

Broadcasting Aug 29

Joan Morse on WTVT Tampa/St. Petersburg.

"A lot of people say that Gaylord's CBS affiliate, WTVT, is a tradition in Tampa/St. Pete. And it's true, they do have the numbers. But that's not the only reason WTVT is a major factor in my buys.

"I appreciate the fact that the people at WTVT are very careful, and very professional. Everything is watched closely.



Joan Morse is Senior Media Buyer, W. B. Doner & Co., St. Petersburg.

"You have to understand that all the accounts I work on are retail. That means my flights are very short. I'm only on for three or four days at a clip.

"What I order has to run, and it has to run right, because I have no time left to make a schedule good. With WTVT, when the buy is done, I know I can put it to bed and not worry about it.

"What WTVT says they're going to do, they do. And it's the same with all the Gaylord stations I work with. They seem to treat my account as something very special."

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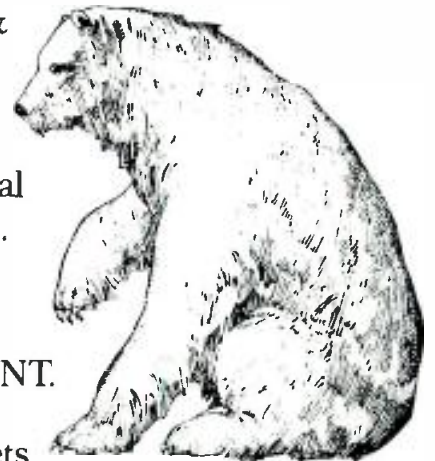
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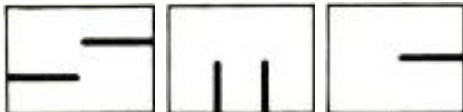


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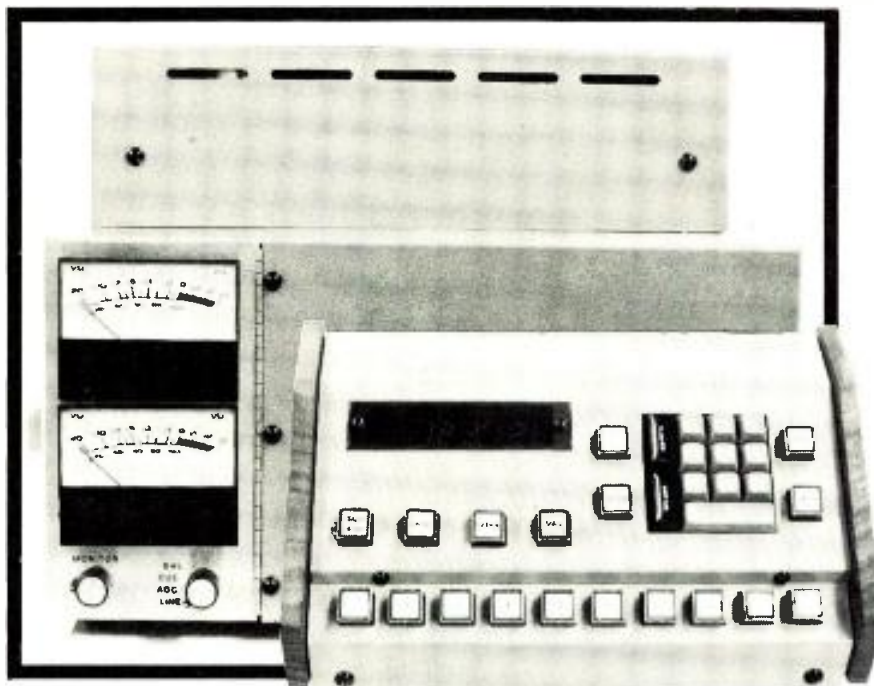
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*Gary Swartz
General Manager
K-102 (KEEY)*

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Broadcasting **Aug 29**

Special report on RADIO □ CBS's "smoking gun" □ Harris's stereo problems □ Wirth postpones questionnaire deadline

DBS DEALINGS □ Comsat is looking for three partners to aid in its DBS plans. **PAGE 31.**

BIG SPENDERS □ Procter & Gamble remains on top as TV's biggest advertiser, according to TVB report. **PAGE 31.**

SECOND CHANCE □ Wirth postpones deadline for responses to program questionnaires, labels current response "pathetic." **PAGE 32.**

"SMOKING GUN" □ CBS claims to have uncovered piece of evidence in Westmoreland case proving deception. **PAGE 34.**

STEREO TROUBLES □ FCC tells Harris to remove its AM stereo system from market by Sept. 1 because of type acceptance problems. **PAGE 35.**

HEATING UP □ Spot radio seems on the way to recovery, with sales improving over 1982's showing. **PAGE 48.** One of the indications of radio's recovery is the expansion of networks, made possible, observers say, by advertiser faith in the medium. **PAGE 54.** A look at the top 10 stations in the top 50 markets: Adult contemporary remains the most popular format while top 40 and album rock are in close race for second spot. **PAGES 60-72.** Top 40 is the biggest news about formats in the past year, with its resurgence on FM. **PAGE 72.** The number of syndicated programs is up, with the emphasis on specialization. **PAGES 78-94.**

HOME WORKING □ DBS operators are scarce at satellite users conference in St. Louis. **PAGE 107.**



Meeting in St. Louis. The Satellite Communications Users Conference settled in at Stouffer's Riverfront Towers last week and provided a forum for discussion of most aspects of the satellite industry and a first-hand look at some of the hardware. The annual trade show attracted some 2,500 persons, significantly fewer than the more than 3,000 that the organizers had anticipated. Conference coverage begins on page 107.

TWO-DEGREE PRAISE □ Panelists at satellite conference applaud FCC decision to reduce spacing between satellites and discuss ways to negate future possible interference problems. **PAGE 108.**

PROGRAMING IMPRESSARIO □ Group W's Resing has been the man in charge of overseeing the development of such successful shows as *PM Magazine*, *Good Morning America* and *Donahue*. **PAGE 135.**

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Morning surprise

Analysis of radio listening by location, to be unveiled by Jhan Hiber, president of Pebble Beach, Calif., research firm of Hiber, Hart & Patrick, at this week's National Association of Broadcasters Radio Programming Conference in San Francisco, will show that most in-car listening is done during afternoon drive time (3 p.m. to 7 p.m.) followed by midday (10 a.m. to 3 p.m.). Hiber analysis, based on winter and spring 1983 Arbitron rating periods, shows in-car listening during heavily promoted morning drive time (6 a.m. to 10 a.m.) in third place.

Bomb or balm?

Full report of TV Trends study that, in preliminary form, evoked much criticism after presentation at National Association of Broadcasters convention (BROADCASTING, May 2), may surface soon, assuming it survives scrutiny of NAB. Draft is to be seen by NAB officials after their return to Washington from Radio Programming Conference being held in San Francisco this week.

Hastily prepared summary unveiled at NAB convention contained what television broadcasters didn't want to hear: rumbles of viewer disenchantment. Revelation also was surprise to high command of NAB which had no preview. Word then was that complete study, conducted for NAB by McHugh & Hoffman, would be less downbeat.

More in act?

Next company to follow lead of Orion Satellite Corp. and propose satellite system to compete with Intelsat for trans-Atlantic telecommunications traffic may be RCA Americom. According to sources, RCA is considering using its orbital slot at 67 degrees west longitude (above easternmost tip of Maine) for trans-Atlantic service. RCA official would confirm only that it is technically feasible.

On trial

Handful of advertising agencies have been asked by HBO to challenge pay-cable service's current agency of record, Ted Bates, for HBO account, currently valued at between \$15 million and \$20 million. Matt Blank, vice president consumer marketing, HBO, says company is pleased with work Bates has done, "but it

was decided that we need to make sure of that." Competing agencies, including Bates, have been assigned to develop specific strategies for which they will be compensated. Based on that work, HBO will decide whether to retain Bates, or give account to challenger.

Double whammy

Richard Colino, director general-elect of International Telecommunications Satellite Organization, sees interesting implications in Cuban proposal for domestic satellite—even apart from fact Cuba is seeking orbital slot occupied by RCA American Communications' Satcom IV (see page 113). Colino, not surprisingly, sees Cuban move against background of growing pressure on U.S. government to deregulate international communications satellite service. Cuban satellite could serve much of U.S. as well as Caribbean and South America. So if U.S. decides Intelsat system should be subjected to competition (and two applications for authorization to provide that competition are on file with FCC), Colino said, Cubans, probably backed by Soviet Union, would be ready "with first regional system for western hemisphere."

Back at it

After resting quietly through the first seven months of new Congress, border broadcasting dispute between U.S. and Canada is showing signs of new life. Reagan administration earlier this month sent letters to Senate and House asking for reintroduction of so-called mirror bill to counter Canadian tax legislation, passed in 1976, that has angered American broadcasters along border; Canada denies tax deduction to Canadian advertisers buying time on U.S. stations with Canadian audiences. Administration-requested measure, like one that died in 97th Congress, would deny tax break to American advertising on Canadian stations with audiences in U.S.

At one point earlier this year, U.S. officials sensed Canadian willingness to yield. Consequently, they agreed to call truce in dispute, at least until Canadian study of effects of controversial tax law was completed, some time this month. But visit to Washington in July of Canada's deputy minister of communications, Robert Rabinovitch, may have changed some minds; he reportedly struck some government officials and members of Congress as hard liner. What's more, preliminary word on tax-law study is that

legislation is proving as beneficial to Canadian broadcasters as damaging to Americans. So Canadian report seems unlikely to support mood of compromise.

Unequal entry

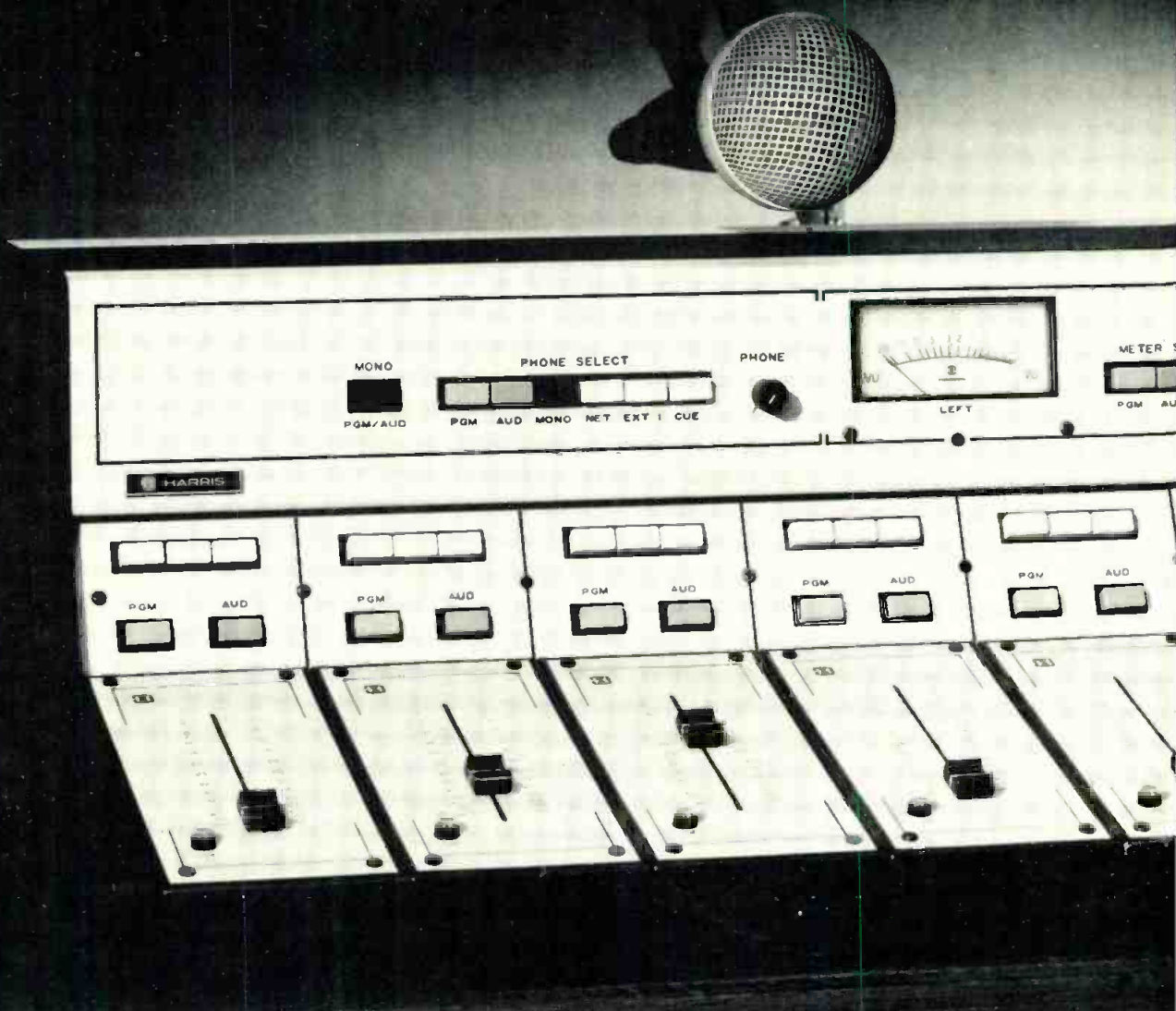
Massaging of A.C. Nielsen Co.'s latest cable penetration figures provides some clues to how far behind cable is in penetrating major markets—and how far ahead in others. Calculations for top 50 markets find that though they have nearly 60% of all U.S. cable homes, their average cable penetration is 34.8%—4.5 percentage points below national average. Flip side of this arithmetic is that other markets—numbers 51 through 155 in Nielsen's book—have about 41% of U.S. cable homes but their average penetration is 48.3%, nine percentage points above national average, 13.5 points above top 50 average.

Figure from past

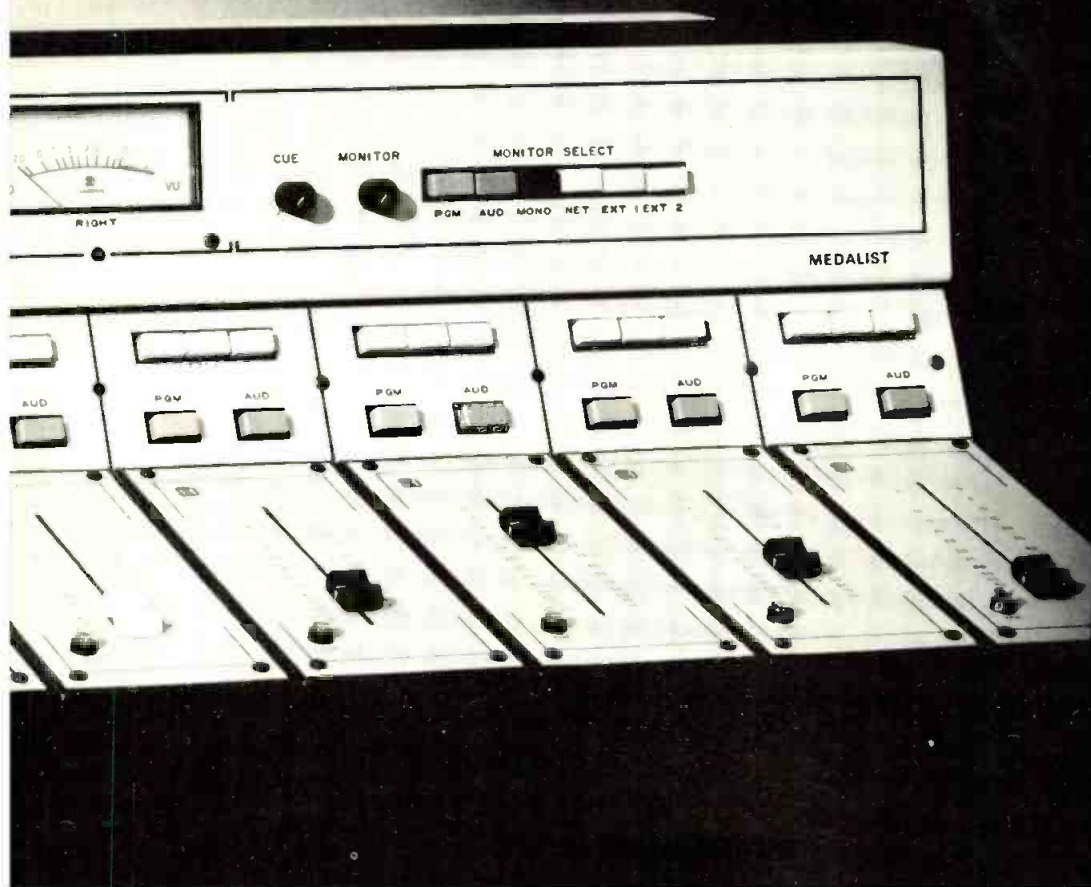
Former Nixon administration official John Dean is selling Popular Media Products, Hollywood-based radio production company, to Sunbelt Communications, which owns five radio stations and Transtar radio network. Under terms of agreement reached last week, Dean will relinquish all interests in Popular Media, which will become nucleus of new Sunbelt production center in Los Angeles. Two additional satellite-delivered music formats are expected to be available to stations from Sunbelt early next year, with marketing and sales handled from Denver headquarters. Popular Media president, Ivan Braiker, former president of Satellite Music Network, will guide new venture.

Widened family

Although timing puzzles some financial analysts because of market conditions, most are looking favorably upon public offering of Tribune Co. (see "In Brief"). Company is viewed by analysts as back on course after solving well-publicized problems of its *New York Daily News*, which it took off block last year and then doled out \$75 million to reorganize. (*News* posted \$6.3 million profit for first half of this year after losing \$14 million in comparable period last year). Analysts see \$23 to \$26 per share offering, in words of one, "priced appropriately" but "not really a bargain." Cited are high degree of ownership interest current stockholders will retain, discouraging wide trading.



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Manhattan suits

Manhattan Cable TV filed suits last week against 27 individuals and three bars for theft of cable service in its franchise, which covers the southern portion of Manhattan. The suits were filed in the U.S. District Court for the southern district of New York. The cable company is seeking \$100,000 in punitive damages from each defendant as well as actual damages and attorneys fees. New York state recently passed tougher theft of cable service laws, enabling cable companies to file civil suits directly against alleged pirates. (Previously, only the district attorney's office could file charges against pirates.) And another law was recently passed stiffening the penalty for those convicted of stealing cable services, making such a crime a class A misdemeanor, punishable by up to one year in prison and a \$1,000 fine. Manhattan Cable President John Gault said the suits were the result of a companywide audit to detect illegal hook-ups. Gault said piracy diminishes the franchise fees and taxes collected by city, state and federal governments, and also "adversely affects legitimate cable subscribers. Unauthorized tapping into cable lines can cause reception problems for paying subscribers on the same line. And, of course, loss of revenues creates pressure on the cable companies to raise the rates of paying subscribers."

The 30 civil suits filed are only the first of many, the company said. Perhaps "several thousand" pirates have tapped the system's lines, it said.

Changes at NCTA

The National Cable Television Association has hired a new chief lobbyist and split its research and media services department into two new departments.

The new vice president of government relations is Edward A. Merlis, who joins NCTA from the Grocery Manufacturers of America Inc., a trade association where NCTA President Thomas Wheeler and Barbara York, vice president, administration, also worked. Prior to joining GMA in July

1982, Merlis was a partner in Thevenot, Murray & Scheer, a government relations consulting firm. He has also been a Senate staffer.

In place of the research and media services department, NCTA will have two new units—the programming and marketing department and the research and policy analysis department. Char Beales, vice president, research and media service, has been named vice president, programming and marketing. A newcomer, John Woodbury, will become vice president, research and policy analysis. Woodbury joins NCTA from the Federal Trade Commission, where he was senior economist in the regulatory analysis division. From 1980 to 1982, he was chief economist in the Common Carrier Bureau of the FCC.

Wheeler said the reorganization is unlikely to cause NCTA's staff to grow much larger. "We're sticking to the 'lean and mean' management policy which has served us so well," he said. "We're just getting a little meaner."

Engagement off

Cable TV Industries, a Los Angeles-based distributor of cable TV products and manufacturer of satellite communications equipments, announced last Monday that negotiations to acquire a controlling interest in S.A.L. Cable Communications have been terminated. The two companies had reached an agreement in principle July 11, but a spokesman for the New York-based S.A.L., also a distributor of cable TV equipment and components said that president Alan Scheinman "decided it wasn't in the best interest of the shareholders and the employees." S.A.L. had sales, for the year ending Jan. 31, of \$27 million; Cable TV had sales of \$32 million for the same period.

Clean up the language

The National Cable Television Association has petitioned the Copyright Office to clear up some language in its rules based on the Copyright Act of 1976 that "often results in

irrational and gross overpayment of copyright royalty fees."

The overpayment could be avoided, NCTA said, by modifying a rule's definition of a cable system. As it stands now, several systems that are either in contiguous communities under common ownership and control or operated from a single headend are classified as a single system. NCTA would like to change the definition so that only systems that are in contiguous communities, under common control or ownership and operated from a single headend are classified as a single system.

It's a small change, but, according to NCTA, an important one. The proposed amendment would "prevent the artificial fragmentation of one system into multiple systems so as to reduce copyright royalty fees. But, it would also have the salutary effect of avoiding the extreme of forcing the artificial combination of two or more systems into one, which often results in irrational and gross overpayment of copyright royalty fees."

Taking care of business

Warner Amex Cable Communications has announced a number of staff appointments in a restructuring of its finance department. Jack L. Messman, previously of Safeguard Scientifics Inc., King of Prussia, Pa., has been named executive vice president and chief financial officer of the New York-based operator of 142 cable systems in 26 states. He succeeds Holmes Harden, who resigns Sept. 1. Reporting to Messman will be Richard H. Smith, who retains title of vice president, information systems and data services, and three others who have received new titles in restructuring: Herbert S. Cohen, vice president, corporate finance; John E. Dowling, vice president, finance, and controller, and Mark Mitzner, vice president, treasurer.

NGS entry?

Washington-based National Geographic Society is investigating the possibility of starting its own cable television program service, either as a discrete channel or part of an existing service. A representative of the nonprofit group attending the CTAM convention in San Diego said the society has seriously looked at the venture, which could be launched as soon as late September. NGS-produced specials on public and commercial broadcast stations have enjoyed critical acclaim for more than 15 years.

Eastcab preview

The upcoming Eastern Cable Trade Show and Convention, Sept. 8-10 in Atlanta, is chock full of back-to-basic sessions. Seminar topics include subscriber retention

MTV monitoring. Has the growing influence of Warner Amex Satellite Entertainment Corp.'s Music Television affected the amount of time people spend with radio or the way they use it? Research into that question has only recently begun. Les Garland, vice president for programming at MTV and one-time programmer of RKO Broadcasting's KFRC(AM) San Francisco, will announce the results of a just-completed study by MTV on its effect on audience shares of album-oriented rock radio today (Aug. 29) at the NAB Radio Programming Conference in San Francisco (see story, page 101).

Garland reports that in markets where it has achieved significant penetration, MTV appears to increase rather than diminish AOR radio listening. In 12 of the top 100 ADI's in which MTV's penetration of cable homes is at least 25%, the combined audience share of AOR stations rose an average of 4% between fall 1982 and spring 1983, according to the study, which used Arbitron ratings for adults aged 12-to-34. In five of the 12 markets, said Garland, the AOR share increases were larger than those for any other format.

Other research into MTV's effects on radio listening will be released at this week's convention by Coleman Research of Dallas (see "Riding Gain," page 40).

techniques, sales personnel performance standards, public relations and management efficiency. Technical workshops range from converter repair to building inexpensive computer systems. Herb Granath, ABC Video Enterprises, will speak at the Friday lunch, with Barbara Mandrell providing the evening's entertainment. Trade officials report registration and exhibitors are on track with last year's numbers: 5,500 and 250, respectively. "Connecting People...The Magic of Cable" is the show's theme.

Fall reading

It's been five years since the initial idea of the Entertainment and Sports Programming Network (ESPN) was conceived. In celebration of that event, founder and former president and chairman, Bill Rasmussen, has authored "Sports Junkies Rejoice!," a book chronicling the start-up of ESPN. It follows the network's birth from gathering programming, funding, staff and production facilities to its present-day operation. The book's cover price is \$14.95 and it is being published by QV Publishing, Hartsdale, N.Y.

C-COR bonanza

C-COR Electronics has sold Warner Amex Cable Communications \$7 million of cable distribution equipment for the MSO's installation in its Dallas, suburban St. Louis, Cincinnati, Pittsburgh and other cable television systems. Included in the agreement is training for Warner technicians. C-COR

Cloister cable. Describing her as the brightest Catholic personality since the late Bishop Fulton Sheen, ABC's *World News Tonight* dropped in on Mother Mary Angelica and her Eternal Word Television Network. It was the second anniversary of EWTN, the Catholic cable network that programs four hours nightly via Satcom IIIIR to 95 cable systems across the country.

Born Rita Francis in Canton, Ohio, 60 years ago, Mother Angelica entered a Franciscan cloister in Cleveland when she was 21 and established her own monastery in Alabama in 1961, as well as a publishing house as a means of support. In 1978, while in Chicago for a TV interview, she got the idea for what turned out to be EWTN.

Her nightly programming now includes a church-sanctioned drama, *Westbrook Hospital*, sitcom reruns and old movies of a wholesome nature and a Chinese cooking show. In addition, there is her own *Mother Angelica Talks It Over*, a twice-weekly half hour, taped before an audience in a church-parlor setting. In it, she delivers little homilies and discusses church-related matters with guests. EWTN programming is commercial-free with only occasional "prayer spots."

With no direct Catholic church support for EWTN, Mother Angelica relies largely on rentals of studio facilities to others and donations that she solicits via direct mail. There are no appeals for money on EWTN.

The anniversary segment on ABC-TV included shots of Silvio Cardinal Oddi, prefect of the Congregation for the Clergy at the Vatican, as he talked with Mother Angelica in the gardens of the monastery in Irondale, Ala. The occasion was also the 39th anniversary of Mother Angelica's ordination into the order.

manufactures amplifiers, main line passives and addressable converters.

Cable course

Two New York city cable systems, Manhattan Cable and Group W, are carrying *The Telecommunications and Information Revolution*, a weekly series that covers such topics as cable franchising, interactive services, new television networks, DBS and STV, videodisks and tapes, constitutional and international news and privacy and security. The series airs at 11 p.m. Friday, and is

repeated the following Thursday at 4:30 p.m. The show also appears on a public access channel in Albany and 25 neighboring communities courtesy of Capitol Cablevision, Troy New Channels, Rensselaer County Cablevision and Bethlehem Video.

Jacob Trobe, a senior research associate at the Communications Media Center of the New York Law School, hosts the show. One upcoming show, on Sept. 10, will discuss the cable franchise recently signed in New York by Mayor Ed Koch. Guests will include Morris Tarshis, the city's franchise bureau director.

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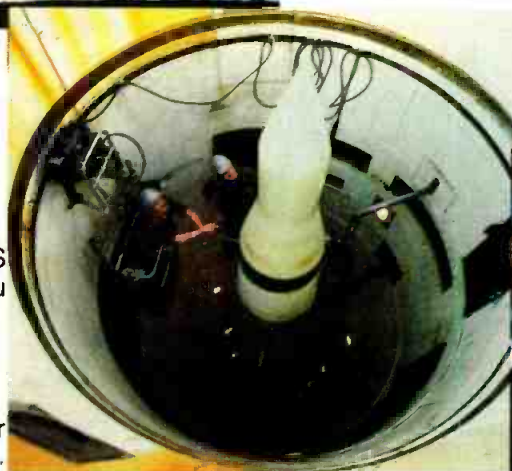
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Business Briefly

TV ONLY

Sega Enterprises □ Spots for several video games will run in top 25 markets and others beginning Oct. 10. Flight is scheduled for four weeks during sports, prime access and early fringe. Target: teen-agers. Agency: Dailey Associates, Los Angeles.

La Choy □ Pre-print ad support for Chinese food, using "Harvest Moon" festival theme, will promote cents-off coupons and will run in 43 Northeastern, Midwestern and Southeastern markets for four weeks, beginning Sept. 26. Airtimes to be used are early and late fringe. Target: women 25-49. Agency: Cunningham & Walsh, Chicago.

Valvoline □ Spots promoting motor oil will air in 52 markets beginning Oct. 17 for three- and six-week runs, depending on market. Various dayparts are scheduled. Target: men, 18-49. Agency: Fahlgren & Ferriss, Cincinnati.

Pfizer Inc. □ Campaign for Rid (lice

spray for hair) is set to begin in early September for 10 weeks in 11 markets. Commercials will be carried in daytime, early fringe, late fringe and prime access. Target: women, 25-49. Agency: Altschiller Reitzfeld Solin/NCK, New York.

Bunker Hill Foods □ Two new markets will be added to campaign for canned beans with ham, beginning Oct. 16. Flight is scheduled to run through first quarter '84, adding following markets to spots currently airing in North and South Carolina: Roanoke-Lynchburg, Va., and Bristol, Va.-Kingsport, Johnson City, Tenn. Daytime and early fringe will be used. Target: women, 18-49. Agency: Wray/Ward Advertising, Charlotte, N.C.

S.E. Energy Information Council □ Campaign promoting "the value of electricity," which began in July, will run during sports and entertainment events during third and fourth quarters. Spots are running in North Carolina, Alabama, eastern Mississippi and Florida. Target:

total adults. Agency: Wray/Ward Advertising, Charlotte, N.C.

Cargill Poultry □ Campaign for Honeysuckle boneless turkeys will begin in late September and last for two weeks. Flight will run in five markets. Target: women, 25-49. Agency: Barickman Advertising, Kansas City, Mo.

Friend's □ Baked beans will be promoted during four-week campaign beginning Sept. 19. Spots will air in four markets during daytime and early fringe. Target: women, 25-54. Agency: Cabot Advertising, Boston.

RADIO AND TV

Michigan State Lottery □ Campaign for new "Jackpot" lottery game begins Sept. 12 and runs for two weeks. Flight will run in entire state of Michigan, and use all dayparts for TV spots and drive times for radio. Target: adults, 25-54. Agency: Yaffe Berline, Southfield, Mich.

Monro Muffler Brake □ Ongoing campaign for muffler/brake repair service began last week. Flight is running in New York state (except New York City) and northern Pennsylvania. All dayparts are being used for both radio and TV. Target: adults, 25 and older. Agency: CC Communications, Rochester, N.Y.

Minnesota Fabrics □ Campaign for retail fabric chain begins Sept. 25 and will run for total of three weeks (one

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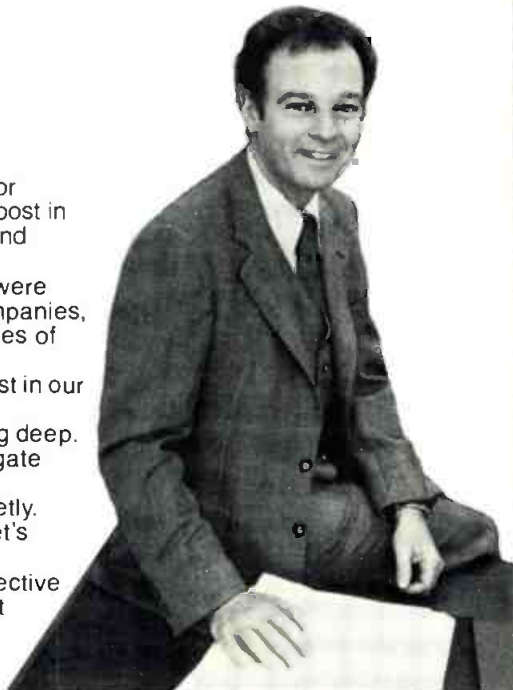
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Rep Report

WROD(AM) Daytona Beach, Fla.: To Weiss & Powell from BH Radio Sales.

□

KSLE(FM) Seminole, Okla.: To Weiss & Powell (no previous rep).

□

WKH(FM) Ocean City, Md.: To Shelly Katz Radio Sales (no previous rep).

□

WVNJ(AM) Newark, N.J.: To Shelly Katz Radio Sales from Lotus.

□

WMDH(FM) Muncie, Ind.: To Shelly Katz Radio Sales (no previous rep).

□

WVMS(AM)-WROE(FM) Appleton, Wis.: To Shelly Katz Radio Sales from Lotus.

ASUNCION ATHENS ATLANTA BALTIMORE BANGKOK BEIRUT BOGOTA BOMBAY
BOSTON BRAINTREE BRUSSELS BUENOS AIRES CARACAS CHICAGO CINCINNATI
COLOMBO COPENHAGEN DALLAS DENVER DETROIT DRAMMENSVEIEN DUSSELDORF
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Kenyon & Eckhardt

A LORIMAR COMPANY

In the past ten years,
computers have gotten smarter,
cameras have gotten simpler,
ovens have gotten quicker,
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bodies have gotten leaner,
athletes have gotten richer,
hi-fi has gotten higher,
radio has gotten stronger,
studios have gotten smaller,
towers have gotten taller,
movies have gotten longer,
cars have gotten shorter,
film has gotten faster,
outerspace has gotten closer
and blue jeans have gotten classier.

Now it's our turn.

In the past 10 years, the Premium Line from ITC has seen refinements, but no major changes. Frankly, it hasn't needed any. The Premium Line has been a dependable workhorse that's found its way into more studios than its next two competitors combined.

But we couldn't leave well enough alone. So this year, the Premium Line gives way to the Delta Series, a new generation of cartridge machines that offers you more than ten years worth of improvements.

It's mechanically better. The cart guides are improved. There's a crystal-referenced servo capstan motor with a vapor-honed non-magnetic shaft. Modular construction makes alignment and service convenient. High-speed recue is standard. And the Delta III gives you three

independently removable decks.

It's electronically better. There are new, high performance components, including NE5500 Series amplifiers. There's an exclusive ITC/3M playback head for smooth frequency response and improved signal-to-noise. We've added a toroidal power transformer with fully regulated and protected power supplies. And a digital cue tone detector controlled by a powerful microprocessor.

And it's physically better because it's smaller. The whole unit is only one-third rack width (5 $\frac{5}{8}$ "'). The enclosure is made of $\frac{1}{4}$ -inch milled or cast aluminum, for stability. And the panel inserts are made of Lexan[®].

Of course, we left in all the good things that made the

Premium Line so popular. The $\frac{1}{2}$ -inch tool plate aluminum deck. Durable, high quality switches. And a solenoid-actuated, chain-and-sprocket pressure roller assembly. All backed by our famous two-year warranty on parts and factory labor, plus a 30-day guarantee of satisfaction. If, for any reason, you're not completely satisfied, you can return the unit within 30 days of purchase and we'll refund your money in full.

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1983

1973



INTERNATIONAL TAPETRONICS CORPORATION

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3M

week in October and one in November). Markets covered in flight will be Minneapolis-St. Paul, Chicago and Milwaukee. All spots will be 10 seconds, running during all dayparts on both radio and TV. Target: women, 25-54. Agency: Wray/Ward Advertising, Charlotte, N.C.

RADIO ONLY

Farmland Foods □ Pre-print ad support for bacon begins in latter part of September and runs through end of November. Spots will air in 15 markets, using all dayparts. Target: metropolitan women, 25-49. Agency: Barickman Advertising, Kansas City, Mo.

Advantage

Eastward Ho! Foote, Cone & Belding Communications has joined with Daiko Advertising in Japan to form FCB office there. Called FCB/Japan, new office is wholly-owned subsidiary of FCB. New subsidiary will have resources of both agencies, with access to Daiko's 38 offices in Japan, while FCB will provide Daiko with access to its worldwide network of 41 full-service offices in 22 countries. FCB Communications had worldwide billings in 1982 of about \$1.2 billion.

□
McGavren's radio diagnosis. During first six months of 1983, 25-54 demographic continued to be most requested availability in McGavren Guild's spot radio activity. It accounted for 34% of requests, followed by 18-49/18-44, 17% and 25-49/18-44, 11%. On other hand, for its represented network, 18-49 grouping was at top of requests, accounting for 27%, trailed by 25-54 and 18-34, each at 24%. During 1982 and 1983, more than half of all availabilities were for both men and women. McGavren's explanation: trend to appeal to both sexes on previously male-only products such as air travel and banking services.

□
Cases settled. Three challenges to national television advertising were resolved during July via advertiser cooperation with National Advertising Division of Council of Better Business Bureaus. Commercial for Armour-Dial Inc. (Dial solid antiperspirant) was reviewed by NAD, which found advertiser's claims were substantiated. In two other cases, involving television commercials for Amoco Chemicals Corp./Amoco Foam Products Co. and for Chock Full O'Nuts Corp., advertisers reported to NAD that advertising at issue had been discontinued.

□
At their fingertips. Since 1979, Broadcasters Promotion Association has been compressing world of broadcast promotion and advertising into publication suitable for both student and professional. Success capped that effort this month with release of "Broadcast Advertising & Promotion!", 480-page textbook of instruction that ranges from basics to state-of-art developments affecting profession. Authors are current BPA President Fred Bergendorff of KNX(AM) Los Angeles; Charles Harrison Smith, retired professor, communications art, San Francisco State University, and Lance Webster, executive coordinator, BPA. Information is largely drawn from BPA members as well as association's library at San Diego University. Of particular note are sections that spell out scope of promotion director's job and how specific responsibilities are discharged, special promotion challenges that regularly arise, and 10 case histories of undertakings by BPA member stations. Book is being mailed to BPA members. Copies also are available at \$21.95 from Hastings House, Publishers, 10 East 40th Street, New York 10016.

□
Agency appointments. Express Telecom (low cost long distance phone service) to Herman and Rosner Enterprises, New York. . . . Larsen Products Corp. (manufactures concrete and plaster bonding agents) to Emery Advertising, Hunt Valley, Md. . . . Royal Silk, Ltd. (silk fashions) to Bob Perilla Associates, New York. . . .

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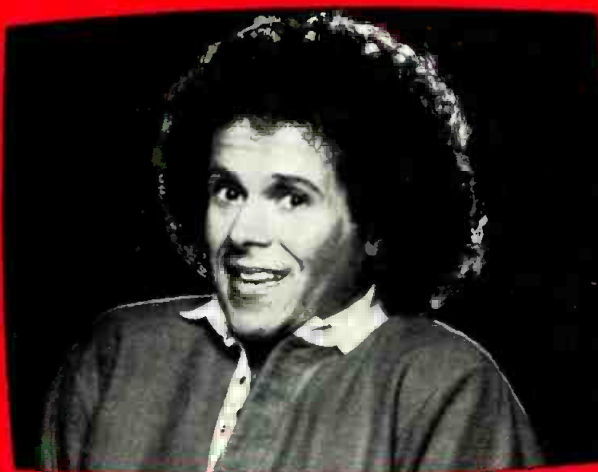
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Source: NSI May 1983 report on syndicated programs.

This week

Aug. 29—*New York TV Academy* dinner. Topic: "Backstage at the Miss America Pageant." Copacabana, New York.

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

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

■ **Aug. 30**—*National Academy of Television Arts and Sciences* "Community Service" Emmy award dinner. St. Regis, New York.

■ **Aug. 30**—*New York State Commission on Cable Television* public meeting for "presentation of comments from members of the public on the provisions of the newly franchised cable operations in New York

City." Two World Trade Center, New York.

Aug. 31—*New York TV Academy* luncheon. Speaker: Chet Simmons, commissioner, United States Football League. Copacabana, New York.

Aug. 31—*Women in Cable, New England chapter*, meeting. Speaker: Paula Gold, secretary of consumer affairs, Commonwealth of Massachusetts. Dunfey hotel, Hyannis, Mass.

Aug. 31-Sept. 1—*Society of Cable Television Engineers* seminar, "Operations, Technology & Integration of Addressability." Philadelphia Marriott hotel, Philadelphia.

Aug. 31-Sept. 3—*Information Film Producers of America* national conference. Manor Vail Lodge, Vail, Colo. Information: (213) 795-7866.

Sept. 1—Deadline for entries in 18th annual Gabriel Awards competition, presented by *UNDA—USA* for television and radio programs that creatively treat issues concerning human values. Information: Rev. Harry

Schlitt, awards chairman, (415) 673-9294.

Also in September

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

Sept. 7—*Ohio Association of Broadcasters'* "Small Market Potpourri." Stouffer's Avalon Inn, Warren, Ohio.

Sept. 7—*New York TV Academy* luncheon. Speaker: Kay Koplovitz, president. USA Cable Network. Copacabana, New York.

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. 8-9—*National Association of Broadcasters* broadcast investment seminar. Information: (202) 293-3584. Century Plaza hotel, Los Angeles.

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

Sept. 9—Inaugural lecture of "Everett C. Parker Lectures on Communications" series, sponsored by United Church of Christ, Office of Communication. Lecturer: Daniel L. Ritchie, Group W. Interchurch Center, New York. Information: Eugene Schneider, (212) 683-5656.

Sept. 9—Deadline for entries in 26th annual *International Film and TV Festival of New York*, for broadcast television and cable advertising, programing and promotion. Information: 251 West 57th Street, New York, N.Y., 10019; (212) 246-5133.

Sept. 9-10—*Radio-Television News Directors Association* region five meeting with *Mary College*, Bismarck, N.D. Mary College campus, Bismarck, N.D.

■ **Sept. 9-11**—"Economics Issues" conference for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Capital Cities Foundation* and *AP Broadcasters*. Dallas/Fort Worth Hilton Conference Center. Information: (213) 851-7372.

■ **Sept. 10**—*National Academy of Television Arts and Sciences*, *St. Louis chapter*, Emmy awards presentation. Chase Park Plaza hotel, St. Louis.

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—*California Associated Press Television-Radio Association* conference, "How to Prepare for Earthquakes and How to Cover Them." Hyatt Regency, Oakland, Calif.

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 Engineers*, *Cable Television Association of Great Britain*, *Electronic Engineering Association* and *The Economist magazine*. National Exhibition Center, Birmingham.

Major Meetings

Aug. 28-31—*National Association of Broadcasters'* Radio Programming Conference. Westin St. Francis, San Francisco. Future conferences: Aug. 26-29, 1984, Atlanta Hilton and Towers, Atlanta, and Aug. 25-28, 1985, Opryland hotel, Nashville.

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, Grand Hyatt, 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. Future conference: Sept. 16-19, 1984, Westin Bonaventure hotel, Los Angeles.

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. 3-5**—*Society for Private and Commercial Earth Stations (SPACE)* second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

Nov. 7-10—*AMIP '83, American Market for International Programs*, organized by Perard Associates with MIDEM 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. 14-18, 1984—*Association of Independent Television Stations (INTV)* annual convention.

Biltmore hotel, Los Angeles.

Jan. 15-20, 1984—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

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; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-9, 1984—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16, 1984—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22, 1984—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

TRANSTAR WINS!

● *Our Affiliates Say It Best . . .*

"It sounds fantastic and is a great compliment to my local programming."

Mike Harvey, President, WWSW FM, Pittsburgh, PA

"We had reached a level of professionalism at Y-94 that could only be improved by TRANSTAR and it's great for the bottom line, too."

Mike Purcell, Senior Vice President and General Manager
Y-94, Fresno, CA

"Thanks to TRANSTAR we moved up five ranks in Albuquerque in our key demographics without *any* promotion."

Dave Simmons, General Manager, KZZX, Albuquerque, NM

"San Bernadino is a competitive market, so we looked at all formats from syndicators and other satellite music companies before making a decision . . . TRANSTAR gave us the best product with the highest benefit . . . Hence our decision to join TRANSTAR."

Dana M. Kott, President, KBON FM, Lake Arrowhead
(San Bernadino), CA

"They told me I could save money and they were right, but the savings are nothing compared to the increased revenue due to our super numbers."

David Noll, Vice President and General Manager, KSPZ FM,
Colorado Springs, CO

"In our first TRANSTAR book, with the exception of morning drive where we were using our own morning man, KENO virtually doubled our women 18+ shares. We've now decided to go TRANSTAR 24 hours a day."

Nancy Reynolds, Vice President and General Manager,
KENO, Las Vegas, NV

"This book's out and we're delighted with the results. Sales are up 35% over last year. This is a format we can sell."

Chris Cage Caggiano, President, Cage Media Inc., WKKI,
Celina, OH



The Satellite Programming Designed To Win
Transtar Radio Network
303-578-0700

ham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

■ **Sept. 12**—*National Academy of Television Arts and Sciences* engineering Emmy awards dinner. Sheraton Center, New York.

Sept. 12—Deadline for entries in *Television Bureau of Advertising's* competition for best local or regional commercials. Information: TVB, 485 Lexington Avenue, New York, N.Y., 10017.

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

Sept. 13—17th annual *World Communications Day*, sponsored by *United States Catholic Conference, Communication Committee*. Speakers include Ambassador Abbott Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference. Intercultural Center, Georgetown University, Washington.

Sept. 13—"Overview of Cable Television," seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Sept. 13—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

Sept. 14—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Bond Court hotel, Cleveland.

Sept. 14—*New York TV Academy* luncheon. Speaker: John Moffitt, producer-director, *Not Necessarily the News*, HBO. Copacabana, New York.

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

Sept. 15—*New York Market Radio Broadcasters Association* seventh annual radio festival. Sheraton Center, 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—Deadline for entries in "Forum Award," sponsored by Atomic Industrial Forum, honoring "significant contributions by the print and electronic news media to public understanding of peaceful uses of nuclear energy." Information: Diane Tarnet, AIF, 7101 Wisconsin Avenue, Bethesda, Md., 20814; (301) 654-9260.

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

Sept. 15—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Athletic Club, Toledo, Ohio.

Sept. 15—*Radio Advertising Bureau* retail and co-op workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

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. 16—*Ohio Association of Broadcasters* Akron-Canton managers' luncheon. Quaker Square hotel, Akron, Ohio.

Sept. 18-20—*National Association of Black Owned Broadcasters* seventh annual fall broadcast manage-

Stay Tuned

A professional's guide to the intermedia week (Aug. 29-Sept. 4)

Network television □ PBS: (check local times) *Mark Russell Comedy*, Wednesday, 8:30-9 p.m.; ABC: *I Do, I Don't* (comedy pilot), Friday, 8:30-9 p.m.

Radio □ (check local times) ABC FM: *MTV: Music You Can See* (five-part series on cable service), Monday-Friday; CBS RadioRadio: *Super Concert* (best of live rock performances of past 15 years), Saturday-Monday [9/5], three hours; Mutual: *Dick Clark Presents: Super Songs* (top rock 'n' roll hits from 50's-80's), Saturday-Monday [9/5], three hours.

Cable □ HBO: *Stopwatch: Thirty Minutes of Investigative Ticking** (newsmagazine spoof/pilot), Saturday, 9:30-10 p.m.; Disney: *Coming On!** (showcase of college-aged performers on location at schools), Saturday, 4-4:30 p.m.

Syndication □ Westwood One: *US Festival '83*, Saturday-Monday [9/5], 12 hours, [cleared in 320 markets including top 25].

Museum of Broadcasting □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Sept. 17; *Bob and Ray*, return of earlier exhibit, now-Saturday.

*indicates a premiere episode

ment conference, "Politics and Profits: Looking Ahead to Campaign '84." Keynote speaker: Representative Mickey Leland (D-Tex.). Sheraton Washington hotel, Washington.

Sept. 19—*Syracuse University chapter of National Academy of Television Arts and Sciences* "distinguished visiting professor" lecture series. Speaker: Jerome Dominus, VP, CBS Television Network Sales. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Sept. 19-20—*Public Telecommunications Financial Management Association* regional workshop, featuring sessions on requirements for Corporation for Public Broadcasting's annual financial report and on unrelated business income. Holiday Inn Denver Downtown, Denver. Information: Robert Simmons, (803) 799-5517.

Sept. 19-20—*Minnesota Broadcasters Association* fall convention. Sunwood, St. Cloud, Minn.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Comsat, International Telecommunications Satellite Organization, American Institute of Aeronautics and Astronautics, IEEE Communications Society, IEEE Aerospace and Electronic Systems Society*, Phoenix Hyatt, Phoenix. Information: Comsat, 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**—"Television Journalism in the 80's," seminar sponsored by *Global Village*, nonprofit video production group and media center. Panelists include Bob Ferrante, executive producer, *CBS Morning News*; Mary Alice Williams, VP, Cable News Network; John O'Connor, *New York Times* TV critic, and Dave Marsh, correspondent, WNBC-TV. Global Village headquarters, New York.

Sept. 20—*Radio Advertising Bureau* retail and co-op workshop. Registry hotel, Minneapolis.

Sept. 20-21—*Society of Cable Television Engineers* seminar. Sessions will cover cable TV signal leakage, fiber optics and fiber optic transmission systems, data and networking, feedforward, cellular radio and computer testing systems. Sheraton hotel and conference center, Concord, Calif.

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 Fowler. Waldorf-Astoria, New York.

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. Information: Judy Cohen, (202) 887-0909.

■ **Sept. 21**—*National Press Club* luncheon. Speaker: TV producer Norman Lear, chairman, *People for the American Way*. National Press Club, Washington.

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

Sept. 21-23—Midwestern regional convention of *National Religious Broadcasters*. Sheraton-West Port Inn, St. Louis.

■ **Sept. 21-24**—*Telocator Network of America* 35th annual convention. Speakers include William McGowan, chairman and chief executive officer, MCI Communications Corp., and Robert Galvin, chairman and chief executive officer, Motorola Inc. Chicago Marriott-Downtown, Chicago.

Sept. 22—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Southfield, Detroit.

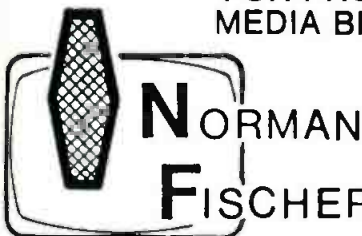
Sept. 22—*Philadelphia Cable Club* meeting. Speaker: Frank Biondi, president, Home Box Office. Adams Mark hotel, Bala Cynwyd, Pa.

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

Sept. 22-23—*Public Telecommunications Financial Management Association* regional workshop, featuring sessions on requirements for Corporation for Public Broadcasting's annual financial report and on unrelat-

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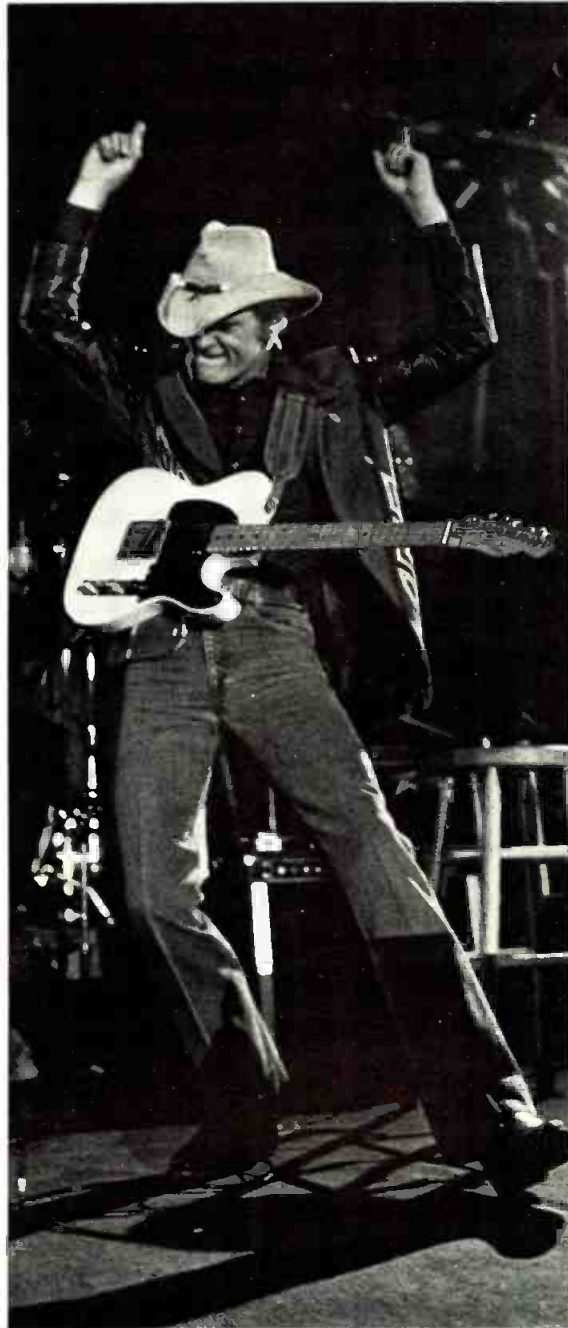
(512) 476-9457

Nothing Attracts Attention Like The Nashville Network.

Cable systems all over the country are receiving great response and community attention from Nashville Network promotions. The kind of response that generates warmth, satisfaction and involvement within their communities.

For example, Buckeye CableVision introduced The Nashville Network to Toledo, Ohio by sponsoring a free, launch-night concert, featuring country star Jerry Reed. Over 4,500 people enjoyed the concert, got a look at cable's first country channel and had the cable system to thank for a great time.

Two cable systems in Portland, Oregon, Liberty Cable Television and CableSystems Pacific, also experienced The Nashville Network's drawing power. They joined together and held an enormous country fair, "Nashville Northwest." The results? Over 8,000 people attended! Community and non-profit organizations benefitted

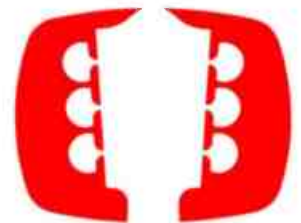


from their participation. Country fans enjoyed a day of country fun. And the cable systems walked away with good publicity, greater visibility, happier subscribers, and more responsive potential customers.

In short, they won the respect and goodwill of the community.

So, if you're looking for a way to warm your community to the idea of cable, give us a call today at (800) 243-9141. We'll be glad to show you how The Nashville Network can attract some attention in your community.

The Nashville Network is a service of Group W Satellite Communications and WSM Inc.



**THE NASHVILLE
NETWORK** SM

© Group W Satellite Communications 1983

The Cable Channel For People Who Really Love Their Coun

Errata

William Schwartz is president and chief executive officer, not chief operating officer, of Cox Communications, as reported erroneously in BROADCASTING's Aug. 22 issue.

ed business income. Galt House, Louisville, Ky. Information: Robert Simmons, (803) 799-5517.

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. 22-24—American Advertising Federation district five conference. Sheraton, Columbus, Ohio.

Sept. 22-25—Third annual National Video Festival, sponsored by Sony. American Film Institute campus, Los Angeles. Information: (213) 856-7787.

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

Sept. 23—Society of Broadcast and Communications Engineers central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y.

Sept. 23—FCC, in cooperation with American Women in Radio and Television, symposium, "Women in the Electronic Media." Ownership opportunities will be pri-

mary topic. FCC, Washington.

Sept. 23—"The Lawyer and the New Video Marketplace II," sponsored by American Bar Association Forum Committee on Communications Law. Grand Hyatt New York, New York.

Sept. 23—"State of the American Music Market," seminar sponsored by Burkhardt/Abrams/Michaels/Douglas. London Hilton, London.

Sept. 23-24—Seventh annual "South Dakota Broadcasters Day," sponsored by South Dakota State University. SDSU campus and Holiday Inn, Brookings, S.D., 57007; (605) 688-4191.

Sept. 23-25—Maine Association of Broadcasters annual convention. Speakers include James Rosenfield, executive vice president, CBS/Broadcast Group, and Eddie Fritts, president, National Association of Broadcasters. Sebasco Resort, Sebasco Estates, Me.

Sept. 23-25—North Dakota Broadcasters Association annual meeting. Ramada Inn, Minot, N.D.

Sept. 24-25—"Copyright in the 21st Century," seminar sponsored by U.S. Copyright Office, for members of House and Senate Judiciary Committees. Williamsburg, Va.

Sept. 24-27—International Institute of Communications annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba, West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual Emmy Awards, sponsored by Academy of Television Arts and Sciences, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-28—Broadcast Financial Management Association 23rd annual conference. Hyatt Orlando, Kis-

simmee, Fla.

Sept. 26-27—Practising Law Institute seminar, "Campaign '84: Advertising and Programming Obligations of the Electronic Media." Embassy Row hotel, Washington. Information: Nancy Hinman, (212) 765-5700.

Sept. 27—International Association of Satellite Users monthly meeting. Twin Bridges Marriott, Arlington, Va.

Sept. 27—Programming seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable. Gallagher's, Jack London Square, Oakland, Calif.

Sept. 27—Radio Advertising Bureau retail and co-op workshop. Drawbridge Inn, Cincinnati (Fort Mitchell, Ky).

Sept. 27-29—University of Wisconsin-Extension 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison, Wis.

Sept. 28—Orlando (Fla.) Radio Broadcasters Association seminar, "Radio: The Sound Alternative." Harley hotel, Orlando, Fla.

Sept. 28-30—Southeastern regional convention of National Religious Broadcasters. Stone Mountain Inn, Atlanta.

Sept. 29—Radio Advertising Bureau retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fla.

Sept. 29-Oct. 2—American Advertising Federation Western region conference. Vacation Village, San Diego.

Sept. 30—Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by WOSU-AM-FM-TV Columbus, Ohio, Ohio State University. Information: Institute for Education by Radio-Television, 2400 Olentangy River Road, Columbus, Ohio, 43210; Phyllis Madry, (614) 422-0185.

Open Mike

No myth, fact

EDITOR: I consider your Aug. 15 article, "The Myth of Deregulation," off the mark.

We have just received our renewal postcard, which must be filed by Oct. 1, 1983. It is, indeed, a postcard; it contains five questions, and no exhibits are necessary unless there is some irregularity.

By comparison, our 1980 application for renewal—which was, in itself, a distinct improvement over prior years—contained 24 questions, six exhibits (one of which was the composite week of programing logs and others which required much time and effort). And ours was about as simple as an application could get: nondirectional; no irregularities; no lapses from accepted practices.

That most broadcasters are continuing to operate about as they did (not quite true) does not mean deregulation has failed as much as it indicates that most of the formerly required procedures really were necessary. Logs serve several valuable purposes. Public affairs programing is a good idea. Ascertainment is something any broadcaster worth his salt does anyway.

The fact that we no longer have to prove it to some bureaucrat's satisfaction every three years makes it a good idea, both from the broadcasters' standpoint and that of the bureau.

What has changed in our operation, and I suspect in many others, is the criteria used to justify programing. Before deregulation, we were committed to a certain percentage of

each type of programing each week—whether or not that much was needed, justifiable, good or bad. Now, we justify programing on the basis of quality... not quantity. We don't worry about whether we are broadcasting 11% "news"... just whether there is that much to say. And many weeks there is more than that much.

We are spared the ordeal, in a community slightly over 10,000 people, of interviewing 60 "community leaders" (we frequently wound up interviewing each other) and preparing a complicated matrix indicating which "leader" talked about which "problem." (We all talked about all of them.)

What our department heads concluded on the eve of deregulation was that from now on we really had to operate in the public interest, or the public would turn us off. No more "Sunday morning ghetto" where we dumped all the "turn-offs." No more excuses. If we don't please the public, the public will put us out of business without batting an eye. And there will be no government agency to bail us out.—Tom Elkins, president, KNUI(AM) Kahlui, Hawaii.

Business update

EDITOR: Enjoyed your Aug. 15 piece on business reporting, otherwise known as WallStreetWeekWallStreetJournalReport-NightlyBusinessReportBiznetTodayIt's-YourBusinessBusinessWeekTakingAdvantageMoneyworksBusinessTimesInsideBusi-

nessMoneylineMoneyweek. What your article failed to mention was USA Network's Wall Street Journal Late News, which has been on the air for the past two years and is cablecast Monday through Friday at 7:57 p.m. and once more in prime time, depending on events. They are two-minute economic update/features anchored by William Bruce, veteran financial correspondent. They are produced by the Dow Jones News Service and sponsored by the WSJ and participating advertisers such as Hyatt, Thompson Medical and Sears/Dean Witter.—Barry D. Kluge, director of public relations, USA Cable Network, Glen Rock, N.J.

