half-hour is composed of fascinating features in a magazine format.



TOP 10 GAMES

The video hit parade of the top 10 most popular games

NEW PRODUCT CORNER

Examining all the latest accessories

HOW TO BEAT 'EM

Hot tips on how to beat the best-known games

BATTLE OF THE TITANS

Weekly world championship matches

PREVIEWS AND REVIEWS

A look at the new home and arcade games

ARCADES IN ACTION

Visiting top game centers across the country

THE VIDEO GAME CHALLENGE

**52 Original Half-Hours
Advertiser Supported
Available September 1983**



A radio programing commentary from Robert MOUNTY, executive vice president, NBC Radio

Keeping radio's creativity up to par with technology

Trade papers, business conferences, industry seminars and luncheon conversations continue to be dominated by talk of the new technologies in broadcasting. So much so that in the minds of many in our business, technology is being confused with creativity.

There exists the potential for a seemingly endless number of channels into a majority of American homes with very little progress being made toward filling these channels with programing that will be viewed at levels that will provide a profit for the supplier. Indeed, we are seeing invention as the mother of necessity.

The viewer is not obligated to set different standards for what he watches on his television set based on how it got there, so the limited amount of well-produced creative programing has rendered the new technologies muscle-bound eunuchs, at least for the moment.

Right now we in radio are also allowing creativity to lag behind technology. It's catch-up time.

We are on the brink of satellite distribution of network programing that will allow radio stations to incorporate a cornucopia of resources into local programing without the loss of fidelity. We have honed the quality of studio processing and transmission equipment to a fine edge on both AM and FM. One day soon, AM stereo will be a fact, and a whole new generation of youngsters may well decide that "that's where it's at." In fact, all listeners might be perfectly willing to rediscover AM radio right now if we give them something that they want and/or need.

The difference between AM and FM radio must be put in perspective. It is very likely that up to 90% of all radio listening is done monaurally on mini speakers where quality AM signals can hardly be discerned from FM. But, the creativity, promotion and excitement have gone into FM for the past decade. Radio broadcasters did not tinker with their AM stations because they were important revenue sources. So they took risks on their FM stations and made them so successful that they overshadowed AM. Had similar effort been applied to AM, perhaps that band would not be considered a stepchild today. Many broadcasters have all but abandoned AM, a case of allowing our creativity to deteriorate below the level of a well established technology.

Nationwide FM audiences now exceed AM audiences on a quarter-hour basis and are in virtual parity on a cumulative basis. I believe that one of the reasons for this is the failure to recognize that while, generally, all FM stations in a given market are, or can potentially be, competitive with one another, there are wide differences in the coverage and quality of



Robert Mounty has been executive vice president of NBC Radio since April 1982. He is in charge of NBC's eight radio stations in New York, Washington, Chicago and San Francisco and NBC's three radio networks—the NBC Radio Network, The Source and Talknet. Previously, Mounty was vice president, marketing, NBC, since October 1981. He joined NBC in January 1975 after 14 years with Metromedia.

AM signals, and few broadcasters have attempted to creatively program "around" their AM signals. Station managements with marginal or daytime facilities should not position themselves against the powerhouses in their markets. Their mere acceptance of this will go a long way toward the creation of new programing concepts.

Radio's success in target programing has become the model for cable operators who talk about narrowcasting. Broadcasters with limited facilities should look at even "narrower" casting. Is the all-comedy station viable? Can an all-sports station be profitable? How about an all-business format specifically related to the primary industries in the community being served? Talk stations exclusively for women at home might be very attractive to a multitude of advertisers.

If we allow our programing people to take risks, they will come up with a whole new range of creative options that can revitalize AM radio and insure the future viability of FM as well.

Over the past 10 years we have, thankfully, seen the role of the radio program director enhanced. No longer do we deal with declining ratings by replacing the morning man and tightening the playlist. This half-generation of very successful programers brought modern research techniques into radio. However, there is now significant evidence that we may have relied too heavily on research, eliminating all the negatives and coloring our programing "vanilla." By and large, our on-air talent represents a generation and a half of disk jockeys who were not even permitted to think, let

alone talk.

Too many of us forget that radio is an art form as well as a communication medium. Programing up to 168 hours a week is a highly demanding creative function, even if in most formats much of it is music that we do not produce. Radio stations that are worth up to millions of dollars should not be operated without well-conceived marketing and programing philosophies. Broadcasters must define their purposes and establish game plans to achieve their goals. We can no longer tolerate our talented people leaving radio and going into television, film and even the theater, while accepting the fact that very few are coming back into radio from these other art forms.

There is no part of the broadcast day that need be relegated to either AM or FM radio and certainly not conceded to other media.

Thirty years ago TV was supposed to be sounding radio's death knell, but we survived. The proliferation of radio stations, the phenomenon of CB radio, the popularity of hi-fi, cassettes and eight-track were all supposed to have done in radio, and yet today our medium is more dynamic than ever.

While radio is now being looked upon by many as the most stable electronic medium, there are new threats. Cable operators will have great difficulty programing the multitude of channels that they have promised the municipalities they serve. There may very well soon be several variations of Music Television (MTV) plus straight audio services utilizing a variety of formats. While the cable-connected receiver will not move from room to room, won't be in the car, can't go to the beach or the office, it can be a problem. If radio were to lose a mere 5% of its average quarter-hour audience, it would be the first time in decades that radio usage would have declined. More so than any other medium, radio's growth has been directly related to the population and household growth of the country. A 5% decline would not make cable audio a viable advertising medium, but it could significantly impede radio revenue growth. This need not happen and, in fact, it will not happen if we are willing to take risks. We have proved that we can be creative, and technology now permits us to be even more creative than in the past.

Our customers, the advertisers, will be willing to pay more for our product, the audience, than ever before. Advertisers will continue to demand the greatest number of prospective customers rather than merely the greatest number of bodies in any medium's audience. Radio delivers target audiences and they are what counts.

The broadcast band, the format, and even the daypart are not what the advertiser is buying. It is the audience. The risks that we need to take to insure radio's continued growth are not all that great when compared to the potential rewards.



EASTMAN RADIO

proudly announces
its appointment
as national sales rep

WGKX-KIX 106 FM

Memphis
A Firstcom Station



Selling spot for 25 years.

Datebook

This week

July 17-20—*New York State Broadcasters Association* executive conference. Grossingers Convention Center, Grossingers, N.Y.

July 17-20—Fourth annual Penn State Conference for Minority Journalists, sponsored by *Penn State's School of Journalism of College of Liberal Arts*. Penn State Sheraton Inn, State College, Pa.

July 18-20—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

July 19—*Southern California Cable Association* meeting. Speaker: Trevor Lambert, Adams-Russell. Proud Bird restaurant, Los Angeles.

July 19-20—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*. San Francisco. Information: (202) 331-1154.

July 20—*National Association of Broadcasters* "SCA Day USA," video teleconference in 21 U.S. cities to discuss how broadcasters can utilize their subcarrier channels, since FCC has eliminated restrictions limiting SCAs to services of broadcast nature. Information: NAB, 1771 N Street, N.W., Washington, 20036; (202)

■ Indicates new or revised listing

293-3500.

July 20—*New York chapter of National Academy of Television Arts and Sciences* luncheon. Speaker: Pat Servodidio, president, RKO Television. Copacabana, New York.

July 21—General membership meeting of *Caucus for Producers, Writers and Directors*. Chasen's, Los Angeles.

July 21-23—*Montana Cable Television Association* annual meeting. Outlaw Inn, Kalispell, Mont.

■ **July 22-23**—*Radio-Television News Directors Association* region eight meeting with West Virginia AP Broadcasters. Overbay Park, Wheeling, W. Va.

July 22-23—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

July 23—*Minorities in Cable and New Technologies (MCNT)* conference on cable TV access, "How to Make Access Work for Your Community and/or Organization." Chicago State University, Chicago. Information: (312) 922-9043.

Also in July

July 24-26—*California Broadcasters Association* annual membership meeting. Speakers include Senator

Barry Goldwater (R-Ariz.) and Representative Al Swift (D-Wash.) on "Broadcast Deregulation—Is the Price Spectrum Fees?" Hyatt Del Monte, Monterey, Calif.

July 24-26—*Institute for Graphic Communication* conference on optical and videodisk systems. Holiday Inn, Monterey Bay, Calif.

July 25—*New York chapter of National Academy of Television Arts and Sciences* dinner, "New York NATAS Salutes Nickelodeon." Copacabana, New York.

July 25-Aug. 12—*New York University*, School of Continuing Education, summer workshop, "Cable Television and New Video Technologies." NYU campus, New York. Information: NYU, School of Continuing Education, 2 University Place, Room 21, New York, 10003; (212) 598-2371.

July 27—*New York chapter of National Academy of Television Arts and Sciences* luncheon. Speaker: Henry Siegel, chairman, Lexington Broadcast Services. Copacabana, New York.

July 27-28—*Wisconsin Broadcasters Association* annual summer meeting. Speaker: National Association of Broadcasters President Edward Fritts. Paper Valley hotel, Appleton, Wis.

July 28—*Philadelphia Cable Club* luncheon on sports on cable television. Adams Mark hotel, Bala Cynwyd, Pa.

July 29—*Women in Communications* meeting. Holiday Inn, Center City, Chicago.

July 29—Opening of *Smithsonian Institution* exhibition on *M*A*S*H*, with cast members present. Smithsonian, Washington.

July 29-31—"Economic Issues Conference for West Coast Journalists," sponsored by *Foundation for American Communications* and co-sponsored by *California AP Broadcasters and AP News Executives Council*. Asilomar Conference Center, Asilomar, Calif. Information: (213) 851-7372.

July 29-31—*South Carolina Broadcasters Association* 35th anniversary convention. Hyatt, Hilton Head, S.C.

July 31—Deadline for entries in 1983 World Hunger Media Awards, sponsored by singer *Kenny Rogers* and wife, *Marianne Rogers*, to "encourage, honor and reward those members of the media who have made significant contributions in bringing public attention to the critical issues of world hunger." Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

July 31-Aug. 6—*National Association of Broadcasters*' 10th sales management seminar. The Wharton School, University of Pennsylvania, Philadelphia.

August

Aug. 1—Deadline for applications for Pulliam Fellowship Award for Editorial Writers, sponsored by *Sigma Delta Chi Foundation*. Information: Pulliam Fellowship, Sigma Delta Chi Foundation, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

Aug. 1—Deadline for entries in *San Francisco Video Festival*, funded in part by San Foundation, San Francisco Hotel Tax Fund, California Arts Council and National Endowment for the Arts. Information: 229 Cortland Street, San Francisco, Calif., 94110.

Aug. 2-3—"Communications Strategy in the Year 1 A.D. (After Divestiture)," sponsored by *Yankee Group*. Plaza hotel, New York.

Aug. 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herb Granath, president. ABC Video Enterprises. Copacabana, New York.

Aug. 3-5—*Arkansas Broadcasters Association* convention. Camelot hotel, Little Rock, Ark.

Aug. 5—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Kan.

Aug. 7-10—*CTAM '83* annual convention. Town &

Major Meetings

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*, organized by Perard Associates with MIDEAM and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 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. 11-12—*National Cable Television Association*'s National Cable Programming Conference. Biltmore, Los Angeles.

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

Jan. 28-31, 1984—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

Feb. 9-14, 1984—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

April 27-May 3, 1984—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

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.

June 2-6, 1984—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

June 3-6, 1984—*National Cable Television Association* annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

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

TVQ TOP 10 PERFORMERS

1. Alan Alda
2. **Carol Burnett**
Harry Morgan
4. Tristan Rogers
5. Tom Selleck
6. Mike Farrell
7. Katharine Hepburn
8. Bob Hope
Gary Burghoff
10. six-way tie:
Clint Eastwood
Daniel J. Travanti
Eddie Murphy
Jamie Farr
Kenny Rogers
George Burns

Source: Marketing Evaluations, Inc.



STILL AT THE TOP!

CAROL BURNETT and FRIENDS

Stay Tuned

A professional's guide to the Intermedia week (July 18-24)

Network television □ PBS: (check local times) *Playboy of the Western World* (play) [J. Millington], Wednesday, 8-9 p.m.; CBS: *A Fine Romance* (comedy pilot), Wednesday, 8:30-9 p.m.

Cable □ HBO: *Billy Joel in Concert—A Television First*, Sunday, 8-9 p.m.; Showtime: *Diana Ross Live from Central Park*, Thursday, 6-7 p.m. (ET), 3-4 p.m. (PT); Arts: *The Greeks* (documentary on Greek history and culture), Thursday, 10-11 p.m.; *Beethoven Symphony #9*, Saturday, 10-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Sept. 17, one hour and a half; *Sid Caesar Retrospective*, return of earlier exhibit, now-Saturday (7/23).

*indicates a premiere episode

Country hotel, San Diego. Information: (404) 399-5574.

Aug. 7-12—World Conference on Community Radio, sponsored by *Association des Radiodiffuseurs Communautaires du Quebec (AROC)*. University of Montreal, Quebec. Information: AROC, Case Postale 250, Succureale DeLormier, Montreal, H2H 2N6, Canada.

Aug. 9-10—"Communications Strategy in the Year 1 A.D. (After Divestiture)," seminar, sponsored by *Yankee Group*. St. Francis hotel, San Francisco.

Aug. 9-10—Videotape editing seminar, sponsored by *JVC Co. of America* and *Convergence Corp.* Brookholow Hilton hotel, Houston.

Aug. 10-14—"CCOS '83" convention sponsored by *Community Antenna Television Association (CATA)*. The Arlington resort hotel and spa, Hot Springs, Ark. Information: CATA, 4209 N.W. 23rd, Suite 106, Oklahoma City, 73107.

Aug. 14-16—*Electronic Industries Association* "Professional Land Mobile Communications Showcase." Las Vegas Convention Center, Las Vegas.

Aug. 14-20—Fourth annual *Banff Television Festival*, international television program competition. Banff Center, Alberta, Canada. Information: P.O. Box 1020 Banff, Alberta, Canada, TOL OCO; (403) 762-6248.

Aug. 15—Deadline for programming entries for annual Woman at Work broadcast awards. Sponsored by *National Commission on Working Women*, 2000 P Street, N.W., Washington, 20036. Information: Sally Steenland, (202) 872-1782.

Aug. 15-17—*National Satellite Cable Association* summer-fall convention titled, "The Entrepreneur's Place in the New Communications Industry." Regency, Denver. Information: Cheryl Grund, 5594 South Prince Street, Littleton, Colo.; (303) 798-1274.

Aug. 15-18—*Arbitron Radio Advisory Council* meeting. Shangri-La, Afton, Okla.

Aug. 16—*Southern California Cable Association* luncheon meeting. Speaker: Al Gilliland, chairman of Gill Cable and CCTA. Airport Hilton hotel, Los Angeles.

Aug. 16-18—Third annual *WOSU Broadcast Engineering Conference*. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOSU-AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.

Aug. 17—*Ohio Association of Broadcasters* "novice sales school." Columbus Marriott North, Columbus, Ohio.

Aug. 17—*New York chapter of National Academy of Television Arts and Sciences* luncheon. Speaker: Patrick Plevin, director, daytime programs, East Coast, NBC Entertainment. Copacabana, New York.

Aug. 17-20—*Michigan Association of Broadcasters* annual meeting. Hidden Valley Resort, Gaylord, Mich.

Aug. 18—*Major Market Television Caucus's* board meeting. Washington.

Aug. 18-21—*West Virginia Broadcasters Association* 37th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 22-24—Fifth annual "Satellite Communications Users Conference," sponsored by *Satellite Commu-*

ications. Stouffer's Riverfront Towers, St. Louis.

Aug. 22-24—*Television Bureau of Advertising/Sterling Institute* performance management program for experienced account executives. Georgetown Inn, Washington.

Aug. 23-Sept. 2—*Edinburgh International Television Festival*. Edinburgh, Scotland. Information: Beverly Neill, EITF Picture Palace, 71 Beak Street, London, W1R 4HP.

Aug. 25-26—Libel workshop for media defense counsel, sponsored by *American Newspaper Publishers Association*, *National Association of Broadcasters* and *Libel Defense Resource Center*. Hyatt Regency O'Hare, Chicago.

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

Aug. 29-30—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

September

Sept. 7—"Super Track Day," sponsored by Cable Television Administration and Marketing Society. Atlanta Hilton, Atlanta.

Sept. 7-9—Second annual Great Lakes Cable TV Expo '83, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, 618-249-6263.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

Sept. 9—Deadline for entries in *International Film and TV Festival of New York*. Information: 251 West 57 Street, New York, N.Y., 10019; (212) 246-5133.

Sept. 10—Deadline for entries in sixth Tokyo Video Festival, sponsored by *JVC Co. of Japan*. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

Sept. 10-13—*Nebraska Broadcasters Association* annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.

Sept. 11-13—*Illinois Broadcasters Association* annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—*New Jersey Broadcasters Association* 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 11-13—*Washington State Association of Broadcasters* fall meeting. Rosario Resort, Orcas Island, Wash.

Sept. 11-13—Western regional convention of *National Religious Broadcasters*. Los Angeles Marriott, Los Angeles.

Sept. 11-13—*Nevada Broadcasters Association* fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by *England's Society of Cable Television Engi-*

neers, *Cable Television Association of Great Britain*, *Electronic Engineering Association* and *The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 12-13—*Alaska Broadcasters Association* convention. Captain Cook hotel, Anchorage, Alaska.

Sept. 14-16—*CBS Radio Network* affiliates board meeting. Waldorf Astoria, New York.

Sept. 15—Deadline for entries in 15th national Abe Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth 76150

Sept. 15—Public Service Satellite Consortium seminar, "Buying Your Earth Station: Making the Right Decision." Shoreham hotel, Washington.

Sept. 16—Deadline for applications for certification exams of *Society of Broadcast and Communications Engineers*. Information: Certification secretary, SBCE, P.O. Box 50844, Indianapolis, Ind., 46250.

Sept. 18-20—*National Association of Black Owned Broadcasters* annual fall conference. Sheraton Washington hotel, Washington.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Cosat*, *International Telecommunications Satellite Organization*, *American Institute of Aeronautics and Astronautics*, *IEEE Communications Society*, *IEEE Aerospace and Electronic Systems Society*, Phoenix Hyatt, Phoenix. Information: Cosat, 950 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

Sept. 19-28—*Western Public Radio* radio drama production workshop, part of National Radio Training Project, funded by John and Mary R. Markle Foundation. WPR headquarters, Fort Mason Center, Building D, San Francisco, 94123.

Sept. 20-22—*Washington Journalism Center's* conference for Journalists, "Politics '84: Issues and Candidates." Watergate hotel, Washington.

Sept. 21—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark

Errata

Wnbc-TV's new manager, technical operations, is Andrew M. Jackson, not Andrew Morgan as reported in "Fates and Fortunes," July 11.

□

In **chart** in June 27 issue of **independent television stations**, **KTMX-TV Denver** has changed calls to **KDVR-TV**. Also, reps for **wlvi-TV Cambridge, Mass.**, **wor-TV New York** and **wfts(TV) Tampa, Fla.** were listed incorrectly. They are all represented by **Blair Television**.

□

In July 4 story on Arbitron radio ratings, **Century Broadcasting's** Chicago FM station should have been identified as **wloo**, not **wlgo**.

□

It was incorrectly reported in June 27 issue that New York-based **Price Communications** sold **KIO(FM) San Francisco**. Price, headed by Robert Price, recently **bought** that station for \$12.4 million.

□

Darrell Davis is president of **KVEO(TV) Brownsville, Tex.**, not Paulette S. Dean, as reported in "Changing Hands," June 27.

ALICE

THE BEST STRIPPER IN CHICAGO!

Chicago's Number One Early Fringe Program.

WGN's Highest Rated Monday-Friday Program.

Rating/Share

4:00 PM 4:30 PM 5:00 PM 5:30 PM 6:00 PM 6:30 PM

WGN (I)

Gilligan's Island 5/14	Andy Griffith 6/16	Good Times 9/21	Hogan's Heroes 10/22	ALICE 12/27	Carol Burnett 11/23
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WFLD (I)

Comedy Festival 7/19	Brady Bunch 7/15	Mork & Mindy 9/21	Sanford & Son 8/16	Happy Days 8/17
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WBBM (C)

Barnaby Jones 9/24	News 11/25	CBS News 10/21	News 9/19
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WLS (A)

Movie (3 PM St) 7/20	News 6/14	ABC News 5/12	News 6/13
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WMAQ (N)

People's Court 8/21	News 8/19	NBC News 7/16	News 7/15	Family Feud 11/24
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Warner Bros. Television Distribution
A Warner Communications Company

Sept. 21—*Women in Cable, Washington chapter*, charity event for Capital Children's Museum in Washington. Tom Wheeler, president, National Cable Television Association, to be roasted. Shoreham hotel, Washington.

Sept. 21-22—*Television Bureau of Advertising sales advisory committee meeting*. Indian Lakes, Chicago.

Sept. 21-23—*Midwestern regional convention of Na-*

tional Religious Broadcasters. Hotel to be announced, St. Louis.

Sept. 22-23—*Institute of Electrical and Electronics Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international convention. Keynote speech: ABC-TV's David Brinkley. NBC News's John Chancellor to receive 1983 Paul White Award. Other

speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV, Caesars Palace, Las Vegas.

■ Sept. 23—*FCC*, in cooperation with *American Women in Radio and Television*, symposium, "Women in the Electronic Media." FCC, Washington.

Sept. 23—*Southern California Cable Club* third anniversary dinner/dance. Century Plaza hotel, Los Angeles.

Open Mike

Taking issue

EDITOR: Having a first-hand appreciation of the critical importance of the FCC's must-carry rules to television broadcasters and the public, I must note two misconceptions underlying recent remarks by former Commissioner Anne Jones (BROADCASTING, June 20).

The first is that requiring cable subscribers to "buy, install, and use a simple \$5 switch" could replace the function of the must-carry rules by assuring subscribers of access to local television broadcast service. Former Commissioner Jones failed to recognize why the switch is *not* a viable alternative: The advent of cable generally leads to the removal (often by the cable operator at no charge as an inducement to subscribe) of off-air antennas, or their deterioration or noninstallation. As a result, there is often no off-air reception to which to switch, and use of the device is an exercise in futility. William Finnerman, chairman of the New York State Commission on Cable Television, said it well on the *CBS Morning News*:

You see, what happens, if you look at neighborhoods where there's heavy cable penetration, there's one phenomenon. Look around, and all of those rooftop antennas that used to be there are slowly evaporating—and so, the reliance on a single wire coming into a family's home. To me that family's almost sole interface [i.e., controlled by the cable operator] with the whole universe of entertainment and information is awesome.

Even where antennas stay in place, switches may not work well or easily because of television receiver design. Because sets are not designed to be used with switches, in many cases using the switch is not "simple" at all but may involve an absurdly inconvenient procedure for the viewer. And depending upon receiver design and other variables, the cost of a switch to the viewer could be many times \$5. The must-carry rules, therefore, continue to assure the widest possible availability of free, local television service.

The second misconception is a major underestimation of the public interest importance of the must-carry rules. They promote marketplace competition (by assuring that cable operators cannot exercise their natural monopoly power to prevent local television from competing in the marketplace at all); "fair, efficient and equitable" distribution of radio service, as required by the commission's allocation policies; and the localism inherent in Section 307(b) of the Communi-

cations Act. The must-carry rules achieve these objectives effectively without hurting the cable industry, which, according to the commission, showed a 60% gain in operating revenues from 1980 to 1981.—*Edward O. Fritts, president, National Association of Broadcasters, Washington.*

Primer

EDITOR: As the new president of the Federal Communications Bar Association, I'm obviously expected to know everything about everything. Thus, in preparing for an appearance, I once again turned to your quarterly "Where Things Stand" (BROADCASTING, July 4) and again found it to be the best single source for getting a handle on 99% of the issues with which we are involved these days. That feature and BROADCASTING generally continue to be top flight, and you and the staff are to be commended.—*Edward S. O'Neill, Bryan, Cave, McPheeters & McRoberts, Washington.*

Breathing the same air

EDITOR: Your otherwise "right on" editorial, "How to foul the air" (BROADCASTING, June 27), was marred by a rather misleading and narrowminded perspective.

First, here's what you did right. You foresee the end of ENG, STL and ICR operation as we now know it if Docket 82-334 passes in present form. You succinctly sum up the key economic arguments affecting our industry that may help to convince a commission rapidly becoming a vast engineering wasteland. You likewise outline the "Catch 22" coordinating situation that will contribute additional chaos.

Here's where you go astray. You claim that "interruptions due to weather are less critical for most of those services than for broadcasting" as you outline the FCC's suggestion in its DBS decision to accommodate most displaced private operational fixed service licensees in the 18 ghz band.

There is danger in your rhetoric. It lurks in the word "most."

Here is an example. The Los Angeles County microwave system is typical of many "backbone" 12 ghz microwave systems in metropolitan regions. They carry communications concerning life and safety. As both a broadcaster and a resident of Los Angeles who has been working on disaster communications with the Los Angeles Sheriff's Department, I find the road the commission wants us to follow is leading us away

from reality to a sort of academic *Twilight Zone*. Matters important to life, safety and the basic viability of our industry are being handled by the FCC as if they were just hypothetical case studies in business school.

Face it. Broadcasters, cable operators, law enforcement and business all have legitimate and valid needs for dependable microwave service in metropolitan regions in all weather. By introducing DBS, the FCC is setting us against other services in the sacred name of the marketplace.—*Richard A. Rudman, chairman, SBCE National Frequency Coordinating Committee, and engineering manager, KFWB(AM) Los Angeles.*

Overlooked Addy

EDITOR: Your annual Fifth Estate Awards section is excellent. However, there was an omission in the listing of the national Addy Awards given by the American Advertising Federation for best radio commercials. The Radio Advertising Bureau won an Addy for the RAB radio campaign. It was designated a Special Award of Merit in the Addy national campaigns category.—*Miles David, vice chairman and chief executive officer, Radio Advertising Bureau, New York.*

Editor's note: A listing of AAF radio and television national campaign winners follows:

Radio

- Foote, Cone & Belding, Los Angeles ARCO (automotive).
- Rumrill-Hoyt Advertising, New York Martlet Importing Co. and Molson Golden Beer (beverages).
- U.S. Tobacco, Greenwich, Conn. U.S. Tobacco (personal products).
- J. Walter Thompson, San Francisco Activision (leisure/gift).
- Foote, Cone & Belding, Los Angeles ARCO (best of show).
- Radio Advertising Bureau, New York RAB radio campaign (special award of merit).

Television

- Needham, Harper & Steers, Chicago Anheuser-Busch for Budweiser Light (beverages).
- Benton & Bowles, New York Digital Equipment Corp. personal computers (business products).
- NBC Network, Burbank, Calif. For Tazi (entertainment).
- Ogilvy & Mather, New York American Express (financial services).
- J. Walter Thompson USA, New York Oscar Mayer cheese dogs (food).
- Benton & Bowles, New York Procter & Gamble for Crest (personal products).
- Ogilvy & Mather, Houston Shell Oil (institutional and corporate).
- Scali, McCabe, Sloves, New York Maxell Corp. of America (leisure/gift items).
- J. Walter Thompson USA, New York Burger King (services).
- Ogilvy & Mather, New York American Express (best of show).

A Salute 76 to the First 50

Harris AM Stereo Stations

We at Harris are proud to salute the more than 75 quality conscious stations around the country and worldwide which have already received their Harris AM stereo transmission equipment. Quality AM stereo is an on-the-air reality today for broadcasters from coast to coast. These broadcasters are convinced that the Harris

Linear AM Stereo System is the only approach that offers them the competitive edge. With more Harris AM stereo stations coming on the air every day, the linear system is quickly becoming the industry standard. Our hats are off to the first 76 and we welcome you to join this distinguished family of AM stereo broadcasters.

WQXI	Atlanta, Georgia	WHIN	Gallatin, Tennessee
WESC	Greenville, South Carolina	KXLF	Butte, Montana
WNOE	New Orleans, Louisiana	KOGA	Ogallala, Nebraska
KROW	Reno, Nevada	KPRE	Paris, Texas
CKLW	Windsor, Ontario (Detroit)	WBRN	Big Rapids, Michigan
WGAR	Cleveland, Ohio	WHAS	Louisville, Kentucky
KFI	Los Angeles, California	KJJR	Whitefish, Montana
WGEM	Quincy, Illinois	WPAD	Paducah, Kentucky
WSM	Nashville, Tennessee	KRBC	Abilene, Texas
WSB	Atlanta, Georgia	KNOW	Austin, Texas
WCOL	Columbus, Ohio	6IX	Australia
WLS	Chicago, Illinois	6PM	Australia
WGN	Chicago, Illinois	WCKB	Dunn, North Carolina
WSOC	Charlotte, North Carolina	KLOU	Lake Charles, Louisiana
WING	Dayton, Ohio	KAIR	Tucson, Arizona
KFRE	Fresno, California	KSO	Des Moines, Iowa
WBCO	Bucyrus, Ohio	KOGO	San Diego, California
WOOF	Dothan, Alabama	BCNZ	New Zealand
KLRA	Little Rock, Arkansas	Radio New Zealand	
WHIZ	Zanesville, Ohio	Radio Mundo Brazil	
KIML	Gillette, Wyoming	4BK	Australia
KOMO	Seattle, Washington	4BH	Australia
WGAY	Washington, DC	4IO	Australia
WSIC	Statesville, North Carolina	KGIL	San Fernando (L.A.), California
WGKA	Atlanta, Georgia	KAZA	San Jose, California
WJMW	Athens, Alabama	WSOK	Savannah, Georgia
KHOW	Denver, Colorado	KAGI	Grants Pass, Oregon
WPLB	Greenville, Michigan	KAJO	Grants Pass, Oregon
KYMN	Northfield, Minnesota	WILI	Willimantic, Connecticut
KOCY	Oklahoma City, Oklahoma	WLAS	Jacksonville, North Carolina
KYST	Houston, Texas	WQBS	San Juan, Puerto Rico
WRPQ	Baraboo, Wisconsin	WORA	Mayaguez, Puerto Rico
KDAY	Los Angeles, California	WPRP	Ponce, Puerto Rico
WCUZ	Grand Rapids, Michigan	WPTF	Raleigh, North Carolina
WISE	Asheville, North Carolina	WHWH	Princeton, New Jersey
WXOR	Florence, Alabama	WKIX	Raleigh, North Carolina
KTAM	Bryan, Texas	WJBO	Baton Rouge, North Carolina
KJR	Seattle, Washington	WQHK	Ft. Wayne, Indiana



HARRIS

**OK, LOW RATINGS
TAKE
THAT!**



**A NEW GENERATION
IS READY FOR BATMANIA!**

Kids who were too young for the first run will thrill to a brand new hero. **BATMAN** is timeless entertainment for the whole family—wham bam action, without guns or killings.

**COUNTERPROGRAM
YOUR ARCH ENEMIES!**

Give your viewers a lively alternative to the dreary sameness that plagues weekend and early fringe schedules. (And ask about our attractive new terms.)

FAMOUS GUEST BATSTARS!



Treat your audience to the greatest cast of villains ever assembled: • BRUCE LEE • BURGESS MEREDITH • JOAN COLLINS • MILTON BERLE • ART CARNEY • LIBERACE • ZSA ZSA GABOR • VINCENT PRICE • CLIFF ROBERTSON • FRANK GORSHIN • SHELLEY WINTERS • ETHEL MERMAN • and dozens more!



BATMAN

120 Half-Hours in Color



TELEVISION

Broadcasting Jul 18

Vol. 105 No. 3

TOP OF THE WEEK

Upfront buying: The bubble breaks at last

Buyers finally stopped sweating the sellers out last week as orders for network placements mounted at NBC and ABC; CBS still playing it close to the vest; daytime next

The upfront buying season, pent up since the July 4 holiday, finally burst open last week with activity described as "strong" and cost-per-thousand average increases reported in the 10% to 14% range.

Network salesman and agency buyers—formerly at odds on pricing—in many cases seemed to have reached compromises last week. So far, network sales executives report, the flurry is ahead of last year's.

H. Weller (Jake) Keever, vice president, TV network sales, ABC-TV, said the sales explosion erupted when agencies decided that the time and prices were right. He noted

the key factor in the sudden surge in upfront activity was agency realization that the pricing had reached a level that advertisers considered acceptable. Keever estimated that price increases were in the 10% to 14% range.

According to Keever, ABC-TV has more than 45 advertisers in the fold (with orders or "on hold"), including Ralston Purina (signed last month), Pfizer, J.C. Penney, Quaker Oats, Helene Curtis, Kraft, AT&T, Mazda, Colgate-Palmolive, Coleco, Revlon, American Motors, Columbia Pictures, Pepsico and Wrigley's.

"And now the upfront daytime is starting to perk," Keever said, "I think all network TV is strong—alive and well."

NBC is "heading into the \$500 million area," reported Bob Blackmore, NBC senior vice president, sales. As of late last week, he said, NBC had signed up about 60 adver-

omy as an incentive spurring early and strong sales. He also cited reports that appliance sales are on the rebound—purchases that usually occur when consumers have extra money to spend.

As for total upfront purchasing by the three networks, Blackmore estimated that this year it would hit \$1.9 billion, up from the \$1.7 billion total of last year. By early this week Blackmore estimated already \$1.3 billion in advertising would be committed in upfront purchases to the networks.

He declined to identify who was buying, but indicated big spenders were the information, communication, financial and phone service companies. Also high on the list are theatricals, fast food and beverage and automobiles, which "all appear to be up." He described the activity as "very close to last year's pace. . . We're in good shape."

CBS-TV officials do not discuss sales pro-



More bullish than ever. Total media advertising expenditures are expected to increase 11% this year over 1982 and hit nearly \$74 billion, greater than the projected 8% increase in gross national product. This estimate came from Robert J. Coen, senior vice president, McCann-Erickson, in a briefing for analysts and business press in New York last week. Coen revised upward his December 1982 estimate of 9.2% because "the economic recovery has arrived sooner than expected and it has been accompanied by a clear improvement in advertising spending, particularly by retailers and for classified newspaper listing," he said.

Coen said network television advertising revenues for the first five months of 1983 were up an average of 11% over 1982 with NBC posting the largest gain at 18%; ABC was second at 11%, and CBS was third at 4%. Spot television advertising increased 10% in the first quarter of 1983, he said, and is expected to rise 8.5% for the whole year.

First-quarter 1983 spot television sales also posted gains over network television sales, Coen reported, in four out of seven top product categories. In the candy/soft drink category, spot TV advertising increased 25% in the first quarter of this year, while network advertising in that category decreased 5%. The cleaners/waxes category showed a 52% increase on spot TV, compared to 12% for network. Automobiles, however, posted a 33% increase on network versus an 8% increase in spot.

Coen's outlook for 1983 included an 8.5% increase in spot TV advertising to \$4.73 billion; 11% increase in network TV advertising to \$6.895 billion; 11% increase in magazine advertising to \$4.12 billion; 8% increase in national newspaper advertising to \$2.65 billion; 20% increase in network radio to \$305 million and 9% in spot radio to \$1 billion.

that many of his salesman and associated personnel worked until 1 a.m. to organize the details of the orders.

Keever said the sales pace now is torrid. Counting orders and plans "on hold" (orders requiring only advertiser approval), ABC-TV had about \$450 million in upfront sales as of Friday (July 15) morning.

"By July 15 of last year, we had only \$149 million," Keever volunteered. "That's an idea of how quickly sales are moving."

Keever expressed the view that perhaps

tisers. He described it as a "double digit marketplace," and looked to having three-quarters of the upfront season sold by the end of last week.

Although traditionally about 50% to 70% of a network's commercial inventory is sold through upfront sales, Blackmore noted, this year "people are looking in the 60% to 65% range." In general, he observed, upfront buying is running a "couple of weeks ahead this year."

Blackmore pointed to the improved econ-

gress as a matter of policy, but word from other sources—including competing networks—was that CBS was sharing in the proliferating sales. One agency executive estimated Friday that CBS had written \$350 million to \$400 million in upfront business. A high CBS source would not talk figures but said the market had become "very active" and "everybody here is very excited about what's happening." Jerry Dominus, CBS-TV sales vice president, said: "We think yesterday [Thursday, July 14] was the

biggest [sales] day in our history. We're right on target."

But the agencies appear less sanguine than the networks. Negotiations were described as "much tougher" than previous years, and the tones of reports often hinted at strain.

Robert (Buck) Buchanan, executive vice president and U.S. media director of J. Walter Thompson/USA, confirmed the upfront season opened last week but noted advertisers are "resisting the increases." He said advertisers are increasingly considering other media considerations.

"No, we're not going to pay the 15% to 20% [as] the networks were originally asking," Buchanan said. Advertisers, he said,

to demonstrate their displeasure, are considering buying time on only two networks.

The networks appear to have responded to the pressure. Buyers at the other major agencies report increases in the low double digits. "At this point it appears the networks are more realistic this year than last," said one.

Although some advertising agencies are predicting a dire future for network television, ABC-TV, for one, is jubilant over advertising prospects. It's understood that for 1983-84, ABC-TV already is counting on \$1.2 billion including upfront prime time (\$450 million), summer and winter Olympics (\$600 million and 96% sold) and the remainder for World Series and *Monday*

Night Football. ABC-TV's second quarter reportedly finished up with results second only to the first quarter of this year—despite agency critics who were pointing to a sluggish second quarter in daytime, the second quarter was the best in ABC-TV history.

According to one agency buyer, NBC set the events in motion by taking a "very aggressive" position early in the week. The rest of the week, he noted, ABC and CBS spent "aggressively trying to catch up." Another buyer said he has actually, in some cases, seen "C-P-M's go down from last year," but in other instances has seen them rise. He called the pattern of events unfolding last week "kinky, weird." □

Coming to consensus in Geneva

U.S. comes home with DBS plan, which, although delegates say is not ideal, is workable

It was close to 1 a.m. Thursday when Philip Cross, the Jamaican who was chairman of the planning committee, uttered what, in an International Telecommunication Union conference, are the magic words: "We have a consensus." After almost five weeks of study, analysis and debate in Geneva, the committee charged with drafting a plan for use in the western hemisphere of direct broadcast satellites in the 12 ghz band had reached basic agreement. There would be refining and correcting in the next couple of days, as the delegates of the 25 countries attending the conference struggled to complete its work and go home by Sunday, two days late. But the pressure was off.

Few delegates could be found who considered the plan, due to take effect Jan. 1, 1984, ideal. But the general view—shared by the Americans—was that it was "acceptable." There was recognition on all sides that concessions were necessary if a plan was to be adopted. Requirements of the countries, particularly those for some 2,000 channels—seemed at times to threaten the emergence of a reasonably sound plan. But concessions were made.

For the U.S., the conference was ending on a more hopeful note than it seemed, a week earlier, it had a right to expect. It had lost on the key issue of the satellite signal strength that was to be used as a standard in the plan (see page 25). And like other participants, it had been forced to make concessions. But, said Ambassador Abbott Washburn, head of the delegation, the plan "will take care of all the requirements the U.S. put in." He said the needs of the eight DBS hopefuls whose applications have already been approved by the FCC can be met—"those of the three others whose applications are awaiting approval too, and any others, unless there's a flood."

The U.S. obtains in the plan the eight orbital positions, each with the maximum of 500 mhz of spectrum space (12.2-12.7 ghz) that provides for up to 32 channels of service, that it had sought. It had even succeeded, in the view of some delegates, in build-

ing in flexibility, both in the plan itself and in the procedures for modifying it. Earlier in the conference it led the way to the decision to establish the lower end of the DBS band at 12.2 ghz (rather than at 12.1 ghz or 12.3 ghz) and thus assure a full 500 mhz of space for the fixed satellite service which starts at 11.7 ghz—one of the U.S.'s major goals. And most of the technical parameters it had proposed had been adopted. That's the good news.

The not-so-good news is that the U.S. did not obtain the orbital slots as it had proposed—the eight strung out in an arc beginning at 170 degrees west and proceeding east at about 10-degree intervals. The proposal would have permitted the satellites in each of the slots to serve either one quarter or one half of the country. But it was also, as one U.S. delegate put it, "pie in the sky." It was the kind of plan, another said, that would be ideal but for the presence of Canada and Mexico—and their needs.

So the arc was extended east and west, and gaps were put in what had been an unbroken string to accommodate Canadian and

Mexican orbital locations, as well as those of other countries in the hemisphere. The result is that the westernmost locations, at 175 degrees and 166 degrees, can serve the Pacific time zone and Alaska and Hawaii but not the mountain time zone. What's more, their elevation angle is relatively low, which means that rain or obstructions could interfere with their signals.