Different tune

EDITOR: I must take exception to Buddy Scott's jingle "Monday Memo" in the Aug. 8 edition of BROADCASTING. While some so-called "jingles" remain memorable (such as those Mr. Scott mentions), many more are advertising "garbage." Most of them are trite beyond belief, difficult to understand, irritating, ridiculous and downright insulting to the viewing and listening audience.

No, I am not a music hater. It is because I love music that I dislike most jingles. Jingles, in moderation, and when well-produced can be used to an advantage. But, overuse becomes abuse. In fact, too many jingles may be ruining the very demographic one is attempting to reach in an advertising message.

Nevertheless, I feel advertising patriarch

Microdyne Satellite Receiving Equipment is backed by the Most Responsive Service Policy in the Industry

Microdyne equipment is designed to the highest achievable standards of reliability and we are very successful in meeting these standards.

But even Microdyne products fail on occasion. So we provide our customers with this assurance.

If your Microdyne equipment fails, ship it to our service depot. Within 48 hours of our

receiving it, it will be repaired and on its way back to you. If we cannot repair it within 48 hours, we ship a new replacement unit.

If your equipment is in warranty, there is no charge for this service.

If the equipment is out of warranty, you pay only our published flat repair charge which is quoted prior to your

returning the equipment. There are no surprises, no delays.

If it becomes necessary to ship a new replacement unit, there is no additional charge.

**This is an exceptional service policy.
It's from Microdyne.
An exceptional company.**



Microdyne Corporation

P.O. Box 7213 • Ocala, FL 32672 • (904) 687-4633 • TWX: 810-858-0307

David Ogilvy has the last word about jingles in his "Confessions of an Advertising Man" when he says, "... Don't sing your selling message. Selling is serious business. How would you react if you went into a Sears store to buy a frying pan and the salesperson started singing jingles at you? ... I never sang to my prospects. The advertisers who believe in their selling power have never had to sell anything ..."

Amen!—*Ivars Bezdechi, executive producer, Boscom Media Creations, Portland, Ore.*

The phenomenon explained

EDITOR: Speculation on the reasons for the "resurgence" of top 40 radio ("Top 40 is on a roll," [BROADCASTING, Aug. 15]) might focus on the high percentage of pop music stations now on the FM dial.

When contemporary formats were dispersed over two bands (FM and AM) there were so many stations cutting up that pie that the audience of most individual stations became smaller. With a few notable AM exceptions (such as WLS, WNBC and KFRC) most major-market contemporary music programming is now centered on the FM band, which became the dial where the majority of listeners now shop for music.

Top 40 never really went away. We have a much clearer view of its audience now that they are gathering in larger numbers at specific locations. When it's done well it sounds as great as ever and becomes a formidable device for creating multidemographic audi-

ences of teen-agers, young adults and adults.—*Rick Sklar, vice president, ABC Radio, New York.*

Barter backer

EDITOR: Advertiser-supported syndication has shown phenomenal growth in the past several years and all indications are that it will continue to grow to more than double its present size within the next five years. The reason for this growth is that stations have accepted barter and cash/barter programming as both an efficient source of program acquisition and one that can actually improve the dynamics of the local television marketplace, i.e., higher rates and higher costs per point.

In an Aug. 15 "Open Mike," a station operator suggested the dollars for barter syndication come from spot television. A simple analysis of the differences between national and local television will reveal that is not the case. Advertiser-supported syndication is a national medium and positions itself against network television and cable. Most syndicated programs are in 75 to 150 markets with national coverage between 65% and 95%. Most spot campaigns are between 10 and 25 markets covering from 10% to 50% of the country. Additionally, spot is purchased in flights whereas syndication is a continuing annual or semiannual buy.

Usually, advertiser syndication is priced between 15% and 25% below the comparable network daypart. Negotiations are conducted at virtually every agency with the network buying group. Budgets that are

spent on syndication are dollars not spent on network or cable.

Generally, syndication is priced to the advertiser somewhat higher than spot TV on a C-P-M basis with the exception of affiliate prime time. National syndication falls between network and spot in its C-P-M range with advertisers.

This position has been examined in depth by a variety of station groups and TV reps. These same companies have entered the arena and have produced programs for the advertiser-supported syndicated market fully aware that they are competing with the networks and are not competing with themselves.

From a station's perspective, a cost/benefit evaluation of a barter program is complicated and involves three areas of concern: the program value of the offering itself; the effect of the barter time on a station's sales position, and the tax and accounting aspects of barter.

The true cost of barter programming is its impact on sales. The proper forecasting and management of sales inventory, along with professional sales packaging techniques, have made the acquisition of programming through advertiser syndication efficient and profitable. Those stations that have managed their program acquisitions effectively with a prudent mix of cash and barter offerings have already "set the issue to right and have taken charge of their financial operation."—*Robert L. Turner, chairman, Advertiser Syndicated Television Association, New York.*

History lesson

EDITOR: I am continually bemused to observe how broadcasting history tends to become distorted and twisted over the years. I refer to the recent flurry of letters to BROADCASTING concerning the origination of the "all-news" format. Specifically, the inference that WINS(AM) New York was the first all-news station in the world, having gone the route in 1965.

I wish to point out that the very first all-news format was designed by myself and hit the airwaves on XETRA(AM) Tijuana, Mexico (XTRA News), while under the Gordon McLendon umbrella on May 5, 1961. The first all-news station in the United States was McLendon's WNUS(AM) Chicago which followed a year later.

While Westinghouse and others have refined and distilled the all-news format far beyond those early prototype days, the fact remains that they were by no means the originator.—*Donald C. Keyes, president, WTAL(AM) Tallahassee, Fla.*

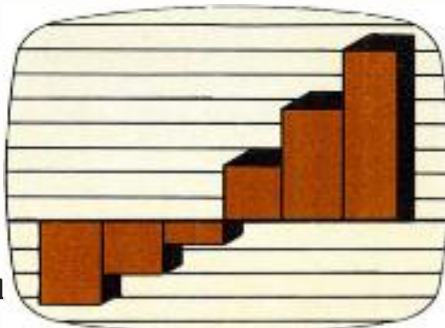
Sky "Hi"

EDITOR: Your mention of Telstar I ("In Sync," Aug. 8) could leave the impression that it was the world's first private satellite. Actually, the title goes to OSCAR I, which stood for Orbital Satellite Carrying Amateur Radio. Admittedly, OSCAR lacked the sophistication of Telstar—all it did was chirp, "Hi" in Morse code.—*Roy A. Raney, assistant director, department of public affairs, National Jewish Hospital/National Asthma Center, Denver.*

FEASIBILITY STUDIES

When you're considering an investment like the start-up of a new broadcast station, cable system or satellite-distributed service, you need the best information you can get.

At Frazier, Gross & Kadlec, we've spent more than 35 years helping radio, television and cable system investors determine the costs of new builds and project revenues, expenses and profits. Now potential investors in STV, satellite networking, cellular



radio and other new technologies can rely on our expertise to solve their investment and planning puzzles.

So if you're in need

of a specialist to identify capital requirements, start-up costs, debt amortization and return on investment, call or write:
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Frazier, Gross & Kadlec, Inc.
4801 Massachusetts Avenue, N.W.
Washington, D.C. 20016
(202) 966-2280.

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GROSS & KADLEC**

Broadcast and Cable Management Consultants

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BULLSEYE

Brazil is the latest country seeking to sell hundreds of thousands of tons of subsidized steel slabs to an American steel company for finishing into steel products.

The slabs would replace steel made in America, further reduce our steelmaking capacity and throw out of work additional thousands of steel industry suppliers, steelworkers, and service employees in steel towns.

However, a Brazilian government representative said Brazil is "... being cautious and is still waiting to see the outcome of a similar deal between United States Steel Corporation and British Steel Corporation."

In earlier statements we warned the American public that if British Steel is allowed to annually ship 3 million tons of subsidized steel to U.S. Steel's Fairless Works, there would be a flood of cheaper deals from Brazil, Korea, and other countries.

Already, Brazil is negotiating with Wheeling-Pittsburgh Steel to ship raw steel slabs to Steubenville, Ohio. The Steubenville Works has just installed brand new "state-of-the-art" equipment to make its own slabs. Workers there have taken deep cuts in pay and benefits to help their company modernize.

Still, Wheeling-Pittsburgh officials say, the Brazilian steel would be far cheaper. Steubenville's inland location, modern equipment, and substantially lower labor costs are all overcome by the Brazilian government's subsidy to its new steel industry.

What is happening in the steel industry is a dramatic example of the problem of international targeting of selected industries.



Through targeting, a government gives preferred treatment to a chosen industry—subsidizing its development in many ways until its products can be dumped on foreign markets at prices far below the true cost of production.

Because of our high consumption and lack of a national industrial policy, the United States is a sitting duck for these practices. Look at what has happened in some other industries which have been targeted:

COMPUTERIZED MACHINE TOOLS: Japan's share of this market in the United States has increased from 5% to 50% since 1976. 24,000 American jobs have been lost.

AIRBUS: Western European countries targeted the world commercial aircraft market in the early 1970's with the creation of a joint venture called Airbus Industries—which now accounts for half of the free world market for widebodied aircraft. This rapid market penetration contributed to Lockheed's decision to stop production of the L1011, with a loss of 4,000 jobs.

Private American business firms and workers cannot compete against the governments of foreign countries. Some American industries are simply disappearing. Others are falling far behind their subsidized foreign competitors.

Today we are faced with the very real threat of losing America's steel independence. If we do, much of our military power and economic base will also be lost.

Tomorrow, it could be *your* industry. It could be *your* job.

USA

Brazil Joins Britain In Attack On USA's Steel Independence



UNITED STEELWORKERS OF AMERICA

Lloyd McBride, President
Five Gateway Center
Pittsburgh, Pennsylvania 15222

Monday Memo

A radio commentary from Sondra Michaelson, Dancer Fitzgerald Sample, New York

Taking a reading on radio's health

Overall, radio is in pretty good shape. The medium is undergoing dramatic changes, however, as are most of the other media. As the baby-boom audience born in the 40's and 50's gets older and its needs change, we look to ever emerging new formats and services.

First, let's remember that there are more than 9,000 radio stations on the air in the U.S. today. Believe it or not, that number continues to increase, albeit slowly. There are still several unassigned frequencies available in the nation's smallest markets. Applicants are still finding room in big markets. The FCC has just approved applications for stations that will serve Washington and Atlanta. Even with so many stations on the air, entrepreneurs think there are still fortunes to be made in radio. Because radio is good business.

For a number of years, radio executives have claimed that national spot dollars have been standing still and that local spot revenues have been showing growth. The fact is that there has been a shift of national spot dollars to network dollars. This change has left national spot on a plateau, and has contributed to the proliferation of network radio services.

Although five years ago any agency staffer could say Contemporary, FM, Entertainment, Information, CBS, Mutual, NBC without even thinking about it, now only the most seasoned media professional would even attempt to recite from memory the names of all the radio network and syndication services in business today. An interesting fact of life in radio is that when advertisers spend more in network, very little of this increase is reflected in dollar profits at the station level. What the station does receive is programing designed to fit a particular station's format. It is only in the major markets that network compensation becomes an important economic factor.

So where is radio today? Well, it is making money, for the most part, although its sources of revenues are changing.

We've looked at the changes in the networks, and the related effects that have occurred in national spot. Suffice it to say that in most instances, local sales are increasing (even in those areas most affected by recession). Local radio is inexpensive (as compared to other media). It still generates quick results at the store level, and its flexibility allows quick copy



Sondra (Sam) Michaelson, an associate media director at Dancer Fitzgerald Sample, New York, is in charge of national and local radio buying for all DFS/New York clients. She joined DFS in 1976 as a media buyer, was promoted to media supervisor in 1978 and was named associate media director in 1981.

changes and multiple opportunities to take advantage of many special selling situations.

Today's formats reflect changes in audience taste and needs. If you were to listen to a tape of your favorite radio station of 10, five or even two years ago, you would be amazed to hear the differences from the way it sounds today. In the first place, there is a good chance that the station would have new call letters; many stations change call letters the way some people change jobs. Also, you would certainly discover different announcers, different music formats, different jingles and a different philosophy for delivering this product to the listeners.

Even the all-news stations sound different today from the way they sounded a few years back. Sure, they're still doing all-news, but now the emphasis is on different elements. CBS ran *Mystery Theater* for quite a few years, and for a long time it was fully sponsored. It was recently canceled. Stations weren't clearing for it and advertisers weren't standing in line.

The beautiful music format was a monster for quite a few years. It was the most responsible for really getting FM off the ground. Over the past two years, it has

declined precipitously. In the process of not staying attuned to its audience, the beautiful music programmers have lost ratings and the producers of this format have lost stations. Probably 40% of the stations that carried beautiful music two years ago have changed to another format. Understand that the format, per se, is just fine. What's important here is that the beautiful music today's audience wants is not the same as the beautiful music of two years ago.

The format called "urban contemporary" was unheard of a few years ago. Yet today, there is not a major market in the country that doesn't have a station with this format.

But what we're seeing is the continuation of a trend. Stations can no longer afford the luxury of being all things to all people. More and more, we are in the age of media and format specialization. The radio networks understand this, and are programing themselves accordingly. The successful local radio stations are doing the same.

How far can this trend go? Who knows? But a station recently put on a format that is 100% comedy.

Nobody knows where the world of cable television is headed, but alert radio stations are recognizing the fact that if someone is watching television, he or she cannot be listening to the radio. Thus, some stations are putting cameras in their newsrooms and supplying their regular newscasts to cable systems. Others are putting their morning shows on the cable, figuring that if you can't beat 'em, you'd better join 'em. A similar approach has been taken by many of the country's classical stations that regularly simulcast with the local public TV stations, bringing quality stereo sound to productions such as *Live From Lincoln Center*.

A word about satellite and radio. Most listeners tune to radio to get programing that suits their needs. If programing is fed to a station by satellite, and that programing satisfies the listener's requirements, that's fine. But there is no romance in satellite programing in itself. The delivery system is merely one more tool in the station's attempt to attract the proper audience. A satellite by itself is useless. It is the programing that wins or loses the listeners.

Radio is dynamic, flexible and an important part of everyone's life. Nearly 94% of this country's population listens to the radio each week. No other medium can make that claim. Our job is to determine how best to use it. ■

A CHICAGO HIGH!

"Carol Burnett & Friends" is the highest
rated program in its time period, 6:30-7 p.m., Mon.-Fri.
in Chicago where it airs on WGN.*



* Source: ARBITRON WEEK ENDING JULY 23, 1983

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Companies in the communications industry find us easy to talk to. Because at Ohio based Society Bank, we've been providing communication-related companies with financial guidance and support for more than 40 years.

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When radio and television station owners need funds for acquisitions, construction, or equipment purchases, they turn to Society Bank. For more than four decades, Society has provided capital and loans for stations from coast-to-coast.

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systems are growing faster than ever. And Society is helping these companies keep pace with that growth.

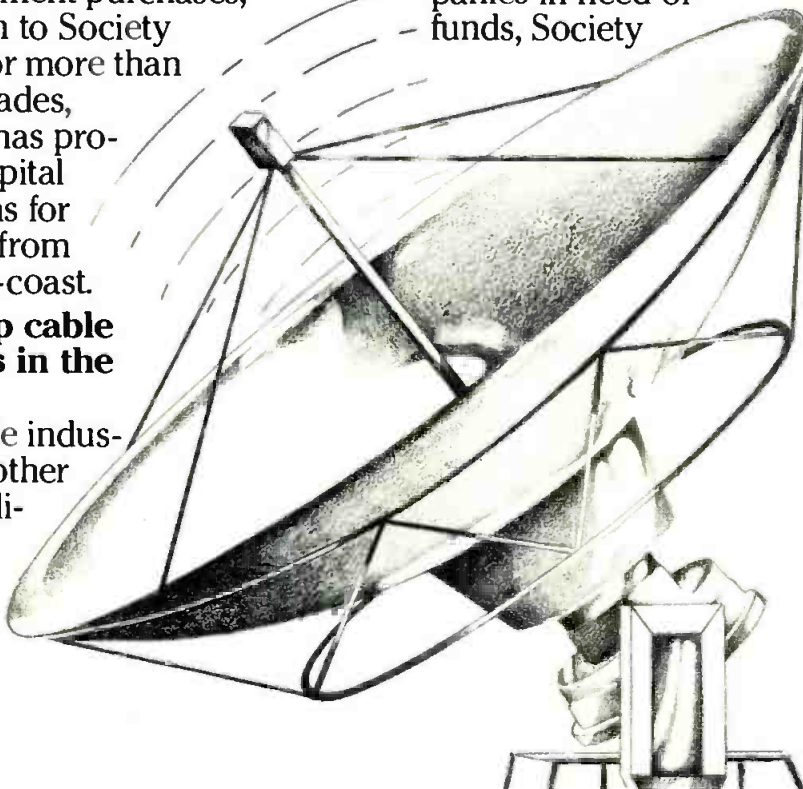
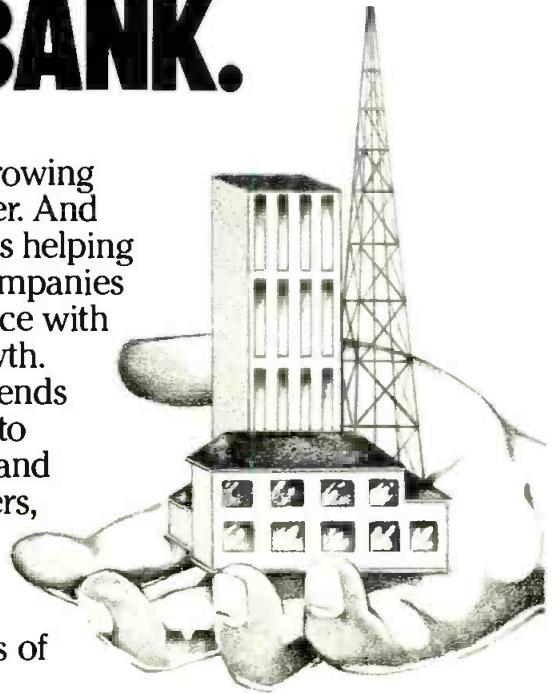
From headends and wiring to computers and transponders, Society is helping to build the companies of the future.

We're investing in your industry's future.

For communications companies in need of funds, Society

can make equity contributions or investments. And financing can be arranged to meet your company's cash flow and capital needs.

At Society Bank, we're doing everything we can to provide your industry with the financial products and services it needs. So if you're looking for a bank that can customize a financial plan for your business, talk to us. No matter how you communicate, we speak your language. For more information or an appointment, call Kevan Fight in Cleveland at (216) 622-8613 or Jolen DiMauro at (216) 622-8665.



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TOP OF THE WEEK

Marriage made for the heavens?

Comsat's Satellite Television Corp., which has been looking for partners to help shoulder the enormous operational and financial burden of its direct broadcast satellite plans, may have found two: CBS and General Cinema Corp.

According to industry sources, Comsat has talked to scores of potential partners, but now seems to be zeroing in on CBS, General Cinema and one other company. Each of the four partners would hold a 25% interest in STC, the sources said.

STC spokeswoman Judith Shannon said STC has "talked with a lot of companies at this point" but would neither confirm nor deny that agreements with CBS and General Cinema were in the works.

A CBS executive, while confirming that discussions are current with a number of potential DBS joint venturers and satellite manufacturers, cautioned against making too much of any discussions with Comsat at this point. "Don't turn 'talks' into 'negotiations,'" he said. Responding specifically to the report of an imminent CBS-Comsat-et al deal, he said: "That is not accurate. This is not at the business venture stage at all." A spokesman for General Cinema refused to comment.

A possible fourth partner is Western Union Corp. A Western Union official confirmed partnership discussions with Comsat and STC, but said no agreements were imminent. "We have no basic objections to partnership with STC," he said, "and if the other partners were the right players, we could be willing partners."

General Cinema, a \$900 million-a-year company with interests in bottling, theaters and broadcasting, can bring a lot of money to the DBS venture, which may require more than \$1 billion over the next few years.

Barry Kaplan, an analyst at A.G. Becker, said General Cinema's disposable holdings of R. J. Reynolds stock are worth \$150 million dollars at current market prices. Counting a \$40 million after-tax gain from the sale/exchange of WCIX-TV Miami, and the anticipated sale of WFM(FM) Philadelphia, for \$6 million, he said, "the company probably would have about \$200 million to invest. With borrowing they could make a half-billion dollar acquisition without any problem."

CBS's interest in DBS is not sudden. It proposed an ambitious three-channel DBS system that would beam high-definition television signals to homes, cable systems and theaters. The FCC granted CBS permission to begin

construction of its system last fall, but so far the network has shown no signs of doing so.

According to sources at CBS, the network had partnership discussions with United Satellite Communications Inc., an STC competitor backed by General Instrument and Prudential Insurance of America. But the talks never got serious.

CBS apparently wasn't the first of the big three broadcast networks to make a pass at STC and Comsat. ABC was interested, but, according to sources, was too demanding for STC's taste. Those talks ended almost before they got started.

Perhaps because word of CBS's involvement in STC could cause a potential outcry from its broadcast affiliates, who have been apprehensive about DBS since it was first proposed by Comsat in August 1979, CBS has kept a tight lid on the negotiations, even within the corporate hierarchy. Executives contacted last week who should know what's going on claimed they didn't know.

Beginning in late 1984, STC plans to offer a five-channel service to subscribers in an area bounded by Pittsburgh in the West; Norfolk, Va., in the South, and Burlington, Vt., in the North. The service area comprises 20 million television homes—about one-fourth of all television homes as well as one-fourth of all uncabled homes in the country.

The service STC offers over SBS IV will permit STC to gain some operational experience and crack the DBS market prior to the launch of its own two high-power DBS satellites in 1986. Once they are in orbit, STC will be able to increase the number of channels to six and extend its coverage area to the entire eastern half of the country.

The partnership discussions have not disrupted other activities of STC. Final bids to supply the two-foot and two-and-a-half-foot earth stations to STC were submitted last Friday by several manufacturers in response to an RFP that went out in July. STC hopes to evaluate the bids and name a "preferred supplier" within a month. Meanwhile, STC has leased the entire 12th floor of a building at 1212 Avenue of the Americas in New York for its programming department, which is headed by Richard Galkin, senior vice president, programming.

All DBS grantees have until Dec. 1 to put their concrete plans before the FCC—a circumstance that has caused "high jockeying" among all the parties, one participant noted last week. The Comsat-CBS-General Cinema maneuvering is but a part of that overall activity.

National and regional spot and network dollars up in '83

TVB figures show 11% rise in spending for first six months

Television advertisers boosted their national and regional spot TV spending in the first half of 1983 by 11% and their TV network spending by 10.5% over the comparable period of 1982, the Television Bureau of Advertising is reporting today (Aug. 29).

Estimates compiled for TVB by Broadcast Advertisers Reports put the January-through-June spot total at \$1,678,574,000 and the network total at \$3,323,066,800.

TVB cited large 1983 increases in TV ex-

penditures in several advertiser categories. Office equipment and supplies (computers, copiers, stationery) increased network spending by 87% and spot expenditures by 75%; home electronics equipment was up 60% in network, 29% in spot; consumer services (financial services, communications and public utilities) posted gains of 31% in spot, 17% in network.

Procter & Gamble remained the biggest user of both network and spot, increasing to \$267,984,100 its combined outlays by 2.6%. P&G's spot spending rose 64% to \$102,185,400 while its network outlays de-

clined 17% to \$165,798,700.

Ford Motor Co. ranked second on the network list with a 50% increase that took its network spending to \$93,881,300, while third place General Foods outlays declined 20% to \$90,240,900.

Among spot TV spenders, General Mills increased its outlays 25% to \$37,897,400, ranking second, while Pepsico ranked third with \$36,135,300, up 42%.

Top network revenue for the six months went to ABC-TV with an estimated \$1,192,034,400, or 35.9% of the three-network total. CBS-TV was second with

1983 Comeback year for radio

\$1,111,304,800, or 33.4%, and NBC-TV was third with \$1,019,727,600, or 30.7%. CBS had edged ABC in revenues in the first quarter but lost that edge, and then some, in the second.

Nighttime was the biggest revenue-producing daypart for the networks, accounting for \$1,744,025,900, up 9.3%, but the biggest percentage gains were in weekend early fringe (\$133,138,100, up 29.6%) and weekend daytime (\$394,401,900, up 22.7%).

In spot, early evening accounted for \$604,410,700, or 36% of the revenues, followed by nighttime at \$400,820,800 (23.9%), daytime at \$339,095,500 (20.2%) and late night at \$334,247,600 (19.9%). TVB said daypart comparisons with 1982 were unavailable because BAR redefined the dayparts effective Jan. 1, 1983.

Top 25 Network TV Advertisers

January-June 1983

1. Procter & Gamble	\$165,798,700	-17
2. Ford	93,881,300	+50
3. General Foods	90,240,900	-20
4. American Home Products	88,632,300	+11
5. General Motors	78,415,300	+8
6. Johnson & Johnson	73,778,200	+17
7. Bristol Myers	61,403,200	+18
8. Sears, Roebuck	59,910,500	+25
9. AT&T	57,982,700	+37
10. Lever Brothers	56,994,000	+6
11. Philip Morris	54,966,200	+51
12. Nabisco Brands	52,315,700	+38
13. Sterling Drug	51,905,800	+52
14. Anheuser-Busch	49,598,000	+12
15. Coca-Cola	47,605,200	-7
16. Dart & Craft	47,072,100	+53
17. General Mills	46,054,900	+24
18. Ralston Purina	45,794,100	+10
19. Pepsico	45,221,700	-17
20. Gillette	43,605,800	-4
21. Warner Communications	43,265,400	+47
22. McDonalds	39,187,000	+24
23. R.J. Reynolds	38,780,800	+78
24. Chrysler	37,128,600	+8
25. Warner Lambert	36,822,500	-3

Top 25 National and Regional Spot TV Advertisers

January-June 1983

1. Procter & Gamble	\$102,185,400	+64
2. General Mills	37,897,400	+25
3. Pepsico	36,135,300	+42
4. General Foods	34,428,900	+8
5. Coca-Cola	30,488,800	+35
6. Lever Brothers	24,106,100	+17
7. Dart & Kraft	23,846,300	-21
8. Mars	22,681,800	-6
9. Anheuser-Busch	22,106,300	+12
10. Nissan Motors	22,091,200	+26
11. Philip Morris	21,950,000	+44
12. Toyota Motors	20,973,600	-2
13. Ford	19,230,100	+77
14. Nestle	17,090,600	+31
15. ITT	15,733,400	-15
16. Warner Lambert	14,847,600	+6
17. American Home Products	14,682,200	-23
18. Sterling Drug	14,518,300	+89
19. Time Inc.	13,927,800	-11
20. Colgate Palmolive	13,905,800	+32
21. Kellogg	13,383,400	-12
22. MCI Communications	13,335,600	+40
23. Texas Instruments	12,722,000	+44
24. General Motors	12,687,300	+10
25. AT&T	11,583,700	-54

After a downbeat 1982, the industry is showing signs of increasing vigor with spot and network sales up, a flurry of format activity and network adoption of satellites

What a difference a year makes.

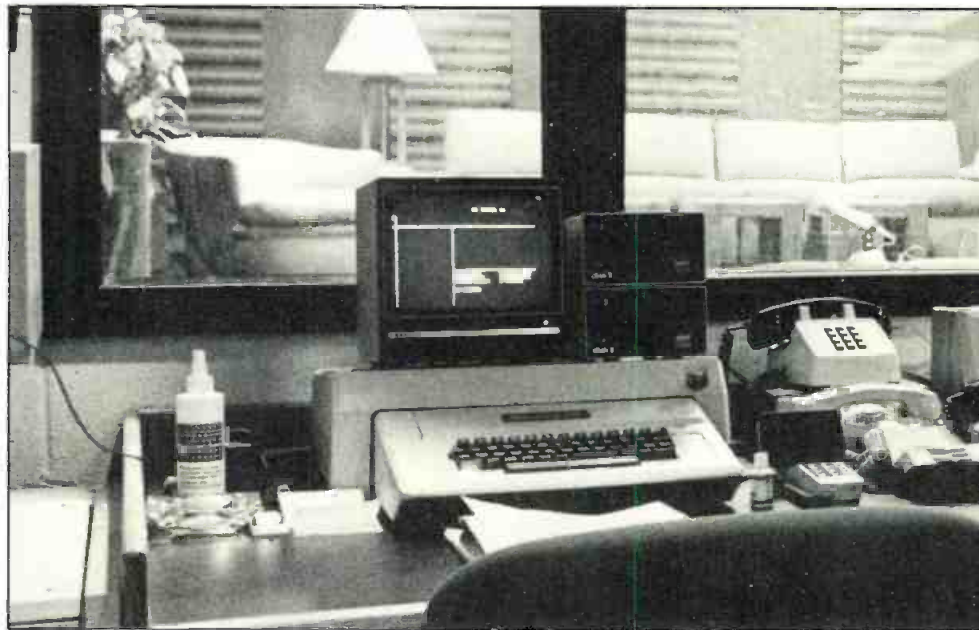
A year ago today the business outlook for the radio industry was extremely bleak. But as this issue's special report on the medium indicates (stories begin on page 47), the medium is now showing signs of renewed health: national spot sales up a whopping 40.8% for the month of July and more new advertisers investing in network radio, which posted a 24% gain for the first six months of 1983.

What's the reason? Besides a general upswing in the economy, there appears to be

renewed advertiser interest in specially targeted syndicated programming, while, at the same time, station managers are requesting more of this programming to reduce the high cost of running an operation.

Radio's competitive marketplace is heating up with stations switching formats more frequently in attempts to get a bigger piece of the advertising pie. And network affiliated stations are now able to receive better quality programming via satellite delivery.

"Solid growth" are words often heard these days to describe network advertising, partially due to the fact that national spot activity outside of the top 25 markets has slackened off with the increasing popularity of networks. "In 1983, network radio has stabilized and will be a very healthy business for the foreseeable future," noted Michael



Wirth upset with NAB's Fritts over

Telcomsubcom sets new deadline of Sept. 6 for station programming information; chairman claims NAB Mailgram to members hindered replies

The House Telecommunications Subcommittee last week extended deadlines in hopes of attracting more replies to the programming questionnaires it sent to 947 television and 1,200 radio stations. The returns, 218 from radio and 282 from television, were described as "pathetic" by the subcommittee chairman, Tim Wirth (D-Colo.). The new deadline for both radio and TV is Sept. 6.

It was in a letter last week to National Association of Broadcasters President Edward Fritts that Wirth called the returns "pathetic." Wirth said it was "without precedent for the vast majority of an industry to ignore an official congressional request for data." He said the normal response rate from such congressional industry surveys is 80%.

"I am particularly bewildered at the level of response," said Wirth, "given that the request is central to the overall effort to craft a consensus broadcast deregulation bill."

The chairman said that the data to be derived from the limited number of surveys "will not be sufficient to accurately ascertain the information we are seeking." And Wirth emphasized the need for more information in a follow-up letter sent to broadcasters last week: "In order for the Congress to fashion broadcast reform legislation, it is imperative that we have all the facts before us as to the levels of public interest programming that is being provided today. As a public trustee, licensed by the federal government for the exclusive use of a portion of the electromagnetic spectrum, you have a responsibility to return this congressional request for data."

Wirth claimed in the letter to Fritts that an NAB Mailgram had discouraged broadcasters' participation. The NAB opposed the

Eskridge, NBC Radio president. ABC Radio is already past its 1983 sales target for its long-form programming, produced by ABC/Watermark and DIR Broadcasting, added Edward McLaughlin, president of ABC Radio Networks, who also mentioned the high "acceptability" of specialized programming among advertisers."

In addition to an onslaught of more national programming from both independent producers/syndicators and networks, a "tremendous" resurgence in music programming is occurring in 1983, according to Thomas Burchill, RKO Radio Networks president. Most notable is the return of top 40 radio, an increasing favorite of FM programmers, under the name contemporary hit radio.

Roger Vanderheyden, vice president/programming for the CBS FM Group and RadioRadio, links this new interest in top 40 to the lifestyle of the American people, and the fact that the economy continues to improve.

"The format has always been associated with 'good times,'" he said.

As for the survival of AM radio, innovative programming is the key phrase. This year AM radio has seen the introduction of new formats ranging from all-Beatles to all-comedy. Another is in the works from Norman Wain, president of Cleveland-based Metroplex Communications, who is discussing with several syndicators the idea of a game format (bingo, quizzes, etc.) which could be incorporated into a talk/informational type format or stand alone.

A major event in radio's history is occurring this year—the switch by ABC, CBS and NBC from land lines to digital satellite delivery. "This will have the greatest impact on our industry," said ABC's McLaughlin, whose networks will be able to feed programming simultaneously over 20 channels. An added feature, McLaughlin noted, is that one channel will be used solely for program

information for affiliates.

Plans call for ABC, CBS and NBC to drop all land line feeds by the end of the year, with RKO switching its affiliates to RCA's Satcom digital satellite from the Westar analog satellite system on Oct. 1. Mutual Broadcasting has been delivering programming to affiliates via Westar IV since 1980.

Another bright spot for local stations is the FCC's deregulation in April of FM subcarriers. Many group operators and at least two of the major networks have turned this new opportunity into a moneymaker by leasing the channels to other companies for data transmission.

But Harte-Hanks Radio President Gary Edens said that the revenues generated by subcarrier use won't make up a major portion of station revenues for several years. "Station operators should not lose sight that radio's main mission is to serve the needs of the community," he said. □



extent of (non) response to House questionnaires

data collection and advised members that participation in the survey was strictly voluntary (BROADCASTING, July 18). "What is very clear, however, is that without the directive of the NAB Mailgram, this subcommittee would have a far greater number of survey responses in hand," Wirth said.

His letter also stressed the importance of developing a consensus bill that would abolish the comparative renewal process and quantify programming standards. "It remains my hope that the subcommittee can report the consensus bill, which my colleagues and I have committed to developing by Oct. 15 of this year. However, that will require a good faith, collegial effort on the part of all, which this industry failure to respond to a request for information does not evidence. I look forward to working with you on a more constructive basis in the future."

The NAB, according to a letter from Fritts, does not intend to comment on the

follow-up process. Fritts noted that the association does not expect a high reply rate. "Based upon our experience, your response rates and the necessity for a follow-up mailing are not unusual in mail surveys," Fritts wrote to Wirth. "For example, earlier this year we conducted an extensive mail survey of our radio and television members. The questionnaire was carefully constructed so that managers would find it very easy to provide the requested data. The response rate for our survey was 26% across radio and TV members so we are not surprised by the response to your survey."

Fritts added that Wirth's low response rates "may also be attributable to broadcasters' reservations about the potential of government-imposed program quantification."

Two weeks ago CBS advised Wirth that its owned and operated stations would not supply the information because of their opposition to the imposition of government stan-

dards for radio and television programming (BROADCASTING, Aug. 22.).

Both ABC's and NBC's owned and operated TV and radio stations, however, completed and returned questionnaires. But the response rate generally from large-market television stations and group operators was characterized by the subcommittee staff last week as "disappointingly low." More small-market radio stations replied than expected, however, and the questionnaires were "surprisingly complete," an aide said. "We were told by the NAB and National Radio Broadcasters Association that radio broadcasters would go bananas over the survey."

Surveys continue to trickle in but overall the count remains much lower than Congress hoped for. Some of the larger group operators that were said to have cooperated were Post-Newsweek, Harte-Hanks, RKO, Outlet, Corinthian and Capital Cities.

Some broadcasters reported they were un-

able to answer all the questions in the survey. They indicated difficulty in complying with the survey's request for data on programing designed to address the needs and interests of minority groups, children and the elderly. One broadcaster explained, "we just don't keep that kind of information."

Industry reaction to the survey is mixed. David Henderson, president of Outlet Broadcasting and chairman and president of the Television Operators Caucus, said his group supplied the data. Henderson was amazed, he said, that the reply rate was so low. "I see no merit in frustrating the sub-

committee when in the final analysis it has subpoena power. If we want to play in the game then we have to be heard from," he said.

One executive from a large station group, which has not decided what it's going to do with the survey, was not so willing to cooperate. He called the survey a "political ploy," and claimed "Wirth is going to complain about the broadcasters no matter what we do."

Another group executive felt the data request was asking broadcasters to "weave their own hangman's noose." □

CBS claims vindication in Westmoreland libel case

It says 1967 memo supports documentary's contention that general withheld troop strength estimates during Vietnam war

An attorney for CBS claimed last week that he had found a "smoking gun" that would destroy General William Westmoreland's \$120-million libel suit over the CBS documentary, *The Uncounted Enemy: A Vietnam Deception*. The claim was disputed by Westmoreland's lawyer and the source of the "smoking gun."

The suit against CBS charges that the documentary libeled the former U.S. commander in Vietnam by claiming he was part of a conspiracy to underestimate enemy troop strength for political reasons (BROADCASTING, Sept. 20, 1982, et seq.).

The "smoking gun" claimed by CBS counsel was a formerly classified 1967 memo delivered by the government 10 days ago along with other documents subpoenaed by CBS. The memo was a report from George Carver, then a Vietnam specialist with the Central Intelligence Agency, to Richard Helms, then the CIA director.

Carver, who had gone to Vietnam to attempt to bring Westmoreland staff estimates of enemy strength more closely into line with the CIA's own higher estimates, said in his Sept. 10, 1967, report from there that a "variety of circumstantial indicators... all point to [the] inescapable conclusion that General Westmoreland has given instruction tantamount to direct order that [estimates of] Vietcong strength total will not exceed 300,000 ceiling."

The "rationale," Carver's report continued, "seems to be that any higher figure would not be sufficiently optimistic and would generate an unacceptable level of criticism from the press."

That, said David Boies of the New York law firm of Cravath, Swaine & Moore, representing CBS, was clearly a "smoking gun" vindicating the CBS News documentary and invalidating Westmoreland's suit.

Westmoreland's attorney disagreed—as did Carver.

The former CIA official, now a senior fellow at the Georgetown University Center for Strategic and International Studies, denied

that his memo was an indictment of Westmoreland. The memo, he said, was one of several he sent to Helms on this subject and had been "jerked out of context" by Boies.

Dan M. Burt of the Capital Legal Foundation, counsel for Westmoreland, also derided the "smoking gun" theory. He claimed that subsequent Carver memos indicated the CIA and Westmoreland were in substantial agreement.

In one of these, also obtained and made public by Boies, Carver reported on Sept. 13, 1967—three days after the first memo—that he had met with Westmoreland and indicated they had settled their differences.

In this memo, Carver said: "Circle now squared. We now have agreed set of figures Westmoreland endorses. Mission seems on verge of successful conclusion, though final T's to be crossed tomorrow... Westmoreland most cordial and receptive. Said he agreed with most of my observations and could see the clear logic behind both sets of figures, which were really not that far apart."

Just how far apart they were at that time is not immediately clear from documents available last week. In May, four months earlier, a CIA document says the military estimate was 292,000 while CIA people thought the figure "may actually be in the half-million range."

In his Sept. 13 memo indicating that he and Westmoreland had come to terms, Carver said the enemy-strength figures they agreed to were 224,000 to 249,000 for military forces plus 75,000 to 85,000 for "political" cadre. That would be 299,000 to 334,000 for both classes—much lower than the "half-million range" the CIA had talked about in May, and in the 300,000 range the military wanted.

Boies, the CBS attorney, suggested that Carver had been instructed not to hold out for the higher figures the CIA thought more accurate. He said Richard Kovar, a CIA senior intelligence officer, had given an affidavit saying that CIA Director Helms, in response to Carver's Sept. 10 report from Vietnam, decided to "drop the CIA's opposition to [the Westmoreland staff's] position on enemy strength figures."

Boies also cited another CIA document, dated Oct. 11, 1967, as evidence that the

CIA still regarded the Army staff estimates as "fictions" a month after the exchange in which Carver indicated he had reached agreement with Westmoreland.

The October memo, sent to Carver by Paul V. Walsh, then head of CIA's Office of Economic Research, dealt with a proposed press briefing in which the new figures were to be announced and explained. It spoke of "this briefing and similar fictions that [Westmoreland's staff] proposes to present in the near future," and said that "the tone of the briefing is unwarranted" and "implies a coincidence of views between [Westmoreland's staff] and CIA that simply does not exist."

Of the statement proposed for release at the briefing, the CIA official told Carver that "I must rank it as one of the greatest snow jobs since Potemkin constructed his village," and that the CIA should not be a partner in it (BROADCASTING, May 2).

The documents began to come to light last week. Boies said his firm had served a subpoena on the CIA last Dec. 1, seeking information on, among other things, how it arrived at estimates on Vietcong strength. He said the documents were delivered Friday, Aug. 19, and that on Monday he began getting calls from newsmen asking to see them. He made them available, he said, "because it's our feeling, also reflecting the feeling of the client, that if the press asks questions, we should respond."

Carver has been a strong Westmoreland supporter in the current dispute. He spoke up for him at a news conference that Westmoreland held three days after the *Vietnam Deception* broadcast in January 1982. He said that the CIA and Westmoreland had disagreed on how to interpret troop estimates but there had been "no suppression of evidence."

Trial of the suit has been set to start March 1 in U.S. Southern District Court in New York. □

CPD may take Madison Avenue approach to Sixth Avenue issue

It's rumored group is planning ad campaign to rally support against elimination of financial interest/syndication rules

The Committee for Prudent Deregulation is pondering a variety of options for informing Congress and the public of what the committee contends would be harmful effects of the FCC's "tentative" decision to repeal the network financial interest rule and to permit the networks part way back into the syndication business. "The more Congress and others affected are informed of the impact of turning the marketplace over to the networks, the more the proposal will be opposed," said Jack Valenti, president of the Motion Picture Association of America and one of the CPD members reviewing the public relations options offered by the commit-

Washington rally for the women's network

There's a new item on the FCC's agenda for Sept. 23, 1983: to discover what can be done to encourage/assist women in becoming owners and entrepreneurs in the telecommunications marketplace. The forum: a conference on that subject sponsored jointly by the commission and American Women in Radio and Television. The motivating force behind it: Commissioner Mimi Weyforth Dawson, to whom the word "networking" means much more than just ABC, CBS or NBC, and who is out to attract a small army of women to Washington for a multimedia consciousness-raising.

Dawson's goal is clear cut: "to make sure that women end up with a good slice of the economic pie in the telecommunications business." Once they have the economic power, she believes, the "policy" (read political) power will follow. To that end, she and the other conference planners hope to assemble some 200 women from the worlds of communications and finance (a) to enhance development of the women's telecommunications network that exists today and (b) to share experiences and techniques dealing specifically with the question of media ownership. The tentative panel lineup:

Government's role: moderator Dawson; former commissioners Anne Jones and Margita White; Lauren Belvin, FCC deputy general counsel, and Sue Stuebing of the National Telecommunications and Information Administration.

Hardware opportunities (ownership of media properties): moderator Mary Jo Manning of Wilkes, Artis, Hedrick and Lane; Kay

Koplovitz, president, USA Network; Helen Dudman, president, Dudman Communications (WDEA-AM-FM Ellsworth, Me.); Arlene Harris, vice president and operations manager, Cellular Business Systems Inc., and Rose Smith, president, The Satellite Group.

Software opportunities (programming): moderator Jane Paley, director of community relations, ABC Television; Jane Deknatel, vice president, Premier Films (HBO); Barbara Corday, producer-writer, *Cagney and Lacey*; Mary Ann Moloney, vice president for motion pictures and television, MTM Enterprises, and Diane Asselin, president, Asselin Productions.

Financing: moderator Karna Small (tentative), White House staff; Jane Martin, Allstate Insurance; Alice Frentz, vice president, Shawmut Bank; Joseph Sitrick, Blackburn & Co., and J. Patrick Michaels, cable broker.

Conference keynoter will be Senator Nancy Kassebaum (R-Kan.), who also is a broadcast station owner. FCC Chairman Mark S. Fowler will deliver welcoming remarks. It is anticipated that the event will open informally the previous evening, Sept. 22, with a reception at an as yet unselected Washington site. Commissioner Dawson notes meaningfully that that is "Women's Entrepreneurship Day."

Registrations for the "Women in the Telecommunications Marketplace" conference may be arranged through Phyllis Tritsch, executive director of AWRT, in Washington at (202) 296-0009. The fee is \$75.

tee's PR firm, Burson-Marsteller.

One of the options is said to envisage the creation of television announcements, possibly under the supervision of producer Norman Lear, that would air on independent television. However, Valenti stressed that no decisions had been made. CPD members discussed the options on Aug. 18 at the Beverly Hills hotel in a meeting with the Caucus for Producers, Writers and Directors, a separate industry lobbying group. According to a statement issued last Monday by the caucus, the meeting was held "to discuss and determine strategy in dealing with the FCC, Congress and the U.S. Justice Department now that the FCC has announced its initial decision with respect to the financial interest and syndication rules (BROADCASTING, Aug. 1). Additional caucus participation may result in the sending of a 10-person team to Washington early in September."

On Aug. 4 the FCC tentatively voted to phase out the controversial rules by 1990. The deadline for comments to the commission on the proposal is Sept. 20. In the meantime, bills that would prevent a change in the regulations before 1988 have been introduced in both the House and Senate. It's expected that a public-oriented campaign would be aimed at soliciting voter support for those legislative proposals.

Russell Goldsmith, chief executive officer of Lorimar Productions, told BROADCASTING the consensus was "to make stronger efforts, first, to alert people in this industry what a devastating blow the FCC proposal is and to try and get people connected with the entertainment industry to communicate with people in the government. I think secondarily—just because we don't have the unlimited resources of the networks—we will attempt to communicate this to the public as best we can in a variety

of ways and hopefully they will pick it up."

Among those attending the Aug. 18 closed session were producers Norman Lear, Danny Arnold, Herman Rush, David Levy, Charles Fries and Leonard Stern plus Valenti. They and about 50 other executives were briefed by Mickey Gardner, Washington counsel for the committee. □

FCC pulls plug on Harris AM stereo

Commission says AM stereo exciter sold is not the same as one it accorded type acceptance; orders it off the air; some broadcasters switch to competing systems

Charging that Harris Corp. changed its AM stereo system after it was type accepted a year ago, the FCC, on Aug. 17, ordered Harris to withdraw the system from the market and to tell 65 stations to stop broadcasting with it by this Thursday (Sept. 1).

In taking the action, which was made public last Wednesday, the FCC may have handed Harris a severe setback in its battle to make its system the de facto national standard. Since the FCC authorized AM stereo broadcasting without setting a standard in 1982, Harris and three other companies—Kahn Communications, Motorola and Magnavox—have been engaged in a "marketplace" struggle to win the favor of broadcasters, receiver manufacturers and ultimately the public.

Harris was quick to respond to the FCC's order. It sent out a Mailgram last Tuesday and the affected broadcasters immediately began pulling the plugs on their Harris STX-1 ex-

citers, the devices that generate the stereo signal, and reverting to monophonic broadcasting.

In an Aug. 17 letter to Harris's Washington attorney, the FCC deputy chief scientist for policy, Marjorie S. Reed, said the stereo exciters in use were different from those that were type accepted by the FCC in August 1982. (All electronic equipment that emits radio waves must be type accepted or, more simply, approved by the FCC laboratories.) "Thus, use of these exciters should cease pending modification of the equipment in such a manner that the units conform to a version which is type accepted by this commission," she wrote.

According to Bob Ungar, policy and legal adviser to the chief scientist for the FCC, the alleged exciter switch is not Harris's only problem. The FCC staff has also found, he said, the exciter in use exceeds—at least theoretically—the FCC's limits on monophonic harmonic distortion. The limit is 5%, he said, but the analysis shows it could exceed 20%.

By most estimations, Harris was winning the marketplace fight at the time it ran afoul of the FCC. It has more stations than any of the other AM stereo proponents. Leonard Kahn, president of Kahn Communications, claims to have around 30 stations on the air. As of last week, Motorola said it had 16 stations on the air with eight more soon to be on the air. And Magnavox reports a handful of stations are broadcasting with its system.

Motorola declined to comment on its competitor's misfortune, but Leonard Kahn, said it seriously harmed Harris's chances. "I think they are nil now," he said, confidently predicting that he would pick up most of the former Harris stations. "We are getting orders from their stations."

In a sense, Harris created its own prob-

lems. According to Harris spokesman Peter Carney, Harris sent a letter to the FCC on Aug. 9 seeking clarification of its type acceptance for potential customers, which had raised some questions about it. (The FCC said at least one of the customers was Group W.) The inquiry prompted the FCC review of the type acceptance that led to the FCC order.

Although Harris has complied with the order, it refutes the charge that it switched systems on the commission. The FCC claimed that the system that was type accepted was a variable angle quadrature system, but that the one that hit the markets was a fixed angle quadrature system. If the FCC had read the fine print in its type acceptance, Carney said, it would have found that the Harris system is designed to operate in a variable angle mode when a test tone is fed into it and to switch automatically to a fixed angle mode when the programming is input. Carney admitted that when the system is in its fixed angle mode "we get the distortion." But the distortion is perceived, he said, as "a fuller, sharper sound and has not proved objectionable." In fact, he said, some Harris stereo broadcasters have said the system improved the sound of their mono signal.

According to Eugene Jaeger, general manager, broadcast transmission division, Harris has reapplied for type acceptance on "a system that is basically the same as the unit that is at the stations." Despite the FCC's claims to the contrary, he said, the system is "in compliance" with the commission's guidelines on monophonic distortion. Ungar confirmed that Harris had reapplied to the FCC for type acceptance, but said that it would be at least 30 days before the FCC laboratories took a look at the application. It would not be given any priority, he said. "Everything goes in order."

The action could probably not come at a worse time for Harris or the fledgling AM stereo medium. This month Sony began shipping its SRF-A100 AM stereo-FM stereo portable radios that are capable of receiving all four AM systems (BROADCASTING, Aug. 1.). Many AM stereo broadcasters felt the radios would help get AM stereo off the ground and many had planned promotions using them.

Neither Carney nor Jaeger felt the FCC's action would harm them in their marketplace fight. Said Carney: "We are the leaders in marketing these and we don't expect the action to make inroads into our marketing success."

Judging from the reaction of just a few

Harris customers, Carney and Jaeger may be making too little of the situation. Thomas Cassetty, general manager, WSM-AM-FM Nashville, said he was not only dropping Harris, but that he had already ordered a new exciter from Motorola. The station and several retailers in the city had purchased Sony multisystem receivers and are all geared up for a stereo promotion over the Labor Day holiday, he said. WSM intends to go ahead with the promotion, he said, but now it will be with the Motorola, not the Harris system.

And Harris seems to be on the verge of losing another customer in Little Rock, Ark. Pat Walsh, general manager, KLRA(AM) there, said, "Harris is either going to deliver a type accepted exciter or pay me \$15,000 [to cover the cost of the exciter and its installation] and maybe damages for selling me something that wasn't approved." He said he was all set to start a promotion of his own using the Sony radio and has 66 buses rolling through central Arkansas boasting of the station's stereo capability. "And those clowns who took my money haven't even bothered to call me up and tell me what's going on." □

Lobbying effort underway in Senate to undo Comsat

Satellite equipment makers want Congress to break up carrier, calling it a barrier to competition

Nine companies involved in the manufacture of satellite equipment are mounting a major effort to persuade Congress to break up the Communications Satellite Corp., the U.S. representative to the International Telecommunications Satellite Organization and the International Maritime Satellite Organization. Unless Comsat is limited to those noncompetitive functions, they say, "full and fair competition" in their industry cannot be achieved.

The movement is being led by M/A-COM. In June it wrote to the Senate Commerce Committee, asking it to amend the International Telecommunications Act (S.999) it is considering to provide for such a breakup of Comsat. Since then, as it noted Friday (Aug. 26) in a letter to Committee Chairman Bob Packwood (R-Ore.), eight other companies have joined it in calling for the division of Comsat into its

competitive and noncompetitive functions.

M/A Com and the eight—Avantek Inc., California Microwave Inc., Comtech Telecommunications Corp., Magnavox Government & Industrial Electronics Co., Navidyne Corp., Satellite Systems Engineering, Tellabs Inc., and Vitalink Communications Corp.—in identical letters that were also dispatched to Packwood on Friday, said that, as drafted, S.999 "fails to address the anticompetitive advantages available to Comsat subsidiaries and affiliates."

The letters say that Comsat's Telesystems, Amplica, Satellite Business Systems, Comsat General and Comsat General Integrated Systems benefit from Comsat's "unique position" at Intelsat and Inmarsat. They say Comsat obtains information regarding earth station standards, transmission formats and requirements and satellite designs that gives its manufacturing subsidiaries "substantial time advantages" in developing the equipment. They also say that Comsat is in a position to persuade Intelsat to incorporate Comsat proprietary designs into technical standards for the international satellite system.

Nor are those the only problems the nine companies see Comsat posing in its present form. They say Comsat's subsidiaries and affiliates benefit from the research and development work of the Comsat Labs, "which are funded largely by Comsat's monopoly ratepayers." And "through its monopoly," they add, "Comsat directly subsidizes the competitive activities of its subsidiaries."

Accordingly, they seek three changes in S.999:

One would require Comsat to make public disclosure of all Intelsat and Inmarsat documents. The second would revise the process of issuing instructions to Comsat on the positions to take at Intelsat and Inmarsat meetings. The companies want it made clear that the President and the FCC have the authority to issue the instructions, and they want the public to have an opportunity to comment on them. They also say the President should be authorized to appoint a government representative to the Comsat delegation to Intelsat meetings. The aim of those revisions would be to prevent Comsat "from promoting its own self interest as opposed to national policies," the letters say.

But most important, they say, Congress must require the divestiture of all Comsat affiliates not engaged in Intelsat or Inmarsat activities. "Only divestiture will prevent Comsat from using its monopoly profits from the provision of Intelsat services to subsidize affiliates that engage in competitive activities." They also say divestiture would deny those affiliates the benefits of the research and development done by Comsat Labs at ratepayer expense.

Comsat appeared unconcerned by the effort in which the nine companies are engaged. "This is something not tremendously new," said a spokesman. "The proposal has been before Congress before. We don't see a need for it, and we don't see support for it." □

Fiber plans. Southern New England Telephone and CSX Corp., a railroad holding company, announced plans to build a 20-state fiber optics network that will be available to common carriers, banks, insurance companies and government agencies to transmit telephone calls, television signals and data. The 5,000-mile network is expected to cost between \$300 million and \$600 million, with the first leg built in Florida, connecting Miami, Orlando, Jacksonville and Tampa. The optic fibers will be buried along CSX Corp.'s railroad tracks. Later, the network will expand north and west. Companies interested in using the service will be able to acquire an interest in the network for \$10,000 for every mile of system they use. Southern New England Telephone—which is 24% owned by AT&T—and CSX Corp. will own equally any unsold balances. The partnership said it intends to sell the entire service to other telecommunications companies which would then, in turn, be allowed to lease and resell the service to other firms.

Big stakes in fall TV syndication

Producers readying big-budget programs for fall launch, with no certainty all will survive

Over the next several weeks some of the most ambitious projects in new syndicated television programs will debut on hundreds of stations across the country. Fifteen new major syndicated shows—eight strips and seven once-a-week programs—are scheduled to go on the air. But there is also skepticism that several of these big-budget productions will ever see the light of a second season.

According to programming analysts at station representative firms, there is a wealth of some kinds of new programming planned for syndication this fall and a dearth of other kinds. The latter is occurring in access programming, where popular shows like *Entertainment Tonight*, *PM Magazine*, *Family Feud* and off-network reruns of *M*A*S*H*, have closed the opportunity for new product to gain a foothold in that time period. Meanwhile, they note, producers and syndicators have turned to other dayparts for strips and new once-a-week programs.

Shelly Schwab, vice president and director of sales at MCA-TV, said the first episode of its weekly hour feature, *Salute with Dick Clark*, is in the can and advertising (MCA-TV keeps five minutes) "is 90% sold out for the year." He described *Salute* as MCA-TV's "most ambitious undertaking" yet. MCA-TV's weekly half-hour *Pop 'n' Rocker Game* (with six shows completed production) is "totally sold out," Schwab said; both programs carry "all blue chip advertisers."

According to Henry Siegel, chairman of Lexington Broadcast Services, which is handling the national advertising sales for The Bennett Group and Metromedia's daily

BreakAway, the program is "85% to 90% sold." The one-hour program, in which two minutes are being held for national sales and 11 minutes given to local stations, is attracting traditional daytime advertisers, Siegel said.

LBS's handling of *Break Away* is only part of the \$120 million in commercial inventory it must unload for 27 series which it is representing. At present, Siegel said, LBS has sold about 75% of the 10,000, 30-second spots associated with *Fame*, *Break Away*, *Inspector Gadget*, *Family*, *How the West Was Won* and *The Richard Simmons Show*. For *Fame* LBS has sold 85% of the available commercial spots to, among others, American Home Products, Bristol-Myers, Coffee Institute, Colgate, International Playtex, No-Nonsense Hosiery, Procter & Gamble, Revlon and 7-Up.

About 85% of the stations picking up Telepictures' and Gannett's *Newscope* will be airing it in early fringe, reported Jim Moloshok, the program's producer, and the balance in prime access (except WGN-TV Chicago, which will air it at noon on a one-day tape delay). The six-day-a-week program will keep 30 seconds for national advertising Monday through Friday, and two-and-one-half minutes for Saturday's broadcast. National advertisers that have signed on include Sears, Roebuck, Richardson-Vicks and General Foods, Moloshok said. Among most program analysts, *Newscope* is considered one of the best bets for success in the new season. According to Moloshok, Gannett and Telepictures are thinking the same. They have invested "several millions" in start-up costs, employing about 100 people at state-of-the-art facilities at its 18,000-square-foot studio in Sherman Oaks, Calif., and the services of numerous stringers in the

field. Four programs are completed, Moloshok reported, but productions will not be scheduled too far in advance in order to retain news timeliness.

The production of 65 original episodes of *He-Man and the Masters of the Universe*, of which half are done with the rest expected by early November, is costing its producers \$14 million, according to a spokesman. Advertising for the strip is said to be almost sold out. The show is a joint production of Group W Productions, Filmation animation studios (which is owned by Group W) and Mattell Inc., which manufactures and markets the characters on which the program is based. Group W gets two 30-second spots to sell, Mattel keeps one minute, and four minutes are given to the local station. Advertisers include Nabisco, Coleco, Shasta, Campbell's, Atari, Tonka, Lever Bros., Wrigley's gum, LJN toys and Leisure Dynamics.

Another Telepictures show, *Love Connection*, has one of the highest clearances going into next season: 122 stations sold, representing 91% of U.S. TV households. Of the 122 stations, 95% are network affiliates, reported Telepictures' Karl Kuechenmeister, including WNBC-TV New York, KTTV(TV) Los Angeles and WMAQ-TV Chicago. Scheduled for a Sept. 19 debut, the show is being cleared by 50% of the stations in daytime, while 25% are airing it in early fringe and another 25% in access. Advertising categories include cosmetics, over-the-counter drugs and publishers, Kuechenmeister said.

Woman to Woman, produced by Golden West Television, is a "definite go," according to Golden West's Bruce Johansen, despite its present low clearance level: 40 markets, representing 46% coverage. Johansen called *Woman to Woman* a "long term project" and the program—produced at Golden

The who, what, where and when of syndication this fall

Program	Syndicator/producer	Contract **		% clearance of U.S. homes	Debut date
		terms (weeks)	Time period		
<i>Salute Hosted by Dick Clark</i>	MCA-TV/Pierre Cossette	24/24	Access Prime time	125 markets/74%	Sept. 19
<i>Pop 'n' Rocker Game</i>	MCA-TV/Alan Landsburg-Fion Greenberg	26/26	Access Weekend afternoon/late night	87 markets/70%	Sept. 19
* <i>Break Away</i>	Colbert TV Sales-Orion Entertainment/The Bennett Group	46/6	Early fringe	70 markets/64%	Sept. 19
* <i>Newscope</i>	Gannett/Telepictures	52/0	Early fringe	87 markets/80%	Sept. 19
* <i>Thicke of the Night</i>	Intermedia/Metromedia/MGM/UA	20/6	Late night	121 markets/83%	Sept. 5
<i>Fame</i>	Metromedia/MGM/UA/Lexington Broadcast Services	24/2	Weekend access	105 markets/80%	Oct. 3
* <i>Love Connection</i>	Telepictures/Eric Lieber	39/13	Daytime/Early fringe access	122 markets/91%	Sept. 19
* <i>Woman to Woman</i>	Golden West TV	40/12	Early fringe	46 markets/40%	Sept. 12
<i>Taking Advantage</i>	Paramount	16/10	Access/(50%)	145 markets/90%	Sept. 24-25
<i>Star Search</i>	TPE/OPT	26/26	Access Prime	170 markets 92%	Sept. 10
* <i>He-Man and the Masters of the Universe</i>	Group W Productions/Filmation/Mattel	13/1	Early fringe	90 markets/80%	Sept. 26
* <i>Wheel of Fortune</i>	King World/Merv Griffin	39/13	Access	60 markets/45%	Sept. 19
<i>This is Your Life</i>	Andrews & Assoc./Ralph Edwards Prod.	39/13	Weekend access	58 markets/61%	Sept. 24
* <i>Inspector Gadget</i>	LBS/Field/DIC/Audio Visual	13/39	Daytime	83 markets/76%	Oct. 3
<i>This Week in Country Music</i>	Jim Owens TV	52/0	Weekend fringe	125 markets/55%	Sept. 17-18

* = Strip

** = Original episodes/repeat episodes in weeks

West's KTLA(TV) Los Angeles studios—is “going into syndication with little or no deficit financing,” Johansen reported. (By contrast, *BreakAway*, with a budget over \$340,000 per week, is costing \$16 million for the season, and is expected to create a deficit of \$3.7 million). Johansen said that three weeks of *Woman to Woman* have already been taped, with another three weeks

to be done by the time the show debuts on Sept. 12.

Paramount Pictures Corp.'s *Taking Advantage* is set for 145 stations, or 90% of total U.S. TV households. It has been picked up by the CBS O & O's, Metromedia, Post-Newsweek, Pulitzer, Storer, Taft, Corinthian and McGraw-Hill station groups. Over 50% of those stations carrying the pro-

gram have scheduled it for weekend access or adjacent to newscasts. Advertisers include “Sears Roebuck type” companies, reported Randy Reiss, president of Paramount Television distribution, and other financial service institutions. The show, which will be paced like Paramount's *Entertainment Tonight*, will also be priced about the same, he said. □

Fall back slapping and stabbing

The three TV networks begin their promotional blitzing for the upcoming season by praising their own efforts and going after the other guys

With an upcoming prime time television season predicted by many observers to be the most competitive in recent memory, the three major networks are entering the final stages of their fall promotional campaigns. And two of the three—ABC and NBC—have also revealed plans to do a significant amount of stunting with new programming—both specials and new series—before the official Sept. 26 start date for the new season. CBS is said to be considering a number of stunting options but has not announced any.

NBC, for the second year in a row, has taken what has been called the confrontational approach in its promotional campaign, under the guiding hand of Steve Sohmer, vice president of NBC Entertainment.

One spot, for example, suggests that a new NBC offering for this fall, *Manimal*, about a man who changes himself into various animals to fight criminals, will make mincemeat out of the popular *Dallas* in the ratings next season. As currently scheduled, the two programs will go head-to-head on Friday at 9 p.m.

The *Manimal* promo opens with a message reading, “A warning to the people of Dallas,” and then cuts to a J.R. Ewing look-a-like floating in a swimming pool and assuring his mother in a telephone conversation that “it looks like we got Friday night wrapped up this year.” The camera then cuts to a shark fin that suddenly appears in the pool as a voice-over repeats, “*Manimal* is coming, *Manimal* is coming.” Then it cuts back to J.R., who before being pulled under water is heard shouting, “Mama, help! Somebody help!”

Other NBC promos take on such long-running shows as *Happy Days* and *Love Boat*. NBC is not alone in taking shots at the competition. One promo on ABC for a new show entitled *Just Our Luck*, about a “hip” genie and his klutzy weatherman master, turns Mr. T of NBC's *A Team* into a dwarf.

By and large, however, ABC and CBS are promoting what they see as the positive themes. ABC, with its “That Special Feeling” campaign, has presented itself this summer as the wholesome, happy, family-oriented network, with, as examples, spots featuring a boy and his puppy nestled in front of the tube or a little girl and her

grandpa having a sandwich while watching an ABC program.

Roy Polevoy, vice president, on-air promotion at ABC, said that his network's promotional campaign this year is divided into three stages, starting with a “generic phase where we created a framework for the theme, ‘That Special Feeling.’” Those spots featured, as background, the voice of Maureen McGovern singing a song highlighting that theme. The second phase, which has about run its course, features spots designed to introduce the characters of the new shows, such as the Shabu spots. The third stage will feature mostly clips from series episodes. “That's where we specifically sell the shows,” said Polevoy.

Morton J. Pollack, vice president, advertising and promotion, CBS Entertainment, compared this year's “We've Got the Touch” promotional theme with the perennial “Coke Is It” theme used by Coca-Cola. “Coke has something like a 45% share of the soft drink market,” explained Pollack. “They are by far and away the leader and don't see the need to knock the competition in print or on the air.” CBS has led the prime time ratings race over the last four years. “When you're number one, you promote in a positive way,” said Pollack. “Perhaps if we were in third place we might try doing something similar to NBC to get noticed.”

And NBC's Sohmer confirms that the network indeed will do just that—but only when the time is right. And research indicates, he said, that perhaps a week in advance of premiere date is the best time to start topically promoting a series. “Our research indicates that our campaign is working,” said Sohmer. “And I'll continue with what I've been doing.”

Advertising agencies are pleased by the prospects of a competitive 1983-84 prime time season. With no strikes looming, notes Philip Guarascio, senior vice president, director of media management, Benton & Bowles Inc., “the three networks are getting off to the first clean start they've had in a while.” And from a ratings standpoint, said Guarascio, that means that as the season progresses the networks' performance can be evaluated “purely on a competitive basis without any uncontrollable factors getting in the way.”

There is a sense, he said, at least within the advertising community, that the coming season will “absolutely be more competitive.”

NBC is perhaps largely responsible for the

new competitive situation, having, over the past year, put together a program lineup consisting of a number of shows that have been widely praised for their quality and ability to attract desirable demographics. The network is in second place in the summer prime time ratings race, and many expect NBC to make a three-network race out of the prime time competition this fall.

To position itself for the fall season NBC will be airing eight specials and eight new episodes of new and returning programs.

Of the eight series that will be stunted, three are new offerings: *We Got it Made*, which will debut Thursday Sept. 8 (9-9:30); *Mr. Smith*, Friday, Sept. 23 (8-9), and *For Love and Honor*, Friday, Sept. 23 (9-11).

The five returning series that will premiere before the start of the season include *Real People*, Wednesday, Sept. 14 (8-9:30); *First Camera* (formerly *Monitor*), Sunday, Sept. 14 (7-8); *A Team*, Tuesday, Sept. 20 (8-9); *Remington Steele*, Tuesday, Sept. 20 (9-11), and *The Facts of Life*, Wednesday, Sept. 21 (9-10).

Series debuting during premiere week include *Boone* (new), Monday, Sept. 26 (8-9); *Family Ties*, Sept. 28 (9:30-10); *Gimme a Break*, Thursday, Sept. 29 (8-8:30); *Mama's Family*, Thursday, Sept. 29 (8:30-9); *Cheers*, Thursday Sept., 29 (9:30-10); *Manimal* (new), Friday, Sept. 30, (8:30-10); *Diff'rent Strokes*, Saturday, Oct. 1 (8-8:30); *The Roustlers* (new), Saturday, Oct. 1 (10-11); *The Yellow Rose* (new), Saturday, Oct. 1 (10-11), and *Knight Rider*, Sunday, Oct. 2 (8-10).

Series debuting after premiere week include *Hill Street Blues*, Thursday Oct. 13 (10-11); *Silver Spoons*, Saturday, Oct. 15 (8:30-9); *Jennifer Slept Here* (new), Friday Oct. 21 (8:30-9); *Bay City Blues* (new), Tuesday, Oct. 25 (10-11), and *St. Elsewhere*, Wednesday, Oct. 26 (10-11).

Additional specials include a new edition of *TV Censored Bloopers*, Sunday, Oct. 2 (10-11); a two-hour live special edition of *The Tonight Show Starring Johnny Carson* in prime time which marks Carson's 21st anniversary as host of the late night program, Monday, Oct. 3 (9-11); baseball play-off and World Series action in October; a made-for-TV movie, *Adam*, starring Daniel J. Travanti of *Hill Street Blues*, Monday, Oct. 10 (9-11); *Coneheads*, based on the characters introduced on *Saturday Night Live*, Friday, Oct. 14 (8:30-9), and *High School U.S.A.*, featuring child stars of the 1950's and 60's, Sunday, Oct. 16 (9-11). □



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For more information, contact Glenn Serafin. (212) 621-1511.

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'Party' time

DIR Broadcasting, the New York-based producer/syndicator of radio programming, was scheduled to introduce what it calls the first commercial-free, hour-long syndicated program last weekend (Aug. 26-27) "exclusively" on 25 album rock stations nationwide. The new show, *House Party*, is being underwritten by Maxwell House which will be identified only at the beginning and end of the broadcast and will air on the Friday or Saturday night of the last weekend of each month on such stations as: KLOS(FM) Los Angeles; WNEW-FM New York; WXRT(FM) Chicago; WWDC-FM Washington; WRIF(FM) Detroit, and KSHE(FM) St. Louis. The guest on the first show, which is hosted by former WMMR(FM) Philadelphia music director Lisa Richards, was British rocker Dave Edmunds. The series is slated to run through next March.

Kink-y comments

In an effort to acquaint radio programmers with *Rock USA*, a weekly AOR program pro-

duced by Doubleday Broadcasting and distributed by Mutual, the network said it will offer nonaffiliated stations programming AOR or other rock formats, "free" access to 55 minutes of an interview with Ray Davies, lead singer of the Kinks. According to Mutual, stations will receive a copy of the interview (for one-time-only use), taped in stereo, and a cue sheet with exact timings along with suggestions for playing the group's hits, keyed to the content of Davies's comments. *Rock USA*, which made its debut last April, is Mutual's first venture into album rock programming.

MTV impact

Warner Amex's Music Television cable service has a greater impact on conventional over-the-air television than on radio, according to preliminary findings of Dallas-based consultant Jon Coleman's study of MTV. Sixty percent of the respondents said they opt to watch MTV instead of television, and 40% say that they view the service instead of listening to the radio. The majority of the 12-to-24 age group said they preferred

MTV as a music medium over radio. Coleman also noted that in markets that have been airing MTV for upwards of three years, the cable channel remains just as popular with respondents as during its initial exposure. Coleman conducted 600 interviews among the 12-to-40-year-old demographic in 15 markets nationwide July 10-25. Findings will be revealed at this week's NAB Radio Programming Conference in San Francisco.

Planning aid

Insights into agency planning and buying of radio, including a hopeful word on buying expectations for 1984, are provided in a new report, "RadioTrends: The Media Planner Study," based on research conducted by Ted Bolton Associates for the McGavren Guild radio station rep firm.

McGavren Guild and Bolton officials said the study was based on in-depth telephone interviews with 155 radio media planners and buyers in agencies in the most active U.S. buying centers and that the findings included:

- Almost three-fourths of the respondents (73%) said they consider radio to be "priced about right," while 17% considered it overpriced and 9% underpriced (1% had no opinion).

- Forty-one percent said they expect to buy more spot radio and 28% more network radio next year, while 8% expect to buy less spot and 9% less network. This, the report says, portends "a healthy increase" in spot buying next year and "a potentially active year for network buying as well."

- The three factors planners and buyers consider most important in the planning process are a station's program format (named by 89%), ratings (87%) and rates (80%). Next were client preference or "client dictate" (52%) and "qualitative research data" (49%).

The most frequently used radio rating services were Arbitron (named by 95% of the sample), Birch (49%) and International Demographics (13%). Arbitron was also the most highly rated for accuracy (by 50%), while International Demographics (30%) just edged out Birch (27%) for accuracy. "In fairness to Birch," the report adds, "it should be pointed out that International Demographics's percentage is based on a very small number of respondents."

- Development of a second national rating service was rated "very important" by 26%, "important" by 23%, "somewhat important" by 25%, "not that important" by 21% and "not all that important" by 14%.

- More than half (52%) of the respondents thought that cable would have little or no impact on radio three years from now; 26% thought radio might lose some advertising revenue to cable in that time, and 7% thought cable might in fact increase radio's revenues. (The rest were not sure or had no

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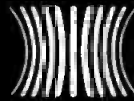
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MOYL network. In an effort to bring new advertising dollars to the "Music of Your Life" (big band and MOR hits) formatted stations. Al Ham Productions, creator and producer of the popular format, has reached an agreement with Interep's Weiss & Powell firm to form the Music of Your Life "Family of Stations" rep network ("Closed Circuit, Aug. 22). Pictured above after completing the deal are: Al Ham (l) and Ralph Connor (r), senior vice president of Weiss & Powell, who will spearhead the operation. The network will enable advertisers specifically to target this "upscale, mature, MOYL audience" on a national basis, said Ham. The MOYL format currently airs on more than 160 stations. Four Interep firms (McGavren Guild Radio, Major Market Radio, Hillier/Newmark/Wechsler & Howard and Weiss & Powell) combined represent more than 50 MOYL stations. Plans call for stations not represented by an Interep company to have network orders channeled through their respective national representative firms.



nues of advertising" to increase that awareness.

The study was the second in a series sponsored by McGavren Guild and conducted by the Bolton organization.

Birch activity

Birch Radio, the audience measurement company, is forming a subsidiary in Toronto to handle sales and operations for Canadian radio stations. Company President Tom Birch reports 10 Toronto radio stations have signed thus far to receive monthly and quarterly ratings with 12 Montreal and eight Ottawa stations indicating support.

Additionally, Birch Radio plans to unveil a new microcomputer ratings retrieval and analysis system, BirchScan, at this week's National Association of Broadcasters' Radio Programming Conference. The system, developed by Birmingham, Ala.-based Tapscan Inc., will contain a variety of ratings information on floppy diskettes geared for both sales managers and program directors, according to Birch.

Playback

A new 13-episode season of *Kindred Spirits*, a half-hour series of programs concerned with "the inner meaning of life experience," is being offered to both commercial and noncommercial stations beginning Sept. 27 by independent producer David Freudberg in association with the Longhorn Radio Network. The series aired on more than 100 stations during its first year, according to Freudberg, and the new segments include talks with CBS News correspondent Charles Kuralt, author and rabbi Harold Kushner, Chinese scholar Jane English and Quaker novelist Daisy Newman. Each will talk about how success in a chosen field has affected him or her.

The series is available via the public radio Extended Program Service free of charge by satellite feeds. Other stations may purchase the programs for \$26 through tape facilities of Longhorn Radio, Communication Arts Building 8, University of Texas, Austin, Tex. 78712. Information: (617) 864-2538.

In the marketplace

Western Public Radio, a San Francisco-based independent radio program production and distribution center, is offering *Beating the Blues* to both commercial and noncommercial stations beginning in September. The two-minute weekly feature is produced by WPR in association with The National Center for Depression and Anxiety and is being written and narrated by Dr. David T. Wise, a clinical psychologist and executive director of the Stanford University-based center. The series will be available by tape or via satellite.

Starfleet Blair, a New York-based producer of special radio programming, will simulcast Donna Summer's Pacific Amphitheater (Costa Mesa, Calif.) concert of Aug. 6 on Oct. 22 over an ad-hoc network of stations. The event will be simulcast over Home Box Office. According to a Starfleet Blair spokesperson, the company plans to do a series of simulcasts with the cable company.

answer.)

Respondents were also asked about the Radio Advertising Bureau's "Radio is Red Hot" campaign. The report said 22% correctly identified it and another 5% said they were familiar with it but gave the wrong name, while 72% could not recall the

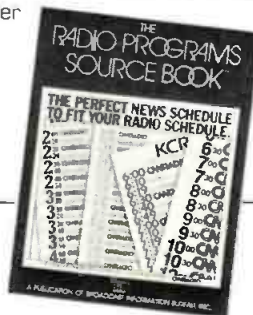
campaign's name. Of those who were familiar with the campaign, however, 60% rated it "very effective" or "effective." The report suggests that "additional media placement of this campaign is needed to heighten awareness among planners and buyers" and that RAB might consider "additional ave-



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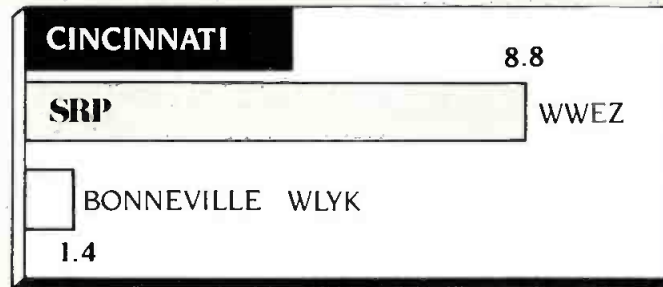
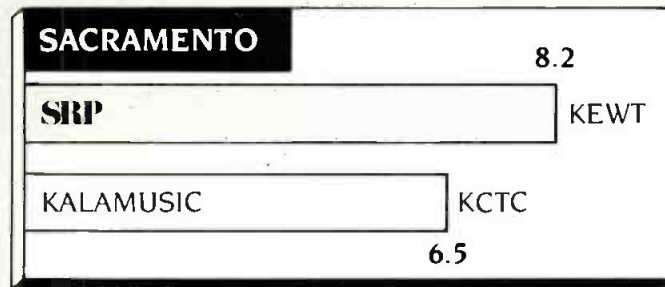
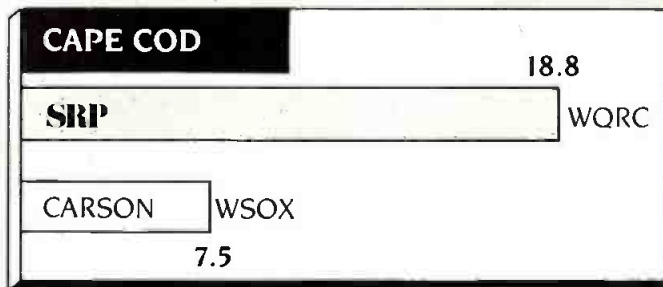
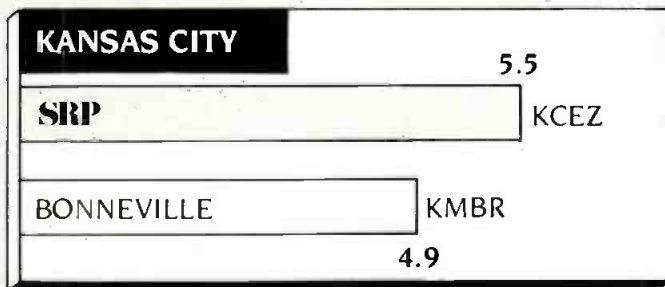
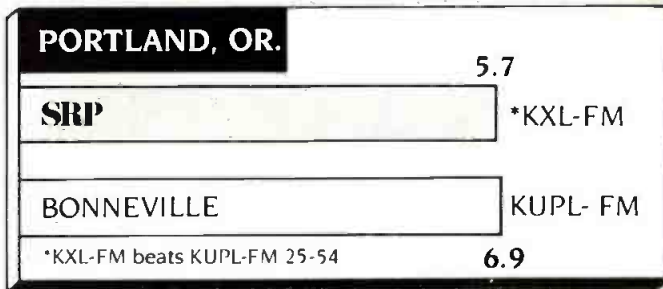
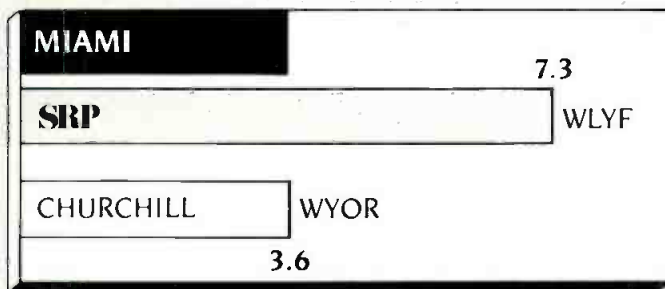
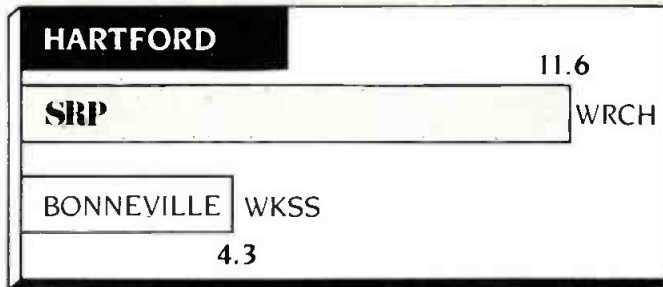
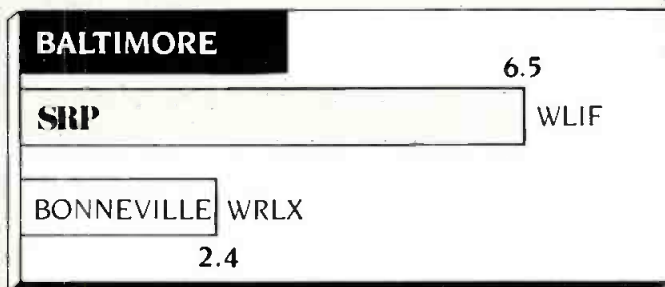
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Network satellite roundup

Listed below are major networks along with the name of the satellite and transponder they use as well as an affiliate count (in some cases, an approximate number). ABC, CBS and NBC are in the process of converting their affiliates from land line to satellite delivery.

Network	Satellite and transponder	Affiliates
ABC Radio Networks ^{1*}	Satcom I-R, 23	1,850 (combined)
Talkradio (2 systems)	Satcom I-R, 23 & Westar III, 4	
Associated Press Radio	Westar III, 1	1,132
CNN Radio Network	Satcom III-R, 14	85
CBS Radio Network ²	Satcom I-R, 19	520 (combined)
RadioRadio	Satcom I-R, 19	
Music Country Network	Westar III, 1	98
Mutual	Westar IV, ID and 2D	850
National Black Network ³	Westar I ⁴	106
NBC Radio Network ⁵	Satcom I-R, 19	
The Source	Satcom I-R, 19	675 (combined)
Talknet (2 systems)	Satcom I-R, 19 & Westar III, 1	
National Public Radio	Westar IV, ID and 2D	281
RKO Radio Networks ⁶ (One and Two)	Westar III, 1 and 4	400 (combined)
Satellite Music Network ⁷	Satcom III-R, 3	241 (combined)
Sheridan Broadcasting Network	Satcom IV, 4	89 of 115 ⁸
Transtar Network	Westar III, 2	77
UPI Radio Network ⁹	Westar III, 1	1,130
Wall Street Journal Report	Westar III, 1	80

¹ Contemporary, Direction, Entertainment, FM Information, Rock.

* ABC plans to have all network programming delivered to all affiliates via satellite by Dec. 25. Talkradio to be available totally on Satcom system by next year.

² CBS plans to have all programs delivered via satellite by Jan. 1.

³ Service to Atlanta, Chicago, Dallas, Los Angeles and San Francisco.

⁴ NBN plans to announce full satellite-distribution plans via the Westar system by year's end.

⁵ NBC plans to have all programs delivered via satellite by Dec. 15. It will switch Talknet to Satcom system in mid-1984.

⁶ RKO plans to switch to Satcom I-R, 19 on Oct. 1.

⁷ Starstation, Country Coast-to-Coast, Stardust.

⁸ 89 of 115 which are receiving programming via satellite.

⁹ UPI plans to be totally satellite delivered by year's end.



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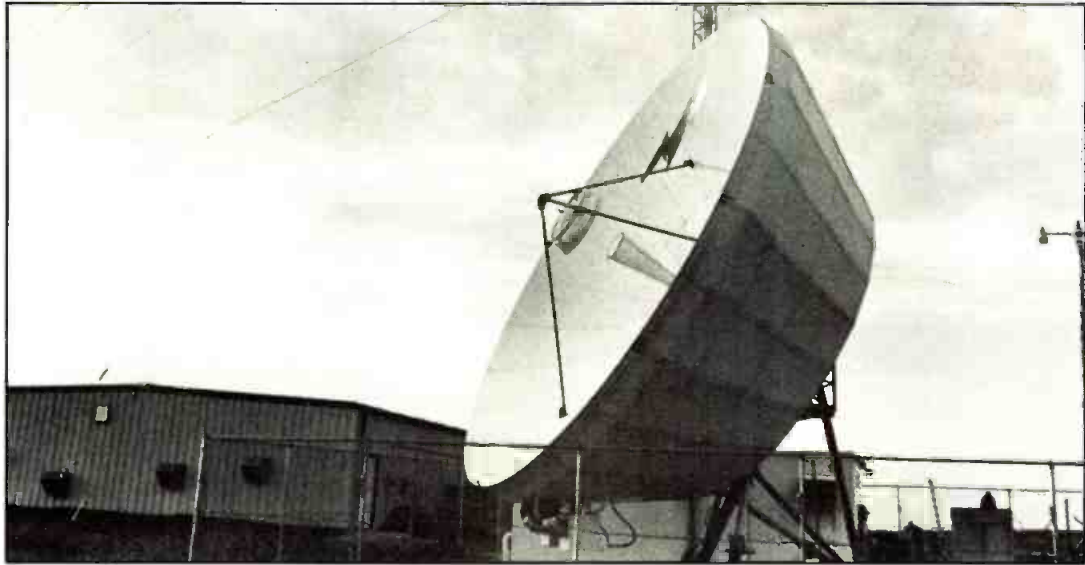
It's a fact. Our clients make money by telling us off... and we love it!

Pictured from left to right: John Lynch-VP/GM XTRA-A/F, Marty Greenberg-VP Radio Division Belo Broadcasting Corp., Marilyn Simmons Myman-GSM WCMQ-A/F, Larry Wexler-VP/GM WPEN/WMGK, Don McGovern-NSM KMPC. Not pictured: Rich Balsbaugh-President/GM WXKS-A/F.



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"I have never seen anything like it. There is more market-by-market format switching today than any other time in recent history," says Gary Stevens, Doubleday Broadcasting president. Why? The nature of the business today, Stevens says, is becoming more competitive, causing stations to react to competitive pressures faster.

The outlook for business for the remainder of 1983 ranges from what can be described as cautiously optimistic for national spot to bullish for network radio. As indicated on the following pages, reps look for spot to be up about 10% at

year's end while network executives see this year's gains more than doubling last year's 11% growth, primarily due to several new advertisers entering the medium.

Among many radio executives and programmers, 1983 will be remembered as the year of the digital satellite revolution with three major networks—ABC, CBS and NBC—converting their affiliates from land line transmission to digital satellite-delivered programming via RCA's Satcom I-R. These networks, which are asking stations to pay for receive-only earth dishes, re-

port a large number of affiliates signing up in recent weeks (after less than enthusiastic response at the beginning of the year), including many major market stations, notes NBC Radio President Michael Eskridge. All three networks plan to pull

down their land lines by the end of the year (see chart on page 44).

The RKO Radio Networks is joining the digital revolution with its plans to switch affiliates in the top 300 markets from Westar III, which delivers programming in anal-

og form, to Satcom I-R on Oct. 1.

The variety of programming possibilities afforded by satellite transmission has led to an influx of programming creativity as networks and program services cater to ever-increasing listener demand. □

The business of radio: improvement in the air

Spot is picking up the pace, with increases over a year ago; reps see '83 finishing 10% ahead

Spot radio business, approaching 1983's three-quarter pole, is moving at a faster clip than it was a year ago—which in itself is no cause for wild jubilation. At this point a year ago, sales were sloppy, at most 6%-8% ahead of the 1981 pace (though 1981 was a tough mark to shoot at, up an estimated 16% on top of a 15% increase in 1980.)

This year's advance on the whole amounts to only three or four percentage points more than at this time in 1982—or so it had seemed until late last week, when July figures emerged showing a big monthly gain that lifted the year-to-date advance up to the 14% level (see box, page 52). Even before that, however, most radio station reps and other close followers of spot activity had seemed optimistic, more cheerful or anyway, a lot less gloomy, than they seemed a year ago. As Ken Swetz, president of Katz Radio, put it, "National spot radio has been through a tough 18 months, but I think we're making the turn."

Reps disagree among themselves on exactly where the turn will take spot radio for the full year 1983, but the consensus seems to be that it'll be somewhere around 10% above 1982 (which was about 7% above 1981). That projection assumes business will keep moving as it has moved thus far, but most reps seem willing to accept those odds. Despite a slowdown in July and August, they say the third quarter has perked up and the outlook for the rest of the year is promising. Some say the 10% figure could be improved by a point or two if the economic recovery stays on track and interest rates remain stable.

Jerry Feniger, who took over as managing director of the Station Representatives Association when M.S. Kellner retired at the end of June, points out that spot radio sales through reps increased 10% in the first half of 1983, compared with the first half of 1982. The estimates are based on figures

compiled regularly by Radio Expenditures Reports from 15 leading rep firms and are regarded as the best gauge available since the FCC stopped collecting financial data in 1980 (see chart page 52).

Feniger and individual reps also emphasize, however, that there were major differences in the way the 10% average increase was shared. Spot business placed on stations in the top 10 markets, for instance, increased by 9.5% over last year. In markets 11 through 25 the increase was almost as good, 9.1%, but in markets 26 through 50 it was far less: 3.3%.

This means, of course, as was pointed out by Rich White, executive vice president of Major Market Radio, that stations in markets smaller than the 50th had, as a group, increases larger than 10%—probably, White speculated, primarily through participation in reps' nonwired networks. Arithmetic says the average increase was 18.1%.

John Boden, president of Blair Radio, cites the RER figures to show that the top 10 markets "do very, very well," accounting for 52.3% of all national spot expenditures in the top 50 markets. "We estimate," Boden said, "that the top 10 markets account for 38% to 40% of all national spot expenditures."

The top 10 had some healthy first-half increases, along with some lesser ones. Houston was up 21.0%, Los Angeles 19.6%, New York 15.4%, San Francisco 11.8%, Dallas-Fort Worth 8.4%, Detroit 6.5%, Philadelphia 3.7%, Boston 2.0% and Chicago 1.3%. Washington was the only top 10 market with a decline: It slipped 2.5%.

While the top 10 markets accounted for 52.3% of all the spot dollars going into the top 50 markets, the next 15 markets—from 11th through 25th—represented 28.7%, according to RER, and the next 25 markets, from 26th through 50th, 19.0%. Thus the top half of the top 50 got more than four-fifths of the business and the bottom half got less than one-fifth.

Market size is not the only variant. Geog-

raphy, weather and especially local economic conditions also play a part—not always consistently—in the allocation of spot budgets. Generally, reps tended to say that spot business has been better in the Sun Belt and less impressive in colder markets, but there were exceptions.

There have been variations, too, in performance of the leading buying centers. Of 12, through which the business was placed, as tracked by the RER figures, six handled somewhat less in the first six months this year than in the same period last year, five handled somewhat more and one was on the nose with last year's performance (Boston, 2.4% each year).

Only one of the increases amounted to more than one percentage point. New York, which accounted for 33.2% in the first half of 1982, accounted for 34.6% through June of this year, according to RER. Dallas-Fort Worth was up from 7.5% to 8.1%, San Francisco from 3.7% to 4.7%, Philadelphia from 2.5% to 3.2% and Seattle from 1.0% to 1.6%. On the flat or down side were Los Angeles, from 14.7% to 12.5%, Detroit from 11.1% to 10.0%, Chicago from 9.9% to 9.2%, Atlanta from 6.6% to 6.5%, Minneapolis-St. Paul from 2.6% to 2.5% and St. Louis from 4.8% to 4.7%.

Overall, Katz's Ken Swetz reported, Katz Radio went into the third quarter with sales up about 15% from a year ago, on a comparable-stations basis. "It's probably the best position we've been in during the past year," Swetz said, "and I have my fingers crossed that it'll continue at the same pacing level for the rest of the year. If it does, it can turn a mediocre year into a pretty good year."

Swetz noted that the two biggest media centers, New York and Los Angeles, which together account for nearly half of all spot business, had a slightly down first half—which can offset big gains in smaller centers, although this year none of those had big gains either. He noted, too, that "local radio has been excellent right through 1983," indicating that the general economy—which he ranks as spot radio's biggest problem—is picking up, and he sees signs that "now the effects are beginning to be seen in national radio as well."

Blair Radio's John Boden said he had found "the first quarter not good but the second quarter pretty good, so we finished the first half up from a year ago." The third quarter "looks pretty good" to him, but he also noted that last year's third "was not very good." The full year, he thinks, "will be a marginal year, not a flag-waving year."

"If it's up 7, 8 or 10%," Boden said, "that's really not good enough." He thinks national spot radio has "a perception problem and a



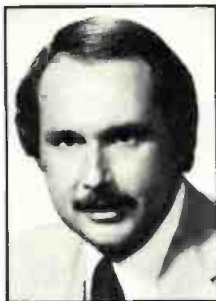
Swetz



White

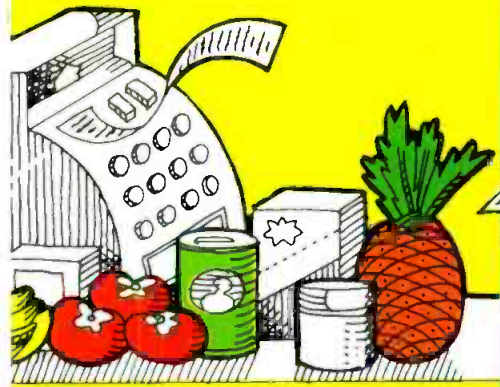


Boden

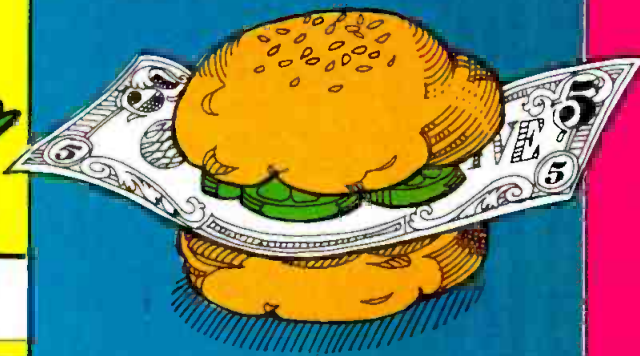


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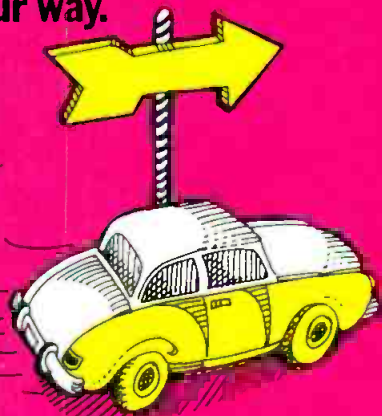
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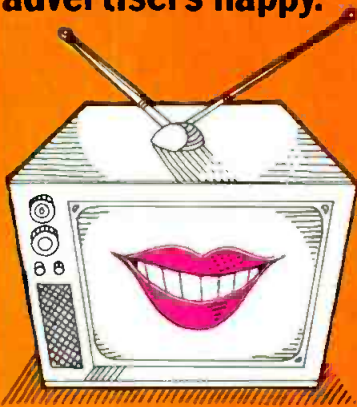
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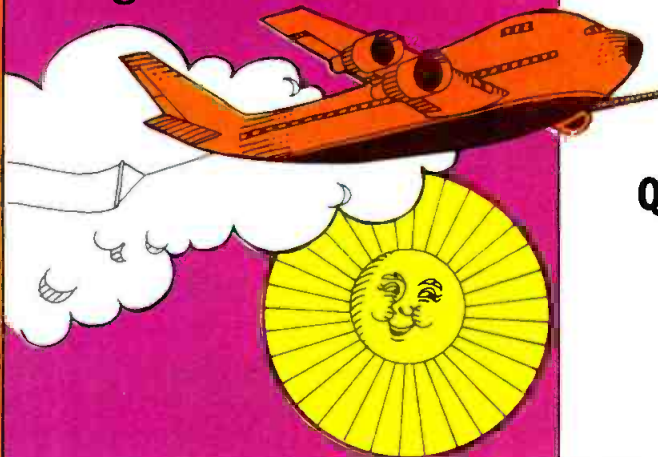
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I couldn’t
get her
to smile...
not even
a little.”**

**—NBC Radio News
UN Correspondent
Beverly Byer
reporting from
the Middle East**

photo by Beverly Byer



NBC RADIO NEWS.

**OUT OF THE STUDIO.
ON THE SCENE.**

NBC Radio Network Documentary, "Two Roads to Jerusalem," broadcast the week of July 11, 1983

"She has no father. The entire time I was there I couldn't get her to smile... not even a little. I ran down to a shop and bought two little dresses, one green, one yellow, for her and her sister. But she just wouldn't, or couldn't smile. It really gave me the chills."

The words of correspondent Beverly Byer help describe the seemingly insolvable situation in Palestine. After making an extensive tour of refugee camps and conducting hundreds of interviews, she and NBC Radio News Tel Aviv Correspondent Milt Fullerton prepared a documentary and series of special reports entitled "Two Roads to Jerusalem," a vivid and sometimes poignant story of a people divided by religion but not on the burning love of the land they both claim.

"Two Roads to Jerusalem". Just another example of "full color" radio at its best. And just another example of the quality that stations committed to news have come to expect from NBC Radio.



For stations committed to news.

positioning problem," and he said Blair is trying to do something about it and expects to come up with a proposal to the industry in another month or so. Spot radio, he said, "is perceived as cheap"—not a very good sales point by itself when in fact it has many other values that too many advertisers and agencies overlook.

At Eastman Radio, Gerald Schubert, executive vice president and national sales manager, said billings in the first and second quarters fell behind those of last year, but that he sees evidence of renewed activity and a turnaround. "We have had a sustained call for avails over the past three weeks," he said, and the current outlook is for third-quarter gains of 5%-6% over last year's third and for a 7%-8% rise in the fourth quarter.

Schubert projected an 8%-10% gain for spot radio for the full year and said it could reach the 11%-12% range with a strong fourth quarter. Real activity in the automotive category alone, which remains soft, could provide needed momentum to "send us all flying into the fourth quarter" and get 1984 off to a good start, Schubert said, adding that "we think 1984 will be outstanding."

Ralph Guild, whose Interep Co. is becoming the conglomerate of the station rep field, said the Interep firms—McGavren Guild; Weiss & Powell (which recently acquired PRO Radio); Hillier, Newmark, Wechsler & Howard, and Major Market Radio—were up 28 in billings for the first seven months of 1983.

"All our offices are ahead," he said. "Currently, San Francisco is going through the roof for the first time in three years, Boston is recovering well and New York is not sensational but it's growing."

For the full year, Guild thinks spot radio business as a whole will be up 11% or 12% from 1982. "What's starting to pay off is new business development—we have five people who just call on advertisers. We're very optimistic about the rest of this year and 1984."

Rich White, of Interep's Major Market

July jubilation. The best news yet on 1983 national spot radio business came last week: The word from Radio Expenditures Reports, which compiles monthly billings figures from 15 leading radio station rep firms, that July billings soared 40.8% above July 1982 giving a rosier cast to this year's outlook.

It was easily the biggest monthly gain this year; the closest prior approach was 13.4% in March 1983. July has become 1983's second biggest billings month thus far: \$67,635,800, exceeded only by \$78,281,100 in May (see separate table).

July's 40.8% rise dwarfed the 8.3% increase recorded for July 1982. And this year's July dollars were enough to bring the year-to-date gain—which was 10% through June—up to 14.1% for the first seven months of 1983, or twice the rate gain (7%) for the same period of 1982. Year-to-date dollars through July: \$396,869,600 in 1983 vs. \$347,799,300 last year.

Spotting spot. Highlighted below are the first six months of national spot radio billings according to Radio Expenditure Reports Inc. (RER) which relies on financial information supplied confidentially by 15 rep firms. The data shows March as the best month with a 13.4% increase over the same period last year while April had the poorest showing, up only 3.1%.

Month	1983	1982	% change
January	\$38,143,100	\$34,633,900	+ 10.1
February	44,731,600	41,674,300	+ 7.3
March	53,476,600	47,150,700	+ 13.4
April	53,181,800	51,576,700	+ 3.1
May	78,281,100	69,546,100	+ 12.6
June	61,555,200	55,189,900	+ 11.5

Radio, said MMR's sales had grown 16% through June, in part from acquisition of new stations but especially through growth of its nonwired network business. July was not particularly strong and August looks to be flat, "but projecting from right now," White said, "we'll be 37% ahead for the second half."

Phil Newmark, president of another Interep company—Hillier, Newmark, Wechsler & Howard—reported "dramatic increases" in national business this year. He said much of the growth came through the addition of stations late last year and early this year, but that even on a comparable-stations basis the firm is about 20% ahead of a year ago and expects to be up by that much for the full year.

At Torbet Radio, Executive Vice President Mike Bellantoni said first-half sales were "up considerably more than the industry average," thanks partly to the addition of stations and partly to higher sales. "August is relatively soft," he said, "but except for that, the picture looks strong. Advance billings for September and beyond are running ahead of 1982," he said, "and these advance billings we feel will continue strong through the fourth quarter." He looks for a 9-10% gain for spot radio in 1983.

Bellantoni is even more optimistic about 1984. "Based on our analyses of past increases in presidential election years," he said, "we feel that 1984 will be an excellent year for spot radio—up 15-20%." Aside from the considerable extra dollars in political advertising, he said, presidential election years tend to produce special efforts by the administration in office to see that the economy is strong, with interest rates down, which creates an atmosphere conducive to increased advertising in general.

Charles Colombo, executive vice president of the Christal Co., expects spot radio as a whole to be up perhaps 13-14% this year—and says that "we're up more than that." He said August will come out ahead for Christal and that September and October "are pacing a little bit ahead" of last year's bookings for those months. "Most of us," he said, "expect a good last quarter."

Colombo said automotive advertising is down; foreign car manufacturers are spending more, but U.S. makers are spending less. Airline advertising, he said, "is really mixed, depending on the markets and routes

involved" but as a category has been coming back. The oils, too, are coming back and showing promise of "becoming a real category again." Wines also are among the categories showing spot radio increases.

Lou Faust, president of Selcom Radio, said May was the biggest billing month in his firm's history, and July was the second biggest. "The areas we're heavy in—South, Southwest and West—are going strong," he asserted.

Faust said that he expects 1983 "to end up very good, up by 10-12%," and that "we're well ahead of that because of our growth." Currently, he said, Selcom is 30% ahead of the same period in 1982, and on a comparable-stations basis is 20% ahead.

Jack Masla, president of Jack Masla & Co., said there was "a low in new business placements from about the third week in June until the end of July, all over the country," but then a turnaround began and seems to be continuing.

It's difficult to forecast, he said, when lead-times are down to one week and campaigns are shortened to four weeks. But he ventured, on the strength of currently improving business, that the fourth quarter would probably exceed last year's fourth by 7.5% to 8% and that the full year would come out about 9% ahead. His own firm's increase will be higher than that, he said, "because we acquired stations."

Taking a broader view, leaders of the Radio Advertising Bureau stressed the opportunities for all of radio, in both specific and general terms.

Miles David, vice chairman and chief executive, cited financial services and retailers as particularly promising fields for sales development.

William L. Stakelin, president and chief operating officer, emphasized that "the future for radio is now, because today's opportunities for the radio broadcaster are greater than at any other time in our history."

David projected 1983 radio revenue growth at about 10%, possibly rising to 11% or more if the midsummer uptick in the prime interest rate proves to be temporary but possibly lower if the rate continues to increase, having "a negative effect on housing and all of the other businesses it stimulates, from furniture to banking."

David, like the reps, emphasized that the year's increase will not be shared by all sta-



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Another tradition: for over forty years, BMI, the world's largest performing rights organization, has been making it easy for you to use music of every kind.

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Guild



Newmark



Bellantoni



Colombo



Faust



Masia



David



Stakelin

tions; there are always some that don't get their part. "Some sections of the country are far behind others in the business turnaround," he said. "There is no consistency in growth across the country by category of station. A big factor in any market is the mix of industry—whether there is a high dependency on smoke-stack businesses that are coming back slower."

Financial services, David said, present "a substantial opportunity" for radio sales development. "Because of deregulation, traditional boundary lines in financial services have been virtually erased," he said, noting that Sears, Roebuck has become "a financial supermarket" and that American Express has similarly expanded. These, he said, are just two of "several large companies now offering financial services which you once had to go to several places to obtain."

What's more, he continued, "this national development will impact locally," as "banks and savings and loans, as well as local stock brokerage firms, will have to increase advertising budgets to compete." With more deregulation almost certain in the financial field, "it's a great opportunity for radio because we are an excellent medium for financial services—which are already the number-two category for many stations."

Retailing, David said, is "another continuing growth area" for radio, not only through co-op advertising—which sometimes represents up to one-half of some firms' budgets—but also in development of major campaigns outside of co-op.

He detected a trend toward "parity in audience size," in which "the distance between the top station and the bottom station in individual formats is narrowing and will get narrower in the future. That doesn't mean there won't be standout runaway winners, but it does seem likely that there will be fewer cases where one station is dominant."

"This is because of increased competition and increased willingness on the part of more ownerships to spend heavily for audience promotion. The stations which stand out in bottom line success will be those which market most successfully. That means

sales development, such as among major retailers, in search of major budgets. Well-conceived plans for the use of the station—or groups of stations—will really produce sales for the retailers and enlarge radio budgets."

RAB President Stakelin said that "no other mass medium is more an integral part of the American life style than radio."

The business opportunities, Stakelin said, "are equally as great." Increased listenership coupled with (a) rapidly rising TV costs, (b) rapidly declining newspaper circulation, (c) fragmentation of the video world with the coming of the age of cable and the great increase in sale of video games and recorders, among other things... send the clear signal that the future for radio is now—today."

Stakelin said that "cost-conscious adver-

tisers are frantically searching for alternative solutions" and that "the answer keeps coming up radio," as "every person continues to allocate a major portion of his time to listening to radio."

He noted that magazines have followed radio's lead in targeting specific life style audiences and said that "even the newspapers are now trying to get in on the act by convincing the advertiser that they can now target."

"In essence, they're saying what radio has been saying for years: Can you really afford the shotgun approach to media? Or should you take time to determine your needs and target for results?"

"It's exciting to see so many folk in other forms of media returning to the basics and in essence saying, 'Radio's way is right, and has been all along.'"

The business of radio: networks

Sales are sky high, as is programing and land lines give way to satellites

Satellite technology, which contains timeliness and, especially for FM outlets, a transmission quality superior to that of landlines, coupled with a heady sales pace that began during the second half of 1982 and still shows no sign of abating, have made the near-term future of network radio look, in the words of one executive, "extremely promising."

Talk of an industry shakeout, which prevailed throughout most of last year, and was the result of the launching of a handful of new networks in late 1981-82, has all but died out. And for good reason: No new (or existing) network radio players have gone under in the last year, and the consensus is that those currently in the arena will survive. Not only that, 1983 has seen a new trend the entry, either for the first time or after an extended absence, of a number of new radio network advertisers that have absorbed a good deal of the added inventory created by the newer players.

In fact, the response of advertisers to the new marketplace has been so positive that the birth of yet more networks, or program services, depending on definitions, is almost certain. Mutual Radio is understood to be on the verge of deciding whether or not to launch a youth-oriented programing service. And John Tyler, chairman and founder of Satellite Music Network, told BROADCAST-

ING last week that he is "reasonably sure" that SMN will spawn a fourth network service in 1984 (contemporary hit). Terry Robinson, a partner in the Colorado Springs-based group owner, Sunbelt Communications Ltd. (two AM's and three FM's), which launched the adult contemporary Transtar network in February 1982, also reports network expansion plans. In 1984, he said, there is a "high probability" that Transtar will begin a country network. And later this year, said Robinson, the company may announce plans for yet another network for which the research and development began about two years ago. He would not describe the format, except to claim that "there is nothing quite like it out there now."

Industry executives also report that the trend toward long-form programing—both live events and studio-produced specials—will undoubtedly gain momentum with the proliferation of satellite reception. And in some cases, networks will be offering affiliates many more hours of election and Olympic coverage to be fed simultaneously with the usual network program material, an impossibility with landline feeds.

Riding on the momentum that began in the second half of 1982, radio networks have posted more than a 24% increase in sales the first six months of this year. And those revenues, according to the Radio Network Association, equal those generated for all of 1979, which the Radio Advertising Bureau estimated to be \$135 million.

On a monthly basis, the first six months of

**“With ABC Direction
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of both worlds—
you keep your independence,
yet have access to the
resources of a
great network.”**

**Aaron Daniels VP/GM,
WPRO-AM,
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When you join Direction, your station has access to the world's largest radio news-gathering organization. With its hourly three minute newscasts, daily and weekend sports reports, exclusive Olympic coverage, and personal health and fitness features, Direction will help you build your station's position in the local marketplace. And will provide you with many new local sales opportunities... all with a surprisingly low network inventory.

Direction's dynamic programming relates to adult listeners in a warm, personal manner. It doesn't just tell listeners what's happening in the world today, but how it will affect their lives.

Best of all, you keep the flexibility you need to control your station's programming and sales. You choose which programs and sales opportunities give your station the greatest competitive edge.

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1983 showed sales gains over the previous year as follows: January, 14%; February, 25%; March, 26%; April, 16.8%; May, 35%, and June, 26%. The monthly estimates are tabulated by the accounting firm of Ernst & Whinney, which monitors the sales of the ABC, NBC, CBS, RKO, Mutual and Sheridan broadcasting networks.

And while executives admit that the current pace may not continue indefinitely, most see no reason why it should not keep up through at least the end of the year, perhaps falling off by a few points, but no more. "I see the sales pace sustaining itself," said CBS Radio President Robert Hosking. "There's nothing right now to indicate a fall-off," he said, adding that year-end increases, on a percentage basis, should match those achieved at midyear. And he, for one, sees the trends continuing into 1984.

If industry projections hold true, this year's gains will more than double last year's 11% growth, when revenues are said to have

networks agreed that the impact of cable on the radio networks in 1983 was not as great as it once was. Last year, he acknowledged, "the cable industry hurt us," because a number of advertisers who were squeezed out of the network television marketplace due to the bullish 1982 upfront season, spilled over into cable on an experimental basis. "But agencies and advertisers couldn't really define what they were getting out of cable," contended Severine, and that factor, combined with higher network television prices and lower audiences, has persuaded many to round out their media plans with more network radio spending.

Severine and others cited a number of advertisers that have come back to network radio after long absences or that have introduced new brands to the medium for the first time this year. The list includes Gillette, Procter & Gamble, Burger King, American Express, Dannon, Miles Laboratories, Greyhound, Pfizer Labs, Sassoon, Bristol-

the industry will be confronted by a period of shakeout. "We have a minimum of 15 networks," he reasons, "and that's quite a number of ways to split a relatively small pie." Without naming names, he suggests that the shakeout will take the form of "curtailing or consolidating" some existing network services.

NBC's Kevin Cox, who heads sales for the company's radio networks, offered that, in part, revenue growth is a reflection of the success that the networks and the RNA have had in "selling the medium," as opposed to efforts by a particular network. "We've been improving the image and awareness of network radio in the marketplace," he said, adding that NBC has been making a lot of presentations to advertisers on prime time television, in an effort to convince them that they can increase their reach and frequency by using some radio as a supplement to their television campaigns. The supplemental pitch, he explained, "is the only practical



Hosking



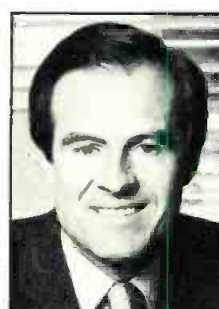
Severine



Cox



Rubenstein



Burchill



Mahone

approached \$230 million (although some estimates were as low as \$215 million). Revenue totals for 1983 are expected to fall within \$250 million-\$300 million. Last month, Robert Coen, senior vice president, McCann-Erickson, who is known for his annual advertising revenue predictions for various media, said network radio will account for \$305 million in 1983. And Joseph Larsen, executive director of the Radio Network Association, said that while not too long ago he would have thought that estimate well beyond the grasp of the industry, he now thinks Coen may not be "far from right."

A number of reasons are cited for the revenue growth accrued by radio networks over the past year, including what some claim to be advertiser disenchantment with cable as a supplementary ad medium, declining over-the-air television audiences coupled with ever-increasing prices for TV placements, and the fact that the radio networks, with the help of their association, the RNA, are aggressively and effectively selling the medium to major advertisers that are increasingly trimming their television budgets to buy more time on radio.

"With all the noise that cable was making last year," said the RNA's Larsen, "they actually helped our cause. They were encouraging advertisers to go back and really analyze their media buying plans." Those advertisers who did just that, suggested Larsen, chose radio, for the most part, over cable.

Louis Severine, vice president and director of advertising sales for the ABC Radio

Myers, Campbell Soup Co., Kraft, Frito-Lay, Johnson & Johnson, Lever Bros., Blue Nun, Penguin Books, Mennen, Shasta Beverages, Revlon, Lee Jeans, Hormel, International Harvester, Amtrak, Olympic Stain, American Raisin Council, E.F. Hutton and Sears.

Severine also noted that radio networks have been helping their own cause by "plugging up the holes in the top markets," thereby increasing the industry's reach. "Take New York for example," said Severine. "The top 12 stations are now network affiliates. And it's happening in all the major markets."

Severine predicted that the industry will probably increase sales overall in 1983 by about 18%-19% and the ABC networks will come out "slightly ahead of that."

Michael Eskridge, president, NBC Radio, notes that while the business he's in is still relatively small (radio network billings for 1982 equalled about half of the business generated by the New York television market), future prospects are bright. Advertisers are learning, he said, that radio is "a lot more efficient." He predicts that in 1983, revenues for the radio network industry will have grown 15% to about \$250 million. That prediction is on the low end of several offered, but Eskridge adds that the upward trend should continue beyond the end of the year: "Sales are not what they will be soon." And while Eskridge is not alone in complaining that there is too much network inventory available, and that there are more networks currently around "than there ought to be," he is among a small minority who still suggest

way" to approach those advertisers, because "they know TV has worked." And that selling strategy succeeds, he said, because those advertisers "are paying more money and getting less audience" for their TV buys. "They've got to do something."


And while the expansion of networks, especially those aimed at the youth market, may mean expansion of inventory that is particularly distasteful to the established networks, Cox suggests that the changed situation has been a factor in attracting new advertisers. "When ABC had the only two youth networks [contemporary and FM]," explains Cox, advertisers were faced with pricing that was "incredibly high." And many advertisers hoping to reach the youth market simply opted to forgo radio, he said, "because two networks were not enough to do an effective job in terms of reach." Now with six or seven networks programming to teen-agers and/or young adults, advertisers have more confidence that they can reach a sufficient percentage of their target audience.

Mutual Broadcasting, which operates on a fiscal year that ends Aug. 31, will probably end up about 20% ahead of last year, according to Martin Rubenstein, the company's president. "We started off the year slowly," said Rubenstein "but business picked up in the third quarter with the momentum carrying on into the fourth."

Rubenstein said that the efficiency that network radio can lend to an advertiser's media plan "is finally beginning to sink in. It's one hell of a media buy—too good in fact. I think our rates ought to be higher." Noting



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D I C K C L A R K ' S

Rock Roll & Remember

Reaching nearly 30 million 18+ listeners each week.

(R. H. Bruskin, Fall, 1982)

* Regularly scheduled music program category (Syndicator or Network produced).

that on average, the cost-per-thousand listeners is probably not too much more than \$1, Rubenstein said, "Our C-P-M as an industry is so low we're almost giving away our inventory."

CBS's Hosking agreed with Cox's assessment and said that's exactly why CBS decided to develop a network aimed at the 18-to-34-year-old demographic—RadioRadio—which was launched in April 1982. Through the 1970's, he noted, there were only nine radio networks, mostly skewed toward the older demographics. "And as far as most advertisers were concerned," said Hosking, "there weren't enough youth-oriented networks to reach enough bodies to bother with." But now, he added, "we're [the industry] all over the place" with more networks targeted to more specific demographic segments. As a result, said Hosking, the medium is not only more efficient, but perhaps "underpriced" as well. "And if the marketplace has not grown," as it did this year, he said, the shakeout that most had been anticipating would have occurred.

Hosking suggested that, at least for the CBS Radio Network, a revenue comparison between this year and last would be misleading due to last year's NFL strike. (CBS airs an *NFL Game of the Week* each Saturday during the football season.) Revenue gains this year "will look brilliant" compared to 1982, he said. Without being specific, he acknowledged that CBS Radio lost "a lot" of revenue because of the strike, because unlike the case with television, the network had no alternative programs to place its football advertisers in.

The RKO Radio networks will have combined revenue increases for 1983 that will far exceed the current industry pace, and may very well equal the 40% growth achieved during the first half of the year, according to Thomas Burchill, president of the RKO Radio networks. In one sense, Burchill attributes the solid growth of both the RKO networks to positioning: RKO I, the youth-oriented network, has obviously benefitted from the resurgence of top 40 radio in general, he noted, while RKO II, aimed at the 25-54 demographic, is the only adult network for the FM listener, he said. Both networks were launched in 1979.

As for the revenue growth of the industry as a whole, Burchill offers a factor not mentioned by others—the network radio audience has increased by 41% since 1975, which leads to the conclusion that listeners have been receptive to a significant amount of the network programming that has been introduced since that time. And to advertisers, said Burchill, "that's attractive."

Burchill also suggests that network radio is underpriced, but that it's only a matter of time before network rates begin to climb. "Our pricing has not [paralleled] the growth of the medium in terms of audience," he contends, although he does note a disparity in the C-P-M's for a youth-oriented account, which may approach \$4 or \$5, and the C-P-M's for the general audience, which he calculates at about \$1.50. But in any event, he sees prices rising "just from the standpoint of supply and demand. There's always a lag

in the cycle. It takes a little time."

Although many in the industry complain that their product is underpriced, those speaking out can at least boast of revenue growth that is tracking on or surpassing the industry growth rate. The same cannot be said for the two prominent black networks in the industry—Sheridan Broadcasting and the National Black Network. The presidents of both networks report revenue gains of about half the industry average so far for 1983. And both attribute the shortfalls to built-in prejudices, ignorance and misunderstanding within the established advertising community, as to the nature and value (in terms of consumer spending) of the black audience. More often than not, they argue, advertisers resist spending ad dollars to reach that audience, despite the fact that blacks often have as great a need or desire for their products and the ability to purchase them.