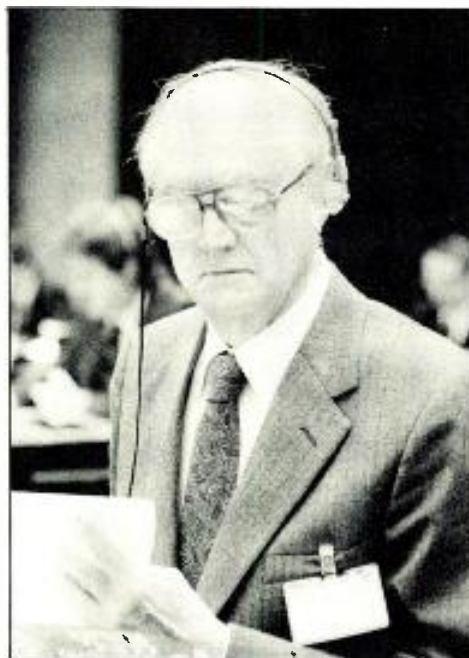
A more troubling consequence is that the easternmost slot, at 61.5 degrees west, has poor eclipse-time protection during the months of the fall and spring equinoxes; the satellite would go dark as early as 9:23 p.m. and remain dark for as long as 72 minutes when the earth passes between the sun and the satellite and prevents the sun's rays from reaching the satellite's solar-powered batteries.

"We had to give up something to allow us to come out where we did," Washburn said of the changes the U.S. agreed to make in its plan. And he was not writing off the easternmost slot, at least not permanently. He said that by the time there is a demand for it, technology might well have solved the battery problem. In the meantime, he said, "it's a spare."

Those who worked on the plan believe the five slots "in the middle"—those extending between the two westernmost and easternmost slots—will, as one official put it, "go first." Each would permit coverage of half the country, as well as a single time zone. (So would the easternmost slot, but its eclipse-time problem rules it out of consideration.) At week's end, U.S. delegates were attempting to write yet another option into the plan, one that would permit "full CONUS," or full continental U.S. coverage from each of the three desirable slots in the eastern half of the country.

The plan, as it moved toward final approval, was an amalgam of proposals put forward initially by the U.S. and Canada and then later by Mexico and Brazil, as well as other countries, and incorporated work of the planning committee, which had prepared drafts of a plan on the basis of the requirements submitted. In short, said the FCC's William Hasinger, who had served on the planning committee, it was "a conference plan."

An initial breakthrough was agreement



Ambassador Washburn

between the U.S. and Canada on how to accommodate their respective requirements. Agreement had eluded them for months preceding the conference and for the first four weeks of it, with each side accusing the other, at least to third parties, of gross bullheadedness and selfishness. But by last Monday, Washburn was saying agreement was "possible." It wasn't clear what had paved the way, but a factor might have been the Cuban plan that had caused a stir among some delegations toward the end of the fourth week.

The plan essentially was for equal access. It assigned 16 channels per service area to every country that sought at least that many. The proposal seemed to appeal to smaller countries, since it would meet their requirements. But it fell far short of meeting the needs of the larger countries, including the U.S., Canada, Mexico and Brazil. And some observers at the conference felt the attention the Cuban plan was receiving might have served to spur the larger countries to take the lead in developing a plan. As matters developed, when the Cuban plan and what was being referred to as the "high capacity" plan were on the agenda for joint consideration by the planning committee for that late Wednesday night meeting, the "high capacity" plan received virtually all of the attention. The protection margins seemed better. Even Cuba, which is seeking eight channels, appeared to find it superior. In any event, while the discussion was long and detailed, a consensus, as Chairman Cross had noted, had developed.

To reach that point, the countries of the hemisphere had to rethink at least to a degree the orgy of spectrum grabbing in which many had participated when they filed their requirements. Brazil, for instance, gave up one of the six slots it had sought, along with the 32 channels it could have accommodated. And many countries eased requirements for preferred orbital positions and for orbital elevation angles. "If the plan works," said one American engineer who served on the delegation and on the planning committee, "it will be because of the accommodation of South American countries."

Canada feels it did its part, too, accepting poor eclipse protection for two satellites and, as the delegation's alternate head, William H. Montgomery, put it, "interference margins as difficult as those of anyone else's." Canada's requirements include six slots of full bandwidth to accommodate 32 channels each, in what it calls its full plan. However, it intends to begin service—perhaps by the end of the decade—with an interim system that would include three slots with 32 channels each.

The capacity of the plan was only one of the U.S.'s concerns. Flexibility was another—the flexibility needed in the plan and in the procedures for modifying it to enable future U.S. requirements to be met. Kalmann Schaefer, foreign affairs adviser to the FCC who served as vice chairman of the delegation, cited the flexibility U.S. MDS operators will have of operating on the basis of half CONUS or one-quarter CONUS service areas. Work being done in the final

hours of the conference offered the possibility of full CONUS service area as well. What's more, the technical parameters are sufficiently "conservative"—a 28 db protection ratio as against one of 25 db, for instance—as to afford operators flexibility in implementing their systems.

U.S. delegates who served on the procedures committee, which developed the means of changing the plan and permitting it to evolve, feel flexibility was largely achieved there. Among the procedures adopted:

- An interim system that does not cause more interference or require more protection than a planned assignment may be introduced without modification of the plan. So may a system that does cause more interference, provided agreement of the affected country is obtained. This would permit a country to revert to a planned assignment once it terminates the interim system. (The conference would permit an interim system to operate for 12 years, subject to one two-year extension.)

The plan could be modified—that is, a new system could be introduced—without obtaining any other country's agreement, as long as the new assignment did not reduce a country's positive protection margin below zero—that is, cause the system interference—or reduce an existing negative margin more than .25 db. And a country need not exhaust its assignments in the plan before serving notice of an intention to establish a new assignment.

One of the ironies still unresolved in the final hours of the conference was the difficulty the U.S. and its allies on the issue—Mexico and Brazil—were having in persuading the conference to afford the same flexibility in introducing interim systems as in modifying the plan. As matters stood on Friday afternoon, a proposed interim system that would reduce an existing operation's margin of protection to any degree would be required to obtain the agreement of the affected country. That could mean lengthy procedures—and a possible veto by the affected party. The countries opposed to the U.S. approach—principally, Cuba, Ecuador and Colombia—were said to have been "suspicious," in the words of one U.S. delegate, of the large countries' motives.

There were other ironies, too, one involved in the U.S.'s successful effort to block a Canadian initiative that would have advanced not only the cause of flexibility but the cause the U.S. almost always has championed in International Telecommunication Union conferences, that of first come, first serve, or the evolutionary approach to planning. Canada proposed that an existing interim system be protected, against later interim systems, regardless of the protection prescribed in the plan for permanent assignments. The U.S. motive appears to have been suspicion the Canadians would simply file paper pleadings intended to block the introduction of U.S. systems.

One U.S. objective at the conference was always beyond its control—the avoidance of

"extraneous political issues." For the most part, the conference focused on the technical issues. But Argentina used the international forum provided to press its claim for sovereignty over the Falklands-Malvinas islands. It insisted on its requirements for the islands to be included in the plan.

The U.K., which went to war to defend its claim to the islands, was represented by a delegation that maintained an icy detachment on the juridical matter it said was beyond the competence of the conference to consider. The ITU's International Frequency Registration Board said the international radio regulations prevent it from accepting Argentina's requirements for the islands rather than the U.K.'s, and the secretary general of the ITU, Richard Butler, made a forceful speech to the same effect. But in the final days of the conference Argentina showed it had the votes—and had its way on the issue.

U.S. delegates said inclusion of the Argentinian requirements—in addition to those of the U.K., which remain in the plan—will not cause problems. That was a technical assessment, however. The political implications remain to be sorted out.

But for the Americans those are worries for another day. Last week they appeared to be feeling reasonably comfortable with the results of the last five weeks in Geneva. □

U.S. outvoted at RARC on DBS power standard

Results of secret ballot come as surprise to U.S.; lower power satellite espoused by Canada and Brazil wins; in unusual action, U.S. may not abide by decision

For the U.S., the effort had been uphill all the way. But by early last week, it seemed the U.S. delegation to the Region 2 conference in Geneva on direct broadcast satellite service in the 12 ghz band would prevail on the technical issue of the signal strength standard to be incorporated in the plan. But it didn't. Its proposal for a high power standard was rejected—in a secret ballot the U.S. had requested—by a vote of 12-9*, with four abstentions, while the lower power standard backed by Canada and Brazil was approved by a margin of 14-9*, with two abstentions. It was a major setback for the Americans.

It was also a surprise. From the earliest days of the conference, in mid-June, the U.S. delegates had lobbied hard on the issue. The difficulty of their task was impressed upon them several weeks ago when, in a debate in the Technical Committee, not a single country supported the U.S. position. But since then, said Ambassador Abbott Washburn, following the plenary meeting at which the decision was finally made, "we thought we had brought it up at least even, that maybe we even had a chance of winning." In fact, the Americans had appeared

confident before the vote.

As a result of the conference's decision, the U.S., which had stressed in talks with other delegations the importance it attached to the issue, was considered almost certain to take a reservation on the matter—that is, to declare it would not abide by the conference's decision. The U.S. rarely takes such an action, which tends to weaken the agreements undergirding the International Telecommunication Union regulations. But in the weeks preceding the vote, the U.S. had warned Canada and Brazil it would take a reservation if it lost on the issue. The decision on whether to follow that course was being threshed out late last week in talks between the delegation in Geneva and State Department officials in Washington. But in a Friday press conference, Washburn and Vice Chairman Kalmann Schaefer virtually dropped all pretense that there was any doubt the U.S. would take a reservation. They said the U.S. and any other countries that voted with them could proceed with higher power plans. Washburn said it was "too bad" that the rest of the region had opted for a "conservative technology. But it doesn't affect us."

The U.S. proposal that was defeated was for a standard of power flux density—a measure of signal strength on the ground—of minus 105 to the square meter. The standard approved is for a pfd of minus 107 to the square meter. The two db translates into a 60% difference in power in the satellite.

Actually, the conference's decision poses no immediate problem for the incipient DBS industry in the U.S. None of the eight parties whose applications have been approved by the FCC are interested in the higher power. But as John Clark, director of space applications and technology for RCA Corp. and one of the U.S.'s principal spokespersons on the issue in Geneva, put it after the vote, the aim was to allow room for growth. The higher power standard, he said, "is needed in the long run. A 10-foot ceiling accommodates everyone. But at five feet, it accommodates only children. DBS has to grow up before it

will bump into the ceiling, but we should do it right the first time."

To Clark, what was true of the broadcasting services that have gone before, including AM and FM, terrestrial television, both black and white and color, and fixed satellite service, will be true of DBS. Higher power will make possible the cheaper receivers that will help stimulate the market for the service. The U.S. contends the pfd standard it advocates will make possible the use of three-quarters-of-a-meter antennas costing \$80 less than the one-meter, \$360 antennas it says the standard finally adopted will require.

More than that, the U.S.-proposed standard would accommodate the high-definition television service CBS has indicated it is anxious to introduce. It would also make possible top-of-the-line MAC (multiplex analogue component) systems that greatly enhance the quality of television color by isolating the chrominance and luminance components in transmission and affording more solid resolution of the color.

Canada and Brazil see things differently. With cable passing 80% of its homes, Canada would feel comfortable with a lower power and less expensive system, adequate to transmit DBS signals to larger antennas for relay to the country's cable television systems. Brazil is influenced by the heavy rainfall in that country. Since rainfall is factored into the amount of power a country's satellites may employ, Brazilian satellites, in clear weather, would be achieving a pfd value of perhaps minus 99 to the square meter, even while adhering to the minus 107 pfd to the square meter standard. But there is another—and perhaps overriding—reason that both countries acknowledge: They are concerned about an invasion of foreign signals—Canada, from the U.S. and Brazil, from the large number of countries on its borders.

Both Canada and Brazil were allied with the U.S. (and Mexico) on the fundamental matter of the DBS plan itself, and were eager to put the pfd issue behind them after the

vote. But both William H. Montgomery, alternate head of the Canadian delegation, and Paulo Balduino, leader of the Brazilian contingent, expressed pleasure with the votes on the pfd issue that had for so many weeks consumed so much of the conference's time and energy. Montgomery also sought to minimize the problem the vote would cause the U.S. "The U.S. has a lot of rainfall regions," he said—a reference to the fact U.S. satellites could, in clear weather, put a very strong signal over the Canadian border with a pfd standard of 107 to the square meter. Rainfall patterns in southern Florida are the basis for determining the U.S. standard.

Was Montgomery concerned about the prospect of the U.S. taking a reservation on the issue? "In the telecommunications area, we have and will continue to try to work out concerns bilaterally," he said, adding: "I prefer to negotiate with the U.S. on the basis of being inside the agreement, rather than outside the agreement."

The Americans immediately after the vote were not talking about further bilateral negotiations with Canada. They said that a reservation would leave open the door for the U.S. to launch higher-power satellites so long as they did not violate the interference standards in the plan. And the U.S. clearly expects to lead the way in the hemisphere in DBS. Said one member of the delegation regarding the use of higher power satellites: "We'll just do it."

Two days later, Washburn and Schaefer were taking a calmer view. Schaefer said: "We're in the communications business. If there is a way of accommodation we're prepared to talk to anyone." He said there have been some preliminary discussions with the Canadians. And he said it would be possible to work out an agreement of protecting Canada at the border. "It's doable," he said. □

*Among the countries assumed to have voted with the U.S. in the secret ballot were Mexico, Guyana, Jamaica, the United Kingdom, Chile and the Netherland Antilles. They had supported the U.S. call for a secret ballot. A seventh country—Venezuela—had spoken in support for the U.S. position in debate several days earlier.

FCC forging financial interest compromise

How the FCC will handle its controversial proposal to repeal the domestic syndication and financial interest rules is no longer as much of a mystery. The question being debated among the commissioners themselves is not whether to repeal or retain the rules, but what "compromise" to adopt, FCC officials said last week.

Chairman Mark Fowler, long considered a network vote on the issue, now is trying to forge a compromise proposal that all of the commissioners can live with, the officials said. The consensus among the commissioners is that that proposal should then be put out for public comment. And, according to the officials, Fowler would like to do that before the commission goes into its summer recess after its August 4 meeting.

One official said that no single compromise proposal had been settled upon as of late last week. (Fowler was said to be working on a draft.) But another official said the proposal would be to prohibit the networks from participating in the syndication market but to permit them to "negotiate" for as much of a financial interest in independently produced programming as

they want.

The official stressed that that proposal didn't necessarily tip the commission's hand on where it would ultimately come out. The official also said there would probably be a "relatively short" comment period, perhaps 30 days.

In another development last week, the Committee for Prudent Deregulation, which has been lobbying to retain the rules, petitioned the FCC to reopen the rulemaking to permit comment on compromise proposals. CPD conceded that proponents and opponents of the rules already had argued the pros and cons of repeal in "nauseating" detail. Nonetheless, it said, there hadn't been "meaningful" discussion of alternatives to outright repeal. "It has become clear in recent weeks that the commission is actively considering amending the rule in accordance with proposals that were not before the public during the period allowed for comments and reply comments," CPD said. "The public interest demands that the commission subject the actual text of its proposed substitute(s) to full and unrestricted public scrutiny."

Fate of the RKO 14: KHJ-TV proceeding will decide

**FCC moves to settle issue
of licensee qualification for
remaining embattled stations**

The FCC demonstrated last week that it can conduct business with only four commissioners aboard, by approving a plan aimed at getting a handle on RKO General Inc.'s pending renewals; dropping policies aimed at discouraging broadcasters from making false claims about their ratings and coverage areas; repealing most of its rules requiring broadcasters to keep operating and maintenance logs, and asking the Office of Management and Budget for \$94.5 million for fiscal 1985.

The question of what to do with RKO again stems from the commission's 1980 action denying RKO renewal for three of its 16 stations, WNAC-TV Boston, KHJ-TV Los Angeles and WOR-TV New York. On appeal, the Court of Appeals in Washington upheld the commission's disqualification of WNAC-TV (that station is now being operated by New England Television Corp. as WNEV-TV), but sent the KHJ-TV and WOR-TV proceedings back to the FCC for further consideration. Thanks to special legislation, RKO was granted a five-year renewal to move WOR-TV to Secaucus, N.J. A comparative hearing for KHJ-TV is pending.

The FCC earlier this year opened RKO's 13 other stations, whose renewals had been conditioned on the outcome of the WNAC-TV case, to competing applications, and more than 160 hopefuls filed (BROADCASTING, May 16). The question before the commission is how the court's finding in the WNAC-TV case should apply to RKO's qualifications to remain a licensee of its remaining stations. Also before the commission was how to resolve those issues procedurally.

In an order last week, the commission opted to resolve the question of whether RKO is qualified to remain a commission licensee—and if it is so qualified, whether it should be assessed with demerits in comparative hearings for its misdeeds—in a single proceeding (KHJ-TV)—before proceedings on the remaining 13 stations are launched.

After the meeting, Bruce Fein, FCC general counsel, told reporters the commission thought its plan, which will permit competing applicants for all of RKO's stations to have their say on the qualification issues raised in the WNAC-TV case in the KHJ-TV proceeding, represented the "most expeditious" way to proceed. According to Fein, once those issues are determined, the findings will be applied to all the other proceedings.

To avoid a procedural nightmare, the more than 160 competitors will be asked to select one or two lead counsel to represent their interests at the KHJ-TV proceeding, Fein said. If the parties can't agree on lead counsel of their own, the administrative law judge assigned to the case, Edward Kuhl-

mann, will probably appoint counsel for them, Fein said.

In a press release, the FCC said applicants who want to participate in the KHJ-TV proceeding will have 30 days to submit a plan for representative counsel to the FCC for approval. It also said it would permit the parties to use the meeting room at its headquarters building on July 26 to come up with a plan.

In what it said would be the "first of a series" of actions reviewing the need for FCC policies aimed at policing broadcaster conduct, the commission also voted unanimously to drop policies aimed at discouraging fraudulent use of ratings data and coverage maps.

Under one policy, adopted in the early 1960's, the commission said licensees had to act responsibly in their use of ratings information. But the FCC, noting that there are other ways to deal with ratings abuse—for example, in the courts or at the Federal Trade Commission—said FCC oversight in this area is no longer warranted. The commission added that ratings abuse is essentially a "commercial" problem. After the meeting, Roger Holberg, an attorney for the Mass Media Bureau, said the commission, in considering a licensee's qualifications, would still take into account the findings of the FTC or the courts in this area, at least until the commission acts on its pending character proceeding. In that proceeding, the commission proposes to restrict its concern over licensee character to behavior directly related to providing service to the public.

Nonetheless, Holberg said, the commission now will refer all pending complaints to the FTC; all others should go there directly, he said.

The other policy was adopted in the late 1960's and was intended to discourage licensees from making misleading claims about their broadcast coverage to advertisers. The commission voted to reject it on the same grounds it got rid of the other. In a

press release, it contended that coverage maps are used "almost exclusively" in selling commercial time to advertisers. Advertisers, it said, can verify coverage claims on their own, and can resort to private remedies when abuses occur. Holberg said he wasn't sure where pending coverage map complaints would be referred.

In other actions, the commission voted to eliminate most of its rules requiring broadcasters to keep logs of routine equipment checks for standard broadcast, low-power and most auxiliary operations.

Larry Harris, who was attending his last meeting as chief of the Mass Media Bureau, said the commission's action was a "capstone" of commission efforts to remove unnecessary regulatory burdens, contending that elimination of the rules would save the industry 140,000 hours per year in paperwork.

Under the commission's action, the engineers in charge of its field operations, however, will have the authority to require log keeping to resolve interference problems or correct deficient operations.

Also under the FCC's order, AM radio stations using directional antennas but lacking FCC-approved antenna sampling systems will be required to continue monitoring, and keeping logs of, their antenna system operations. All broadcasters will still be required to continue logging the results of tests of the Emergency Broadcast System. Routine antenna tower light log requirements were eliminated, but the FCC retained its regular observation and inspection requirements in the interest of aeronautical safety. Experimental broadcast stations will continue to be required to maintain logs as well.

Also at its meeting, the commission resolved to ask OMB to give the agency 1,999 permanent personnel positions and \$94.524 million for fiscal 1985, which begins Oct. 1, 1984. The proposed budget represents a 9.6% increase over the \$86.2 million the agency contemplates operating under during this fiscal year. The Senate has authorized the FCC to receive \$88.9 million, while the House has authorized a ceiling of \$91.1 million for the commission, during fiscal 1984.

Bolger exit mars exec committee debut

**NAB unit will leave ex officio
seat vacant for next two years;
radio versus television issue
continues to plague association;
Cohen, Tierney to leave posts**

The National Association of Broadcasters' new executive committee got off on the wrong foot at its first meeting in Washington last Wednesday and Thursday (July 13-14). Former Board Chairman Tom Bolger, of the Forward station group, resigned from the *ex officio* executive committee seat it was anticipated he would continue to hold because the most recent former chairman, William Stakelin, has resigned to become president of the Radio Advertising Bureau. The Bolger departure had overtones of the radio

vs. television acrimony that has marked much of the NAB's recent past, and conspicuously since the election of Eddie Fritts as NAB president last summer.

Bolger refused to comment on his reasons for resigning, except to dispute the official version that was given to the press at a news conference Thursday (Bolger had left town the previous day). Martin F. Beck, of Beck-Ross Communications, chairman of the NAB radio board, said he had voiced objections to Bolger's continued presence on the executive committee because it would have unbalanced that body in television's favor (the new joint board chairman, Gert H. W. Schmidt of Harte-Hanks Communications, comes from the television side) and also because the new TV board vice chairman, Wil-

liam F. Turner, is another executive committee member from the Forward group (he is president-general manager of KCAU-TV Sioux City, Iowa).

"Those were not my reasons for resigning," Bolger told BROADCASTING by phone from Madison, Wis., Thursday afternoon. He said his own explanation was being made in a letter being mailed to members of the radio board that day. He refused to elaborate or to furnish a copy to BROADCASTING. When told that others appeared to be upset by the circumstances surrounding his resignation, Bolger said: "Basically, I'm upset too."

Other executive committee members sought to downplay the Bolger resignation and a subsequent decision to leave that seat vacant for the next two years. "I'm not going to go into a lot of the gory details," said one.

The NAB leadership's hidden agenda appeared to occupy more of its time and attention than did the official version last week. Most prominent was the question of high level personnel changes. Although not officially made public, it is known that Jane Cohen, vice president for television, will leave the association soon, as will Larry Tierney, vice president for membership. There are reports that other changes will ensue at senior personnel levels, along with reorganization of some departments.

The possibility that NAB will consider even more extensive changes in its structure emerged from the executive committee's de-



Bolger

cision to appoint an "NAB Structural Study Committee" to examine the recommendations made by retiring NBC Washington Vice President Peter Kenney ("Monday Memo," July 4) of a "federation" plan that would reorganize the NAB into separate radio and television operating divisions under a strong umbrella organization. The task force will be co-chaired by Jerry Holley, of Stauffer Communications, chairman of the NAB TV board, and radio board chairman Beck. It is anticipated that five other members will be named, including Arnold Lerner, WLLH Inc., Lowell, Mass.; Stan McKenzie, KWED(AM) Seguin, Tex.; Don

Curran, Field Communications, and Robert King, of Robert K. King & Associates, Winnetka, Ill.

Among other actions taken by the executive committee last week:

□ Approval of the retention of former Secretary of State Edmund Muskie and former FCC Chairman Richard E. Wiley as advisers on legislative issues.

□ Decision to move the 1984 winter board meeting from Puerto Rico to Hawaii.

□ Decision to support a bill by Representative Mickey Leland (D-Tex.) that would extend favorable tax treatment to minorities in connection with the purchase of broadcast properties.

□ Approved a Mailgram to follow Representative Tim Wirth's (D-Colo.) questionnaire to television and radio stations, essentially discouraging station responses (see story below). Executive committee members said their stations would not respond.

□ Agreement to support the National Cable Television Association's effort to have cable systems exempted from the fairness doctrine.

□ Agreement to file an amicus brief in a fairness doctrine case involving WINZ(AM) Miami.

The executive committee took no action on the so-called "TV trends" study that has been a matter of controversy since its introduction at the NAB convention. President Fritts said it was not an agenda item at all and "in addition to that we didn't talk about it." □

House quantification questionnaires are mailed

NAB heads them off at the pass with its own Mailgrams, giving stations words of warning

The House Telecommunications Subcommittee, still intent upon coming up with quantified "performance standards" for its proposed broadcast deregulatory legislation, sent questionnaires to all commercial TV station managers last week, requesting a variety of information on nonentertainment programming practices.

How extensive a response the subcommittee will receive is in doubt. The National Association of Broadcasters, which now says it is opposed to the notion of quantifying a public interest standard, has beat the subcommittee to the punch, having shot off Mailgrams that seem aimed at discouraging cooperation by TV licensees. "Your participation in this survey is purely voluntary," NAB pointed out in the Mailgrams sent last week to all television broadcasters. "Whether and how you reply is strictly up to you."

NAB added that the data collected would probably be used to determine a scheme for quantifying the public interest standard, a concept it said it opposes "because of its obvious First Amendment conflicts and because NAB strongly believes that TV deregulation can and should stand on its own

without any new government controls or standards." NAB added that it had opposed the survey approach that was adopted, having recommended other alternatives, "including some which would use existing data and be less intrusive to individual licensees. We particularly objected to requesting data on new narrow programming categories which have not been required in the past by the FCC. Unfortunately, our objections to the survey were not wholly accepted."

The questionnaire, a similar version of which is slated to be mailed to about 1,000 radio licensees this week, requests a variety of programming information, based on a composite week of days randomly selected from 1982 and 1983. The survey requests information on the minutes devoted to news, public affairs, public service announcements and all other nonentertainment programming during various time periods. It also requests a list of all programs, "by name and duration originally produced and primarily designed to be children's programs," during the composite week, and whether those were "informational" or not. The survey, which includes a definition of terms, also requests a list of all programs primarily designed to address the needs and interests of minority groups during the composite week; it requests the same sort of information about programming "primarily designed to address the needs and

interests of audiences of people 65 years and older."

Other questions—there are nine in all—request information on whether stations are VHF or UHF; on network affiliation if any; the station's 1983 ADI, and, according to the May 1983 Arbitron ratings, the station's audience share and rank within the ADI market for all programming. It further requests that licensees identify themselves by name.

In a cover letter, Subcommittee Chairman Timothy Wirth (D-Colo.) said broadcast deregulation is a "top priority" of the subcommittee, and asks that the questionnaires be returned no later than Aug. 15. "It is critical to the Congress's efforts in developing broadcast legislation that we have the facts before us as to the levels of public interest programming being provided today. If Congress is to make sound judgments, your full cooperation is necessary to assure that the legislative decisions are based upon the best possible information," he said.

The cover letter further noted that the subcommittee has launched the survey "as part" of its effort to come up with broadcast deregulation legislation, which would include repeal of the comparative renewal process. "Our goal is to make the performance standards required by licensees more objective than the present license renewal system by quantifying them," Wirth said. □

THE RUSH TO MULTICHANNEL MDS

One way or another, CBS wants in

After FCC rejects its proposal to offer multichannel MDS, CBS explores other alternatives including leasing ITFS channels in markets where it owns stations

Although the FCC threw out CBS-TV's bid to launch multichannel MDS services in five big cities last May, the network is still enthusiastic about the new pay television medium and is working hard to assure its place in it.

At the same time the FCC rejected CBS's proposal to offer multichannel MDS services in New York, Los Angeles, Chicago, St. Louis and Philadelphia—the markets where the network owns television stations—it authorized multichannel MDS by reallocating eight of the 28 instructional television fixed service channels to MDS. What's more, the commission gave ITFS operators permission to lease their "excess" capacity to MDS operators.

CBS now plans to take advantage of the new rules, lease channels from ITFS licensees and the MDS operators that win the licenses for the reallocated channels and go ahead with its original plans.

Paul Isacson, senior vice president, CBS/Broadcast Group, would not discuss particulars of the network's current plans, except to say the proposal that was dismissed by the FCC is "the evidence of our intentions."

In the original proposal, submitted to the FCC last August, Contemporary Communications Corp., an MDS common carrier based in New Rochelle, N.Y., asked the FCC for between four and eight unused ITFS channels in the five CBS markets. If granted the channels, CCC would have constructed multichannel transmission systems in the markets at a cost of \$4.5 million and leased them to CBS, which would have handled the programming and marketing of the services. CBS believed (and apparently still does) that multichannel MDS can compete with cable, particularly in urban areas where multichannel MDS gets a head start.

The partnership between CCC and CBS went up in smoke with their proposal to the FCC. Peter Haring, director of strategic planning and development, CBS/Broadcast Group, said, however, that CBS would lease multiple channels from CCC if it were able to acquire them in the CBS markets. According to CCC Senior Vice President Stanley Lapin, CCC intends to apply for reallocated channels and, like CBS and many other MDS operators and programmers, lease them from ITFS operators wherever it can. CCC already holds licenses for one channel in approximately 35 markets, Lapin said. (Prior to the adoption of the May rules, two MDS channels had been allocated to each market.)

CBS has approached ITFS licensees in all five of its markets. In Chicago, for instance, it has been to the Illinois Institute of Technology, the Catholic Television Network/Chicago and the New Trier high school district.

Mary Anne Smith, university counsel, IIT, which now holds eight licenses, said CBS offered to lease all or some of the IIT channels "all day, every day, forever." CBS said it expected to serve between 150,000 and 200,000 subscribers in the Chicago area market, she said, and that it would give IIT a cut of the subscriber fees in exchange for its channels. CBS failed to impress Smith, however. IIT broadcasts graduate courses in engineering and computer sciences via its ITFS channels to corporate offices in Chicago, she said, and it earns more in tuition from the program than it could from cutting a deal with CBS. Besides, she said, "we feel strongly that the ITFS channels were intended for educational uses and that's what they should be used for."

Wherever CBS has gone to find channels, other MDS operators or programmers have been there before or after it with the same idea. According to John Curtis, chairman of the National Instructional Telecommunications Council, a consortium of ITFS users that boasts that its members control 66% of the operating ITFS channels in the nation, CCC and Microband Corp. of America also have been active in trying to line up channels throughout the country. In addition, he said, many local companies, including programmers of local single-channel MDS operators, have approached ITFS licensees. Nancy Hendry, deputy general counsel, Public Broadcasting Service, which has applied for a groups of four ITFS channels in 102 markets, said she has received an inquiry from the Graphic Scanning Corp.

Microband, the nation's largest MDS operator and the first to recognize the potential of multichannel MDS—or "wireless cable," as it calls that medium—has been particularly aggressive and seemingly ubiquitous in the leasing marketplace. One Chicago ITFS operator, who is eager to lease channels and

has heard from both CBS and Microband, said the Microband deal sounded better. Microband's Mark Foster declined to discuss the company's "strategic planning," but indicated it intended to maintain its dominance in the MDS business. "We have invested 13 years in building this industry," he said. "There is no way Microband is going to walk away from it. We are going to fight like hell to be in the business."

Despite all the talk, nobody is ready to make a deal. Neither the ITFS operators nor the hopeful lessees can get serious about negotiations until everybody has had a chance to read and digest the new ITFS-multichannel MDS rules, which were not published until last Friday (see box, below). An outline of the rules released at the time they were adopted, according to the ITFS licensees, did not adequately explain the conditions under which the ITFS channels could be leased. Of particular concern to some of the ITFS operators was whether leasing channels would turn them into common carriers. Steve Gorski, project director, Catholic Television Network/Los Angeles, which received a letter from CBS inquiring about its channels, said: "If we had to become a common carrier to lease excess time, we probably would not be interested. As a common carrier, you have to lease to the first person in line and we are not interested in leasing to a service that would have program content that we would find objectionable."

Also unclear is what the FCC means by "excess" capacity. If the definition is too restrictive, ITFS operators may find they have little capacity to lease and multichannel MDS service may suffer as a result. Although the FCC reallocated eight channels to MDS in each market, it also grandfathered existing ITFS licensees and applicants for those channels. ITFS operators have already staked a claim to the reallocated channels in

Opening the gates. The new rules for Instructional Television Fixed Service and MDS, released by the FCC last Friday, should encourage the development of a multichannel broadcasting or "wireless cable" in the 2 ghz band shared by the two services. The published rules, which clear up some of the questions lingering since May 26 when the rules were adopted, give ITFS licensees considerable freedom in leasing channel capacity and set no limit on the number of channels a single multichannel broadcaster can control in a market.

Under the rules, ITFS licensees can lease excess capacity either to common carriers or directly to programmers without having to become common carriers. Many ITFS licensees, eager to lease capacity, were reluctant to become common carriers, fearing the status would force them to lease capacity indiscriminately. There is one leasing restriction. ITFS licensees must use each of their channels "substantially for legitimate ITFS use." What "substantially" means will apparently be left up to the ITFS licensees. But the rules warn that "any wholesale abandonment of the primary purpose of the facility could jeopardize the entity's license."

Besides permitting channels leasing, the rules reallocate two four-channel blocks from ITFS to MDS, a common carrier service, although it grandfathered existing ITFS licensees of or applicants for the blocks. The rules also stipulate that ungrandfathered blocks should be awarded to two different MDS operators in each market. However, the same programmer could lease both blocks of channels. Imposing "an artificial" upper limit on the number of channels a programmer could control, the rules say, "would prevent market forces from determining the optimum mix of channels." The rules contain no ownership restrictions. Broadcasters and cable operators may lease channels from MDS operators or capacity from ITFS licensees in the markets they serve.

New York and Chicago, said CBS's Haring. "If the other 20 channels are not leasable," he said, "there will be no multichannel MDS in those cities."

For the most part, the ITFS operators are eager to deal with their MDS counterparts. A general manager of noncommercial television station with ITFS channels to lease, who asked not to be identified, said revenue from leasing the channels could be used to subsidize the operation of the television station. The funding that the station received from the Corporation for Public Broadcasting and the county, which holds the station's license, has dropped by \$300,000 a year, he said. "As a result," he said, "we are looking at ways of finding revenue-producing situations to recoup that kind of loss. A long-term lease of a significant amount of unused ITFS capacity would produce a steady revenue stream for several years that could be a real benefit to the station."

If CBS can acquire an adequate number of channels, it believes it can survive competition from cable. "You want to structure the business so that it has a long-term potential," said Haring. "You don't want to be a situation where you do forward and are forced to take massive losses when the competitors come in. You have to be able to carve out a niche for yourself."

Haring sees CBS's multichannel service as having at least two advantages over cable—programming tailored to and, to a certain extent, produced for the local market and freedom from local regulation. Since CBS plans to operate in markets where it already has television stations and production studios, he said, it can produce local programming to complement the national cable-like programming (movies, sports and news). "That give us a leg up on the cable operators who really aren't in the programming business," he said.

Further evidence of CBS's interest in multichannel MDS is an ongoing evaluation of MDS reception equipment at the CBS Technology Center in Stamford, Conn. Marvin Kronenberg, who is in charge of the project, said he is looking at a variety of MDS antennas, downconverters and set-top converter/descramblers and could be ready to make his recommendation in "six months or so." The multichannel MDS reception system, he said, will be based on existing cable technology and products. The scrambled MDS signals will be "downconverted" at the antenna to a group of cable midband or superband channels, he said, and fed to a standard cable descrambler/converter on the television set. The complete reception system will cost between \$200 and \$300, depending on make, features and whether CBS decides it needs addressability, he said. Converter/descramblers made by such companies as Jerrold, Zenith, Oak and Scientific-Atlanta are among those under consideration, he said.

CBS's future in multichannel MDS is, for the most part, a question of whether it will be able to acquire sufficient channels in its markets. "We thought it was a good business when we filed for it [last August]," said CBS's Isacson. "We are waiting to find out whether or not an opportunity exists for us to get into it on the right conditions." □

College football coverage in quandary

Broadcast and cable networks watch from sidelines as NCAA and CFA fight legal battles

The question posed last week, after the 10th Circuit Court of Appeals denied the NCAA's request for a stay of a lower court ruling which voided its contracts with ABC, CBS and Turner Broadcasting System on anti-competitive grounds, was not whether there would be televised college football this year, but rather what form the coverage would take.

At this point the possibilities appear endless. The NCAA, which has a membership of some 700 colleges nationwide, asked Supreme Court Justice Byron White to temporarily set aside the lower court ruling, saying that "any attempt to revamp things for 1983 would produce wasted motion, chaos or both." If White overrules the 10th Circuit Court, then the status quo would be maintained at least through the coming season. The full U.S. Supreme Court won't decide until next fall, at the earliest, whether or not to hear the NCAA's appeal challenging the decision of the lower court rulings that the collegiate association's television contracts constitute a violation of the Sherman Antitrust Act.

However, should White turn down the NCAA's request that its network contracts be kept intact pending appeal, it could mean that every college in the nation seeking television coverage would be on its own to make any deal it could. It seems more likely though, that individual schools and even full conferences would probably form new alliances, such as the College Football Association, composed of about 60 major colleges, so that greater leverage would be achieved in dealing with the networks.

Both CBS and ABC were taking a "wait and see" attitude last week in anticipation of a forthcoming decision by White, although the networks have not exactly been standing idly by, and have been talking with the NCAA, CFA and various colleges about the alternatives. One network source suggested it is "unlikely" that White would grant the NCAA its stay request. But he added that "the schools want structure and so do we [for negotiating contracts], but the question is what kind."

Turner Broadcasting System appears to be in a no-lose situation, or so claims Terry Hanson, executive producer of sports for WTBS. TBS was awarded a two-year "supplementary" contract last year for which it bid \$17.6 million, more than twice the \$8 million bid by runner-up ESPN. But the rules that limit how often college teams can appear on nationwide television are so "prohibitive," says Hanson, that TBS would just as soon see the current contracts voided by the courts so that it could take its money and, as one alternative, "go out and buy five or six of the best available games for the coming season." Another option TBS has, said Hanson, would be to use the superstation "as a syndication vehicle," whereby it could buy the rights for a certain school or conference

and offer the games to other broadcasters, as it did last winter with the Georgetown-Virginia basketball game.

And if the stay is granted, concluded Hanson, "we are still one of three networks with an exclusive contract. That's the worst that can happen and therefore we can only improve our situation."

And should the existing contracts be voided in the final determination, cable networks other than WTBS(TV) Atlanta would be looking to get a piece of the college football pie. An ESPN spokesman confirmed that the cable sports network would be interested in college football this season if the opportunity presented itself. And although ESPN has not yet approached any colleges about that prospect, the USA Cable Network has. "We've had very preliminary discussions with various schools to let them know we're interested," said a USA spokesman.

Meanwhile, the NCAA and rival CFA were developing contingency plans of their own last week. An NCAA spokesman said the association has suspended its television plan, pending the outcome of its stay request to Justice White. "We are not processing applications [from schools] for telecasts," he said. He added that the group's football television committee would be meeting in Glenden Beach, Ore., this week to discuss options.

Members of the CFA, which is composed of the Atlantic Coast, Big Eight, Southeast, Southwest and Western Athletic conferences, as well as nonaligned schools, including Notre Dame, Penn State, Rutgers and Tulane, will convene in Atlanta on Aug. 2 and will be asked to accept or reject that group's proposed television plan. Those schools rejecting the plan are free to negotiate their own deals, a factor that allows the CFA to act as the negotiating agent for the group without running afoul of the antitrust laws.

The plan, which would be effective through 1983 only, calls for the CFA to negotiate season contracts with two television networks that would air national and regional games on Saturday afternoons during a 14-week schedule. Rights fees from the network would be distributed among the teams according to a formula based on the number of television appearances (four maximum) by each school, with schools not receiving any network coverage being guaranteed a certain minimum payment. Participating members could negotiate their own deals for coverage of games as long as they would not be televised before 7 p.m. (EST) on Saturdays.

A spokeswoman said the television plan was accepted unanimously "in principle" at the group's annual meeting in June, but could not say how many members would actually commit to the plan at the upcoming meeting in August. Once the commitments are in, she said, the CFA will negotiate agreements with the networks. "We are moving ahead," she said, "on the assumption that Justice White will not grant the stay sought by the NCAA." □

The DJ who first attempted to train a live buffalo as a station mascot is moving to Music Country Radio Network.



And it darn near killed him. The buffalo, that is.

But that wasn't the first first for Charlie Douglas. He also pulled off the first live broadcast from atop a rodeo bull. It lasted four seconds, broke a few records and three ribs.

In fact, Charlie's list of firsts is long, but not nearly so long as if he were doing the telling. Now Charlie's got a new first. He's probably the first D.J. to leave a job (13 years at WWL in New Orleans) without giving up his board shift.

Because Charlie, and WWL, are now with Music Country Radio Network, a nationwide, all-night, live country music variety program that has an impressive list of firsts all its own. It's a winning mix of top tunes, guest interviews, listener call-ins and the latest in news, sports and weather. Music Country Radio Network is a joint venture of WSM, Inc., and the Associated Press, and is the only program of its kind on the air. No wonder one-of-a-kind Charlie Douglas is a perfect fit.

Listen to him. He always has something to say—Charlie's one more reason why Music Country Radio Network is the only place to be in the country at night. Represented by the Christal Company. Contact Sofia Mannos, 202/833-5922.



FCC proposal to change definition of 'community' hears pros, cons

ABC, NAB oppose use of broader definition, but idea does have supporters

An FCC proposal to change its policy for granting preferences to broadcast applicants within metropolitan areas has drawn mixed reviews.

At issue is the commission's definition of "community" in addressing Section 307(b) of the Communications Act, which directs the commission to provide a "fair, efficient and equitable distribution" of broadcast licenses among the states and communities. Under current policy, the commission defines communities by municipal boundaries and local government units. Also under its policy, as a result, an applicant for a suburban community can receive a 307(b) preference over applicants proposing facilities in the neighboring, better-served inner city. But under the FCC's proposal, the definition of "community" would be expanded to encompass entire metropolitan areas. As a result, no applicant within a metropolitan area would receive a 307(b) preference.

In its comments, the National Association of Broadcasters opposed the adoption of a broader definition of community, noting that such a change would eliminate Section

307(b) preferences in comparative hearings involving central city and suburban community applicants within a metropolitan area. "The present proposal to utilize a metropolitan area standard in lieu of the present definition of community is but another attempt by the commission to abdicate its statutory mandate to insure local service," NAB said. "Adoption of any metropolitan area concept would dramatically impact upon the FM and TV tables of assignments, and would be contrary to the rationale behind the AM acceptance criteria. The commission's redefinition proposal would promote a concentration of frequencies in larger communities contrary to the agency's statutory obligations."

ABC agreed. "It is ABC's view that this proceeding should be terminated and the present definition of 'community' retained. Adoption of any 'metropolitan area' concept to substitute for the historical definition of 'community' would dramatically impact upon the FM and TV tables of assignment and particularly the objective which underpins the tables of providing multiple, local broadcast outlets to as many individual communities as possible."

The law firm of Perkins & Root said the commission's proposal would largely reverse the FCC's action eliminating its suburban community policy and Berwick doctrine (BROADCASTING, Feb. 21). Under the resulting "new" suburban policy, it said, there would be no initial test, beginning with the scope and inclusiveness of the proposed service area, as existed under the former suburban and Berwick policies. "Those tests were designed to determine if an issue was raised

as to whether a proposal for a small community might realistically be a proposal for a larger, nearby city. The new policy would automatically lump all proposals for communities in a metropolitan area under a presumption of being applications, not merely for a nearby, larger city, but for the entire metropolitan area. The presumption would be irrebuttable. Thus, while an applicant could demonstrate under the former policies that its proposal was intended as a service to the suburban community for which application had been made, no such possibility would exist under the new policy.

"The suggestion in the notice that the foregoing would increase flexibility in the provision of new stations where they are needed is absurd. It would drastically reduce flexibility by denying consideration of suburban community applications on their merits, directly contrary to the commission's stated objective in eliminating the former suburban community and Berwick policies. Where the former policies imposed substantial impediments on suburban community applicants, which the commission found contrary to the mandate of the act and the public interest, the new policy would deny them recognition on their merits altogether and, as a practical matter, eliminate most future suburban community broadcast stations."

A group of radio and TV licensees, including Group One Broadcasting Co., Guaranty Corp. and Lake Huron Broadcasting Corp., said much the same thing. "In lieu of making allocations to specific communities as identified by the U.S. Census and other official sources, the commission would be allocating frequencies to broad geographical areas containing numerous discrete, socio-economic and governmental units. Further, if Section 307(b) preferences are not available to applicants applying for individual communities within a broad geographical area, given the realities of the broadcast business which have been repeatedly recognized by the commission and the courts, there will be no motivation for applicants to specify unserved communities. Instead, applicants inevitably will propose to serve the largest community within the metropolitan area, a result clearly at odds with Section 307(b), its legislative history and judicial interpretation of the statute over the years."

Hispanic Broadcasting Associates said the FCC proposals were based on the flawed premise that all communities within a larger metropolitan area are alike. "All metropolitan areas do not have the same demographic characteristics; for this reason, HBA believes that under most circumstances community comparisons pursuant to Section 307(b) have merit and should not be defined out of existence."

South Florida Broadcasting Co., an applicant for a new FM radio station at North Miami, Fla.—which it said currently does not have a local aural service—also said the

Investigating credentials. The Tennessee State Board of Architectural and Engineering Examiners has launched an investigation into allegations that Edward M. Johnson, principal of Edward M. Johnson & Associates Inc., a Knoxville-based communications consulting firm, has been illegally practicing engineering without a license.

According to a spokesman for the board, the investigation was launched in response to a complaint by Ronald D. Rackley, a Washington-area consulting engineer. The results of the investigation, if it has been completed, and the complaint will be presented to the board at its regularly scheduled meeting July 28 and 29, the spokesman said. The board will decide what action, if any, should be taken.

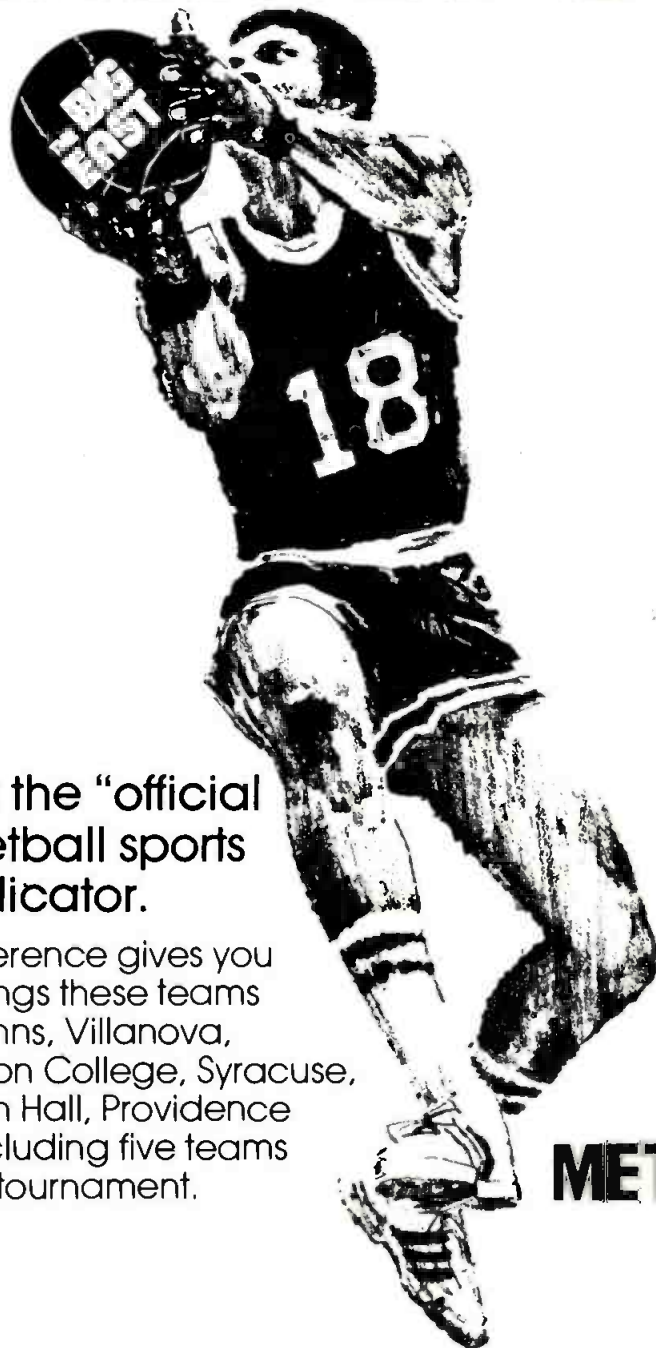
In his complaint, Rackley alleged that Johnson, who is not a registered engineer, has claimed in advertisements, and in affidavits at the FCC, that he is qualified in engineering. In one FCC affidavit attached to the complaint, Johnson contends that his "qualifications as an expert in radio and television engineering and application preparation are a matter of record with the FCC."

Under Tennessee law, it is unlawful for "any person to practice or offer to practice architecture or engineering unless such person has been duly registered." Under the same law, however, it is not illegal to practice engineering without being registered, as long as the practitioner doesn't use the word "engineer" or variations in ways designed to give the impression that the person is an engineer.

Johnson told BROADCASTING he had referred the matter to an attorney, who had assured him there was no problem. While he conceded that he isn't a registered engineer, he said he had engineers working for him. Offering his own opinion on the true nature of the problem, Johnson contended that some engineers didn't like the fact that he advertises his services. "They don't understand what [FCC Chairman Mark] Fowler is talking about with deregulation," he said. "They really don't like the kind [volume] of business we're doing."

Edward M. Johnson Associates has been active in filing low-power television applications. Cellular radio applications it had prepared for American Cellular Systems Inc. for 30 markets were withdrawn earlier this year amid accusations they contained false information.

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METROSPORTS®

Laying groundwork for Soviet trade. If the U.S. and the Soviet Union are to progress toward a consistent practice of trade and economic cooperation, they will have to begin with basic realities—"the search for a joint definition of political security interests," Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, said in a speech to Soviet government officials in Moscow, July 6.

According to Wirth, who was part of a 17-member delegation of House members discussing a host of issues with the Soviets, dealings between the U.S. and the Soviet Union are inevitably a function of the countries' political relationship. "Without restoring a genuine accord that prevents either side from pursuing unilateral advantage at the expense of the other, we will not restore the political basis which is essential to economic cooperation," Wirth said.

"Our rivalry in wasteful, military expenditures, of course, is both the consequence and part the cause of the lack of restraint in our political competition. It is in this field that we must look most intensively for a new, workable definition of common security. It is not enough to say that we share an interest in avoiding direct conflict," Wirth said.

Wirth also said that Americans make a direct connection between their security as a nation and the security of individuals in their relations with their rulers. "We are advocates of human rights because we hold that governments which show the greatest respect for their own citizens are more certain to show the greatest respect to other governments and their people. A world in which authority is restrained in its treatment of the powerless is a world that is safer for all nations and all individuals.

"On this issue American and Soviet history and outlook are far apart. But you mistake our interest in the principles of human rights and in their application if you interpret them either as a matter of political expediency or as a camouflage for subversive intent towards your system," Wirth said.

FCC's proposals ran counter to 307(b). "The proposed redefinition ignores that smaller, yet significant cities within metropolitan areas have problems and needs that are not met by stations licensed to the core city. The proposal would further contribute to the loss of individual community identity and the alienation of individual citizens."

Washington Wireless Inc., an applicant for a new FM in Tumwater, Wash., shared the sentiment: "The commission should not attempt by rule to erase the very real distinctions that may exist between smaller so-called suburban communities with the larger cities nearby. To adopt a blanket 'metropolitan area' definition of 'community' would unfairly and inequitably ignore the needs and desires of the residents of these distinct smaller communities for local broadcast service."

Antonin & Garcia, one of 28 competing applicants for the deleted facilities of WHBI(FM) Newark, N.J., which has proposed Jersey City, N.J., as its city of license, said the FCC proposals could deny Jersey City its first local outlet of expression: "It is inconceivable that the same commission which has recently expressed such acute sensitivity to the unique needs of the communities of northern New Jersey could at the same time knowingly and willingly contribute to such a result."

Tennessee Telecasting Inc., applicant for a new VHF TV station in Maryville, Tenn., also opposed the FCC proposal: "Because the extent of an urbanized area is defined merely by population density, and a city can be included in an SMSA because as few as 15% of its residents commute to the center city to work, these arbitrary definitions are inappropriate for use in defining a 'community' for broadcast allocation purposes. The actual problems, needs and interests of an outlying town may be far different from those of the center city."

But CID Broadcasting Inc., a minority-owned applicant for a new Class II-B AM station in Chicago, thought the FCC was right on track: "There are a number of per-

suasive reasons for the commission to proceed with this rulemaking. Absent a more expansive definition of 'community,' applicants proposing to serve essentially the same metropolitan areas may be treated differently purely on the basis of their self-designated community of license. This approach ignores the realities of broadcast transmission and service while placing undue significance on arbitrary political boundaries," it said.

Three Cities FM Inc., an applicant for a new FM in Olympia, Wash., said it didn't think the FCC should have eliminated its Berwick doctrine or suburban community policies (BROADCASTING, Feb. 21). "But having done so," Three Cities said, "the commission must now insure that applicants for suburban communities do not gain a comparative preference for selecting such communities of license when there are no facts which clearly demonstrate that a preference is warranted or necessary.

"Three Cities does, however, believe at a minimum that the commission should evaluate definitions of the term 'community' in light of the class of station proposed. As the commission noted in its notice of proposed rulemaking in this proceeding, certain classes of stations such as TV stations and Class B and C FM stations are designed to serve regional areas. That being the case, it does not make sense to give a preference to a 'suburban' applicant who proposes to serve an area with a regional channel. This is especially true if it is demonstrated that the service area proposed by the 'suburban' applicant encompasses the same basic region as the nonsuburban applicants.

Olympia Broadcasting Co. Inc., one of six mutually exclusive applicants for a new FM station assigned to Olympia, Wash., said it supported redefining community to encompass an entire metropolitan area when the proposed broadcast station is intended to provide a wide-area or regional service and all applicants propose to serve substantially the same area.

Olympia further noted that while it and four other applicants had designated Olym-

pia, Wash., as their community of service in the case that is of special interest to them, Washington Wireless (see above) had designated Tumwater. "Because Washington Wireless has proposed Tumwater as its city of license, a Section 307(b) issue must be designated under existing commission policy, notwithstanding that all of the applicants appear to propose service to substantially the same area."

The Outlet Co. urged the commission to define broadcast communities on the basis of market areas. □



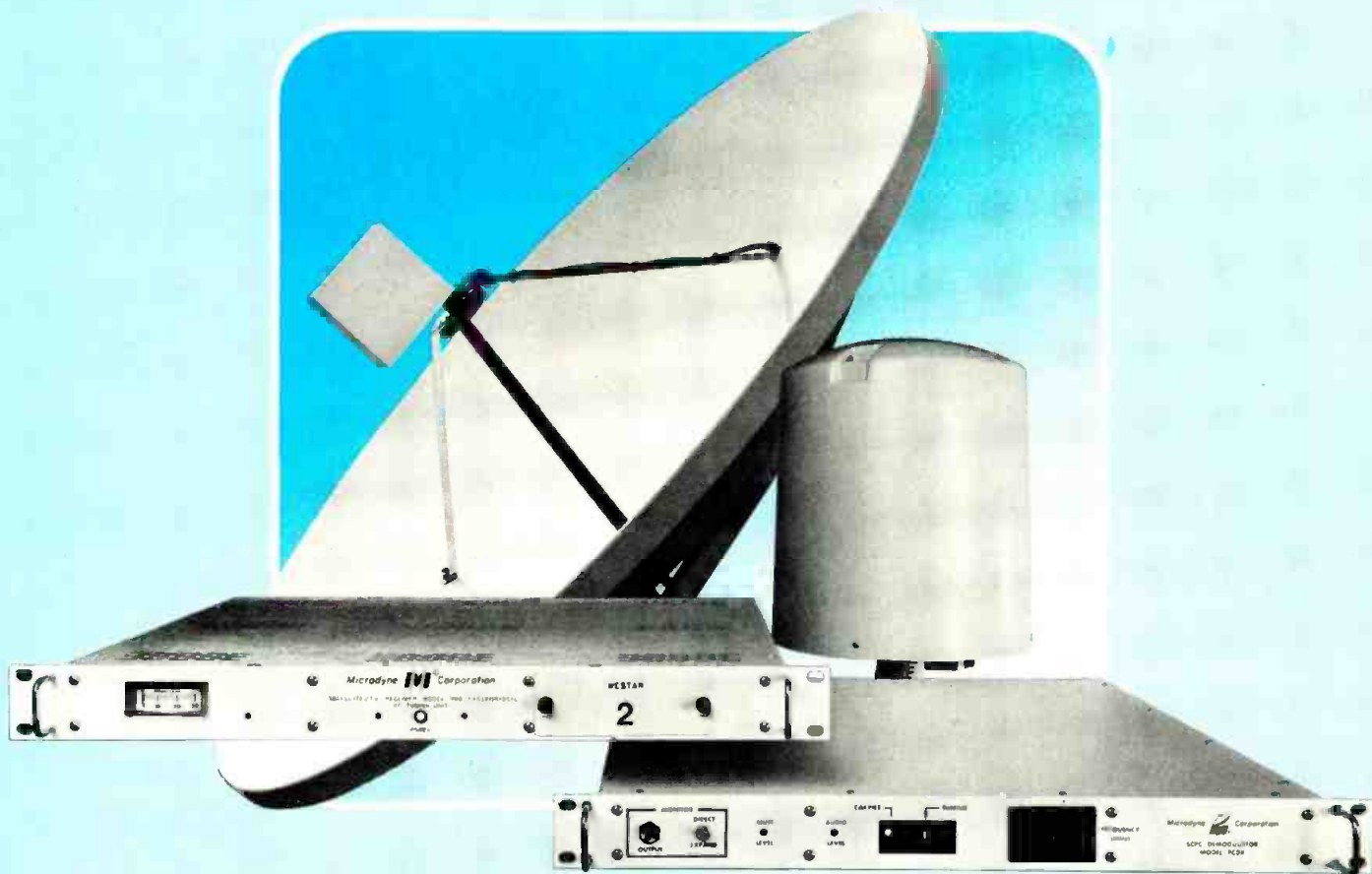
New chief. As expected, the FCC last week named Jack David Smith chief of the Common Carrier Bureau. Smith, 37, has served as deputy chief for operations since 1981, responsible for overseeing the bureau's tariff, domestic facilities, enforcement, mobile services and hearing divisions. He joined the commission in 1974 as an attorney for the Office of General Counsel, concentrating on defending FCC common carrier decisions in the Court of Appeals.

From 1971 to 1974, he was a captain in the U.S. Marine Corps, serving as a military prosecutor. He received his JD from George Washington University, Washington, in 1971.

Topping his agenda, he said, will be reconsideration of the FCC's access charge decision. Also high on his list are the commission's competitive carrier proceeding, which proposes to deregulate nondominant common carriers, and implementation of the AT&T divestiture.

Smith noted he is particularly keen on getting the access charge reconsideration out. He has been meeting with colleagues on the question almost constantly since he officially stepped in as chief last Monday (July 11). "As soon as you go, I'm going back to the meetings. I'm going to get this access thing out come hell or high water," he told a reporter. Smith also must name replacements to man the bureau's front office. Gary Epstein, who stepped down as Common Carrier Bureau chief July 6 to go into private practice, is being joined by his former special assistant, Aileen Amarandos. James Smith, Epstein's former legal assistant, also is moving on.

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There is no company more qualified to meet your needs for satellite radio equipment. We provide both down-link and up-link equipment; complete turnkey installation or individual components. We have thousands of satellite terminals installed throughout the world. We have the experience, the hardware and an uncompromising commitment to excellence.

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TELECASTINGS

Ad hoc clearances

Prime Time Showcase, the umbrella title of Comworld Productions' and Procter & Gamble's ad hoc network, has cleared one made-for-TV movie this summer and is on its way to clearing another. The first, *Emergency Room*, a hospital drama starring Sarah Purcell and LeVar Burton, has cleared 70% of the country, including all the top 20 markets, for a July run. The second, *Desperate Intruder*, a story about two escaped convicts and the romance encountered by one of them, stars Meg Foster, Nick Mancuso and Claude Akins. It's expected to duplicate *Emergency Room's* clearance. The terms for both films are a 50/50 barter split with P & G retaining half for its advertising. Stations get two runs and most have cleared the first run for prime time viewing. Originally, Prime Time Showcase was to feature four titles, but the fate of two more deals "depends on the numbers" the first two productions pull in the ratings, a principal close to venture said. Both features were shot on videotape.

Filing suit

Actor James Garner and his Cherokee Productions has filed suit in Los Angeles Superior Court seeking \$22.5 million in damages from Universal Studios, alleging fraud and breach of contract relating to the long-running television series, *Rockford Files*, which starred Garner. The July 8 action claims Universal falsified charges against the program to reduce its reported profit and otherwise failed to properly account for net profits, thereby reducing Cherokee's and Garner's income from *Rockford Files*. The suit seeks \$7.5 million in compensatory and \$15 million in punitive damages.

Spreading the news

Group W Productions' *Newsfeed* has penetrated each of the top 10 television markets, with the announcement last Monday (July 11) that the daily satellite news distribution service has been purchased by WLS-TV Chicago. The service currently is used by 42 domestic stations plus outlets in Australia and Brazil. Other new stations contracting for *Newsfeed* recently include WPIX(TV) New York, KCOP(TV) Los Angeles, WDMV-TV Washington, WCPO-TV Cincinnati, WJKS-TV Jacksonville, Fla., and KTIV(TV) Sioux City, Iowa.

Summer try-out

NBC-TV will pre-empt its daytime strip, *Fantasy*, Aug. 1-5, to present five segments of a new one-hour women's magazine, *Personal & Confidential*, described by the net-

work as covering subjects "ranging from celebrities' lives and how to adjust to divorce to beauty care and human sexuality." Los Angeles television personality Steve Edwards, co-host of *2 on the Town*, on KNXT(TV) Los Angeles, is host of the show, a Chips Enterprises production in association with Alan Landsburg for NBC Entertainment. *Fantasy* returns to its 3-4 p.m. (NYT) slot on Aug. 8.

Urban MTV

The trend in video music clips is expanding. What is being described as an urban contemporary music video series, *New York Hot Tracks*, primarily featuring black artists, was scheduled to make its debut over WABC-TV New York last Friday night (July 15) from 1 a.m. to 2 a.m., following the network broadcast of *One to One*. Hosted by WKTU(FM) New York program director and on-air personality



de Jesus

Carlos de Jesus, the show was to open last week with a video performance of Donna Summer, along with artists such as Gladys Knight & The Pips, The Pointer Sisters, Rick James, Michael Jackson and Culture Club.

According to WABC-TV program director Brooke Bailey, WKTU(FM) will simulcast the program when logistics can be worked out. Bailey said several syndicators have expressed interest in distributing the show nationwide. Producer of *NYHT* is Kevin Wendle. Music consultant is ABC Radio executive Rick Sklar.

For the most part, record companies will supply free clips to WABC-TV, unlike NBC's 90-minute *Night Videos Network* program scheduled to begin July 29, which will pay for the use of videos.

Terra Nova firm

PBS will present in 1985 a new science series, *Terra Nova*, which will investigate meteorology, oceanography and other earth sciences. The program is funded by a \$3-million resource grant by the Annenberg School of Communications/Corporation for Public Broadcasting Project Council. WOED-TV Pittsburgh will produce the series, which will consist of seven one-hour programs designed as both prime time fare and introductory geophysics college course. *Economics USA* and *USA* are two other program pilots CPB will fund for upcoming PBS seasons. The former is a series of 28 half-hours on the basic principles of economics and will serve as an introductory college-credit TV course. The latter is also an instructional program, covering U.S. history since 1865, which will run for 13 weeks.

Apparel for TV

Due to favorable reviews and local support, WHAS-TV Louisville, Ky., and Louisville Productions will produce a fall version of their *Spring Fashion Show*, available in syndication beginning Aug. 26. *Fall Fashion Fantastic* will feature clothing from Paris and New York in an hour-long, musical look at the fashion scene.

Eleven minutes will be available to stations for local sale; syndication is being handled by WHAS-TV and The Marketing Communications Group, Albuquerque, N.M.

Summer school

To interest school children in reading, public television stations are airing a 15-part series featuring such books as "Bringing the Rain to Kapiti Plain," "Gila Monsters Meet You at the Airport," "Gregory the Terrible Eater" and "Three Days on a River in a Red Canoe." The three-week series of half-hour shows, *Reading Rainbow*, is hosted by LeVar Burton, star of *Roots*, who has as guests Madeline Kahn, James Earl Jones, Lily Tomlin and Lou Rawls, among others. On each show the guest will read from one of the books while its illustrations are shown from different angles and close-ups. Discussions, dramatizations and field trips will be used to supplement the book's material. Libraries around the country will be used as studio sets.

Reading Rainbow is a co-production of Great Plains National/Nebraska ETV, WNED-TV Buffalo, N.Y., and Lancit Media Productions, and is sponsored by the Corporation for Public Broadcasting and Kellogg Co. The series ends July 29, but will be rebroadcast beginning Aug. 1.



National Translator/LPTV Association

21st Annual Meeting

November 14 - 16, 1983 — MGM Grand Hotel
Las Vegas, Nevada

If you can attend only one Low Power Television meeting in the next year, this is the one....

Make your plans now to be at the National Translator/LPTV Association 21st Annual Meeting, to be held at the MGM Grand Hotel in Las Vegas, Nevada, November 14, 15 and 16, 1983.

Why This Meeting?

This meeting will bring together the largest group of low power TV and TV translator broadcasters ever to assemble, to share their experience, the fruit of their hard work, their frustrations and their hopes for the future.

If you hold a low power TV construction permit, the meeting is a must. If you have applications pending, Las Vegas will give you the clearest glimpse of the future. And of course, as it has done for 21 years, the annual meeting will serve as the focal point for the rural operators of the more than 4,000 TV translators, from throughout the United States.

Your Association

The National Translator/LPTV Association is the only nationwide not-for-profit association representing the emerging Low Power Television industry. Your association advocated more liberal rules for TV at the FCC; it fought for those changes at the FCC and in the courts; and it succeeded in changing television, even beyond its own bold plan. The association warmly invites members and non-members alike to be in Las Vegas, to take part, and to see this tradition renewed and strengthened.

Who Should Attend? You Should Attend!

Your association's 21st annual convention has been carefully planned for busy people who want, in a few days, to obtain a firm grasp of where TV broadcasting is headed, and what opportunities are emerging for new ventures and new service. The program is designed for: — small station operators — prospective investors — suppliers of programs, facilities and services — newspapers, cable TV and radio operators — TV and FM translator clubs and organizations — entrepreneurs.

A Theme for 1983

Your association has chosen as the theme of its 1983 convention "Ventures in Local TV Service." At the heart of the agenda are three Start-up Clinics, general meetings where all of the presenters are actual station builders and creators. No where else will you find the direct, hands-on experience communicated freely in an atmosphere of give and take.

A Full Range of Exhibits

Over fifty of the major companies are expected to exhibit their latest in equipment, accessories and services. None of the educational sessions will be taking place during exhibit hours. This means that you will have ample time to visit the exhibit hall without missing part of the program.

Concurrent Sessions

More than 20 specific workshops will explore the full range of topics of concern to the industry. A faculty drawn from all over the nation will be supplemented by the station operators themselves, who will be encouraged to participate throughout.

A Bargain

Best of all, your association's 21st annual meeting is your best meeting buy. There is no separate charge for attending any of the Start-up Clinics or topical sessions, or the exhibit hall. Once you have registered, you may attend as many of the sessions as you wish.

You will be realizing a cost savings from 33% to over 60% compared with the costs of programs offered by other organizations.

That's why we say, "If you attend only one low power TV meeting in the next year, this is it."

Michael Couzens, Program Chairman, Attorney
Former Chairman, FCC Low Power Television
Inquiry Staff

Keynote Speaker — Monday, November 14, 1983

Topic — "The Economics of the New Television"

Speaker:

Paul I. Bortz, Partner
Brown, Bortz & Coddington, Denver, Colorado
Former Deputy Assistant Secretary, U.S. Department of Commerce

Luncheon Speaker — Monday, November 14, 1983

Speaker

Larry Harris, Chief, Mass Media Bureau
Federal Communications Commission

STARTUP CLINIC #1 — Monday, November 14, 1983

ABSTRACT:

The first clinic brings together six LPTV operators who have built their stations "from scratch," to explain how they did it. What facilities are needed? What type of staff? Can an LPTV make it on advertiser support? Or is subscription — STV — the way to go? Do you program to a general audience, or do you specialize? Can a station work as a hybrid of advertiser and subscription? What program services are available? What happens when an LPTV operator goes into the syndication market and attempts to rent movies, serials, specials, or DONOHUE? Finally, What's the bottom line? Is there a break-even point, and where is it and what is it? Can anyone make a living with LPTV?

Panel Presenters:

John W. Boler, Chairman	Built the first LPTV station, which went on the air in 1981 on Channel 26, Bemidji, Minnesota. Association Director.
Booker T. Wade	Has put two stations on the air, in Mobile and Phoenix, has other stations in development. Was legal assistant to FCC Commissioner Tyrone Brown. Association Director.
Richard Bogner	Started LPTV station on Long Island; secured construction permits on Cape Cod and Hampton Roads area of Virginia. A renowned designer and manufacturer of broadcast antennas. Association Director.
David Hall & Charles Johnson	What is a five-person news department doing in Ponca City, Oklahoma? Building a loyal audience and a solid base of local advertisers. These are the developers of the station, call sign "K18AM".
Pete and Sara Warren	Launched a new station in Alamogordo, New Mexico, with ambitious national and local program schedule. Station has religious program philosophy and strategy.
Jean Downing	General Manager of Channel #26, Bemidji, Minnesota

STARTUP CLINIC #2 — Tuesday, November 15, 1983

ABSTRACT:

Of course you can build a low power TV station from scratch. But another approach is to add LPTV program origination to an existing translator system. You can switch a translator over to low power or you can add one or more low power channels at the translator facility. Either way, you run into the same big concerns and issues — equipment, staff, programming, and the bottom line. This second clinic brings together a group of experienced translator hands who have added LPTV to their facilities during the past two years. Find out what they did, and how they did it. Was it satellite fed? Scrambled channels for subscription TV? Or was it locally generated material?

Panel Presenters:

Arnold Cruz, Chairman	In translator field for 20 years maintaining and operating 45 systems on a daily basis in the Texas panhandle region. Started LPTV operation last year in Sayre, Oklahoma. Association Director.
Bill Bail	May be the first person in California with Subscription TV on a translator system, in the desert at Twentynine Palms. Association Director.
Jeff Peisel	While John Boler was building an LPTV station from scratch, elsewhere in Minnesota, Jeff was adding LPTV to his translator chain at Sleepy Eye. Association Director.
Doug Maupin	Doug's translator system is located at Woodland, Oklahoma. He has become an expert on subscription TV the hard way — by shopping, testing and experimenting with low cost systems. Association Advisor.

STARTUP CLINIC #3 — Wednesday, November 16, 1983

ABSTRACT:

In this session, the third and final startup clinic, operators who have started from square one and the operators who have added LPTV service to existing translators will combine to share their insight in a free-wheeling roundtable. Other operators in attendance, not listed in the program, will be encouraged to contribute their insights, comments and questions, from their own experience.

Your chairman for this session will be Michael Callihan, a member of the Colorado State Senate. Mike went on the air in Gunnison, Colorado, in September of last year with a 24-hour pay TV operation. The station is one of the first LPTV's in Colorado, a state that boasts more than 600 TV translators. The station uses SelecTV, fed by satellite from California, and Oak encoders and decoders. It will be Mike's job to let an overall summary of the 21st Annual Meeting flow from the exchange of comments by the station operators. For attendees it will be your last chance to fire away with questions to the people who know what it takes to develop new TV services, and to make them viable.

Michael Callihan, Chairman.

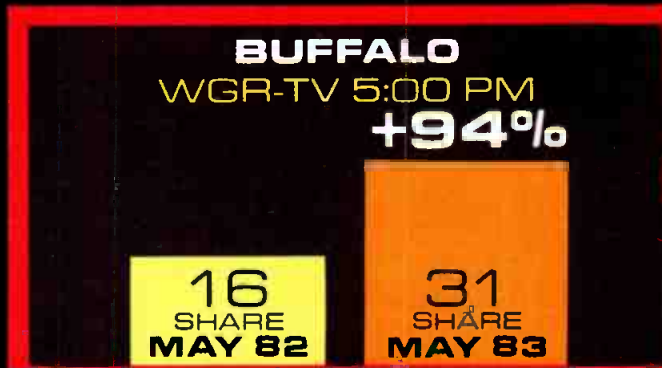
BANQUET SPEAKER — Wednesday, November 16, 1983

Topic "Low Power Television and Direct Broadcast Satellites: Are they Complementary or Competitive?"
Speaker, Stanley E. Hubbard, President, Hubbard Broadcasting, St. Paul, Minnesota.

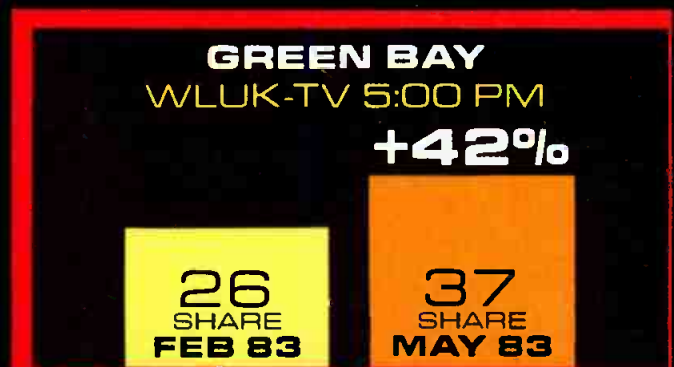
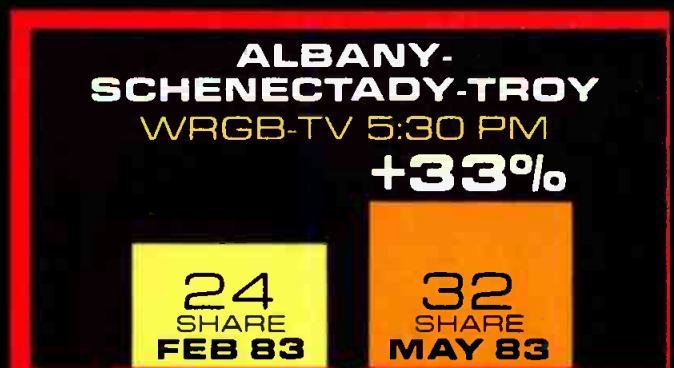
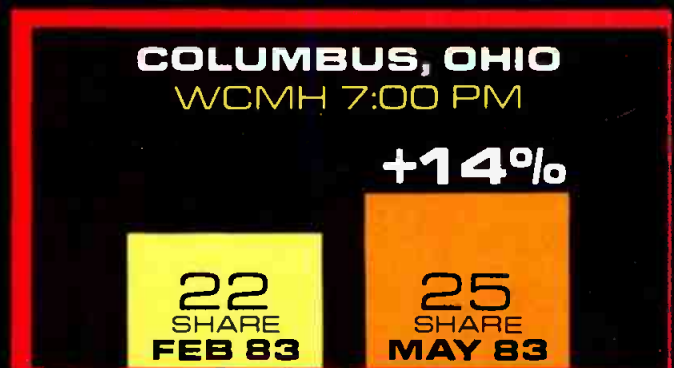
For further information about the program and the availability of booth space, contact: David A. Stone, Program Chairman, National Translator/LPTV Association, P.O. Box 578, Loma Linda, California 92354. (714) 794-4707.

THE CASE FOR

MAY '82 to MAY '83



FEB '83 to MAY '83



ENDURANCE

NOV '82 to MAY '83

NEW YORK
WABC-TV 4:30 PM

+6%

18
SHARE
NOV 82

19
SHARE
MAY 83

MAY '82 to MAY '83

INCREASE: +14%
IN ALL MARKETS

22
SHARE
94 MKTS
MAY 82

25
SHARE
146 MKTS
MAY 83

NASHVILLE
WSMV-TV 4:00 PM

+38%

26
SHARE
NOV 82

36
SHARE
MAY 83

SALT LAKE CITY
KUTV 4:00 PM

+23%

22
SHARE
NOV 82

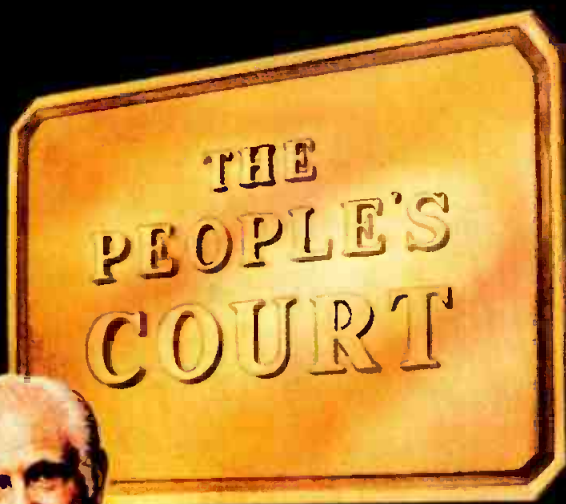
27
SHARE
MAY 83

ROCHESTER, NY
WOKR-TV 5:30 PM

+30%

23
SHARE
NOV 82

30
SHARE
MAY 83

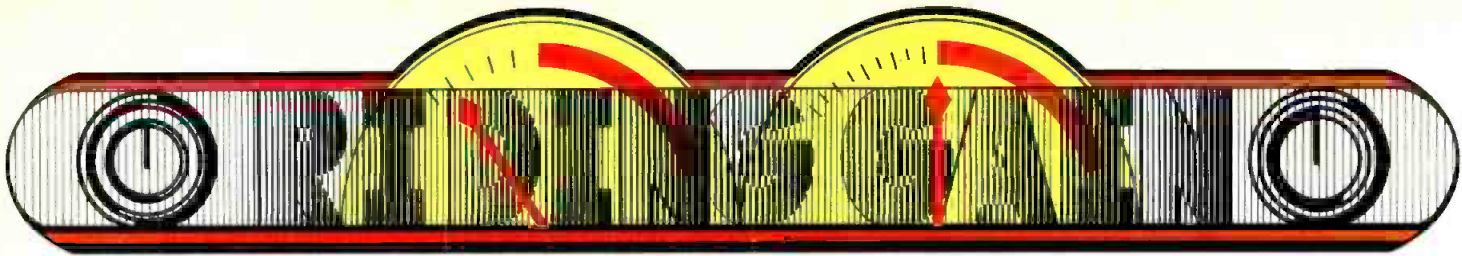


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HBO radio?

Home Box Office, the nation's largest pay cable television program service, is conducting an in-house feasibility study of pay radio and expects to make a decision about entering the emerging cable audio marketplace by the end of 1983.

Responding to recently published reports that suggest the Time Inc. subsidiary has already decided to offer a pay cable audio service, HBO's manager of corporate public relations, Alan Levy, told BROADCASTING last week the company "is assessing whether or not there's an actual business out there."

"We've really not determined anything in the way of formats, what kind of hardware we would use, what kind of marketing or pricing structure we would offer. All of these decisions haven't come into the picture yet," Levy explained. "Right now we're trying to figure out if we can make a profit if in fact we become involved in cable audio."

Levy said the preliminary assessment is being carried out by HBO's new business development office, headed by vice president Robert Bedell.

The HBO spokesman discounted as "speculation" one report that a 14-channel, satellite-delivered pay radio service would

be launched by the firm, including discrete classical, new wave, top 40, jazz and contemporary music formats. A reliable industry source said it would probably be mid-1984 before Home Box Office would be in a position to begin offering such services, due to start-up requirements involving satellite transmission and security systems.

'Ten' magazine

Broad Street Communications's KTOK(AM) Oklahoma City has begun publishing its own magazine, and is finding initial success. After a free mailing of the first issue to 150,000 households in the metro area in early May, the 24-page publication—called *TEN* after the station's frequency (1000 khz)—now sells on newsstands and through the station for \$2.50. According to Broad Street Communications President Fred Walker, approximately 8,000 copies have been sold thus far.

"Our station is a carefully choreographed combination of interviews, features, listener call-in shows, news reports, weather updates and sports programming. . . . We simply call ourselves 'Oklahoma's Radio Magazine,'" said KTOK senior vice president and general manager Kenneth Gaines. "Our new

print magazine evolved from that, as a way to graphically demonstrate what KTOK is," he said.