"It's a difficult struggle," said Glen Mahone, president of the Sheridan Broadcasting Network. He notes that SBN has a weekly cumulative audience of about 10 million. "And they're not all paupers or on welfare," he adds in a tone that suggests many of the prospects he has talked to believe so. "I've never seen an industry so riddled with and hidebound by notions [about blacks] that bear no resemblance to the reality that you can see with your eyes every day." He also notes that the music programed by the network, most of which could be classified as urban contemporary, appeals to whites as well as blacks. In fact, surveys have indicated that about 60% of SBN's listenerhip is white and 40% black, said Mahone.

George Edwards, president of the National Black Network, supported Mahone's view, contending that by and large, agency planners "are still in the dark ages with respect to black radio in the media buy." He added that many planners believe they can tap the majority of black households with television and effectively get the message through. As a result, "there is a tendency to cut rather than reduce black radio buys." Nevertheless, Edwards predicts increased growth for NBN in fiscal 1984, which, for the network, ends next May. For the last half of NBN's fiscal 1983, sales were up between 11% and 12%. For fiscal 1984, Edwards says sales will be up between 17% and 20%. NBN created a new sales development unit this year, he notes, which has been successful in attracting 24 new advertisers to the network. He declined to identify the newcomers, but claimed they were among "the top 30 or 50 advertisers in America."

Several of the newer radio networks, including Satellite Music Network, Transtar and CNN Radio, have been received well enough by the radio industry to justify expansion—in the form of entirely new networks in the case of the first two, and expanded original programming in the case of the last.

John Tyler, president and co-founder of SMN, reports that a New York-based brokerage firm is currently putting together a private stock placement deal for the company, involving 1.3 million shares that will be dis-

tributed to perhaps 20 or 25 professional investors. The investors are banking on the hope that some day SMN will go public.

Acknowledging that the company's revenue base is still relatively small, Tyler also reports that SMN will do "three-and-a-half times the business we did last year." And 116 new affiliates have been signed up so far this year, bringing the total affiliates under contract for SMN's three network services to 338, of which 241 are currently on the air—105 country affiliates, 96 adult contemporary affiliates and 40 Stardust (nostalgia) affiliates.

And in addition to the contemporary hit format (to which 20 stations have already committed to switch, if it gets off the ground early next year), Tyler says the company has also looked at a few other "more specialized formats" as possible future ventures.

Between \$6 million and \$7 million has been spent in launching and operating SMN since startup in August 1981. And while the initial projections did not call for the company to begin making money until after three full years on the air, Tyler says SMN is now ahead of schedule. Even with what he describes as a "tough start-up period," SMN should start to make a profit by the second quarter of 1984. "If we're lucky, maybe the first quarter," he added.

In the coming months, SMN will be making a strong push to sign up more affiliates in the top 50 markets, an effort that will be spearheaded by Ellen Ambrose, who recently joined SMN from NBC Radio where she was vice president and general manager of the Source. "We hadn't really concentrated on the top 50 before Ellen came on board," said Tyler, noting that SMN currently has 16 affiliates in the top 50 markets.

The adult contemporary Transtar network also has expansion plans for the coming year. The existing format is described by Transtar's Terry Robinson as "gold-based," and targeted to the 25-to-49 demographic, but skewed slightly to the female audience. A country-formatted service is almost certain to be launched next year by Transtar, says Robinson, and the network is looking at several others, with the front runner being a program service that has been under development for the last two years. Transtar will announce plans concerning that third venture later this year.

In addition, Robinson confirmed that Transtar has agreed to purchase the Los Angeles-based Popular Media Products company, a radio program production firm, and that Ivan Braiker, an executive with Popular Media, and before that president of Satellite Music Network, has agreed to join Transtar. The transfer is due to take place shortly.

Transtar has signed over 60 new affiliates in 1983 and so far 45 have gone on the air since January, bringing the network's total on-air list to 77. That includes, however, almost 20 stations in major markets which Transtar pays "compensation" to and in return the stations carry the network's spots, thereby increasing its overall reach. Robinson expects to have 100 affiliates by the first of the year.

A little less than \$10 million has been

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

works for everybody.

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



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THE POWER OF RADIO.

spent to launch and operate Transtar since it went on the air in February 1982, and while the network is not yet profitable, Robinson says "we are surpassing our projections" for 1983. In fact, business has been so good, he reports, that the network should be in the black in 1984, "certainly within the first six months." Ultimately, said Robinson, the goal is that Transtar be competitive with the major radio networks. "It will take us awhile," he admits.

Until quite recently, CNN Radio was little more than CNN Headline News without the video. On Aug. 1, however, a one-hour live newscast, produced by CNN Radio's own editorial staff was introduced to the program mix and is aired daily from 5 a.m. to 6 a.m. And on Aug. 15, the radio news team began producing its own 10-minute newscasts which are heard at the top and bottom of each hour from 6 a.m. to noon. And in September, CNN Radio will add a number of sister network CNN's regular features to its program lineup, including *Moneyline* and *Crossfire*, with Tom Braden and Pat Buchanan, during the week, and a handful of other features on the weekends. Those added features "round out the sound of the program," said Bob Pates, who is in charge of the radio network. "We've fixed the important part of the program day," he said, adding that the next objective would be to liven up afternoon drive.

CNN Radio now has 83 affiliates, up from

just 25 a year ago, and the network expects to have 100 signed by the end of September. "And we're making inroads in the major markets," said Pates, noting that stations in Detroit, Atlanta, Seattle and Tampa, Fla., take at least some CNN Radio programming. And within the next month to 45 days, Pates expects to close affiliation deals in Boston, Cleveland, St. Louis, Miami, Houston and Minneapolis.

Revenue for CNN Radio is expected to total about \$650,000 by the end of this year (although total sales will pass \$1.5 million, which includes commitments for future contract fees). That's up from \$350,000 in 1982. The network has just signed Christal Co. as a national representative, and revenues from station fees and advertising fees and advertising sales in 1984 should total \$3 million.

The *Wall Street Journal Report*, an audio broadcast service of Dow Jones which has been in operation since late 1980, offers its 80 affiliates 18 two-minute business and financial news reports each weekday—six of which are nationally sponsored. Among the major advertisers for the program this year are: Shearson/American Express, American Express Corp., Westin Hotels, Hertz and Allied Van Lines. "Most of our advertisers are nonradio accounts," said Robert Rush, director of broadcast services for Dow Jones. "We are in more direct competition with the business publications than with the tradition-

al radio networks."

The UPI Radio Network reports adding 25 affiliates or so this year. And starting this Friday (Sept. 2), the network will add two additional features to its programming lineup—*Parenting*, written and hosted by Dr. Lee Salk, and *Legal Briefs*, by Los Angeles attorney Jeff Klein.

The Associated Press Radio Network now has a new name—AP Network News. And it also has 46 new affiliates this year, bringing the total to 1,132 affiliated stations. AP Radio recently introduced the *Ed Busch Talk Show*, a four-hour syndicated program service offered to stations via the AP satellite distribution system on Saturdays and Sundays at 4 p.m. And Roy Steinfort, vice president and director of broadcast services, AP Radio, told BROADCASTING that other radio program services will be introduced in the future. "AP is under increasing pressure to develop nontraditional forms of revenue," he said.

The first of those that AP Radio became involved with is the Music Country Radio Network, a joint venture with WSM Inc., which is a nightly 10-hour (eight hours live) program of country music and interviews that went on the air in April 1982. It is distributed via the AP satellite system to 98 affiliates. AP Radio is responsible for marketing, promotion and affiliations and WSM Inc. produces the show. Christal sells the program nationally. The network hasn't been a big revenue producer, and has been dropped by 30 affiliates who originally signed on. "We couldn't really get a handle on what the revenues would be," said Steinfort. "Christal and WSM thought [the revenue picture] would be better." In any event, he adds, AP radio views its involvement with the country program service as "part of the learning process" a company goes through to understand the radio networking and program service business. □

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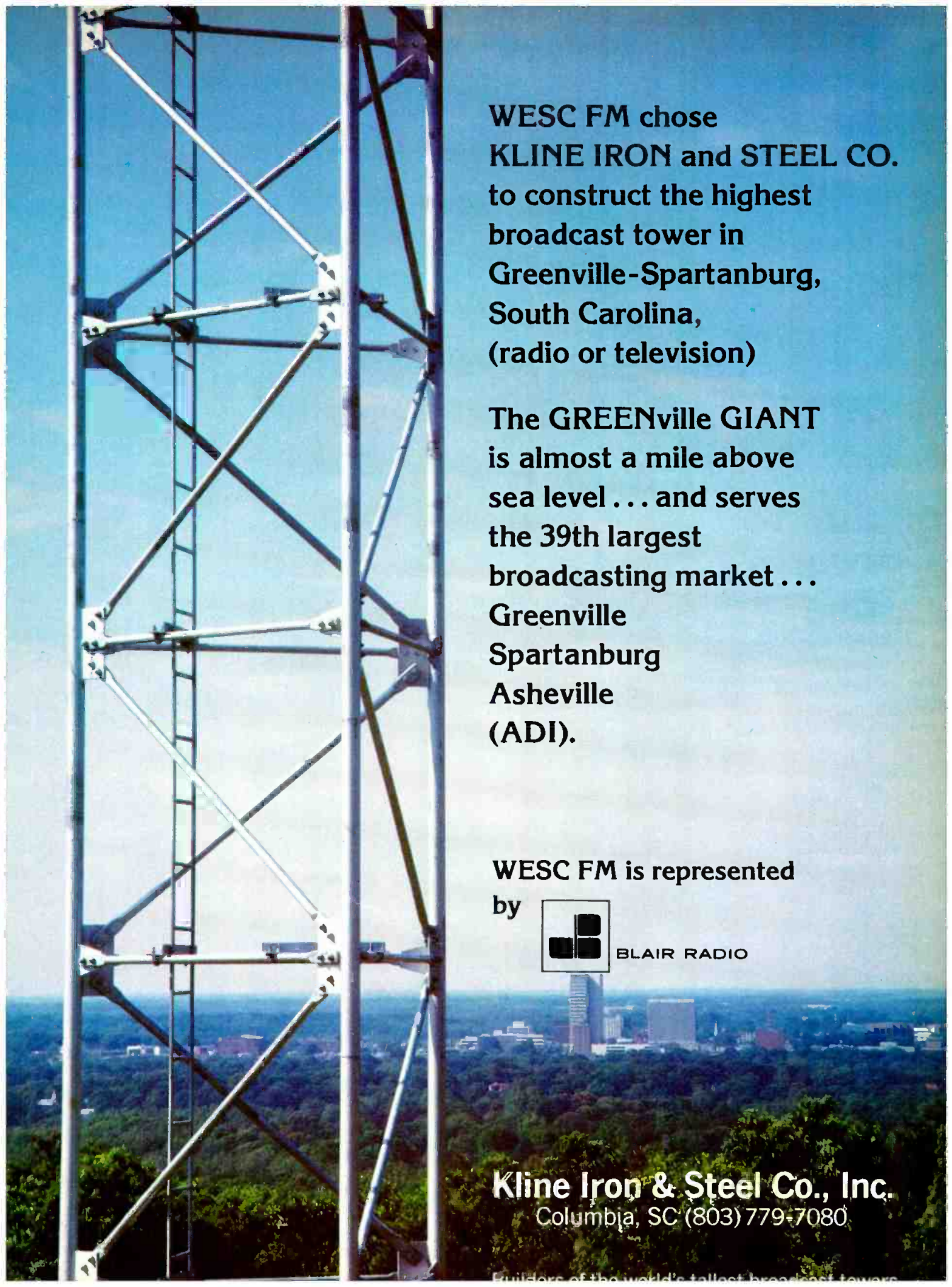
Ratings Leader: Adult contemporary

Top 40 and album rock finish neck and neck in second, followed by country and easy listening/beautiful

An analysis of BROADCASTING's annual survey of the top 10 stations (including AM-FM combinations) in the top 50 markets shows adult contemporary, airing on more than 90 stations, emerging as the most popular format.

In a virtual tie for second are top 40 and album-oriented rock, although in recent weeks the radio industry has seen a resurgence in top 40 with many AOR stations switching (BROADCASTING, Aug. 15). Rounding out the top five are country and easy listening/beautiful.

The survey is based on Arbitron Radio's spring 1983 metro rankings (total persons 12-plus, average quarter hour, Monday to Sunday, 6 a.m. to midnight). Format listings, which reflect the spring rating period



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Robert H. Glassburn
Vice Pres./
Gen. Manager
KROW
Reno, Nevada



"We are so pleased with the acceptance of the StarStation format on our Brownsville operation, KBOR, that with our acquisition of an AM in the Corpus Christi Market, we are putting the Country format on KIKN."

Stephan A. Dewalt
President
KBOR
Brownsville, Texas
KIKN
Corpus Christi, Texas



"Day in and night out SMN offers a professional quality sound that, frankly, I would never be able to afford if I had to buy it locally — and they care."

William L. Wright
Exec. Vice Pres./
Gen. Manager
WMOH
Hamilton, Ohio



"Satellite Music Network's 'Stardust' format allows us flexibility in programming to WAPE's listeners. Judging by the amount of mail the SMN personalities receive, they indeed come across as WAPE 'jocks'."

Bob Campbell
Vice Pres./
Gen. Manager
WAPE
Jacksonville, Florida



"Two years after joining SMN, I am more enthusiastic than ever. SMN is the best music and news format to supplement our local programming ever offered us. It provides WPAD with the newest Country music and excellent professional announcers."

Edward B. Fritts
President/
Gen. Manager
WPAD AM STEREO
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for the most part were derived from various sources.

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1. New York

1. WBLS(FM)	urban contemp.	137,600
2. WOR(AM)	talk	136,800
3. WKTU(FM)	urban contemp.	128,900
4. WRFM(FM)	easy listening/bttl. music	127,700
5. WINS(AM)	news	125,900
6. WYNY(FM)	adult contemp.	120,300
7. WRKS-FM	urban contemp.	117,700
8. WCBS(AM)	news	113,500
9. WPLJ(FM)	AOR	107,400
10. WPAI-FM	easy listening/bttl. music	100,100

2. Los Angeles

1. KABC(AM)	talk	111,700
2. KBIG(FM)	easy listening/bttl. music	89,700
3. KIIS-FM	top 40	88,100
4. KROQ-FM	AOR	64,700
5. KLOS(FM)	AOR	60,700
6. KJOI(FM)	easy listening/bttl. music	59,900
7. KFWB(AM)	news	50,700
8. KMET(FM)	AOR	47,000
9. KNX(AM)	news	45,700
10. KRTH(FM)	adult contemp.	44,700

3. Chicago

1. WGN(AM)	MOR/talk/information	106,000
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2. WLOO(FM)	easy listening/bttl. music	65,400
3. WGCI(FM)	urban contemp.	62,100
4. WBBM(AM)	news	61,600
5. WBBM-FM	top 40	54,000
6. WIND(AM)	talk/information	52,900
7. WBMX(FM)	black contemp.	52,500
8. WLS(AM)	top 40	50,300
9. WCLR(FM)	soft contemp.	45,700
10. WLS-FM	top 40	44,100

4. San Francisco

1. KGO(AM)	talk	69,900
2. KCBS(AM)	news	41,600
3. KFRC(AM)	top 40	34,000
4. KSAN-FM	country	33,300
5. KNBR(AM)	adult contemp.	29,400
6. KSFO(AM)	MOR	26,100
7. KABL-FM	easy listening/bttl. music	25,800
8. KYUU-FM	adult contemp.	25,800
9. KIOI(FM)	adult contemp.	25,500
10. KSOL(FM)	black contemp.	25,100

5. Philadelphia

1. KYW(AM)	news	63,300
2. WEAZ(FM)	easy listening, bttl. music	56,300
3. WUSL(FM)	urban contemp.	50,100
4. WPEN(AM)	nostalgia	48,500
5. WMGK(FM)	soft contemp.	46,500
6. WCAU-FM	top 40	42,900
7. WDAS-FM	black contemp.	42,400
8. WCAU(AM)	variety/news/talk	37,300
9. WIOQ(AM)	AOR/adult contemp.	35,600

10. WYSP(FM)	AOR	35,500
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6. Detroit

1. WJR(AM)	MOR	58,000
2. WJOL-FM	easy listening/bttl. music	46,200
3. WDRQ(FM)	urban contemp.	41,700
4. WRIF(FM)	AOR	40,600
5. WXYZ(AM)	news/talk	36,500
6. WLLZ(FM)	AOR	35,900
7. WWJ(AM)	news	32,000
8. WJLB(FM)	black contemp.	31,300
9. WNIC-FM	soft contemp.	30,900
10. WHYT-FM	top 40	29,700

7. Boston

1. WBZ(AM)	adult contemp./talk	54,100
2. WHDH(AM)	adult contemp./talk	47,500
3. WHTT-FM	top 40	38,400
4. WBCN(FM)	AOR	36,300
5. WXXS-FM	adult contemp.	31,800
6. WCOZ(FM)	AOR	26,800
7. WEEI(AM)	news	24,600
8. WROR(FM)	adult contemp./oldies	22,100
9. WMJX(FM)	soft contemp.	21,100
10. WJIB(FM)	easy listening/bttl. music	20,800

8. Houston-Galveston

1. KODA(FM)	easy listening/bttl. music	38,900
2. KSRR(FM)	AOR	37,800
3. KIKK-FM	country	37,300
4. KMJQ(FM)	urban contemp./jazz	35,800
5. KILT-FM	country	31,100
6. KFMK(FM)	adult contemp.	30,900
7. KQUE(FM)	MOR/nostalgia	28,000
8. KKBQ-FM	top 40	27,500
9. KLOL(FM)	AOR	25,400
10. KRBE(FM)	adult contemp.	25,400

9. Washington

1. WKYS(FM)	urban contemp.	52,200
2. WRQX-FM	top 40	38,000
3. WMAL(AM)	MOR	36,200
4. WGAY-FM	easy listening/bttl. music	33,000
5. WHUR-FM	black contemp.	28,500
6. WLTT(FM)	soft contemp.	23,900
7. WRC(AM)	news/talk	22,400
8. WMZQ(FM)	country	20,400
9. WPKX-AM-FM	country	19,600
10. WGMS-AM-FM	classical	18,900

10. Dallas-Fort Worth

1. KVIL-FM	MOR	35,900
2. KSCS(FM)	country	34,600
3. KMEZ(FM)	easy listening/bttl. music	31,100
4. KRLD(AM)	news/sports	30,500
5. WBAP(AM)	country	28,000
6. KPLX(FM)	country	27,900
7. KKDA-FM	urban contemp.	26,200
8. KEGL(FM)	AOR	25,300
9. KZEW(FM)	AOR	23,500
10. KAFM(FM)	top 40	20,900

11. Miami-Fort Lauderdale

1. WHYI(FM)	top 40	40,600
2. WLYF(FM)	easy listening/bttl. music	37,200
3. WQBA(AM)	Spanish	34,100
4. WINZ-FM	top 40	28,700
5. WNWS(AM)	news/talk	20,900
6. WIOD(AM)	MOR/talk	20,400
7. WEDR(FM)	urban contemp.	20,200
8. WAXY(FM)	adult contemp./oldies	18,800

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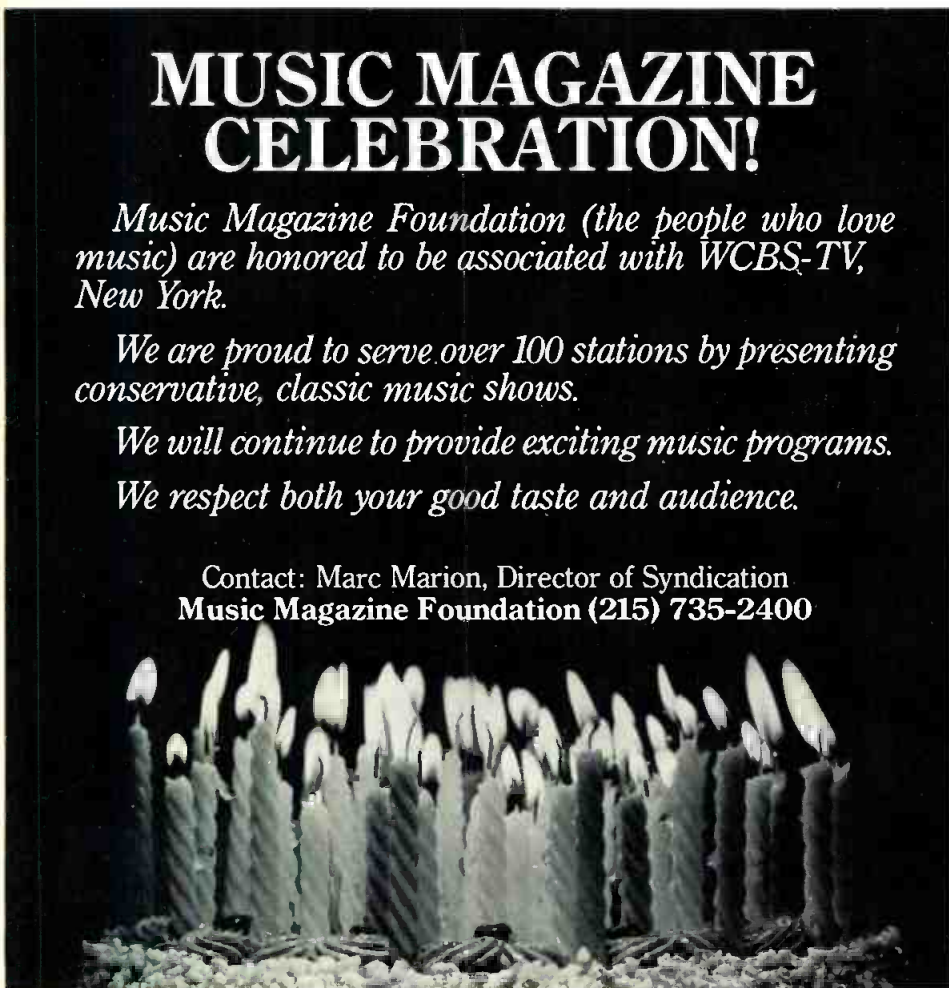
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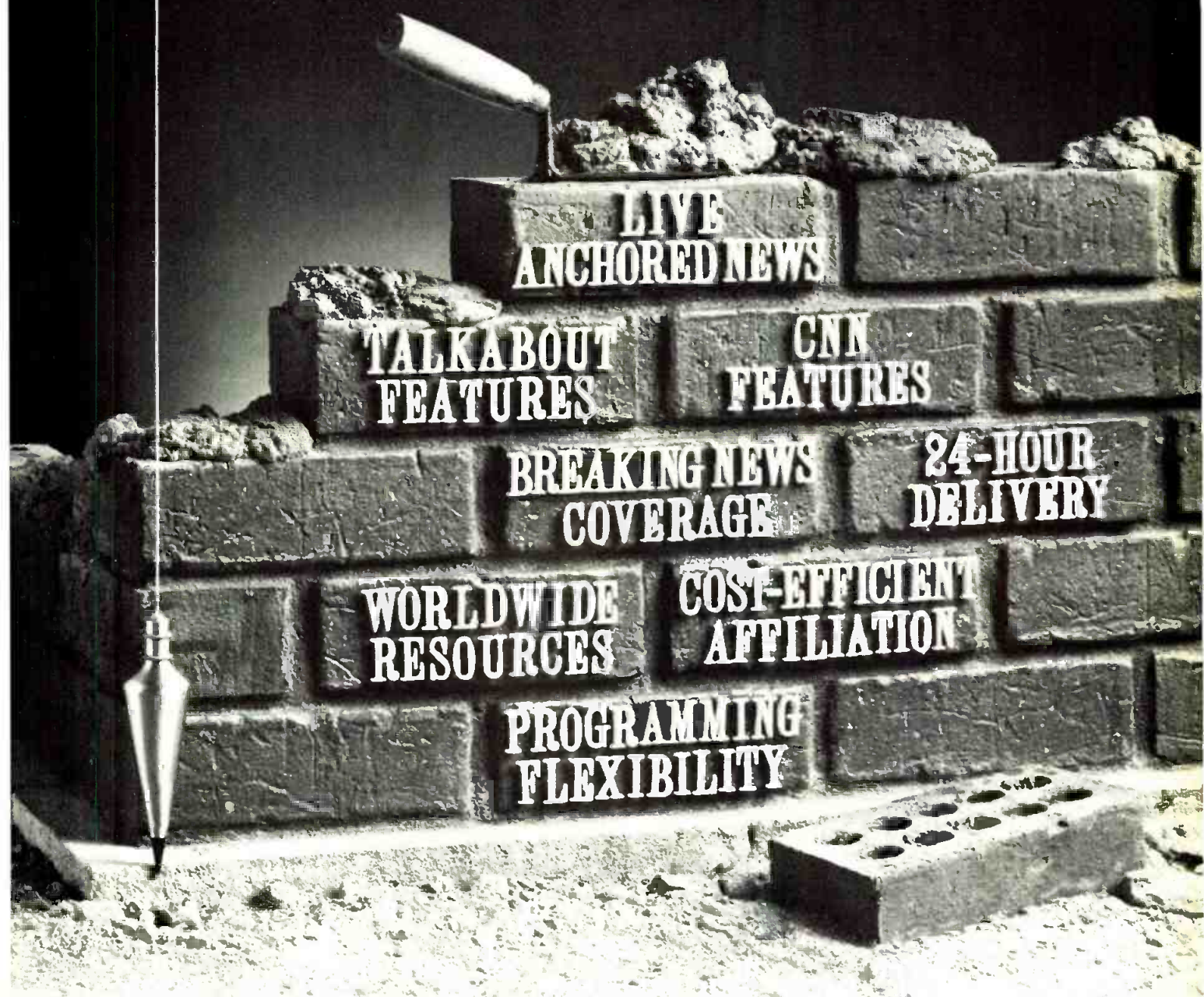
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CNNRADIO

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9. WYOR(FM)	soft contemp.	18,600
10. WINZ(AM)	news	18,500

12. Nassau-Suffolk, N.Y.

1. WBLI(FM)	top 40	273,000
2. WCBS(AM)	news	206,000
3. WAPP(FM)	AOR	197,000
4. WNBC(AM)	adult contemp.	187,000
5. WYNY(FM)	adult contemp.	173,000
6. WALK-AM-FM	MOR	171,000
7. WRFM(FM)	easy listening/bttl. music	166,000
8. WOR(AM)	talk	164,000
9. WINS(AM)	news	148,000
10. WPIX-FM	adult contemp.	142,000

13. St. Louis

1. KMOX(AM)	variety	78,300
2. KHTR(FM)	top 40	39,500
3. KEZK(FM)	easy listening/bttl. music	26,100
4. KMJM(FM)	urban contemp.	25,300
5. WIL-FM	country	23,100
6. KSD-FM	adult contemp.	21,700
7. KSHE(FM)	AOR	20,700
8. KWK-AM-FM	AOR	20,400
9. WRTH(AM)	nostalgia	17,900
10. KSD(AM)	country	16,300

14. Pittsburgh

1. KDKA(AM)	variety	60,600
2. WBZZ(FM)	top 40	26,100
3. WDVE(FM)	AOR	24,300
4. WWSW-FM	soft contemp.	22,100
5. WTAE(AM)	adult contemp.	20,800
6. WAMO-FM	black contemp.	19,700
7. WSHH(FM)	easy listening/bttl. music	19,400
8. WHTX(FM)	top 40	16,900
9. WPNF(AM)	easy listening/bttl. music	16,900
10. WJAS(AM)	nostalgia	15,800

15. Baltimore

1. WXYV(FM)	urban contemp.	29,800
2. WBAL(AM)	adult contemp.	29,100
3. WBSB(FM)	top 40	28,400
4. WYYY(FM)	AOR	24,900
5. WLIF(FM)	easy listening/bttl. music	23,500
6. WPOC(FM)	country	21,100
7. WFBR(AM)	adult contemp.	19,500
8. WITH(AM)	nostalgia	16,600
9. WWIN(AM)	black contemp.	15,400
10. WCAO(AM)	country	14,700

16. Seattle-Everett-Takoma

1. KIRO(AM)	news/talk	26,800
2. KBRD(FM)	bttl. music	19,100
3. KSEA(FM)	bttl. music	18,000
4. KUBE(FM)	top 40	16,500
5. KOMO(AM)	adult contemp.	16,100
6. KISW(FM)	AOR	15,000
7. KZOK-FM	AOR	14,800
8. KIXI(AM)	nostalgia	13,700
9. KMPS-FM	country	12,700
10. KING-FM	classical	11,900

17. Minneapolis-St. Paul

1. WCCO(AM)	variety	65,100
2. WLOL(FM)	top 40	34,900
3. KSTP-FM	adult contemp.	32,700
4. WAYL(FM)	bttl. music	23,300
5. KEEY-FM	country	20,700

6. KDWB-FM	AOR	18,300
7. KGLD(AM)-KQRS-FM	nostalgia/AOR	18,000
8. WDGY(AM)	country	14,800
9. KSTP(AM)	news/talk	11,900
10. WCCO-FM	adult contemp.	10,100

18. Atlanta

1. WVEE(FM)	urban contemp.	31,100
2. WKHX(FM)	country	30,000
3. WZGC(FM)	top 40	29,900
4. WQXI-FM	adult contemp.	29,000
5. WSB(AM)	adult contemp./talk	28,200
6. WPCH(FM)	bttl. music	26,500
7. WKLS-FM	AOR	22,000
8. WSB-FM	soft contemp.	17,100
9. WAOK(AM)	black contemp.	11,200
10. WRMM(FM)	soft contemp.	10,500

19. Anaheim-Santa Ana-Grdn Grv, Calif.

1. KBIG(FM)	bttl. music	22,500
2. KIIS(FM)	top 40	22,300
3. KABC(AM)	talk	17,000
4. KJOI(FM)	bttl. music	9,600
5. KFVB(AM)	news	8,100
6. KFJ(AM)	adult contemp.	7,400
7. KWIZ(FM)	adult contemp./MOR	7,100
8. KIQQ(FM)	top 40	7,000
9. KIKF(FM)	country	5,800
10. KHTZ(FM)	top 40	4,200

20. San Diego

1. KJQY(FM)	bttl. music	25,800
2. KFMB(AM)	adult contemp./oldies	25,200
3. KGB-FM	AOR	17,000
4. KYXY(FM)	adult contemp./oldies	16,200
5. KFMB-FM	soft contemp.	15,800
6. KPRI(FM)	AOR	13,200
7. KSDO(AM)	news/talk	11,900
8. KBZT(FM)	adult contemp.	11,800
9. KSDO-FM	adult contemp.	10,700
10. KFSD-FM	classical	8,700

21. Cleveland

1. WMMS(FM)	AOR	22,800
2. WGCL(FM)	top 40	20,300
3. WQAL(FM)	bttl. music	20,200
4. WDOK(FM)	bttl. music	19,900
5. WBBG(AM)	nostalgia	18,100
6. WMJI(FM)	oldies/soft contemp.	15,800
7. WDMT(FM)	urban contemp.	14,700
8. WWWF(AM)	country	12,900
9. WKSW(FM)	country	12,400
10. WZAK(FM)	urban contemp.	12,400

22. Tampa-St. Petersburg, Fla.

1. WWBA-FM	bttl. music	37,500
2. WRBQ(FM)	top 40	34,400
3. WQYK-FM	country	21,700
4. WDAE(AM)	nostalgia	16,800
5. WYNF(FM)	AOR	15,100
6. WSUN(AM)	country	14,200
7. WIIQ(FM)	adult contemp.	12,700
8. WTMP(AM)	urban contemp.	10,900
9. WMGG(FM)	adult contemp.	10,700
10. WFLA(AM)	adult contemp.	9,600

23. Denver-Boulder

1. KOSI-FM	bttl. music	24,100
2. KBPI(FM)	AOR	17,000
3. KOA(AM)	news/talk	15,400
4. KYGO(FM)	country	15,200
5. KAZY(FM)	AOR	14,300

6. KOAQ(FM)	adult contemp.	13,900
7. KIMN(AM)	adult contemp.	13,500
8. KEZW(AM)	nostalgia	12,700
9. KPPL(FM)	adult contemp.	11,700
10. KLZ(AM)	country	11,100

24. Phoenix

1. KDKB(FM)	AOR	23,100
2. KUPD-FM	top 40/AOR	20,100
3. KTAR(AM)	news/talk	20,000
4. KNIX-FM	country	19,100
5. KKLTV(FM)	adult contemp.	17,500
6. KQYT(FM)	bttl. music	17,400
7. KMEO-FM	MOR	17,100
8. KOPA-FM	top 40	13,000
9. KOOL-FM	oldies	11,500
10. KOY(AM)	adult contemp./talk	11,500

25. Milwaukee-Racine

1. WTMJ(AM)	adult contemp.	27,800
2. WEZW(FM)	easy listening/bttl. music	18,500
3. WTKI(FM)	top 40	14,400
4. WOKY(AM)	nostalgia	14,200
5. WQFM(FM)	AOR	13,900
6. WBCS(FM)	country	10,600
7. WISN(AM)	adult contemp.	10,600
8. WLUM-FM	urban contemp./jazz	10,400
9. WMIL(FM)	country	10,400
10. WMYX(FM)	top 40	9,600

26. Providence-Warwick-Pawtucket, R.I.

1. WLKW-FM	easy listening/bttl. music	28,600
2. WPRO-FM	top 40	21,800
3. WHJY(FM)	AOR	19,800
4. WPRO(AM)	adult contemp.	14,700
5. WLKW(AM)	nostalgia	11,400
6. WSNE(FM)	adult contemp.	11,100
7. WHJJ(AM)	news/talk	10,600
8. WEAN(AM)	news/talk	9,100
9. WPJB-FM	adult contemp.	8,200
10. WMYS(FM)	soft contemp.	8,000

27. Cincinnati

1. WEBN(FM)	AOR	17,000
2. WKRQ(FM)	top 40	17,000
3. WVEZ(FM)	bttl. music	16,900
4. WLW(AM)	adult contemp./talk	14,500
5. WUBE-FM	country	14,400
6. WKCY(AM)	news/talk	12,600
7. WLLT(FM)	adult contemp.	12,000
8. WRRM(FM)	adult contemp.	11,900
9. WKRC(AM)	adult contemp./talk	10,800
10. WMLX(AM)	nostalgia	7,300

28. San Jose, Calif.

1. KSJO(FM)	AOR	14,100
2. KEZR(FM)	adult contemp.	9,100
3. KBAY(FM)	bttl. music	8,700
4. KOME(FM)	AOR	7,100
5. KEEN(AM)	country	7,000
6. KWSS(FM)	top 40	6,900
7. KLOK(AM)	adult contemp.	6,700
8. KLIV(AM)	nostalgia	4,900
9. KARA(AM)	top 40/oldies	4,300
10. KNLA(AM)	Spanish	2,700

29. Kansas City

1. WDAF(AM)	country	20,700
2. KBEQ(FM)	top 40	16,300
3. KCMO(AM)	news/talk	16,300
4. KLSI(FM)	adult contemp.	13,300
5. KFKF(FM)	country	11,600

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6. KYYS(FM)	AOR	11,300	
7. KPRS(FM)	black contemp.	10,800	
8. KCEZ(FM)	btfl. music	10,500	
9. KUDL-FM	adult contemp.	10,000	
10. KMBR(FM)	easy listening/btfl. music	9,300	
	KMBZ(AM)	adult contemp./talk	9,300

30. Portland, Ore.

1. KRCK(FM)	AOR	16,700
2. KGW(AM)	adult contemp.	13,300
3. KCNR-FM	top 40	12,600
4. KUPL-FM	easy listening	11,600
5. KINK(FM)	AOR	10,600
6. KEX(AM)	adult contemp./talk	10,500
7. KXL-FM	easy listening/btfl. music	9,600
8. KMJK(FM)	contemp. hit	8,500
9. KGON(FM)	AOR	8,200
10. KUPL(AM)	nostalgia	7,400

31. Riverside-San Bernadino-Ontario, Calif.

1. KDUO(FM)	btfl. music	11,600
2. KCKC(AM)	country	9,300
3. KGGI(FM)	top 40	8,000
4. KCAL-FM	AOR	6,400
5. KQLH(FM)	soft contemp.	5,800
6. KOLA(FM)	top 40	4,500
7. KFXM(AM)	top 40	4,100
8. KBON(FM)	btfl. music	3,500
9. KDIG(AM)	country	3,400
10. KNIF(FM)	country	3,100

32. Buffalo

1. WJYE(FM)	btfl. music	22,800
2. WBEN(AM)	adult contemp.	18,400
3. WGR(AM)	adult contemp.	13,600

4. WKBW(AM)	adult contemp.	13,300	
5. WECK(AM)	nostalgia	11,500	
	WYRK(FM)	country	11,500
6. WBEN-FM	top 40	11,400	
7. WPHD(FM)	AOR	10,600	
8. WBK-FM	black contemp.	10,100	
9. WBUF(FM)	adult contemp.	8,700	

33. New Orleans

1. WYLD-FM	black contemp.	25,000
2. WEZB(FM)	top 40	17,400
3. WAIL(FM)	urban contemp.	16,700
3. WRNO(FM)	AOR	16,700
4. WBYU(FM)	btfl. music	15,500
5. WAJY(FM)	MOR	12,600
6. WQUE(FM)	adult contemp.	8,800
7. WNOE-FM	country	8,300
8. WWL(AM)	news/talk/country	7,700
9. WSMB(AM)	news/talk	7,300

34. Norfolk-Prtsmth-Nwprt News-Hmptn, Va.

1. WFOG-FM	btfl. music	20,300	
2. WCMS-FM	country	19,700	
3. WNOR-FM	AOR	16,100	
4. WLTJ(FM)	adult contemp./oldies	13,400	
5. WOWI(FM)	black contemp.	13,100	
6. WMYK(FM)	AOR	10,300	
7. WNVZ(FM)	top 40	9,800	
8. WRAP(AM)	black contemp.	8,000	
	WWDE-FM	adult contemp.	8,000
9. WTAR(AM)	adult contemp.	7,000	

35. Sacramento, Calif.

1. KEWT(FM)	btfl. music	14,300
2. KZAP(FM)	AOR	13,800

3. KXOA-FM	soft contemp.	12,900	
4. KRAK(AM)	country	11,600	
5. KCTC(FM)	btfl. music	11,300	
6. KAER(FM)	country	11,000	
7. KFBK(AM)	news/talk	9,000	
8. KWOD(FM)	top 40	8,500	
9. KROY-FM	AOR	8,300	
	KXOA(AM)	nostalgia	8,300

36. Indianapolis

1. WIBC(AM)	MOR	24,300
2. WTLC(FM)	urban contemp.	16,600
3. WXTZ(FM)	btfl. music	16,500
4. WZPL(FM)	top 40	16,400
5. WFBO(FM)	AOR	15,600
6. WFMS(FM)	country	14,500
7. WENS(FM)	adult contemp.	13,200
8. WIRE(AM)	country	11,100
9. WNAP(FM)	top 40	9,500
10. WNDE(AM)	oldies	5,400

37. Columbus

1. WLWQ(FM)	AOR	19,400
2. WBNS-FM	btfl. music	16,100
3. WKVO(AM)	black contemp.	14,000
4. WTVN(AM)	adult contemp./oldies/talk	13,800
5. WNCI(FM)	adult contemp.	13,700
6. WXGT(FM)	top 40	12,600
7. WSNY-FM	adult contemp.	10,800
8. WBNS(AM)	adult contemp./oldies/talk	7,800
9. WRNZ(FM)	country	6,700
10. WCOL(AM)	MOR	6,300

38. San Antonio, Tex.

1. KQXT(FM)	btfl. music	17,400	
2. KXZL(FM)	Spanish	14,000	
3. WOAI(AM)	news/talk	12,400	
4. KAJA(FM)	country	12,300	
5. KTSA(AM)	adult contemp.	10,700	
6. KKYX(AM)	country	10,500	
7. KTFM(FM)	top 40	10,300	
8. KISS(FM)	AOR	10,000	
	KLLS(FM)	soft contemp.	10,000
9. KCOR(AM)	Spanish	8,800	

39. Hartford-New Britain, Conn.

1. WTIC(AM)	MOR/talk	30,500	
2. WTIC-FM	top 40	19,300	
3. WRCH-FM	btfl. music	17,900	
4. WHCN(FM)	AOR	9,000	
5. WCCC-FM	AOR	6,800	
	WDRC-FM	adult contemp.	6,800
6. WKSS(FM)	btfl. music	6,700	
7. WRCQ(AM)	nostalgia	5,600	
8. WDRC(AM)	adult contemp.	4,600	
9. WPOP(AM)	news/information	4,500	

40. Rochester, N.Y.

1. WEZO(FM)	btfl. music	18,200
2. WVOR(FM)	adult contemp.	14,500
3. WCMF(FM)	AOR	13,500
4. WHAM(AM)	adult contemp.	11,700
5. WPXY(FM)	soft contemp.	9,300
6. WMJQ(FM)	AOR	8,300
7. WHFM(FM)	top 40	6,900
8. WNYR(AM)	country	6,700
9. WPXN(AM)	nostalgia	6,600
10. WBBF(AM)	news/talk	5,800

41. Memphis

1. WZXR(FM)	AOR	14,300
2. WHRK(FM)	urban contemp.	13,000

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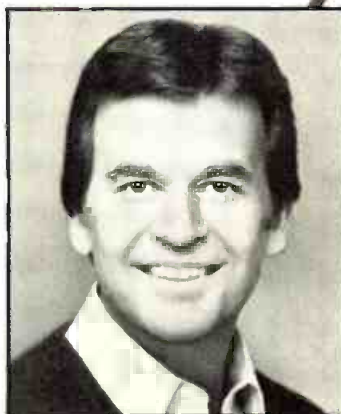
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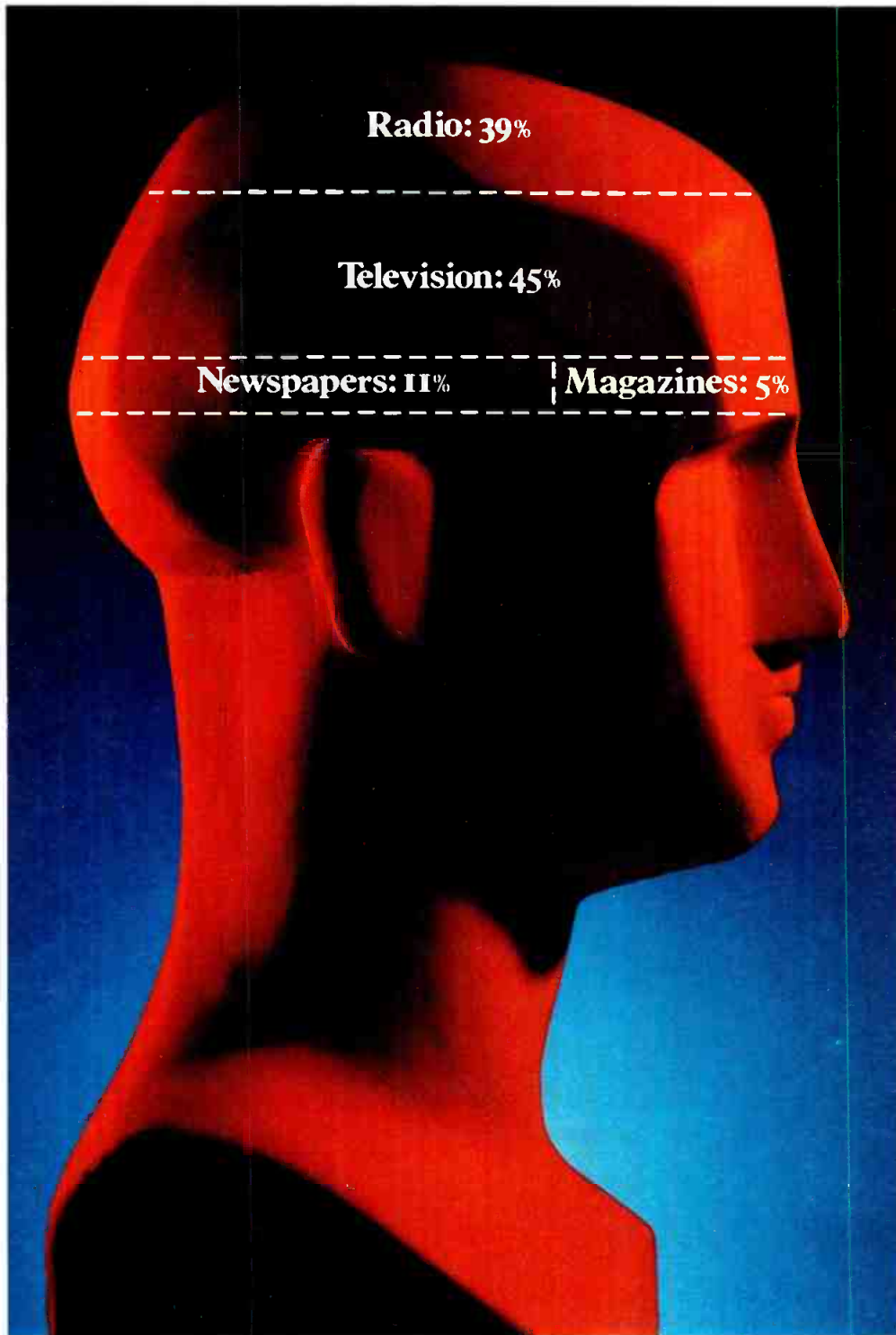


Dick Clark's National Music Survey

Mutual 

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How Americans 18+ divide media time.
(Average 24-hour day, Monday to Friday.)
Source: R.H. Bruskin study.

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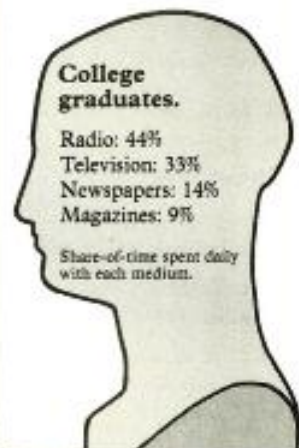
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4. WRVR(FM)	adult contemp.	10,900
5. WGKX(FM)	country	10,600
6. WDIA(AM)	urban contemp.	9,500
7. WMC(AM)	country	9,400
8. KRNB(FM)	black contemp.	9,000
9. WLOK(AM)	black contemp./gospel	7,000
10. WREC(AM)	nostalgia	6,700

42. Louisville, Ky.

1. WLOU(AM)	black contemp.	17,400
2. WAMZ(FM)	country	15,600
3. WHAS(AM)	adult contemp./talk	11,400
4. WVEZ(FM)	btfl. music	11,300
5. WQMF(FM)	AOR	10,700
6. WVG(AM)	adult contemp.	10,200
7. WRKA(FM)	adult contemp./oldies	9,600
8. WKJJ-FM	soft contemp.	7,500
9. WCII(AM)	country	6,200
10. WLRS(FM)	AOR	6,000

43. Salt Lake City

1. KSL(AM)	MOR	14,800
2. KSFI(FM)	btfl. music	14,000
3. KRSP-FM	AOR	10,200
4. KCPX-FM	AOR	7,400
5. KSOP-FM	country	7,300
6. KALL-FM	top 40	6,800
7. KISN(FM)	adult contemp.	6,400
8. KALL(AM)	MOR	6,100
9. KZAN(FM)	country	5,200
10. KLUB(AM)	MOR	4,300

44. Nashville

1. WKDF-FM	AOR	16,400
2. WWKX(FM)	top 40	12,100
3. WSM-FM	country	10,400
4. WZEZ(FM)	btfl. music	10,000
5. WSIX-FM	country	9,400
6. WYHY(FM)	adult contemp.	8,100
7. WMAK-FM	urban contemp.	6,900
8. WLAC(AM)	news/talk	6,700
9. WSM(AM)	country	6,400
10. WVOL(AM)	black contemp.	5,900

45. Birmingham, Ala.

1. WZZK(FM)	country	17,300
2. WENN-FM	black contemp.	14,400
3. WAPI-FM	AOR	11,900
4. WKXX(FM)	top 40	11,800
5. WMJJ(FM)	adult contemp.	10,200
6. WATY(AM)	black contemp./gospel	8,700
7. WCRT(AM)	nostalgia	7,600
8. WAGG(AM)	black contemp./gospel	7,000
9. WSGN(AM)	adult contemp.	5,200
10. WJLD(AM)	black contemp./gospel	5,100

46. Oklahoma City

1. KATT(FM)	AOR	14,000
2. KTOK(AM)	talk/information	12,600
3. KKNQ(FM)	easy listening/btfl. music	11,400
4. KJYO(FM)	top 40	10,200
5. KEBC(FM)	country	9,600
6. KXXY(FM)	country	8,500
7. KZBS(FM)	adult contemp.	8,300
8. KOMA(AM)	country	8,100
9. KOFM(FM)	adult contemp.	6,400
10. KLTE(FM)	soft contemp.	4,200
WKY(AM)	adult contemp./oldies/talk	4,200

47. Greensboro-Winston Salem-High Point, N.C.

1. WTQR(FM)	country	21,600
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2. WQMG(FM)	black contemp./jazz	12,400
3. WSEZ(FM)	adult contemp.	9,900
4. WGLD-FM	easy listening/btfl. music	9,600
5. WSJS(AM)	talk/news	7,800
6. WRQK(FM)	top 40/oldies	7,200
7. WMAG(FM)	adult contemp.	4,800
8. WAAA(AM)	black contemp./gospel	4,700
9. WKZL(FM)	AOR	4,600
10. WBIG(AM)	nostalgia	4,400
WEAL(AM)	black contemp./gospel	4,400

48. Dayton

1. WTUE(FM)	top 40	14,400
2. WHIO-FM	easy listening/btfl. music	11,900
3. WHIO(AM)	MOR	11,300
4. WONE(AM)	country	8,100
5. WVI(AM)	talk/information/nostalgia	7,600
6. WJAI(FM)	top 40	7,300
7. WDAO(FM)	black contemp./gospel	6,600
8. WING(AM)	adult contemp.	6,300
9. WINJ-FM	adult contemp.	5,500
10. *WBLZ(FM)	urban contemp.	5,400

49. Albany-Schenectady-Troy, N.Y.

1. WGY(AM)	adult contemp.	16,400
2. WPYX(FM)	AOR	15,900
3. WROW(AM)	MOR	10,100
4. WROW-FM	easy listening/btfl. music	7,500
5. WFLY(FM)	top 40	7,000
6. WTRY(AM)	top 40	6,900
7. WQBK(AM)	news/talk	6,800
8. WPTR(AM)	country	5,900
9. WGFM(FM)	top 40	5,800
10. WWOM-FM	adult contemp.	5,100

50. Honolulu

1. KQM(FM)	top 40	10,800
2. KPOI-FM	top 40	9,900
3. KSSK(AM)	adult contemp.	9,800
4. KULA(FM)	top 40	8,600
5. KUMU-FM	btfl. music	8,300
6. KIKI(AM)	adult contemp.	7,700
7. KKUA(AM)	adult contemp.	6,900
8. KMAI(FM)	MOR	6,500
9. KCCN(AM)	Hawaiian	5,900
10. KHVH(AM)	news	5,700

The programing of radio

The news is formats—top 40 making a comeback on FM, MTV influencing AOR and 'Music of Your Life' bringing back memories

The winds of change in radio programing are blowing more strongly now than they have in many years. Format changes, a fact of life in the increasingly crowded radio marketplace, appear to be taking place at an unusually high rate, especially among stations playing contemporary and rock music, while in other formats, modifications are under way or being planned as programers seek to keep the aging baby boom generation (the most important target demographic for most advertisers) squarely in their sights.

Driving much of the change in the sound of today's radio stations are changes in the record industry, where a lighter kind of dance-oriented music has usurped much of the popular rock of the 1960's and 1970's. At the same time, a revival of sorts is under way of the traditional pop music of the 1930's, '40's and '50's. New, younger artists and record labels are producing modern versions of such classics as "Heart and Soul" and "A Tisket, a Tasket." Personal appearances and new recordings by the giants of that genre, including Perry Como, Count Basie and Rosemary Clooney, are also on the rise.

The resurgence of top 40 and the broadening of album-oriented-rock (AOR) formats are perhaps the biggest changes under way in the sound of radio today. The explosive, then sustained, success of top 40 at CBS-owned stations in Philadelphia, Chicago and St. Louis during the last two years have triggered a rush to adopt the format, with major outlets such as Doubleday Broadcasting's KPKE(FM) Denver, Cox Broadcasting's WWSH(FM) Philadelphia and Abel Communications's WMAR(FM) Baltimore among the most recent to make the switch (BROADCASTING, Aug. 15).

At the same time, what appears to be an even larger number of contemporary music

and rock stations have modified their formats in response to changing musical trends, adding more current hits to playlists dominated in recent years by oldies and injecting more energy into their presentations. Doubleday Broadcasting's WAPP(FM) New York and WAVA(FM) Washington are among rockers that have significantly broadened their playlists in recent months to include more current hits.

Why has top 40, a format shunned as passé by most radio operators in the past five years, suddenly become the hottest item since the "Urban Cowboy" phenomenon nearly doubled the number of country music stations in less than two years? Programers credit Warner Amex Entertainment Corp.'s Music Television, an advertiser-supported cable network. They say MTV has exposed rock music fans to many new acts that had been unable to break into highly competitive rock radio, but programers also point to improvements in the economy and a more optimistic outlook by the American public.

MTV has not only uncovered a raft of new performers and boosted record sales of some



Sklar



Berger

already established, but it has "increased the tendency of rock fans to focus on hit songs rather than the performers themselves and their entire LP's," said Rick Sklar, vice president of ABC Radio and a chief architect of the formats airing on ABC-owned stations and networks.

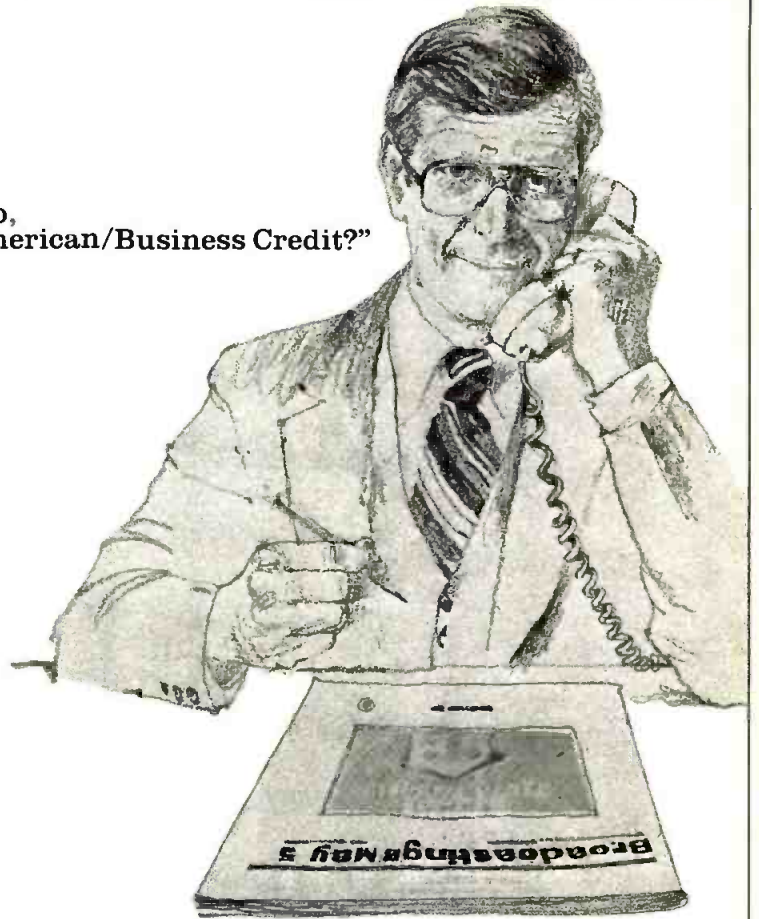
Better record sales made it easier for radio programmers to track the hits, according to John Young, program director of long-time top 40 powerhouse, WZGC(FM) Atlanta, but it hardly made the job of AOR programmers easier. Larry Berger, program director, WPLJ(FM) New York, which recently stunned the radio industry by switching from a highly successful AOR format to a variation of contemporary hits, described rock programmers' dilemma: "The new music was basically of two types: heavy metal of the likes played by Iron Maiden and generally popular only among younger, male listeners, and a kind of pop, danceable new wave." Neither mixed very well with the records of Led Zepellin and The Who, many of which were recorded nearly 10 years ago and had become the mainstay of AOR radio.

Rock programmers avoided the new music but found that avoidance contributed to a problem already causing serious ratings declines for their format, the shrinkage of its core audience as the baby-boom generation turned 30, an age when musical tastes tend to change. Later, when rock programmers tried to add new music to their playlists,



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Balaban

many added too much of it, and found their listeners had been alienated, according to Alan Burns, program director of WRQX(FM) Washington. Formats that heavily use new rock, such as consultant Rick Carroll's "Rock of the 80's," have so far found success only in a few urban markets, Burns said.

WPLJ's switch to a hits-oriented format had been discussed "annually" at ABC Radio and "seriously considered in the spring of 1982," said Berger, who denies the change came in anticipation of the widely heralded debut of Malrite Broadcasting's new top 40 outlet in New York, WHTZ(FM) Newark, N.J. (formerly WVNJ-FM). "We figured we could have gone on with the AOR format for about another year before we'd simply run out of product," he said. In a typical day, the majority of records played on WPLJ were hits of 1971, Berger said. "We were essentially an oldies station."

Berger joins a number of other programmers, including Burns, who believe an improved national economy and a more optimistic outlook among Americans have contributed to the resurgence of top 40. The poor economy of recent years "tended to polarize people and send them to extremes," Burns said.

In addition to MTV's influence and a changing American psyche, Sklar maintains there is another, even simpler reason behind the rebirth of top 40's popularity. "At one time, all of top 40 radio was on AM, but when AM and FM stations began to share their audiences, top 40 began to lose ratings, and programmers lost interest in the format," he said. "Now that the majority of listening is done on FM, top 40 has become a mass appeal format again."

Still, the resurgence of top 40 cannot be discussed unless it is noted that the format or variations of it, never died. WZGC has remained among the top 10 stations in Atlanta since the late 1970's, and WRBQ-FM Tampa, Fla., the highest rated top 40 station in the U.S. (according to Arbitron's spring report), also has held its place among the top 10 in that market since the late 1970's.

Scott Shannon, who recently left WRBQ to program Malrite's "new Z-100 [WHTZ]" in New York, believes the stampede among many stations to program top 40, or the tendency of rock and adult contemporary outlets to radically change their music mixes to

compete with new top 40 outlets, is often ill-conceived. "It's not what kind of music you play, but how you execute the format," he said.

Nonetheless, Shannon notes the top 40 music mix he is now programming is a bit more current than the mix he would have programmed a year ago and that the performers heavily played are much different from those popular a year ago, thanks, in large part, to MTV. "MTV is a peer group hit," he said, and Z-100, to capitalize on the trend, airs the top three MTV songs, as chosen by listeners, every night. Air personalities talk about MTV's veejays, said Shannon. "We act like we're MTV's sister station."

As does Shannon, WZGC's Young expresses profound disappointment that the radio industry appears to be headed toward another overkill of the current hottest format, and toward oversaturation of the airwaves with the new dance-oriented music. "We're trying to redirect people's taste every year," he said. "The fashion industry can get away with it, but I'm not sure listeners don't get bored with it."

Programmers abandoned top 40 in the late 1970's because they "got tired of the sameness" of the format, said Young, who believes the same lack of discipline and immaturity has led many station operators to panic and adjust their formats, music mixes or presentations this summer when faced with competition from a new top 40 outlet. "More people have changed their product before they even know the competition...before they even knew whether they had to



Adams

change," he said. "I can't believe how many people fell for the old intimidation game this summer."

The explosive resurgence of top 40 has left many AOR and adult contemporary stations in a weakened ratings position. Some programmers, among them WNEW(FM) New York's Charlie Kendall, believe AOR remains a viable format, but that there is "no longer room for more than one AOR outlet in a market." Lee Abrams, whose "Superstars" format helped move rock radio from its poorly-rated "underground" days to the AOR mix that took it almost to the top of the ratings in many markets, believes more than one can still operate in a market, but only if each narrows its focus to capture different segments of the rock audience.

Another prominent AOR programmer, consultant John Sebastian, believes changing musical tastes and the aging of the AOR core, 18-24 year olds, demands development of something new. "Nothing has come along to replenish the stock" once provided by AOR's primary performers, Led Zepellin, the Rolling Stones, the Beatles and The Who, he said. Sebastian is fine tuning a new format, "Eclectic Oriented Rock," at WIZD(FM) Fort Pierce, Fla., which concentrates on the sounds of a "handful" of key producers. Gary Katz, whose work includes the albums of Steely Dan; Alan Parsons (Pink Floyd's *Dark Side of the Moon* and the Beatles' *Abbey Road*); Michael Omartian (Christopher Cross), and Robert Hine (albums by Saga and Fix) are among the "best producers" of rock music in our time, said Sebastian, who maintains their music, unlike much of traditional rock, is compatible with today's new music, said Sebastian. "There's an audience for this music and [the music is] all hit-oriented."

Adult contemporary programmers, like those in AOR, have concentrated heavily on older music in recent years and, in many cases, have experienced ratings declines, although not as severe as those in AOR. Most adult contemporary stations have become much too conservative, both musically and in their presentation, said consultant Don Kelly, who noted recent research of the Los Angeles radio market found that listeners could not differentiate among five adult contemporary stations there.

Both adult contemporary and country for-

Format scorecard

Country, adult contemporary and top 40 are the three most widely programmed full-time formats for commercial radio stations today, according to the Radio Information Center of New York, which maintains a computerized file of 8,000 stations. Highlighted below are 18 format categories and the number of stations programming each as of July 1983.

Stations programming a full-time format as of July 1983

Format	Number of stations	% of total
Country	2,233	27.7
Adult contemporary	1,933	23.9
Top 40	809	10.0
Nostalgia/MOR	687	8.5
Beautiful music	524	6.5
Religious	510	6.3
AOR	294	3.7
Black R&B	207	2.6
Oldies	173	2.1
Diversified	155	1.9
News/talk	135	1.7
Spanish	126	1.6
Soft rock	83	1.0
Classical	58	0.7
All news	48	0.6
Ethnic	43	0.5
Urban contemporary	37	0.4
Jazz	19	0.3
Total	8,071	100.0

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mats have experienced major shifts in their presentation in the past two years, as many stations adopted the tactic of airing several songs back to back with no interruption. "Continuous" music has proved a formidable competitor to traditional, full-service stations in the same format, but only if programmed as an alternative to full-service radio, according to Gary Balaban, who programmed "the more music" adult contemporary WLTT(FM) Washington to a position near the top of the ratings for that market. Too many stations are using continuous music against one another, he said. "Unless you are first in your market or the only alternative," continuous music "won't work in the long run."

Urban Contemporary, a format aired by fewer than 40 stations nationwide, continues to expand its influence, both in terms of ratings and advertiser-support. A recent report by McGavren Guild Radio found that in 10 major cities, an urban contemporary station ranked within the top three stations.

Today's urban station is far more sophisticated than the disco stations of the late 1970's where the format originated, said Dan Kelly, who consults a number of urban contemporary stations including those owned by the Amature Group Inc. of Chicago. Heated competition from contemporary hit stations has led urban contemporary stations to polish their presentation and to engage in far more audience and music research, said Kelly.

Although most of the tumultuous change in radio programming is taking place in contemporary music formats, a quieter kind of shifting is under way in other formats. Beautiful music programmers, who last year reacted to steep ratings declines by programming a much bigger percentage of vocals in their formats, have pulled back slightly after finding their listeners reacted negatively. "When more than half of the music is vocal, it's no longer relaxing," said John Patton, chairman and chief executive officer, Bonneville Broadcasting System. A recently ended experiment using a highly vocal format, conducted by Bonneville at Viacom Radio's WLAK(FM) Chicago, left that station with about half the share of audience it had with its previous beautiful music format. Bonneville's traditional beautiful music format, programmed on 146 radio stations, is slowly



Announcer Mel Zellman at WFMT(FM) Chicago

increasing its use of vocals, said Patton, but they will not likely get above 35% of the overall mix.

Although Patton believes there is room for only one beautiful music outlet in most markets, Larry Adams, president, Schulke Radio Productions, maintains there are significant shares of the listening audience going untapped by the existence of only one outlet in many markets. SRP, which had every selection in its music library tested with listeners during the past year, excised about 40% of its library from its format.

At TM Companies, where "TM Beautiful Music" is programmed for 37 stations, slow, full-string arrangements, such as those made famous by Percy Faith, are being eliminated from the format, according to Steve Hibbard, vice president for programming, while some light jazz by such performers as George Benson is gradually being added. "We're not playing more vocals each hour, but those we are playing are more recognizable and more of them are by their original artists," he said.

Although Hibbard, Patton and Adams believe beautiful music will remain a strong format as the generation raised on rock advances toward the age at which softer music has tended to become more desirable, other programmers are less sure. Bill Figenshu, vice president for programming at Viacom Radio,

believes the format, as it is now being programmed, is dead and gradually being replaced by music more familiar to younger audiences. Figenshu's attempt to find "the next trend in beautiful music" began airing recently at WLAK, where a mix of love songs from the '50's to the '80's is being presented with the subdued tones and relaxed pacing of traditional beautiful music stations.

In another format targeted to listeners primarily over 35, a different kind of change is under way. Stations playing pop hits from the 1930's through 1960's, many of them airing Al Ham's "Music of Your Life" syndicated format and nearly all of them on the AM band, have been called a phenomenon whose success will be short-lived, because listeners will tire of a music library to which no new recordings are being added.

Over the past year, however, a number of new record labels have sprung up to offering new arrangements (some of them by young artists) of older popular songs, and at the same time, the genre's major artists have released new LP's. Talking about the marketability of recordings of traditional pop music, Ham said, "There's been a tremendous change in the perception of the record companies, both major ones and the new independents." Red Parrot Records of New York, Concord Records of Concord, Calif., and Parade Records of Newark, N.J., are among the newer labels producing new MOYL-formatted material, said Ham.

Personal appearances by major stars of the genre, including the Glen Miller orchestra, the Tommey Dorsey band and Patti Page have been on the rise, said Ham, and the demand for these stars has come not only from fans over 35. At a recent performance at New York's Red Parrot lounge, said Ham, the lineup was Tony Bennett, Count Basie and Elvis Costello.

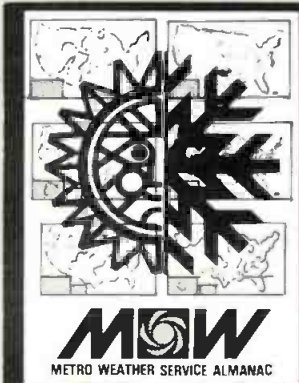
In classical music radio, programmers have seen a significant increase in the amount of syndicated programming available in the past year, according to Matt Field, general manager, WNCN(FM) New York. Notable additions have been Mutual Broadcasting System's broadcasts of National Symphony Orchestra concerts, which are to increase in number this year and WFMT(FM) Chicago's

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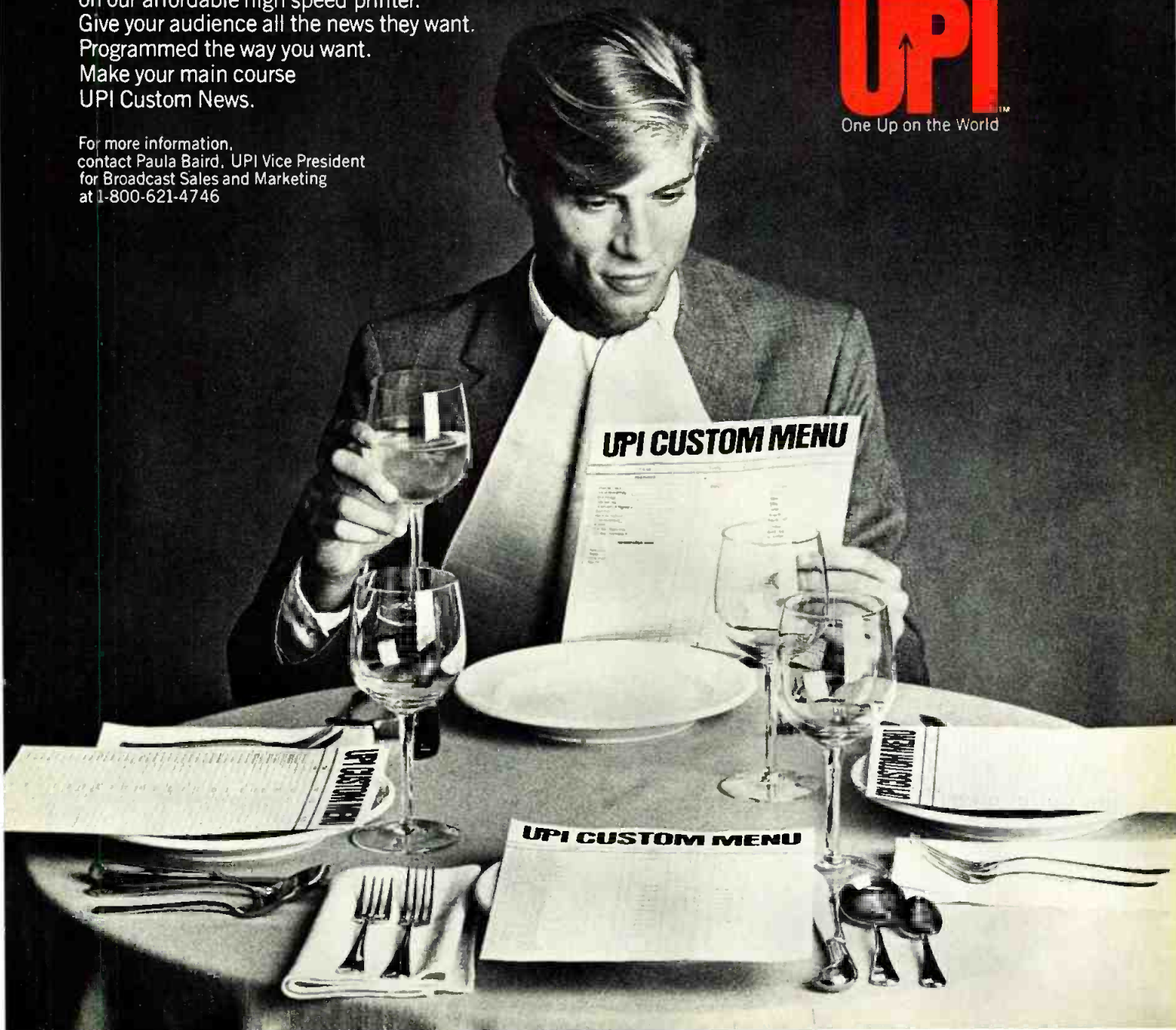
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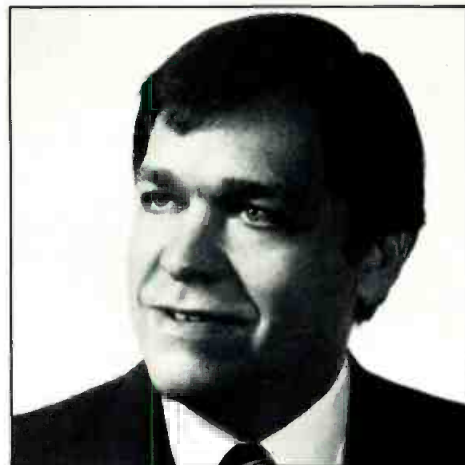
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recent broadcast, part of it live-by-satellite, of a performance of Wagner's opera, "The Ring," from Bayreuth, Germany.

The trend toward live broadcasting continues in classical radio, said Field, as do experiments with broadcasting music recorded on the new digital compact disks. Both live performance broadcasts and the exposure of compact disk recordings particularly appeal to younger audiences, he said.

"In the past few years, the lack of the development of a major new star in rock or popular music has encouraged younger listeners to dial twist and explore new kinds of music," said Field. Research conducted by WNCN in the past year, found the station had not only increased its audience among young people, he said, but that it shares a significant portion of its audience with rock station WNEW(FM) and adult contemporary, WYNY-(FM). □

Syndication world takes on look of specialization

Use of satellites and barter on increase in marketplace, which syndicators term 'very bullish'

The marketplace for syndicated radio product is experiencing a major expansion this year, as evidenced by the introduction of more specialized programming. "There is more interest among advertisers today to be identified with a specific show," notes Nick Verbitsky, president of The United Stations, New York-based program production and distribution company.

"Business is very, very bullish," says Norman Pattiz, president of the Culver City, Calif.-based producer/syndicator Westwood One. "I don't think there is a distinction between syndication and network programming any more," he said. "It's not a matter of doing business with syndicators or networks—it's doing business with suppliers of national programming," Pattiz noted.

Using satellites for specially produced "live" programming has been intensifying. The concept of live broadcasts is critical to the success of Starfleet Blair, New York-based producer/distributor, according to its executive director of programming, Joseph Mirabella. Most of the nearly 50 acts aired by the firm this year (including at least 12 live rock concerts for NBC's Source network) are attracted by the publicity and potential for increased ticket and album sales, said Mirabella.

"Watermark is moving in the direction of doing more live, satellite-delivered pro-

gramming," ABC/Watermark President Tom Rounds told BROADCASTING. The Los Angeles based producer/syndicator got started in this area this summer when it oversaw production of a live Men At Work broadcast fed to the ABC Rock Radio Network. According to Rounds there will be another major concert in October. He indicated that Watermark will be involved in much of ABC Radio's special event programming.

For concerts and other special events, satellite delivery is absolutely necessary, said Pattiz. Westwood One fed live concert reports from the second annual US Festival held near Los Angeles over the Memorial Day weekend.

Fine arts station WFMT(FM) Chicago, which is distributed throughout the U.S. by hundreds of cable systems, has also stepped up its satellite program production. The station presented its first live trans-Atlantic concert in July, beaming Richard Wagner's *Der Ring des Nibelungen* from the 1983 Bayreuth Festival in West Germany to an ad hoc network of more than 100 commercial and noncommercial stations in the U.S. and Canada ("Riding Gain," July 4). According to a WFMT spokeswoman, the broadcast took place "without a hitch" and more live classical programs are planned.

Barter has become the preferred means this year for stations to pay for programming. "Cash sales are definitely not the way the world of radio syndication is working now," said Rounds. "Cash has fallen out of the mainstream, but I believe that there will



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again be a cash market, he said."

The following are brief summaries of producers and syndicators:

It has been a busy year for Los Angeles-based **Watermark**, which recently shifted from the Radio Enterprises to the Radio Networks division of ABC. According to president Tom Rounds, the move means Watermark will "probably be involved in all the special programming that the [ABC Radio] networks do. Probably all future specials or production deals will happen through here, although we still believe in independent producers and will not try to do it all ourselves." Pending production agreements with such entities as DIR and Rolling Stone will be unaffected.

"It's safe to say that Watermark is moving in the direction of more live, satellite-delivered programming, as is the rest of the world," Rounds noted. He said a sequel to the recently fed Men at Work concert is expected in October, with Watermark again overseeing the production.

The latest addition to Watermark's roster is *New Music News*, a one-hour cash series offered weekly, highlighting the latest releases or exclusive recordings from the field of "new music." It clears about 25 markets.

Continuing from last year are *TV Tonite* with Ron Hendren, a one-minute program review show sold on a cash license basis, and, also for cash, *Musical!*, a weekly three-hour program featuring Broadway and screen musical hits and interviews.

Watermark joins forces with the ABC Radio networks for distribution of long-running music programs such as *American Top 40*, *American Country Countdown* (recently added to ABC Entertainment network), and *Soundtrack of the 60's*. The programs are distributed internationally by a recently formed international sales division of Watermark, which is representing all ABC Radio product outside the U.S., including programs originating from other outside producers, such as DIR and Rolling Stone.

Watermark is entering its 15th year, and *American Top 40*, airing on ABC Contem-

porary Network, begins its 14th year of syndication this fall, still hosted by Casey Kassem.

□

Dallas-based syndicator **TM Companies** consists of four individual divisions: TM Productions, TM Programming, TM Special Projects and TM International. TM Programming offers six formats: beautiful music, stereo rock (top 40), country, "Urban One" (urban contemporary), TM-O-R (nostalgia) and TMAC (adult contemporary). The last was formerly TM's "Beautiful Rock" format. The formats are run on more than 300 stations and account for about 40% of the company's business. The TM Special Projects division distributes *Guitar: A Rock Episode*, 36 hours featuring the great guitar players of rock; *Class of '81*, 16 hours of the hit music of the past four years, and *The Kenny Rogers Radio Special*, a seven-hour anthology. TM plans to introduce "a sales course that will stress the fundamentals," according to President Pat Shaughnessy. The course will be produced on videotape and will debut in 1984.

As for the trends in syndicated products, Shaughnessy says, "Many AM stations in the top 30 markets, after watching their revenues and profits decline over the past five years, are now looking toward syndicated programming services to cut their operating costs." He also sees an increase of service to the radio networks; RKO and CBS are both customers of TM. Shaughnessy feels the big formats of the 80's will be contemporary hit radio, easy listening, urban contemporary and adult contemporary.

The 15-year-old company serves approximately 1,200 broadcasters its 45 products.

□

Westwood One President Norm Pattiz has seen his Culver City, Calif., production and syndication company grow by five programs during the past year, bringing the company's all-barter roster to 28. Added this year are *Earth News*, *US Festival '83*, *Superstar* summer concert series, *Star Trek Specials* and a pop version of *In Concert* (succeeding

an AOR version).

"We're going to be announcing a lot of exclusive signings for concerts and specials in San Francisco," Pattiz told BROADCASTING. Westwood One has had exclusive national radio concert rights for artists including Rod Stewart, Journey, Styx, Fleetwood Mac, Genesis and Loverboy. "If there is a trend at Westwood One, it's to do more exclusive major entertainment events. We're no longer interested in doing a concert that is also going to be heard on other networks. We want to be the only place an artist is heard in a nationally broadcast concert."

During the past year, the firm has recorded more than 200 concerts using a 45-foot mobile recording studio, including eight for simulcast with cable television networks, such as Home Box Office and Showtime. "I don't think there is a distinction between syndication and network programming anymore. I think it's all the same now," said Pattiz. "It's not a matter of doing business with syndicators or networks—it's doing business with suppliers of national programming—and that business is very, very bullish," he noted. He predicted company revenues in 1983 will be about \$12 million.

□

Drake-Chenault Enterprises has added no formats to its roster during the past year, according to promotion director Doug Flodin, but it has introduced Playlist Plus, a computer-based means of delivering any of the firm's six formats to stations using live-assist. "All formats are available now in three ways," said Flodin: "totally automated, tapes without announcements (live assist) or through Playlist Plus." Playlist Plus consists of telephone consultation with a station's program director, followed by a weekly print-out of suggested on-air material, delivered either by overnight express mail or computer. "It just completely replaces the card system," said Flodin.

The formats ("Great American Country," "Contempo 300," "Contemporary MOR," "Supersoul," "XT-40" and "Hitparade") and features are available on a cash basis, determined by market size and other factors.

The 52-hour *History of Country Music* tops Drake-Chenault's feature package. The series has been sold in 148 markets and includes original music composed and performed by Chet Atkins. The features division has also begun development of new programming to be distributed by the recently created Drake-Chenault Network, a weekly distribution service designed to provide special programming for a variety of formats. New York and Chicago offices are planned in connection with that start-up.

All formats are delivered on tape, and Flodin says there are no current plans to get involved in satellite distribution by the Canoga Park, Calif., company.

□

By January first, **Starfleet Blair** intends to complete relocation of its staff and offices from Boston to New York, according to executive director of programming, Joseph Mirabella. The company's focus will continue to be on "live" satellite-delivered concert pro-



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ductions, including a minimum of 12 AOR concerts each year for NBC's Source network. During the past 12 months, Starfleet Blair has introduced simulcasts for cable TV networks (including the recent Diana Ross Central Park concert for Showtime) and has been doing about a dozen other events for other radio networks, regional station groups and individual broadcasters. "We're also moving from long-form into doing some short-form programming that might be news-oriented," said Mirabella.

Mirabella says Starfleet Blair has begun using 800 telephone numbers and contracted research for evaluation of the impact of its concert broadcasts. Artists involved in such events are often looking for increased album sales and/or a jump in box office for concerts. New methods indicate that Starfleet Blair's broadcasts have been effective in achieving those goals, he said. A recent Hall & Oates concert generated more than 260,000 calls to a toll-free number.

"We have some future plans for concerts with other networks in different formats," Mirabella said. "We do only AOR concerts for the Source. But we also are doing urban contemporary, adult contemporary and maybe a bit of MOR" for other services.

In producing concerts, Starfleet Blair uses its own remote unit, which can feed satellites for live broadcasts. A second, multi-track remote unit is under construction.

Dallas-based **Toby Arnold & Associates**

offers three 24-hour formats plus two production libraries. At present, according to president Toby Arnold, the hottest-selling format is "Unforgettable," an MOR/nostalgia format picked up by 74 stations. He will unveil at the NAB Radio Programming Conference two new 24-hour offerings: "Music Radio," a contemporary hits format, and "Favorites," a soft hits format. So far, each format has picked up about five stations. Arnold also services about 370 stations between his two production libraries, which provide everything from music to sound effects and jingles and other aids to help build commercials. Formats are sold on a cash basis with rates ranging from \$650 to \$3,000 a month, depending on market size.

Arnold distributes his programming on tape because "I'm still of the opinion that full-time programming on satellite has not been perfected yet." Arnold said that satellite delivery makes it difficult for smaller market stations to remain flexible in their local programming. Arnold also said he sees a trend back to top 40 radio, "but with a fun approach to radio as opposed to a very clinical, research-oriented, more music approach."

Ron Martin, a principal in four-year-old **Weedeck Inc.**, a Hollywood-based producer/syndicator, reported a large roster of new feature programming during the past year. The most widely distributed show is *Country Report*, 10 three-and-a-half-minute digests of country music news and interviews offered on a barter basis in rated markets. The series is clearing 206 stations. *Country Report Countdown*, a four-hour country music top 40 countdown show featuring interviews and historical material, is available on a cash and barter basis and currently aired in 48 cities. Added during the past year was *The Charlie Tuna Show*, which Martin describes as "adult contemporary programming designed for weekend use" available in three- or six-hour versions on cash or barter terms. It clears 22 markets.

Weedeck has just announced four new series: *The Masterworks Hour*, a classical music/interview program hosted by actor William Conrad; *The Odyssey of the Black Olympian*, six two-and-a-half-minute weekly features dealing with the history of black Olympic athletes, hosted by baseball's Reggie Jackson; *Sports Afield Almanac*, hosted by San Diego Padres first baseman Steve Garvey, 10 three-and-a-half-minute tips on hunting, fishing and other outdoor activities, and *Financial News With Mike Piazza*, five three-and-a-half-minute features of business news and interviews. All are offered on barter terms.

All Weedeck programs are distributed on reel-to-reel. The firm has no plans to use a satellite. One profitable sideline is the production of promotional specials highlighting new motion pictures from major studios. The latest of these entertainment specials, distributed for free, contained excerpts from the summer release, "Stroker Ace."

Two new programs are being offered by New York's **DIR Broadcasting**: *Live Cuts*, a five-minute daily feature highlighting in-

concert performances of rock bands, airing on about 100 stations; and *House Party*, debuting next month, a one-hour monthly series described as a combination of "dance music, talk, and a live concert." About 25 stations have cleared the program, the first nonbarter series offered by DIR.

The producer has just renewed its contract with ABC Radio, for which it provides such long-running series as *King Biscuit Flour Hour* (entering its 14th year), *Silver Eagle* and *Supergroups in Concert*. These programs are cleared and sold by ABC, airing on more than 400 outlets.

According to a spokeswoman, DIR is expanding its involvement in satellite-delivered news conferences by rock groups and personalities. The company recently produced a live Asia news conference carried by over 60 stations during which concert details and other information were released by the rock press. Previous sessions with David Bowie, The Who and the Rolling Stones were aired live. DIR is hopeful that growth in the number of satellite dishes will improve distribution of live events outside the major markets.

At **Far West Communications**, the Hollywood firm headed by president Paul Ward, a new format and music service have been added since last year. "Progressive Adult Contemporary," described as "an adult contemporary format without the extremes," is targeted at the 18-34 audience, particularly women. A continuing format, "Gold Plus," is "designed for contemporary adults" in the 25-54 age group. A base of contemporary gold from 1955 to the present is offered, designed for automation or live assist.

"The Master Service" is a "music library source service" consisting of 1,500 cuts (plus updates) recorded from high-speed submasters of popular hits obtained directly from record companies as well as dubs from Japanese and German import pressings. Stations lease rights to the library.

Radio Works, a Hollywood-based programming and syndication house that began in 1976, claims its satellite-fed *Forbes Magazine Report* is now the longest-running radio version of a financial news publication. In its fourth year, *Forbes Magazine Report* is licensed to Mutual Broadcasting System and carried on 282 stations. The two-and-a-half-minute daily business news update is also being carried as an in-flight audio offering on TWA flights. A separately edited Spanish-language version, *Revista Reportera Forbes*, clears 32 stations on a cash and barter basis. The English version is available on a barter basis. According to Stacie Hunt, Radio Works president, the company is also continuing to syndicate *The Unexplainable*, a five-minute daily cash show dramatizing and documenting unusual scientific phenomena, and *Stay Healthy*, a 90-second daily feature concentrating on "health, nutrition, and fitness," on a cash/barter basis. Longer-form programming from Radio Works includes *Some Kind of People*, a half-hour weekly cash program featuring interviews in the worlds of politics, sports, health and en-

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tertainment. One special new program is a fully produced three-hour fund-raising "radiothon" to benefit St. Jude's Children's Research Hospital. The program, entitled *A Helping Hand*, features music and interviews with 30 country artists. The taped program is designed to entertain and call attention to the nonprofit medical center. New from Radio Works is *Technology Update*, a 90-second daily feature hosted by John Joss, a technical consultant and writer. It's offered on a cash and barter basis. An untitled program offering late afternoon financial wrap-ups from the floor of the New York Stock Exchange will be fed by satellite this fall. The two-minute program will air Monday through Thursday, followed on Friday by a five-minute wrap-up to include a report from European exchanges via the London Stock Market. The program, to be named soon, will be offered on a barter basis. Another new radio program is *National Science Fiction Radio Theater*, a two-and-a-half-minute contemporary drama series offered as a daily strip on a cash basis.

"We're very flexible," said Hunt. "We can move fast." She says that has enabled the company to move into new areas of audio programming, such as airline in-flight services. One new feature is a long-form "relaxation" program for long-distance travelers being presented on Singapore Airlines, hosted by a physical therapist.

□

Schulke Radio Productions Vice Presi-

dent Ken Mellgren says the South Plainfield, N.J., company is currently offering one format, with another expected to be announced this fall. SRP has dropped the vocal format, Schulke II, and the remaining format is called "SRP: Beautiful Music/Easy Listening." The format, which does not include announce tracks, is heard on about 50 stations and targeted to the 25-to-54 age bracket. Rates are determined by market size. "The main change in our format is that we have applied audience preference research," said Mellgren. "We now have every single song in our library tested." The testing is conducted through a long-term agreement with The Research Group signed last year. "We have changed from a producer orientation to a listener orientation," said Mellgren, who noted that the firm continues to do exclusive custom music recording in London and the U.S. The company was started in 1969 and was acquired by Cox Communications in 1979.

□

In Oakland, Calif., Leslee Newman, president of **The Syndicate**, reported that the producer/syndicator has recently branched out into format syndication with the offering of an album-oriented country music format called "Album Country." The service will be for automated or live-assist operations for up to 24 hours a day, seven days a week. Rates for the format begin at \$500 a month for basic service. The three-year-old company's feature line-up includes the *Byline* political

commentary, offered free to stations in the top 150 markets and for the cost of duplication and mailing in other cities. The daily 90-second series, sponsored by the Cato Institute of Washington, is distributed by the Associated Press Radio Network and clears about 150 stations. *Perspective on the Economy*, available on a barter basis, is heard in about 200 markets. A Spanish-language version of the program, which is a daily 60-second commentary on economic affairs, is about to be launched, also for barter.

The firm's only cash series is *Star Date*, a two-minute astronomy news strip produced in association with the University of Texas. It is now airing on 130 stations.

"I think there's a trend toward barter which will continue," said Newman, adding that the biggest change she noticed this year was the growing number of stations wanting to hear a program before agreeing to carry it, even if it was offered for free. "I've been in syndication for four years and it's a tougher ball game now than when I started," she noted. "That's why we're working toward more specialized programs—like the Spanish-language series—and format syndication. We need it to be flexible to make it."

□

Al Ham Productions, creator of the "Music of Your Life" format (big band and MOR hits airing on more than 160 stations), expects to double revenue this year with a variety of new ventures. Currently in preproduction is a *Music of Your Life* television series, being produced in association with Bob Banner Associates, who will serve as the show's executive producer. Ham said he is aiming for a special this fall with a regular series to debut sometime in 1984. Ham noted that discussions are currently being held with two networks and three syndication firms.

Also, through an agreement with Columbia Records Special Products, the MOYL record label, containing popular artists of the past 50 years, was created. This fall, MOYL stations will be able to participate in a special three-record promotion with the albums offered for sale by the stations. In addition, Ham said there is a special 12-record promotion underway with major supermarket chains.

For the future, the company is planning an MOYL orchestra tour show and a national MOYL publication. The company has just signed a deal with the Weiss & Powell rep firm to form an "MOYL family of stations" network for national sales ("Closed Circuit," Aug. 22).

As for satellite delivery, Ham said the company is conducting several feasibility studies. The format is sold nationally by Fairwest of Dallas.

□

Bonneville Broadcasting System of Tenafly, N.J., is producing and distributing its easy listening/beautiful music three ways: by satellite via RCA's Satcom III-R and two methods of tape production—match-flow and random-select. The company currently has 146 clients stations, 34 of which are receiving the contemporary satellite-delivered format which uses Bonneville's Individual

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*Ten :60 weekly programs hosted by Gil Gross, February through November.

- Dollars and Sense. With such tremendous local sales opportunities it makes sense to elect *Project '84*.



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Bonneville's satellite control center in Chicago

Selection System—programming by carts rather than reel-to-reel tapes, thus adding more flexibility through increased random song selection. Prices for Bonneville's formats range from \$200 to \$20,000 per month, depending on type of service and market size.

The company has also expanded aggressively since last summer. It purchased Chicago-based Darrel Peters's FM-100 Plan—a beautiful music syndication company—in August 1982 for \$5.6 million and, in April,

bought San Diego-based Noble Broadcast Consultants' "Noble One" beautiful music service.

Going into its fifth year of operation, **FirstCom Broadcast Services**, Dallas, reported that 1982-83 has been "a good year" for its commercials and generic and customized advertising campaigns. FirstCom has two basic libraries—"The Creative Department" and "The World's Best." "The Creative De-

partment" handles campaigns that are primarily spoken and comedic in nature, while "The World's Best" accentuates music. Robert May, president, said "The Creative Department" has sold in 140 of the 150 markets while "The World's Best" is in more than 200 markets. FirstCom sells for cash only. The libraries are sold for 36 months for from \$200 per month to \$2,500 per month, depending on the size of the market and the amount of customized service required.

New York-based **Narwood Productions**, celebrating its 26th year in radio syndication, is expanding its list of offerings with new program specials. They are: *Musicfest*, a series of three MOR holiday specials; *Songwriters Salute*, a three-hour Labor Day musical tribute to the composers and lyricists of the "greatest" American songs, hosted by WNEW(AM) New York personality Jim Lowe and singer Margaret Whiting; *Salute to Bing*, three hours devoted to performer Bing Crosby slated for Thanksgiving, and *Big Band Salute*, a four-hour special hosted by WNEW(AM) personality William B. Williams and timed for New Year's Eve. About 200 stations are expected to air the three broadcasts. A new series slated for fall is *Music Makers In Concert*, a one-hour taping of Big Band concerts.

Currently, Narwood produces the four-year-old weekly one-hour *Music Makers* series for 250 stations; *Country Closeup*, a one-hour weekly music and interview show airing on about 400 stations; *Minding Your Business*, 90-second, twice-daily (Monday to Friday) drivetime feature on management, financing and marketing advice for the small businessman, and *Outlook*, 90-second feature on news geared for the black community, heard on approximately 185 stations. All programs are offered on a barter basis.

Century 21 Programing, Dallas, is having a good year with its revenues growing to about \$5 million from about \$3.5 million last year. In fact, David Scott, president, believes that the financial squeeze has helped Century 21 as more stations have turned to automation to reduce costs.

"We get inquiries from at least one station per day," Scott said. "Some mention they would rather program the stations themselves but realize savings can be effected with automation. Some station managers who had reservations about automation now are finding they like it." Scott discerns a trend at AM stations to more specialized formats, such as classic oldies, nostalgia and sacred music.

Century 21 offers 19 automated formats with top 40 and urban contemporary added during the past year along with major changes in the classic rock format. Its most successful formats are adult rock (in about 100 markets) and country (in 80). The company is now represented in 325 markets. Prices range from \$600-\$700 per month up to \$2,000 per month, depending on the size of the market.

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- *Captured Live!* is produced by RKO and Patrick Griffith Productions, Inc.



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of Southfield, Mich., has revamped its format package in 1983 and now offers the following: Contemporary Easy Listening, Top Hits A/C (top 40) and Classic A/C (soft contemporary). Thomas Krikorian said he believes this mixture of formats fills the needs of today's marketplace.

RPM formats are on more than 70 stations, with Contemporary Easy Listening accounting for about 70% of the company's revenues, according to Krikorian. RPM offers 10 variations of the easy-listening sound and for the other two formats, five each. Krikorian said sales, which are strictly for cash, have been brisk over the past year.

The United Stations, a two-year-old program and distribution company based in New York, plans to launch its fourth weekly show, *Solid Gold Country*, on Labor Day weekend. The new three-hour program, which will highlight past country hits, will be hosted by New York radio personality Stan Martin.

The company also offers: *The Weekly Country Music Countdown*, three-hour program hosted by Chris Charles and aired on more than 200 stations; *Dick Clark's Rock, Roll & Remember*, and *The Great Sounds*, a weekly four-hour big band/nostalgia program hosted by New York radio personality Dick Shepard. All shows are offered to stations on a barter or swap/exchange basis. The three weekly offerings air on about 600 stations.

United Stations moved into some new programming areas during the past year with the airing of *Hot Summer Rock*, a four-part one-hour series of summer specials featuring musical groups The Stray Cats, The Tubes, A Flock of Seagulls and Def Leppard. The series was sponsored by Atari. Also presented this year was a three-hour contemporary music special sponsored by Canada Dry ginger ale called *Daryl Hall & John Oates—Golden Decade*. In addition, The United Stations is offering the *Country Six Pack* series of country music specials specifically tailored to major holidays.

According to President Nick Verbitsky, the company is eyeing more contemporary music specials for next year as well as another weekly series, this one geared for young adults.

Noble Broadcast Consultants of San Diego has introduced a new format—"Great Gold"—during the past year and has become the national representative for programmer Rick Carroll, who is consulting clients of the company's top 40 and AOR formats in addition to those airing his "Rock of the 80's" modern music format.

Noble, now in its fifth year, offers five computer-based formats: adult contemporary, album-oriented rock, modern music, contemporary hit radio, and the recently introduced "Great Gold." Adult contemporary and "Great Gold" are taped formats. The others involve live assist through Noble con-

sultation. Eight stations have signed for "Great Gold" with 28 stations taking the other formats.

The formats are for 24-hour, seven-day-a-week operation with rates ranging from \$600 to \$6,000 a month. Major markets account for about 30% of clients, according to John Schoen, vice president and general manager of Noble. The company's beautiful music format ("Noble One") was sold to Bonneville Broadcasting System last April. Schoen said Noble signed Carroll last January to represent him nationally. "People don't realize that Rick Carroll has an extensive background in album-oriented rock and top 40," Schoen noted. "Rock of the 80's" was pioneered at KROQ(FM) Pasadena, Calif., where Carroll was program director.

Other Noble services include a research office that consults primarily in major markets, including such activities as focus groups, telephone call-outs, perceptual research and music testing.

O'Connor Creative Services, Universal City, Calif., has picked up Canadian, Australian and South Pacific syndication rights for *Dick Clark's National Music Survey* and *Dr. Joyce Brothers' Commentary*, heard in the U.S. on Mutual and CBS Radio networks, respectively. O'Connor is also selling a 12-disk *Hollywood Production Library* to stations for \$199 per set. O'Connor is continuing to distribute the *Howard Ruff Commentary*, featuring economist Howard Ruff, and Ark Linkletter's *Kids Say the Darndest Things*. The syndicator has no barter arrangements, but can arrange compensation through time-banking in most states. Otherwise, the programs are sold on a cash basis, with rates determined by market size. O'Connor programs are heard on about 800 stations worldwide.

Nashville-based **Musicworks Inc.** is producing a five-hour special to be available soon on the career of singer Jim Reeves, who was killed in a plane crash in 1963. Musicworks also has two new formats: "Showcase" (easy listening) and a Hispanic music service. The company also offers four other formats: "Alive Country" (announced), "Casual Country" (easy listening country), "Country 80" (music library, unannounced) and "Pop Adult Life Style" (soft contemporary). Each program and format is distributed on a cash basis. Musicworks is no longer distributing its *Question Mark* program that featured information about country music and its personalities.

The company also plans some live broadcasts and/or simulcasts. "The networks will be taking more syndication," said Musicworks general manager Bill Robinson.

The company currently uses no satellite distribution, only tape or disk. But Robinson sees "some satellite usage" for short-term projects.

Financially, 1982 was "not a real good year" for Musicworks, according to Robinson, although he said there were no significant changes from 1981. Robinson said he's

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extremely happy about 1983.

Kalamazoo, Mich.-based **KalaMusic** currently distributes an easy listening format to nearly 30 stations in the U.S., Canada and overseas and will soon introduce a "Light Contemporary" package. President and general manager Stephen C. Trivers thinks easy listening "is certainly doing extremely well." KalaMusic prides itself on featuring solo vocalists for easy listening for many years while other companies have only begun to feature them recently. As a format, easy listening "has never been in trouble," says Trivers, and has "always been a money maker" and will continue to be. KalaMusic's revenues in 1982 were "about the same" as 1981, according to Trivers.

The company's formats are distributed on a cash basis by tape only. Trivers says this type of distribution "leaves the client in full control of his own destiny." Founded in 1972, KalaMusic is a part of Fairfield Broadcasting, a group owner of one AM and three FM's. Over the past year KalaMusic has added a new national sales manager, John Dussling, to its staff.

On July 1, KalaMusic added WSUA(AM) Miami to its list of clients. WSUA, a Spanish-language station, will blend KalaMusic's instrumentals with Spanish vocals.

Seven-year-old **Innerview Inc.**, of Beverly Hills, Calif., syndicates two programs: *Innerview*, a weekly one-hour "words and music program featuring the biggest pop stars," and *The Games People Play*, a daily 90-second sports feature. Each program is placed in about 150 stations on a barter-only basis, according to Jack Morris, president of Innerview. The programs are distributed on disk—"you have to have a reason beside glitter" to distribute via satellite, Morris observed. Innerview is also in "the developmental stages" in syndicating a daily 90-second comedy feature to be produced by *National Lampoon* magazine, Morris said, to be called *National Lampoon's True Facts*. Almost 90% of the stations carrying his *Innerview* program are AOR formatted stations, Morris explained, and he is trying to sign up more contemporary hit stations.

The Creative Factor, Hollywood, produces and syndicates popular music specials on both a barter and cash basis. Its current list of new specials includes: *David Bowie: The Golden Years*, set for the weekend of Sept. 24-25; *The Who: Before I Get Old*, Oct. 1-2; *The Rock Pumpkin*, a three-hour rock music special scheduled for Halloween weekend, Oct. 29, 30 and 31, and a Thanksgiving special titled *The Beach Boys Thanksgiving Special*. All are distributed on a barter basis, but The Creative Factor also has a large store of past specials available for cash. The company is also a major supplier of music programming for CBS's RadioRadio network.

Gladney Communications Ltd. of New York produces *The Best Years*, a Monday-

Friday, three-minute public affairs series hosted by 82-year-old actress Helen Hayes. The series, which is targeted to listeners "in their 40's on up," is on 175 stations. *The Best*



Hayes

Years is funded by Mutual of Omaha and syndicated by Independent Radio Network Inc. of Greenwich, Conn.

The company is also producing a new public affairs series hosted by radio and TV personality Art Linkletter. Entitled *Getting Off The Hook*, the program will feature case histories of drug abuse and other addictions and compulsions including alcoholism and diet fads.

Texaco Inc., has been sponsoring the Saturday afternoon broadcasts of the New York Metropolitan Opera for the past 43 years. More than 300 U.S. commercial and non-commercial stations plus Canadian Broadcasting Corp. affiliates carry the weekly broadcasts each season from December to April. Texaco and the Metropolitan Opera are "still looking into" the feasibility of Texaco financing receive-only earth stations for stations in the network that do not already receive the signal off Westar IV, according to a spokesman ("Closed Circuit," June 13). A spokesman added it was expected that "in some way" stations signed up for Metropolitan Opera would be getting the program via satellite in the foreseeable future. At present, "just a handful" of commercial stations that receive the Metropolitan Opera own earth stations, a spokesman said. The opera is fed to about 150 National Public Radio affiliates, 110 commercial stations, with the balance various noncommercial stations.

Three-year-old **Multimedia Broadcast Associates** currently is producing two programs, *Celebrity Corner*, a one-hour celebrity-interview show, and *The Stan Martin Show*, a four-hour, adult-oriented jazz, standards and pops musical variety program. According to MBA president Robert Orenbach, plans are also in the hopper to produce and distribute a Broadway series featuring interviews, news and tidbits on that part of show business.

Orange Productions, Narberth, Pa., has been active in syndication for about a year and has concentrated on sales for *The Sounds of Sinatra*, a weekly two-hour program produced by Sid Mark, who also serves as host. Heading Orange are Lita Cohen, president, and Mark, who is executive vice president. *Sounds of Sinatra* is in 25 markets now, according to Cohen. *Sinatra* is sold for a maximum of \$350 per week and a minimum of \$125, depending on the size of the market.

Orange is also expanding into other programming ventures. Since May it has been offering *The Music Machine*, a one-hour show featuring such popular singers as Vic Damone, Barry Manilow, Tony Bennett and Steve Lawrence and Edye Gorme. The show is also hosted and produced by Mark. Other new offerings are *Something Special* (two hours), produced by Mark and hosted by various contemporary artists, and *The Auto Show*, a 90-second feature on the care of automobiles.

"We specialize in custom features," explains Stuart J. Goldberg, president of Detroit-based **Those Guys in Detroit Inc.** The major feature to be introduced by that company this fall is *Personal Computing*, a 90-second, five-day-a-week information and advice feature on personal computers. It is produced in association with *Personal Computer* magazine, and will debut on more than 100 stations on a barter/cash basis ("we're flexible"). Also, *Those Guys* is again offering *You're Hearing America*, a two-minute, five-day-a-week "sound portrait of America" produced by Jim Metzner. Metzner employs three dozen stringers around the country with state-of-the-art audio equipment to record the sounds of unusual events and places. Last year it cleared in 30 of the top 50 markets.

Another *Those Guys* production, *To Your Good Health*, a 90-second, five-day-a-week fitness feature and advice series, is being taken off the ABC Direction Network, where it airs on more than 100 stations, and will be independently syndicated. Goldberg indicated it would "probably do better" that way. Other *Those Guys* productions ready for fall syndication include *Who Wants to Know?*, a trivia quiz targeted for 12-to-34-year-olds, and *The Competitive Edge*, behind-the-scenes tips from athletes. Both will be available in 90-second formats, five days a week, although *Who Wants to Know?* is also available in a 60-second version.

Although it had only four stations sold last year when it was introduced, **Taft Broadcasting's** "Primetime" nostalgia format has now signed contracts with 24 stations. David E. Milner, vice president and general manager of Taft's WDAE(AM) Tampa, Fla., said "a number of others are in the works." The format was originally developed for WDAE(AM)—most of Taft's FM stations are programmed AOR—but programmers there soon realized they had a format "which made sense in every part of the country," Milner said. About three-quarters of "Primetime" clients buy the service "on cart" as

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opposed to reel-to-reel, Milner explained, because larger market stations find it more flexible. "Primetime" is produced in stereo although most of its subscribers are AM stations. Rates range from a low of \$600-\$700 a month, Milner said, up to \$2,000 a month depending on market size.

Washington Broadcast News Inc. offers free to stations *Washington Wrap*, a five-minute morning newscast from the nation's capital, along with several other features. The newest addition is a 90-second business investment program called *Moneywatch*. Among the company's other offerings are *Column Digest*, a two-minute commentary on the country's top newspaper columns; *Actionbloc*, two minutes of public service-oriented viewpoints, and *Washington Farmwatch*, a three-minute weekly wrap-up of government actions affecting the agricultural community. WBN also offers actualities and 60-second news and feature capsules.

Now in its 23d year, **Broadcast Programming International (BPI)** of Bellevue, Wash., provides about 100 stations with formats including: country, adult contemporary, easy listening (traditional MOR), "Bright 'n' Beautiful" (beautiful music), "Light 'n' Lively" (pop adult), classical and album rock. All formats are available in both announced and unannounced versions with rates ranging from \$250 to \$3,000 per month, depending on market size.

The company has just been taken over by eight partners. The principal partner is Les Smith of Kaye-Smith Enterprises. The new company president is Bob English, former vice president and general manager, WMLX(AM)-WUBE(FM) Cincinnati. English said the company is planning two new formats for 1984—soft rock and top 40—and will modify its existing album rock service.

Radio Arts, according to president Larry Vanderveen, is offering six music formats, including the new "Soft Contemporary," aimed at the 25-to-49 target. "Country Countdown" has been dropped by the Burbank, Calif., company, but continuing are "The Entertainers" (an adult MOR designed for the 25-to-54 audience), "Sound X" (a "full energy" adult contemporary format aimed at 18-to-49-year-olds), "American Rock" (top 40), "Country's Best" (modern country) and "Encore" (a nostalgia format). Prices for the formats range from \$500 to \$6,000 a month and include custom jingle packages. Vanderveen says about 100 stations are subscribing to the tape-distributed formats.

"We're not doing anything with satellites," he reports. "We don't think they offer the flexibility we're looking for. Many of our stations want custom mixes, and you can't feed that with satellites. We are better able to fine-tune the formats for a station's particular market."

In features, Radio Arts enters its second year with *Be Beautiful*, a 90-second daily beauty commentary program airing on 156 stations. New this year is the 52-hour *Histo-*

ry of the Big Bands, hosted by band leader Ray Anthony. About 100 guests from the big band era are included in the retrospective, which, like *Be Beautiful*, is available on a cash or barter basis.

The Broadcast Group (formerly The Public Affairs Broadcast Group), a Culver City, Calif.-based producer/syndicator, is broadening its image this year and dropped "Public Affairs" from its name in the process. "Stations would automatically turn us off because public affairs was in our name," said Pegge Goertzen, president of the company. The firm's biggest growth has been with its twice-daily commentary series, *American Voices*, which is on about 100 stations and has just been picked up by Mutual. The 90-second feature is provided free to stations, and clears most of the top 150 markets. Included every week are Republican Lyn Nofziger and Democrat Charles Manatt, who go head-to-head on national political issues.

The Broadcast Group's cash features are *In Depth Magazine*, a one-hour weekly news magazine, coupled with *In Brief*, a 60-second daily series using material from the longer program. *In Depth* is carried on about 160 stations, and *In Brief* on 100.

New programming venture for the firm is in-flight informational programming, beginning with the sale of an airline version of *In Depth* to Eastern through Chicago's John Doremus Inc. Annual revenues for the nine-year-old company are about \$500,000.

A syndication company run entirely by Princeton University students, the **Focus on Youth Network**, is currently producing only one program, *American Focus*. The program, distributed to 430 stations weekly, is a half-hour panel interview sponsored by Shell Oil. Past guests on the show have included Bob Hope, Caspar Weinberger, John Houseman and Joan Rivers. The network is no longer producing its *Radio Magazine* program. President Lawrence Rosin said, "We didn't feel we were putting out our best show," and as of now, there is no definite replacement.

Focus on Youth, going on its 10th year, is an advertiser-supported, bartered show. The tape-distributed programs are now in 77 of the top 100 markets, up from 65 last year.

Sunbelt Network Inc., based in Dallas, distributes programs to 40 stations on a barter basis. New this July was Sunbelt's *Texas Almanac*, distributed only to client stations in that state. Other programs include the *Stanley Marcus Commentary*, featuring the former head of Neiman Marcus, and *Food, Fashion and Family*. The two-minute daily programs are part of Sunbelt's focus on adult informational programming. All programs are distributed by tape; no satellite distribution is planned.

Gert Bunchez and Associates is "one of the initial spoken word companies," according to owner/president Bunchez. The St. Louis-based company is distributing a new agricultural program, *News Behind the AG News*, a two-minute show with farm direc-

tors Hugh Whaley and Al Pell. Bunchez also distributes over 20 other programs including *Mike and Henry*, how the law effects the average person; *Critic at Large*, movie reviews by Joe Pollack; *Hysterical History*, Andre Baruch and Bea Wain with the lighter side of history, and *Who's On First*, sports trivia by Dan Dierdorf. Bunchez said she is presently working on half-hour mystery and drama programs and that "lots of programs are on the planning board."

The eight-year-old syndication company distributes to more than 120 stations on both a cash and a barter basis. Bunchez said there are no plans for satellite distribution; all programs are on tape. Bunchez said, "I'd like it [satellite] to get settled a bit" before considering its usage. Plans for it are "not in the immediate future."

San Diego-based **Peters Productions**' best selling format this year is "Your Music" (traditional MOR), introduced in 1981. Also available are "The Great Ones" (adult contemporary), "All Star Country," "Country Lovin'" (traditional country) and "Natural Sound" (combination of MOR and modern country). A new format to be released this fall is "Easy Contemporary" (a combination of easy listening and adult contemporary).

Jack Merker, director of programming and operations, said the company's formats are sold in 163 markets. He is generally bullish about the coming year, particularly if the economy continues to improve. More and more radio stations are seeking programming material more directly targeted to their audiences, he said.

Jameson Broadcast Inc., based in Columbus, Ohio, is having a "fairly good year," according to Frank Gabrenya, director of station relations. The company specializes in information and service programs based on articles in magazines. Its powerhouse entry is *Mother Earth News*, a three-minute guide to natural living, now carried on more than 500 stations. Its other popular offering is *Energy Watch*, a three-minute program of interviews with energy experts and a daily energy saving tip, now on about 400 stations. Dropped during the year were *Family Circle*, based on the magazine of the same name, and *New Age Radio*, consisting of news and information on growing old in America. But the past year has been one of expansion too. Jameson added *Prevention Health Report*, two-minute segments, and *Circulo Familiar*, two-minute segments in Spanish based on *Family Circle* magazine. In development are another Spanish-language mini-program, *Capsula Deportiva (Sports Capsule)* and a 90-second daily report on trends in society featuring John Naisbitt, author of the best-selling book *Mega-trends*. All of its programs are bartered.

Programs customized for the needs of individual stations are the specialty of **Public Interest Affiliates**, based in Highland, Ill. The company started a customized, daily 60-second program, *J. Robert Nash's Crime*

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RKO RADIO NETWORKS

Journal on July 4, to be distributed to 55 markets. The program is sponsored by ADT security systems. New in September will be a daily 60-second health care feature that is also customized; a sponsor has not yet been named.

Public Interest Affiliates also distributes two half-hour weekly programs that are titled by the client stations. One is a "general interest public affairs show," the other a health care series that airs in 25 markets. Public Interest Affiliates also distributes 60-second features on subjects such as food and entertainment. The company was founded in November 1981.

Public Interest Affiliates, which serves around 200 stations, distributes all of its programs by tape, but satellite remains a possibility for the future, according to company partner Brad Saul. They would like to air live broadcasts and simulcasts but their customizing aspect makes it difficult.

Concept Productions is continuing to offer four 24-hour music formats and will introduce an unspecified fifth format around the first of next year. Current offerings are: "Concept I," adult contemporary; "Concept II," adult rock; "Concept III," album rock, and "Concept IV," country. Approximately 90 stations currently carry Concept's formats, according to promotions director Gary Carmichael. The formats are available with voice track or on a live-assist basis, with cost based on market size.

The eight-year-old firm offers its clients and "selected other stations" jingle and sales consulting packages, and during the past year has introduced a department specializing in national radio promotions. Concept is headquartered in Rossville, Calif., (a Sacramento suburb), with studios in San Francisco.

Phoenix-based **Churchill Productions** produces and distributes to 27 stations on a cash basis, two formats: adult contemporary and easy listening/beautiful music. The company also syndicates a 14-hour religious programming service to about 20 stations called *Hymns of Praise*, which, according to Churchill vice president, Tom Moran, is updated four times a year. And this year, the company will offer special Christmas programming for stations programming its two formats.

Revenues for 1982 were "significantly up" for Churchill, according to Moran. He said it was "perhaps the largest growth in the company's [five-year] history." Moran sees an increase in the use of syndicated products and believes the changes in the FCC's FM allocations that could lead to about 1,000 new commercial stations will "provide syndicators with more stations to serve." Moran also believes that syndication will increase because more AM's are looking to it to reduce their costs.

CaVox Stereo Productions/Tape-Athon

Corp., based in Inglewood, Calif., distributes eight formats ranging from beautiful to contemporary to country on a cash-only basis. The 15-year-old company has no new formats this year; it is, however, considering producing an oldies format. National sales and program director Robert Mayfield thinks "oldies and big band will really take off." Each of CaVox's formats is unannounced and is divided into blocks that can be reassembled in various orders to fit station preferences. Mayfield doesn't "see any great change" in radio syndication in the future and feels it "has reached its peak" because there is a limited number of radio stations to become clients.

CaVox's formats "aim at the small- and medium-sized markets" according to Mayfield. They are distributed by tape to approximately 200 automated, semiautomated and live stations.

Parkway Communications Corp., whose programs are distributed to nearly 400 stations, is the largest distributor of classical music in the country, according to president Neil Currie. A new program for Parkway this year is *This is My Music*, hosted by Lloyd Moss. The show features interviews with various personalities about their favorite music. Ellen Burstyn and James Michener were recent guests. Parkway has also acquired the broadcasting rights to the Houston Symphony and also features performances by regional and metropolitan orchestras including the Philadelphia Orchestra.

The Bethesda, Md.-based company also offers *European Perspective*, a news program; *America in Concert*, BBC Music Festivals, and Parkway's most popular show, *A Starlight Concert*.

Parkway, the broadcast service of U.S. News and World Report, produces 98 hours of programming per week. The company "never barbers," said Currie. Instead it compensates stations for advertising time. About half of Parkway's programs are available on satellite, yet Currie says most stations prefer tapes. The company won't be broadcasting any simulcasts in the near future; Currie feels "radio ought to be radio, not TV audio." In the same light, it is not planning any live broadcasts. Currie feels it should concentrate on regular programming rather than on extravagant special events: "Parkway is in it for the long haul." This year Parkway opened a New York sales office, headed by Brock Petersen.

Dallas-based **FairWest** is currently distributing three music formats: FairWest adult contemporary (patterned after KVIL[AM] Dallas), Al Ham's "Music of Your Life" and "Burns/Somerset Continuous Country." "The Music of Your Life" format airs in more than 150 markets and the other two formats in about a dozen markets each.

Other divisions of FairWest offer Christmas programming specials, on-air promotions and jingle packages. The firm maintains two 24-track studios in the Dallas area.