The company has approved production of one more issue for this year (in the fall) and four for 1984. Next year's production cost will total about \$83,000, Walker said.

The magazine contains celebrity interviews, feature stories and background pieces on the station's operation, a digest of consumer reports and how-to advice on subjects from home repair to garden soil analysis. Walker said no city or regional magazine currently exists for Oklahoma City and he views KTOK's new publication as filling that void. *TEN* was conceived and produced by KTOK's advertising agency, Associates Inc., also of Oklahoma City.

Ad persuasion

Taking a cue from other major-market radio stations, AM and FM outlets in Topeka, Kan., have formed their own market association to promote radio as an advertising medium. The Radio Active Club of Topeka was born because of what RACT said was "dissatisfaction with the lack of radio savvy in northeast Kansas." The Topeka association, made up of management, sales and programming people from every local radio station, has plans for a "full-scale" radio promotion as well as a radio information seminar for retailers and ad agency officials in the area. Earlier this year, 23 stations in the Denver-Boulder community joined together to form the Denver Area Radio Broadcasters Association (BROADCASTING, March 7).

Programing potpourri

ABC's Rock Radio Network will broadcast a concert by the Australian rock group, Men At Work, live from the Merriweather Post Pavilion in Columbia, Md., via RCA's Satcom I-R on Thursday (July 28). The 90-minute concert will be hosted by radio personalities Ty Ford of WYY(FM) Baltimore and Dave Thompson of WRQX(FM) Washington, the latter an ABC-owned station. To date, 52 stations are scheduled to air the event. ABC's Direction Network plans to launch a new 60-second weekday broadcast on health called *Alive & Fit!* The show, scheduled to premiere Aug. 1, will be hosted by actress Jaclyn Smith, former star of ABC-TV's *Charlie's Angels*.

□

AP Radio is offering affiliates a 15-part series centering on the effect on consumers of AT&T's divestiture. Each segment will run about 50 seconds. All 15 parts of the series, called *Breaking Up Is Hard to Do*, will be fed to stations on Aug. 1-2. The series host will be AP Network national correspondent Frank Sesno and consumer reporter Cynthia Hecht.

□

Older & Wise, a 15-minute public service in-



Deal signing. Eastman Radio has entered into an agreement with Malrite Communications Group Inc. for the national sales representation of newly acquired WHTZ-FM Newark, N.J. Malrite purchased then WYUJ-FM from Sabre Broadcasting, whose principals are Herb Salzman and Don Softness, in early April and plans to change the format from beautiful music to contemporary hit radio later this month (BROADCASTING, June 27). Pictured at the signing are standing (l-r): Dean Thacker, vice president and general manager, WHTZ-FM, and Gary Fisher, general sales manager, WHTZ-FM. Seated (l-r): Carl Hirsch, president and chief operating officer, Malrite Communications Group; Frank Boyle, chairman of the board, Eastman Radio, and Gil Rosenwald, executive vice president, Malrite.

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.

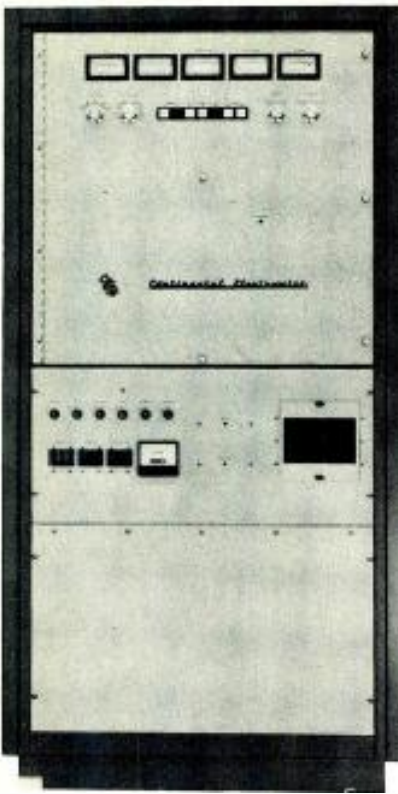
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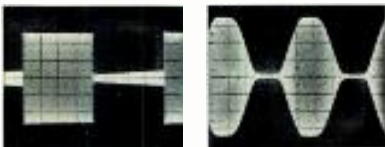
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Continental's 5 kW AM Power Rock: a sound winner that's ready for AM stereo.

The Power Rock is designed to give you the very best audio. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

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- Program directors like the crisp, clean signal and compatibility with the most sophisticated audio processors.
- Engineers like the proven design and conservative components: a safety margin for steady, reliable on-air performance.



Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

For a copy of our brochure on the 315R 5 kW AM Power Rock, call (214) 381-7161. Continental Electronics Mfg. Co. Box 270879 Dallas, TX 75227.

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Continental
Electronics

interview show geared to reflect the interests of the 50-plus audience, has received an \$18,500 grant from General Foods. The show was developed in November 1981 by Bill McClelland, president of Grand Peoples Co., a nonprofit public service corporation funded by the Weingate Foundation to provide transportation for the elderly to community events. The program, which is also hosted by McClelland, now airs on 52 stations covering 27 states. Produced by Associated Presentations, it is available free of charge to stations.

Secular scuffle

The FCC Mass Media Bureau has designated for hearing the renewal application of Seven Locks Broadcasting Co., licensee of WCTN(AM) Potomac-Cabin John, Md., and the mutually exclusive application of Celebrity Broadcasters Inc.

The stock of Seven Locks is owned by Christ Church of Washington, a nonprofit organization. According to an attorney for Celebrity, the station provides mainly religious programming but "ignores" Catholics and Jews, who make up 31% of the residents in the surrounding county. Celebrity's application should prevail, he said, since it was proposing to provide "secular" programming to the entire community, over the only station that will be licensed to Potomac-Cabin John. "Rather than being a specialized station focusing on the entire Washington metropolitan area, as the present licensee now operates, applicant will be a full service station for Montgomery county, Md.," Celebrity said in its application.

President of Celebrity, and 50% owner, is William M. Jarboe, Germantown, Md., who is president and chairman of Jarboe Printing Co., Washington. Vice president and owner of remaining 50% is LaVonne H. Cordon. Cordon owns 10% of KSKI-AM-FM Hailey-Sun Valley, Idaho. She also owns 10% of KBLI-AM-FM Blackfoot, Idaho, and is 22.5% partner in Prince William Sound Broadcasters, an applicant for a new AM in Valdez, Alaska. Jarboe has no other media interests.

Profit by a decision

An unexpected announcement during a July 5 satellite audio conference of National Public Radio member stations revealed that the FCC had granted NPR stations permission to conduct on-air fund-raising drives for the radio network. Larry Harris, FCC Mass Media Bureau chief, said in a reply to a question that the FCC has previously decided that "... fund-raising activities which significantly alter a station's normal programming, including auctions, marathons, membership drives, etc., should be carried on for the benefit of the station only, and not for other organizations." Acknowledging in the letter that NPR faces a "financial crisis of significant proportions" and that "... a very special relationship exists between NPR and its member stations," Harris concluded that "... fund-raising programs sponsored by member stations during the critical period specified in your request [the next 90 days]" would benefit the programming of member stations and therefore be "within the intended scope of existing commission rules and policies." Harris said a broad waiver of FCC rules was not necessary.

Billboard ratings

The promotion recently undertaken by WSAN(AM) Allentown, Pa., to mark a format change from C&W to "unforgettable" soft hits (BROADCASTING, May 30) has increased awareness of the station nationally but has not dramatically altered its local 12-plus listenership, at least according to the spring survey from Arbitron. The promotion, which featured contestants camped out in front of a billboard for 261 days, began Sept. 20, 1982. Arbitron's fall metro area survey, Sept. 23-Dec. 15, 1982, Monday through Sunday, total persons (12 years-plus), 6 a.m. to midnight, gave WSAN a 4.1 share. The spring survey, March 17-June 8, 1983, showed WSAN's share declining to 3.5. The contest ended June 7. Year-earlier figures for the station were fall (1981) 3.8 and spring (1982) 5.3.

Arbitron client services representative Charlie Sisen urged caution in interpreting the numbers, noting a normal margin of error and adding that "when you change format, your numbers often drop, because you are starting out with a new audience." Sisen added that effects of the promotion may show up in future books. Mike Krajsa, executive director of HGF Group, the company that owns WSAN, said that including prize money, legal fees incurred during the controversial promotion and the extra time employees spent responding to news inquiries, the cost of the promotion was over \$100,000.

Save your money

In an official public notice last week, the FCC noted that the list of the new FM radio frequency allocations that will be proposed as a result of the commission's action on Docket 80-90, which could lead to the creation of 1,000 new commercial FM stations (BROADCASTING, May 30), won't be available before next fall. "Apparently, some people mistakenly have been led to believe by advertisements and mailings that such a list is currently available for purchase," the FCC said. "When a final list of proposed allocations is adopted, it will be available for public inspection at the FCC main headquarters and each of the 25 district offices. This list also will be available for purchase from the commission's copy contractor."

Electric sound

A new sound which is derived from the best quality music of several different formats (album rock, soft rock, top 40 and adult contemporary) is the way consultant John Sebastian describes his new Eclectic Oriented Rock (EOR) format which he began marketing earlier this month. EOR is designed to appeal to a 25-49 demographic with a hard core audience of 25-40. Sebastian, who is based in Scottsdale, Ariz., expects his EOR format to cut heavily into AOR's and soft rock's 25-plus demographic in each market. Sebastian reports that focus group research shows 25-plus listeners tuning out album rock stations because they are "too hard," progressive rock stations because they are "too inconsistent," and mellow rock stations because they are "too soft."

Some of the artists that will be played on an EOR station are Pink Floyd, Steeley Dan, Alan Parsons, The Police, Grover Washington and George Benson.

Musicfest

SONGWRITERS SALUTE

LABOR DAY WEEKEND

Lend an ear as Jim Lowe and Margaret Whiting host a 3-hour musical tribute to the greats, like Cole Porter, Irving Berlin, The Gershwins, Rodgers and Hart, Johnny Mercer and Jimmy Van Heusen, with comments from many... also, performances and remarks by such stars as Tony Bennett, Ella Fitzgerald, Lena Horne and Frank Sinatra.

SALUTE TO BING

THANKSGIVING WEEKEND

Skitch Henderson joins the Crosby clan in remembering "Der Bingle" in a 3-hour holiday celebration in song, with reminiscences by Bob Hope, Kathryn Crosby, Bob Crosby, Rosemary Clooney, The Andrews Sisters, Peggy Lee and so many more!

BIG BAND SALUTE

NEW YEARS EVE

Ring in the New Year and relive the Big Band Era with William B. Williams in a 4-hour dance music spectacular with legends like Benny Goodman, Artie Shaw, Count Basie, Woody Herman, Glenn Miller, The Dorseys and Harry James, sharing their special music and their special memories!

An exciting radio series spotlighting
the best of classic American music.

NARWOOD PRODUCTIONS

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Stock Index

	Closing Wed. Jul 13	Closing Wed. Jul 6	Net Change in Week	Percent Change in Week	P/E	Market Capitali- zation (000,000)
BROADCASTING						
N ABC.....	60 1/2	62 1/4	-1 3/4	-2.81	12	1,754
N Capital Cities.....	146	148 3/4	-2 3/4	-1.84	20	1,924
N CBS.....	65	65 7/8	-7/8	-1.32	9	1,927
N Cox.....	49 1/4	50 1/4	-1	-1.99	18	1,396
A Gross Telecasting.....	68	59	+9	+15.25	16	54
O LIN.....	21 3/4	22 3/8	-5/8	-2.79	11	451
N Metromedia.....	551	550	+1	+ .18	38	1,541
N Outlet Co.....	40 3/8	40 1/2	-1/8	- .30	16	164
O Scripps-Howard.....	28	26 1/4	+1 3/4	+6.66	16	289
N Storer.....	32 1/2	32 7/8	-3/8	-1.14	0	533
O Sungrupp Inc.....	4 3/4	4 3/4			0	3
N Taft.....	47 3/8	46 1/4	+1 1/8	+2.43	11	431
O United Television.....	11 1/8	12 7/8	-1 3/4	-13.59	14	132

	Closing Wed. Jul 13	Closing Wed. Jul 6	Net Change in Week	Percent Change in Week	P/E	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	25 5/8	29 1/4	-3 5/8	-12.39	26	154
A Affiliated Pubs.....	43 1/2	43 1/8	+3/8	+ .86	21	340
N American Family.....	21 5/8	21 5/8			14	293
O Associated Commun.....	33	31	+2	+6.45	0	79
O A.H. Belo.....	44 3/4	44	+3/4	+1.70	16	419
N John Blair.....	36 3/4	38 3/8	-1 5/8	-4.23	8	144
N Chris-Craft.....	23 1/8	22 3/4	+3/8	+1.64	25	142
N Cowles.....	18 1/8	18	+1/8	+ .69	19	72
N Fairchild Ind.....	21 1/2	21 5/8	-1/8	- .57	14	282
N Gannett Co.....	66 1/2	68	-1 1/2	-2.20	20	3,543
N General Tire.....	30 1/4	32 5/8	-2 3/8	-7.27	29	727
O Gray Commun.....	46	46			14	22
N Gulf United.....	27 1/2	26 3/4	+3/4	+2.80	9	771
N Harte-Hanks.....	52	51 3/4	+1/4	+ .48	18	517
N Insilco Corp.....	24	24 3/4	-3/4	-3.03	21	383
N Jefferson-Pilot.....	34 7/8	35 1/4	-3/8	-1.06	8	748
O Josephson Intl.....	16 3/4	18 1/4	-1 1/2	-8.21	12	81
N Knight-Ridder.....	56	58	-2	-3.44	15	1,827
N Lee Enterprises.....	23 1/8	23 1/8			16	315
N Liberty.....	20 1/8	20	+1/8	+ .62	15	197
N McGraw-Hill.....	46	48	-2	-4.16	20	2,294
A Media General.....	60	61	-1	-1.63	11	417
N Meredith.....	119 1/8	120	-7/8	- .72	13	373
O Multimedia.....	42 1/4	38 3/4	+3 1/2	+9.03	22	665
A New York Times Co.....	79	79			18	1,021
A Post Corp.....	42 7/8	43 3/8	-1/2	-1.15	19	78
N Rollins.....	15 5/8	15 1/4	+3/8	+2.45	16	406
N Schering-Plough.....	44 7/8	47 1/4	-2 3/8	-5.02	12	2,389
N Signal Cos.....	34 1/2	36 7/8	-2 3/8	-6.44	23	3,675
O Stauffer Commun.....	43	43			11	43
A Tech Operations.....	36 1/2	36 1/8	+3/8	+1.03	23	30
N Times Mirror Co.....	75 1/2	78 1/8	-2 5/8	-3.36	16	2,581
O Turner Bcstg.....	22 1/4	21	+1 1/4	+5.95	148	454
A Washington Post.....	62 3/4	64 1/2	-1 3/4	-2.71	17	887
N Wometco.....	35 3/4	36 3/4	-1	-2.72	18	621

	Closing Wed. Jul 13	Closing Wed. Jul 6	Net Change in Week	Percent Change in Week	P/E	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.....	9 3/8	11	-1 5/8	-14.77	47	47
O AM Cable TV**.....	11 1/8	11 3/8	-1/4	-2.19	37	40
N American Express.....	66 3/4	69 7/8	-3 1/8	-4.47	14	8,498
N Anixter Brothers.....	23 1/2	24 1/8	-5/8	-2.59	24	336
O Burnup & Sims.....	9 1/2	8 7/8	+5/8	+7.04	0	84
O Comcast.....	22 1/2	25 1/4	-2 3/4	-10.89	23	174
N General Instrument.....	51	56	-5	-8.92	15	1,583
N Heritage Commun.....	13 5/8	14 3/4	-1 1/8	-7.62	22	100
T McLean Hunter***.....	13 1/2	14	-1/2	-3.57	19	497
O Rogers Cablesystems.....	10 5/8	10 5/8			0	234
O TCA Cable TV.....	12 3/4	13 1/4	-1/2	-3.77	26	80
O Tele-Communications.....	39 1/4	39 5/8	-3/8	- .94	49	827
N Time Inc.....	71 5/8	72 1/8	-1/2	- .69	20	4,066
O Tocom.....	9 1/2	10 1/8	-5/8	-6.17	0	66
N United Cable TV.....	22	23 1/2	-1 1/2	-6.38	138	242
N Viacom.....	35 1/2	37 1/4	-1 3/4	-4.69	18	411

	Closing Wed. Jul 13	Closing Wed. Jul 6	Net Change in Week	Percent Change in Week	P/E	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus.....	9 3/8	8	+1 3/8	+17.18	104	52
N Coca-Cola.....	48 3/4	48 3/8	+3/8	+ .77	11	6,630
N Disney.....	63 7/8	67	-3 1/8	-4.66	17	2,198
N Dow Jones & Co.....	50 1/4	53 1/4	-3	-5.63	34	3,207
O Four Star.....	14 1/4	14 1/2	-1/4	-1.72	15	11
N Getty Oil Corp.....	68 1/8	70 1/2	-2 3/8	-3.36	9	5,391
N Gulf & Western.....	27 7/8	28 1/8	-1/4	- .88	11	2,144
O Lorimar.....	22 3/4	22 3/4			14	113
N MCA.....	37 3/4	38 5/8	-7/8	-2.26	9	1,815
N MGM/UA Ent.....	16 3/4	16 3/4			13	494
N Orion.....	22 1/4	23 7/8	-1 5/8	-6.80	30	198
O Reeves Commun.....	14 1/2	16	-1 1/2	-9.37	8	179
O Telepictures.....	20	22	-2	-9.09	26	116
O Video Corp. of Amer.....	11 3/8	11 1/4	+1/8	+1.11	0	19
N Warner.....	25 3/4	27 1/2	-1 3/4	-6.36	11	1,645
A Wrather.....	38	33 1/2	+4 1/2	+13.43	0	85

	Closing Wed. Jul 13	Closing Wed. Jul 6	Net Change in Week	Percent Change in Week	P/E	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.....	42	42			16	244
O Compact Video.....	8 1/4	9	-3/4	-8.33	0	27
N Comsat.....	42 1/4	44 3/4	-2 1/2	-5.58	7	761
O Doyle Dane Bernbach.....	27 1/2	27 1/4	+1/4	+ .91	20	160
N Foote Cone & Belding.....	50 3/8	50 1/2	-1/8	- .24	14	141
O Grey Advertising.....	104	105	-1	- .95	9	61
N Interpublic Group.....	52 1/2	55	-2 1/2	-4.54	13	246
N JWT Group.....	34 1/8	34 1/2	-3/8	-1.08	131	181
O MCI Communications.....	46 3/8	49 5/8	-3 1/4	-6.54	19	5,407
A Movielab.....	7 1/8	7	+1/8	+1.78	0	12
O A.C. Nielsen.....	37 3/4	37 3/4			19	848
O Ogilvy & Mather.....	59	59 1/2	-1/2	- .84	17	254
O Telemation*.....	10	7 1/4	+2 3/4	+37.93	14	12
O TPC Communications.....	2 5/8	2 1/4	+3/8	+16.66	0	3
A Unitel Video.....	10 3/4	11 1/4	-1/2	-4.44	15	21
N Western Union.....	45 5/8	46	-3/8	- .81	11	1,092

	Closing Wed. Jul 13	Closing Wed. Jul 6	Net Change in Week	Percent Change in Week	P/E	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
O AEL.....	41	40 1/4	+3/4	+1.86	0	80
N Arvin Industries.....	26 1/4	25 1/4	+1	+3.96	11	184
O C-Cor Electronics.....	18	19 1/2	-1 1/2	-7.69	14	63
O Cable TV Industries.....	7 1/4	7	+1/4	+3.57	48	22
A Cetec.....	9 3/4	11	-1 1/4	-11.36	24	21
O Chyron.....	28 1/4	28 1/4			30	115
A Cohu.....	8 3/4	9 1/8	-3/8	-4.10	25	15
N Conrac.....	21 5/8	22 1/8	-1/2	-2.25	15	126
N Eastman Kodak.....	70 3/8	73 1/4	-2 7/8	-3.92	12	11,661
O Elec Missile & Comm.....	11 3/4	12 1/2	-3/4	-6.00	0	34
N General Electric.....	52 5/8	53 1/2	-7/8	-1.63	11	23,979
O Geotel-Telemet.....	3 1/2	3 1/2			27	11
N Harris Corp.....	45 1/2	46 1/2	-1	-2.15	28	1,433
N M/A Com. Inc.....	31 1/2	34 1/4	-2 3/4	-8.02	33	1,349
O Microdyne.....	15	16 5/8	-1 5/8	-9.77	36	70
N 3M.....	84	85 1/8	-1 1/8	-1.32	13	9,903
N Motorola.....	134 1/2	134	+1/2	+ .37	24	5,251
N N. American Philips.....	61 7/8	62 7/8	-1	-1.59	12	857
N Oak Industries.....	10 1/4	10 3/4	-1/2	-4.65	0	167
A Orrox Corp.....	5 1/4	5 3/4	-1/2	-8.69	0	12
N RCA.....	28 3/8	28 3/4	-3/8	-1.30	14	2,314
N Rockwell Intl.....	31 1/8	32 3/4	-1 5/8	-4.96	13	4,788
A RSC Industries.....	6 1/2	6 1/2			65	21
N Scientific-Atlanta.....	20 1/8	20 3/4	-5/8	-3.01	0	475
N Sony Corp.....	13 7/8	14 1/4	-3/8	-2.63	26	3,201
N Tektronix.....	79	79			32	1,503
A Texscan.....	21 7/8	23 1/8	-1 1/4	-5.40	26	132
N Varian Associates.....	57	60 3/4	-3 3/4	-6.17	33	1,194
N Westinghouse.....	47 5/8	49 1/4	-1 5/8	-3.29	9	4,174
N Zenith.....	26	26 1/4	-1/4	- .95	17	492

Standard & Poor's 400

Industrial Average 186.78 190.36 -3.58 -1.88

Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/AE, Washington). P/E: Estimated new year earnings as published by S&P's, otherwise last 12 reporting months used. (0 is deficit) Footnotes: * Price has gradually doubled since April. Float is about half of 1,152,000 shares outstanding. Arrivals: ** Coopersburg, Penn. company manufactures directional taps and interactive products for cable systems and also constructs systems. Company (symbol AMTV), had net income of \$1 million on sales of \$32.8 million for year ending March 31st. ***

Toronto based company, owner of 6 a.m.'s and 5 l.m.'s, all in Canada. Owns cable system in Mich. with 58,732 basic subscribers and in N.J. with 149,991. Also owns paging, magazine, and other enterprises. For year ending Dec. 31, net income of \$17.2 million on revenues of \$423.9 million. Ten percent of '82 revenues from broadcasting, 17.6% from cable. Has Class X, voting—symbol MHPX—(80% must be owned by Canadians) and Class Y, non-voting—MHPY—(\$13.25 [Canadian dollars] this week). Dividends subject only to 15% Canadian tax.

Ethical debate ensues over conduct of George Will

Columnist and TV commentator says he would not do the same thing again, after questions arise concerning his connection with Reagan in 1980 debate

George Will, the syndicated columnist and TV personality, has found himself on the receiving end of criticism from the press for a change.

At issue: Will participated in the coaching of then-candidate Ronald Reagan before the latter's 1980 television debate with Jimmy Carter, then analyzed the candidate's performance, comparing Reagan to a "thorough-

bred," when appearing on ABC's *Nightline* the night of the debate. The question much debated, at least among the Washington press corps last week, was whether Will had crossed the line into impropriety.

Opinions varied. The *New York Daily News* said Will had crossed the line. As a result, the newspaper said it would no longer carry Will's columns. In an editorial, the *Daily News* said that Will had helped Reagan's staff prepare the candidate for the debate and "then appeared on ABC television to comment on the debate and say what a fine job Reagan had done without mentioning his own role." The editorial also criticized Will for knowing but failing to report that the Reagan camp had used some material from the Carter campaign.

Will also came under fire on Post-Newsweek's *Agronsky & Co.* Host Martin Agronsky, conservative columnist James Kilpatrick and liberal commentator Carl Rowan all said Will had crossed over the necessary boundary between observing an

event and participating in it.

Hugh Sidey, an *Agronsky & Co.* regular and columnist for *Time* magazine, however, came to Will's defense. "He is tested by millions of readers and by hundreds of editors every week. You can either accept him or reject him. He's a philosopher. He's a scholar. He's not a reporter on the beat. He sells his biases, his prejudices . . . He can do what he wants as far as helping formulate the theology of the Republicans."

The same topic arose on ABC's *This Week With David Brinkley*, on which Will appears regularly as a news analyst conducting interviews of guests and participating in "round-table" discussions. On that program, Will said he remembered only one question he asked. (He later said that the question had been a "recondite" one.) He also revealed that President Reagan himself had called Will at home after the *Agronsky & Co.* broadcast, belittling the notion that Will had had any significant impact on the candidate. "I grant that there are gray areas and it varies with the kind of journalist you are, and it varies with how much you've made clear and candid your views. My views on the 1980 election were not, shall we say, a state secret," Will said.

"I think that the rules are different, have to be different for someone who's a straight news reporter and someone who . . . is paid to be opinionated. And I really regret the idea that social friendships among journalists and politicians should somehow be forbidden. Because the tendency then is to treat politicians as abstractions, not as flesh and blood men and women, but as embodiments of political ideals."

In a long commentary in last Sunday's (July 10) *Washington Post*, Will said, however, he wouldn't do the same thing again. For starters, he said, "some" of the questions raised over his conduct seemed to him to have "merit." Second, he said, that sort of activity made "so many people anxious." Finally, he said, his relationship with ABC had changed since 1980. While he formerly appeared on ABC only in "semidebate format with a more liberal person," he now has a formal relationship with the network, he said.

The publicity doesn't look as if it will hurt Will financially. According to a spokesman for the Washington Post Writers group, which syndicates Will's column to about 400 newspapers, the *Daily News*, as of early last week, was the only paper that had indicated it was canceling. Two papers, in fact, said they wanted to pick up the column if competitors in their markets dropped it, the spokesman said.

David Burke, vice president and assistant to the president, ABC News, said the network, to his knowledge, had received no complaints from affiliates. And, noting that the behavior in question had occurred before Will became formally associated with ABC

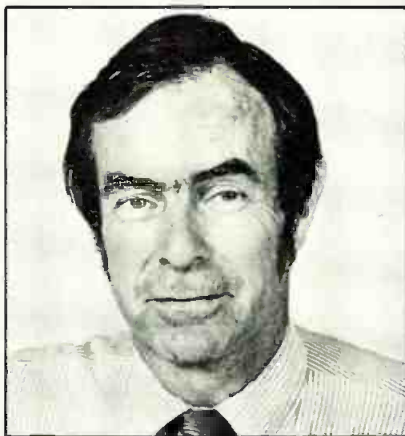
NewsBeat

On board at ABC. James G. Bellows (r), managing editor of *Entertainment Tonight*, is leaving syndicated soft news strip to join ABC News as executive producer. His principal responsibility will be to develop "new magazine program" for ABC News. Network didn't provide any details, but did say "one scenario might be" 90-minute magazine format news program airing opposite CBS's *60 Minutes*. Until 1981, when he joined *Entertainment Tonight*, Bellows's background was print journalism. He was editor of *Los Angeles Herald Examiner* from 1978 to 1981; editor of *Washington Star* from 1975 to 1978; and associate editor of *Los Angeles Times* from 1966 to 1975. He will assume his new responsibilities Aug. 15 and be based in New York.

Richard C. Wald, ABC News senior vice president, said ABC turned to Bellows as someone who can "develop a program outside the regular TV news magazine" format. Because of Bellows's background in print journalism, Wald said, he's "not constrained by where we come from" in TV news. Wald, however, was also impressed with Bellows' stewardship at *Entertainment Tonight*. "He picked it up and brushed it off," Wald said.

RTNDA winner. Sig Mickelson, former CBS News executive, has won 1983 Radio-Television News Directors Association Distinguished Service Award. He will receive award at RTNDA's international conference in Las Vegas Sept. 22-24. Mickelson was among founders of the Radio News Directors Association, organized in 1946 and forerunner of RTNDA. He joined CBS in 1943 and was named president of CBS News and Sports in 1956.

Paring. CBS News is cutting back on original feature material in its *Nightwatch* news program which airs from 2 a.m. to 6 a.m. weekdays. Effective around middle of August, original features will run during first two hours of program only, and be repeated in second two hours. Live news updates, however, will continue to run throughout entire four-hour program. CBS spokesman said cutback may affect "small percentage" of current 75 *Nightwatch* staffers.



and that Will already had said he wouldn't do the same thing again, Burke said Will's activity hadn't raised any credibility problems for the network. □

Changing Hands

PROPOSED

Galloway files for retrial. Dr. Carl A. Galloway, the southern California physician who last month lost a \$4.5 million slander suit against CBS News and principals involved in the production of a 1979 *60 Minutes* broadcast, last Monday (July 11) filed a retrial motion in Los Angeles Superior Court.

Attorney Bruce Friedman filed the request on behalf of Galloway, who alleged that jury misconduct, evidence tampering and inappropriate instructions to the jury were factors in the month-long trial that ended in a jury verdict in favor of CBS on June 6.

Friedman insisted that Swink's instructions to the jury were too narrow and inappropriately applied a public-figure rather than a private-citizen standard for slander. Swink asked the jury to rule on whether CBS and correspondent Dan Rather and producer Stephen Glauber had acted "with reckless disregard of the truth" instead of mere negligence when they linked Galloway's name to an alleged insurance fraud scheme in the network program. Friedman also claims to have new evidence that an appointment card used by CBS in its defense was "manufactured in the last few months" and thus could not have played a role in the episode's preparation.

KXA(AM)-KYYX(FM) Seattle □ Sold by O'Day Broadcasting of Washington, debtor in possession, to Madison Park Broadcasting Ltd. for \$5.5 million. Seller is owned by Pat O'Day, H. Rand Ginn, Brent T. Larson and Robert Bingham. Ginn and O'Day have interests in KORL(AM) Honolulu. Larson and Bingham have no other broadcast interests. Buyer is principally owned by Richard B. Pratt and Daniel D. Nelson, Seattle businessmen with no other broadcast interests. Ginn will retain 1% interest in station. KXA is on 770 khz with 1 kw full time. KYYX is on 96.5 mhz with 81 kw and antenna 1,220 feet above average terrain.

KESQ-TV Palm Springs and KECY-TV El Centro, both California. □ Sold by Pacific Media Inc. to Cimarron Broadcasting of California Inc. for about \$4.5 million ("In Brief," July 11). Seller is subsidiary of publicly traded Esquire Inc., which is based in New York and headed by Bernard Krauss, president. It has no other broadcast interests. Buyer is publicly traded company, headed by recording artist, Harry Nilsson, chairman, and Ben West, former president of KOKH-TV Oklahoma City and operator of Studio 25 there. KESQ-TV is ABC affiliate on channel 42 with 316 kw visual, 45.8 kw aural and antenna 630 feet above average terrain. KECY-TV is ABC affiliate on channel 9 with 316 kw visual, 34 kw aural and antenna 1,720 feet

above average terrain. Broker: Blackburn & Co. Inc.

KRKR(AM)-KFKF(FM) Kansas City, Kan. □ Sold by Allbritton Communications Co. to Sconnix Group Broadcasting Inc. for \$4 million ("In Brief," July 11). Seller, based in Washington, is headed by Joe L. Allbritton, chairman. It also owns five TV's. Buyer, based in Laconia, N.H., is headed by Scott R. McQueen, president. It owns WZZC(FM) East Moline, Ill.; WOGB(AM)-WSOX-FM West Yarmouth, Mass.; WKZU(AM)-WLNH-FM Laconia, N.H.; WCMF(FM) Rochester, N.Y.; WTMA(AM)-WSSX-FM Charleston, S.C. KRKR is on 1340 khz with 1 kw day and 250 w night. KFKF is on 94.1 mhz with 100 kw and antenna 460 feet above average terrain. Broker: Blackburn & Co. Inc.

KZHI(AM) Honolulu □ Sold by Radio Hawaii Inc. to K5ZHI Radio Inc. for \$1.2 million. Seller is owned by Carolyn Wagenvoord, chairman (50%), and her children, Alice (20%), Barry, Michael and Sam (10% each). It has no other broadcast interests. Buyer is owned by James E. Quinn Jr. (51%) and his son, Ronald K. (49%). They are San Diego-based investors in reciprocal trade business and have no other broadcast interests. KZHI is on 1080 khz with 5 kw full time.

KKBZ-AM-FM Santa Paula, Calif. □ Sold by Pacwest Radio to Kachina Broadcasting Corp. for \$1,104,600, including assumption of \$650,000 in liabilities. Seller is owned by John R. Lego, Gordon L. Miller and James Johnson. Johnson is receiver for Thomas Chilcott, who is serving prison term for commodity fraud. None has other broadcast interests. Buyer is headed by William S. Sanders, president. It also has interest in KDHI(AM)-KQYN(FM) Twentynine Palms, Calif.; KPER(FM) Hobbs, N.M.; KVKM(AM) and permittee of new FM at Monahans, Tex., and KKZZ-AM-FM Lancaster, Calif. KKBZ is on 1400 khz with 1 kw day and 250 w night. KKBZ-FM is on 96.7 mhz with 3 kw and antenna 1,600 feet above average terrain. Broker: Chapman Associates.

KQKK(FM) Manteca, Calif. □ Sold by McFadden Broadcasting Co. to Jonsson Communications Corp. for \$1,072,000. Seller is owned by Jack L. McFadden Sr. and wife, Virginia Jo. They are also applicants for new FM at Twain Harte, Calif. Buyer is principally owned by Kenneth A. Jonsson, president (65%), and family. It also owns KENZ(AM)-KROY(FM) Sacramento, Calif., and KROI(AM) Sparks, Nev. KQKK is on 96.7 mhz with 3 kw and antenna 320 feet above average terrain.

WAMT(AM)-WAJX(FM) Titusville, Fla. □ Sold by Brevard Broadcasting Co. to Ogden Newspapers Inc. for \$700,000, including \$200,000 noncompete agreement. Seller is equally owned by Alastair B. Martin and wife, Edith P. They also own five AM's and five FM's. Buyer, based in Wheeling, W.Va., is headed by G. Ogden Nutting, president. It owns 15 daily newspapers in West Virginia, Florida, Iowa, Minnesota and New York; WGSN(AM)-WNMB(FM) North

Late Spring Sales*

WRHY-FM	Starview (York), Pennsylvania	\$ 525,000
WGH-AM/FM	Newport News, Virginia	\$3,200,000
WCIB-FM	Falmouth, Massachusetts	\$2,000,000
WMNX-FM	Tallahassee, Florida	\$ 950,000
KUUK-AM	Wickenburg, Arizona	\$ 105,000
WLCX/WLXR	La Crosse, Wisconsin	\$1,300,000
KRAB-FM	Seattle, Washington	\$4,000,000

*All subject to FCC approval

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7/18/83

Myrtle Beach, S.C., and WTON(AM) Staunton, Va. WAMT is on 1060 khz with 10 kw day and 5 kw night. WAJX is on 98.3 mhz with 3 kw and antenna height 234 feet above average terrain.

WIHN(FM) Normal, Ill. (Bloomington, Ind.) □ Sold by McLean Communications Corp. to Gerald Mason and Stanley Bell for \$700,000. **Seller** is principally owned by Hamuel A. Hassan, president. He has interests in WILY(AM)-WRXX(FM) Centralia, Ill., and WBIS(AM) Bristol, Conn. **Buyer** is equally owned by Gerald Mason and Stanley E. Bell. Mason is applicant for new FM at Las Vegas. Bell is general contractor and developer in San Luis Obispo, Calif., and has no other broadcast interests. WIHN is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

KBMJ(FM) Phillipsburg, Kan. □ Sold by Bengel Broadcasting Inc. to Barracuda Broadcasting Inc. for \$620,000. **Seller** is headed by Bernard M. Brown, president. It also owns KKAN(AM) Phillipsburg. **Buyer** is owned by Jan D. Parker, president, and Kenneth R. Kohrs (50% each). It has no other broadcast interests. KBMJ is on 1490 khz with 1 kw day and 250 w night.

WMOG(AM) Brunswick, Ga. □ Sold by Burrows Broadcasting Co. to WBA Corp. for \$590,000. **Seller** is owned by Robert T. Shircliff, president (68.8%), and Robert Burrows (31.2%). Shircliff also has interest in WLLL(AM)-WGOL(FM) Lynchburg, Va. Burrows has no other broadcast interests. **Buyer** is owned by James I. Arbogast, president; Robert P. Bartlett Jr., Joel R. Williams (28.33% each), and Linda D. Cate (15%). Arbogast is Centerville, Ohio, businessman; Bartlett and Williams are Dayton, Ohio, attorneys. Cate has interest in KTGR(AM)-KCMQ(FM) Columbia, Mo.; KJEZ(FM) Poplar Bluff, Miss., and WQPD(AM) Lakeland, Fla. WMOG is on 1490 khz with 1 kw day and 250 w night.

WQSA(AM) Sarasota, Fla. □ Sold by Suncom Inc. to Horizon Communications Inc. for \$550,000. **Seller** is owned by Carroll P. Newton, Edward A. Rogers and wife, Patricia, who have no other broadcast interests. **Buyer** is headed by Jim Seemiller, Sarasota, Fla., broadcast syndicator. Others in buying group are Ed Schwarzer and Mario Anesi, Florida real estate investors. They have no other broadcast interests. WQSA is daytimer on 1220 khz with 1 kw. *Broker: Beckerman Associates Inc.*

KNNX(AM) Huntsville, Tex. □ Sold by East Texas Wireless Radio to Broadcast Communications Inc. for \$425,000. **Seller** is principally owned by Peggie McClish Werlinger (51%). It has no other broadcast interests. **Buyer** is owned by Jack B. Nichols, president, Jack Haney (45% each) and J.D. Dickenson (10%). It also is applicant for new AM at Huntsville, Tex. KNNX is on 1400 khz with 1 kw day and 250 w night.

WWWC(AM) Wilkesboro, N.C. □ Sold by Wwww Inc. to Tomlinson Broadcasting Corp. of Wilkes County for \$410,000. **Seller** is owned by Jeff B. Wilson Jr., president, Paul L. Cashion and Jeff B. Wilson Sr. Last owns 90% of WEGG(AM) Rose Hill, N.C., and 11% of WZOO(AM) Asheboro, N.C.. Cashion and Wilson Jr. have no other broadcast

interests. **Buyer** is owned by Billy G. Tomlinson, president; his wife, Helen A., and their son, Omer C. Senior Tomlinsons are Garden Grove, Calif., publishers of *Clergy Talk*. Omer Tomlinson is operations manager for WCLI(AM)-WZKZ(FM) Corning, N.Y. Wwww is on 1240 khz with 500 w day and 250 w night. *Broker: Chapman Associates.*

KDOV(AM) Ashland, Ore. □ Sold by Faith Tabernacle Inc. to Atkinson Adventures for \$372,500. **Seller** is headed by Leo C. Wine, president. It has no other broadcast interests. **Buyer** is owned by Perry A. Atkinson, his wife, Peggy K.; Lee Rehana and wife, Bernice (25% each). Perry A. Atkinson is applicant for new AM at Placerville, Calif. He is Sacramento business consultant. Peggy Atkinson is secretary; Lee Rehana is Medford, Ore., property manager, and Bernice Rehana is homemaker. KDOV is daytimer on 1350 khz with 1 kw.

WWJZ(AM) Sanford, Fla. □ Sold by Sunshine Air Broadcasting Corp. to William A. Masi for \$283,000, including \$3,000 noncompete agreement. **Seller** is owned by William N. Udell, president. It also has interest in WIMS(AM) Michigan City, Ind., and WKAM(AM)-WZOW(FM) Goshen, Ind. **Buyer** has interest in WVCF(AM) Ocoee, Fla., and WBGC(AM) Chipley, Fla. WWJZ is on 1400 khz with 1 kw day and 250 w night.

WKOL(AM) Amsterdam, N.Y. □ Sold by Jedco Broadcasting Corp. to Metter Broadcasting Inc. for \$220,000. **Seller** is principally owned by Edward F. Stanley, president (51%). It also owns WSCG(FM) Corinth, N.Y. **Buyer** is owned by Michael L. Metter, New York-based investment broker with no other

broadcast interests. WKOL is daytimer on 1570 khz with 1 kw.