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RKO RADIO NETWORKS

Stock Index

	Closing Wed. Aug 24	Closing Wed. Aug 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC.....	56 3/4	58 3/4	-2	- 3.40	9	1,645
N Capital Cities.....	139 5/8	145	-5 3/8	- 3.70	16	1,858
N CBS.....	67 1/4	71 3/4	-4 1/2	- 6.27	10	1,995
N Cox.....	47	48 7/8	-1 7/8	- 3.83	17	1,332
A Gross Telecast.....	60 1/4	60 1/8	+ 1/8	+ .20	13	48
O LIN.....	19 7/8	23	-3 1/8	-13.58	20	414
N Metromedia.....	40 1/4	43	-2 3/4	- 6.39	3	1,125
N Outlet Co.....	42 3/4	42 1/2	+ 1/4	+ .58	17	175
O Scripps-Howard.....	26	27	-1	- 3.70	15	269
N Storer.....	30	31 3/8	-1 3/8	- 4.38	0	492
O Sungroup Inc.....	7 1/2	6 1/2	+1	+15.38	0	5
N Taft.....	49 3/4	48 1/2	+1 1/4	+ 2.57	11	452
O United Television.....	11 3/4	12	- 1/4	- 2.08	15	139

	Closing Wed. Aug 24	Closing Wed. Aug 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	25 3/4	26 1/2	- 3/4	- 2.83	17	155
A Affiliated Pubs.....	40 1/2	40 1/8	+ 3/8	+ .93	18	326
N American Family.....	22	21	+1	+ 4.76	14	300
O Assoc. Commun.....	13 1/2	14 1/2	-1	- 6.89	0	64
O A.H. Belo.....	44 1/4	45 3/4	-1 1/2	- 3.27	15	414
N John Blair.....	42 1/4	42 3/4	- 1/2	- 1.16	18	332
N Chris-Craft.....	22 1/2	22	+ 1/2	+ 2.27	45	138
N Cowles.....	18 5/8	18 1/2	+ 1/8	+ .67	19	74
N Fairchild Ind.....	22 1/4	23 3/8	-1 1/8	- 4.81	19	293
N Gannett Co.....	60 1/8	60 7/8	- 3/4	- 1.23	16	3,206
N General Tire.....	30 1/2	31	- 1/2	- 1.61	12	642
O Gray Commun.....	49 1/2	48	+1 1/2	+ 3.12	15	24
N Gulf United.....	26 3/4	27 1/8	- 3/8	- 1.38	8	755
N Harte-Hanks.....	23 5/8	23 3/4	- 1/8	- .52	15	1,034
N Insilco Corp.....	22 3/4	22 5/8	+ 1/8	+ .55	19	367
N Jefferson-Pilot.....	33 1/2	33 3/4	- 1/4	- .74	7	719
O Josephson Intl.....	17 1/4	17 1/2	- 1/4	- 1.42	12	83
N Knight-Ridder.....	56 3/4	57 1/4	- 1/2	- .87	15	1,852
N Lee Enterprises.....	24 3/8	24 3/8			15	328
N Liberty.....	20 3/4	21	- 1/4	- 1.19	15	204
N McGraw-Hill.....	40 1/2	42 1/8	-1 5/8	- 3.85	17	2,019
A Media General.....	54 1/4	54 1/2	- 1/4	- .45	10	377
N Meredith.....	37 3/4	38 1/2	- 3/4	- 1.94	12	354
O Multimedia.....	35 3/4	37 1/4	-1 1/2	- 4.02	18	585
A New York Times.....	81	82 1/2	-1 1/2	- 1.81	16	1,047
A Post Corp.....	41 3/8	41 3/8			17	75
N Rollins.....	15 1/8	15 1/2	- 3/8	- 2.41	19	393
N Schering-Plough.....	40 1/2	42 7/8	-2 3/8	- 5.53	12	2,159
T Selkirk.....	13 3/4	13 3/4			30	112
N Signal Cos.....	33 3/4	33 1/8	+ 5/8	+ 1.88	23	3,604
O Stauffer Commun.....	46	46 1/2	- 1/2	- 1.07	12	46
A Tech Operations.....	37	33 5/8	+3 3/8	+10.03	23	30
N Times Mirror.....	75 3/8	77 1/2	-2 1/8	- 2.74	16	2,586
O Turner Bcstg.....	19 1/2	21 1/2	-2	- 9.30	5	398
A Washington Post.....	63 7/8	63	+ 7/8	+ 1.38	17	905
N Wometco**.....	41 5/8	37 1/8	+4 1/2	+12.12	21	723

	Closing Wed. Aug 24	Closing Wed. Aug 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.....	39	39			14	227
O Compact Video.....	6 1/8	6 5/8	- 1/2	- 7.54	38	20
N Comsat.....	36 1/2	37 7/8	-1 3/8	- 3.63	12	657
O Doyle Dane B.....	22 1/2	22 1/2			16	135
N Foote Cone & B.....	46 1/4	46	+ 1/4	+ .54	13	130
O Grey Advertising.....	105 1/2	105 1/2			9	62
N Interpublic Group.....	54 3/4	55	- 1/4	- .45	14	272
N JWT Group.....	36 5/8	37 3/8	- 3/4	- 2.00	141	215
A Movielab.....	5 7/8	5 7/8			6	10
O A.C. Nielsen.....	31 3/4	32 1/2	- 3/4	- 2.30	15	713
O Ogilvy & Mather.....	45 3/4	49 3/4	-4	- 8.04	13	199
O Sat. Syn. Syst.*.....	8 1/2	10 1/4	-1 3/4	-17.07	213	49
O Telemation.....	8 1/2	8 3/4	- 1/4	- 2.85	9	10
O TPC Commun.....	2 5/8	2 3/8	+ 1/4	+10.52	0	3
A Unitel Video.....	10 3/4	10 3/8	+ 3/8	+ 3.61	15	21
N Western Union.....	36 7/8	38 3/8	-1 1/2	- 3.90	11	885

	Closing Wed. Aug 24	Closing Wed. Aug 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus.....	6 1/2	6 1/4	+ 1/4	+ 4.00	72	36
N Coca-Cola.....	51	51 7/8	- 7/8	- 1.68	12	6,936
N Disney.....	57 1/8	62 1/2	-5 3/8	- 8.60	15	1,974
N Dow Jones & Co.....	49 3/8	48 3/4	+ 5/8	+ 1.28	29	3,153
O Four Star.....	7 1/2	7	+ 1/2	+ 7.14	8	6
N Getty Oil Corp.....	68 1/2	68 3/4	- 1/4	- .36	14	5,421
N Gulf + Western.....	26 1/4	25	+1 1/4	+ 5.00	8	2,019
O Lorimar.....	18 1/2	17 1/2	+1	+ 5.71	14	93
N MCA.....	35 1/2	37 3/4	-2 1/4	- 5.96	9	1,707
N MGM/UA Ent.....	15 1/4	16 1/4	-1	- 6.15	17	759
N Orion.....	21 3/8	21 1/8	+ 1/4	+ 1.18	25	197
O Reeves Commun.....	12 3/4	13 1/4	- 1/2	- 3.77	7	158
O Telepictures.....	16 1/4	16 3/8	- 1/8	- .76	21	94
O Video Corp.....	12 1/2	12 5/8	- 1/8	- .99	0	21
N Warner.....	20 3/4	20 5/8	+ 1/8	+ .60	8	1,339
A Wrather.....	38 3/4	39 1/2	- 3/4	- 1.89	0	86

	Closing Wed. Aug 24	Closing Wed. Aug 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.....	7 1/2	8 3/8	- 7/8	-10.44	42	42
O AEL.....	39 3/4	41 1/2	-1 3/4	- 4.21	166	78
O AM Cable TV.....	7 7/8	8	- 1/8	- 1.56	2	1,559
N American Express.....	40 5/8	45	-4 3/8	- 9.72	8	8,045
N Anixter Brothers.....	24	23 1/2	+ 1/2	+ 2.12	30	430
O Burnup & Sims.....	8 1/4	8 7/8	- 5/8	- 7.04	0	73
O Comcast.....	21 3/4	22	- 1/4	- 1.13	22	154
N Gen. Instrument.....	37 1/2	39 1/8	-1 5/8	- 4.15	17	1,175
N Heritage Commun.....	11 1/2	12 1/8	- 5/8	- 5.15	24	85
T Maclean Hunter X.....	15 3/8	14 3/4	+ 5/8	+ 4.23	21	567
A Pico Products.....	16 1/8	17 1/8	-1	- 5.83	54	45
O Rogers.....	9 5/8	9 1/8	+ 1/2	+ 5.47	0	212
O TCA Cable TV.....	13 1/2	14 1/4	- 3/4	- 5.26	27	89
O Tele-Commun.....	17 1/2	18 1/8	- 5/8	- 3.44	22	755
N Time Inc.....	60 1/4	62 1/4	-2	- 3.21	17	3,457
O Tocom.....	7 3/4	7 3/4			0	54
N United Cable TV.....	22 1/2	21 7/8	+ 5/8	+ 2.85	141	249
N Viacom.....	33	32 3/4	+ 1/4	+ .76	18	384

	Closing Wed. Aug 24	Closing Wed. Aug 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries.....	25 3/8	25 3/8			10	183
O C-Cor Electronics.....	16 1/2	14 1/2	+2	+13.79	16	58
O Cable TV Indus.....	6 1/2	6 1/2			38	20
A Cetec.....	9 5/8	9 3/4	- 1/8	- 1.28	23	21
O Chyron.....	21 3/4	23	-1 1/4	- 5.43	23	89
A Cohu.....	7 3/8	7 5/8	- 1/4	- 3.27	17	13
N Conrac.....	16 7/8	18 1/2	-1 5/8	- 8.78	12	102
N Eastman Kodak.....	67 1/2	65 3/4	+1 3/4	+ 2.66	11	11,175
O Elec Mis & Comm.....	11 1/4	11	+ 1/4	+ 2.27	0	32
N General Electric.....	47 1/4	47 7/8	- 5/8	- 1.30	10	21,514
O Geotel-Telemet.....	2 3/4	2 1/2	+ 1/4	+10.00	25	8
N Harris Corp.....	35 1/2	37 1/2	-2	- 5.33	22	1,121
N M/A Com. Inc.***.....	25 7/8	29 5/8	-3 3/4	-12.65	27	1,111
O Microdyne.....	14	14 3/4	- 3/4	- 5.08	36	65
N 3M.....	78 1/8	77 1/8	+1	+ 1.29	13	9,210
N Motorola.....	126	134 3/4	-8 3/4	- 6.49	23	4,920
N N.A. Phillips.....	63 7/8	64 3/8	- 1/2	- .77	11	891
N Oak Industries.....	8 1/4	7 3/4	+ 1/2	+ 6.45	0	135
A Orrox Corp.....	4 3/4	5 1/8	- 3/8	- 7.31	0	11
N RCA.....	25 7/8	26 5/8	- 3/4	- 2.81	12	2,110
N Rockwell Intl.....	28 3/8	29 3/4	-1 3/8	- 4.62	12	4,365
A RSC Industries.....	6	5 7/8	+ 1/8	+ 2.12	200	19
N Sci-Atlanta.....	18 1/4	19 5/8	-1 3/8	- 7.00	0	437
N Sony Corp.....	13 3/8	13 1/2	- 1/8	- .92	31	3,086
N Tektronix.....	70 3/4	74	-3 1/4	- 4.39	28	1,346
A Texscan.....	21 7/8	22	- 1/8	- .56	26	132
N Varian Assoc.....	49 3/4	54 1/8	-4 3/8	- 8.08	23	1,056
N Westinghouse.....	42 1/4	45	-2 3/4	- 6.11	8	3,703
N Zenith.....	29 1/2	30	- 1/2	- 1.66	13	560

Standard & Poor's 400 Industrial Average 181.83 186.50 - 4.67 - 2.50

Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/AE, Wash.). P/E ratios based on S&P's estimated new year earnings. If no estimate is available, figures for last 12 reporting months used (0 is deficit). **Footnotes:** * New addition to Index (See story, page 96). ** Takeover rumors (See "In Brief", Aug. 15). *** Since June 30, when Shearson/AE picked it as one of "Ten Uncommon Values" for coming year, the stock has declined from 32 3/4 to its current

25%. This, despite big expectations for contractual arrangement with Inter American Satellite Corporation, announced July 27, and other DBS operations. Sandy Roth, Shearson's MA/Com analyst said, "Basically I think its price has been catching up to the erosion of high-tech stocks... it had previously held up very well. People are getting nervous about what the earnings picture might look like in a couple of quarters; the company says some of the estimates for next year were too high."

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New addresses on Wall Street

Variety of companies take advantage of bullish investment climate to make first public offerings

Several dozen privately held companies in the Fifth Estate have decided to go public in recent months, in part influenced by the stock market boom that began just over one year ago. Investors making money in their other holdings are in a mood to take chances on companies with a short operating history, if the history shows promise. As a result, many young companies have decided to raise money on the stock market—the Securities and Exchange Commission estimates that as of July a record 1,450 companies have filed initial public offerings since the reporting year began in October.

Those in the communications field range across its spectrum: broadcast group owners, cable MSO's, satellite communications companies, programing distributors, among others. Here is a sampling of those that have just completed public offerings or have notified the Securities and Exchange Commission of their intention to do so:

- Western-World Television distributes the *Miss America Pageant* outside North America and *Upstairs, Downstairs* in Latin America. The Los Angeles company has limited territorial contracts to distribute the programing of the BBC, Time-Life Films, Group W Productions, Filmation and other producers. Frank R. Miller, executive vice

president who recently joined Western-World from Group W Productions, where he was vice president, marketing, said, "Part of the reasons behind going public were to begin a U.S. production and distribution unit. We are now going after the U.S. market." Part of the offering's proceeds of \$3.5 million will be invested in co-production ventures. For calendar 1982 Western-World had revenue of \$3 million. The company's 600,000 combined stock and warrants began trading July 7 at \$6.50 and traded last Wednesday at 5¾ bid.

- Satori Entertainment Corp. distributes mostly foreign programing—from Australia, New Zealand and Great Britain—in this country. The New York-based company also owns 69% of Private Screenings, an adult programing pay television service. It proposes to offer 550,000 shares at \$7 to \$8 per share.

- Three former officials of TOCOM in April 1981 formed Cableguard, a company that contracts with cable operators to provide security services for their subscribers. The company, based in Plano, Tex., has within the past year signed multiyear contracts with several systems operators—including Cox and Viacom—and now serves a combined subscriber base of 446,000. The offering became effective Aug. 18 at \$5 per share and the bid last Wednesday was 4¾.

- Another cable service company, The Games Network, began its first day of trading last Tuesday (Aug. 23) at the \$2 offering price, and by late in the day it had risen to \$5 bid. Tom Keith, executive vice president, said those who missed out on the chance for

a quick profit may still be able to make a deal buying the yet-to-trade stock of its Canadian licensee, The Canadian Games Network. The Games Network contracts with cable systems to provide subscribers with electronic entertainment, primarily video games. For an estimated average monthly fee of \$15 the company installs a microcomputer in the subscriber's home, to receive a 24-hour-per-day service, that will be launched in December. The Los Angeles company has just completed a four-and-a-half-month test at a Group W system in California and signed contracts with several dozen cable operators. It has letters of intent with 270 others.

- Artel Communications Corp., also moved up quickly from an initial offering price of \$6 on June 2 to its closing bid of 9¾ last Wednesday. Located in Worcester, Mass., the company designs, produces and markets fiber optic systems, primarily for transmitting analog video signals up to several miles. More than a third of those systems have been for the broadcast industry, and recent customers include ABC and CBS News.

- Satellite Syndicated Systems transmits the signal of WTBS(TV) Atlanta to an estimated 25 million homes and, on that station's vertical blanking signal, also transmits teletext for several news services, including AP and UPI. The company has been less successful with its pay television services in Tulsa, Okla., where the company is based, and Ann Arbor, Mich. At least partially because of softness in the new issues market, the offering was reduced from the originally planned two million shares, half of which were to have been sold by Chairman and Chief Executive Officer Edwin L. Taylor, to 850,000. The anticipated offering price also was reduced from \$14-\$16 to \$12, and the stock closed last Tuesday at 8¾ bid. SSS is also a half-partner in a national teletext magazine, *Keyfax*, and is a 15% partner in International Satellite Inc., which proposes to provide transatlantic satellite service (BROADCASTING, Aug. 22).

- TRT Communications, a subsidiary of United Brands Co., is also a partner, with a 43% interest, in International Satellite Inc. The company, most of whose business is in Telex transmission, is going public with 8 million shares at \$12 to \$15.

- Subsidiaries of two other corporations are going public. Spectrum Communications & Electronics Corp., which designs and manufactures paging and cellular equipment, will be 84% controlled by its parent, Graphic Scanning, after a proposed offering of 2.5 million shares at \$10. Western TCI, which provides common carrier microwave services in 14 western states to MCI, Sprint, 130 cable TV systems and 142 TV and radio stations, will still be over 80% owned by the Denver-based MSO, Tele-Communications, after 20% are sold, as proposed, at \$13-\$15.

- Two public companies that have been

Wall Street watchers. Analysts who follow the broadcasting industry for securities firms are very cautious about making connections between a particular news event and subsequent stock trading of companies affected by that event. As regards the FCC's preliminary decision on financial interest and syndication rules, these analysts said the full deed has not yet been done—there may be legislative interference; antitrust decrees have to be written. They also point to the fact that informed investors have been thinking about the potential outcome for months.

All the preceding notwithstanding, the market gave unambiguous judgment about how at least one company, squarely in the business, would be affected by the rules. The stock of Telepictures, which closed at 19¾ two days before the FCC decision was announced on Aug. 4, dropped 24% in the next four days of trading. The volume of the stock during the six trading days ending Aug. 11 exceeded volume for all of July. It had traded above 22 in June, before the direction of the commission's thinking first became publicly known.

Lorimar, another contender squarely in the business, also suffered a drop, 13%, on average volume in the four days following the FCC announcement. The stock had been at 24 at the end of June. Arthur E. Rockwell, broadcasting analyst for Crowell, Weedon & Co. said there were other ways to explain investor opinion of Lorimar and discounted the FCC announcement as the basis of a major correction. "They [Lorimar] were contemplating an equity offering and until it's clarified, the stock tends to drift down. They also came out with third-quarter numbers that some people read negatively."

Shares of CBS and ABC remained relatively unchanged during the week of the FCC announcement. Susan V. Watson, who follows the broadcasting industry for E. F. Hutton, said the participation of the networks in prime time program production will have contradictory effects on their earnings—the networks might have more control over costs but also might pay more to producers who would be under more pressure to make a first-run-series profit. Watson said that market enthusiasm was tempered by current network flaws, "ABC with a bloated development budget, and CBS with scatter still to sell. . . . Syndication profits might be five years down the road."

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● Bob Dearborn begins his fourth year as host of America's only *live* overnight broad-based contemporary music program.

● Live in stereo, six nights a week, Midnight - 5:00AM (EST). Featuring upbeat talk, top ten countdowns, special spotlight nights and nightly phone scans... a collection of listeners' call-ins on the air.

● *Night Time America* has been on the road from KAYY-FM Fairbanks, Alaska to WKGW-FM Utica, New York. You too can play host to *Night Time America*

and get strong national recognition, exceptional local promotion and selling opportunities.

● Come the first of the year, RKO adds five hours of live personality-hosted contemporary music programmed for the 7:00PM - Midnight daypart.

● A second nationally-known contemporary music host will take over the controls every weekday night in this five-hour slot.

● This night time money machine's custom sales support kits and turnkey programming can't help but enhance your night time profits.



RKO RADIO NETWORKS

traded on a limited and infrequent basis and are making additional offerings are Jacor Communications, in Cincinnati, a group owner of two FM's and four AM's, and Color Systems Technology, which uses a patented process to transfer black-and-white film or videotape to color videotape. The later company, based in New York, has a contract with Warner Amex Satellite Corp. to prepare color versions for up to 20 films, and says about 150 television series are suitable candidates for transfer to color tape. Jacor is proposing to offer 2.2 million shares at an undetermined price, and Color Systems is planning to offer a million at about \$6.

■ Group owner, Media Central, plans an initial offering of 1.2 million between \$10 and \$12. The Chattanooga, Tenn., company has a direct ownership interest in five U's and offers consulting services to other broadcasters.

■ Two MSO's have recently proposed public offerings: Bishop Cable Communications Corp., Denver, a subsidiary of Metro Cable Corp. of Riverton, Wyo. and Scott Cable Communications, Irving, Tex., a partnership which now shares management with another MSO, Communications Systems Inc., Irving, Tex. Bishop will remain in control of its parent after the proposed sale of about half of its shares. Scott Cable proposes a transfer of its limited partnerships into 2.5 million shares of common at \$20 a share. Those partnerships own 32 cable systems serving 51,500 basic subscribers.

■ One well-publicized venture for using radio subcarriers to transmit data is that be-

tween the National Information Utilities Corp. and National Public Radio. NIUC, of McLean, Va., plans to offer two million shares at \$7.50 to \$8.50.

A company specializing in linking dispersed branches of organizations via satellite-based data communications is Equatorial Communications Co. The Mountain View, Calif., company has its own C-band transponder, leases part of another, and produces its own two-foot-diameter receiving dishes, of which it has already sold 6,000, to such customers as Reuters and UPI. Early next year the company says it will introduce slightly larger dishes that will enable the owner to have an interactive communications network. The proposed offering is for 2.2 million shares at between \$15 and \$17.

■ Two former executives of Comtech Laboratories started a new company in 1980, Telecommunications Specialists Inc., in Hauppauge, N.Y. The company designs, produces and installs satellite receiving stations for such customers as Comsat and Western Union. Telecommunications Specialists is offering a million shares at an anticipated \$5. Three other new companies also are in the business of building satellite receiving stations. Satellite Video Technology, located in Las Vegas, is proposing to offer 10 million shares at 25 cents. Satellite Data, of South Weymouth, Mass., intends to offer 12.5 million shares at 10 cents. The company also plans to design, install and market SMATV systems. Television Technology Corp., of Denver, has been in business 16 years and manufactures television

and FM radio translators and low-power, AM and FM transmitters. The company's offering of 1.5 million shares began trading last Monday at \$2 and on Wednesday closed at \$1.65 bid.

Portions of some of the above offerings will be used to further marketing and production, others to retire debt, and some to sit in the bank waiting for the right ideas. Proceeds for one of these companies, Satellite Data Inc., will be used in part to pay its president's back salary. □

MCI stock dips after FCC order

MCI Communications stock, normally favored by the bulls of Wall Street, plunged some 25% last Tuesday in a demonstration of the impact a sentence in an FCC order can have. The sentence was in the commission order released on Monday on dealing with the access charges MCI and other companies providing cut-rate long-distance telephone service will pay to local telephone companies that originate and terminate the long-distance calls, following the breakup of the AT&T company. It contained an estimate that MCI's monthly charge would jump to \$400 to \$500 per month per telephone liner—a far higher level than previous estimates. It now costs \$234 per month.

With more than 16.5 million shares of MCI stock being traded, a record for one day in the over-the-counter market, the price fell 4 7/8 to 15 1/4, for a loss of more than \$1.1 billion in market value. Some of that loss was made up on Wednesday, when MCI closed at 16.

To MCI, the selling was a case of Wall Street "panic." A spokesman noted that the commission's written order was essentially the same as the press release the commission had issued on the subject in July—with the addition of the estimated price increase. And the commission, spokesman Gary Tobin said, provided no rationale for it.

The order said the figure was based on estimates contained in filings with the FCC, but did not identify the sources further. A commission Common Carrier Bureau staffer who worked on the document, Warren Lavey, said several parties had developed the figure from estimates provided by the Central Support Organization, which has been created to serve as a technical support group for the local Bell operating companies being spun off into seven regional organizations under the divestiture order. However, Lavey noted that the commission was not necessarily persuaded of the accuracy of the estimates. "We will know more on Oct. 3," he said. That is the date AT&T will file its new tariffs for long-distance and access charge tariffs the emerging local companies will impose on long-distance companies.

Tobin, who made the same point regarding the hard information that will be provided on Oct. 3, noted that MCI had been forecasting higher access charges without causing uneasiness on Wall Street. Indeed, he said MCI earlier this month had raised "a billion dollars" in the sale of bonds and warrants after declaring its expectation that access charges would rise. □



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NAB's annual RPC gets under way with topics ranging from format studies to regulatory updates

With attendance expected to climb over the 2,000 mark, the sixth annual National Association of Broadcasters Radio Programming Conference was to begin Sunday (Aug. 28) at the Westin St. Francis hotel in San Francisco. During the three-and-a-half day event, attendees are choosing from a variety of workshops ranging from new music to new technology. This year there are 40 companies displaying their products in the exhibit hall along with 53 firms hosting hospitality suites.

Highlighting the conference is the unveiling of a major format study by the Detroit-



based research firm of Reymer & Gersin during today's (Aug. 29) opening general session at 9 a.m.

For the second time in six years, the format sessions have been moved from their usual nighttime slot into the daytime schedule. The format clinic expected to attract the

most attention is contemporary hit radio (CHR) at 4 p.m. Monday. Other format sessions will cover album rock, adult contemporary, beautiful music/easy listening, talk, country and urban contemporary. Additionally, conference attendees will be able to monitor on closed circuit the top 40 contemporary hit format, in the following hotels: St. Francis, Hyatt Regency, Sir Francis Drake and the Holiday Inn at Union Square. Registrants will be able to critique the format today and tomorrow at a 5:15 p.m. workshop.

The closing session on Wednesday at 9 a.m., will be moderated by NAB senior vice president and general counsel, Erwin Krasnow, and will examine upcoming technological and regulatory changes. □

Sunday, Aug. 28

Three concurrent labs. 3-5 p.m. *Research lab/instant book analysis.* Colonial room. Coordinator: Bernie McGuire, NAB. Participants: Harvey Gersin, Reymer & Gersin; Jhan Hiber, Hiber, Hart & Patrick; George Nadel Rivin, Miller, Arase, Kaplan, Sheets & Co.; David Gingold, *The Birch Report*; Rupert Ridgeway, Arbitron; Rob Balon, Rob Balon & Associates.

Legal lab. Colonial room. Coordinator: Erwin Krasnow, NAB. Participants: George Borsari Jr., Daly, Joyce & Borsari; Peter Casciato, attorney; Ashton Hardy, Fauer, Brian, Hardy & Zatzkis; Joseph Hennessey, Lovett, Hennessey, Stambler & Siebert; John Jacob, Cordon & Jacob; Dennis Kahane, Pillsburg, Madison & Sutro; John King, Haley, Bader & Potts.

Consultants lab. Georgian room. Participants: Jim Cameron, Cameron Communications; Bill Hennes, Sherwood, Hennes & Associates; John Lund, Lund Consultants; John Sebastian, Sebastian & Associates; Todd Wallace, Todd Wallace Associates; Chet Tart, Blair Radio.

Hands-On Production Lab. Yorkshire room. Presenter: Ray Smithers, Access Radio.

AOR Format Clinic. Georgian room. Presentation: Radio W.A.R.S., Reymer & Gersin. Panelists: Bobby Hattrik, Bob Hattrik Communications; Beau Phillips, KISW(FM) Seattle.

Selling the News. Borgia room. Introduction: Peter Flannery, ABC. Presenter: Jerry Nachman, NBC.

The Transformation: PD to GM. Italian room. Moderator: Dave Klemm, Klemm Media. Panelists: John Gehron, WLS(AM) Chicago; Ted Atkins, WTAE(AM)-WHTH(FM) Pittsburgh.

Two concurrent forums. 10:15 a.m.-12:15 p.m. *The Basics: On-Air Promotion and Station Production.* Hyatt East ballroom. Presenter: Chuck Blore, Chuck Blore & Don Richman Inc.

Getting to Know Your Audience with Market Research. Hyatt West ballroom. Moderator: Ellen Hulleberg, McGavren Guild. Panelists: Rob Balon, Robert Balon & Associates; Jhan Hiber, Hiber, Hart & Patrick; Ted Bolton, Ted Bolton Associates.

Walk-around lunch. Noon-1 p.m. Festival of Exhibits.

Special event. 1-2 p.m. *Making \$\$\$ With Your Mouth.* Grand ballroom. Introduction: Eddie Fritts, NAB president. Guests: Howard Stern, WNBC(AM) New York; Rick Dees, KIS(FM) Los Angeles.

Five concurrent clinics. 2:30-3:45 p.m. *Country Format Clinic.* Georgian room. Presentation: Radio W.A.R.S., Reymer & Gersin. Panelists: Lon Helton, *Radio & Records*; Joel Raab, WHN(AM) New York.

Hands-On Production Lab. Yorkshire room. Presenter: Don Elliot, KIS(FM) Los Angeles.

MTV: Friend or Foe? Colonial room. Presenter: Les Garland, Music Television. Panelists: John Lander, KKQB(AM) Houston; John Sebastian, Sebastian & Associates; Jeff Pollack, Jeff Pollack Communications.

The News Package. Borgia room. Presenter: Charles Seraphin, KCBS(AM)

Clinic. 7:30-8:45 p.m. Sussex room. *The Ultimate Workshop—KRPC: Briefing.* Participants: Ron Fell and Dave Sholin, *The Gavin Report*; Thom O'hair, Audio Independents.

Syndicators/program producers breakfast. 7:30-9 a.m. Colonial room.

General session. 9-10 a.m. Grand ballroom. Announcements: Wayne Cornils, NAB radio vice president. Welcome: Gert Schmidt, NAB board chairman. *Radio W.A.R.S....How To Survive in the '80's.* Panelists: Harvey Gersin, Dave Clemensen and Mark Kassoff, Reymer & Gersin.

Five concurrent workshops. 10:15-11:30 a.m. *Where Now AM?* (Part I). Colonial room. Moderator: Todd Wallace, Todd Wallace Associates. Panelists: John Lander, KKQB(AM) Houston; By Napier, WCCO(AM) Minneapolis.

San Francisco. Panelists: Gil Gross, RKO Radio; Vic Breemer, KIRO(AM) Seattle.

What PD's Must Know About Sales. Italian room. Presenter: David Martin, WCLR(FM) Chicago. Special guest: Dwight Case, *Radio & Records*.

Two concurrent forums. 2:30-5:30 p.m. *People Management.* Hyatt East ballroom. Presenter: Jim Newman, Pace Co.

A Day in the Life of a Program Director. Hyatt West ballroom. Michael O'Shea, KUBE(FM) Seattle; Kent Burkhardt, Burkhardt & Abrams.

Four concurrent clinics. 4-5:15 p.m. *Digital/*

Cable/SCA and All that New Tech. Italian room. Presenter: Dennis Waters, Waters & Co. Guests: Steve Traiman, RIAA; Joe Meier, Radio Data Systems.

CHR Format Clinic. Colonial room. Presentation: Radio W.A.R.S., Reymers & Gersin. Panelists: Dan Vallie, EZ Communications; Paula Matthews, KIQQ(FM) Los Angeles.

Urban Contemporary Format Clinic. Borgia room. Presentation: Radio W.A.R.S., Reymers & Gersin. Panelists: Barry Mayo, WRKS-FM New York; Donny Simpson, WKYS(FM) Washington.

The Sports Package. Georgian room. Introduction: Peter Flannery, ABC. Special guest: Paul Hornung, ABC.

Clinic. 5:15-6:30 p.m. *The Ultimate Workshop—KRPC: Critique.* Sussex room. Presenters: Dave Sholin and Ron Fell, *The Gavin Report*; Thom O'hair, Audio Independents.

Special event. 5:30-7 p.m. An evening with the Pointer Sisters. Grand ballroom.

Tuesday, Aug. 30

Early morning clinic. 7:30-8:45 a.m. *The Ultimate Workshop—KRPC: Briefing.* Sussex room. Presenters: Thom O'hair, Audio Independents; Ron Fell and Dave Sholin, *The Gavin Report*.

Four concurrent clinics. 9-10:15 a.m. *Computers: A PD's Best Friend?* Colonial room. Presenters: Roger Skolnik, Media Service Concepts; David Graves, WIND(AM) Chicago.

Beautiful/Easy Music Format Clinic. Georgian room. Presentation: Radio W.A.R.S., Reymers & Gersin. Panelists: Rob Edwards, KBIG(FM) Los Angeles; Dave McKenzie, KABL-AM-FM San Francisco.

Is There Life After Work? Italian room. Presenter: Dr. Bruce Baldwin, Direction Dynamics.

News: The Jock/Newsperson Relationship. Borgia room. Presenter: Charlie Seraphin, KCBS(AM) San Francisco. Panelists: Bob Collins and Tom Peterson WGN(AM) Chicago.

Two concurrent forums. 9-noon. *People Management.* Hyatt East ballroom. Presenter: Jim Newman, Pace Co.

Getting To Know Your Audience with Market Research. Hyatt West ballroom. Moderator: Ellen Hulleberg, McGavren Guild. Panelists: Rob Balon, Robert E. Balon & Associates; Jhan Hiber, Hiber, Hart & Patrick; Ted Bolton, Ted Bolton Associates.

Five concurrent clinics. 10:30-11:45 a.m. *Building Audiences With Today's Professional Network Programming.* Borgia room. Moderator: Maurie Webster, Radio Network Association. Panelists: Willard Lochridge, ABC; Richard Carr, Mutual Broadcasting System; David Cooke, RKO; Jim Farley, NBC; Frank Murphy, CBS; Ellyn Ambrose, Satellite Music Network.

TV or Not TV. Colonial room. Presenter: Chuck Blore, Chuck Blore & Don Richman Inc.

Adult Contemporary Format Clinic. Italian room. Presentation: Radio W.A.R.S., Reymers & Gersin. Participants: Bob Hughes, WLTT(FM) Washington.

What PD's Must Know About Sales. Georgian room. Presenter: David Martin, WCLR(FM) Chicago. Special guest: Dwight Case, *Radio & Records*.

Hands-On Production Lab. Yorkshire room. Presenter: Don Elliot, KIS(FM) Los Angeles.

Lunch. Noon-3 p.m. Festival of Exhibits.

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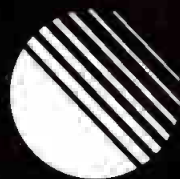


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Three concurrent clinics. Noon-4 p.m. *Instant aircheck booths open.* Festival of Exhibits.

Consultants booth. Olympic room. Presenters: Jim Cameron, Cameron Communications; Chet Tart, Blair Radio; Bill Hennes, Sherwood, Hennes & Associates; John Lund, Lund Consultants.

Instant book analysis. Essex room. Coordinator: John Abel, NAB. Presenter: Roger Wimmer, Cox Broadcasting; Jhan Hiber, Hiber, Hart & Patrick; David Gingold, *The Birch Report*; Rupert Ridgeway, Arbitron.

Four concurrent clinics. 2-3:15 p.m. *Talk Format Clinic.* Borgia room. Presentation: Radio W.A.R.S., Reymmer & Gersin. Panelists: Jack Swanson, KGO-AM-FM San Francisco; Bruce Marr, Bruce Marr & Associates.

Computers: A PD's Best Friend? Colonial room. Presenters: Roger Skolnik, Media Service Concepts; David Graves, WIND(AM) Chicago.

Where Now AM? Part II. Italian room. Presenter: Todd Wallace, Todd Wallace Associates. Panelists: Kevin Metheny, WNBC(AM) New York; Steve Casey, WLS(AM) Chicago.

The Best Audio Sound in Town. Georgian room. Presenters: Jim Loupas, Jim Loupas Associates; Richard Harker, KCNR-AM-FM Portland, Ore.

Three concurrent forums/labs. 2-5 p.m. *A Day in the Life of a Program Director.* Hyatt West ballroom. Presenters: Michael O'Shea, KUBE(FM); Kent Burkhardt, Burkhardt & Abrams.

Promotion/marketing. Hyatt East ballroom. Presenter: Bert Gould, WPIX-FM New York.

Hands-On Production Lab. Yorkshire room. Presenter: Ray Smithers, Access Radio.

Four concurrent clinics. 3:30-4:45 p.m. *New Music: What's It All About?* Colonial room. Presenters: Paul Christy, WABX(FM) Detroit; Rick Carroll, Carroll, Schwartz & Groves.

Digital/Cable/SCA and All That New Tech. Georgian room. Presenter: Dennis Waters, Waters & Co. Panelists: Steve Traidman, RIAA; Joe Meier, Radio Data Systems.



NBC unveiling. Grant Tinker (l), NBC chairman, and Burbank, Calif., Mayor Larry Stammer cut the ribbon opening the network's Catalina building in that city. The 56-room, 40,000-square-foot facility will house these NBC's departments: NBC's advertising and promotion; compliances and practices; radio network sales; story department; technical training; finance and administration; internal audit; programing of television stations division, and purchasing.

The Exciting New Long-form Network Programming. Borgia room. Moderator: Maurie Webster, Radio Network Association. Panelists: Ed Salomon, The United Stations; Corinne Baldassano, ABC; Frank Cody, The Source; Norm Pattiz, Westwood One; Bob Van Derheyden, CBS; Dan Griffin, RKO.

Is There Life After Work. Italian room. Presenter: Dr. Bruce Baldwin, Direction Dynamics.

Clinic. The Ultimate Workshop—KRPC: Critique. 5:15-6:30 p.m. Presenters: Ron Fell and Dave Sholin, *The Gavin Report*; Thom O'hair, Audio Independents.

Barbara Mandrell concert. 7-9 p.m. Grand ballroom. Concert is a BMI presentation.

Wednesday, Aug. 31

Closing session. 9-10 a.m. Grand Ballroom. *1984—A Year of Change.* Moderator: Erwin Krasnow, NAB. Panelists: Barry Umansky, NAB; Steve Sharp, Skadden, Arps, Slate, Meagher & Flom.

Proficiency test results. 10-10:30 a.m. Ballroom.

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Media Service Concepts 118

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Ratings roundup

The order of finish in the TV networks' prime time ratings race for the week ended Aug. 21 was the same as for the week before: CBS first, NBC second, ABC third. But it was a closer race this time, with only a rating point separating first and third. CBS had a Nielsen rating/share average of 13.0/24, NBC a 12.5/23.6 and ABC a 12.0/22.6.

It was a week in which pre-season pro football was offered on all three networks. None scored big in the ratings. New York Jets vs. Cincinnati on CBS on Thursday did a 10.8/21, Pittsburgh vs. Dallas on NBC on Saturday a 10.4/22 and Miami vs. Washington on ABC on Friday a 9.0/18. *Monday Night Baseball* on ABC beat the best of football, though only barely, with 11.0/20.

It was also a week in which CBS and NBC played off some pilots. On CBS, *Sutter's Bay*, Monday at 9:30-10 p.m. (NYT), scored 14.9/25 and ranked 19th for the week against ABC's baseball and a *Little House* repeat on NBC (13.6/24); and *13 Thirteenth Avenue*, at 8:30-9 p.m. Monday, also against baseball and *Little House*, tied with a *Dallas* repeat for 33d place at 12.2/23.

On NBC the one-time-only's included *National Snoop*, which at 8-8:30 p.m. Thursday produced an 11.7/21, beating New York-Cincinnati but not ABC's *Reggie*, which came in with 13.3/24; *Pump Boys and Dinettes*, which at 10-11 p.m. Monday came in third against *Monday Night Baseball* and the week's highest rated show, a repeat of CBS's *Cagney and Lacey* (19.9/36), and *Allison Sidney Harrison*, which at 8-9 p.m. Friday had a 9.3/19, edging out the Miami-Washington football game by a fraction but well behind a CBS *Dukes of Hazzard* repeat (13.1/27).

The First 20

1. <i>Cagney & Lacey</i>	CBS	19.9/36
2. <i>Jeffersons</i>	CBS	19.4/34
3. <i>A Team</i>	NBC	18.4/35
4. <i>Trapper John, M.D.</i>	CBS	18.4/33
5. <i>Newhart</i>	CBS	18.1/31
6. <i>Hart to Hart</i>	ABC	17.7/32
7. <i>60 Minutes</i>	CBS	16.8/36
8. <i>Remington Steele</i>	NBC	16.7/29
9. <i>Facts of Life</i>	NBC	16.4/29
10. <i>One Day at a Time</i>	CBS	15.9/29
11. <i>20/20</i>	ABC	15.9/29
12. <i>Hill Street Blues</i>	NBC	15.8/28
13. <i>ABC Sunday Night Movie—The Big Red One</i>	ABC	15.7/28
14. <i>Alice</i>	CBS	15.3/30
15. <i>St. Elsewhere</i>	NBC	15.3/28
16. <i>9 to 5</i>	ABC	15.2/26
17. <i>Buffalo Bill</i>	NBC	15.0/26
18. <i>Three's Company</i>	ABC	15.0/26
19. <i>Sutters Bay</i>	CBS	14.9/25
20. <i>Knight Rider</i>	NBC	14.5/28

The Final Five

61. <i>Our Times-Bill Moyers</i>	CBS	8.8/16
62. <i>Facts of Life Special</i>	CBS	8.7/19
63. <i>CBS Tuesday Night Movie—Health</i>	CBS	8.7/16
64. <i>Ripley's Believe It or Not</i>	ABC	8.1/17
65. <i>Powers of Matthew Star</i>	NBC	6.2/13



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Low key on DBS in St. Louis

Operators gearing for launch are scarce at satellite users conference

With two medium-power direct broadcast satellite operators—Inter American Satellite Television and United Satellite Communications Inc.—gearing up to begin service in the next few months and a third—Satellite Television Corp.—planning to launch a service in late 1984, DBS should have been a hot topic at the *Satellite Communications Users Conference* in St. Louis last week.

It wasn't. In fact, representatives of IAST and USCI didn't even bother to make an appearance. Their status and economic feasibility, perhaps by design and for competitive reasons, remain a mystery.

STC, which plans to parlay its medium-power service into a high-power service in 1986, sent at least two officials to St. Louis, but they revealed nothing new about STC's plans.

DBS did not go unnoticed, however. Four of the eight prospective high-power DBS operators—STC, United States Satellite Broadcasting (Hubbard Broadcasting), Direct Broadcast Satellite Corp. and RCA—participated in a "roundtable" discussion on DBS on Tuesday afternoon. And aspects of DBS cropped up in related panel sessions.

NEC announced it has signed a licensing agreement with Telease Inc. for the Los Angeles-based firm's Multiple Application Addressable Secure TV (MAAST) system. The agreements give NEC the right to incorporate the addressable encryption technology into pay television equipment of any kind, and the exclusive right to incorporate it into DBS equipment. NEC is a partner in Alcoa-NEC Communications Corp., which plans to manufacture DBS earth stations and seems to have the inside track at STC.

And at least two other vendors on the exhibit floor were actively pursuing a piece of the DBS action: DX Communications, a Japanese earth station manufacturer, and South River Metal Products of Matawan, N.J., a maker of DBS antenna mounts.

With IAST and USCI absent, attention was focused on the eight companies that were granted DBS construction permits in the fall of 1982. According to Ben Fisher, the FCC gave the eight companies until Dec. 13 to come up with proof that they were starting the construction of their satellites or lose their grants. So far, he noted, only STC had signed a contract (with RCA Astro-Electronics) for their satellites. Although the FCC might extend the deadline a couple of months, he said, the "sword of Damocles" is hanging over STC's potential competitors.

Representatives of three of the seven companies—USSB, DBSC and RCA—appeared on a panel with Fisher, but none could or would say when they would be making the substantial financial commitment a satellite contract represents. USSB and DBSC must raise the all their money in the investment market. RCA, on the other hand, simply has to make the corporate decision. The other four companies are CBS, Graphic Scanning, Video Satellite Systems and Western Union.

According to Fisher, the FCC will issue guidelines within the next 30 days or so by which the prospective DBS operators are to amend their applications in the wake of the Regional Administrative Radio Conference, which set the basic technical parameters for DBS in North and South America. The DBS operators will have a chance to apply for specific frequencies and orbital slots. Under the RARC agreements, the U.S. will allocated eight orbital slots with 32 channels to a slot.

The original DBS proposal represented a

variety of system configurations. But judging by comments of some of applicants at the DBS panel, the DBS applicants seem to be settling on a uniform approach. STC and DBSC agreed the country should be divided into two service areas, each served by several transponders of around 200 watts. Paul Heinersheid of USSB said his firm was also considering service areas comprising half the continental U.S.

Despite the absence of IAST and USCI, they were the indirect subject of some of the panel discussions. At one session, Wilbur Pritchard, president of DBSC, predicted all medium power DBS operators that use Ku-band satellites to deliver their pay programming would quickly become disenchanted with the limited power (and the resulting need for relatively large dishes) of their satellites. As their subscribership increases, he said, they are going to want more power and will probably migrate—as STC now plans—to a high-power DBS satellite in the dedicated DBS band.

Like Pritchard, RCA's John Clark said medium power will eventually have to move to the dedicated DBS band, but for an entirely different reason. The FCC's decision to reduced the spacing of Ku-band satellites

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DBS talk. Much of the discussion on the fate of DBS at the *Satellite Communications Users Conference* took place at a Tuesday afternoon "roundtable." On hand (l-r): Paul Heinersheid, United States Satellite Broadcasting; Wilbur Pritchard, Direct Broadcast Satellite Corp.; Judith Shannon, Satellite Television Corp.; Irl Marshall, *Satellite Communications*; Joe Freitag, RCA Communications; Ben Fisher, Fisher, Wayland, Cooper & Leader; Robert Block, Telease Inc., and Dennis Fraser, Alcoa-NEC Communications Corp.

from three degrees to two degrees is "the Achilles heel" of the Ku-band DBS operators. At two degrees, he said, the small dishes that will be used for DBS will be susceptible to interference from other satellites. By way of contrast, he said, planners of the high-power DBS service settled on nine degrees spacing between satellites to insure against interference.

DBS, in all its variation, is seen by some as an opportunity to improve the quality of television pictures. RCA's John Clark suggested the British-developed MAC system as an alternative to NTSC for the transmission of video via satellite to the home. After seeing a demonstration of MAC, he said, he became addicted to it. Although MAC signals are incompatible with conventional television sets, he said, circuitry for receiving MAC signals and converting them into a signal that standard television sets or monitors can handle (remodulated NTSC, baseband NTSC or RGB) can be incorporated into the set-top DBS converters along with the DBS tuner and descrambler.

The MAAST technology licensed by NEC has some rather sophisticated capabilities. Not only does it provide addressability and encryption, said Telebase President Robert Block, but it also allows for impulse pay-per-view and electronic billing. Impulse PPV is a potentially rich revenue source, he said, while electronic billing is a significant cost-saving feature. Despite its apparent sophistication, he said, incorporating the technology into a DBS earth station would not be prohibitively expensive. A complete Alcoa-NEC earth station with MAAST would cost

around \$500 in quantities, he said. The system features "medium security video" and "very, very, very secure audio" on the theory that nobody will buy a "pirate box" for hundreds of dollars that can receive the video, but not the audio.

Satellite users applaud FCC's two-degree spacing decision

Much of SCUC conference is spent on discussion of ways to negate possible interference incurred as result of commission's action

The satellite industry that gathered in St. Louis last week for the Satellite Communications Users Conference showed strong support for the FCC two-degree satellite spacing decision, even though it will exacerbate interference and frequency coordination problems.

It was "an excellent decision," said Walter Braun, director of engineering, RCA Americom. It presents "enormous opportunities to the carriers," he said, but carries with it "technical challenges and some degree of uncertainty."

To make room for 19 additional communications satellites, the FCC decided last April to locate all satellites closer together in the limited geostationary orbital arc. Instead of

spacing C-band (4/6 ghz) satellites four degrees apart and Ku-band (12/14 ghz) satellites three degrees apart, the FCC ordered that satellites in both bands be spaced two degrees apart.

So as not to obsolete immediately the thousands of small C-band earth stations, however, the FCC decided to phase-in two-degree spacing in the band. According to FCC's Ron Lepkowski, who wrote the FCC order and who outlined it at one of the conference's opening panel sessions, most C-band satellite will be spaced three degrees apart for the next several years. The gradual move to two-degree spacing, he said, "should minimize the immediate overturn of existing ground facilities." Three-degree spacing, he said, "is easily feasible with today's equipment."

As Marvin Shoemake of Satcom Technologies pointed out at the same panel session, the decision achieved its primary goal of increasing satellite capacity. There are 23 satellites (19 C-band and four Ku-band) in orbit today, he said, and due in part to the reduction in satellite spacing, there will be 25 additional satellites (14 C-band, six Ku-band and five hybrid) circling the globe by the end of 1985.

The problem with reduced spacing is the increased interference earth stations will suffer. What makes the interference particularly bad, Braun said, is that it will come from other satellites and carriers, or their customers will not be able to control it. As a result, carriers will have to work closely together to prevent interference. He called for the formation of an "industry advisory committee" to act as a catalyst for the cooperation. Cooperation is preferable to rigid transmission standards, which will stifle innovation, he said.

Most carriers will work together in good faith, Braun said, although some might try to take advantage of the situation. Satellite Business Systems, he said, has already tried to head off interference problems between its and RCA's Ku-band satellite systems. Although there were areas of disagreement, he said, the meeting was "cordial" and there is the expectation—at least on RCA's side—that their differences can be resolved. Since the parameters of a particular system will be determined in part through such negotiations, Braun advised all carriers to field a strong team of satellite engineers to work with the other carriers. One benefit of the FCC's decision, he said, is "job security for system engineers."

Joan Griffin, a regulatory lawyer for American Satellite Co., was in agreement with much of what Braun said. ASC's "marketing/business/strategic planning side," whose research shows demand for its satellite capacity outstripping its supply as early as 1987, is delighted by its authorizations to launch two satellites. ASC's "system engineering/operational side," however, is trying to figure out ways of coping with the interference that will result from the reduced spacing of the satellites.

One of the major uses of communications satellites today is in television program distribution for cable and broadcast. Braun assured cable operators, who rely on communications satellites for most of their

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programming, that three-degree spacing would not adversely affect them. "Nobody in the cable business should panic," he said. According to RCA, which handles most of the cable program distribution, he said, operators will be able to pick up their favorite cable network with their existing dishes. "TV is a pretty rugged signal," he explained. Interference has to become severe, he said, before the picture quality deteriorates to a point where most viewers would find it objectionable.

Two-degree spacing, which cable operators will not see for several years, is a different matter, according to Ray Stewart, president of EnCom Systems, Norcross, Ga., a newly formed earth station design and installation firm. "Existing earth stations smaller than five meters will likely experience heavy interference" at two-degree spacing, he said. According to one analysis, he said, interference from adjacent satellites will cause the carrier-to-interference ratio to drop below 16 decibels—the level at which interference to pictures becomes objectionable.

By reducing the satellite spacing, the FCC put off the day when it will have to award orbital slots selectively. "As long as we grant all the applications," Lepkowski said, "we don't have to worry about picking and choosing."

But the ability of the FCC to avoid deciding between competing applicants may be short-lived. According to Lepkowski, applications for 20 additional orbital slots are now on file and many more are due before the FCC's next filing deadline—some time in late October. As it has done twice before, the FCC will process the applications as a group.

Since the technology does not exist for further reducing the orbital spacing between satellites, said Griffin, the FCC "is going to have to bite the bullet and establish some kind of criteria for awarding slots."

Lepkowski could not agree entirely with Griffin. Although it would be "difficult" to make further reductions in C-band satellite spacing, he said, reductions in the Ku-band are a "possibility" and "warrant further study." He conceded, however, that the day will probably come when the FCC will no longer be able to squeeze more slots into either band and will have to grant some applications and reject others.

What criteria the FCC would use in the selection process is far from certain, Lepkowski said. One criterion could be a sound financial showing. In the last round of grants, the FCC had to condition the grants of three applicants on their being able to show by the end of this year the financial ability to build their systems. Another criterion could be spectrum efficiency, he said. The more efficient an application was, he said, the better chance it would have to be granted.

One specific problem created by the FCC decision is the three-degree spacing between Satcom III-R, the primary satellite for cable program distribution, and Galaxy I, another cable satellite that was launched earlier this summer. Many cable operators had hoped to access both satellites by retrofitting their parabolic earth stations with "dual-feed" systems. But the systems that were available

before the FCC decision were designed for four-degree spacing and not applicable for three-degree spacing. After the FCC decision, manufacturers had to redesign their systems and, according to Edward Gorden, vice president, engineering and operations, Spotlight, at least two manufacturers—Scientific-Atlanta and Microdyne—have successfully redesigned their systems.

Several cable operators and programmers and earth station manufacturers met during the convention to discuss the problems with dual-feed systems at three-degree spacing and discuss possible alternatives, such as installing a second earth station. If a cable operator has the real estate, Gorden said, a second dish can be purchased for about the same cost as a dual-feed system.

Changing Hands

PROPOSED

WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, and KSTU(TV) Salt Lake City □ Sold by Springfield Television Corp. to Adams Communications Corp. of Minneapolis for \$47.3 million. (See box, page 110). *Broker: Avpro Inc.*

WGAN-AM-FM Portland, Me. □ Sold by Gannett Broadcasting Services to Taylor Communications of Maine Inc. for \$3.1 million. *Seller* is Portland-based owner of four AM's, five FM's, three TV's and five newspapers in Maine. It is headed by Jean Gannett Hawley, president. *Buyer* is headed by John J. Taylor III. It also owns WCOD-FM Hyannis, Mass. WGAN is on 560 khz with 5 kw fulltime. WGAN-FM is on 102.9 mhz with 100 kw and antenna 1,460 feet above average terrain. *Broker: The Keith W. Horton Co.*

KBIL-FM San Angelo, Tex. □ Sold by San Angelo Broadcasters Inc. to Texas Triangle Media Inc. for \$1.6 million. *Seller* is principally owned by William W. Jamar Jr., president

(51%), who also owns 50.5% of KBWD(AM)-KOXE(FM) Brownwood, Tex., and 10% of KSNY-AM-FM Snyder, Tex. *Buyer* is owned by Dale E. Palmer, president (70%), and Al T. Burke (30%). Palmer has interests in KMND(AM) Midland, KZOM(FM) Orange and KOLE(AM) Port Arthur, all Texas, and has bought, subject to FCC approval, KBLU(AM)-KTTI(FM) Yuma, Ariz. (BROADCASTING, June 6). KBIL-FM is on 92.9 mhz with 100 kw and antenna 729 feet above average terrain.

KDUV(FM) Brownsville, Tex. □ Sold by John Horn Broadcasting Inc. to Bixby Great Electric Radio Co. Inc. for \$1,019,000. *Seller* is owned by John Horn, president, who has no other broadcast interests. *Buyer* is owned by Jesse Johncox, president, John A. Parry (29.16% each), Michael T. Reichert and Charles A. Whatley (20.84% each). It also owns KTXI(FM) Mercedes, Tex., which it is selling (see below). Parry also owns KFIM(FM) El Paso and WWZD(FM) Bueno Vista, Va. KDUV is on 100.3 mhz with 100 kw

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and antenna 500 feet above average terrain.

KTUC(AM) Tucson, Ariz. □ Sold by Evans Broadcasting to KTUC Investments for \$892,750. Seller is owned by Raymond I. Kandel, who has sold, subject to FCC approval, KNDE(FM) Tucson (BROADCASTING, Aug. 22). Buyer is partnership which includes Christopher T. Maloney, Thomas E. Hassey and Thomas A. Maples. Maloney is Tucson doctor; Hassey is Tucson business executive and Maples is general manager of KTUC. KTUC is on 1400 kw with 1 kw day and 250 w night. Broker: Blackburn & Co. Inc.

KTXI(FM) Mercedes, Tex. □ Sold by Bixby Great Electric Radio Co. Inc. to Great America Radio Inc. for \$492,000. Seller has bought, subject to FCC approval, KDUV(FM) Brownsville, Tex. (see above). Buyer is owned by Bruce J. Swearingen, president

(20%), Geoffrey W. Crabtree (30%), W. Gene Garrison and John H. Northcutt (25% each). Crabtree owns advertising agency in San Antonio, Tex. Swearingen is former general manager of KLLS-AM-FM San Antonio and current president of marketing and advertising firm. Garrison and Northcutt are Alice and McAllen, Tex.-based bankers. Buyers have no other broadcast interests. KTXI is on 106.3 mhz with 3 kw and antenna 600 feet above average terrain.

WXMI-TV Grand Rapids, Mich. □ Eighteen percent sold by TV 17 Unlimited Inc. to Richard Shively and others for \$479,350. Seller is owned by Peter Cook and 13 others, none of whom have other broadcast interests. Buyers are Richard Shively, John Reilly and Edward McCready. They are part of group of 10 Grand Rapids-area businessmen who bought stock in company last year.

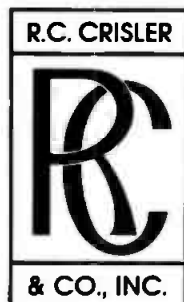
They are increasing stock percentages and gaining controlling interest of company. Shively and Reilly are increasing their percentages of stock shares, and McCready is new shareholder. None have other broadcast interests. WXMI-TV is independent on channel 17 with 1300 kw visual, 130 kw aural and antenna 802 feet above average terrain.

KCRI-AM-FM Helena, Ark. □ Sold by Twin Cities Broadcasting to Delta Broadcasting for \$400,000. Seller is owned by Eddie Fritts, National Association of Broadcasters president, who owns KMAR-AM-FM Winnsboro, La., and WNLA-AM-FM Indianola, Miss. Fritts recently sold WELO(AM)-WZLQ(FM) Tupelo, Miss. (BROADCASTING,

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Springfield sells three. William L. Putnam, chairman of Springfield Television Corp., who built three UHF operations into profitable broadcasting outlets after a long pioneering period in the red, struck a deal last week to sell WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City for \$47.3 million.

In character as an avid practitioner of mountaineering, Putnam received the purchase offer while encamped in the Canadian wilderness. Kathryn (Kitty) Bromam, president of Springfield, "hopped on a plane, hired a car, got a helicopter, landed in the woods in British Columbia and came into the camp to discuss the deal," Putnam said last week. After some discussion she flew back with his decision: Springfield Television would sell the three stations to Adams Communications Corp. of Minneapolis.

According to Putnam, Adams Communications met his criteria for selling: that the three stations would be bought as a unit, the current management would be retained and the price would be right. "That means you haven't heard the last of Putnam," he said. "I will do the same kind of things I have been doing, including general supervision over everything and handling network relations. Kitty and I are not yet ready for the scrap heap," he said.

Adams Communications is principally owned by Stephen Adams, a Minneapolis-based banker who also is part owner of a bottling company in Longview, Tex. It owns WRTH(AM) Wood River, Ill.; KEZK(FM) St. Louis; WTVN(AM)-WLA-FM Grand Rapids, WGTU(TV) Traverse City, and its satellite, WGTQ(TV) Sault St. Marie, and WILX-TV Lansing, all Michigan. It recently sold KNA-TV Farmington, N.M., to Hubbard Broadcasting Inc. for \$2.35 million (BROADCASTING, Aug. 15).

WWLP is NBC affiliate on channel 22 with 4,170 kw visual, 417 kw aural and antenna 877 feet above average terrain.

WKEF is NBC affiliate on channel 22 with 2,340 kw visual, 234 kw aural and antenna 1,152 feet above average terrain.

KSTU is independent on channel 20 with 1,290 kw visual, 129 kw aural and antenna 3,060.9 feet above average terrain.

Aug. 22). **Buyer** owns KFFA(AM) Helena. It will spin off KCRI(AM) to comply with FCC duopoly rules. KCRI is daytime on 1600 khz with 1 kw. KCRI-FM is on 103.1 mhz with 3 kw and antenna 260 feet above average terrain. *Broker for buyer: Ralph E. Meador.*

KBIX(AM) Muskogee, Okla. □ Sold by Bortz Embody Broadcasting Co. Inc. to Muskogee Broadcasting Corp. for \$370,000, including \$50,000 noncompete agreement. **Seller** is owned by Richard S. Embody, who has no other broadcast interests. **Buyer** is owned by Michael J. McKee, president (50%), W.O. Moon Jr. and Jack G. Brewer (25% each). Brewer is president and owner of KWCO(AM)-KXXX(FM) Chickasha, Okla. McKee and Moon are Chickasha businessmen. KBIX is on 1490 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

WFXY(AM) Middlesboro, Ky. □ Sold by Country Wide Broadcasters Inc. to Warren A. Pursifull for \$250,000. **Seller** is owned by Hubert Ford (30%), his wife, Mary (25%); Bill Waddell (25%), Jeff Stevens (15%) and Sherry Kennedy (5%), who have no other broadcast interests. **Buyer** is sales manager of WANO(AM) Pineville, Ky., who has no other broadcast interests. WFXY is on 1490 khz with 1 kw day and 250 w night.

WROI(FM) Rochester, Ind. □ Sold by Fidelity Broadcasting Co. Inc. to Manitou Broadcasting Corp. for \$240,000. **Seller** is owned by Joseph P. Sweeney. It has no other broadcast interests. **Buyer** is headed by John O'Neill, president, who is attorney in Logansport, Ind. WROI is on 92.1 mhz with 3 kw and antenna 240 feet above average terrain.

KCLI(FM) Clinton, Okla. □ Sold by Clinton-Cordell Broadcasting Co. Inc. to Media Max Broadcasting Inc. for \$200,000. **Seller** is owned by Carroll C. Crispin Jr. It has no other broadcast interests. **Buyer** is owned by James R. Maxey Jr., president (50%), and his parents, James R. and Patricia (25% each). It has no other broadcast interests. Younger Maxey owns Oklahoma City-based advertising agency; his parents own motorcycle dealership there. KCLI is on 95.3 mhz with 3 kw and antenna 296 feet above average terrain.

□ Other proposed station sales include: KIEL(AM) Jacksonville, Ark. (BROADCASTING, Aug. 1); KEEQ(FM) Paris, Ark.; KESQ-TV Palm Springs, Calif., and KECY-TV El Centro, Calif. (BROADCASTING, July 18); KOWL(AM) South Lake Tahoe, Calif. (BROADCASTING, Aug. 22); WGML(AM) Hinesville, Ga.; WELQ(AM)-WZLQ(FM) Tupelo, Miss. (BROADCASTING, Aug. 22); WBBB(AM)-WPCM(FM) Burlington, N.C. (BROADCASTING, Aug. 15); WNGE(TV) Nashville (BROADCASTING, April 25); WQCN(AM) Savannah, Ga.; WJIB(FM) Boston; KCLT(AM) Lockhart, Tex.; KSLR(FM) San Antonio, Tex., and KOPX(FM) Ogden, Utah (see "For the Record," page 116).

APPROVED

WKAQ-TV San Juan, P.R. □ Sold by Telemundo Inc. to John Blair & Co. for \$55 million cash. **Seller** is owned by Argentina S. Hills and Angel Ramos Foundation. (Late

Ramos was husband of Hills and founder of *El Mundo*, San Juan daily paper.) **Seller** also owns co-located WKAQ-AM-FM which it will keep. **Buyer** is New York-based, publicly traded station representative, headed by Jack W. Fritz, president. It also owns two AM's, two FM's, three TV's and printing and couponing business. WKAQ-TV is independent that takes some CBS newscasts. It is on channel 2 with 11.9 kw visual, 2.36 kw aural and antenna 2,830 feet above average terrain.

KFJZ(AM) Fort Worth □ Sold by Swanson Broadcasting-Fort Worth Inc. to Founders Broadcasting for \$2 million. **Seller** is headed by Gerock H. Swanson, president. It also owns WBYU(FM) New Orleans; KKNQ(FM) Oklahoma City; KRMG(AM) Tulsa, Okla., and KKYX(AM) San Antonio, Tex. **Buyer** is subsidiary of Founders Communications Inc., headed by John L. Teeger, president. It is venture capital group involved in mobile-home manufacturing and oil and gas drilling. It has no other broadcast interests. KFJZ(AM) is on 1270 khz with 5 kw full time.

WMNX(FM) Tallahassee, Fla. □ Sold by Metropolitan Broadcasting Corp. to American Communications & Television Inc. for \$950,000. **Seller** is headed by James E. Broaddus, Jr., president. He is vice president and general manager of WWWQ(AM)-WPFM(FM) Panama City, Fla., which was recently sold, subject to FCC approval (BROADCASTING, Aug. 8). **Buyer** is owned by American Communications & Television Inc. (ACT) (80%) and Richard T. Drury

(20%). ACT is publicly held company, headed by Mark K. Goldstein, president. It is 90% owner of construction permit for new TV at Forest City, N.C., and 49% owner of permittee of low-power TV's in Lake City and Ocala, both Florida, and is applicant for new FM at Micanopy, Fla. It also operates or has franchises for cable TV systems in Alachua and Marion counties, both Florida, and SMATV systems in south Florida. Drury is executive vice president of Sunshine Wireless Co., which owns three AM's and three FM's. He is also general manager of WMGI(AM)-WYKS(FM) Gainesville, Fla. WMNX is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include: WOB-S(AM) New Albany, Ind.; WOR(AM)-WOKI-FM Oak Ridge, Tenn., and WDSR(AM)-WNFQ(FM) Lake City, Fla.

CABLE

Cable systems in Diboll, Burke, Corrigan and Livingston, all Texas □ Sold by Capital Cities Communications Inc. to CATV Systems Inc. for between \$1 million and \$5 million. **Seller**, based in Lewisville, Tex. is owned by Ben Campbell. **Buyer**, based in New York is headed by publicly traded major station group, MSO and publisher.

□ Other approved station sales include: WOB-S(AM) New Albany, Ind.; WOR(AM)-WOKI-FM Oak Ridge, Tenn., and WDSR(AM)-WNFQ(FM) Lake City, Fla.

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TELECASTINGS



Political time

At the annual conference of the Radio-Television News Directors Association, Sept. 21-24 in Las Vegas, the New York-based Newslink, a satellite resale carrier, will sell on a first-come-first-served basis, packages of time to television stations covering the Democratic and Republican conventions at San Francisco and Dallas, respectively, next summer. The packages, priced at about \$13,000, will consist of five five-minute feeds per day for each convention, (three live feeds and two taped feeds), or five hours for both conventions. Newslink has reserved 288 hours of satellite time on two Westar IV transponders for the convention service, which will enable as many as 60 stations to purchase packages of time. Brad Niemcek, president of Newslink, said the packages would probably be most attractive to stations in markets "25 and down," because larger-market stations will more than likely be seeking packages providing more feed time. He also said that a survey conducted by his firm last month suggested that as many as 500 stations will seek to cover the conventions, most of them focusing on their state delegations. Newslink's principal business is distributing public relations material to TV newsrooms by satellite.

Tobacco inroad

In a first for it and for public television, R.J. Reynolds Industries, whose subsidiaries include a leading manufacturer of cigarettes, has made a \$178,000 grant to cover production costs of a program to be seen on the Public Broadcasting Service, with Reynolds getting underwriter credits.

The grant and public TV's acceptance of it are the first, a PBS spokesman said, under changes made in PBS's underwriting policies more than a year ago to permit underwriting by "diversified companies" whose products include cigarettes—for which broadcast advertising is banned by law—or little cigars or distilled spirits. The term "tobacco products," but no brand names, may be used in the on-air identification. In Reynolds's case, the credit is: "This program was made possible by R.J. Reynolds Industries, a worldwide consumer products company, with major interests in tobacco, foods and beverages, containerized shipping and energy."

The program, *Where Dreams Debut: The North Carolina School of the Arts*, was underwritten by the Reynolds grant given to the University of North Carolina Center for Public Television and is scheduled on PBS for Sept. 26 at 8-9 p.m. Both Reynolds and the arts school are based in Winston-Salem, N.C. The PBS spokesman said Reynolds had made no other underwriting commitments

but was believed to be testing the waters with the September program.

PBS emphasized that the guidelines "still do not permit underwriting by any company engaged solely in the manufacture of cigarettes, little cigars or distilled spirits." It was also emphasized that the Reynolds underwriting is unrelated to the recent experiment, currently being analyzed, in which some PBS stations accepted commercials.

Still on

Dick Block, executive vice president, Metro-media Television, denied reports that the company was dumping its planned Prime Time News service. "It's just not true," Block told BROADCASTING last week. He said Prime Time News would be launched "some time after we find a nationally prominent anchor. It's not going to happen in 1983, I don't think, but 1984 will be the year." He said finding an anchor is the number-one priority. But in addition to that search, said Block, "we're doing a lot of research," so that PTN programming can best be integrated into the news programs of client stations. He added that experiments with the programming will be conducted over selected cable systems to determine audience reaction to various PTN configurations. Block acknowledged that Roger Mudd had been approached for the PTN anchor spot, and that at this point he has not turned down the offer. "He's under contract and he's thinking over his options," said Block.



Liberty calls. WNFJ-TV Jacksonville, Fla., went a long way from home to tape an editorial. The station's vice president/general manager, Jim Kontoleon, traveled to New York City's harbor and Ellis Island to shoot three editorials urging viewer donations to the \$39-million renovation of the Statue of Liberty. Liberty turns 100 years old in 1984 and is in need of structural repairs. "This is not a case, in our opinion, of whether we should or should not do the job... as far as we are concerned... it's a must," he says in his piece.

In the marketplace

G.I. Joe: A Real American Hero, a five-hour animated mini-series produced by Sunbow Productions Inc., has cleared 112 stations, bringing its potential coverage of U.S. TV homes to over 91.2%. Set to air in mid-September and to repeat in December, *G.I. Joe* is distributed on a barter basis by Cluster Television Productions. Another barter syndication project, Lexington Broadcast Services, "LBS Movie of the Month," will reach an estimated 87% of U.S. homes via 107 stations with its August feature, "Viva Las Vegas", starring Elvis Presley and Ann Margaret. Metromedia Producers Corp. has sold its one-hour strip, *Vegas*, in over 30 U.S. markets and sold its four-hour mini-series, *Little Gloria ... Happy At Last*, which aired on NBC-TV last season, in over 30 foreign countries, including Canada, the United Kingdom and Australia. Hoffner/Cowlan Enterprises, New York, has acquired the right to develop, produce and sell both domestically and internationally programs centering on the 1984 Louisiana World Exposition, set to run from May 12 through Nov. 11. Principals of the company, which was created in 1982, are Willa Hoffner, formerly of Paramount Pay Television, J. Walter Thompson and Dancer Fitzgerald Sample, and Maggi Cowlan, formerly of the Katz Agency, Group W Productions and Rolling Stone Productions. They plan to offer programs featuring music and children's theater presentations offered at the Louisiana Exposition.

Picked up

Battle of the Video Games, a one-hour television special from Golden West Television, has cleared more than 100 markets, including eight of the top 10. Among stations picking up the barter program are WPX(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago. Five national minutes in the special have been sold to Atari, Coleco and Activision. The show is produced by Hunt-Jaffe Productions in association with KTLA(TV) and distributed by Golden West Television.

Oregon victory

NBC-TV, which has lost its share of affiliates to ABC-TV in recent years, last week claimed two of ABC's for its own, announcing that KOB(TV) Medford, Ore., on channel 5, and its satellite, KOTI(TV) Klamath Falls, Ore., on channel 2, will move from ABC to NBC, effective Sept. 26. Both stations are owned by Oregon Broadcasting Co, headed by William B. Smullin as chairman. Ed Zander is manager of both. NBC has been dark in that market since June, when it lost KTVL(TV) Medford, on channel 10, to CBS. Another station, assigned to channel 12, is under construction in Medford.

United loses appeal; WOOK(FM) goes to District

FCC's Review Board affirms decision by administrative law judge

United Broadcasting Co. has lost another battle in an effort to prevent the loss of another of its broadcast licenses. The FCC's Review Board last week affirmed an administrative law judge's decision denying United's application for renewal of its license for WOOK(FM) Washington, and granting the competing application of District Broadcasting Co., comprising Washington residents. District prevailed also over another competing applicant for the license to operate on 100.3 mhz, Hispanic Broadcasting Corp.

As did the ALJ, the Review Board concluded that United's past record—and WOOK(FM) for a variety of reasons had not been renewed since 1966—weighed heavily against the renewal applicant. United's applications for renewal of WFAN(AM) (formerly WOOK(AM) Washington and now, under other ownership, WYCB(AM) Washington) and WFAB(AM) Miami were denied for a number of rules infractions and examples of what the commission considered negligent management. WOOK(FM) itself was fined \$6,000 in 1978 for inadequate and misleading information broadcast in connection with two contests it aired.

The Review Board did not disagree with the ALJ's finding that United is qualified to be a licensee. But it concluded that "a substantial comparative demerit is the warranted effect of United's previous misconduct," particularly when, it added, the misconduct occurred under "several of the selfsame officials" now in important positions at WOOK(FM). The Review Board also held it could not conclude that United's past broadcast record—considering the entire period from 1966 until 1978, when the competing applications were filed—"is sufficient to warrant a renewal expectancy and the comparative preference that accompanies it."

United had argued that departure from the scene of the late Richard Eaton, the president and sole owner of the company who died on June 1, 1981, removed any cause for a demerit based on past performance. But the Review Board said that although United had presented evidence showing Eaton had dominated the company's activities, "it did not on the record here establish that its current principals and managers had no responsibility for its previous misconduct."

United also suffered by comparison with its competitors in integration of management and ownership and diversification of ownership of mass media. United claimed no integration credit and owns other broadcast stations, including WYST-AM-FM Baltimore;

WINX(AM) Rockville, Md.; WJMO(AM)-WRQC(FM) Cleveland Heights, Ohio, and KALI(AM) San Gabriel and KSOL(FM) San Mateo, both California.

The contest for the license to operate on the frequency on which WOOK(FM) broadcasts involved representatives of minority groups. District is composed of blacks and Hispanic Broadcasting of Hispanics. The Review Board found in favor of District principally because of a "moderate integration preference." District said one of its four 25% stockholders, Dr. Herman F. Stamp, a dentist, would work full time as the station's managing director. (The other 25% owners of the applicant are R. Kenneth Mundy, Ridgley Bennett and Francis L. Smith.)

A preference for a specialized Hispanic

programming proposal awarded Hispanic was too slight, the Review Board said, to overcome the integration preference awarded District. Hispanic's position was further weakened by a demerit assigned to it for failure to report that one of its principals had been convicted of a crime—giving money to a government employe in return for a larger share of government business, a misdemeanor.

"We thus affirm the ALJ's determination that a grant of District's application will best serve the public interest," the Review Board concluded.

However, United has not given up the fight. Its attorneys will either seek reconsideration by the review board or ask the commission to review the decision. □

Launch of Cuban satellite may mean trouble for Satcom IV

Because U.S. did not follow rules prescribed by IFRB, RCA satellite could be bumped by Cuban satellite, which is planned for same orbit location

In June 1982, RCA American Communications began operating its Satcom IV communications satellite, located at 83 degrees west, in the 4/6 ghz band, another in the growing number of fixed satellites that U.S. companies are putting into orbit to serve the country's communications needs. Now, according to one reading of the international radio regulations, that satellite could be displaced by a space vehicle Cuba says it plans to launch in 1988.

The regulations at issue prescribe the procedures governments are to follow in notifying the International Frequency Registration Board of the launching and operation of domestic communications satellites. The U.S. apparently has not complied with those procedures in the case of Satcom IV—or in the case of many if not all of the 18 other satellites now in service. However, only the future of Satcom IV appears to have been put at

risk so far by the plans of another country.

The procedures involved are complex and detailed, covering some 100 pages of the radio regulations of the International Telecommunication Union. But essentially, they boil down to three steps: Advance notice of a planned satellite must be provided between five years and two years before planned operation. This is designed to alert governments likely to be affected and allow them to comment. The second step calls for coordination of the proposed service with existing and planned services of other countries. Then, final notification must be given to the IFRB, which must find the proposal would neither create nor receive interference. If all procedures and requirements have been met, the proposal has legitimate international status.

What's more, the final step—notification—must be completed three months before the proposed satellite commences operation. And while Satcom IV has been in operation for more than a year, the U.S. has yet to complete the second step—coordination—let alone the third. Thus, compliance with the regulations would appear to be im-

Development delegates. Diana Lady Dougan, executive branch coordinator for international communications and information, will lead the U.S. delegation to a meeting of the intergovernmental counsel of the International Program for the Development of Communications, to be held in Tashkent in the Soviet Union, the week of Sept. 5. Counsel of IPDC, which is a unit UNESCO created to help developing countries improve their communications systems, is expected to approve some 25 projects—both new and extensions of existing ones—and will receive reports on contributions to IPDC's special account. The U.S., which is unwilling to provide funds for that account since it has no control over disbursements, will provide \$450,000 for specific programs (BROADCASTING, Jan. 10). Of that total, \$350,000 will be provided by the USA; the remainder by the Agency for International Development. Joining Dougan on the delegation will be Dr. Allen Weinstein of Georgetown University who will serve as alternate head; James D. Phillips, director of Office of Communications and UNESCO Affairs, in State Department; Bernard Hengsen of USA; Dr. Clifford Block, communications adviser at AID, and Frank Tonini, press attache at the U.S. embassy in Moscow.

possible.

Cuba "advance-published" its proposed satellite—a satellite, incidentally, that would provide coverage not only for the Caribbean region but also for the Southeast quadrant of the U.S.—on July 19. And it is intended for insertion into orbit at 83 degrees west.

According to the FCC official principally responsible for serving as contact among the commission's operating bureaus, on the one hand, and ITU and its member countries on the other, RCA Americom's Satcom IV could be in trouble. "Even if it is flying, if the procedures are not completed, it can be vulnerable," said Francis Williams, chief of the treaty branch of the Office of Science and Technology. "If Cuba goes into the coordination step without the U.S. going into that step [regarding Satcom IV]," he said, "there would be no need for them to take us into consideration."

The reason for the problem regarding Satcom IV flows from the tardiness of the FCC in following up on commitments the U.S. and other ITU members made at a World Administrative Radio Conference on space telecommunications in 1971. The commitments involved the procedures for notifying the IFRB of domestic satellite plans. But it was not until last April—10 years after the regulations became effective—that the FCC adopted rules requiring domsat applicants to provide the information. It was not clear last week in how many cases the U.S. had completed the notification process before satellites were launched and placed in service. But it appeared that was true in no more than a few instances. In some, satellites had been launched before any notification steps had been taken, according to commission officials.

Why the FCC waited so long to adopt the rules was attributed by some officials there to a lack of adequate staff. Only one person currently is available for the work. One source noted that lack of resources requires a setting of priorities. And until the Cuban plan surfaced, he noted, the U.S. had managed to resolve conflicts with other countries without difficulty. Cuba, everyone agrees, poses a special problem.

If Williams talked of Satcom IV's possible vulnerability, the State Department was expressing a more hopeful view. The conceded failure to comply with the procedures need not be "fatal," according to Richard Shrum, deputy director of the department's Office of International Communications Policy. It does not mean that "Cuba has any rights over us."

The commission's apparent strategy for meeting the possible threat from Cuba is to speed up its work on its notification procedures. The aim is to beat Cuba to the punch of completing the coordinating requirement. Given the fact the U.S. advance published the Satcom IV proposal two years ago, that should not be difficult. Commission officials appear to have set next January as the target date.

However, it was not clear how that would obviate the failure to complete the notification process before launching Satcom IV. Shrum said he had not completed his examination of all of the issues involved. He also said, "We'll be looking at this in the broader

perspective."

He indicated the U.S. might rely on what might be called the spirit of the ITU as a means of resolving any dispute with Cuba. "The ITU concept is one of working together, of working things out." And although U.S.-Cuban relations are strained, he said, "The U.S. has to find some way to work with Cuba under the procedures."

Beyond the immediate problem with Cuba, the attention the issue focuses on what seems a lackadaisical approach on the part of the U.S. to compliance with ITU regulations was seen by some in the commission as hurting the U.S. in future world administrative radio conferences, including the one to be held in 1985 on establishing a plan for the use of communications satellites. "If we tout procedures on the one hand and on the other don't comply with them, we don't have a good basis for our position at the Space WARC," said Williams.

However, Shrum said, "The U.S. is committed to the ITU procedures, even if we do some things late sometimes." □

League of Women Voters gears up for '84 debates

Whatever the National Association of Broadcasters does in the way of sponsoring debates involving presidential candidates in 1984, the League of Women Voters is proceeding with its plan to provide such sponsorship for the third presidential election campaign in a row. The league's national president, Dorothy S. Ridings, announced the selection of a debates project manager and the league's plans for debates during the primaries and the general election campaign.

The project manager is Karen Voight, an aide in Jimmy Carter's presidential campaign in 1976—she was North Dakota state coordinator for the campaign—and later a Department of Agriculture staff member. She served as confidential assistant in the department's governmental and public affairs division throughout the Carter administration and into the first year of the Reagan presidency.

As for the league's plans, Ridings said sponsorship of up to four series of debates during the presidential primary season and up to four debates between Labor Day and the election eve are contemplated. Voight, who will serve as liaison with party officials and the presidential campaigns, has begun surveying possible sites for the primary debates. The selection will be limited to states holding what are considered to be "major" primary events. The debates during the general election will be held in different cities around the country.

Ridings said the league hopes to announce the sites and dates for the primary campaign debates in September. At that time, she said, candidates will be invited to participate.

The NAB may enter the presidential-debate sponsorship field next year. Its executive committee two weeks ago approved plans to conduct a voter awareness campaign. Details remain to be settled, but sponsorship of debates is one of the options being considered (BROADCASTING, Aug. 22). □

Wold faces Olympic problems

The Robert Wold Co., the largest satellite resale carrier in the country, is in a battle with the State Department and the Treasury Department, as well as the Communications Satellite Corp., in an effort to deliver on a contract to provide Cuba with television coverage of the Olympic games in Los Angeles next summer. The fight is being waged before the FCC, which Wold has asked to authorize use of the Westar domestic satellite system to provide the service. And the problem is the proposed delivery system.

Wold has an agreement with the Cuban government to provide 20 hours a day of television coverage between July 25 and Aug. 15. EMTELCUBA, Wold's customer in Cuba, would retransmit the programming via Intersputnik to Eastern European countries. The contract is worth \$250,000 to Wold, but it is conditioned on Wold's obtaining the necessary regulatory approval, and that is proving difficult. The Reagan administration is insisting that Wold use the International Telecommunications Satellite system—which Wold maintains lacks the necessary capacity.

Wold's problems began with the Treasury Department. It denied Wold's request for a "special license" under the Cuban Assets Control Regulations because of State Department opposition. State had called for use of Intelsat rather than a domestic U.S. satellite system, and had contended that there were no new ground facilities in Cuba. State reinforced its position with a letter from the coordinator of International Communication and Information, Diana Lady Dougan, to FCC Chairman Mark Fowler.

Wold is not alone in his battle. Six California congressmen have written to Treasury Secretary Donald T. Regan to urge the department to reconsider its opposition. Wold has also asked Treasury to reconsider. It says the necessary ground stations are or will be in place in Havana to receive the signal relayed from Los Angeles. But the major argument is over Intelsat capacity.

Wold notes that Intelsat has said it could not provide capacity after 8:05 a.m. Pacific time during the 15-day period involved—that on two of the days it could provide capacity only between 7 a.m. and 8:05 a.m. Pacific time, and on the remaining days, only from 6:25 a.m. to 8:05 a.m. (PT).

But Comsat, the U.S. link to Intelsat, insists that the necessary capacity will be available. In petitioning the FCC to deny Wold's application, it said Intelsat is examining ways to provide the service and had advised EMTELCUBA on June 29 to "disregard" its earlier message that day regarding an inability to meet the request for Olympic service.

Spokespersons at both Intelsat and Comsat say the apparent problem in meeting Cuba's coverage needs stems from the practice of parties seeking Intelsat service to overbook capacity for television coverage of an event. As the date of the event approaches, customers cut back on their orders. "In another couple of weeks, we'll have more information," said the Comsat spokesperson.

Intelsat faced with another challenger: USL

Firm from Great Britain plans DBS service in that country, but it will have transatlantic capability

In fewer than 20 years, Intelsat, a consortium now of 109 countries, has built a reliable and efficient satellite network that reaches and serves the farthest corners of the world.

That the network has grown so fast is attributable, in part, to Intelsat's having been granted a virtual monopoly in international satellite communications by the nations that established it in 1964.

But Intelsat's grip on the monopoly seems to be weakening as private and public entities emerge to challenge Intelsat for some of its more lucrative business.

So far two private American firms—Orion Satellite Corp. and International Satellite Inc.—have proposed transatlantic satellite systems in competition with Intelsat.

What's more, United Satellite Ltd., a partnership of GE Marconi, British Aerospace and British Telecom, plans to launch Unisat in 1986. In addition to providing DBS service to Great Britain, the powerful (2.5 kw) satellite is capable of relaying signals across the Atlantic. The transatlantic capacity has been offered to Intelsat, but if the international consortium doesn't want it, it could find its way onto the open market and the Unisat partnership could end up in competition with Intelsat as well as with Orion and ISI.

Although Intelsat is willing to tolerate competition from so-called "regional" satellite systems that provide telecommunications services among countries in a particular area, it is vigorously opposed to systems that proposed to compete for the transoceanic traffic.

"Under conditions designed to avoid harm to Intelsat, limited international satellite systems, called regional . . . are permitted to be operated," Richard R. Colino told a cross-section of the satellite industry at the closing luncheon of the *Satellite Communications Users Conference* in St. Louis last week. "However, Intelsat is intended by the countries signing the international treaties to be the operator of the only single international global commercial satellite system. This is to average the risks, provide global interconnectivity and achieve economies and efficiencies to all countries."

Intelsat has argued repeatedly that if competitors are allowed to siphon off some of its lucrative transatlantic business, it will be economically harmed and its ability to serve small countries will be impaired. Intelsat



Colino

will soon have a \$2.3 billion investment in its global network, Colino said. "It should come as no surprise that Intelsat is concerned that it might have to raise rates and suffer revenue shortfalls if other systems are permitted to serve the heavy traffic streams. The North Atlantic entrepreneurs are only interested in these streams which contribute greatly to average cost pricing."

At a panel session on competition to Intelsat, Joseph Pelton, executive assistant to the director general at Intelsat, claimed that if the U.S. permits Orion and ISI to go ahead with their plans, it will be violating a provision of the Intelsat treaty agreement, which prohibits satellite systems that would cause significant economic harm to Intelsat. If the

U.S. wants to authorize competitive systems, he said, it had better get the Intelsat rules changed first.

Taking the opposing position at the panel session were Larry Blondstein, of British Aerospace, a Unisat partner, and, to a lesser extent, Andrea Caruso, secretary general, Eutelsat. Blondstein said there was "room for everyone" in the international satellite market and questioned Intelsat's claims that transatlantic competitors would do them economic harm.

Eutelsat is an Intelsat-like consortium of Western European nations with one satellite in orbit and a second planned for launch in May 1984. Intelsat gave the system its blessing, but, much to the displeasure of Caruso, said it would re-evaluate the acceptability of the second satellite at the end of 1988. Caruso resents the Intelsat oversight, which he sees as non-European countries telling European countries what they can and cannot do. Although he believes transoceanic systems should not be allowed to compete with Intelsat, he said if Intelsat is economically vulnerable to such competition it is Intelsat's own fault. It overstated demand for its services and procured too many satellites, he said. As a result, he said, Intelsat is particularly sensitive to competition that would depress revenues.

"You as users have a lot at stake with the Intelsat system—perhaps more than you realize," Colino told his audience. "With the true partnership spirit at work, I am confident that the growth of Intelsat, its technical and operational innovation and a . . . decrease in the price of its services will continue." □



Competition for Intelsat. Whether competition to Intelsat should be allowed and what effect competition would have on the global satellite system was debated at a panel session at the *Satellite Communications Users Conference*. On hand (l-r): Larry Blondstein, British Aerospace; Andrea Caruso, Eutelsat, and Joseph Pelton, Intelsat.

For the Record

As compiled by BROADCASTING, Aug. 15 through Aug. 19, 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

- Soldotna, Alaska—King Country Broadcasters seeks 1140 khz, 10 kw-D, 10 kw-N. Address: Box 527, Soldotna 99669. Principal is owned by Sally Blakely (75%) and Norman Blakely (25%). Filed July 21.
- Frayser, Tenn.—Nor-Dot Broadcasting Inc. seeks 890 khz, 25 kw-D. Address: 5050 Poplar Avenue, #917, Memphis 38157. Principal is owned by Dorothy Eisman and Norma Daly (50% each). It has no other broadcast interests. Filed Aug. 11.

- Holmen, Wis.—Big River Broadcasting Co. seeks 1570 khz, 1.0 kw-D. Address: 413 Oak Avenue, S. Onalaska, Wis. 54650. Principal is owned by Verdell H. Lonnquist, who is applicant for new TV at Tomah, Wis. Filed Aug. 11.

FM applications

- *Fort Collins, Colo.—Isaiah Broadcasting Co. seeks 89.7 mhz, 1 kw, 1,224 ft. Address: P.O. Box 8942, Fort Collins 80525. Principal is nonprofit organization, headed by Wilfred A. Sterling, president. It has no other broadcast interests. Filed Aug. 11.
- *Gainesville, Fla.—Bible Broadcasting Network Inc. seeks 90.5 mhz, 50 kw, HAAT: 500 ft. Address: P.O. Box 1818, Chesapeake, Va. 23320. Principal: Nonstock, nonprofit coporation, headed by Lowell K. Davey, president. It also owns five FM's and two AM's and is applicant for new FM at Wilmington, N.C. Filed Aug. 12.
- Block Island, R.I.—Block Island Sound Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 94 Oakwoods Drive, Peace Dale, R.I. 02883. Principal is owned by Shirley L. Krasner, president. It has no other broadcast interests. Filed Aug. 15.
- Del Rio, Tex.—DR Broadcasting Inc. seeks 96.3 mhz, 25 kw, HAAT: 167.90 ft. Address: 723 Strickle N. Drive, Del Rio 78840. Principal is owned by Dennis McNamara, president and Richard Lorentz (50% each). It has no other broadcast interests. Filed Aug. 15.
- Del Rio, Tex.—Grande Broadcasting Inc. seeks 96.3 mhz, 25 kw, HAAT: 167.90 ft. Address: 129 Joe Rice Drive, Del Rio 78840. Principal is headed by Melchor Rodriguez, president. It has no other broadcast interests. Filed Aug. 9.
- Seabrook, Tex.—Texas Family Radio Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 3637 Shaver Bench

- Mark, Pasadena, Tex. 77504. Principal is owned by Kim Stone (90%) and Nelson Rosa (10%). It has no other broadcast interests. Filed Aug. 11.

TV applications

- Duluth, Minn.—Haynes Communications Co. seeks ch. 27; ERP: 750 kw vis., 75 kw aur., HAAT: 543.25 ft.; ant. height above ground: 430 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principal is owned by Carl Haynes, who is applicant for new FM's at Wheatland, Wyo., and Socorro, N.M., and new TV's at Alexandria, La., Salina, Kan., and Rapid City, S.D. Filed Aug. 15.
- Rapid City, S.D.—KIM-MAC Broadcasting Co. seeks ch. 21; ERP: 750 kw vis., 75 kw aur., HAAT: 502.3 ft.; ant. height above ground: 530 ft. Address: 4245 Johnson Court, Jackson, Miss. 39209. Principal is owned by Magnolia Wade, who has no other broadcast interests. Filed Aug. 15.

AM actions

- Pinetop, Ariz.—Pinetop Radio Inc. application dismissed for 1140 khz, 10 kw-D. Address: 3908 Fairway Avenue, Studio City, Calif. 91604. (BP-820914AA). Action Aug. 4.
- Highlands, N.C.—Mountain-High Broadcasters Inc. application returned for 1100 khz, 5 kw-D. Address: P.O. Box 81, Laurel Street, Highlands 28741. (BP-830421AA). Action Aug. 10.

FM actions

- *Pueblo, Colo.—Family Stations Inc. application returned for 91.7 mhz, 19.4 kw, HAAT: 772 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. (BPED-830520AN). Action June 6.
- San Bernardino, Calif.—Black Media Coalition application dismissed for frequency of KHOF-TV San Bernardino; ch. 30; 800 kw vis., 80 kw aur., HAAT: 2,363 ft.; ant. height above ground: 164 ft. Address: 1014 Fuschia Circle, Placentia, Calif. 92670. (BPCT-830505KH). Action Aug. 8.

Ownership changes

- KIEL(AM) Jacksonville, Ark. (1500 khz, 1 kw-D)—Seeks assignment of license from KEZQ Ltd. to National Black Media Coalition as donation ("In Brief," Aug. 1). Seller is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinky, Bruce Eisen and James Weitzman. They are principals in WXXS-AM-FM Medford, Mass., WUSQ(AM)-WVAI(FM) Winchester, Va., KEZQ(FM) Jacksonville, and KXLR(AM) North Little Rock, Ark. It divested itself of KIEL to comply with FCC duopoly rules. Buyer: Nonprofit corporation, headed by Pluria W. Marshall, chairman. It has no other broadcast interests. Filed July 25.
- KEEQ(FM) Paris, Ark. (95.3 mhz, 680 w)—Seeks assignment of license from Pharis Broadcasting Inc. to Paris Broadcasting Co. for \$180,000. Seller is owned by William L. Pharis and Karen Ann Pharis. It also owns KAYR(AM) Van Buren and KXXI(FM) Fort Smith, both Arkansas. Buyer is owned by Lowell S. Jumper and wife, Sheila. It also has interest in KELC(AM) England and KCCL(AM) Paris, KAKA(AM) Dermott, KFFB(FM) Fairfield Bay, KWCK(AM) Searcy and KDEW-AM-FM Dewitt, all Arkansas. They also have interest in new FM at Gurdon, Ark. Filed Aug. 8.
- KESQ-TV Palm Springs and KEYC-TV El Centro, both California (KESQ-TV: ABC, ch. 42, 316 kw vis., 45.8 kw aur., HAAT: 630 ft. KEYC-TV: ABC, ch. 9, 316 kw vis., 34 kw aur.; HAAT: 1,720 ft.)—Seeks transfer of control of Pacific Media Corp. from Esquire Inc. (100% before; none after) to Cimarron Broadcasting Corp. of California Inc. (none before; 100% after). Consideration: \$4.25 million (BROADCASTING, July 18). Seller is subsidiary of publicly traded Esquire Inc., which is based in New York and headed

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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. Filed Aug. 12.

■ **KOWL(AM)** South Lake Tahoe, Calif. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of KOWL Inc. from Pacific Communications Inc. to Sierra Broadcasting Inc. for \$1.25 million (BROADCASTING, Aug. 22). Seller is owned by John B. Parker and wife, Kathleen. It also owns KIKI(AM)-KMAI(FM) Honolulu. Buyer is owned by James Swanson, president, who is Dallas-based investor, who has no other broadcast interests. Filed Aug. 10.

■ **WGML(AM)** Hinesville, Ga. (990 khz, 250 w-D)—Seeks transfer of control of Liberty Broadcasting Co. Inc. from E.D. Steele Jr. (100% before; none after) to Kelwyn John Kovars (none before; 100% after). Consideration: \$145,000. Principals: Seller is general manager of Tybee Island, Ga., cable company. He also is applicant for LPVT at Hilton Head Island, S.C. Buyer has no other broadcast interests. Filed Aug. 15.

■ **WXMI-TV** Grand Rapids, Mich. (ch. 17, 1300 kw vis., 130 kw aur.; HAAT: 802 ft.)—Seeks transfer of control of TV 17 Unlimited Inc. from Peter Cook and others to Richard Shively and others. Consideration: \$479,350. Principals: Seller is owned by Peter Cook and 14 others. None has other broadcast interests. Buyers are increasing stock percentage which will result in controlling interest of company. They have no other broadcast interests. Filed July 22.

■ **WELO(AM)-WZLQ(FM)** Tupelo, Miss. (580 khz, 1 kw-D, 500 w-N; DA-2; FM: 98.5 mhz, 100 kw, 500 ft.)—Seeks assignment of license from Northeast Radio Inc. to Big Thicket Broadcasting Co. of Mississippi for \$1.46 million (BROADCASTING, Aug. 22). Seller is owned by Eddie Fritts, National Association of Broadcasters president, who also sold KCRI-AM-FM Helena, Ark., (see "Changing Hands") and KMAR-AM-FM Winnsboro, La., and 100% of WNLA-AM-FM Indianola, Miss. Buyer is owned by Richard Beauchamp (80%), Bud Polacek and Henry Kane (10% each). It also owns KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. Filed Aug. 12.

■ **WBBB(AM)-WPCM(FM)** Burlington, N.C. (920 khz, 5 kw-D; FM: 101.1 mhz, 10 kw, HAAT: 910 ft.)—Seeks assignment of license from Rau Radio Stations Inc. to Maycourt Co. for \$2,625,000 (BROADCASTING, Aug. 15). Seller is principally owned by estate of Henry Rau. Robin Henry Rau's daughter, is president. It also owns WATO(AM)-WETQ(FM) Oak Ridge, Tenn., and WPDJ-AM-FM Clarksburg, W. Va. It has sold, subject to FCC approval, WNAV(AM)-WLOM-FM Annapolis, Md. (BROADCASTING, July 4) and WDOV(AM)-WSDS(FM) Dover, Del. Buyer is subsidiary of Audubon Broadcasting Co., headed by Pegram Harrison, president. It also owns WNOK-AM-FM Columbia, S.C. Filed Aug. 10.

■ **WNGE(TV)** Nashville (ABC, ch. 2, 100 kw vis., 10 kw aur., HAAT: 1,350 ft.)—Seeks assignment of license from General Electric Broadcasting Inc. to Knight-Ridder Broadcasting Inc. for \$37 million ("In Brief," April 25). Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and owner of 13 cable systems. Buyer is Miami-based publicly traded newspaper company and owner of five other TV's. Filed Aug. 11.

■ **WQCN(AM)** Savannah, Ga. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Kar-Whel Enterprises Inc. to Alvin L. Korgold for \$156,500, plus other considerations. Seller is owned by Dale L. Karacostas. It has no other broadcast interests. Buyer also has interest in KLAJ(AM) Las Vegas. Filed Aug. 10.

■ **WROI(FM)** Rochester, Ind. (92.1 mhz, 3 kw, HAAT: 240 ft.)—Seeks assignment of license from Fidelity Broadcasting Co. Inc. to Manitou Broadcasting Corp. for \$240,000. Seller is owned by Joseph P. Sweeney. It has no other broadcast interests. Buyer is headed by John O'Neill, president. It has no other broadcast interests. Filed Aug. 9.

■ **WFXV(AM)** Middlesboro, Ky. (1490 khz, 1 kw-D, 250 w-N, DA-1)—Seeks transfer of control of Country Wide Broadcasters Inc. from Hubert Ford and others (100% before; none after) to Warren A. Pursifull (none before; 100% after). Consideration: \$250,000. Principals: Seller is owned by Hubert Ford (30%), his wife, Mary (25%); Bill Waddell (25%), Jeff Stevens (15%) and Sherry Kennedy (5%). They have no other broadcast interests. Buyer is advertising sales manager of WANO(AM) Pineville, Ky. It has no other broadcast interests. Filed Aug. 15.

■ **WJIB(FM)** Boston (96.9 mhz, 8.7 kw, HAAT: 1,010 ft.)—Seeks assignment of license from General Electric Broadcasting Co. Inc. to National Broadcasting Co. Inc. for

\$6.5 million (BROADCASTING, May 16). Seller has also sold WNGE(TV) Nashville (see above). Buyer also owns four AM's and four FM's. Filed Aug. 15.

■ **KCLI(FM)** Clinton, Okla. (95.3 mhz, 3 kw, HAAT: 296 ft.)—Seeks assignment of license from Clinton-Cordell Broadcasting Co. Inc. to Media Max Broadcasting Inc. for \$200,000. Seller is owned by Carroll C. Crispin Jr. It has no other broadcast interests. Buyer is owned by James R. Maxey Jr., president, and his parents, James R. and Patricia (25% each). It has no other broadcast interests. Filed Aug. 8.

■ **KBIX(AM)** Muskogee, Okla. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bortz Embody Broadcasting Co. Inc. to Muskegee Broadcasting Corp. for \$370,000, including \$50,000 noncompete agreement. Seller is owned by Richard S. Embody, who has no other broadcast interests. Buyer is owned by Michael J. McKee, president (50%), W.O. Moon Jr. and Jack G. Brewer (25% each). Brewer is president and owner of KWCC(AM)-KXXX(FM) Chickasha, Okla. McKee and Moon are Chickasha businessmen. Filed Aug. 15.

■ **KDUV(FM)** Brownsville, Tex. (100.3 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from John Horn Broadcasting Inc. to Bixby Great Electric Radio Co. Inc. for 1,019,000. Seller is owned by John Horn, president, who has no other broadcast interests. Buyer is owned by Jesse Johncox, president, John A. Parry (29.16% each), Michael T. Reichert and Charles A. Whitley (20.84% each). It also owns KTXK(FM) Mercedes, Tex., which it is selling (see below). Parry also owns KFIM(FM) El Paso, and WWZD(FM) Bueno Vista, Va. Filed Aug. 12.

■ **KCLT(AM)** Lockhart, Tex. (1060 khz, 250 kw-D)—Seeks assignment of license from Triple R Broadcasting Inc. to Central Texas Wireless Co. for \$200,000 (BROADCASTING, Aug. 15). Seller is owned by Ralph Copeland, his sister, Gayle, and their brother, Richard. It also owns KIKZ(AM) Seminole, Tex., and is permittee of new FM there. Buyer is owned by Peggie McClish-Werlinger (32%), her husband, Don Werlinger (33%), his brother, Joe (10%) and Michael Venditti (25%). It also has sold, subject to FCC approval, KKNX(AM) Huntsville, Tex. Venditti is applicant for new AM's at Colorado City and Wellington, both Colorado. Filed Aug. 5.

■ **KTXI(FM)** Mercedes, Tex. (106.3 mhz, 3 kw, HAAT: 600 ft.)—Seeks assignment of license from Bixby Great Electric Radio Co. Inc. to Great America Radio Inc. for \$492,000. Seller has bought, subject to FCC approval,

KDUV(FM) Brownsville, Tex. (see above). Buyer is owned by Bruce J. Swearingen, president (20%), Geoffrey W. Crabtree (30%), W. Gene Garrison and John H. Northcutt (25% each). It has no other broadcast interests. Filed Aug. 12.

■ **KBIL-FM** San Angelo, Tex. (92.9 mhz, 100 kw, HAAT: 729 ft.)—Seeks assignment of license from San Angelo Broadcasters Inc. to Texas Triangle Media Inc. for \$1.6 million. Seller is principally owned by William W. Jamar Jr., president (51%), who also owns 50.5% of KBWD(AM)-KOXE(FM) Brownwood, Tex., and 10% of KSNY-AM-FM. Buyer is owned by Dale E. Palmer, president (70%) and Al T. Burke (30%). Palmer has interests in KMND(AM) Midland, KZOM(FM) Orange, KOLE(AM) Port Arthur, and has bought, subject to FCC approval, KBLU(AM)-KTTI(FM) Yuma, Ariz. With Burke, he is part owner of KIVA-TV Farmington, N.M. Filed Aug. 12.

■ **KSLR(FM)** San Antonio, Tex. (96.1 mhz, 100 kw, HAAT: 475 ft.)—Seeks assignment of license from Classic Media Inc. to C & W Wireless Inc. for \$4.1 million (BROADCASTING, Aug. 22). Seller is equally owned by Edward G. Atsinger III and brother-in-law, Stuart Epperson. It also owns WEZE(AM) Boston; WNYM(AM) New York; WRFD(AM) Columbus-Worthington, Ohio; KAKC(AM)-KAFO(FM) Tulsa, Okla., and KMAC(AM) San Antonio. Buyer is owned by Ron Campbell, Houston-based real estate developer, who has no other broadcast interests. Filed Aug. 9.

■ **KQPD(FM)** Ogden, Utah (101.9 mhz, 27.5 kw, HAAT: 3,742 ft.)—Seeks assignment of license from Wasatch Broadcasting Partnership to First Omni Communications Inc. for \$760,000 (BROADCASTING, Aug. 22). Seller is owned by Doris McIntyre (50%). Other half will be traded by Robert C. Mohr for 49% of buyer. Buyer is owned by Terry Allen McRight, president (51%) and Mohr. McRight is broadcast management consultant and former general manager of KATT-AM-FM Oklahoma City. He has no other broadcast interests. Mohr is Salt Lake City psychiatrist, who has no other broadcast interests. Filed Aug. 15.

Actions

■ **WDSR(AM)-WNFQ(FM)** Lake City, Fla. (1340 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Lake City Broadcasting Co. Inc. to Holder Media Inc. for \$400,000. Seller is headed



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by Edwin L. Bouchelle Jr., president, who has no other broadcast interests. Buyer is owned by Hugh E. Holder, president, who is former principal owner of WQPD(AM) Lakeland, Fla. He has no other broadcast interests. (BAL-830622GT). Action Aug. 10.

■ WMNX(FM) Tallahassee, Fla. (95.9 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Metropolitan Broadcasting Corp. from Andrew C. Muse and others (100% before; none after) to American Communications & Television Inc. (ACT) for \$950,000. Seller is headed by James E. Broadus, Jr., president. He is vice president and general manager of WWWQ(AM)-WPFM(FM) Panama City, Fla., which has been sold subject to FCC approval (BROADCASTING, Aug. 8). Buyer is owned by ACT (80%) and Richard T. Drury (20%). ACT is publicly held company, headed by Mark K. Goldstein, president. It is 90% owner of construction permit for new TV at Forest City, N.C., and 49% owner of permit of low-power TV's in Lake City and Ocala, both Florida, and is applicant for new FM at Micanopy, Fla., and is permittee of new TV at Ogden, Utah. It also operates or has franchises for cable TV systems in Alachua and Marion counties, Florida, and SMATV systems in south Florida. Drury is executive vice president of Sunshine Wireless Co., which owns three AM's and three FM's. He is also general manager of WMGI(AM)-WYKS(FM) Gainesville, Fla. (BTCH-830603HQ). Action Aug. 10.

■ WOBS(AM) New Albany, Ind. (1570 khz, 1 kw-D)—Granted assignment of license from S.S.S. of Kentucky Inc. to Agape Communications Inc. for \$102,500. Seller is owned by Michael J. Clare, who is trustee for WOBS which is in bankruptcy proceedings. Buyer is owned by Wesley G. Porter and Carl M. Wynn (50% each), who have no other broadcast interests. (BAL-821005HX). Action Aug. 8.

■ WKAQ-TV San Juan, P.R. (ch. 2; 11.9 kw vis., 2.36 kw aur.; HAAT: 2,830 ft.)—Granted assignment of license from Telemundo Inc. to John Blair & Co. for \$55 million cash. Seller is owned by Argentina S. Hills and Angel Ramos

Foundation. (Ramos is late husband of Hills and founder of *El Mundo*, San Juan daily paper.) Seller also owns co-located WKAQ-AM-FM, which it will keep. Buyer is New York-based, publicly traded station representative, headed by Jack W. Fritz, president. It also owns two AM's, two FM's, three TV's and printing and couponing business. (BTCCT-830623KF). Action Aug. 9.

■ WORJ(AM)-WOKI-FM Oak Ridge, Tenn. (100.3 mhz, 100 kw, HAAT: 2,000 ft.)—Granted transfer of control of Oak Ridge FM Inc. from Creed A. Daniel (55% before; 49% after) to John W. Pirkle (45% before; 51% after). Consideration: \$30,213 in assumption of bank obligation. Principals have no other broadcast interests. (BTCH-830622GS). Action Aug. 10.

■ KFJZ(AM) Fort Worth (1270 khz, 5 kw-U, DA-1)—Granted assignment of license from Swanson Broadcasting Inc. to Founders Broadcasting Fort Worth Inc. for \$2 million. Seller is based in Tulsa, Okla., and is principally owned by Gerock H. Swanson, president. It also owns two AM's and two FM's. Buyer is subsidiary of Founders Communications Inc., headed by John L. Teege, president. It is venture capital group with 20 investors involved in mobile home manufacturing and oil and gas drilling. It has no other broadcast interests. (BAL-830617FL). Action Aug. 10.

Facilities changes

AM applications

Tendered

■ WNPC (1060 khz) Newport, Tenn.—Seeks CP to change frequency to 1180 khz and change power to 10 kw.

Ann. Aug. 12.

■ WTNE (1500 khz) Trenton, Tenn.—Seeks CP to change frequency to 890 khz; increase power to 2.5 kw; change DA-D, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Aug. 12.

■ KWRD (1470 khz) Henderson, Tex.—Seeks CP to increase power to 5 kw. Ann. Aug. 12.

Accepted

■ KRAK (1140 khz) Sacramento, Calif.—Seeks CP to change to DA-2. Ann. Aug. 15.

■ KTMG (1370 khz) Deer Trail, Colo.—Seeks modification of CP (BP-801008AB) to change TL. Ann. Aug. 19.

■ KLUB (570 khz) Salt Lake City—Seeks modification of CP (810204AT) to make changes in field current ratios. Ann. Aug. 10.

FM applications

Tendered

■ KVIM (93.7 mhz) Coachella, Calif.—Seeks CP to change TL; change ERP; change HAAT to 640 ft., and make changes in ant. sys. Ann. Aug. 9.

■ WNDY (106.3 mhz) Crawfordsville, Ind.—Seeks CP to increase ERP to 3 kw. Ann. Aug. 8.

■ KIND-FM (101.7 mhz) Independence, Kan.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 226 ft., and make changes in ant. sys. Ann. Aug. 9.

■ WEJY (89.5 mhz) Monroe, Mich.—Seeks to change frequency to 97.5 mhz and make changes in ant. sys. Ann. Aug. 9.

Accepted

■ KLQZ (107.1 mhz) Paragould, Ark.—Seeks CP to increase ERP to 1.632 kw; increase HAAT to 411.32 ft., and change coordinates. Ann. Aug. 16.

■ KIQQ (104.5 mhz) Atascadero, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Atascadero-San Luis Obispo." Ann. Aug. 16.

■ KNGT (94.3 mhz) Jackson, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules as "Jackson-Sutter Creek." Ann. Aug. 9.

■ KGGI (99.1 mhz) Riverside, Calif.—Seeks CP to change ERP to 3.1 kw and change coordinates. Ann. Aug. 4.

■ WRJK (98.3 mhz) Metropolis, Ill.—Seeks CP to make changes in ant. sys. Ann. Aug. 9.

■ KHUQ (106.7 mhz) Hugoton, Kan.—Seeks modification of CP (BPH-820301AA, as mod.) to correct coordinates. Ann. Aug. 16.

■ *KLSU (107.3 mhz) Baton Rouge—Seeks modification of CP (BPH-781113AW, as modified to change TL; decrease HAAT to 159 ft., and increase ERP to 5 kw. Ann. Aug. 9.

■ *WAYW (91.9 mhz) Worcester, Mass.—Seeks modification of CP (BPED-820714AC) to decrease ERP to .5 kw and increase HAAT to 474 ft. Ann. Aug. 9.

■ WJBL-FM (94.5 mhz) Holland, Mich.—Seeks CP to increase ERP to 50 kw. Ann. Aug. 12.

■ WJIM(FM) Lansing, Mich.—Seeks CP to increase ERP to 50 kw; increase HAAT to 470 ft., and change coordinates. Ann. Aug. 15.

■ KEZK (102.5 mhz) St. Louis—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 750 ft., and change coordinates. Ann. Aug. 4.

■ *KTAD (88.1 mhz) St. Louis—Seeks modification of CP (BPED-1748, as mod.) to change TL; change ERP for 42.4 kw; change HAAT to 1,314 ft., and change coordinates. Ann. Aug. 18.

■ WHBI (105.9 mhz) Newark, N.J.—Seeks modification of CP to change TL; change ERP to 3.801 kw; change HAAT to 610 ft., and change coordinates. Ann. Aug. 12.

■ KTXI (106.3 mhz) Mercedes, Tex.—Seeks CP to change TL; change ERP to .61 kw, and change HAAT to 593 ft. Ann. Aug. 15.

■ KVWG-FM (95.3 mhz) Pearsall, Tex.—Seeks modification of CP (BPH-810911AB, as mod.) to make changes; decrease antenna height; increase ERP to 3 kw, and decrease HAAT to 202.5 ft. Ann. Aug. 15.

■ WNRN (94.9 mhz) Virginia Beach, Va.—Seeks modification of CP (BPH-6754, as mod.) to increase ERP to 50 kw. Ann. Aug. 16.

■ WCRN (101.1 mhz) Saint Thomas/Charlotte, Virgin Islands—Seeks modification of CP to decrease ERP to 45.7 kw; increase HAAT to 1,596 ft., and change coordinates. Ann. Aug. 12.

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cable TV system owners and decision
makers
*1982 Readership Survey showing 52
readers per copy

LECHMAN, COLLIGAN, & JOHNSON
Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057

- WVIS (106.1 mhz) Frederiksted/St. Croix, Virgin Islands—Seeks modification of CP to change SL and request waiver of section 73.1125 (B)(2) of rules. Ann. Aug. 12.
- KSOP-FM (104.3 mhz) Salt Lake City—Seeks CP to change HAAT to 3,767 ft. and change coordinates. Ann. Aug. 18.
- KGHO-FM (95.3 mhz) Hoquiam, Wash.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Aberdeen, Wash." Ann. Aug. 4.
- KLYK (105.5 mhz) Longview, Wash.—Seeks CP to install auxiliary FM ant. sys. Ann. Aug. 12.

TV applications

Tendered

- WBUO (ch. 32) Appleton, Wis.—Seeks MP (BPCT-810928KF) to change ERP to 1,070 kw vis., 107 kw aur.; HAAT: 1,220 ft., and change TL. Ann. Aug. 12.

Accepted

- KAIL (ch. 53) Fresno, Calif.—Seeks CP to change ERP to 2,500 kw vis., 250 kw aur.; change HAAT to 1,871.25 ft., and change TL. Ann. Aug. 12.
- KMSP-TV Minneapolis-St. Paul—Seeks CP to install auxiliary antenna system. Ann. Aug. 9.
- KIVA-TV (ch. 12) Farmington, N.M.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur., and change HAAT to 410 ft. Ann. Aug. 12.
- KSAF-TV (ch. 2) Santa Fe, N.M.—Seeks MP to reduce HAAT to 1,970 ft. Ann. Aug. 4.
- WSNL-TV (ch. 67) Smithtown, N.Y.—Seeks MP (BPCT-820422KF) to change ERP to 2,612 kw vis., 261.2 kw aur. Ann. Aug. 4.
- WTVI (ch. 42) Charlotte, N.C.—Seeks to change ERP to 1,423 kw vis., 142 kw aur.; change TL, and make changes in ant. sys. Ann. Aug. 12.
- KOAP-TV (ch. 10) Portland, Ore.—Seeks to change coordinates. Ann. Aug. 9.
- WSJU (ch. 18) San Juan, P.R.—Seeks MP (BPCT-810121KE) to change ERP to 575 kw vis., 57.5 kw aur.; change HAAT to 2,829 ft.; change TL, and make changes in ant. sys. Ann. Aug. 12.
- KLTJ (ch. 49) Irving, Tex.—Seeks MP (BPCT-801023KG) to change ERP to 269.77 kw vis., 26.97 kw aur. Ann. Aug. 4.
- *KLRN (ch. 9) San Antonio, Tex.—Seeks MP to change aur. and vis. trans. Ann. Aug. 18.

AM actions

- KIOT (1310 khz) Barstow, Calif.—Application returned for CP to change hours of operation to unlimited by adding night power with 1 kw; install DA-2, and make changes in ant. sys. Major environmental action under section 1.1305. Action Aug. 10.
- KXEX (1550 khz) Fresno, Calif.—Granted modification of CP (BP-20531) to change hours of operation to unlimited by adding night service with 2.5 kw; install DA-2; change TL, and make changes in ant. sys. Major environmental action. Action Aug. 11.
- KKMC (880 khz) Gonzales, Calif.—Application returned for CP to increase night power to 5 kw, re: section 73.182(0). Action Aug. 11.
- WCOP (1350 khz) Warner Robins, Ga.—Application returned for CP to change hours of operation to unlimited by adding night service with 500 w; install DA-N, and make changes in ant. sys. Major environmental action under section 1.1305 of rules. Action Aug. 10.
- WSHN (1550 khz) Fremont, Mich.—Granted CP to make changes in antenna system and increase height. Action Aug. 10.
- WXXX (1310 khz) Hattiesburg, Miss.—Application returned for CP to increase power to 5 kw; correct coordinates, and redescribe TL. Action Aug. 8.
- KOAW (1490 khz) Ruidoso Downs, N.M.—Granted MP (BP-820422AA) to change TL. Action Aug. 10.
- WWGR (960 khz) LaFollette, Tenn.—Granted modification of CP (BP-20418) to change to non-DA. Action Aug. 10.
- KQQQ (1150 khz) Pullman, Wash.—Application returned for CP to change hours of operation to unlimited by adding night service with 500 w; install DA-N, and make changes in ant. sys. Major environmental action under section 1.1305. Action Aug. 10.
- WNAM (1280 khz) Neenah-Menasha, Wis.—Granted

MP (BP-810225AN, as mod.) to increase RM's of nighttime pattern. Action Aug. 10.

FM actions

- WRVI (96.7 mhz) Virden-Auburn Girard, Ill.—Granted waiver of section 73.1201(B)(2) of rules to identify as "Virden-Auburn-Girard." Action Aug. 8.
- WHBI (105.9 mhz) Newark, N.J.—Granted modification of CP to change TL; change HAAT to 610 ft., and change coordinates. Action Aug. 8.
- KIZZ (93.7 mhz) Minot, N.D.—Granted CP to make changes in antenna system; increase ERP to 98 kw and decrease HAAT to 565 ft. Action Aug. 8.
- KBOY-FM (95.3 mhz) Medford, Ore.—Granted CP to make changes in antenna system; decrease ERP to 100 kw; increase HAAT to 935 ft.; change frequency, and change TL. Action Aug. 8.
- WJKR (103.9 mhz) Muncy, Pa.—Granted modification of CP to change SL and request waiver of section 73.1125(B)(2) of rules. Action Aug. 8.

TV actions

- WCIX-TV (ch. 6) Miami—Granted CP to change HAAT to 1,849 ft. Action Aug. 8.
- WMGC-TV (ch. 34) Binghamton, N.Y.—Granted CP to change ERP to 470.34 kw vis., 47.03 kw aur., and install new trans., transmission line and new antenna. Action July 29.
- WDSI-TV (ch. 61) Chattanooga—Granted CP to change ERP to 4,613 kw vis., 461 kw aur., and make changes in ant. sys. Action July 29.
- KSTU (ch. 20) Salt Lake City—Granted CP to change TL. Action July 29.

In contest

FCC actions

- FCC has amended Subpart S of Part 81 of rules to increase spectrum utilization and reduce potential interference on marine VHF public correspondence frequencies in Puget Sound area of Washington and Canada.
- FCC has dismissed request for reconsideration of decision authorizing four resale satellite common carriers to pro-

vide point-to-multipoint relay of signal of Chicago station WGN-TV (ch. 9). Request was made by National Association of Independent Television Producers and Distributors.

- FCC has affirmed Dec. 8, 1982 action directing grant of assignment of license for WJAN(TV) Canton, Ohio, from PTL of Heritage Village Church and Missionary Fellowship Inc. (PTL) to David Livingstone Missionary Foundation Inc. to renew WJAN(TV) license subject to consummation of assignment, which occurred Jan. 31, 1983, and to forward information concerning PTL which was obtained in nonpublic inquiry to Department of Justice.

Call letters

Applications

Call	Sought by
New AM	
WREE	Clayton Broadcasting Corp., College Park, Ga.
KTUN	Humble Audiocomm Corp., Humble, Tex.
New FM's	
KBOC	Stromquist Broadcast Services Inc., Bettendorf, Iowa
WLKV	Tamarack Broadcasting Inc., Lakeview, Mich.
KJFM	Thomas T. Sanders, Louisiana, Mo.
KFQX	Fox Broadcasters Inc., Llano, Tex.
WFCL-FM	Clintonville Broadcasting Inc., Clintonville, Wis.
KQLT	Natrona Broadcasting Co. Inc., Casper, Wyo.
KNWY	Broadcast Enterprises, Powell, Wyo.

Existing AM's

WBGA	WGIG Brunswick, Ga.
WMRZ	WQUA Moline, Ill.
KOKN	KWPR Claremore, Okla.
KIEZ	KTLK Beaumont, Tex.
WZRA	WMOC Chattanooga
WRPX	WAOZ Hudson, Wis.

Existing FM's

KVMA-FM	KFMV Magnolia, Ark.
*KWAP	KMAH Atherton, Calif.
WZNE	WQXM Clearwater, Fla.
WQCW	WLTE Waycross, Ga.
WYXX	WHTC-FM Holland, Mich.
KEZS-FM	KFMP Cape Girardeau, Mo.
KZAM	KRNN Creswell, Ore.
KJNE	KHBR-FM Hillsboro, Tex.

Grants

Call	Assigned to
New AM's	
KJUK	Arctic Broadcasting Association Inc., Bethel, Alaska
KWNK	Manuel A. Cabranes, Simi Valley, Calif.
New FM's	
KTUS	Sno-Mass Communications Inc., Snomass Village, Colo.
WZRO	Midwest Radio Inc., Farmer City, Illinois
KFTS	K&K Communications Inc., Fort Scott, Kan.
KBQQ	Kitten Radio Inc., Minot, N.D.
New TV's	
WDMA-TV	Toledo Telecasting Inc., Toledo, Ohio
WQRD	Ana J. Plaza, Mayaguez, P.R.
*KLUJ	The Wings of Faith, Harlingen, Tex.

Existing AM's

KTSJ	KLIT Pomona, Calif.
WJNS	WPJJ Yazoo City, Miss.

Existing FM

WHTZ	WVNJ Newark, N.J.
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Existing TV

WTLI	WRNX Richmond, Va.
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Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	85	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	186	2,985

* 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

JKS Communications. We have two stations in Wisconsin and are growing. Therefore, need applications from selling management people. Sales managers & salesmen wishing to get into management should apply. Station managers with one or two years experience are also encouraged to apply. Our company will also work with hard working entry level individuals looking to break into management area. Send resume and pertinent information to Jeff Smith, JKS Communications, 543 South Tomahawk Avenue, Tomahawk, WI 54487. EOE.