APPROVED

KKIS(AM) Pittsburg, Calif. and KDFM(FM) Walnut Creek, Calif. □ Sold by Schofield Broadcasting Co. Inc. to Harry and James Chabin for \$1.7 million including \$100,000 noncompete agreement. **Seller** is headed by Phillip Hoffman, president, who has no other broadcast interests. **Buyers** are brothers (50% each). James Chabin is former Western marketing manager, CBS-owned TV stations. Harry Chabin is president of Arvada, Colo.-based oil drilling company. They have no other broadcast interests. KKIS is on 990 khz with 5 kw full time. KDFM is on 92.1 mhz with 3 kw.

WMOA-AM-FM Marietta, Ohio □ Sold by WMOA Inc. to Employee Owned Broadcasting Corp. for \$1 million, including \$180,000 noncompete agreement. **Seller** is owned by Ray H. Rosenblum, president. He has no other broadcast interests. **Buyer** is principally owned by Carl Clovis, president (51%). It also owns WBRJ(AM) Marietta. Clovis is also president and part owner of WCKX(FM) London, Ohio. To comply with FCC duopoly rules, EOB will spin off WMOA(AM) to Washington Technical College (see "For the Record," page 54). WMOA is on 1490 khz with 1 kw day and 250 w night. WMOA-FM is on 94.3 mhz with 3 kw and antenna 200 feet above average terrain.

□ Other approved stations include: WMOA(AM) Marietta, Ohio and KEMM(FM) Commerce, Tex. (see "For the Record," page 54).

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Final score for USFL: ABC, ESPN call it winner

First season ends for new football league; networks that carried games profess satisfaction even though ratings and attendance declined from first game

Despite declines in both viewing levels and game attendance as the season progressed, and financial losses for all but one team, the United States Football League's first season is being heralded as a success by the league and the two networks that carried its games—ABC and ESPN. And, at this point, indications are that, barring unforeseen catastrophes, the league will have its contract with ABC renewed beyond the second year, and perhaps ESPN's as well.

The regular USFL season ended Sunday, July 3. ABC averaged a 6.0 rating and a 17 share over its 18-week schedule of Sunday afternoon telecasts (with the exception of one game in June, which was aired on a Friday in prime time).

ESPN averaged a 3.3 rating overall for its 34 regular-season telecasts.

Only one game, the first, seen on ABC on March 6, came close to producing a viewership typical of a National Football League telecast, with a 14.2/33. ABC's lowest rated games, seen on June 12, garnered a 3.3/12. And the ABC ratings did appear to decline progressively throughout the season, with most of the early games generating 6-plus and 7-plus ratings and those in the latter half receiving 4's and 5's. Share levels were a little more consistent, hovering within a couple of points of the final average throughout the season.

An ABC spokesman contended the decline in ratings was more a reflection of the overall decline in levels of U.S. homes using television from early spring to early summer than of viewer disenchantment with the USFL. He noted that U.S. HUT levels in the Sunday 1:30 p.m. to 4:30 p.m. time period declined from 37% in March to 32% in April to 29% in May and 27% in June.

Before the season began, Jim Spence, senior vice president, ABC Sports, said he hoped that the ABC telecasts would average at least a 5.0 rating, which some critics suggested at the time was perhaps a little lower than ABC officials were actually hoping for, but which was used as a hedge against potentially worse ratings. The ABC spokesman pointed out that the 6.0 average for ABC's first USFL season was slightly better than the network's coverage of the first American Football League football season back in 1960. (The AFL subsequently merged with the NFL in 1965.) That first year, ABC's AFL ratings averaged 5.8, during higher HUT-level months in the fall and winter, the spokesman noted.

And if the USFL shows the same kind of growth (in terms of viewer interest) as the AFL showed in its early years, ABC will renew its contract for another two years (1985 and 1986) or more. In its second year, AFL games on ABC averaged a 6.1 rating, and in 1962, the third year, a 6.5.

Attracting viewer interest in a new sports league is not "a dynamic process," said the spokesman. "It takes a while." He added that ABC "went into it knowing that it would take time to build."

ABC's Spence was a recent guest on the network's *SportsBeat* program, a weekly interview program hosted by Howard Cosell. Asked by Cosell if ABC would renew its USFL contract after the current one expires at the end of next season, Spence responded, "My opinion now is that the answer is yes." Spence added that his opinion was based on "an expectation" that audience levels and game attendance would both increase during the next season.

ABC claims to have made a profit from its coverage of USFL this year. Regular-season 30-second spots were priced at \$30,000; playoff spots at \$35,000. Thirties for the championship game between the Michigan Panthers and the Philadelphia Stars played yesterday (July 17) sold for \$60,000. Major sponsors throughout the season included Gallo, Anheuser Busch, Buick, Chevrolet, Dodge, Honda and Miller.

At the start of the season, ABC had planned to televise regional contests on only four occasions, but ended up providing regional coverage (two games) during 12 weeks of the schedule, to the benefit of both the audience and the teams, which received greater exposure.

Humanitas winners. The Los Angeles-based Human Family Educational and Cultural Institute awarded its ninth annual Humanitas awards July 7 to writers of three television programs (90-minute, 60-minute and 30-minute categories) whose "communicative value most enriches the viewing public." The \$25,000 award for best 90-minute program went to Marshall Herskovitz and Edward Zwick for *Special Bulletin*, which aired on NBC. The \$15,000 award for best 60-minute program went to David Pollock and Elias Davis for the *Hill Street Blues* episode (also NBC) entitled "Trial by Fury." The \$10,000 award for best 30-minute program went to David Milch for the *M*A*S*H* episode entitled "Who Knew?" Award for a fourth category, best documentary, was not presented this year, according to an institute spokesman.

ESPN carried nearly twice the amount of regular season games carried by ABC—34 in all—with regular Saturday night and Monday night prime time telecasts, and a couple of doubleheader contests as well. (The two playoff games and the championship game were televised solely by ABC.) Overall, ESPN averaged a 3.3 rating for its USFL coverage, a 3.0 for Saturday games and a 3.5 for the Monday night coverage. "We are pretty pleased with the results," said an ESPN spokesman, who noted that the network's overall USFL rating average was almost 50% higher than its prime time average for the fourth quarter of 1982.

ESPN's highest rated games were two that garnered a 5.3 rating on Monday nights during the first half of the season, while its two lowest rated games scored a 1.9 rating in the second half of the season (one each on a Monday and a Saturday).

In addition to the fact that HUT levels were lower during the second half of the season, an ESPN spokesman noted that the caliber of play was "much lower" in the early games, which may have encouraged some viewers sampling the first contests not to develop a USFL habit.

The spokesman also indicated that while ABC had the flexibility to pick among several games each week to televise, ESPN did not, and therefore the latter may not have had access to the best games, from a competitive standpoint.

The spokesman also expressed optimism that interest in the USFL next season "shouldn't be anything but greater," given the fact that the league will be expanding to six new television markets next season, and perhaps a seventh, if rumors that the Boston Breakers will move to Indianapolis prove true. Five new markets are certain: San Antonio, Tex.; Pittsburgh; Houston; Tulsa, Okla.; and Jacksonville, Fla., with the sixth likely to be New Orleans or Memphis. If interest does pick up, it's likely that ESPN will renew its contract with the USFL as well. "It's fair to conclude that," said James R. Dullaghan, senior vice president, production, ESPN.

Commenting on ESPN's first year of USFL coverage, Dullaghan said, "It was a difficult season to embark on," given the fairly chaotic start that the league got off to with its constantly changing team rosters. But, he added, "we were pleased with the result."

A spokesman stopped short of saying ESPN made a profit from its USFL coverage, but did say the coverage "generated more revenues than any other series of games we've carried." He noted, however, that the USFL was "probably the most expensive to cover from a production standpoint," of all the events the network has covered.

Major USFL sponsors for ESPN this year included Ford, Anheuser Busch, American Motors, duPont, GMC, Mattel, Michelin,

Nissan, Noxema, Timex and A.C. Delco.

And though only one USFL team actually made money for its first year effort (none were expected to), the Denver Gold, which had an average home attendance of 41,736, the league came close to achieving its stated per-game average attendance of 25,000. It fell short by less than 200, with an average attendance of 24,824 per game.

Chet Simmons, commissioner of the USFL, expressed satisfaction with the way things went during the league's first year. He said the caliber of play has improved "light years" from the first few games, which he described as "tentative, dull and filled with a lot of mistakes." □

Showtime, Movie Channel to meet with Justice on proposed merger

Baxter and executives of movie studios to get together to discuss Justice's attempt to block merger on antitrust

Assistant Attorney General William Baxter, who heads the Justice Department's antitrust division, is scheduled to meet today (July 18) with senior executives of the three Hollywood motion picture studios that have proposed a joint takeover of the nation's second and third largest pay television services, Showtime and The Movie Channel. A department spokesman confirmed last week the meeting was slated to take place, but declined to offer names of other participants or topics of discussion.

Officials of the companies involved in the merger proposal—Paramount Pictures, Warner Brothers Inc. and Universal Studios—had asked the Justice Department on June 13 for a meeting with top antitrust division officials, following the department's June 10 announcement that it would file a civil antitrust suit to block the proposal. Baxter's office acted on a staff recommendation, arguing that combining Showtime and The Movie Channel would have an anticompetitive impact on the pay television industry. Representatives of the studios said at the time they would not go ahead with the venture until a meeting with Baxter or his top aides took place.

Studio executives did not respond to BROADCASTING's inquiries last week, but it is believed they will try to persuade Baxter the joint venture should be approved, possibly in a restructured form. Among those expected to attend the meeting in Washington are Paramount Pictures Chairman Barry Diller and Sidney J. Sheinberg, president and chief operating officer of MGM Inc., which owns Universal, plus representatives of Warner Brothers Studios, which co-owns The Movie Channel with American Express Co., and Viacom International, which owns Showtime.

Proponents of the merger contend that Showtime, with 3.5 million subscribers, and

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The Movie Channel, with about 2.5 million subscribers, would be a stronger competitor to Home Box Office, the largest pay service with more than 11 million subscribers, if the services were combined. A separate Justice Department investigation is continuing into the establishment of TriStar Pictures, a new movie studio created by a joint venture of HBO, Columbia Pictures and CBS Inc. □

Summer TV showing signs of more original programs

Departing from traditional fare of all reruns, ABC takes lead in scheduling some new programs, but CBS, NBC also have new offerings; HBO, Showtime provide competition from cable

In an effort to halt viewer defection to cable, the poolside and beaches, ABC has taken the lead in trying to stem the summer exodus from network television viewing by introducing five new prime time programs. ABC will premiere two dramas, two comedies and one program focusing on the Hollywood entertainment community for limited broadcasts until the launch of the new season in late September.

CBS and NBC have each introduced two new programs into their summer prime time schedule, but in general are taking a more moderate position than ABC in regard to program changes.

ABC on Tuesday, July 5, at 8 p.m., premiered *The 11/2 Hour Comedy Hour*, which ranked second in its time period, averaging an 11.5 rating/22 share, against NBC's *A Team* (16.3/32) and CBS's *On the Road with Charles Kuralt* (10.5/20). Five episodes of *The 11/2 Hour Comedy Hour* have been scheduled.

The second ABC comedy series is *Reggie*, based on the British television series about an "average guy trying to cope via his fantasies." Six episodes have been scheduled for the series, set to debut Tuesday, Aug. 2, at 9:30-10 p.m., before moving into its regular time slot on Thursday at 9 p.m.

In the drama category, ABC will debut *The Hamptons*, a one-hour dramatic series in five episodes, set—and shot—in the Long Island resort community of that name, on Wednesday, July 27, from 9 to 10 p.m.

ABC's second new series is *Two Marriages*, an hour-long "drama celebrating the family and friendship" of two contrasting families—one traditional and the other created out of second marriages. It will premiere on Tuesday, Aug. 30, at 9:30-11 p.m., but will slip into a regular schedule on Wednesday, Aug. 31, at 9 p.m. At least four episodes are planned.

In association with its owned and operated KABC-TV Los Angeles outlet, ABC will premiere *Eye on Hollywood* on Thursday, Aug. 4, at 8 p.m. The half-hour series will "focus on the people, places, fashions and events of the movie capital." Five episodes are planned.

The new limited series are part of ABC's plan to depart from the traditional network

policy of loading the summer schedule with reruns. And some of the limited series, an ABC spokesman said, could be used for midseason replacements next year.

The new programs, except for *Two Marriages*, also are being taped, a departure from the traditional use of film. ABC has said in the past that it would experiment with videotape production to reduce production costs.

The two new programs debuted by CBS are from CBS News. *On the Road with Charles Kuralt* and *Our Times with Bill Moyers*, for the week ending July 10, scored, respectively, 10.5/20 and 9.3/17. While all the 11 CBS made-for-TV movies scheduled for July and August are reruns, eight of the 13 theatricals scheduled are first-runs. First-run theatricals on CBS scheduled for July 16 through August 20 include "Fedora," "Holocaust," "Zoo," "The Promise," "Manbeasts" and "The Passage." On Aug. 13, CBS also will broadcast "The Exorcist" for the third time.

CBS plans no specials until late August. On Aug. 30 it has scheduled another episode in *The Body Human* series, to be followed by the first broadcast of the *Miss Teen USA Pageant*.

NBC, besides introducing *Buffalo Bill* this summer, is working on *Pump Boys and Dinette*, a one-hour pilot set for September and adapted from a stage musical. On Aug. 7 at 7-8 p.m., NBC will broadcast *Just a Little More Love*, a special about adopting older children, hosted by Michael Warren of *Hill Street Blues*.

In early September, NBC plans to air *The Yummy Awards*, a special celebrating the best in Saturday morning children's entertainment and, on Sept. 17, the *Miss America Pageant*, hosted by Gary Collins. September on NBC will also see another Alexander Cohen Production special, *The Best of Everything*, a tribute to individual achievements. A Bob Hope special is also scheduled for that month.

Another reason ABC cited for its new limited series is to meet the challenge posed by cable. In prime time, HBO will be running movies such as "Rocky III," "Grease II," "Friday 13th, Part III" and "The Pirate Movie," all in July. For August, HBO plans "The Best Little Whorehouse in Texas," "Barbarosa," "Gregory's Girl" and "Fire-fox."

Specials on HBO in July include *The Final Show*, a feature on rock group The Who's 1982 farewell North American tour, which debuted July 4. On July 24, HBO will premiere *Billy Joel in Concert*, taped at the end of his latest tour. HBO also was to cablecast the Michael Spinks-Eddie Mustafa Muhammad light heavyweight boxing championship live on Friday, July 15.

On Aug. 28, HBO will premiere *Laurence Olivier and Jackie Gleason as Mr. Halpern and Mr. Johnson*, a one-hour drama about a widower who meets a man who had been his wife's lover for 45 years. On Aug. 9, HBO exclusively will premiere *American Family Revisited: The Louds—Ten Years After*. This HBO documentary revisits the family who opened their doors for seven months to allow a film crew to record their life for *American Family*, a 12-hour series that appeared on public television 10 years ago.

Among the original programs that Showtime has on tap for the summer are several concerts, including the Diana Ross concert which will be carried live around the world via satellite this Thursday (July 21) from Central Park in New York. Showtime has the exclusive U.S. pay cable rights. Showtime also has exclusive rights to the US Festival, a week-long series of performances by a number of rock 'n' roll bands that gathered in California last month. In August, Showtime will present four 90-minute specials on that festival.

Also in August, the pay service will present its second made-for-pay movie, entitled *Prisoners of the Lost Universe*, a science fiction drama about a group of contemporary human beings who travel to a fourth dimension. The movie, if popular with viewers, may also be parlayed into a series. *Falcon's Gold*, Showtime's first made-for-pay movie, which aired last November, is now being developed for a series. □

Nielsen links viewers with product usage

Research will show percentage of station's viewers that use specific product; data, called N-PAR, available in August

A.C. Nielsen Co. has produced its first product usage/audience viewing reports, linking what people watch with what they buy and use.

The initial reports, announced last week, are for the New York, Los Angeles and Chicago markets. One for San Francisco is being compiled now.

Officials said the reports, N-PAR (for Nielsen Product/Audience Reports), are tailored to the individual markets. They cover 59 major product categories, according to Nielsen, and provide more than 450 main and subcategory product/audience profiles for each station.

For each product category, the reports provide estimates of total users in the market, by percent and by number. The market totals are then broken down to show the percentage and number of users viewing each station, by daypart, with more than two dozen dayparts covered. There is also an index indicating the extent to which a station's product rating is higher or lower than the station's total rating as reported in the regular Nielsen Viewers in Profile reports.

For example, one station may have a 10 rating among households that shop at A&P, another station has a 4 rating among such shoppers and a third station also has a 4. Those ratings are shown for the stations in the daypart involved and with them is shown the number of "A&P homes" each rating represents. There is also, for each station, an index: This shows—continuing the example—that the first station's rating among A&P shoppers is 23% higher than the station's rating in the Nielsen VIP report; that the second station's A&P rating is 10% higher than the station gets in VIP and that the

third station's A&P score is 3% less than its VIP score.

The idea, according to Nielsen, is for stations with high product ratings to use that fact in support of pitches to the appropriate advertisers.

The usage/viewing information is provided for households and for seven demographic groups: persons aged 12-plus, adults 18-49, adults 25-54, adults 18-plus, women 18-plus, men 18-plus and teen-agers 12-17.

The product usage data was collected by questionnaires sent to all Nielsen Station Index (NSI) in-tab diary households for the previous sweep measurement period, to be completed by all family members aged 12 and older. Nielsen said over 90% of the homes returned questionnaires, which were edited and tabulated to profile the households and each of their members as a product user. The usage data was then crossstabbed back to the original viewing data for each demographic group to get the usage/viewing estimates.

N-PAR, according to Nielsen, brings TV "into the age of target marketing," meaning that broadcasters are "not limited to households and traditional demography in sales development" and that advertisers and agencies can plan and spend their advertising dollars more effectively.

Stations must buy the full report for their market (or not buy at all) at prices said to be between \$36,000 and \$39,000 per station. Advertisers and agencies may buy as little as one product category, at substantially lower prices. The N-PAR data will also be available through the NSI-Plus on-line facilities beginning in August. □

'PM Magazine' to be remade

Group W to make major changes in its access strip including changing assignment system; it will also offer program to stations below 75th market

In order to "position itself for the future," Group W Productions last week said *PM Magazine*, its highly successful cooperatively produced access strip, would undergo major changes when it enters its sixth season on Sept. 12. For the first time since 1978, when Group W began to sell the *PM Magazine* concept outside the markets of its five owned television stations—where it airs as *Evening Magazine*—the program is being pulled in for an entire format overhaul.

Also for the first time, a "prepackaged" version of the program will be available to stations below the 75th ranked market.

The changes are organic and not merely cosmetic, said Dick Crew, executive producer of *PM Magazine*. For starters, he reported, segments produced by the national *PM* staff and member stations "will run no longer than they need to," meaning stories no longer will be locked into their six-minute time frame but will be adjusted according to merit.

Member stations formerly were required to donate at least one six-minute story for

consideration on the national reel each week, but those stories can now run anywhere from two to eight minutes. Crew also said "key content areas" will be locked into the program each night focusing on people, adventure, entertainment, city guide and style/trends.

In addition, a new "assignment" system will be instituted. As it stands, the stories submitted by *PM* member stations are reviewed for the national reel by a staff at Group W's KPIX(TV) San Francisco, but submissions are left to the individual station's judgment. Now the national staff will be handing out assignments to individual stations in exchange for that story being guaranteed a place on the national reel. However, stations have the option to refuse the assignment. Presently about 80 stations participate in the *PM* cooperative.

The program will also look different: it is getting computer-generated graphics for the opening, closing and commercial break portions of the program to help provide it with a "more upbeat packaging," Crew explained.

Crew also hopes to cut down the delivery-to-air gap, which currently runs about four weeks. The new assignment system should help cut that period down to two weeks, he said.

Crew predicts the new format will have a programing mix of one-third "assigned" material, one-third national unit produced material, and one-third unknown material submitted by member stations. Stations will still be required to carry one-third of the reel each night, and Group W will continue to keep one 30-second spot.

When *PM* started five years ago, Crew noted, it was the first of the "reality" access programs. Since then, he pointed out, programs like *Entertainment Tonight*, NBC's *Real People* and ABC's *That's Incredible* have sprung up, modeled after the *PM* format. While Crew didn't say *PM* was becoming squeezed out, he said: "It's important *PM* distinguish itself again."

Crew said the new design will be faster paced, more topical and timely, and "cover a wider range of topics." The number of stories per program will increase from four to six, he said.

The "prepackaged" version has become available to markets 75 and below because "we had the biggest fallout in the smallest markets," Crew explained. The prepackaged version contains a full palate of *PM* programing, and the local station need not produce any of it. At one time, more than 100 stations carried *PM*, he said, but many of the smaller market stations could not afford to produce their own local segments, and so they dropped it.

Local production budgets for *PM* segments run anywhere from \$75,000 to \$100,000 annually at smaller-market stations to \$500,000 to \$750,000 annually at major-market stations. The average, he said, runs between \$150,000 to \$200,000 annually.

The revenues *PM* earns from selling the prepackaged version will be plowed back into promotional advertising during the sweep periods, Crew said. During the sweeps, he reported, *PM* will foot half the print advertising budget of member stations. □

Ratings Roundup

Powered by its coverage of the major league All Star baseball game, which was the week's biggest audience draw, NBC-TV took first place in the prime time Nielsen ratings for the week ended July 10. NBC had an average 12.7 rating/25 share for the period, with CBS-TV second at 12.0/24 and ABC-TV third at 11.4/23.

NBC not only won Wednesday night with a 21.5/39 for the baseball game and a 21.0/37 for the 8-11 p.m. NYT hours ("In Brief," July 11), but captured Monday and Tuesday nights as well. CBS won Thursday, Friday and Sunday nights, and ABC took Saturday.

The first episode of ABC's *The 1/2 Hour Comedy Hour*, Tuesday at 8-8:30 p.m. (NYT), produced an 11.5/22 to rank 33d for the week. Against it, the third Tuesday episode of CBS's *On the Road with Charles Kuralt* scored a 10.5/20, ranking 38th, while a repeat episode of NBC's *A Team* pulled an 18.0/34 to rank third for the week. CBS's *Our Times with Bill Moyers*, following *On the Road*, had a 9.3/17, ranking 46th.

She's With Me, a pilot on CBS Monday at 8:30-9 p.m., did a 9.1/21, ahead of *Monday Night Baseball's* night-long 8.9/20 on ABC but behind its half-hour opposition on NBC, a *Family Ties* repeat, which came in with a 10.0/23.

Outside prime time, Peter Jennings took over as substitute anchor of ABC's *World News Tonight*, which scored an 8.5/20, up from 8.3/19 the week before. Jennings will continue as anchor while regular anchor Frank Reynolds recuperates from viral hepatitis. *CBS Evening News* continued to lead, at 10.5/24, and *NBC Nightly News* was second at 8.6/20.

The First 20

1. <i>Major League All Star Baseball Game</i>	NBC	21.5/39
2. <i>Hart to Hart</i>	ABC	18.9/34
3. <i>A Team (R)</i>	NBC	18.0/34
4. <i>Jeffersons</i>	CBS	16.5/29
5. <i>Remington Steele</i>	NBC	16.4/29
6. <i>Simon & Simon</i>	CBS	16.2/30
7. <i>NBC Saturday Night Movie—Alcatraz part 1</i>	NBC	16.2/28
8. <i>20/20</i>	ABC	16.0/30
9. <i>Hill Street Blues</i>	NBC	15.9/30
10. <i>Magnum, P.I.</i>	CBS	15.6/33
11. <i>Trapper John, M.D.</i>	CBS	15.5/27
12. <i>CBS Wednesday Night Movie, "Reunion"</i>	CBS	15.2/26
13. <i>60 Minutes</i>	CBS	15.0/34
14. <i>Knight Rider</i>	NBC	14.8/29
15. <i>Three's Company</i>	ABC	14.5/26
16. <i>One Day at a Time</i>	CBS	14.0/26
17. <i>9 to 5</i>	ABC	13.9/24
18. <i>Major League All Star Pre-game</i>	NBC	13.5/30
19. <i>Falcon Crest</i>	CBS	13.4/26
20. <i>Love Boat</i>	ABC	13.0/28

The Final Five

62. <i>ABC Monday Night Baseball Pregame</i>	ABC	7.3/18
63. <i>Ripley's Believe It Or Not</i>	ABC	7.2/16
64. <i>NBC Reports: Central America</i>	NBC	7.0/14
65. <i>Voyagers (R)</i>	NBC	6.8/15
66. <i>Monitor</i>	NBC	6.7/14

As compiled by BROADCASTING, July 4 through July 8, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

- Los Angeles—Mandeville Communications Co. seeks 930 khz, 5 kw-U, DA-N. Address: 1970 Mandeville Canyon, Los Angeles 90049. Principal is owned by Marla Gibbs, Whitman Mayo, Colin A. (Topper) Carew, Arlene Audrey Beasley (16% each), William Burk and wife, Yvonne (16% jointly) and Donald J. Moore (20%). It is also applicant for new FM at Los Angeles. Beasley is account executive for KFI(AM)-KOST(FM) Los Angeles. Moore has interest in applicant for new FM's at Newark, N.J., Alvin, Tex., and Washington. Filed May 12.
- San Francisco—City Broadcasting Co. Inc. seeks 610 khz, 5 kw-U. Address: 440 Davis Court #1803, San Francisco 94111. Principals: Gene Alden Washington (65%) and six others. Washington is program host for KPX(TV) San Francisco. Filed May 12.
- San Francisco—Gold Mountain Broadcasting Co. seeks 610 khz, 5 kw-U. Address: 439 45th Avenue, San Francisco 94121. Principal is owned by Seymour Lazar (20%) and 10 others. It has no other broadcast interests. Filed May 12.
- San Francisco—Horizon Communications Inc. seeks 610 khz, 5 kw-U. Address: 2555 Bay Shore Boulevard, San Francisco 94134. Principal is headed by Anne Prager Block, president (14%). She also has interest in WAPE(AM) Jacksonville, Fla.; WIBX(AM)-WIBQ(FM) Utica-Rome, N.Y., and WYNZ-AM-FM Portland, Maine. Filed May 11.
- Thornton, Colo.—Mountainview Broadcasting Co. seeks 760 khz, 5 kw-D, 1 kw-N. Address: 1210 Northfield Road, Colorado Springs, 80919. Principals: Yvonne Arguello, president (45%); Patricia Barela Rivera (35%) and Laura L. Neddts (20%). They have no other broadcast interests. Filed July 6.
- Imperial, Neb.—Jerrill E. Kautz seeks 1560 khz, 5 kw-D. Address: 1305 East "B", McCook, Neb. 69001-0218. Principal is permittee of new FM at McCook, Neb. Filed July 5.
- Brevard, N.C.—Edco Communications seeks 1180 khz, 1 kw-D. Address: 39 West Jordan Street, Brevard, N.C. 28712. Principal is owned by Edgar Anglin and Keith Edward Cole (50% each), who have no other broadcast interests. Filed June 28.
- Ashland, Ore.—Leroy W. Demery Jr. seeks 990 khz, 2.5 kw-D. Address: Box 3484 Hollywood, Calif. 90078-3484. Principal is also applicant for new AM at Sahuarita, Ariz., Filed July 7.
- Central Point, Ore.—Central Point Broadcasting seeks 1020 khz, 50 kw-D, .25 kw-N. Address: Box 57100, Los Angeles 90057-0100. Principal is owned by M. Keith Allgood and Stanley Soho (50% each). Allgood has no other broadcast interests. Soho also is part owner of KDAN(AM) Williams, Ariz.; and permittees for two new AM's and two new FM's. Filed July 7.
- Coos Bay, Ore.—Guy H. Oakes seeks 1010 khz, 2.5 kw-D. Address: 754 Smokewood Lane, San Dimas, Calif.

91773. Principal has no other broadcast interests. Filed July 1.

■ Eastside, Ore.—Guy H. Oakes seeks 1010 khz, 2.5 kw-D. Address: 754 Smokewood Lane, San Dimas, Calif. 91773. Principal has no other broadcast interests. Filed July 6.

■ Rogue River, Ore.—Crater Broadcasting Inc. seeks 1230 khz, 1 kw-D, .25 kw-N. Address: 13680 Highway 234, Gold Hill, Ore. 97525. Principal is owned by Sherry L. Hill, president, who is salesperson at KRWQ—FM, Gold Hill. Filed July 5.

■ Philomath, Ore.—Beardslee Broadcasting Inc. seeks 1020 khz, 2.5 kw-D, .5 kw-N. Address: Drawer 940, Lakeside, Ariz. 85929. Principal is owned by Arby R. Beardslee, president. He also is applicant for new AM's at Central Valley, Calif.; Pinetop, Ariz., and Meridian, Idaho. Filed July 5.

FM applications

- Flagstaff, Ariz.—William Greenwood Tonsmeire seeks 97.5 mhz, 100 kw, HAAT: 2,029 ft. Address: 1123 Palmetto Street, Mobile, Ala. 36604. Principal is also applicant for new FM at Thoreau, N.M. (see below). Filed July 6.
- Springerville, Ariz.—KRVZ Inc. seeks 101.7 mhz, 3 kw, HAAT: minus 93 ft. Address: P.O. Box 386, Ava, Mo. 65608. Principal is headed by Joseph E. Jindra, president. Principals also own KKOZ(AM) Ava. Filed June 28.
- Washington—Great Music Stereo Broadcasters Inc. seeks 103.5 mhz, 47 kw, HAAT: 510 ft. Address: P.O. Box 2952, Houston, Tex. 77252-2952. Principal is owned by Edith Lorraine Baker, president. It is also applicant for new AM at Bethesda, Md. Filed May 12.
- Marathon, Fla.—Paul L. Crogan seeks 106.3 mhz, 3 kw, HAAT: 190 ft. Address: 1208 Simonton Street, Key West, Fla. 33040. Principal has no other broadcast interests. Filed July 1.
- Mary Esther, Fla.—McGowan Broadcasting seeks 105.5 mhz, 3 kw, HAAT: 291.5 ft. Address: P.O. Box 5034, Montgomery, Ala. 36103. Principal is headed by Steve McGowan, president. It also owns WULA(AM)-WKQK(FM) Eufaula, and WAYD(AM)-WORJ(FM) Ozark, all Alabama. Filed June 28.
- Nashville, Ga.—Country Communications Inc. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 645, Nashville, Ga. 31639. Principal is owned by Marlen M. Danforth, president and K. Duane Tucker (50% each). It also owns WNGA(AM) Nashville, Ga. Filed June 29.
- Peoria, Ill.—Illinois Valley Broadcasting Corp. seeks 88.5 mhz, 4.3 kw, HAAT: 496 ft. Address: 305A W. Center Street, Eureka, Ill. 61530. Principal is nonprofit corporation, headed by Gerald E. Tupper Jr., president. It has no other broadcast interests. Filed May 20.
- Norton, Kan.—KQNK-FM Inc. seeks 106.7 mhz, 100 kw, HAAT: 499 ft. Address: Route #3, Norton, Kan. 67654. Principal is headed by Larry Black, president. It also owns KQNK(AM) Norton; KKOZ(AM) Ava, Mo., and KRVZ(AM) Springerville-Eager, Ariz. Filed June 28.
- Oxford, Miss.—John M. McKenzie seeks 106.5 mhz, 3 kw, HAAT: 300 ft. Address: 923 S. 13th Street, Oxford, Miss. 38655. Principal has no other broadcast interests. Filed June 30.
- Ironton, Mo.—Mid-America Communications seeks 92.7 mhz, .65 kw, HAAT: 668 ft. Address: P.O. Box 437, Ironton, Mo. 63650-314. Principal is headed by Robert B. Thomson, president. It also owns KPJA(AM) Ironton. Filed June 28.
- Imperial, Neb.—Kathy J. Kautz seeks 103.1 mhz, 3 kw-D, HAAT: 300 ft. Address: 1305 East "B", McCook, Neb. 69001-0218. Principal has no other broadcast interests. Filed June 29.
- Thoreau, N.M.—William Greenwood Tonsmeire seeks 99.9 mhz, 100 kw, HAAT: minus 31.875 ft. Address: 1123 Palmetto Street, Mobile, Ala. 36604. Filed July 6.
- *Dallas—Criswell Bible Institute seeks 90.9 mhz, 100 kw, HAAT: 1,585 ft. Address: 525 N. Ervay, Dallas 75201. Principal: Nonprofit educational institution, headed by L. Paige Patterson, president. It also owns noncommercial KCBI(FM) Dallas. Filed July 1.

■ *Dallas—Crusader Broadcast Foundation Inc. seeks 90.9 mhz, 100 kw, HAAT: 790 ft. Address: 11311 N. Central Expressway, Dallas 75243. Principal: Nonprofit corporation, headed by Dan Hayslett, president. It has no other broadcast interests. Filed July 1.

■ *Dallas—Family Broadcasting Inc. seeks 90.9 mhz, 100 kw, HAAT: 709 ft. Address: 2300 Valley View Lane, Dallas 75234. Principal: Nonprofit corporation, headed by Marte Tilton, president. Tilton is applicant for new FM at Justin, Tex. Filed June 29.

■ Galveston, Tex.—San Jacinto Broadcasting Corp. seeks 106.5 mhz, 100 kw, HAAT: 470.5 ft. Address: 4431 Third Street, Bacliff, Tex. 77518. Principal is owned by Ben W. Walker, president, Karen A.L. Alexander (47.5% each) and Edward Sacons (5%). They have no other broadcast interests. Filed July 1.

TV applications

- High Springs, Fla.—Christian Channel/Ro-Mar Communications Inc. seeks ch. 53; ERP 530 kw vis., 53 kw aur., HAAT: 549 ft.; ant. height above ground: 561 ft. Address: 766 Deltona Blvd., Ste. B, Deltona, Fla. 32725. Principals: William W. Mays Sr., president (51%) and Ro-Mar Communications Inc. (49%), which is headed by Robert K. Coyne, president. Mays has no other broadcast interests. Ro-Mar is applicant for seven LPTV's and new TV at Augusta, Ga. Filed July 5.
 - High Springs, Fla.—William F. Parrish seeks ch. 53; ERP: 87.1 kw vis., 14.12 kw aur., HAAT: 340.97 ft., ant. height above ground: 364.67 ft. Address: P.O. Box 777, Leesburg, Fla. 32748. Principal has no other broadcast interests. Filed July 5.
 - Augusta Ga.—Orion Broadcast Group Inc. seeks ch. 54; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,356 ft.; ant. height above ground: 1,227 ft. Address: 10200 E. Girard Ave., A309, Denver, Colo. 80231. Principal is headed by Keith R. Shwayder, chairman. It recently bought, subject to FCC approval, WQR-TV Rockford, Ill., and is applicant for 46 LPTV's. Filed July 5.
 - Magee, Miss.—Pamela K. Clark seeks ch. 34; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,928 ft. Address: P.O. Box 759, Florence, Miss. 39073. Principal also owns majority of WKKE(AM) Pearl, Miss.; two LPTV's, and is part owner of applicant for new TV at Natchez, Miss. Filed July 1.
 - Fort Stockton, Tex.—M&M Telecasting seeks ch. 5; ERP: 100 kw vis., 10 kw aur., HAAT: 440.5 ft.; ant. height above ground: 279.5 ft. Address: 5305 Benbridge, Fort Worth, Tex. 76107. Principals: Don Pierson and Mack Mercer (50% each). Pierson has permit for new FM at Eastland, Tex. Mercer has no other broadcast interests. Filed June 6.
- ### AM actions
- Los Angeles—Opportunity Broadcasters returned application for 930 khz, 5 kw, DA-N. (BP-830603AA). Action June 24.
 - San Francisco—Opportunity Broadcasters returned application for 610 khz, 5 kw. (BP-830603AB). Action June 24.
 - Young Harris, Ga.—WZEL Inc. granted 1380 khz, 500 w-D. Address: 2675 Cumberland parkway, Atlanta 30339. Principals: Zell Miller (66.67%) and William Carver (33.33%). (BP-821105AG). Action June 21.
 - Shepardsville, Ky.—Carroll Knicy returned application for 1500 khz, 25 kw-D. Address: 908 South Green Street, Glasgow, Ky. 42141. Principal is applicant for four new TV stations. (BP-830118AD). Action June 21.
 - Bethesda, Md.—Opportunity Broadcasters returned application for 570 khz, 1 kw, 5 kw, DA-2. (BP-830603AD). Action June 3.
 - Boston—Opportunity Broadcasters returned application for 680 khz, 50 kw, DA-2. (BP-830603AG). Action June 24.
 - New York—Opportunity Broadcasters returned application for 710 khz with 50 kw, DA-1. (BP-830603AF). Action June 24.
 - Memphis—Opportunity Broadcasters returned application for 560 khz, 1 kw, 5 kw, DA-2. (BP-830603AC). Action June 3.

FM actions

■ Juneau, Alaska—Empire Communications Inc. returned 105.1 mhz, 25 kw, HAAT: minus 1,130 ft. Address: 8602 Teal Street, Juneau 99803. (BPH-820625AN). Action June 30.

Ownership changes

Applications

■ WVSF(FM) Stevenson, Ala. (101.7 mhz, 940 w; HAAT: 490 ft.)—Seeks transfer of control of Lynn Ltd. Inc. from Ted Edmiston and others (100% before; 50% after) to Charles Nelson and others (68% before; 100% after). Consideration: \$32,025. Principals: Seller is owned by Ted Edmiston, Charles M. Pendley and Jimmy D. Blevins. Edmiston and Pendley will retain part interest; Blevins is selling his 32% interest. Buyer is owned by Charles Nelson, president (20%), Harold Brookshire, Charles M. Pendley (30% each) and Ted Edmiston (20%). They have no other broadcast interests. Filed July 6.

■ KQKK(FM) Manteca, Calif. (96.7 mhz, 3 kw, HAAT: 320 ft.)—Seeks assignment of license from McFadden Broadcasting Co. to Jonsen Communications Corp. for \$1.072 million. Seller is owned by Jack L. McFadden Sr. and wife, Virginia Jo. They are also applicants for new FM at Twain Harte, Calif. Buyer is principally owned by Kenneth A. Jonsen, president (65%) and family. It also owns KENZ(AM)-KROY(FM) Sacramento, Calif., and KROI(AM) Sparks, Nev. Filed July 6.

■ KKBZ-AM-FM Santa Paula, Calif. (1400 khz, 1 kw-D, 320 w-N; FM: 96.7 mhz, 3 kw, HAAT: 1,600 ft.)—Seeks assignment of license from Pacwest Radio to Kachina Broadcasting Corp. for \$1,104,600, including \$650,000 in liabilities. Seller is owned by John R. Lego, Gordon L. Miller and James Johnson. Johnson is receiver for Thomas Chilcott, who is serving prison term for commodity fraud. None has other broadcast interests. Buyer is headed by William S. Sanders, president. It also has interest in KDHI(AM)-KQYN(FM) Twentynine Palms, Calif.; KPER(FM) Hobbs, N.M.; KVKM(AM) and permittee of new FM at Monahans, Tex., and KKZZ-AM-FM Lancaster, Calif. Filed July 7.

■ WSWL(AM) Milton, Fla. (1330 khz, 5 kw-D)—Seeks assignment of license from Bright Horizons Productions Inc. to Wave Express Broadcasting Co. Inc. for assumption of \$31,250 in debts. Seller is owned by Hans Bott, president (35%), his wife, Christa (1%) and Robert Switzer and his wife, Jean (64% jointly). It has no other broadcast interests. Buyer is equally owned by Neal Nussbaum, president and Mark Bauer, chairman. They also own WWET(FM) Monticello, Ind., and WKIQ(FM) Bowling Green, Ohio. Filed July 6.

■ WAMT(AM)-WJX(FM) Titusville, Fla. (1060 khz, 10 kw-D, 5 kw-N, DA-1; FM: 98.3 mhz, 3 kw, HAAT: 234 ft.)—Seeks transfer of control of Brevard Broadcasting Co. from Alastair and Edith P. Martin (100% before; none after) to Ogden Newspapers Inc. (none before; 100% after). Consideration: \$500,000, plus \$200,000 noncompete agreement. Seller is equally owned by Alastair B. Martin and wife, Edith P. They also own five AM's and five FM's. Buyer, based in West Virginia, is headed by G. Ogden Nutting, president. It owns 15 daily newspapers in West Virginia, Florida, Iowa, Minnesota and New York; WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C., and WTON(AM) Staunton, Va. Filed July 6.

■ WIRK-AM-FM West Palm Beach, Fla. (1290 khz, 5 kw-D, 1 kw-N; FM: 107.9 mhz, 100 kw, HAAT: 340 ft.)—Seeks assignment of license from Ken Sell Inc. to Price Communications for \$1.7 million (BROADCASTING, June 27). Seller is principally owned by Joseph Field and Rome Hartman, who have no other broadcast interests. Buyer is headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind., and recently bought KIOI(FM) San Francisco for \$12.4 million (BROADCASTING, May 2). Filed July 6.

■ WJZ(AM) Sanford, Fla. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Sunshine Air Broadcasting Corp. to William A. Masi for \$283,000, including \$3,000 noncompete agreement. Seller is owned by William N. Udell, president. It also has interest in WIMS(AM) Michigan City, Ind.; WKAM(AM)-WZOW(FM) Goshen, Ind. Buyer has interest in WVCF(AM) Ocoee, Fla., and WBGC(AM) Chipley, Fla. Filed June 22.

■ WMOG(AM) Brunswick, Ga. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Burrows Broadcasting Co. to WBA Corp. for \$590,000. Seller is owned by Robert T. Shircliff, president and Robert Burrows. Shircliff also has interest in WLLL(AM)-WGOL(FM) Lynchburg, Va. Burrows has no other broadcast interests. Buyer is owned by James I. Arbogast, president, Robert P. Bartlett

Jr., Joel R. Williams (28.33% each) and Linda D. Cate (15%). Cate has interest in KTGR(AM)-KCMQ(FM) Columbia, Mo.; KJEZ(FM) Poplar Bluff, Miss., and WQPD(AM) Lakeland, Fla. Filed July 5.

■ WRNZ(FM) Wrens, Ga. (96.7 mhz, 1.05 kw, HAAT: 500 ft.)—Seeks assignment of license from Frank L. Ayers to ComCast Inc. for \$286,900 (BROADCASTING, July 11). Seller has no other broadcast interests. Buyer is principally owned by Richard B. Armfield Jr., president (88%). He is former vice president and general manager of WNCT-TV Greenville, N.C., and has no other broadcast interests. Filed June 30.

■ KZHI(AM) Honolulu (1080 khz, 5 kw-U)—Seeks assignment of license from Radio Hawaii Inc. to KZHI Radio Inc. for \$1.2 million. Seller is owned by Carolyn Wagenvoord, chairwoman (50%) and her children, Alice (20%), Barry, Michael and Sam (10% each). They have no other broadcast interests. Buyer is owned by James E. Quinn Jr. (51%) and his son, Ronald K. (49%). It has no other broadcast interests. Filed June 28.

■ WHNN(FM) Normal, Ill. (Bloomington, Ind.) (96.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from McLean Communications Corp. to Gerald Mason and Stanley Bell for \$700,000. Seller is principally owned by Hamuel A. Hassan, president. He has interest in WILY(AM)-WRXX(FM) Centralia, Ill., and WBIS(AM) Bristol, Conn. Buyer is equally owned by Gerald Mason and Stanley E. Bell. Mason is majority applicant for new FM at Las Vegas. Bell is general contractor and developer in San Luis Obispo, Calif., and has no other broadcast interests. Filed July 6.

■ KBJM(AM) Phillipsburg, Kan. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bengel Broadcasting Inc. to Barracuda Broadcasting Inc. for \$620,000. Seller is headed by Bernard M. Brown, president (30%). It also owns KKAN(AM) Phillipsburg. Buyer is owned by Jan D. Parker, president and Kenneth R. Kohrs (50% each). It has no other broadcast interests. Filed June 29.

■ WIKC(AM) Bogalusa, La. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from M.T. Broadcasting Inc. to Timberlands Broadcasting Inc. for \$180,000. Seller is owned by Michael Tiller, who has no other broadcast interests. Buyer is owned by G.S. Adams Jr., president, who has no other broadcast interests. Filed July 5.

■ KTWN-FM Anoka, Minn. (107.9 mhz, 57 kw, HAAT:

400 ft.)—Seeks assignment of license from Northern Suburban Radio Co. to KTWN-FM Inc. for \$3.8 million (BROADCASTING, June 27). Seller is headed by Jack L. Moore, president, Bruce B. James and Allison R. Mercer. It also owns KKKC(AM) Anoka. Buyer is owned by C.T. Robinson, president and William Moyes (50% each). They also have interest in KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs; KFYE(FM) Fresno, Calif., and subject to FCC approval, KRAB(FM) Seattle (BROADCASTING, June 27). Filed July 5.

■ KFMP(FM) Cape Girardeau, Mo. (102.9 mhz, 24 kw, HAAT: 680 ft.)—Seeks assignment of license from Communications Systems Inc. to Zimmer Broadcasting Co. Inc. for \$70,000. Seller is owned by Lionel D. Speidel, president (50.2%) and wife, Edna (49.8%). They have no other broadcast interests. Buyer is owned by Jerome B. Zimmer, president (52%), his sons, Jerome R. and John P. (10% each). It also owns KZYM(AM) Cape Girardeau. Filed July 1.

■ WTUP(AM) Tupelo, Miss. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WTUP Broadcasting Corp. to Magnolia Communications Corp. for reduced interest in WTUP(AM) and WESE(FM) (which will merge), and assumption of \$90,378 in debts. Seller is headed by Larry Nichols, president. It has no other broadcast interests. Buyer is principally owned by Zane D. Roden Sr., president (44.86%). It also has interest in WOKJ(AM)-WJMI(FM) Jackson, Miss.; WBOP(AM)-WTKX(FM) Pensacola, Fla.; WTAM(AM)-WGCM(FM) Gulfport, Miss. Filed June 17.

■ KGLM-FM Anaconda, Mont. (97.7 mhz, 210 kw, HAAT: 940 ft.)—Seeks assignment of license from Anaconda Broadcasting Inc. to Howard N. Neckles and J.R. Strickland for \$50,000. Seller is owned by John Odegaard, president and Rodger T. Bell (50% each). Buyer is owned by Howard N. Neckles (60%) and J.R. Strickland (40%). They have no other broadcast interests. Filed July 6.

■ WKOL(AM) Amsterdam, N.Y. (1570 khz, 1 kw-D)—Seeks assignment of license from Jedco Broadcasting Corp. to Metter Broadcasting Inc. for \$220,000. Seller is principally owned by Edward F. Stanley, president (51%). It also owns WSCG(FM) in Corinth, N.Y. Buyer is owned by Michael L. Metter, president, who has no other broadcast interests. Metter is New York-based investment broker. Filed July 1.

■ WWWC(AM) Wilkesboro, N.C. (1240 khz, 500 w-D, 250 w-N)—Seeks assignment of license from WWWW Inc.

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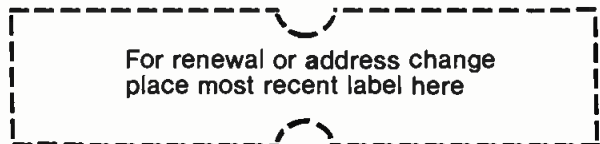
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to Tomlinson Broadcasting Corp. of Wilkes County for \$410,000. Seller is headed by Jeff B. Wilson, president. It has no other broadcast interests. Buyer is owned by Billy G. Tomlinson, president, Helen A. Tomlinson (46 7/8% each), and their son, Omer C. (6 1/4%). Omer C. Tomlinson is director of operations for WCLH(AM)-WZKZ(FM) Coming, N.Y. Filed June 30.

■ KWOK(AM) Wagoner, Okla. (1530 khz, 500 w-D)—Seeks assignment of license from Sherman Enterprises Inc. to Telemonde Corp. for \$165,000 plus \$15,000 noncompete agreement. Seller is principally owned by Philip Sherman. It has no other broadcast interests. Buyer is owned by Ellen Nelson Durley, president, her husband, Thomas C. (30% each), and their children, Kendall C., and Nelson T. (20% each). Thomas Durley is former principal owner of WHVW(AM)-WHVW-FM Hyde Park, N.Y.; Ellen Durley is former traffic director of WHVW-FM. Filed July 7.

■ KDOV(AM) Ashland, Ore. (1350 khz, 1 kw-D)—Seeks assignment of license from Faith Tabernacle Inc. to Atkinson Adventures for \$372,500. Seller is headed by Leo C. Wine, president. It has no other broadcast interests. Buyer is owned by Perry A. Atkinson and his wife, Peggy K.; Lee Rehana and wife, Bernice (25% each). Perry A. Atkinson is applicant for new Am at Placerville, Calif. Filed June 30.

■ KNNX(AM) Huntsville, Tex. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from East Texas Wireless Radio to Broadcast Communications Inc. for \$425,000.

Seller is principally owned by Peggie McClish Werlinger (51%). It has no other broadcast interests. Buyer is owned by Jack B. Nichols, president, Jack Haney (45% each) and J.D. Dickenson (10%). It also is applicant for new Am at Huntsville, Tex. Filed June 27.

■ KXA(AM)-KYYX(FM) Seattle (770 khz, 1 kw-U; FM: 96.5 mhz, 81 kw, HAAT: 1,220 ft.)—Seeks assignment of license from O'Day Broadcasting of Washington, debtor in possession to Madison Park Broadcasting Ltd. for \$5.5 million. Seller is owned by H. Rand Ginn, Pat O'Day, Brent T. Larson and Robert Bingham. Ginn and O'Day have interests in KORL(AM) Honolulu. Larson and Bingham have no other broadcast interests. Buyer is principally owned by Richard B. Pratt and Daniel D. Nelson. It has no other broadcast interests. Ginn will retain 1% interest in station. Filed June 29.

Actions

■ KKIS(AM) Pittsburg, Calif. and KDFM(FM) Walnut Creek, Calif. (990 khz, 5 kw-U DA-2; FM: 92.1 mhz, 3 kw, HAAT: 89 ft.)—Granted assignment of license from Schofield Broadcasting Co. Inc. to Harry and James Chabin for \$1.7 million including \$100,000 noncompete agreement. Seller is headed by Phillip Hoffman, president, who has no other broadcast interests. Buyers are brothers (50% each). James Chabin is former Western marketing manager, CBS-owned TV stations. Harry Chabin is president of Arvada,

Colorado-based oil drilling company. They have no other broadcast interests. (BAL-H-830516FK.L) Action June 30.

■ WMOA-AM-FM Marietta, Ohio (1490 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, HAAT: 200 ft.)—Granted assignment of license from WMOA Inc. to Employe Owned Broadcasting Corp. for \$820,000 plus \$180,000 noncompete agreement. Seller is owned by Ray H. Rosenblum, president. He has no other broadcast interests. Buyer is owned by Carl Clovis, president (51%), Robert L. Martin (18%), Ronald K. Bishop (17%) and Thomas O. Hamilton (7%). They also own WBRJ(AM) Marietta. Clovis is also president and part owner of WCKX(FM) London, Ohio. To comply with FCC duopoly rules, EOB will spin off WMOA(AM) to Washington Technical College (see below). (BAL-830516HS) Action June 28.

■ WMOA(AM) Marietta, Ohio (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Employe Owned Broadcasting Corp. to Washington Technical College for \$75,000. Seller is owned by Carl Clovis, president (51%), Robert L. Martin (18%), Ronald K. Bishop (17%) and Thomas O. Hamilton (7%) (see above). Buyer is nonprofit educational corporation, headed by Donald R. Neff, president. Two of its trustees, Harry Cogswell and Robert Richardson also are principals of WCKX(FM) London, Ohio. (BAL-830516HQ) Action July 18.

■ KEMM(FM) Commerce, Tex. (92.1 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from Commerce Broadcasting Inc. to KEMM Communications Inc. for \$270,000 cash plus \$80,000 noncompete agreement (BROADCASTING, May 23). Seller is headed by Chester Maxwell, general manager of KMEZ-AM-FM Dallas. It has no other broadcast interests. Buyer is owned by Dallas businessman Joe McHugh, Ira Einsohn and Leland Murphy, who have no other broadcast interests. (BAPLH-830516HU) Action July 18.

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Facilities changes

AM applications

Tendered

- WZZX (1540 khz) Lincville, Ala.—Seeks CP to change frequency to 870 khz. Ann. July 5.
- KIQI (1010 khz) San Francisco—Seeks CP to change hours of operation to unlimited by adding night service with 2.5 kw, DA-2 and make changes in ant. sys. Request waiver of section 73.37 (E) of rules. Ann. July 1.
- WFFG (1300 khz) Marathon, Fla.—Seeks CP to increase day and night power to 2.5 kw and change to DA-1. Ann. July 1.
- WSRO (1470 khz) Marlborough, Mass.—Seeks CP to increase day power to 5 kw; change TL (day site only), and change to DA-2. Ann. July 1.
- WMBA (1460 khz) Ambridge, Pa.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w; install DA-2, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. July 8.
- WLEM (1250 khz) Emporium, Pa.—Seeks CP to change frequency to 650 khz; increase power to 5 kw, and make changes in ant. sys. Ann. July 5.
- KWHO (860 khz) Salt Lake City—Seeks CP to increase power to 50 kw. Ann. July 1.
- WFBZ (1570 khz) Minocqua, Wis.—Seeks CP to increase power to 5 kw. Ann. July 1.

Accepted

- WROK (1440 khz) Rockford, Ill.—Seeks CP to make changes in ant. sys. (increase height of tower). Ann. July 8.
- KGRV (700 khz) Winston, Ore.—Seeks to change TL (day site only). Ann. July 5.

FM applications

Tendered

- WBLX (92.9 mhz) Mobile, Ala.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,086 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 27.
- KMLA (103.9 mhz) Ashdown, Ariz.—Seeks CP to change ERP to 3 kw and change HAAT to 300 ft. Major environmental action under section 1.1305. Ann. June 27.
- *KUNC-FM (91.5 mhz) Greeley, Colo.—Seeks CP to increase ERP to 100 kw. Ann. July 1.
- WEDR (99.1 mhz) Miami—Seeks CP to change TL;


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change ERP to 100 kw; change HAAT to 600 ft., and make changes in ant. sys. Ann. June 27.

- WSTS (96.3 mhz) Laurinburg, N.C.—Seeks CP to change TL; change HAAT to 756 ft., and make changes in antenna system. Major environmental action under section 1.1305. Ann. July 5.
- KTEC (89.5 mhz) Klamath Falls, Ore.—Seeks CP to change TL; increase ERP to 207 kw, and make changes in ant. sys. Ann. June 29.
- KIXK-FM (106.1 mhz) Denton, Tex.—Seeks CP to change TL; change HAAT to 1,585 ft., and make changes in ant. sys. Accepted nunc pro tunc. Ann. June 27.
- KBLQ-FM Logan, Utah—Seeks CP to change TL; add remote control; change ERP to 100 kw (H); change HAAT to 168 ft. (H) and make changes in ant. sys. Ann. June 27.
- WXVA-FM (98.3 mhz) Charlestown, W.Va.—Seeks CP to change HAAT to 300 ft. Major environmental action under section 1.1305. Ann. June 27.

Accepted

- KXXI-FM (102.3 mhz) Van Buren, Ariz.—Seeks modification of CP (BPH-830506AE) for waiver of section 73.1201 (B)(2) of rules to identify as "Van Buren-Fort Smith, Ark." Ann. June 27.
- KRWA-FM (103.1 mhz) Waldron, Ariz.—Seeks modification of CP (BPH-810126AH, as mod.) to make changes in antenna system; increase ERP to 2,999 kw; increase HAAT to 304 ft.; change TL, and change coordinates. Ann. July 8.
- KIIS (102.7 mhz) Los Angeles—Seeks CP to make changes in antenna system; install auxiliary transmitting antenna; decrease ERP to 7.2 kw and decrease HAAT to 2,824 ft. Ann. June 28.
- KRTH (101.1 mhz) Los Angeles—Seeks CP to make changes in antenna system; decrease ERP to 37.5 kw, and increase HAAT to 3,133 ft. Ann. July 5.
- WKSS (95.7 mhz) Hartford-Meriden, Conn.—Seeks CP to make changes in antenna system; increase ERP to 16.6 kw; increase HAAT to 876 ft.; build new tower, and change coordinates. Ann. June 30.
- *WBNI(89.1 mhz) Fort Wayne, Ind.—Seeks modification of CP (BPED-820621AJ, as mod.) to make changes in antenna system; change TL; change ERP to 31 kw; change HAAT to 452 ft., and change coordinates. Ann. July 5.
- KRMD-FM (101.1 mhz) Shreveport, La.—Seeks CP to make changes in antenna system; increase ERP to 97.5 kw; increase HAAT to 1,121 ft., and change coordinates. Ann. June 28.
- WRBB (104.9 mhz) Boston—Seeks CP to make changes in antenna system; make changes in tower structure. Ann. June 28.
- WAQX (95.3 mhz) Manlius, N.Y.—Seeks modification of CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Ann. July 8.
- WKJA (92.1 mhz) Belhaven, N.C.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Belhaven-Bath, N.C." Ann. July 8.
- KYCX (104.9 mhz) Mexia, Tex.—Seeks modification of CP (BPH-810112AE, as mod.) to make changes in antenna system; increase ERP to 2,090 kw; decrease HAAT to 350 ft., and change coordinates. Ann. July 5.

TV applications

Tendered

- WCIX-TV (ch. 6) Miami—Seeks to change HAAT to 1,802 ft. and change coordinates. Ann. June 27.
- WMKT (ch. 54) Muskegon, Mich.—Seeks MP (BPCT-810918KM) to change ERP to 741 kw vis., 74.1 kw aur; change TL, and change HAAT to 1,021 ft. Ann. June 27.
- WAQP (ch. 49) Saginaw, Mich.—Seeks MP (BPCT-800910KF, as mod.) to change TL and change ERP to 1,000 kw vis., 100 kw aur. Ann. June 27.

Accepted

- *KAET (ch. 8) Phoenix—Seeks MP (BPET-820618KG) to change ERP to 316 kw vis., 47.4 kw; change coordinates, and make changes to ant. sys. Ann. June 28.
- WLAE-TV (ch. 32) New Orleans, La.—Seeks MP (BPET-810710KG, as mod.) to make changes in ant. sys. Ann. July 8.
- KXMC-TV (ch. 13) Minot, N.D.—Seeks CP to change HAAT to 1,130.5 ft. and replace transmitting system. Ann. July 8.

AM actions

- KFLO (1300 khz) Shreveport, La.—Granted CP to increase power to 5 kw. Action June 20.

■ WKIK (1370 khz) Loenard, Md.—Granted CP to make changes to modify nighttime directional parameter. Action June 20.

- KJJR (880 khz) Whitefish, Mont.—Granted MP (BP-810526AB, as mod.) to make changes in facilities: reduce daytime power to 10 kw, 500 w-N (new station). Action June 20.
- WPTL (920 khz) Canton, N.C.—Granted CP to change TL and make changes in ant. sys. Action June 30.
- *KDLR (1240 khz) Devils Lake, N.D.—Granted CP to increase day power to 1 kw. Action June 21.
- WADJ (1330 khz) Somerset, Pa.—Granted CP to increase power to 5 kw DA-D. Action June 22.
- KBBX (1600 khz) Centerville, Utah—Granted CP to change hours of operation to unlimited by adding nighttime service with 1 kw and install DA-N. Major environmental action under section 1.1305. Action June 21.
- KUUY (870 khz) Orchard Valley, Wyo.—Granted CP to change frequency to 870 khz; increase day and night powers to 10 kw, 2.5 kw, DA-2, and change city of license to Orchard Valley, Wyo. Action June 20.

FM actions

- WZZK (104.7 mhz) Birmingham, Ala.—Granted modification of CP (BPH-810119AU) to make changes in antenna system; change TL; change type tran.; change type antenna; increase HAAT to 1,281 ft., and change TPO. Action June 28.
- *KCAW (104.7 mhz) Sitka, Alaska—Granted CP to change type trans.; change type antenna; change ERP to 4.29 kw, and change TPO. Action June 17.
- KEWB (94.3 mhz) Anderson, Calif.—Granted waiver of section 73.1201(b) (2) of rules to identify as "KEWB Anderson-Redding." Action June 20.
- KOCN (104.9 mhz) Grove-Monterey, Calif.—Granted waiver of section 73.1201(b) (2) of rules to identify as "Pacific Grove-Monterey." Action June 22.
- KGBA-FM (100.1 mhz) Holtville-El Centro, Calif.—Granted waiver of section 73.1201 (B)(2) of rules to identify as "Holtville-El Centro, Calif." Action June 30.
- KBQO (92.7 mhz) Marina, Calif.—Granted waiver of section 73.1201(b) (2) of rules to identify as Marina-Monterey." Action June 20.
- *KHPR (88.1 mhz) Honolulu—Granted CP to change SL; change type antenna; decreased ERP to 25 kw; increased HAAT to 2,091 ft., and change TPO. Action June 17.
- KOZE-FM (96.7 mhz) Lewiston, Idaho—Granted modification of CP (BPH-81103AD) to make changes in antenna system; and increase ERP to 25 kw. Action June 20.
- KWBJ (100.1 mhz) Payette, Idaho—Granted mod. of

CP (BPH-820827AG) to make changes in antenna system; change frequency to 100.3 mhz; increase ERP to 30 kw, and increase HAAT to 475 ft. Action June 24.

- KRBU-FM (104.9 mhz) Pocatello, Idaho—Granted modification of CP (BPH-810731AF) to decrease ERP to 90 kw; increase HAAT to 1,007 ft. and change TPO. Action June 17.
- WMEE (97.3 mhz) Fort Wayne, Ind.—Granted CP to make changes in antenna system; reduce ERP to 25.9 kw increase HAAT to 652.5 ft. and change TPO. Action June 23.
- KKRL (93.7 mhz) Carroll, Iowa—Granted CP to make changes in antenna system; change type tran., and increase ERP to 100 kw. Action June 28.
- WDEY-FM (103.1 mhz) Lapeer, Mich.—Granted CP to install auxiliary antenna system at main TL; ERP: 3 kw (H); HAAT: 239.4 ft. (H), and change TPO (for auxiliary purposes only). Action June 30.
- WRIO (102.3 mhz) Cape May, N.J.—Dismissed CP to change TL; decrease ERP to 2 kw; increase HAAT to 300 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 1.
- WPAT-FM (93.1 mhz) Paterson, N.J.—Granted CP to install auxiliary antenna system at location other than main, ERP: 21.88; HAAT: 338 ft. and change TPO. Action June 20.
- WBUF (92.9 mhz) Buffalo, N.Y.—Granted CP to install auxiliary antenna at main TL; ERP 91 kw (H) and 49 kw (V); HAAT 509 ft. and change TPO (for auxiliary purposes only). Action June 21.
- *WRCT (88.3 mhz) Pittsburgh—Granted CP to increase ERP to 100; change HAAT 53 ft. install new ant. and make changes in ant. sys. (increase height). Action June 21.
- WJPA (1450 khz) Washington, Pa.—Granted CP to make changes in antenna system and increase antenna height. Action June 30.
- WESC-FM (92.5 mhz) Greenville, S.C.—Granted CP to make changes in antenna system, increase ERP to 100 kw, for auxiliary purposes only. Action June 24.
- WKQB (107.5 mhz) St. George, S.C.—Granted modification of CP (BPH-800620AA) to make changes in antenna system and increase ERP to 100 kw. Action June 21.
- KIKK-FM (95.7 mhz) Houston—Granted CP to install auxiliary antenna system at main TL; ERP: 7.5 kw; HAAT 1,106.6 ft., and change TPO (for auxiliary purposes only). Action June 28.
- KWES (102.1 mhz) Monahans, Tex.—Granted modification of CP (BPH-800602AA) to change TL; change HAAT to 968 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action June 8.
- KJCS (103.3 mhz) Nacogdoches, Tex.—Granted CP to make changes in antenna system and increase ERP to 100 kw. Action June 24.
- KITY-FM (92.9 mhz) San Antonio, Tex.—Dismissed CP to make changes in antenna system; change TL; increase HAAT to 1,377 ft., and change TPO. Action June 21.
- KOSY-FM (102.5 mhz) Texarkana, Tex.—Granted CP to make changes in antenna system; increase ERP to 96.63; and increase TPO to 10.0 kw. Action June 23.
- WFFV (99.3 mhz) Front Royal, Va.—Granted CP to change TL; decrease ERP to 3 kw; decrease HAAT to 230 ft., and change TPO. Major environmental action under 1.1305 of rules. Action June 21.
- KLYK (105.5 mhz) Longview, Wash.—returned CP to make changes in antenna system; change TL; reduce ERP to .3 kw; increase HAAT to 917 ft. Action June 21.
- KUBE (93.3 mhz) Seattle—Granted modification of CP (BPH-811130BM) to increase HAAT to 1,291 ft. Action June 28.
- WVSR (102.7 mhz) Charleston, W. Va.—Granted CP to increase ERP to 50 kw, increase HAAT to 416 ft.; change geographical coordinate and change TPO. Action June 17.

- #### TV actions
- WLAF-TV (ch. 32) New Orleans—Granted MP (BPCT-810710KG, as mod.) to change ERP to 2290 kw vis., 229 kw aur. and change TL. Action June 8.
 - KXII (ch. 12) Ardmore, Okla.—Granted CP to change ERP to 222 kw vis., 22.2 kw aur.; change TL and make change in ant. sys. Action June 8.
 - KDRV (ch. 12) Medford, Ore.—Granted MP (BPCT-790815KF) to change HAAT to 2,701 ft., and change type antenna. Change coordinates. Action June 24.
 - WCCT (ch. 57) Columbia, S.C.—Granted CP to change ERP to 637 kw vis., 63.7 kw aur.; change HAAT to 582 ft., and change from directional to non-directional antenna system. Action June 7.

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	148	4,857
Commercial FM	3,421	381	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	400	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	206	7,466
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,169	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

Manager/engineer for south Pacific 50KW AM. Religious format. Call Jim Slaughter, 404-324-1271.

Midwest group owner seeks aggressive station manager or sales manager ready to manage. Excellent salary. Call 515-832-1570, or Box 550, Webster City, IA 50595.

Radio communications company. Position available as business manager, located in New York City, to work as an integral part of management team. Responsible for financial reporting and planning, sales/traffic operation and general office management. Report directly to vice president/general manager. Send resume and salary requirements to: Communication, P.O. Box 414, Grand Central Station, New York, NY 10163. An equal opportunity employer.

General manager—popular AM-FM radio station in Tri-Cities, Tennessee, seeking aggressive, sales-oriented general manager. Station has been successful since 1951. All applications treated in absolute confidence. EOE. Write Box Z-71.

General manager/sales manager wanted for new AM station in So. Calif. Must have strong management background and proven record in sales. Lambda Broadcasting Corp., P.O. Box 1420, Yucca Valley, CA 92284.

General manager—excellent opportunity for aggressive AM-FM radio station manager at long-established Lynchburg, VA station. Sales experience required, plus ability to manage. All applications treated confidentially. EOE. Reply Box Z-72.

Sales-oriented general manager needed for newly acquired AM in fast growing city, upstate NY. You can run this station as your own if you're self motivated, conscientious, and know how to build a successful team. National and local sales experience a must. This is the beginning of a small dynamic group, and a great opportunity to move into management. Send resume and salary requirements to Box Z-95.

Station manager. Oversee operations and administration of college public radio station to power up Fall, 1983. Qualifications: B.A. mass communications. Prefer two years' full time radio experience plus on air experience at class A station. Experience in fund raising, promotion, production, public radio. Send resume and recommendations by July 30th, Susan Crim, Dean of Students, Earlham College, Richmond, IN 47374.

General manager to join growing 8-station group. Top rated, class C-FM, McAllen, Texas. If you are a winner with a proven track record, send complete details on what you have done in radio that is unique or different. Not interested in the "usual resume." Send to: Richard Oppenheimer, 1219 West 6th Street, Austin, TX 78703. 512-474-9233. EOE.

Local sales manager. Rocky Mountain area, near Denver. If you're a sales motivator & leader w/ a track record & are looking for rewarding life in medium market radio, contact John Shideler, KLIIX, Fort Collins, CO. 303-484-5449.

Station manager for new public radio station. Must be aggressive self-starter with three years of public radio experience. Strong background in development and fund raising required. Salary: negotiable—\$21,000 to \$25,000, dependent on experience. Send letter and resume (no phone calls, please) to WNIN-FM/TV No. 7, 9201 Petersburg Rd., Evansville, IN 47711. Women and minority applications encouraged. An EEO employer.

Sales manager/professional for L.A.'s first commercial cable radio station. On one of largest systems in the country and growing rapidly. Need results-oriented individual with experience, track record, motivation and positive attitude. Excellent compensation package for right person. Resume/history to 21115 Devonshire, No. 303, Chatsworth, CA 91311.

Manager for small market Minnesota station. Strong sales background essential. Part ownership possible. Reply Box Z-100.

General manager. Experienced, aggressive, with strong sales background. Needs to understand cash accounting and FCC rules. Send resume to Panhandle Broadcasting, Inc., P.O. Box 239, Scottsbluff, NE 69361.

Colorado radio station group now accepting applications for national sales manager. Stations include KTCL, KLIIX, KRAI & KXRC. Excellent compensation plan, w/ a comfortable life in Colorado's choice city, Ft. Collins. National sales experience required. Contact John Shideler, 303-484-5449.

HELP WANTED SALES

If you can produce sales results without a boss breathing down your neck, we'll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Manley, 806-372-2329. Travel required within your state.

South Florida—experienced, successful street salesperson who believes in & loves to sell radio. Start at same income level you now have; increased income thereafter depends upon your individual effort. Resume to Box 216, Ft. Myers, FL 33902. EOE. All replies strictly confidential.

California daytimer/San Francisco suburban market. Seeking outstanding sales manager who can do it all; sell personally, lead, train sales staff—an achiever, a goal setter. Resume and references to Box Z-44.

Account executive. Experienced and willing to work hard. Excellent opportunity with growing broadcast company for individual with good sales skills. Expanding sales staff due to growth of station. If you are interested and qualified, please send resume and cover letter to David Vantrease, WYMX Radio, P.O. Box 669, Augusta, GA 30903. EOE.

Sales manager. Proven sales record in radio. Must carry the 3rd list & be willing to work long hours. Contact Mad Hatter, 319-752-5402, Burlington, IA.

General sales manager. Group owner seeks GSM for turnaround challenge with newly-acquired full-time AM and class B FM. Could be first management position for right person with proven billing ability. Good base and benefits, with incentives. Long term game plan. Excellent living area. Prefer candidate with firsthand New England knowledge. Position is open now. Write in confidence to Dick Hyatt, President, WRDO/WSCF(FM), One Memorial Circle, Augusta, ME 04330. EOE.

Central California fast growing top 100 market looking for top notch sales pro with proven track record. Send resume to Box Z-69. EOE.

Florida Panhandle, near beaches. Great growth opportunity for experienced professional. Salary & commission. WQUH/WGTX, 904-892-3158. Box 627, DeFuniak Springs, FL 32433.

Immediate opening. General sales manager. Radio station, mid-sized South Carolina market. Must be promotion oriented and able to lead and motivate people. Only experienced persons need apply. Salary guarantee plus override. Send confidential resume to: P.O. Box 531, Columbia, SC 29202.

Sales pro. Due to promotions, successful, community oriented AM and strong country FM has an opening for an experienced salesperson. If you're currently selling radio but want to move up, come grow with us. Resume to Rick Sainte, WCTW/WMDH, P.O. Box 690, New Castle, IN 47362.

Northeast small group owner is looking for an aggressive, self-motivated individual seeking an entry level position in broadcast sales. We're expanding our sales staff. Send resume to Rod Krol, GM, WKWK-FM, P.O. Box 6624, Wheeling, WV 26003. EOE.

Play-by-play/salesman for southern California FM. Tape and resume to Mike Thomas, PO Box 5192, Ventura, CA 93003. 805-647-1055.

West Texas fulltime AM wants assistant sales manager. Opportunity for advancement to manager. Must have successful experience in radio sales & operations. Excellent compensation plan, with opportunity for equity. Send resume to Box Z-115. EOE.

Southeast Alaska group seeks ambitious, experienced salesperson. Production experience preferable. Salary guarantee for 90 days. High earnings potential for self motivator. Send resume & references to Dennis Egan, 3161 Channel Drive, Juneau, AK 99801.

HELP WANTED ANNOUNCERS

Fast growing suburban NYC AC needs experienced personality for expanding staff. Top Island signal. Tape & resume to WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

Progressive, small market radio in resort area is looking for an experienced adult contemporary announcer. Top pay and extensive benefits. Immediate opening. Tape and resume to Adrian Frazier, WMSA, Massena, NY 13662. EOE.

Florida East Coast. Immediate opening for entry level announcer. Nights. Minorities encouraged. Need a start? Send air check and resume to Bill Jones, Box 677, Jensen Beach, FL 33457.

Operations director for progressive 5,000 watt AM adult station in mountainous Northwest. Great climate. Air shift and production required. Need good detail person with managerial capabilities. Send tape and resume to Kris Harvey, Box 65, Twin Falls, ID 83301. EOE/AF.

Combo sales (learn?)/announcer/news. Prefer recent communications and/or business grad. Speech voice, some typing, hard worker. 315-363-6050.

Regional northern New England station has immediate opening for dynamic play-by-play and sports feature announcer. Successful applicant must have basketball and hockey play-by-play experience, well-rounded college and professional sports knowledge plus tape editing ability. Previous sports announcers now with major league baseball and ABC Cable sports. Station serves major college city. Excellent location, pay, benefits and equipment. Resume and sports casting tape mandatory for consideration; send to: Station Manager, WVMT, Box 620, Colchester, VT 05446. EOE. No calls, please.

Announcer/chief engineer needed for upper Midwest AM/FM. Salary \$20K, plus vehicle provided. Excellent benefits. Resume only to Box Z-98.

Well-educated, articulate staff announcer needed for Puerto Rico's only English-language radio station. Some knowledge of Spanish helpful, but not necessary. Send resume and aircheck to General Manager, WOSO, Box 4349, San Juan, PR 00905.

Southeast Alaska group seeks strong AC/personality for AM or midday. Good money for right person. Contact Dennis Egan, 3161 Channel Drive, Juneau, AK 99801.

Air talent/sales opportunity in the capital city of Oregon. Sales experience necessary. T&R to PD, KSLM, Box 631, Salem, OR 97308. EOE.

HELP WANTED TECHNICAL

Manager/engineer for South Pacific 50KW AM. Religious format. Call Jim Slaughter, 404-324-1271.

Northern Shenandoah Valley AM/FM needs part-time engineer with excellent references. Send resume and hourly rate to Box Z-117.

Chief Engineer. WHON/WQLK, Richmond, IN. Salary plus fringe benefits. Resume to GM, PO Box 1647, Richmond, IN 47374.

HELP WANTED TECHNICAL CONTINUED

Chief engineer for 5KW public radio station in Alaskan interior, 225 miles from nearest highway. Challenging environment, state of the art equipment. Maintenance license, year's experience, ability to improve necessary. \$27,000-\$31,000, DOE. Excellent health plan. Start August 15. Send resume, three references to Church Hinde, KSKO-AM, Box 4, McGrath, AK 99627. Deadline July 31. For more information, call 907-524-3001.

HELP WANTED NEWS

Future award winning news director for Alaska's newest AM. Requires two years' radio news experience. Station heavily committed to news. On air September. Tapes/resumes/salary history: KGHX, P.O. Box 82131, Fairbanks, AK 99708.

Needed immediately: fulltime radio reporter for combined AM/FM/TV news department. College degree with previous experience a must. Send letter and resume only to: News Director, WEAU, Inc., P.O. Box 47, Eau Claire, WI 54702, by July 22nd. No phone calls, please. EOE.

Radio news anchor/reporter. News reporter for AM/FM stations in southwest Florida. Must have excellent writing skills and on-air presentation. Previous reporting and broadcasting experience required. No beginners. Send resume and writing sample only to Box Z-77. EOE.

News/sports director—San Luis Obispo, California. Station has outstanding news profile and major college PBP. Beautiful city with great climate. Station has excellent broadcast facilities. Only total professionals in news gathering, writing, reporting and colorful PBP need apply. Tape/resume to Dan Clarkson, GM, KVEC, Box 787, San Luis Obispo, CA 93406. EOE/MF.

News reporter for dedicated suburban news operation within the New York ADI. Tape, salary, resume, to ND, WNNJ/WIXL, Box 40, Newton, NJ 07860.

News director: newly acquired AM in fast growing city, upstate NY, needs local newscaster/director who is committed to gathering and communicating a quality local newscast. Willing to give an experienced college graduate a first opportunity. Send resume/salary requirement/aircheck to: Michael Metter, Metter Broadcasting, 265 West 81st Street, New York, NY 10024.

Looking for midday announcer who can double as sports director. The person we seek is at home on-the-board and production room, and loves sports. Play-by-play not necessary. Experience required. Send resume to Frank Troiani, WMRF Radio, 5 West Market Street, Lewistown, PA 17044. Equal opportunity employer.

Sports broadcasters for New York-based 24-hour sports information telephone service. Part time or full time. Recent college grads or junior or seniors OK. Must have solid writing skills and audio presentation. Resume only to Box Z-121.

Morning drive newperson. Immediate opening at small New England coastal station. Seeking aggressive, diligent professional with strong writing skills and good voice. Must be willing to invest extra effort in learning area quickly. Local news emphasized. Experience necessary. Replies confidential. Send letter and resume only to Box Z-116. EOE.

Stringers to supply audio feeds, actualities for telephone sports line service. National coverage. Major events, sports interviews. Must be reliable. Resume only to Box Z-122.

Strong anchor/reporter for morning drive. Must have 2 years' experience and be team player in competitive market. Send tape and resume to Dale Woolery, KRNT, Box 1350, Des Moines, IA 50305. EOE, M/F

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Program director desired. Contemporary station, medium market! Sunbelt & Midwest! Your background should be A/C, CHR or country! If you are goal-oriented, have a strong background in promotions, music, research, and know how to deal with people effectively, we want to hear from you! Resume only to Box Z-86.

Program director. Fulltime AM in desirable NE coastal community seeks experienced professional to reorient sound with new management team. Resumes only to Box Z-102.

Assistant programmer needed for adult, community-oriented AM. Opportunity, security and great record. Send T&R: WCLG, Box 885, Morgantown, WV 26507.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio is in search of strong management growth opportunity within group or individual station. Write Box Y-35.

Aggressive, productive street fighter looking for station to turnaround as GM. Prior management and programming. Cash management and knowledge of FCC rules. Creative leader, motivator, Will consider all situations. Write Box Y-127.

Vice president & general manager. 24 yrs: broadcast experience. Currently employed. Seeks new opportunity. During our most recessionary time, have increased sales by 15%. Serviced debt without additional capital. Accomplished this with aggressive collections & new business. Ratings up, loc. Radio or TV. Write Box Z-6.

12 years up through the ranks radio professional seeking stable, responsible GM or operations manager position with corporate or group owner. Experience in all areas and markets. Community leader available in August 1983, prefer West. Small to mid markets with earning potential acceptable, but no mom and pop shops, please. Reply in confidence for resume and references to Box Z-19.

Small markets, West. Sales promotions, programming, engineering. Honest, aggressive. Unusual extras. Country consultant seeks GM position. Bill Taylor, 213-791-4836.

General manager: sales intensive, self motivated, highly organized and disciplined to win the battles of sales and profits. 18 years in management with persuasive product knowledge. Achiever of goals. Solid professional looking for a station or group owner who wants a winner. Write Box Z-62.

General manager. Presently 325,000+ market—AM/FM (100,000 watts) combo. Sharp increase in sales. Consistent No. 1 contemporary ratings. Write Box Z-26.

Bad book? As GM, I can keep your salesmen producing despite the numbers and shape your programming into a winner. Box Z-79.

Ads all the same? The difference shows up in the resume. If you need a good GM, write for mine. Box Z-80.

Experienced sales manager seeks growth opportunity with group-owned medium to large market station. Write Box Z-81.

I'm looking for a radio sales management position. 9 years' experience in sales and management, national and local. Top-100 market. Looking for exciting, new challenge. Respond Box Z-103.

Major market GM/GSM. Husband/wife team. Currently employed; billing up 320% in year. 20 years' management, hot sales, marketing, programming. Top references. Tired of lousy weather, seeking warmer challenge, medium to large market. Box Z-106.

Seven years of experience in contemporary radio. Advanced management degree. Ready to spearhead the financial and competitive positioning of your large-market radio station. GM position desired. Box Z-123.

SITUATIONS WANTED SALES

Sales manager/sales trainer. Sales leadership plus development of employee self-esteem, positive mental attitude, and an unrelenting drive to excel. Bottom-line oriented. Master's degree. Sixteen years' experience all phases broadcasting, primarily leading Western states country stations. Currently in personal/professional motivation field. Box 731, McLean, VA 22101. Evenings/weekends: 703-448-9623.

SITUATIONS WANTED ANNOUNCERS

Milwaukee metropolitan area. Good sounding beginner. Interested in part time. You'll like my tape. Larry Klein, 414-462-9068.

Looking for a talented personality with a good tape? Look no further! Can do it all! I'm not lying! Dan Fox, 312-824-0082, or write 500 West Touhy, Camper No. 5, Des Plaines, IL 60018.

Female announcer looking for position in Midwest. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Reliable morning drive announcer/PD in medium market returning to NY in Aug. for graduate school. Seeking part-time jock position. NYC/Long Island. Tom Rich, 218-744-5889.

Entry level into small market desired ASAP. Wooster, Ashland, Medina areas preferred. Willing to learn & work hard. possess 3rd. For tape & resume: 216-658-3021, or write Ralph Gantz, Jr, 341 Hilltop Dr, Doylestown, OH 44230.

50,000 watt radio personality. Is there any 50,000 watt, AM station that could use Arthur Godfrey-type announcer? (20 years). Salary, plus commission on personal sales. Write Box Z-78.

Rave reviews—from listeners & employers alike. Currently employed. This announcer/engineer is a natural for your station: authoritative, personally appealing, hard working, reliable. Looking beyond present 150,000 audience for bigger fields to conquer. Call collect, 201-875-3778, or write Box Z-89.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime, 201-777-0749.

Female country and western radio personality. Experienced, talented, enthusiastic. Will relocate. 216-533-7471.

Creative personality, hard worker. Jock, commercial production, engineering, great delivery-interested? Don 312-787-1880.

2½-year morning personality (20,000 city) deserves larger market. Any shift, format. South/West. Brian, 918-756-0919.

SITUATIONS WANTED NEWS

Sports director with solid credentials seeking excellent opportunity. Broadcasting degree. Ten years' experience. 300 PBP games, including NCAA football, basketball, baseball. Talk show host. Knowledgeable, dedicated, sincere. Box Y-11.

News director/reporter. Solid sound, stylish writing, major-market experience. Family man, 35, wants medium or major market. C.H., 9501 E. 89th St, KC, MO 64138.

Newscaster, good voice, journalism background, willing to relocate. Jerry, 16 Sexton Rd., Syosset, NY 11791. 516-935-5852. Tape, resume available.

Play-by-play broadcaster. Football-basketball. Major college or pro. 10 years' experience. 5 years college. Former owner sports production company that originated 100 games in two years. 31, M.S. communications. Tom, 417-782-0031.

Experienced newscaster. Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Sports director looking for good opportunity. PBP experience; will consider sports-news combo. 201-763-5587 after 4 (EDT).

Female, 36, experienced, seeks position with first class news operation. 804-482-3542.

**SITUATIONS WANTED NEWS
CONTINUED**

Experienced sportscaster desires position with quality station. 6 years' experience doing major college and high school play-by-play. Morning and afternoon drive sports anchor. Outstanding sound. Major market sales experience. Available very soon. Tape ready. Contact Burt Groner, 5455 Grove St., Skokie, IL 60077. 312-966-3875.

College graduate desires entry level position in small market radio station. Enthusiastic, hard working, dependable. News reporter, willing to relocate. Call Anita Kay, 216-856-5342 or 216-544-3361, anytime.

Top-notch sports reporter/anchor seeks top-notch station. Talented, aggressive, knowledgeable, willing to move. Quality PBP College grad. Strong news background, too. Contact Steve, 5288 Charlene Drive, Fairfield, OH 45014. 513-868-2342.

Experienced newsman looking for a new challenge. I have over 7 years' experience in news, programming, and telephone talk. Call Marty, 216-755-0504.

Top-rated media psychologist will build your radio/TV talk show audience. Personable, dynamic, experienced. Write Box Z-118.

Ten years' experience. Award-winning reporter-anchor seeks move from medium to major market. Write Box Z-125.

Sportscaster looking for larger market, preferably on West Coast. Will provide you with accurate, interesting stories, plus most exciting PBP you could desire. Eight years PBP, including four years major college basketball. BA in broadcast journalism. Will do sports/news combo. Ritch, 503-548-7316, 548-5101.

Talk, talk, talk. That is what I do best. Major market host looking. 412-321-5071.

Award winning, experienced sports director looking to move. Love local sports. Will consider any market. 703-433-2093.

**SITUATIONS WANTED PROGRAMING
PRODUCTION, OTHERS**

Need fresh ideas in programming? Major market programmer looking for change. Specialty is contemporary radio. I'm aggressive and a leader. For complete resume of successes, call 303-699-1083.

Superior and innovative production and copywriting can mean added revenue for your station. Simply stated: my production is the best. Howard Cosell, Jr. Write Box Z-91.

Programming pro: 10+ years' experience. A/C, country, CHR. Profit-oriented. Promotion and marketing knowhow. Degree. First phone. Thom Davis, 704-827-0300.

Creative copywriter can keep your sponsors happy. Production experience and two SIU degrees (Radio-TV and Business) makes this August '83 grad perfect for you. For resume and tape, call Tom Bomba, 618-457-7291, or write 803 W. Walnut, Carbondale, IL 62901.

S.F. Bay lady w/gold track record + exp. in CHR/AC (MD)/AOR seeks sm/med. mkt. Hands-on PD position in Gold or CHR. Anywhere in CA or close. Refs: PO, Box 700, El Sobrante, CA 94803. 415-547-6345.

Bill Conway, 10 years PD experience, leaves A/C WTMJ, Milwaukee, with 12.6 share. No. 1 in 12+ overall, No. 1 in every daypart. No. 1 in 25-54 men and women. Proven winner in country and CHR, too. Seeks major programming position. 414-259-1431.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

TELEVISION

HELP WANTED MANAGEMENT

Membership office supervisor—Public TV/radio station seeks a goal-oriented, upwardly mobile, supervisory leader with a strong ability to motivate others. Candidate must be a self-starter with good writing skills. Experience with computerized record-keeping systems, volunteers and on-air experience all pluses. Position requires hard work and long hours. Bachelor's degree or equivalent experience required. Writing samples, as well as references, should accompany resume. Send to WNET-TV, Membership Office B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

General manager—group operator seeking experienced manager for small and mid-sized television markets. Candidate must have had supervisory responsibility for total staff of large or small market television station, as well as proven ability to increase sales and maintain cost control. Hands-on experience at planning and budgeting is essential. Stations are located in East and Southeastern markets. Reply to Box Z-60.

Local sales manager—dominant VHF station in 170th market recently completed erection 2,000-ft. tower with new transmitter and site. Excellent pay opportunity for local sales manager who can develop local and regional business in newly-expanded mid-south city-grade area. TV sales experience required. EOE. Write Box Z-73.

Television station news director. Need leader for top-rated, group-owned (Capital Cities) dominant news operation in central California. Our last two news directors are now at Capital Cities' stations in larger markets. Candidate should have college degree and be currently employed in some television news department management role. Send resumes to: Marc Edwards, KFSN-TV, 1777 G. St., Fresno, CA 93706. We are an equal opportunity employer.

Director of programming/promotion. Leading 100+ group-owned California station seeks experienced person to head program and promotion department. Not entry level. Great place to live and work. Send resume and letter to John Proffitt, Vice President/General Manager, KERO-TV, P.O. Box 2367, Bakersfield, CA 93303. EEO.

General manager—the only VHF network affiliate in widespread area covering numerous small and medium cities desires aggressive general manager. Pay negotiable. Professional experience required. Super employment opportunity in Southeast. EOE. Reply Box Z-74.

Traffic/operations manager to coordinate daily operations and traffic for public television station. Must be capable organizing systems and handling detail. Salary: \$12,000 to \$15,000, depending on qualifications. Send resume and cover letter only (no phone calls, please) to WNNV-TV No. 8, 9201 Petersburg Road, Evansville, IN 47711. Women and minority applications encouraged. EOE.

HELP WANTED SALES

One of the country's leading UHF independents—located in an attractive, vibrant, growing Sunbelt market—is looking for a strong, aggressive local sales manager. We are not interested in prospects who do not have extensive independent local sales experience in markets outside the top 50. We have a capable local sales staff in place. Our local sales manager would lead them and be the key person in our aggressive new business campaign. We are an equal opportunity employer. Reply to Box Z-41 in confidence.

Northeast VHF network affiliate seeks a local sales manager with a proven record of excellence in broadcast sales. Resume and salary requirements to Box Z-114. EOE, M/F.

HELP WANTED TECHNICAL

Chief engineer—independent, state of the art production and post-production facility in New York City. Candidate should be able to supervise technical personnel & recommend future growth plans. Salary commensurate with experience. Send resume to Box Z-43.

Maintenance engineers needed. New Midwest ABC affiliate. Experience 3/4 and 1" formats. UHF transmitters preferred. Forward resume and salary requirements to: Gary Krohe, KLDH-TV, Box 2229, Topeka, KS 66601.

Maintenance engineer: 2 years' minimum experience, working knowledge of TCR 100, RCA cams, Sony ENG's. Send resume and salary requirements to Chief Engineer, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009.

Director of engineering—top rated public TV station in Florida. Responsible for all technical facilities, personnel and budget. Degree and six years' experience required. Salary \$18,660-\$31,100, negotiable. Send resume to Mr. George Bradley, Employment Manager, 445 Stadium, University of Florida, Gainesville, FL 32611, by 7/28/83. Minorities encouraged. EEO/AA employer.

TV technician: an FCC first or general class license required. Self-motivation, attention to details, and the ability to rapidly repair equipment are important. Duties include the repair and maintenance of cameras, VTR's, switchers, monitors, etc. A thorough knowledge of electronic theory and experience in electronics is necessary. Contact Marijane Landis, WGAL-TV, Lancaster, PA. 717-393-5851. An equal opportunity employer.

HELP WANTED NEWS

Reporter: top 20 network affiliate seeks reporter who can turn personal finance and national economic stories into interesting, lively reports. Must understand the world of business, finance and economics and be able to translate it all to the viewer in understandable, down-to-earth terms. Send tapes and resumes to: Dennis Herzog, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

Television anchor/reporter—great opportunity for person with college degree, TV internship and some radio experience or solid seven years or more in radio news. Top dollar for right person. EOE. Resume only to Box Z-58.

Investigative reporter wanted: must be experienced in television news and investigative reporting. Send tape and resume to News Director, P.O. Box 1488, Lake Charles, LA 70602.

TV news producer. News producer needed for two evening newscasts. Degree in journalism or equivalent experience. One year experience producing newscasts necessary; skills in writing for broadcast, typing, video tape editing, editorial judgment. Send resume to: Jim DePury, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No phone calls. EOE.

News anchor-producer: must have min. 3 yrs' exp. for this M-F early-late evening position. Only strong, writing, reporting, dedicated and quality delivery applicants need apply. 100+ mkt. Send resume only to Box Z-75. EOE.

Meteorologist—weeknights, 6 and 11. Send tape and resume to News Director, WNYT, PO Box 4035, Albany, NY 12204. No phone calls. EOE.

Weekend anchor/producer, general assignment reporter. Two positions open immediately. Join a 20-member newsroom in one of the fastest growing markets in the country. Salary: DOE. Send tape/resume to News Director, KTUU-TV, P.O. Box 102880, Anchorage, AK 99510.

Sports director/anchor. Two years' television experience necessary. Must be into local sports and know production techniques. We want a real sports fan. Send tape and resume to Jim Holland, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls. We are an equal opportunity employer.

TV news reporter. News reporter with one year's experience in reporting and producing news stories. Degree in journalism or equivalent experience. Cover day-to-day news and produce stories for air in newscasts. Ability to edit 3/4" tape. Send resume and tape to: Jim DePury, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No phone calls, please. EOE.

Reporter—general assignment, on-air experience required. Send tape and resume to News Director, WNYT, PO Box 4035, Albany, NY 12204. EOE.

HELP WANTED NEWS CONTINUED

News reporter. General assignment. Opening for a qualified journalist. Minimum requirements: one year on-air, ENG experience, broadcast quality voice. Please send resume and tape to: Tony Marino, News Director, KVBC, 1500 Foremaster Lane, Las Vegas, NV 89101. No phone calls, please. EOE.

Anchor/producer, Western states. 140+ market. Experience necessary. Send resume, salary requirements only to Box Z-97. EOE.

Reporter—TV station in growing Western area has immediate opening for reporter/weekend anchor. Experience needed in shooting and editing own ENG news stories. Rush resume and tape to Ken Eckhardt, News Director, KUMV-TV, Box 1287, Williston, ND 58801. EOE.

News photographer with at least two years' experience. Your tape should demonstrate strong use of sequences. Send it, with a resume, to News Director, WOKR-13, P.O. Box L, 4225 W. Henrietta Rd., Rochester, NY 14623. Equal opportunity employer.

TV weekend news anchor/reporter: medium-sized Northeast TV station seeking weekend news anchor/reporter. Must be experienced in broadcast news and understand elements required to produce a quality newscast. Priority qualifications include experience in a similar position; strong broadcast news background; familiarity with contemporary technology in TV news; positive attitude. EOE. Send resumes only to: Box Z-107.

News director—group owned CBS affiliate, prefer 3-5 years' news management experience; send resume to: Gary R. Bolton, VP & GM/WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

News magazine producer. KCRA is seeking a producer for its Monday through Friday prime access news magazine program. Applicants must have strong production and writing skills with experience as a news or magazine producer. Send resume and tape to Pete Langlois, News Director, KCRA-TV, 310 10th Street, Sacramento, CA 95814. Equal opportunity employer.

California station expanding its award winning news department. Need producers, reporters, and photographers. Send resume only to Box Z-108.

Weatherperson—prefer 2-3 years' experience on-air; group owned CBS affiliate; send tape to: Gary R. Bolton, VP & GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

Sports producer/reporter. Limited on-air work. Must be creative story packager with experience in non-event coverage. Resume and tape to: News Director, WOKR-13, P.O. Box L, 4225 W. Henrietta Rd., Rochester, NY 14623. Equal opportunity employer.

Primary anchor—group owned CBS affiliate; must have ability to produce; prefer 3-5 years' on-air experience; send tape to: Gary R. Bolton VP & GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

Producer: Midwest VHF medium market seeks experienced, talented producer. We need energy and creativity. We can offer good salary and strong news commitment. No beginners. Resumes only to Box Z-119.

TV reporter for growing news service. Minimum three years on-camera. No radio. Resume only to Box Z-120.

Weekend weather/news reporter combination opening at top-rated station. Personality, drive and ability a must. Send tape and resume to News Director, WMTV, 615 Forward Drive, Madison, WI 53711. Equal opportunity employer.

News writer for 6 & 11 o'clock broadcasts. Must have two years television news writing experience. Send writing samples; no calls. Equal opportunity employer. Jeffrey Marks, Executive Producer, News, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Art Director. BFA or equivalent and 3 years as artist (graphic & scenic) at TV station required. Responsibilities to include supervision of graphic art department; purchase materials and equipment for use in department; work directly to produce high quality scenic and graphic arts. Send resume to Box Z-31. Equal opportunity employer.

Producer for magazine show comparing Japan and America. Weekly one hour national cable program. Require 2 years' news or magazine show experience in studio production, script development and field producing. Resume to Carl Sears, CNB-TV, 49 East 68th Street, New York, NY 10021.

PM co-host. East Coast medium market station seeking PM co-host to work with female co-host already on board. Duties include wraps and story production. On-camera experience and producing a must. Send resume only to Box Z-56. An EOE.

CMX editor/engineer for new facility. Company produces commercials and programming on film and video tape. Contact: Lou Chanatry, P.O. Box 121583, Nashville, TN 37212. 615-248-1978.

Videotape editor—northern California ABC affiliate seeks creative, highly motivated individual with extensive CMX-340X experience. Send tape and resume to Lou Galiano, Production Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE, M/F.

Electronic graphic artist—immediate opening for a creative individual to create and maintain first quality on air graphic look. Includes promos, commercials, ID's, news and local programs. Minimum 1 year experience with Chyron IV, Vidifont Mark IV, or similar character generator. Position also includes some studio production work. Knowledge of GV300 switcher, still storer, and E-Flex helpful. Contact Operations Manager, WTXN-TV, 414 Meadow Street, Waterbury, CT 06702. 203-575-2020.

Promotion director: top 50 East Coast affiliate looking for experienced promotion director or promotable number two. Want aggressive competitor with ability to plan and execute strong campaigns to take charge of creative four-person department. Send resumes only to Box Z-70. Equal opportunity employer, M/F.

Wanted-producer/director for strong community PTV station in New Orleans. 3-5 years' experience. Responsible for content development, budgeting and must have strong production experience, both studio and field, film and video. Apply to: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. Equal opportunity employer.

Art director with minimum of 2 years' experience wanted by group-owned medium market station. Must work well with people and deadlines. Set design, advertising and computer background helpful. Send resume and salary requirements to Box Z-76. EOE.

Promotion assistant for Washington, DC, television station's promotion department. We're looking for a creative person with the drive and ambition to learn TV promotion from the bottom up. The ideal candidate will have strong organization and clerical skills. A flair for copywriting, and an educational background in radio and TV production. All applicants should send resume to: Peter Barrett, Promotion Manager, WDCA-TV, 5202 River Road, Washington, DC 20816. No phone calls, please! EOE.

Writer-producers needed: group-owned, four-station network seeks creative individuals with minimum of 2 years' experience in copywriting, producing, 3/4 editing and client contact. Send tape, resume and salary requirements to: Jack James, Production Manager, NTV Network, P.O. Box 220, Kearney, NE 68847. EOE.

Television director: KPBS-TV, San Diego's public TV station, seeks television director for programs produced on video or film, in studio or in the field. Minimum of 2 years of professional experience and equivalent to graduation from a four year college. Salary range: \$20,052-\$24,720. Applications must be received by August 1. Employment Department, San Diego State University, San Diego, CA 92182. 619-265-5836. EOE/AA, Title IX, employer.

Promotion manager. Must create, produce and implement ad campaign using television, radio and print. Ability to write press releases and/or create sales promotion pieces a plus. Experience required. We are a major market in the NE. An equal opportunity employer. Send resumes to Box Z-92.

Host wanted for religious documentary series produced in the New York City area. Need interviewing skills and on-camera experience. Send resume to Series Producer, Tapper Productions, 330 West 42nd Street, New York, NY 10036.

Director: top 50 southeast group affiliate seeks strong director for prime time shift. Must direct fast-paced, clean newscasts, plus promotion and commercial sessions. Able to switch board but also able to work with TD. Digital effects experience desired. Ability to work well with clients, producers and engrg. crew. Tapes and references requested later. Salary negotiable. Resume' and salary history only in confidence to Box Z-99.

Graphic artist. Major market independent seeks solid talent for print and on-air production. B.A./graphic design, minimum 2 years' television art experience. Send resume to Dept. GA, P.O. Box 98828, Tacoma, WA 98499. EOE.

SITUATIONS WANTED MANAGEMENT

Vice president & general manager. 24 yrs.' broadcast experience. Currently employed. Seeks new opportunity. During our most recessionary time, have increased sales by 15%. Serviced debt without additional capital. Accomplished this with aggressive collections & new business. Ratings up, too. Radio or TV. Write Box Z-7.

SITUATIONS WANTED TECHNICAL

Experienced in management and hands on engineering, including VTR's, cameras, transmitters and microwave. Call 601-366-7526.

SITUATIONS WANTED NEWS

Anchor/producer. Credibility, personality, looks, voice, savvy, experience. Call 815-455-5797. Your search may have ended!

Nightly anchor in medium market looking to move up. Authoritative, enthusiastic style. Excellent writing, reporting, interviewing abilities. Teamplayer. Will consider weekend anchor/reporter in right market. Inquiries to Box Z-66.

TV sports anchor/reporter w/major network production experience. PBP, all sports. Would consider a good radio offer. 401-683-2276.

Sports. Nine year TV-radio veteran, anchor/PBP Looking for serious station in medium-large market. Write Box Z-82.

You help me—I'll help you! Talented, aggressive, knowledgeable news/sports reporter with excellent PBP skills looking to move from radio into TV/cable. Salary secondary. College degree. Contact Steve, 5288 Charlene Drive, Fairfield, OH 45014. 513-868-2342.

Medium market sports director currently employed seeking sports-minded station in top 40. Degree. 5 years' experience in television sports. Top 20 experience. Creative hard worker, strong writer. Solid references. Write Box Z-90.

Top-rated female co-anchor. Looking for position, medium/larger market. Also, experienced reporting/producing. Broadcast news degree. Write Box Z-94.

News anchor with heavy background and talent seeks position in Texas or nearby state. 512-657-9685.

Meteorologist seeking media setting. Radio and television experience. Respond to Box Z-104.

Sportscaster with top 10 market experience seeking a good, stable operation in a large to medium sized market. Call 713-893-1965.

Anchor, male, 30, top-rated, experienced. Knows the tricks and techniques to put you on top. Current numbers prove it. Master's degree. No agent. Write Box Z-124.

SITUATIONS WANTED NEWS CONTINUED

ports director with 5 years in top 10 market. 9 bars in top 50. 512-657-9685.

Recent college grad seeks sports anchor or PBP position. Experience includes network, TV anchor, plus 00 radio & TV PBP games. Prefer Midwest or Southeast. Proven winner. Call Will. 608-238-3781.

award winning sportscaster who loves local coverage available now. Will relocate anywhere. television or radio. 703-433-2093.

m a meteorologist with over two years' experience. Looking to move into a medium market. Chuck, 919-72-3832.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

forkaholic with two years' major commercial experience in special effects, storyboards, production animation, CMX, General production (Stresstabs, ampbell's Soup, Connecticut Savings Bank, Washington Lottery, Etc., etc.) Will relocate for challenging position. Sample tape upon request. Scott Wilson, 12-765-4773.

Young, aggressive, 10-yr. Major market radio pro seeks jump to TV/cable. Handsome, witty, teamworker, plenty of TV experience. Great voices, production, ratings. Working while I wait for you. Write Box Z-87.

Major market experience in production, master control, engineering, producing, operations. Dedicated to quality and organization. Willing to relocate & working hours with low pay for the right position. Write Box Z-96.

roducer/director, five years' experience, top 40, news concentration, searching for aggressive top twenty market. Write Box Z-105.

Promotion team member—looking for that number two or number three spot in your promotion department right now. Promotion director potential. Solid professional experience: heavy marketing, promo writing (TV, print) & on-air. Great potential, highly creative, Boston U. degree in broadcasting. Will relocate. 203-53-5719.

Director/videographer/editor. Award winning, 5+ years' experience. 3+ years CMX-340. Industrial, educational, cable, commercial, and broadcast clients. Creativity, craftsmanship, and proven track record. P.O. box 6085, Evanston, IL 60204.

CABLE

HELP WANTED TECHNICAL

an tech. Cable TV company has opening for a mobile production technician. Req: BA degree in communications or electronic school degree or minimum 1-year video production experience, plus good electronic background. Liberal benefits. Salary range mid teens. EOE. Resume only to: P. Williams, PO Box 81, Beardley Station, Bridgeport, CT 06606.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Chief financial officer. Growth-oriented communications company seeking individual with experience in acquisitions financial analysis/planning and banking relations; MBA and experience in raising equity and debt capital preferred. Salary commensurate with experience. EOE. Send resume to Box Z-2.

Trade magazine audio editor. Number one technical publication in broadcast field, Broadcast Engineering. Has expansion opportunity for radio/audio expert. Due to record growth, new radio editor needed to provide expertise and write articles on technical aspects of radio. Will also edit materials from outside contributors and offer technical assistance to other publications within our electronics group. Must have extensive experience and knowledge of radio engineering, refer technical degree and FCC first phone license required. We offer competitive salary, benefit program of Fortune 100 company and continuing growth potential. Send complete resume with salary requirements to: Personnel Director, Intertec Publishing Corp., P.O. box 12901, Overland Park, KS 66212. EOE, M/F/H.

Entrepreneurial CEO. Major new communications company in formation requires experienced dynamic chief executive. Excellent opportunity in the fast developing field of program applications in interactive computer/laser videodisc technology. Equity position available. Minimum requirements: direct P&L responsibility for multi-million dollar enterprise in communications industry; demonstrated ability to manage and motivate creative people; enthusiasm and vision to expand company on a world-wide basis. Salary commensurate with responsibility and competitive for industry plus incentive compensation. Resume and any supporting written material (only) applicant deems significant to Box Z-101. An equal opportunity employer.

HELP WANTED SALES

Vice president marketing & sales. Suburban Communications Corporation seeks a vice president of marketing and sales (new position) to join its corporate staff. Qualified applicants must have 5 years of marketing experience acquired in a competitive market, with a degree in marketing or a closely related field (advanced degree a plus). Supervisory experience and a working knowledge of the newspaper industry are preferred. Excellent oral and written communication skills are essential, as the individual chosen must interact with all organizational levels and operating units of the corporation. For a person of entrepreneurial instincts, competitiveness and imagination, this position offers a challenging and rewarding experience. Please send a detailed resume and salary history, in confidence, to: Suburban Communications Corporation, 36251 Schoolcraft, Livonia, MI 48150, attention: Corporate. Equal opportunity Employer.

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Audio production house looking for full-time, top-flight voice actor. Very high rewards for proven performer willing to re-locate. Send tape and resume to Box 14123, Tulsa, OK 74103.

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Department of mass communications, St. Cloud State University, is seeking person to fill full-time nine-month tenure track position beginning with 1983/84 academic year: .55 teaching and .45 manager of 5,000 watt FM radio station, with possible 1/4 time summer and quarter breaks extensions. Half-time teaching responsibilities will be radio-TV-film and other mass communications courses as needed, and will assist in related media activities where appropriate. Some student advising and department committee assignments will be part of normal load. Half-time radio station manager's responsibilities include the daily management of the university radio station, preparing and administering budgets, organizing and directing fundraising, training and supervising student staff and chairing the station's community advisory board. Doctorate preferred, ABD accepted, in mass communications or telecommunications with teaching and mass media broadcast experience required. Management experience and fundraising experience are also desirable for the position. The department of mass communications is accredited by ACEJMC and has sequences in news editorial and public relations, which are also accredited. For more information and application forms, contact: Chair, Search Committee, Department of Mass Communications, Stewart Hall 135, St. Cloud State University, St. Cloud, MN 56301. All applications are to include vitae and transcripts. Three letters of recommendation should be sent directly to the above address. The deadline is July 22, 1983, or thereafter until a suitable candidate is identified.

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AM transmitters: CCA 5000D, 5KW (1969)-Collins 21E, 5KW (1962)-RCA BTA-5H, 5KW (1959)-CSI T-2.5-A, 2.5KW (1980)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M. Cooper, 215-379-6585.

Copper wire, strap, expanded ground screen. Fly screen. 317-962-8596. Ask for copper sales.

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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.)

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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.



Fates & Fortunes

Media

John MacGregor, president and general manager, KAAL(TV) Austin, Minn., joins WJTV(TV) Jackson, Miss., in same capacity. **William Cathcart**, station operations manager, KAAL, succeeds MacGregor as executive VP and general manager.

Harold Green, vice president, VP, operations, Field Communications, San Francisco, joins Media Central, Chattanooga broadcast management firm, as executive VP.

Tom Weaver, from Jaco Inc., Nashville-based radio group owner, joins All Pro Broadcasting, Elm Grove, Wis., as executive VP and general manager of WAWA(AM) West Allis, Wis.-WLUM(FM) Milwaukee.

Charles Filippi, operations director, Salter Broadcasting's WRWC(FM) Rockton, Ill., WFVR(AM)-WKKD(FM) Aurora, Ill., and WIPC(AM) Lake Wales, Fla., elected president of Salter's WKKD Inc. **Joseph Moen**, VP and general manager of Salter's WBEL(AM) Beloit, Wis., elected president of WBEL Inc.

Terry Dean, sales manager, WMLK(AM)-WUBE(FM) Cincinnati, named general manager, succeeding Bob English, who joins Broadcast Progaming International, Seattle (see "Progaming," below).

Gary Nielsen, general manager, KETV(TV) Omaha, elected VP and general manager.

Jack Kline, general sales manager, WJKS-TV Jacksonville, Fla., joins WOAC(TV) Canton, Ohio, as general manager.



Bates

Dan Bates, assistant manager-general sales manager, KTUY(TV) Oklahoma City, joins KSLA-TV Shreveport, La., as VP and station manager.

Richard Rambaldo, general sales manager, WUHF(TV) Rochester, N.Y., named station manager.

Bryon Baylog, from WMMS(FM) Cleveland, joins WDMT(FM) there as station manager.

LuAnn Yattaw, assistant traffic manager, WTCN-TV Minneapolis-St. Paul, named operations manager.

Randy Michaels, VP, radio division and programming consultant, Taft Broadcasting, Cincinnati, joins WLW(AM)-WSKS(FM) there as VP, operations and programming.

Gerald Campbell, project director, Warner Amex Cable Communications, Chicago, named VP, operations.

Barry Lewis, VP, director of corporate development and member of board of directors, Katz Communications, New York, elected senior VP.

Donald Mathison, director of sales and marketing, Southwest region, Group W Cable, Malibu, Calif., joins Media General Cable of Fairfax (Va.) as VP, marketing and programming.

Christopher Dann, independent consultant, joins noncommercial KQED-FM San Francisco as director of marketing.

Appointments, Cablenet, Mount Prospect, Ill.: **William Chain**, divisional VP, Times Mirror, Wallingford, Conn., to executive assistant to president; **Frank Butler**, East Coast turnkey manager, Times Mirror Cable Television, Wallingford, Conn., to VP, operations; **Italia Commisso**, customer service manager, Times Mirror Cable Television, Hartford, Conn., to director of customer service, and **Fred Frank**, from Times Fiber, Wallingford, Conn., to director of commercial development.

Kathryn Bardin, assistant traffic manager, KBTU(TV) Denver, joins WTCN-TV Minneapolis-St. Paul as traffic manager.

John Blair, director of production and operations, noncommercial WITF-TV Harrisburg, Pa., and co-owned WITF(FM) Hershey, Pa., named VP, broadcasting and operations.

Jean Muir, from Washington Iron Works, Seattle, joins King Broadcasting Co. there as personnel director.

Richard Marcocci, accountant and staff auditor, Johnsons Matthey Investments, Philadelphia, joins WPVI-TV there as assistant business manager.

William Cameron, manager of treasury operation, Elliott Co., Jeanette, Pa., joins Ketchum Communications, Pittsburgh, as treasurer.

Marketing

George Orme, senior VP, management supervisor, BBDO Direct, New York, named executive VP, client services. **Lucille Guardala**, associate creative director, BBDO Direct, named senior VP, executive creative director.

Barbara Feigin, senior VP, director of marketing and research, Grey Advertising, New York, named executive VP and member of agency policy council.

Ralph Conner, VP and general manager, WHLI(AM) Hempstead, N.Y., joins Weiss & Powell, station representative, there, as senior VP, national sales.

Appointments, Seltel: **Edgar White Jr.**, executive VP and chief operating officer, New York, resigns; **Edward Outland**, sales manager, Corinthian Television Sales, San Francisco, to same capacity; **Dan Harrison**, VP, sales, ABC group, Blair Television, New York, to national sales manager, raiders independent sales team, New York; **Art Wagner**, divisional VP, Katz Independent Television, New York, to national sales manager, rebels

team there, and **David Ware**, from KRON-TV Los Angeles, to account executive, independent sales team, Los Angeles, and **Dan Wong**, account executive, Seltel, New York, to Los Angeles office in same capacity.

Steve McGuire, senior art director, Kalish & Rice Advertising, Philadelphia, joins Thelen & McCarthy, Phoenix, as VP, executive art director.

Joseph Petruccio, art director, Della Femina Travisano & Partners, New York, joins newly formed Isadore & Paulson there in same capacity.

Appointments, Needham, Harper & Steers, Chicago: **Joey Cummings** and **Tony Vanderwarker**, VP, executive creative directors, and **Chuck Cohen**, senior VP and associate creative director, Waring & LaRosa, New York, to newly created position of group creative director; **Ron Bess**, **Jack Copher** and **Bob Levin**, senior VP's, management representatives, to newly created position of group account director, and **Mike White**, executive VP, media and administration, Cunningham & Walsh, Chicago, to senior VP, director of media resources.

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Mary Grams, art director, Doyle Dane Bernbach, New York, elected VP.

Andi Kupersmith Cohen, director of local broadcast services, Benton & Bowles, New York, named VP.

Robert C. Brandt, senior VP, director of media and marketing services, Carrafiello Diehl and Associates, Irving-on-Hudson, N.Y., named director of consumer products.

Appointments, Fahlgren & Ferris, Cincinnati: **Lisa Esrum**, media buyer-planner, to associate media director; **Dale Plowden**, media buyer, to media planner-buyer; **Teri Hegman**, media assistant, and **Elizabeth MacSwords**, media, Abbott Advertising, Lexington, Ky., to media buyers.

Kurt Schultz, art director, Alexander Marketing, Grand Rapids, Mich., joins J. I. Scott there in same capacity.

Appointments, Weightman Advertising, Philadelphia: Allison Carson, from *Good Ideas*, home decorating and remodeling magazine, Philadelphia, to art director: **Bill Donovan**, from Armstrong World Industries, Lancaster, Pa., to account executive; **Joanne Sireci**, from Montgomery & Associates, Philadelphia, to buyer, media department, and **Mark Fischer**, from Montgomery & Associates, to assistant account executive.

Don Micallef, manager of special projects, Katz Television, New York, named associate director of marketing services.

Cindy Stern, sales assistant, Katz American Television, red team, New York, named research analyst, blue team.

Rhoda Santamaria, from Seltel, New York, joins Blair Television there as account executive, ABC/green sales team.

Sandra Hawk, from own graphic design studio, Minneapolis, joins Shegbeby Advertising there as creative director.

Appointments, Group W Cable System, Tallahassee, Fla.: **Stefanie Jackson**, account executive, Lamar Outdoor Advertising, Tallahassee, to advertising sales manager; **Joe Bono**, member of sales department; **Lynda Russell**, from National Federation of Business and Professional Women's Clubs, Washington, and **Larry Hendricks**, from CableAmerica Inc., Atlanta, Ga., to sales team coordinators, and **Nancy Sheppard**, traffic coordinator, to account executive.

Robb Gray Jr., general sales manager, KGUN-TV Tucson, Ariz., joins WLRE(TV) Green Bay, Wis., in same capacity.



McElfresh

John McElfresh, director of sales, KTVI(TV) St. Louis, joins KDNL-TV there as general sales manager.

Timothy Lynch, from WVEC-TV Norfolk, Va., joins WTVZ(TV) there as general sales manager. **Eric Zitron**, local sales manager, WTVZ, named national sales manager.

Bob Lawrence, VP and general manager of Taft Broadcasting's WYNF(FM) Tampa, Fla., joins WLW(AM)-WSKS(FM) Cincinnati as VP,

sales and marketing.

Klee Dobra, general manager, WMVY(FM) Tisbury, Mass., and founding partner, Dukes County Cable Television, Martha's Vinyard, Mass., joins WGSQ(AM) New Orleans as general sales manager.

Harvey Ostroff, account executive, WYSP(FM) Philadelphia, named assistant general sales manager.

Christopher Dann, independent management consultant, joins noncommercial KQED-FM San Francisco as director of marketing.

Jerry Grant, account executive, KJFY(FM) Ankeny, Iowa, named sales manager.

Richard DeFabio, from WASY(AM) Gorham, Me., joins WLYT(FM) Haverhill, Mass., as sales manager.

Joseph Wientge, account executive, WALA-TV Mobile, Ala., named local sales manager.

Kenny Caldwell, account executive, WGXA(TV) Macon, Ga., named local sales manager.

Wendy Chamberlin, public service coordinator and promotion assistant, WDHO-TV Toledo, Ohio, joins WSPD(AM) there as co-op sales director. **Cathy Recker**, from Aid Association of Lutherans, Perrysburg, Ohio, joins WSPD as account executive.

Jason Elkin, from WJKS-TV Jacksonville, Fla., joins WTVN-TV Columbus, Ohio, as local sales manager.

Allen Stieglitz, regional sales manager, WSHE(FM) Fort Lauderdale, Fla., named local sales manager.

Thom Neeson, local sales manager, WLVI-TV Cambridge, Mass., named national sales manager. **Derek Dalton**, account executive, WLVI-TV, succeeds Neeson.

Cynthia Newman, account executive, KRQR(FM) San Francisco, named national sales manager. **Maria Del Rio**, from KTZO(TV) San Francisco, joins KRQR, succeeding Newman.

Melinda Willey, owner and operator, Focus-One-Advertising, Fresno, Calif., and **Spencer Williams**, national sales manager, KDOC-TV Anaheim, Calif., join KCRV-TV Sacramento, Calif., as account executives.

Delores Silvera Robinson, from WILD(AM) Boston, joins National Black Network, New York, as account executive.

Jerry Lyles, from WCMH-TV Columbus, Ohio, joins WXYZ-TV Detroit as account executive.

Ann Murphy, from WHUE-AM-FM Boston, joins WBZ(AM) there as account executive.

Jane Flavin, from Katz Independent TV Sales, Boston, joins WXNE-TV there as account executive.

Bob Coletti, researcher, Mideco, Salt Lake City independent research firm, joins KICU-TV San Jose, Calif., as account executive.

Marcy Himmelfarb, retail sales manager, WRLX(FM) Baltimore, joins KDNL-TV St. Louis as account executive.

Linda Rademacher, from Joe Kelly's Restaurant, Oklahoma City, joins KTVY(TV) there as account executive.

Claudia Cole, market development coordina-

tor, WDIV(TV) Detroit, named account executive.

Programing

Charles D. Young, VP and general manager, Metromedia-owned KTTV(TV) Los Angeles, joins Metromedia Producers Corp. as president, succeeding Robert Wood who resigned in May (BROADCASTING, May 23). He will be based in Los Angeles. **Barbara Fultz**, director of media sales, *Richard Simmons Show*, MTI Television, New York, joins Metromedia Producers Corp. there as Eastern media sales director. **Susan Bender**, director of sales administration, Metromedia Producers Corp. Boston, assumes additional responsibilities as director of Latin American sales.

Barrie Robertson, director and general manager, CBS/Fox Video, Sydney, Australia, named managing director, South Pacific, remaining based in Sydney.

Robert Fell, VP, director of sales and marketing, Hears/ABC Video Services, New York, joins Cable Health Network, Chicago, as VP, Midwest regional manager. **J. Ray Padden**,



Fell



Padden

den, executive VP, Metro Networks, Los Angeles, joins CHN there as Western regional manager.

Jarobin Gilbert, VP, NBC-TV, New York, named VP, sports project planning and business development, NBC Sports there.

Gary Conner, VP, Satori Entertainment, New York, named senior VP. **Jeffrey Sass**, production manager and director of acquisitions, Satori, named VP, acquisition and production.

Tony Brown, VP, special projects, Metromedia Producers Corp., Boston, joins Blair Video Enterprises, New York, as VP and general sales manager.

Eddie Keller, VP, media and co-op advertising, 20th Century-Fox, Los Angeles, joins MGM/UA there in same capacity for motion picture marketing division.

Jim Merrill, publicity manager and production executive, Playboy Productions, and **Lorraine Nakano**, independent publicist, have formed Merrill & Associates, personal management and production company, based in Los Angeles.

Lesley Gallo, administrator of marketing NBC Enterprises, New York, named manager, international sales.

Bob English, general manager, WMLK(AM) WUBE(FM) Cincinnati, joins Broadcast Programming International, Seattle-based syndication firm, as president.

Michael Mason, regional manager, Southern region, Home Box Office, Atlanta, named regional director.



All smiles. Cabletelevision Advertising Bureau's newly elected board of directors poses for a group picture. Standing (l-r): Robert H. Alter, president, CAB; William K. Burton, president, Eastman CableRep; Whitney Goit III, vice president, advertising sales, Warner Amex Cable Communications; Timothy B. Robertson, group VP, CBN Cable Network; J. William Grimes, president, Entertainment and Sports Programing Network; James C. Cownie, president, Tele-Communications group, Heritage Communications; Kay Koplovitz, president, USA Cable Network; Beryl Wolk, president, TVSM/Goodway Marketing; Paul Schonewolf, vice president and director of marketing, General Electric Cablevision; Edward L. Taylor, chairman, Satellite Programing Network; Robert Wussler, executive vice president, Turner Broadcasting System; Thomas P. Willett, vice president, marketing, Continental Cablevision; Bruce Johnson, president, Cable Health Network, and Charles Townsend, vice president, marketing and program services, United Cable Television. Seated (l-r): John C. Carlton, national director, marketing and programing, Tele-Communications Inc.; Burton Staniar, president, Group W Cable; Larry Howe, vice president, corporate development, American Television & Communications; Jack Yearwood, vice president and general manager, Bay Area Cable Interconnect; Susan Wallace, director of advertising sales, MetroVision; Jack C. Clifford, chairman, Colony Communications, and chairman of board, CAB; William J. Ryan, president, Palmer Communications; James Heavner, president, Village Cable, and Ed Bennett, executive vice president, Viacom. Not pictured: Arthur Dwyer, senior vice president, operations, Cox Cable; Robert L. Johnson, president, Black Entertainment Television; Larry R. Miles, senior vice president, marketing and programing, Times Mirror Cable Television; Douglas Wenger, director of marketing, Storer Cable Communications, and Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications.

Lisa Mionie, independent casting director, Los Angeles, joins ABC Entertainment, New York, as manager, daytime casting, East Coast.

Michael Styer, executive producer for cultural affairs, Maryland Public Television, Owings Mills, Md., named program schedule and acquisitions manager.

Gary Goslee, production manager, KAAL(TV) Austin, Minn., named program director. **Greg Grimley**, senior director, KAAL, succeeds Goslee.

William Logan, program-operations manager, WIS-TV Columbia, S.C., joins WOTV(TV) Grand Rapids, Mich., as program manager.

Ed Scarborough, program director, KHTR(FM) St. Louis, joins KNX-FM Los Angeles in same capacity.

Marc Kuhn, from WWDB(FM) Philadelphia, joins WIOD(AM) Miami as program director.

Peter Stewart, from KHFI-FM Austin, Tex., joins KROK(FM) Shreveport, La., as program manager.

Michael Demeree, from WLOX-TV Biloxi, Miss., joins WOAC(TV) Canton, Ohio, as production manager.

Susan Conover, producer-director, Connecticut Public Television, Hartford, Conn., joins noncommercial WEDW(TV) Bridgeport, Conn., as executive producer and senior director.

Jocelyn Chan, research coordinator, Golden West Television, Los Angeles, named director of research.

Seymour Miles, from Grey Advertising, New York, joins Westwood One there as account

executive.

Sam Sperry, consultant, Northwest Power Planning Council, Portland, Ore., joins KING-TV Seattle as assignment editor, sports department. **Steve Blakesley**, from WAVE-TV Louisville, Ky., joins KING-TV as director of special projects.

Louis Buchheit, producer-director, WZZM-TV Grand Rapids, Mich., joins WKBW-TV Buffalo, N.Y., as director.

Jack McConnell, farm director, KMMJ(AM) Grand Island, Neb., joins KFKA(AM) Greeley, Colo., in same capacity.

Donna Harris, executive producer, news, WFLD-TV Chicago, named executive producer, *PM Magazine*.

Jim Kelly, sports reporter, *CBS Morning News*, joins WNEV-TV Boston as evening sports anchor.

Tom Wolzien, executive producer, weekend editions, *NBC Nightly News*, New York, named VP, executive producer of newly created news production and design department.

Rob Sunde, from WCBS(AM) New York, joins ABC Information Network there as director of news.

Nick Lawler, deputy news chief, ABC News, Los Angeles, joins WTCN-TV Minneapolis-St. Paul as news director. **Linda Allen**, freelance writer, joins WTCN-TV as administrative assistant, public affairs.

Jack Reynolds, from NBC, Hong Kong, named defense correspondent, NBC News, Washington. **Albert Pierce**, assistant to secretary of defense, Washington, joins NBC News there as Pentagon correspondent.

Jack Doniger and **Bob Hopper**, staff members, Associated Press Radio, New York, have been named anchors for two new drive time news capsules. Doniger will handle two-minute *NewsWatch* and *Newsminute* capsules in morning drive, while Hopper anchors afternoon broadcasts of same. Broadcasts are part of AP's expanded programing lineup of 24 additional newscasts and four additional business reports each, weekday ("Riding Gain" May 16).

Appointments, news department, WTVN-TV Columbus, Ohio: **John D'Amico**, executive news producer, to assistant news director-executive news producer; **Rodney Brenneman**, staff director, to news director, 6 and 11 p.m. news, and **Arnold Dengler**, from WBNS-TV Columbus, to producer, 6 p.m. news.

Appointments, KAKE-TV Wichita, Kan.: **Cindy Whitman**, managing editor, *El Dorado* (Kan.) *Times*, to noon producer; **Joanne Lof-**

News and Public Affairs



Petner

Thomas Petner, managing editor, WCBS-TV New York, joins WOR-TV there as news director.

Joe Coscia, executive producer, 5 p.m. broadcast, WCBS-TV New York, joins WNBC-TV there in newly created position of executive editor. **Ricki Stofsky**, producer of

special reports and special projects, WNBC-TV, named senior producer.

land, production assistant, to producer; **Sharon Levy**, editor, KBTW(TV) Denver, and **Ron Stover**, from KSNW(TV) Wichita, Kan., to "photojournalists"; **Gigi Lyons**, reporter, WIFR-TV Rockford, Ill.; **Craig Owensby**, reporter, WAPT(TV) Jackson, Miss., and **Gillian Logan**, anchor-reporter, noncommercial KANU(FM) Lawrence, Kan., to reporters.

Mike Hevel, writer-producer, WCPO-TV Cincinnati, joins WLWT(TV) there as news producer.

Neal Dickerson, news producer, WGRZ-TV Buffalo, N.Y., joins KMOX-TV St. Louis as *Newsroom Report Tonight* producer.

Carlton Cole, news producer, KSNW(TV) Wichita, Kan., joins KHOU-TV Houston as producer-reporter. **Bill Jeffreys**, from WRAU-TV Peoria, Ill., joins KHOU-TV as reporter.

Mike Scott, from KPWR-TV Bakersfield, Calif., joins KJEO(TV) Fresno, Calif., as weekend anchor-producer.

Elaine Green, member of news staff, WCPO-TV Cincinnati, named nightside news editor and anchor. **Janet Gross**, all-night anchor, WCPO-TV, named reporter. **Hasker Nelson**, writer-reporter, WCPO-TV, named community affairs assistant.

Judy Rooks, business-economics reporter, KOIN-TV Portland, Ore., named co-anchor 5 p.m. news.

Marvin Gatch, from KOA(AM) Denver, joins KOSI(FM) there as morning news anchor.

Cynthia Grebe, from WJRT-TV Flint, Mich., joins WOTV(TV) Grand Rapids, Mich., as weekend anchor-reporter.

Edward Evans, public affairs director, KRTH(FM) Los Angeles, joins KHJ-TV there as public affairs manager-editorial writer.

Susan Kidd, anchor, KTVI(TV) St. Louis, joins WRC-TV Washington in same capacity.

Tracy Barry, anchor-reporter, KSTW(TV) Tacoma, Wash., joins KATU(TV) Portland, Ore., in same capacity.

Aleli Camama, from KSDO(AM) San Diego, joins KCNN(AM) there as news writer.

James Bunn, assistant cable news manager, Scripps-Howard Broadcasting, Fairfield, Conn., joins KPIX(TV) San Francisco as reporter.

Howard Thompson, from WWLP(TV) Springfield, Mass., joins WFSB(TV) Hartford, Conn., as reporter.

Melanie Morgan, reporter, KICU-TV San Jose, Calif., joins KGO(AM) San Francisco in same capacity.

Technology

John Gurzick, associate, communications, electronics and intelligence division, Booz, Allen & Hamilton, Washington, joins M/A Com Development Corp., Burlington, Mass., as director, technical standards coordination.

John Cambon, founding board member and chief financial officer, Digivision, San Diego video equipment manufacturer, named president, succeeding **Sherman DeForest**, who continues as chairman of board. **Hugh Gil-**

logly, director of marketing and sales, high resolution video systems, named VP.

James L. Magruder, VP, operations, Uninet, Kansas City, Mo., subsidiary of United Telecommunications, joins RCA Cylix (satellite-delivered) Communications Network, Memphis, as VP, operations.

James Barnes, from WPXI(TV) Pittsburgh, joins Television Syndication Center, Group W there, as engineering supervisor.

Joe Perez, chief engineer, KFTY(TV) Santa Rosa, Calif., elected VP of parent, Sonoma Broadcasting.

Tom Shedlick, assistant chief engineer, Viacom's WMZQ(FM) Washington, joins Viacom's WRVR(FM) Memphis as chief engineer.

Promotion and PR

Nancy LeBrun, senior producer, Bravo, Rainbow Programing Services, Woodbury, N.Y., named promotion manager. **Judith Kessler Baum**, from Home Box Office, New York, joins Rainbow as writer-producer, Bravo.

Appointments, media relations, Home Box Office: **Deborah Rosen**, from own Los Angeles-based public relations firm, to director, media relations, West Coast, there; **Richard Licata**, manager, Cinemax publicity, to director, HBO premiere films and Cinemax publicity, New York; **John Kelley**, senior publicist, HBO, premiere films, New York, to manager, premiere films publicity; **Peter Garafola**, senior editor-writer, to manager editorial-photo publicity; **Richard Rothenstein**, assistant editor-writer, succeeds Garafola.

Angela Di Gangi, assistant to corporate director of public relations, Needham, Harper & Steers/Issues & Images, New York, named director of public relations. **Julie Finnis**, assistant treasurer and assistant secretary, NHS/Issues & Images, New York, named public relations manager and succeeds Di Gangi as assistant to corporate director of public relations.

Lucius Barre, from Polygram Pictures, Los Angeles, joins Samuel Goldwyn Co. there as national publicity director.

Don North, independent producer, joins Gray & Co., Washington-based public relations firm, as director of broadcast services and account executive.

Marta Leipzig, senior copywriter and broadcast producer, Abramson & Associates, Washington, joins The Adams Group, Rockville, Md.-based public relations and advertising firm, as copy chief.

Shannon English, account executive, Warner Amex Cable Communications, Canton, Ohio, joins WOAC(TV) there as program-promotion director.

Donna Friedman, promotion assistant, WDCA-TV Washington, named promotion writer-producer.

Allied Fields

William Abbott, assistant general counsel, NBC-TV, New York, joins communications law firm of Fawer, Brian, Hardy & Zatzkis, New Orleans.

Sharon Earley, executive director of operations, National Captioning Institute, Washington, named executive director of marketing.

Robert J. Buenzle, Robert J. Buenzle, Chartered, Washington, joins law firm of Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey there, continuing to specialize in communications and telecommunications law.

John Kernan, from Deltak Corp., San Jose, Calif., joins Gill Management Services there supplier of computer software to cable companies, as VP, planning and product development.

Jerry Gardner, VP, Radio Advertising Bureau, resigns to form own Dallas-based consulting firm, Communications Marketing Inc.

John Dunn, VP, general manager, WBCS-FM Milwaukee, and **Frank Woodbeck**, VP, and general manager, WKBW(AM) Buffalo, N.Y., named to affiliate advisory board of ABC Direction Network, New York.

Bryan Burns, director of marketing and broadcasting, Kansas City Royals baseball team, named director of broadcasting, major league baseball, New York.

Dave Murray, chief meteorologist, KSDK(TV) St. Louis, elected chairman of American Meteorological Society's board of broadcast meteorology.

Deaths

Frank Norwood, 55, executive director, Joint Council on Educational Telecommunications, Washington, and former consultant to Corporation for Public Broadcasting and National Telecommunications and Information Administration, died of stroke June 30 at a Suburban hospital, Bethesda, Md. He is survived by his wife, Shirley, son and daughter.

William H. Luchtman, 45, VP, general manager, WAWS(TV) Jacksonville, Fla., and former VP, general manager, WZUU-AM-FM Milwaukee, died of cancer July 6 at Jacksonville Memorial hospital. He is survived by his wife, Delores, four sons and daughter.

John F. Tallcott, 63, former general sales manager, WTVX(TV) Fort Pierce, Fla., and one time general manager, WLNG-AM-FM Sag Harbor, N.Y., died of apparent heart attack July 1 at his home in Port St. Lucie, Fla. He is survived by his wife, Olivia, two sons and two daughters.

Ernest Chappell, 80, radio and television announcer whose broadcasting career spanned more than 50 years, died July 4 following stroke at his home in North Palm Beach, Fla. Chappell's radio credits in 1930's and '40' included spokesman for Pall Mall cigarette and announcer for Edward R. Murrow's nightly newscast and for *Amos 'n' Andy*. He is survived by his wife, Helen, son and three daughters.

Jeanne Anne Fowler, 58, director of promotion, KGER(AM) Long Beach, Calif., died of complications of undetermined virus May 2 at Long Beach hospital. She is survived by her husband, Clinton, one son and three daughters.

McCann's Gene DeWitt: Old/new media overviewer with a gleam in his eye

Gene DeWitt, executive vice president and director of media services for the U.S.A. region of McCann-Erickson Worldwide, New York, says his career interests have always centered on advertising and publishing. He chose advertising, he says, because "you get a chance to be creative and have the opportunity to move up quickly."

This evaluation proved accurate. Armed with a BA degree in English from Tufts University in Medford, Mass., in 1965, he landed a job as a media trainee with Dancer Fitzgerald Sample, New York. Over the next 14 years, he sharpened his skills in media and television programing with such posts as media director of Ogilvy & Mather, executive vice president and media director at Rosenfeld, Sirowitz & Lawson and senior vice president and director of media and network services at BBDO. In 1979, he joined M-E in his current post.

Gene DeWitt and his colleagues at McCann have been on a whirlwind schedule for the past month putting together proposals for the new prime time up-front schedules that will be the centerpiece of the estimated \$130 million their agency will allot to network TV during 1983.

DeWitt, a critic of network program quality, assays the new network programs "as somewhat better than they have been in the past." He believes the networks have placed a stronger emphasis on quality for next fall, spending more money on pilots. But, he adds: "Some of the concepts are rather silly."

Network programing is only one area of DeWitt's domain. As executive vice president and director of media services for the U.S.A. branch of McCann, he supervises a staff of more than 325 specialists in offices throughout the country. His jurisdiction extends to spot buying, media planning and research, outdoor and network programing. McCann is a broadcast-active agency, having spent more than \$300 million on television and radio in 1982, 60% of its total expenditures.

DeWitt, a tall, huskily built man who participated in football, tennis and cross-country running in college, says he has been "most fortunate" in his employment with the various agencies for which he has worked. During his tenure at Rosenfeld, he says, he helped build a media department at a new agency. At Ogilvy, he was part of a group that over a five-year period helped move the agency from a \$60 million unit to one billing more than \$200 million.

"At BBDO in 1978, I had the chance to remake a major agency's media department," he continues. "And here at McCann I've learned the Interpublic approach of fusing media with creative to generate new business."



Eugene Albert DeWitt—executive vice president and director of U.S. media services, McCann-Erickson Worldwide, New York; b. Feb. 3, 1943, Norwalk, Conn.; BA in English, magna cum laude, Tufts University, Medford, Mass., 1965; media trainee, Dancer Fitzgerald Sample, New York, 1965-66; media planner, assistant media buyer, Ogilvy & Mather, 1966-70; media director, executive VP, Rosenfeld, Sirowitz & Lawson, New York, 1970-77; senior VP and director of media and network programing, BBDO, New York, 1977-79; in current post since October 1979; m. Juliana Fera, 1965; daughter, Katherine, 3.

DeWitt's steady rise in the media world over the past 18 years comes as no surprise to Jules Fine, executive director of marketing at Ogilvy. He had the opportunity to observe DeWitt first hand when the latter was at O&M. He calls DeWitt "an extremely intelligent person," who combined creativity with management skills and high professionalism.

DeWitt believes that media management skills will be tested sorely in the decade ahead as the new media proliferate and advertisers and agencies face a plethora of choices. To assist McCann's media specialists throughout the world, DeWitt assembled a group of its executives from 12 countries in New York a few months ago to discuss emerging media developments in their respective sectors.

"I found interesting the fact that as in the U.S., commercial TV stations are growing in number all over the world," DeWitt reports. "There are more independent stations in Britain, more networks in Brazil and a cable system in Germany.

"Another development we noted was the growth in videocassettes throughout the world. Of course there are fewer viewing choices in the rest of the globe than here and hence the great interest in videocassettes."

Closer to home, DeWitt is exhilarated by the prospects of growth in ad hoc networks.

He points to "an industry in ferment" and says: "The time is ripe for coalitions of advertisers, agencies, station groups and producers to enlarge the supply of quality television programing."

DeWitt tabs the ad hoc networks, based on past performances, as vehicles that "make sense because the buy is cost-efficient." He acknowledges that programing is the key to success, and appropriate properties are not easy to locate.

A case in point is McCann's own incursion in the world of ad hoc. Last January, DeWitt told the convention of the Association of Independent Television Stations (INTV) that joint ventures posed an opportunity for independents to compete more effectively against the new sources of TV entertainment and indicated that McCann would support such projects.

Now, six months later, DeWitt says that M-E is still working in that terrain. In fact, he adds, the agency had become active in joint ventures before he made his pronouncement.

"We've talked to a number of producers about developing original movies," he reports, "but we were not able to find any appropriate properties. But I think we will have programing to announce later this year. I can't discuss this now, but it will be programing for some of our clients."

The competition faced by the television networks from ad hoc groups, cable, pay TV and independent stations, DeWitt says, will be cutting into network shares, but he is confident the networks will survive. He points out that the advertising pie will grow substantially in the years ahead but the "slices will be smaller."

He is particularly bullish about basic cable television, mentioning that "we have patterned our buys on the way we buy radio to reach cumulative audiences." DeWitt estimates that McCann will be doubling its investment in 1983 over 1982 on basic cable.

In fact, DeWitt is optimistic that all media will find their niches in the years ahead. Radio, he observes, has weathered many storms and will find its place. But he has one complaint about media in general and network TV in particular.

"I don't think that television networks or any of the media market themselves well to the advertisers," he remarks. "They do a good job on program promotion."

DeWitt says he enjoys watching television. He is a particular fan of news programs and news magazines and feature films, and "loved" both *Taxi* and *Square Pegs*. He believes local news needs improvement. He says it is "becoming fluffly entertainment and does not provide local services."

DeWitt is an avid reader, going through about 40 magazines and a few books each month. He enjoys fishing, jogging and hiking, and frequently commutes from his home on West 47th Street to his office more than 30 blocks away on foot or bicycle.

In move with few precedents since early days of television, **Field Enterprises** announced Friday it **will close its WKBS-TV** Burlington, N.J. (Philadelphia) and **turn its channel 48 license back to FCC** effective Sept. 1. Field has sold its other TV stations and has been trying to sell WKBS-TV. Announcement said Field had concluded it would obtain "greater value" by closing station and selling off assets than by continuing operations in hope of finding buyer for station. WPHL-TV Philadelphia, on channel 17, was said to have agreed to buy program rights and production equipment from WKBS-TV, which commenced operations Sept. 1, 1965—18 years to day from its projected closing. FCC spokeswoman said people there "couldn't remember the last time" TV station license was returned.

John Blair & Co. and Fairbanks Broadcasting Co. announced they had reached definitive agreement for **Blair to purchase KVIL-AM-FM Dallas and WIBC(AM)-WNAF(FM) Indianapolis from Fairbanks for \$50 million** in cash, subject to FCC approval ("Changing Hands," May 9).

Average TV station had pre-tax profit of \$1.25 million during 1982—17.7% increase over previous year, according to financial survey by National Association of Broadcasters. Also according to survey, gross time sales increased 9.7% to \$6.3 million; net revenues increased 6.1% to \$5.4 million; national and regional spot revenues increased 12.6% to \$2.97 million; local advertising increased 8.8% to \$2.8 million; nonbroadcast revenue dipped 8.7% to \$107,000; tradeouts and barter transactions decreased 5.9% to \$121,000; operating expenses rose 3.1% to \$4.1 million, and programming expenses were up 7.4% at \$1.6 million. Survey, based on replies from 411 stations, also showed typical station spent \$83,500 on music license fees and \$336,700 on program and film rights. Number of full-time employees remained 78; salaries rose 6.2% to \$1.6 million.

CBS Inc., under strong pressure to produce "a solid earnings turnaround" this year, reported last week that it was getting there, with **net income up 36% for 1983's second quarter and up 30% for first half**. CBS/Broadcast Group, which normally accounts for 85% or more of company's operating income, reported second-quarter profits of \$103.3 million, up fractionally from \$102.7 million year ago, but CBS Chairman and President Thomas H. Wyman found merit in holding even. He said it was accomplishment in face of weak network TV scatter market and demonstrates effectiveness of CBG's cost management effort. CBS-TV profits were down from year ago, thanks to much-publicized misreading of timing of general economic recovery (BROADCASTING, May 23, et. seq.), but Wyman said decline was offset by profit gains by CBS Television Stations and CBS Radio divisions. CBS/Broadcast Group operating profits for first half declined 13.3% below year-ago levels, to \$127.8 million. Group's revenues were up 3.3% in second quarter, to \$563.2 million, and up 5.5% for first half, to \$1,124.3 million. For company as whole, CBS reported net income reached \$58.7 million or \$1.98 per share in second quarter, up 36%, on revenues of \$1.06 billion, up 7%. For first six months, net income rose 30% above year-ago levels to \$76.5 million, or \$2.58 per share, on revenues of \$2.1 billion, up 6%.

CBS researchers said **CBS won daytime ratings race for week ended July 10**, and by bigger margin than week before ("In Brief," July 11) making first time it had topped ABC-TV two weeks in row since April 1979. For 10 a.m. to 5 p.m. period, CBS claimed average 7.0 rating to 6.5 for ABC and 5.0 for NBC. For hours when networks compete head to head—11 a.m. to noon and 12:30-4 p.m.—it was CBS 8.0, ABC 7.0, NBC 5.0.

Young & Rubicam U.S.A., concerned over FCC's proposed deregulation of television stations, has distributed **questionnaires** to TV outlets throughout country asking them to indicate their future policies regarding commercial standards and commercial log-keeping, and return questionnaire within month. Questions concern current station policy regarding nonprogram times per hour,

anticipated changes if deregulation occurs, any changes station may be planning to make and whether they plan to maintain lo as they have in past. According to some executives of broadcast station groups, national representatives and advertising agencies there is not likely to be any significant change in station operation if deregulation arrives.

Judy Woodruff, chief Washington correspondent for NBC-TV's 7 day show, joins public broadcasting's **MacNeil/Lehrer NewsHour** today (July 18) as chief Washington correspondent. When **NewsHour** premieres Sept. 5, she will serve as backup for anchor Robert MacNeil and Jim Lehrer, in addition to doing studio interviews and field reporting. NBC News President Reuven Frank wished her luck in statement to NBC News bureaus, saying, "All us at NBC News regret [she] has chosen to end her eight-year association with us. We had hoped she would stay, but we could not agree on requests for certain assignments. Wherever her career takes her from here, she goes with the best wishes of NBC News."

One on One, ABC's late night half-hour interview program (12:30 a.m.) with host Gregory Jackson will be **scrapped**, effective July 2. Poor ratings and lack of station clearances are said to be prime reasons for cancellation. Of 214 ABC affiliates, only 140 were clearing program regularly. Ratings for program were in 1.2-to-1 range, more than full point lower, on average, than its predecessor **Last Word**, also hosted by Jackson (with interview segment by PJ Donahue), which was also canceled (last April) due to poor ratings. Jackson is still under contract with ABC News and will be re-signed. Half-hour time period now filled by **One on One** will revert to stations, although ABC spokesman indicated there is possibility that network may develop program for period in future but added that nothing is in works currently.

Federal Trade Commission last week **ordered** two major manufacturers of pain relievers, **Bristol-Myers Co. and Sterling Drug Co.**, **drop claims of superiority** for their products after finding that the advertising in 1970's had been deceptive. Decision affects Bristol-Myers's Bufferin, Excedrin and Excedrin P.M. and Sterling Drug Bayer aspirin, Cope, Midol and Vanquish. Official of Sterling said company is reviewing order and is likely to file appeal with federal court. Spokesperson for Bristol-Myers said appeal would be filed probably with U.S. Court of Appeals. Commission held that future advertising by companies must disclose if advertised product actually contains aspirin when making comparisons with plain aspirin. Order also states that, in general, advertised claims must be proved by two well-controlled clinical studies although other forms of proof may be acceptable on case-by-case basis. Decisions also cover Ted Bates & Co., advertising agency for Bufferin; Young Rubicam, agency for Excedrin and Excedrin P.M., and Lois Holland Callaway, agency for Vanquish.

Prime Cable Corp., Austin, Tex.-based MSO, and **Cable America Inc.** have agreed to **form new partnership** that will own and manage five Atlanta-area cable systems currently owned by Cable America Inc. New joint venture would make Prime Cable managing general partner of systems located in Atlanta, DeKalb, College Park, East Point and Alpharetta, totaling 107,000 subscribers. Prime's percentage of ownership and price paid to buy in was undisclosed, but analyst put total value of systems at about \$75 million to \$85 million.

Urbana Cable Television Inc., wholly owned subsidiary of **Communication Corp. of America**, acquired assets of **Champagne Cablevision** and **C&A Cablevision**, which operate cable systems in Urbana, West Liberty and Mechanicsburg, all Ohio, with total of 3,400 basic subscribers. Price was undisclosed, but sources put figure at about \$2.5 million. Ted Hepburn Co. brokered sale.

Operation Prime Time said its presentation of **Blood Feud** was **highest rated syndicated special** to air this year to date, scoring 21



Minority support. Handshakes were in order last week in wake of National Association of Broadcasters announcement that it will support H.R. 2231. Bill, introduced by Representative Mickey Leland (D-Tex.), evolved from recommendation of FCC Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications. It would permit use of tax certificates for nonbroadcast facilities and increase value of used equipment that can be written off when buying existing facilities. L-r: Gert Schmidt, chairman, NAB joint board; Bill Turner, vice chairman, NAB TV board; Edward Fritts, NAB president, and Henry Rivera, FCC commissioner and former chairman of Advisory Committee on Alternative Financing.

six to 25 million but conceded that "nobody really knows." He said major DBS companies, which are expected to start operating by 1986, will be competing for entertainment programs with networks, syndicators and pay television firms. He said USSB, owned by Hubbard Broadcasting, Minneapolis-St. Paul, plans three channels. One will offer entertainment programs similar to commercial networks and will make service available to local TV stations. There will also be channel for all-news and one for special interest programming. Fountain said major competition will be for programming and said he believes "all three networks will work in the DBS arena."

Loan from Corporation for Public Broadcasting to National Public Radio is not yet certain thing. Besides awaiting return in mail of signed loan guarantees from NPR member stations, officials of CPB and NPR are still disagreeing on number of issues including realism of NPR's budget for next year, how much say CPB will have in NPR affairs, whether CPB will obtain title to radio network's satellite distribution system and immediacy of NPR's current debts. Negotiations are continuing and each board will meet again at end of month, but according to NPR board chairman Donald P. Mullally, radio network needs additional funds before then to pay creditors and meet payroll. On Friday afternoon, officials from both organizations were meeting to examine that claim. At least one CPB board member is skeptical and says NPR must go to stations for quick fix.

How NPR got into current straits is topic that **Oversight Subcommittee of House Energy and Commerce Committee** is looking into. Peter Stockton, staff member in charge of investigation, is working with GAO audit team examining NPR books and says congressional hearings to review findings will be held after Congress returns from recess. Stockton says: "Dingell [Committee Chairman John Dingell (D-Mich.)] has made clear that there should be some accountability, that people shouldn't be able to ruin a perfectly good institution and walk away," but adds that he is working on this only part time and that committee will not be assigning extra staff to investigation. Audit has so far suggested that NPR management ignored warning signs of financial trouble. Senate Communications Subcommittee will hold hearings on NPR's current situation, also after recess.

ESPN and First Choice Canadian Communications have announced agreement whereby First Choice will apply to Canadian Radio-Television and Telecommunications Commission for license to bring ESPN to Canadian pay-cable subscribers. Application will be filed by Aug. 15, deadline set by CRTC for "specialty" program-service proposals. First Choice is operator of two 24-hour broadly based pay-cable services in Canada (one English language and one French language) which consist mostly of movies. It now has about 270,000 subscribers. Throughout Canada, there are now about 475,000 pay subscribers. Under proposal, ESPN would be offered to Canadian pay subscribers as mini-pay, add-on tier, which would cost between \$1 and \$2 per month.

Westwood One, Culver City, Calif.-based radio program production and distribution company, has rejected takeover bid by **RKO General**, parent company of RKO Radio, for undisclosed sum. Westwood One President Norm Pattiz confirmed earlier reports ("Closed Circuit," July 11) that "preliminary discussions" with RKO had taken place, but said last week they were "more of a valuation exercise" than anything else.

Dow Jones and Co. said **DowAlert**—its business radio news service transmitted over FM subcarrier channels—"is being curtailed" because of "disappointing" results from market tests in New York, Chicago, Philadelphia and Boston. "We have concluded we cannot sell and retain the required number of subscribers to make the service self-supporting," Dow Jones said. However, Dow Jones plans to make service available over telephone lines within next 60 days and rename it DowPhone. Dow Jones test-launched service 15 months ago and purchased 5,000 special subcarrier radio receivers to lease to subscribers.

tional rating for first half and 18.6 for second half. *Blood Feud* played on 94 stations that had options to run it during window of April 25 to June 12. During window, OPT said, *Blood Feud* surpassed each of three network's prime time rating averages: CBS 11.1; ABC 13.8 and NBC 13.8. Overnights showed *Feud* ranking first in its time period in New York, Los Angeles, Chicago, San Francisco and Detroit, OPT said.

National Association of Broadcasters has asked FCC to reconsider part decision authorizing teletext to prohibit cable operators from stripping service out of broadcast signals; to exempt, "at least at the outset," all teletext services from common carrier status and to expand its "unnecessarily restrictive" definition of teletext. "Whether teletext should be used for the transmission of video games and computational routines is a decision best left to marketplace," NAB said. Among those also requesting permission to prohibit cable from stripping teletext were CBS, NBC, Association for Maximum Service Telecasters, CBS-TV Network Affiliates Association, Taft Broadcasting Co., and Public Broadcasting Service.

IS/Broadcast Group, which had hoped to eliminate some 300 jobs this year by attrition (BROADCASTING, June 6, et seq.), has decided attrition may need some help. Spokesman confirmed that division heads had been given target goals but said they were also given "a lot of flexibility" to achieve them by attrition, reorganization, consolidation, layoffs, "or whatever," with leeway also in timing to match division needs from now until Dec. 31. "There will be no Black Friday," he said. He also emphasized that jobs involved are administrative or in support work: "None are directly program-related" and that normal attrition is still expected to handle most cases. At CBS News, which by some accounts has been targeted for about 20 job eliminations, sources said they were confident attrition would cover all by yearend.

Key to success of direct broadcast satellites will be degree of dish penetration and ability to acquire satisfactory programming, according to **Robert Fountain**, executive vice president of **United States Satellite Broadcasting Co.** Fountain, who provided status report on DBS to members of New York chapter of National Academy of Television Arts and Sciences last Wednesday (July 13), said industry estimates are that dish penetration by late 1980's will run from

Editorials

A start

A "Structural Study Committee" was appointed by the executive committee of the National Association of Broadcasters last week to think about reorganization. The committee is to study the proposal of Peter Kenney, retiring Washington vice president for NBC and veteran NAB director, that the association be converted to a federation with separate and strong divisions for radio and television.

Unfortunately, the committee was given no deadline to complete its work. Kenney suggested one that seemed reasonable: before the next NAB board meeting in January.

A seventh appointment to the committee membership is yet to be made. Why not Peter Kenney?

Postman rings twice

Tim Wirth has sent out the first wave of "quantification" questionnaires, these to television stations. The second wave is to go out this week, to radio. If the information solicited is a guide to the "deregulation" that the chairman of the House Telecommunications Subcommittee has in mind, broadcasters will hope that the president of the National Association of Broadcasters was right when he said that the NAB had the clout to kill legislation if killing became necessary.

Wirth wants to know what is on the air now in several categories of programming: news, local and originating elsewhere; public affairs, local and originating elsewhere; all other programming (excluding entertainment and sports), local and originating elsewhere.

That's for starters. Next Wirth wants lists of individual programs primarily designed for children aged 12 years and under (with a subcategory of children's programs that are primarily informational), primarily designed for minorities (defined as "blacks, Hispanics, American Indians, Alaskan natives, Asians or Pacific islanders") and primarily designed for persons who have attained the age of 65. Whites of European descent between the ages of 12 and 65 don't interest the Telecommunications Subcommittee.

It isn't quite clear what Wirth intends to do with whatever information his questionnaires elicit. It can be assumed that he will come up with industry averages for the percentages of program time devoted to local and imported news, public affairs and other programs that are neither entertainment nor sports. A high-minded legislator with the elevation of the national culture ever on his mind would of course up those averages in writing legislative standards. How Wirth will translate into standards the individual program information he receives in the children, "minority" and geriatric categories will not be guessed here, but he doubtlessly would call it improvident to discard the data.

Eddie Fritts, the NAB president, sent a message to television broadcasters disassociating the NAB from the Wirth mailings, an act of self-preservation. "Whether and how you reply is strictly up to you," Fritts told the broadcasters. "NAB opposes quantification because of its obvious First Amendment conflicts," Fritts said, "and because NAB strongly believes that TV deregulation can and should stand on its own without any new government controls or standards."

That wasn't quite what Fritts said when he testified to the Wirth subcommittee seven weeks ago that the NAB would accept some sort of quantification for television but not for radio. Whatever he said then, what he said last week was right. But with Wirth firmly

in command of the legislative process now, the last sentence in Fritts's message last week took on significance: "You can be sure that we will be diligent in defeating any unacceptable legislation."

Whatever happened to that inventive plan to circumvent Tim Wirth and move deregulation in the parent Commerce Committee?

All things considered...

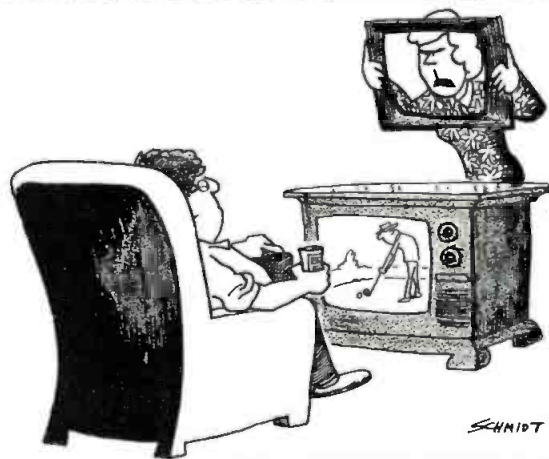
A phrase making its first appearance on this page, but probably not its last, sad to say, is "power flux density." Don't leave; this may get clearer as it goes along. The power flux density that the United States wanted for direct-to-home broadcasting from satellites was denied by international agreement last week, as is reported at some length elsewhere in these pages. The loss was serious enough to precipitate talk of unilateral adoption here of the U.S.-desired standard anyway.

The diplomatic term for what the U.S. may do is "taking a reservation." Put in straighter talk, it could be said that the U.S. may invoke whatever standards it wants, no matter what its neighbors have agreed to.

The standards that were adopted at the western hemisphere conference that ended in Geneva last week provide less power than the U.S. says is needed for high-definition television that CBS has proposed to broadcast and for enhanced color systems. They also will require receiving dishes roughly three feet in diameter instead of the two-foot dishes that the U.S. standards would serve. The extra surface can make a difference when the wind blows and, of course, will add to costs.

As to other decisions in Geneva—on the number and position of orbital slots for the satellites that are to do the broadcasting—the U.S. fared better. It did not get everything it sought, nor did it expect to. But the American delegation seems to agree that it got enough to accommodate with reasonable efficiency all the applications that the FCC has granted for DBS operation and some others that may materialize.

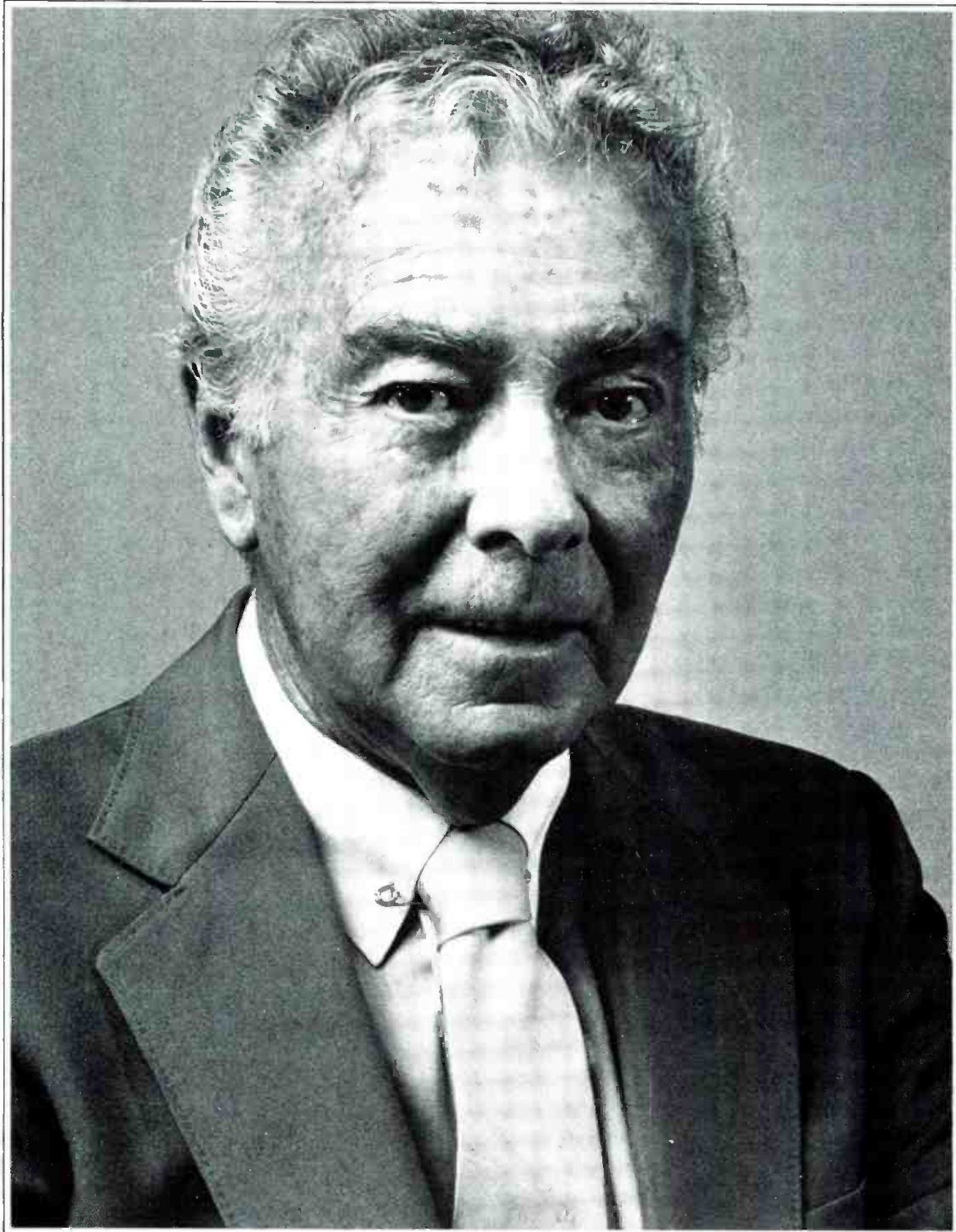
Things could have turned out worse, and probably would have if the U.S. delegation had been less prepared. Chairman Abbott Washburn, Vice Chairman Kalmann Schaefer and the members deserve a round of applause.



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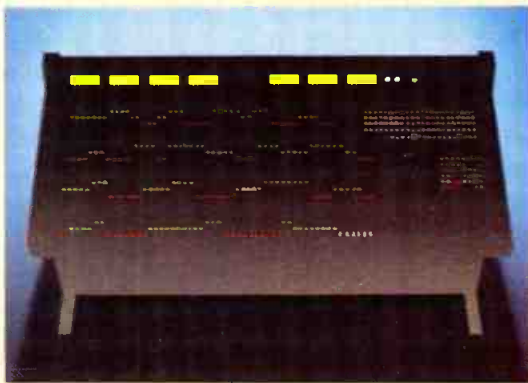


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