Manager's position with 100% buy-out arrangement. Small market. Southeast mountain resort area. Profitable. Write Box A-130.

Successful and growing Texas group seeking general manager for east Texas and/or central Texas medium market AM/FM stations. Above average facilities. Growing areas. This individual must be goal and bottom line oriented. Prior radio experience necessary. Send resume and references to: George Franz, Box AA, Marshall, TX 75670. EOE.

Radio station manager. KRSW FM, a Minnesota Public Radio network station in Worthington, Minnesota, seeks station manager. Staff of five; strength in promotion, fundraising, community relations, radio programming. Background in arts or journalism. Salary commensurate. Letter of interest with salary history, resume and references immediately to Tom Kigin, MPR, 45 East Eighth Street, Saint Paul, MN 55101. EOE/AA.

Director of development for public radio WKAR-FM 90 and AM 870. Build on established \$300,000 fundraising effort, including direct mail, on-air, corporate, and events in culturally-rich area. Development or sales track record, strong communications skills. Salary: \$19,300-\$33,360, plus excellent fringe benefits. Resume to: Personnel, Nisbet Bldg., Michigan State University, East Lansing, MI 48824. MSU is an affirmative action, equal opportunity employer. Open until filled.

Station manager. We are looking for a programming oriented station manager for a black format class C located in a competitive Southeastern medium market. Proven track record, organized, take charge individual must have a college degree and know the value of good public relations. Prior supervisory experience a must. We offer excellent working conditions with the latest in equipment. Comprehensive benefit package and salary commensurate with experience. Please send resume, references, and salary requirements to Box A-177. An equal opportunity employer.

Sales director-medium sized strong growth area in Texas. Opportunity for right person to grow into station manager with group operator. Must be experienced, able to train and motivate. Salary plus incentive and other benefits. This is a new position with which our staff is familiar. All replies in confidence. EOE. Box 26557, Austin TX 78755.

Looking for sales manager for established AM in SLC, Utah, soon to add class C FM. Send resume to Gene Guthrie, KRGO, 5065 West 2100 South, West Valley City, UT 84120. EOE.

A young, rapidly expanding chain in the Northeast is currently in need of sales management for a medium market situation. Experience is a must for this position that pays in excess of \$30,000. Send resume today to Box A-196. EOE.

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

HELP WANTED SALES

Ground floor opportunity in sales management. You should be experienced in hiring and motivating a high quality, stable, sales staff. You should know how to use the latest sales tools and technologies. You need expertise as a sales person, teacher, coach, and team player. Major Southwest market. Send resume with references to Sales Manager, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

Florida. AM/FM needs 2 professional radio salespeople, each with at least 3 yrs. fulltime radio street sales experience. Begin at income you're now making. Metro market of 250,000. Let's talk! Resume to PO Box 216, Ft. Myers, FL 33902. EOE.

Sales representative, experienced, for central California small market FM with large market standards. Resume, references to 2525-C Solano Rd., Shell Beach, CA 93449. EOE.

Account Executive to sell AM and FM in south Florida. Experience a must. Call General Manager, 305-692-1000. EOE.

Southeast Account representative needed for AM-FM in college market. Send resume to WAOA, P.O. Box 2329, Opelika, AL 36803. No phone calls. EOE.

Join the most professional sales team in broadcasting. United States Advertising Service still has openings in the Northeast, Southeast and Middle Atlantic states. We offer radio stations a computerized co-op system that can increase local billing as much as 30%, regardless of ratings or market size. Travel is required within your state. Experienced broadcasters should expect to earn a minimum of \$50,000 and still have time to trim five strokes off their golf game. Call Bob Manley, 806-372-2329 for details.

Radio Sales. We are a group of eight stations looking for good street salesman to join our staff selling our latest acquisition in one of the wealthiest counties-Westchester-minutes from NYC. Good pay, commissions, benefits and advancement possibilities for right person. Must be close enough for personal interview at your expense. Call Mike Schwartz, WZFM, 914-747-1071. EEO employer.

Christian radio - Grand Rapids or Miami - need experienced, self-motivated individual to represent a Christian radio station. This is not a desk job. If you qualify, please send your resume to: Fred Jacob, c/o WYGR, 325 E. 28th Street, Grand Rapids, MI 49508. Phone 616-452-3111. EOE.

Des Moines is one of the top 50 cities in United States in annual radio station profits. Strong sales commissions here, too. If you are stymied where you are, now's the time to investigate. Confidentiality assured, Good list. Training. Benefits, salary, commission. Network affiliation, multi-station corporation. EOE. Write Box A-61.

Small market sales pro who either is now, or wants to be, a sales manager. The successful candidate will have a stable background and a genuine desire to win. Professional small market stations near metro in Texas. EOE. KGVL/KIKT, P.O. Box 1015, Greenville, TX 75401.

Sunbelt AM/FM adding new market seeks sales manager and sales to replace those being promoted. Minimum 2-3 years radio sales required. Resume and earnings history to Box A-179.

Notice to sunbelt broadcasters. Mississippi stations, all markets, need you in sales, announcing. Contact MBA Office, P.O. Box 4561, Jackson, MS 39216, with resumes, for serious move to the hospitality state.

Hard hitting, hard working, non clock watching account rep to take over number one list on number one modern country FM in Indiana! Call Sales Manager, 317-724-7716, or send resume to WAXT, P.O. Box 111, Alexandria, IN 46001.

Sales manager. Energetic, aggressive, promotion-minded for medium market FM near Chicago. Strong salesman with ability to motivate. Good compensation, plus opportunity to grow. Send resume to P.O. Box 14697, Chicago, IL 60614-0697.

HELP WANTED ANNOUNCERS

TT/talk/news-Tribune Broadcasting's WGN of California, Inc. is seeking major market caliber talk show host for mid-morning slot. Must be experienced, mature, erudite, energetic, creative, and aware. Send T&R to: 2225 19th Street, Sacramento, CA 95818. Attn: Personnel.

New adult contemporary in major Southwest market now accepting tapes and resumes for all on-air positions. State-of-the-art facility, great climate, excellent salaries and benefits. Send tapes and resumes with references to: Sunshine, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

PA suburban station has opening for experienced announcer. Resume only to Box A-146. AA/EOE.

Midwest opening for an experienced radio professional with strong one-on-one communication skills. Excellent copywriting and production skills required. High moral character is important. We are a growing regional country music station with a high personality profile. Operated on Biblical principles with excellent work environment. Female applicants are also encouraged. Call Rick Carson or Ed Moore, 219-875-5166. WCMR, Box 307, Elkhart, IN 46515.

Classical music radio announcer. Major market. 3-5 years' professional experience required. AFTRA shop. Warm and friendly on-air delivery. No beginners, please. Tapes and resumes only to Mario G. Mazza, Director of Programming and Operations, WNCN, 1180 Avenue of the Americas, New York, NY 10036. EOE.

Morning personality-AM country. Iowa's largest daytime coverage. Must have copywriting/production skills. Air check, resume & salary requirements to Dale Eicher, Operations Director, KWMT, Box 578, Ft. Dodge, IA 50501.

KDIA, San Francisco's premiere black formatted radio station, has immediate opening for a 7 to midnight announcer with background in high-energy radio. Tapes and resumes to Jeff Harrison, P.O. Box 8432, Oakland, CA 94662. No calls. EEO.

Experienced classical music announcer for fulltime commercial fine arts station. Shift and salary commensurate with ability and experience. Send aircheck and resume to D. Conant, PD, WFLN, 8200 Ridge Avenue, Philadelphia, PA 19128. EEO/MF.

HELP WANTED TECHNICAL

Class C FM in major Southwest market needs competitive, quality-oriented chief engineer. Successful applicant will be experienced in construction, installation, and maintenance of state-of-the-art studio and transmitting equipment. Send resume with references to Engineering, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

Chief engineer for New York 50,000 watt FM and 10,000 watt directional AM stations. Must have strong management background, transmitter studio maintenance, and audio processing experience. Salary commensurate with abilities. Send resume and salary requirements to Jerry Kupfer, VP/Director of Engineering, Inner City Broadcasting, 801 Second Avenue, NY, NY 10017.

HELP WANTED NEWS

News director for east Texas AM/FM combo. Must have experience, good delivery, and writing skills. Sports PBP helpful but not necessary. Tape, resume, salary requirement to R. W. Hill, P.O. Box 1111, Nacogdoches, TX 75963. EOE.

Morning anchorperson for dominant Colorado AM-FM. Bright, sparkling delivery backed by solid writing and reporting. Our five-person newsroom is a consistent award-winner. Tape and resume to Barry Birr, News Director, KQIL-QFM, Box 340, Grand Junction, CO 81502. EOE.

Hard digging newperson wanted immediately for Midwestern MOR. Send complete resume including salary requirements, plus tape, to Neal Mason, WFLT Radio, 317 S. Averill, Flint, MI 48506.

HELP WANTED NEWS CONTINUED

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.

2nd news position needed to be filled in Michigan at award-winning station. Looking for at least one year experience. Equal opportunity employer. Tape and resume to Bill Gilmer, WHLS, P.O. Box 807, Port Huron, MI 48060.

General assignment reporter: issue-oriented public radio news department seeks energetic, general assignment reporter for drive-time news magazine program. Must be capable of completing one report or two interviews, plus newscast actualities, per day. Cover some government meetings, press conferences. Some evening assignments, limited state travel. Bachelor's degree plus three years full-time or four years part-time news reporting experience, including field reporting. At least two years to be in broadcasting news. Conversational delivery and strong interview skills a must. Familiarity with public broadcasting, economics reporting experience a plus. Salary: \$17,000. Application deadline: September 30, 1983. For application information, write Rhonda Benson, WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

News director. Medium market FM near Chicago needs bright, hard-working person to institute comprehensive local news operation. Experience, journalism degree preferred. Send resume and tape to P.O. Box 14697, Chicago, IL 60614-0697.

WCSC AM needs morning news anchor. Two years' experience. Prefer Southeast applicants, but will consider all applications. Send tapes and resumes to P.O. Box 186, Charleston, SC 29402 or call 803-722-7611 after nine AM EDT.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director—needed for top rated, group owned, contemporary hits, midwest FM. This position offers stability in a beautiful medium market for an experienced professional. Resume only to Box A-137.

Radio program manager. Supervise MPBN radio with responsibility for planning, program development, scheduling, budget and local productions. Applicants must have minimum 5 years radio programming and production, preferably public broadcasting. Salary \$13,000-\$16,000. Applications must be received by September 9, 1983. Radio Program Manager Search, Maine Public Broadcasting Network, P.O. Box 86, Orono, ME 04473.

Sunbelt opportunity. An outstanding opportunity exists for an operations manager in Florida's capital city. We are looking for a dynamic person to take charge of a 5,000 watt AM news/information operation and a soon-to-be 100,000 watt FM country operation. We need a person who is a go-getter and a hard worker, that can handle people and coordinate promotions. Helpful if you have experience with Schaefer automation equipment. Outstanding salary and fringe benefits, including retirement. Send resume that proves what you are worth to: Rod Meadows, General Manager, WTNT/AM/WCSN FM, P.O. Box 1047, Tallahassee, FL 32302.

WBGO-FM, the only full-time jazz station in the New York area, has an opening for program director. The successful candidate will have experience supervising on-air personnel, working with audience research, and a knowledge of jazz. Send resume to: Robert Ottenhoff, WBGO, P.O. Box 8, Newark, NJ 07101.

Senior producer for WKYU-FM, 100,000 watt public radio station with 90kw repeater under construction. Must be strong in news and interviewing. Should be capable of announcing classical music program, have strong authoritative voice. Successful candidate will have major role in news and public affairs programs, plus involvement with production and performance of fine arts programs. Position requires minimum of three years' professional experience, plus degree (Master's preferred). This is a faculty-level position, no teaching required. Will compensate at top level, plus outstanding benefits. Send resume with audition tape of news, interview and classical music announcing to WKYU-FM, c/o Office of Academic Affairs, Wetherby Administration Building, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

WLLZ is offering an excellent opportunity for a promotions director. Promotional experience necessary. Please send resume and past-three year salary history to Mike Solan, WLLZ, 31555 Fourteen Mile Rd., Farmington Hills, MI 48018. EEO/MFH

Humanities coordinator for WHA Radio. Credentialed humanist to translate humanities subjects and issues into public radio programming. Responsibilities include recruiting, selecting, supervising humanities commentators; researching, scheduling, scripting, hosting one-hour program and one 4-6 minute interview weekly on humanities topics; identifying topics and humanities sources to be featured on one-hour discussion programs. Advanced degree in humanities required, radio experience preferred. Demonstrated ability to conduct in-depth interviews, to write clearly in broadcast style, to work under deadline pressure, to work with others. Position contingent upon renewal of grant. Salary: \$20,000. Application deadline: September 30, 1983. For application information, write: Rhonda Benson, WHA Radio, 821 University Avenue, Madison WI 53706. An equal opportunity employer.

Technical producer for WHA Radio. Primarily responsible for the co-ordination, supervision, taping and broadcast of all special projects and the maintenance of all remote equipment. Associate's degree in electronics or equivalent experience in maintenance of broadcast and recording equipment. At least three years experience in audio mixing, and the recording and live broadcast of music. Experience with multi-track recording techniques and state-of-art recording equipment preferred. Experience working with stage management and crews. Ability to safely transport, install and maintain necessary recording and broadcast equipment at remote locations. Salary: \$17,000 annual rate. Application deadline: September 30, 1983. For application information, write: Ev Lohrel, WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Dedicated professional with exceptional performance record. Major and medium markets, various formats. Substantial re-building experience, excellent administrator, strong sales management. A "total" manager with finest credentials carefully seeking long term association with quality organization. Write Box A-46.

Group management. Resourceful, imaginative and practical developer of people and properties. 16 Years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, acquisitions & sales. Finest references will prove my worth to your organization. Write Box A-47.

High performing general manager with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales and profit development ability. Organizational and basic management skills. If you are an owner who wants an achiever and can afford quality, write Box A-154.

Station manager with great numbers in small market looking for employment as PD or OM in larger market. Call 314-272-5227.

Take charge GM. Demonstrable success record in sales and profits production. Need the challenge of intense competition. You'll love the success created and laud the hard work, fun and station effort that delivered it. Your response confidential. I'll make your investment pay-off. Box A-172.

Mature, aggressive and successful GM with excellent sales record. Best references from industry leaders. Write Box A-183.

Challenging sales or GM opportunity wanted, turnaround considered, small/medium market. Sales pro, country programming specialist, skilled administrator, "can do" attitude. Sixteen years experience—KYAK, KRAK, KGEM. Will relocate. 703-448-9623.

I'll give you a first class station on a coach budget. 13 years GM, 10 same station. Took one from rock bottom to top 15 in small market profits. Strong in sales/management, professional programming, sales & audience promotion, cost control, & people. Honest, community active. Prefer SE small/medium mkt. For credentials & references, write Box A-197.

SITUATIONS WANTED SALES

Account executive, experienced in sales, promotion, sports coverage, announcing. Willing to relocate. Looking for opportunity to better utilize my talents. Write Box A-152.

Veteran broadcaster ready to return. 14 years radio-TV doing everything. Seeking sales/on-air with management potential. Write Box A-180.

Challenging sales management opportunity wanted, turnaround considered, small/medium market. Sales pro, country programming specialist, skilled administrator, "can do" attitude. Sixteen years experience—KYAK, KRAK, KGEM. Will relocate. 703-448-9623.

SITUATIONS WANTED ANNOUNCERS

A/T working Pittsburgh. Seeking new opportunity. Open to variety of situations. Write Box A-101.

Creative personality. Broadcasting school trained. Hard working jock/communicator. Great commercial production. Interested? Don, 312-787-1880.

Young, energetic female announcer looking for opening in small market. Will relocate. Reliable & hard working, with a keen interest in all kinds of music. For tape, write Box A-136.

Presently employed two stations part-time, one in top 100 market. DJ, experienced PBP, want to move up. Go anywhere. Jon 319-355-6456, days.

Go anywhere now. Entry level position. DJ, news, copy writing, PBP, production. Jim, 319-355-6456, days.

Start now, go anywhere. Entry level. News, copy writing, PBP DJ, production. Ken, 319-359-6456, days.

Distinctive style, mature, authoritative delivery. Good production, DJ, news, copywriting. 319-355-6456 days, or 309-798-2124, Bob Sneath. Entry level. Go anywhere.

Announcer/production ace—10 years commercial experience, blessed with great ploes. BM/MM/oldies formats. Your state of the art equipment will love my sound. Invest now. Call Bob, 301-649-3691.

I'm adaptable and willing to learn your system. MBA marketing looking for programming position. Willing to relocate in your market now. Also PBP and sports. Ray Sirl, 415-284-5488.

Fantastic Female DJ, production, news. Want entry level anywhere—Now! Kris 319-259-1888.

Red hot and ready to work for you. Professional writer, creative broadcaster, interviewer. Phebe, 201-773-3492.

Young announcer with first phone & over 5 yrs.' experience. Willing to go anywhere. Write Box A-174.

Versatile announcer seeks position in small to medium market. AC, MOR, country, news. Call Jim, 412-846-4964.

My students are the best. Call me and find out why. Four men, one lady, ready to go. Dick Barrell, 319-355-6456.

Excellent voice, good reader, diligent. Claude Motley, Jr., 9103 Briar Forest Dr., Apt. 1003, Dallas, TX 75243. 214-437-2912.

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.

Experienced announcer or salesman. Mature voice, most formats, dependable. Prefer Midwest. Bill, 612-447-2835, after 10:30 AM.

Heavy experience including operations manager, sales manager. Prefer Southeast. All bonafide offers considered. Employed. Write Box A-194.

SITUATIONS WANTED TECHNICAL

Experienced in all phases of radio including field work with major manufacturer. Looking for a major market broadcaster who is concerned with operating a quality technical facility. Reply Box A-135.

SITUATIONS WANTED NEWS

Experienced newscaster. Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

News director/manager with eight years' experience in small and medium markets looking for a bigger challenge. Relocation is no problem. Call 314-272-5227.

Newscaster. Aggressive, experienced, versatile. Seeks opportunity to join class news operation. Small markets. Larry, 313-732-1262.

Sports director looking for good opportunity. PBP experience; will consider news combo. Bob, 703-943-5939.

Experienced news director/reporter looking for medium market position. Graham, 3617 Walapai, Flagstaff, AZ 86001. 602-774-9058.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Country/oldies. I can make your medium market station cook. Prefer AM in West or South. Call 305-937-7027, or write Box A-138 for experience, enthusiasm and world's greatest aircheck.

Programming pro: 10+ years experience A/C, country, CHR. Promotion and marketing knowhow. Profit oriented. Degree. First phone. Thom Davis, 704-827-0300.

I'm adaptable & willing to learn your system. MBA marketing looking for programming position. Willing to relocate to your market now, also PBP and sports. Ray Siri, 415-284-5488.

Station manager with great numbers in small market looking for employment as PD or OM in larger market. Call 314-272-5227.

Minority engineer with 2 yrs. exp. in production, studio operation, light maint. plus extras. FCC general. Mid-Atlantic preferred. T&R: Call Dennis, after 2 PM, 212-471-4329.

TELEVISION

HELP WANTED MANAGEMENT

V.P. broadcasting operations for Denver-based, publicly held TV broadcasting firm with multiple stations. You must have had experience at the general manager level at a minimum of two television stations, preferably independents. Salary plus incentive stock options. Reply to Box A-90 in confidence.

Executive director/general manager - for channel 34, WNIT-TV public television. Qualified candidate will have a working knowledge in the technical and personnel aspects of running a television station. Responsible for personnel, programming, fund raising and the day to day operation of station. Undergraduate degree mandatory. Equal opportunity employer. Submit resume to Joe Sharp, P.O. Box 4157, South Bend, IN 46634. Application deadline: 9/1/83.

Public affairs director-strong, distinguished NBC affiliate seeks primary liaison between station and community. Director is involved in production, public speaking & internal station direction for public service commitment. 3-5 years full-time broadcast public affairs experience, ability to focus broad range of public issues, knowledge of Seattle/western Washington community, demonstrated production skills required. Resume only please to: Personnel Director, KING-TV, 333 Dexter Ave. N, Seattle, WA 98109. KING-TV is an equal opportunity employer.

Managing director, program services—Central Educational Network. Responsible for directing general audience programming and operations of Chicago-based television programming service agency. Will represent public television stations in program acquisition and marketing. Must have 5+ years experience in television programming, marketing, or related field. Knowledge of program acquisition process and marketplace is essential. Reports to Chief Executive of CEN. Salary \$35,000-\$50,000, depending on experience. Send resume by Sept. 7, 1983, to Byron Knight, CEN Program Search Committee, 3319 W. Bellline Highway, Madison, WI 53713-2899. CEN is an equal opportunity employer.

Traffic/media coordinator. WGAL-TV, Lancaster, PA. Top 50 market seeking someone experienced in traffic & computer operation. The person hired will assume total responsibility for receiving & processing all aspects of the media & will perform other duties as assigned. Excellent vacation & hospitalization benefits. Resume to Marijane Landis, WGAL-TV, PO Box 7127, Lancaster, PA 17604. An EOE.

General manager-for independent U in top 100 market. 3-5 years' experience as #1 or #2 required. Send detailed resume to Midwest Television Associates, WBLN-TV, 200 W. Front Street, Bloomington, IL 61701.

Business manager. Bethel Broadcasting, Inc. Responsible for the financial management preparation of corporate budget; monitor & analyze monthly expenditures versus budgets; design & implement cash management system; supervising professional staff on preparing budgets & monitoring actuals for all TV & radio productions; maintain & develop rates for standard cost system; prepare monthly financial statements for board; supervise all business office activities, with contribution made in designing changes in computerized accounting system; state & federal grants reporting. Qualifications & experience: Bachelor's degree in accounting, plus 3 years' accounting experience. Accounting experience in progressively responsible positions can substitute for degree. Knowledge of fund accounting necessary. Experience with non-profit organization preferred. Salary: \$36 K-\$40 K, DOE. Closing date: 9-11-83. Send application & resume to Peter Twitchell, GM, Bethel Broadcasting, Inc., PO Box 468, Bethel, AK 99559. 907-543-3131. An AA/EOE.

Membership manager (search reopened). 22nd most watched PTV station located in growing multiple-state market is looking for membership manager to supervise pledge drives, direct mail, renewals, membership records and reports, premiums, membership relations and volunteers. Experience in membership development or circulation management preferred. Send resume, cover letter and salary history (no calls, please) to WNIN #6-A, 9201 Petersburg Rd., Evansville, IN 47711. Interviews set by Sept. 15.

HELP WANTED SALES

Major NE three-station public operation is looking for an underwriting sales person. Must be well-spoken, able to write and present proposals to top corporate officers. Sales or similar background experience required. Salary commensurate with experience and results. Excellent benefits. Send resume and track record to Director of Development, Office B, WNED, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

KOKI-TV, Tulsa 23—Oklahoma's leading independent is looking for a strong, aggressive local sales manager. Please do not make inquiry if you do not have extensive television local sales experience, leadership ability and strong affinity for target account solicitation. We are a very salable, upward-trending station with excellent internal support. This is a real growth opportunity. No collect telephone calls, please. We are an equal opportunity employer. Resume to Box A-102.

Account executive. Strong ABC affiliate in major Southeast market looking for experienced professional. Previous broadcast sales experience required, with a strong track record in agency in the development of new, direct business and in television vendor support programs. Must have management potential and be well versed in research and rating information. Minimum of 3 years' experience required. Send resume to Box A-23. EOE.

Experienced local sales manager for group-owned, network affiliated television station in mid-forties market. Must be leader, motivator, innovator. Write Box A-153. EOE.

KMPH-TV 26 is now accepting applications for a sales position in its Fresno office. Applicant must be a self-starter with an excellent track record in broadcast sales. Excellent career opportunity with an aggressive company. Send resume to: Gary Plumlee, Northern Division Sales Manager, KMPH-TV, 5111 E. McKinley Avenue, Fresno, CA 93727. An EOE/M-F.

HELP WANTED TECHNICAL

Director of engineering. PBS station seeks person responsible for daily and long range management of engineering department. Broadcast engineering and management experience required. Salary range: \$27,605-\$32,959, DOE, plus liberal benefits. Send resume to: Personnel Department, Spokane School District #81, N. 200 Bernard St., Spokane, WA 99201, attn: KSPS-TV. Application deadline: September 15, 1983. An equal opportunity and affirmative action employer.

Assistant chief engineer-strong background in broadcasting a must! Some administrative responsibilities mixed with future planning and growth of station. Engineering department is young and growing. Excellent opportunity for the right person to get on board, as the station will be remodeled very soon. Salary commensurate with abilities. Send resume to Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. Equal opportunity employer.

Moonlighting tech or engineer to prototype VHF & UHF transistorized RF power amplifiers from discrete parts and description supplied by vendor. 713-479-1614.

Maintenance engineer-minimum of 3 years in broadcasting and FCC license required. Responsibilities include repair and maintenance of ENG equipment and reconfiguring of master control and production control. Send resume to: Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. Equal opportunity employer.

Engineer-maintenance-Long Island public TV station; experience in maintaining camera, videotape machines and UHF transmitter. Salary open. Resumes to Director of Broadcasting, WLW/Channel 21, 1425 Old Country Road, Plainview, NY 11803.

New UHF station in start-up phase seeking experienced chief engineer. Position available approximately October 15, 1983. Submit resume, references, and salary history to: DRES Media Inc., Channel 21, P.O. Box 26815, Las Vegas, NV 89126-0815.

Chief engineer. Supervise technical staff of TV/radio station. Seven years' experience in operations and technical areas of television, with first class FCC license required. Must be adept in both operations and maintenance. Salary negotiable, depending on qualifications. Send letter and resume (no phone calls please) to WNIN-FM-TV #11, 9201 Petersburg Rd., Evansville IN 47111. Women and minority applications encouraged. An EEO employer.

Need immediately! Top quality video/audio production company requires top notch maintenance engineer. This person must have experience on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank-Cintel, etc. Salary & benefits substantial for right person. Contact: Kartes Video Communications, 10 East 106th Street, Indpls., IN 46280. 317-844-7403.

TV master control operator and technician. Previous on-air operation experience essential. Must be familiar with FCC rules and technical standards. General radio-telephone license and UHF transmitter operation experience preferred. Contact D. Lung, Dir. of Engineering, KSCI, 1954 Cotner Avenue, West Los Angeles, CA 90025. 213-479-8081. An EOE/M-F.

HELP WANTED NEWS

Sports anchor. Enthusiastic, knowledgeable, and production minded professional for weeknight, 6PM & 10PM newscasts. Send tape & resume to: Phil Thomas, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50308. Equal Opportunity Employer.

Weathercaster-commercial TV experience required. Experience in reporting, anchoring and photography a definite plus. Send VTR and resume to KOTA-TV, Box 1760, Rapid City, SD 57709.

Meteorologist, midwest medium market. Experience, AMS seal preferred. Good communicator. Tape and resume to News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

News photographer: for 16 member department in SE. Should be great shooter and editor. Top rated VHF/ABC affiliate. Steve Kenrick, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903.

News director. Group-owned NBC affiliate looking for innovation, organization and good management/people skills. Quality 14-person staff serving growing community and two-state area. 3 years' news experience required. EOE. Contact Jack Connors, KTTC-TV, 601 1st Avenue SW, Rochester, MN 55902.

Co-anchor/reporter for 6 and 10pm news. Must have previous reporting and anchoring experience. Also must be good writer and communicator. Send tape and resume (no phone calls, please) to Dave Basinger, News Director, WCBI-TV, Box 271, Columbus, MS 39701. EOE.

Sports director-Northern Midwest NBC affiliate has an immediate on-air opportunity. We want a positive, aggressive and knowledgeable sports pro who will produce a local story every day. Quality talent with proven radio background and weekend TV sports people who want to move up welcome. EOE. Send resumes and tapes (no calls) to KTTC-TV 601 1st Avenue SW, Rochester, MN 55902.

HELP WANTED NEWS CONTINUED

ENG editor needed at Pacific Northwest affiliate station. Proven skills in news editing required. Experienced editors send resume and tape to Jo Shilling, P.O. Box 9494, Seattle WA 98119. EOE.

News director-looking for right person to take charge of major market news department. Group owned station. Equal opportunity employer. Send resume only to Box A-170.

Reporter. Experienced, creative, hardworking TV reporter with excellent writing skills. Tapes to Linda Wilkinson, WTNH-TV, PO Box 1859, New Haven, CT 06508. Include return postage for tapes. No phone calls. An EOE.

TV reporter with minimum one year on-camera assignments. For instructional series of news documentaries on Maryland government. Salary base: \$17,000. Starts November 1 for approximately one year. Talent required to travel by own car within Maryland. Mileage paid. Casting will be done by resume and videocassette of current on-camera work. Include references with resume. Evidence required of experience in researching, writing and reporting government issues. These materials must be received by October 1. Send to Robert Davy, Maryland Center for Public Broadcasting, Owings Mills, MD 21117. Maryland State Department of Education is an equal opportunity employer in principle and practice.

Meteorologist. Effective communicator who can make weather come alive. Tapes and resumes to Linda Wilkinson, WTNH-TV, PO Box 1859, New Haven CT 06508. Include return postage for tapes. No phone calls. An EOE.

Ready to move up? Send tapes/resumes to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich CT 06870. Telephone: 203-637-0044. Attention: news directors, general managers: when your need for outstanding air talent is critical, turn to Primo People, Inc.

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.

Assignment editor. Strong news judgement. Very energetic and willing to work hard. Skills in writing, logistics, producing, giving editorial direction. Resumes to Linda Wilkinson, WTNH-TV, PO Box 1859, New Haven CT 06508. An EOE.

ENG news cameraperson-applicant must have two years of experience as a news cameraperson and video editor. Send resume and tape to: Ned Warwick, News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Producer. We are looking for an experienced producer to move into an exciting, growing news operation. Must be an excellent writer and able to organize and execute a well-paced, highly visual show. Send resume to Pamela Green, News Department, WTPS-TV, 11450 Gandy Boulevard, St. Petersburg, FL 33702.

News operations manager. Broadcast news and management experience. Capable of supervising day to day operations of department. Able to delegate and exercise authority. Skills in reporting, writing, editing, production. Lots of energy and creativity. Resumes to Linda Wilkinson, WTNH-TV, Box 1859, New Haven CT 06508. An EOE.

Broadcast meteorologist. WVUE-TV, New Orleans, has immediate opening for number two person in department. Prefer meteorologist, but will consider highly qualified, experienced weathercaster with AMS seal. We have state of the art equipment, computer graphics and color radar. We're an ABC affiliate, owned by Gaylord Broadcasting, and an equal opportunity employer. Send resume and tape to: Ron Hunter, News Director, WVUE-TV, Box 13847, New Orleans, LA 70185.

Looking for general assignment reporter. No beginners. Send tape and resume to Jim Holtzman, KFMB-TV, PO Box 80888, San Diego, CA 92138. EOE.

Fast-growing, diversified Washington news/production bureau seeks steady, creative photographer/editor. Some travel, good benefits, salary. Send tape, resume, current salary to: Potomac News, 400 N. Capitol ST., NW, Washington DC 20001.

Feature reporter. Style! Flair! Unique! These all describe the person we are seeking. We are looking for the best person we can find to produce and report a highly showcased and promoted special feature segment. You must be a personality with a style that really stands out. The format of the feature will depend on the person. Top pay and benefits. If you think you fill the bill, rush a resume and tape to Michael Sullivan, News Director, WAAY-TV, PO Box 2555, Huntsville, AL 35804. "Wild and crazy's" are encouraged to apply. EOE.

Rocky Mountain small market seeks weekend anchor/producer who will also report weekdays. Will work weekends with current female co-anchor. Strong camera presence a must. Send tape, resume and references to Jeffery Frye, Box 789, Grand Junction, CO 81502. EOE.

News producer with two years' commercial television news production experience; excellent writing skills; and experience with live shots. Send resume to Personnel Director, KTUL Television Inc., P.O. Box 8, Tulsa, OK 74101.

News photographer—top rated Sunbelt station seeks creative news photographer with minimum of one year's experience. Send tape and resume to Nancy Ronald, Chief News Photographer, WRAL-TV, Box 12000, Raleigh, NC 27605. EOE, M/F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Hey editors! Tired of the cold or the big city rat race? Well, this ad is for you! The fastest growing production company in the Southwest is seeking an accomplished CMX editor. Three years' major market experience a must. Send resumes and tapes to Dan Rogers, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007. No calls, please.

Producer/director-University PTV station. Minimum 5 years full-time experience and B.A. required. Experience in all phases of production essential. Varied background in documentary, cultural, instruction, public affairs, and events coverage desirable. Application deadline-9/19/83. Position open-10/1/83. Forward letter of application, 3 letters of recommendation, an official transcript of grades for all degrees conferred, a resume, and a 3/4" cassette sample of your work to: Ron Gargasz, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an AA/EOE.

Program manager for PTV station in Alaska's capital. Duties include program scheduling, promotion, program development and on-air fundraising. Station is strongly committed to local and regional programming. Excellent support and production staff. Salary \$30,000 DOE, plus benefits. Send resume to Roberta Watson, KTOO-TV, 224 4th Street, Juneau, AK 99801. Deadline September 12, 1983. KTOO is an AA/EOE.

TV production manager-thorough knowledge of TV production required. Minimum 5 years' experience in commercial television producing and directing. Supervisory experience a plus. College degree in communications preferred. Send resume in confidence to: Personnel, WPGH-TV, 750 Ivory Ave., Pgh. PA 15214. EOE, M/F.

Director/videographer: aggressive PBS station seeks director with strong videography background. Excellent opportunity for right person. Minimum one year's experience. Salary: \$12,000-\$14,000. Resumes to Mark Filiault, WGBY-TV, 44 Hampden Street, Springfield, MA 01103. No calls, please.

Experienced photographer wanted for PM magazine unit in St. Louis. Editing, lighting, audio and advanced production skills are necessary. This is not an entry level position, and previous PM magazine experience is a plus. Send tape and resume with first letter to: News Director, KTVI, 5915 Berthold Avenue, St. Louis, MO 63110.

Producers/directors: experienced professionals in film and video production with strong background in arts & cultural documentary. Full-time, part-time or freelance positions. Send resume, salary history and demo tape to P.O. Box 321, NYC 10310.

Director/news and commercial production: leading station in news and general programming looking for pro to direct 6 & 11p.m. Solid experience in single and multi-camera remote and studio directing required. Please forward resume and salary requirements only to Box A-187. EOE.

Production manager for Connecticut Public Television in Southwestern Connecticut. 3-5 years professional television broadcasting experience. Supervisory experience. Expertise in all phases of production a must. To apply, send resume to Sharon Blair, Vice Pres. & Station Manager, WEDW/Channel 49, North Benson Road, Fairfield, CT 06430. EOE, M/F. Deadline: 9/15/83.

Traffic manager/personnel. Expanding broadcast company seeks strong traffic personnel for immediate and future positions. Major market stations-top 10 Southwest position available now! Prefer independent TV and Bias experience with working knowledge of order entry through log preparation. Minimum of 2 years' experience. Send resume to Dept. T, 1712 Rando Mill Road, Arlington, TX 76011. Equal opportunity employer.

Promotion manager—large market network affiliate seeking take charge individual to run promotion department, including on-air, print promotion campaigns, budget. To be considered, you must be an experienced promotion manager. Equal opportunity employer. Resume only to Box A-189.

Director of on-air promotion. One of nation's top-rated independents in desirable top-twenty market is looking for experienced, top-notch writer/producer. Send resume and salary requirements only to Box A-192. EOE.

SITUATIONS WANTED MANAGEMENT

General manager! Trouble shooter! Turn-around specialist! Consultant! Outside-director! 31 years practicing television! Thoroughly experienced all aspects: Management! Sales! Programming! News! Production! Promotion! Independents! Network-affiliates! Groups! New-startups! Outstanding record of achievements! Overcomes overwhelming obstacles/fiercest competition! Provides professional, quality leadership! Produces spectacular sales, profits, prestige; enhanced market-values! 619-353-8033!

SITUATIONS WANTED TECHNICAL

Young technician with first phone & over 2 yrs.' experience in TV. Willing to go anywhere. Write Box A-173.

SITUATIONS WANTED NEWS

Black female, M.S. Columbia University. Print, radio experience. Wants start in television reporting. Call Sabrina, 703-979-7369, mornings.

Available immediately! Experienced, award winning, and hard working television meteorologist with AMS seal. Call 915-592-8332.

Interested in working on the development of programming which will foster not only an awareness, but also an understanding, of public issues. Background in law, government, education, and the cable television business. Call Tom Teicher, 206-525-6203 (home) or 206-882-3655 (work).

Anchor: commercial actor with extensive financial journalism experience seeking to make transition to TV news. Audition tape and resume available. Call 212-288-7637.

Sportscaster who will make a difference! Entertaining, award-winning. Very popular. Call now: 713-583-1777.

Meteorologist: personable and accurate. Seeking small or medium market. Television and radio experience. Write Box A-151.

TV talk show host w/news background. Three years' experience. Seeking anchor/ reporter position. A hard working winner. Steve, 714-545-0328.

News reporter/director with 8 years in radio looking to move into TV as reporter or producer. Call 314-272-5227.

Bring Sunshine to your production life! Attractive black female making move from 3 years behind scenes at network sports to on-air sports reporter. Tape/resume, call Sunshine, 212-535-4797. One "Chance" you won't regret taking!

Anchor/producer/reporter. Expert in financial and economic news. Credibility, experience, looks, voice, savvy. 815-455-5797.

Photographer: experience in many aspects, including professional sports. Believes in people, challenges, and a well-done project. Write Box A-184.

Weathercaster with computer graphics experience looking for small/medium market. Jeff, 716-434-4676.

Reporter/anchor. Serious journalist in radio seeking first television position. Excellent interviewer, communicator, writer. 312-251-5041.

Sports freak needs more! 5 years TV, award-winning photographer/reporter wants to try anchoring. Tom, 318-424-3137, mornings.

Meteorologist: AMS seal. Creative, credible. Eight years broadcasting. I'm a proven ratings grabber who enjoys winter. Write Box A-195.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Director/videographer looking for Betacam M & documentary assignments that demand quality, exceptional camera-work & a creative use of music. John Skinner, Box 617, Plattsburgh, NY 12901. 518-563-9777.

#1 ENG editor wants to intern as director or TD trainee. Let's make a deal. 1st class FCC license. Write Box A-139.

News shooter in Detroit, with PM Mag experience, available. Award-nominated. Ric, 313-722-6028. Excellent references.

Producer/director. 9 years' experience. Ready to move up to production or operations manager position. Write Box A-185.

College graduate with intern experience seeking entry position in television production and promotions in Midwest area. 219-259-7190 or 219-289-2889.

Director/cinematographer for film and tape commercials. Talented, experienced, motivated and needing a challenge. Write Box A-188.

Leaving Honolulu Sept. 30. Looking for a small or midsize TV station needing a good experienced director. 28 years old, 10 years in TV. Call Jim Nish, 808-955-9795, and let's set up an interview. Thank you.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Would \$100,000 a year income be worth an interview to you? If you have a minimum of 10 years in broadcasting, responsible for general management and/or sales management and would like to achieve financial independence, send resume in strict confidence to: Box A-52. An EOE.

HELP WANTED SALES

Small independent production company in major market looking for an aggressive sales manager with strong leadership and motivation. A tremendous career opportunity for the right person. Send resume and salary requirements to: Bob Swider, New Jersey Video News, Airport International Plaza, Rt. 1, Newark, NJ 07114.

Sales persons for growing TV equipment company. Technical background, sales experience required. Above average earnings. No relocation. Television Systems & Services, Austin, TX 512-837-1769; 800-531-5143.

HELP WANTED INSTRUCTION

Television producer—Lane Community College is seeking applications for an individual to supervise its media production facilities. \$23,760-\$27,835, plus benefits. For applications, contact Personnel Services, Lane Community College, 4000 E. 30th Ave., Eugene OR 97405. 503-726-2211. Deadline for applications is September 9, 1983. Lane Community College is an equal opportunity/affirmative action/Title IX employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Will pay cash for Sharp XC701RP camera control unit. New or used. Call Arlee, 800-648-6966.

Instant cash—highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Copper wire, strap, expanded ground screen, fly screen. 317-962-8596. Ask for copper sales.

FM transmitters: CSI T-20-F, 20 KW (1978)-Collins 830F, 10KW (1969)-Gates FM 1C, 1KW (1965)-M. Cooper. 215-379-6585.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

Network quality production truck: (5) PC-100 Triax, HL79, (2) Ampex 1" elaborate switching, audio, etc. Absolutely glitch-free and ready to go. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Ikegami HK-312-E studio camera (multicore version) including Fujinon P16X17ESM w/p.p. semi-servo lens, horizontal aperture and color correction and 150 ft. cable. Demo unit, less than one year old. Call Jim Landy, 609-424-4660.

West coast bargains. RCATK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

Leitch DGT-1000 digital test generator; Ampex ATR-800 2-track audio tape recorders. MCI/Quantel DFS-1550 fieldstore synchronizer. All new. Sacrifice. Call Jim Landy, 609-424-4660.

AM Transmitters: CCA 5000D, 5KW (1969)-Gates BC5P2, 5KW AM (1963)-CSI T2.5-A, 2.5KW (1980)-Bauer707, 1KWAM (1971)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M.Cooper, 215-379-6585.

Antenna for Sale. GE T-Y-95-C Zigzag directional pattern on the ground. Contact: Chief Engineer, KEDT-TV, Channel 16, Corpus Christi, TX. 512-855-2213. No collect calls.

AM transmitters. 5-50 kw's, 4-10 kw's, 9-5 kw's, 7-1 kw's. Continental, RCA, Harris, CCA, Collins, & GE. All powers, all prices, all good units, all our inventory. Crystals on your freq. supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

FM transmitters. 3-25 kw's, 4-20 kw's 5-10 kw's, 4-5 kw's, 3-3 kw's, 3-1 kw's. Collins, RCA, CCA, McMartin. All powers, all prices, all working, all our inventory. Crystals on your freq. supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Andrew emergency cable and connectors in stock for immediate shipment, LDF-450 and 550, HJ7-50, 850, 24 hour, 7-day a week response. David Green Broadcast Consultants Corporation, 703-777-8660; 703-777-6500. Box 590, Leesburg, VA 22075.

UREI Model BL-40 modulimiter. Just factory calibrated. \$400. Contact Steven Davis, Knight Ridder Broadcasting, 25 Catamore Boulevard, East Providence, RI 02914. 401-438-7200.

Quality new equipment for existing or new television stations. Transmitters, earth stations, studio equipment. Call Cary Fitch, Television Systems & Services, Austin, TX 512-837-1769; 800-531-5143.

4 PC72 camera systems with ang. 17X zoom lens, and motorized extenders. All new XQ1020/5 tubes. Excellent condition. Best offer. Write Box A-193.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Proven radio comedy! Guaranteed! Free sample! Write on station letterhead to: Contemporary Comedy, 5804-B Twining, Dallas TX 75227.

RADIO PROGRAMING

Super Bowl XVIII! Long established audio production company available for assignments during Super Bowl Week in Tampa, Florida. Contact MediAide, Inc., 813-251-1212.

INSTRUCTION

San Francisco, FCC license. 6 weeks, 10/10/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

For Fast Action Use BROADCASTING's Classified Advertising

RADIO Help Wanted Technical

RADIO SYSTEMS ENGINEER

We are seeking an experienced Radio Systems Engineer to coordinate, analyze and evaluate radio and microwave communications systems.

This key position will encompass direction for new communication system design as well as modification of existing technologies.

Your experience must include a minimum of six years of experience in the planning and design of electronic communications systems. Certification as a registered professional electric or electronic engineer with the State of California or a degree with a major in electric, electronic, or communications engineering may be substituted for up to two years of the required experience. Possession of a valid First Class Radiotelephone Operator's License or General Class Radiotelephone Operator's License issued by the FCC.

We offer a fine salary with regular reviews and an exceptional fringe benefits package. For additional information, call: (213) 742-7761.

Los Angeles Unified School District

An Equal Opportunity Employer

Help Wanted Sales

YOUR FUTURE IS NOW WITH SATELLITE MUSIC NETWORK

If you have hands-on experience at the station level and are interested in your future and making MONEY, SMN would like to talk to you about becoming a regional affiliates manager. We pay a good draw against excellent commissions and give you an opportunity to be a part of the future of broadcasting by calling on America's top station owners and managers. We require a strong background in sales, a knowledge of management and the willingness to travel. Territories are open in both the East and the West. Interested?? Call Toll free: 800-527-4892, for details and an appointment.

Help Wanted Management

BUSINESS MANAGER

Major market group radio station. Minimum 2 years' experience as business manager or assistant business manager; excellent benefit package. Send resume and salary requirements to Box A-123. An equal opportunity employer.

NEWS DIRECTOR

Goal oriented planner, administrator, implementer who works closely with professional staff. Maintain strong information image with outstanding substance and "today's" radio outlook for on-air performance, formatics. Great Northeast facility, reputation, ownership. Send resume only to Box A-198. EOE.

Help Wanted News

RADIO/TV NEWS REPORTER

Bachelor's degree or equivalent and minimum of five years experience in radio and/or television news. We seek a seasoned broadcast journalist to develop our broadcast news operation Network- quality voice and ability to translate scientific/medical information into lay language are requirements. Salary in high \$20's, negotiable on the basis of experience. Send resume and audio audition tape to Personnel, 7320 Greenville Avenue, Dallas, TX 75231. EOE. Smoking is prohibited on the premises.

Situations Wanted Programing, Production, Others

EXPERIENCED PD

for CHR, AC or country station. Medium & large market background. Good references. Contact Ron Dennington, 2609 Charlack, St. Louis, MO 63114. Call 314-428-3132 or 427-4485 after 2 PM CDT.

TELEVISION

Help Wanted News

NEWS DIRECTOR

Experienced, aggressive news director for major market. A great challenge at a dynamic, growing station in sunbelt state. Send complete resume in first letter. All inquiries held in strictest confidence. Send resume only to Box A-171. Equal opportunity employer.

Help Wanted News Continued

DIRECTOR WBAL-TV BALTIMORE, MARYLAND

We are looking for the best. If you have 3-5 years' experience directing news, and you feel you're ready for the challenge of a major market, this is your opportunity. We are a competitive, state-of-the-art station with a reputation for good production. If you think you've got what it takes, send your resume and a tape of your best work today. College degree preferred.

Executive Producer
WBAL-TV
3800 Hooper Avenue
Baltimore, MD 21211

REPORTER

Unique opportunity with tropical island cable TV system. Winner of national awards for cable news. Send tapes and resumes to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910.

EXECUTIVE PRODUCER

KPRC-TV, Houston, needs an aggressive, creative, experienced news leader with strong writing and production skills. If you are a proven trend-setter, send resume to Bill Goodman, News Director, P.O. Box 2222, Houston, TX 77252. EOE.

Help Wanted Sales

MAJOR MARKET TELEVISION SALES MANAGER OPPORTUNITY

A top 25 market network affiliate needs an aggressive, competitive self starter to manage local sales department. Must have prior television sales experience and prefer prior television sales management experience. Must be able to supervise professional staff of 7 local salespeople. Computer and marketing experience helpful. This could be the opportunity of a lifetime. You'll work with the very best. Lots of potential for the right person. If you are that person and can meet the above qualifications, please submit any pertinent written sales information and accomplishments to Box A-155. EOE,M/F.

OPPORTUNITY

We have the facilities and the ratings to make us #1 in the market. We need two salespeople ready to capitalize on our success. We offer excellent benefits, pay plans and profit sharing in one of the fastest growing sections of the Southeast. Qualified candidates must have 3 years TV sales success. Send past track record/resume to Box A-182. EOE.

Help Wanted Sales Continued

TELEVISION EQUIPMENT SALES ENGINEER

We are a Major Southeastern US video dealer and we're adding sales professionals to represent top of the line names in broadcast and professional video equipment.

Our company has been in the business for years with a history of growth second to none. To continue this growth, we are looking for video professionals who are serious about long-term success.

If you are currently working in video sales or have a solid video knowledge, you'll find the opportunities and compensation plan surprising. Send resume and let's talk about growth. Send resumes to Box A-191.

Help Wanted Management

NATIONAL SALES MANAGER

WMAR-TV is seeking an experienced person to assume the duties of NSM. Successful candidate will have current first hand knowledge of the New York market, experience with sports sponsorship and be able to develop a goal oriented management approach. Send resume to: Jack Marks, VP Sales, WMAR-TV, 6400 York Road, Baltimore, MD 21212.

WMAR-TV @ BALTIMORE

Help Wanted Technical

Television Transmitter Engineer

You don't have to be a ski buff to appreciate the beauty of Aspen...or to take advantage of this unique opportunity to join our team of highly professional broadcast engineers working at our Mt. Wilson transmitter.

As you enjoy the scenic mountain setting, your responsibilities will include the maintenance and operation of our RCA TV transmitters, microwave systems, VHF two-way radio equipment and video and audio processing equipment.

To qualify, you will need either a BSEE degree or 2-3 years experience in television electronic maintenance. To join the leader in state-of-the-art broadcast technology, please submit resume to **Jean Ford**:

**NBC Employment Dept. (BTV)
3000 W. Alameda Avenue
Burbank, CA 91523**



**NATIONAL
BROADCASTING COMPANY**
We are an equal opportunity employer M/F/H

Help Wanted Technical Continued

DIRECTOR OF ENGINEERING & OPERATIONS TELEVISION & RADIO

Public VHF and FM facility in Southwest seeks professional with senior management and state-of-the-art experience. Position requires strong leadership abilities and desire to continue building program. Requires BS and technical or management discipline with 7-10 years' experience in the technical and operations area of a broadcast television station, including a minimum of 2 years in an administrative capacity. General class radio telephone license required. Knowledge of FCC rules and regulations and procedures necessary. Equivalent experience and education accepted on a one year for one year basis. Salary \$26,790-\$33,488. Send resume and materials to: University of New Mexico, Personnel Department, 1717 Roma NE, Albuquerque, NM 87131.

Resumes to be received no later than August 31, 1983. Please reference ad and requisition number 747-A.

Equal opportunity employer.

CORPORATE DIRECTOR, ENGINEERING

Group owner based in one of the West's most livable cities seeks bright, technologically sharp go-getter to oversee extensive TV, radio, satellite, and cable facilities. Minimum seven years' experience, including station engineering management. Responsible for leading edge technology development, planning, and budgeting. Personal management skills are as strong as technical credentials. Excellent compensation package complements a key growth position with a highly successful communications group. An EO/AA employer. Please send resumes to the attention of Al Seethaler, P.O. Box 30901, Salt Lake City, UT 84130.

Help Wanted Programing, Production, Others

PROMOTION MANAGER

Great challenge for an experienced pro. We are looking for a creative sparkplug who will keep the excitement high at our promotion-minded major market station. Send us a resume and full particulars including salary requirements in first letter. No tapes, please. Send resume only to Box A-190. Equal opportunity employer.

TV PROMOTION MANAGER

WT.VI, a CBS affiliate and Tampa Bay Florida's #1 television station, is seeking a creative and organized promotion manager with at least five years experience in that position. An aptitude for creating, producing and properly placing an effective broadcast promotional campaign is necessary. The position demands strong writing skills. A complete knowledge of outside media placing is essential. Applicant should be experienced in proper budget preparation. Send resume, including salary history, to Personnel Department, PO Box 22013, Tampa, FL 33662 EOE.

Help Wanted Programing, Production, Others Continued

PROMOTION WRITER/ PRODUCER

Turner Broadcasting System is looking for a strong writer-producer for its on-air promotion department. Writing and production experience required—not an entry level position. Send resume and demo reel attention: Promotion Director. All replies confidential.

**TURNER BROADCASTING
SYSTEM, INC.,**
1050 Techwood Dr.,NW,
Atlanta, GA 30318. EOE,M/F.

GRAPHICS MANAGER

WJLA-TV is now seeking a creative professional to supervise the on-air Graphic look of all WJLA programs

The chosen candidate will direct creative activities of staff designers select and guide outside production houses, independent, and other graphic related suppliers

Requirements include a thorough knowledge of production techniques creation of program and commercial graphics set concepts printing and type, computer and traditional forms of animation, and strong in personnel and administrative skills

We offer an excellent salary and incentives, generous fringe benefits and an atmosphere conducive to professional advancement

For immediate consideration please send resume with salary history to

Jim Griffin
WJLA-TV
4461 Connecticut Avenue, N.W.
Washington, D.C. 20008
An Equal Opportunity Employer

Situations Wanted News

MAJOR MARKET SPORTS DIRECTOR

Wants to move. Young veteran ready for bigger things. Bringing authority & that touch of class. Write Box A-124.

Situations Wanted Management

EXPERIENCED, SUCCESSFUL, GM SEEKS NEW OPPORTUNITY

Excellent leader who knows all phases of television seeks long term opportunity. Have good references. Can travel for interviews. Box A-186.

ALLIED FIELDS Help Wanted Management

EXCEPTIONAL INCOME POTENTIAL

Rapidly growing research company seeks qualified individuals to assist and profit in national roll out of proven advertiser research services for broadcasters. GM, GSM or national rep experience preferred. Protected territories. Investment opportunities possible but not necessary. For confidential interview write or call:

John Curtis, President, Media Monitors, Inc.
P. O. Box 55592
Indianapolis, IN 46205
(317) 547-1362
(317) 547-5520

**MEDIA
MONITORS,
INC.**

Help Wanted Programing, Production, Others

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68 Vantage Press, 516 W. 34 St., New York, N.Y. 10001

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newscasters & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 8215 Don Gaspar, Las Vegas, NV 89108.**

READY?

Beginner or experienced professional. Ready to step up? Now send one audition and one resume to one source. We're experienced broadcasters using the latest telemarketing equipment finding openings for announcers, sales and management. We can now reach every radio & TV station, cable company and advertising agency with your audition. Call us today **Ready Talent, 813-749-0726.**

RADIO JOB PLACEMENT

DJ's, news, programmers, sales, management—if you're ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose 1 dollar postage & handling to: **NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35216. 205-822-9144.**

Wanted To Buy Equipment

USED WEATHER RADAR

in good condition. Range out to 200 miles preferred, color and clutter cancellation feature desired. Must have scan conversion unit and all operation, maintenance manuals. Call or write Guam Cable TV, 530 West O'Brien Drive, Agana, GU 96910. 617-477-9334, country code 671.

For Sale Equipment

Due to the purchase of new equipment
Greene, Crowe & Company

has available for sale

4 RCA TK-47 CAMERAS

with Fujinon lenses and related equipment.



For further information contact:
 Kevin Hayes
 Greene, Crowe & Company
 3083 N. Lima Street / Burbank, CA 91504 / (213) 841 7821

BUILDING A BOOTH

for 84-NAB? Major exhibitor selling portions of older booth at attractive cost. Write for blueprints & photos to Box A-178.

**GOING OUT FOR BUSINESS!!
 1-800-321-0221**

New and Used Broadcast Equipment Bought, Sold, Traded
 Get your best deal, then call for ours
 Broadcast International, Inc.
 FORT LAUDERDALE, FL 33334
 IN FL: 1-800-432-2245



Consultants

FM FREQUENCY SEARCH - \$200

Also reasonable rates on new FM applications.
 FM Translators a specialty.

BROADCAST PLANNING SERVICES

Box 42, Greenwood, ARK 72936
 501-996-2254

Radio Programing

**The MEMORABLE Days
 of Radio**

30-minute programs from the golden age of radio
 VARIETY · DRAMA · COMEDIES · MYSTERIES · SCIENCE FICTION
 included in each series



Program Distributors
 410 South Main
 Jonesboro, Arkansas 72401
 501-972-5884



Wanted To Buy Stations

INVESTOR GROUP

knowledgeable all aspects of TV. Seeks to buy, build or joint venture. Distress situation welcome. This is a first time ad. Reply in confidence to Box A-181.

**ATTENTION: EARLY
 DEADLINE NOTICE**

Due to holiday Monday, Sept 5, the deadline for classified advertising for the Sept. 12 issue will be

FRIDAY, SEPT. 2

**Wanted To Buy Stations
 Continued**

WANTED!

Small market AM or FM station. Partners (GM & OM, 40 yrs. combined radio experience) have small downpayment, plus impressive credentials. Write Box A-200.

For Sale Stations

TOP 50 SE MARKET

Full power FM and 5000 watt regional AM priced at less than 2 1/2 times gross. Includes transmitter real estate. Outstanding opportunity for growing regional group operator. Owner interested in serious and qualified cash buyers only. Write Box A-167.

W. John Grandy

BROADCASTING BROKER
 1029 PACIFIC STREET
 SAN LUIS OBISPO, CALIFORNIA 93401
 805-541-1900 • RESIDENCE 805-544-4502

5 KW STATION

Unique summer/winter resort in NY. FM CP filing in progress. Excellent equipment. Priced to sell. \$230,000, terms. 716-945-1618.

For Sale Stations Continued



**Wilkins
 and Associates
 Media Brokers**

MD	AM	\$400,000	25%
GA	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
MN	AM/FM	\$25,000	downpayment
VA	AM	\$25,000	downpayment
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
IN	AM/FM	\$425,000	25%
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
VA	AM	\$20,000	downpayment
NJ	AM	\$600,000	30%

**P. O. Box 1714
 Spartanburg, SC 29304 803/585-4638**

**BOB KIMEL'S
 NEW ENGLAND MEDIA, INC.**

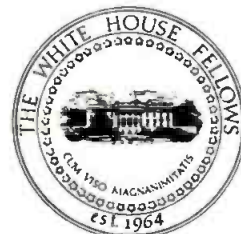
**WELCOME TO VERMONT
 DAVE & LINDA UNDERHILL!**

Dave & Linda head a group that have purchased WKVT AM-FM, Brattleboro, VT. We're glad to have played a part in bringing these Salt Lake City folks back to their old home area in New England, & wish them every SUCCESS in their 1st venture into ownership!

8 DRISCOLL DR. ST. ALBANS, VT. 05478

802-524-5963

**The
 White House
 Fellowships**



A unique opportunity
 for outstanding Americans
 early in their careers to
 work for a year at
 the highest levels of
 the Federal Government

For more information:
 The President's Commission on
 White House Fellowships
 712 Jackson Place, N.W.
 Washington, D.C. 20503
 (202) 395-4522

TEXAS OPPORTUNITIES

- **TOP 100 MARKET AM.** Highly profitable. Upward rating & billing trend. Good dial position & power. Priced at 6.5 X cashflow at \$2.75 million.
- **TOP 100 DAYTIMER.** 5KW, PSA. Engineering completed for nighttime. Excellent facilities. \$475,000, terms.
- **DOMINANT FACILITY.** Stable west Texas community. Fulltime AM; class A FM available. Strong trade area. \$750,000, cash.
- **TOP 100 COMBO.** Fulltime AM/class C FM. Good facilities. Stations are profitable. \$2 million, terms.
- **SMALL MARKET.** Daytimer with possible class A FM CP. \$225,000, terms.
- **ONLY COMBO.** In growing west Texas market. Good facilities. \$800,000, terms.

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

WALKER MEDIA & MANAGEMENT, INC.

Midwest. Class B FM with AM. \$1.5 million, terms. Please contact:

John F. Hurlbut
PO Box 1845
Holmes Beach, FL 33509.
813-778-3617.

FOR SALE

FM in medium size midwest market with class C license. 1983 billing \$1,000,000. Cash price of \$2,250,000 includes full-time AM companion and valuable studio real estate. No brokers, please. Write Box A-166.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 816 - Memphis, Tn. 38157

THE HOLT CORPORATION

FLORIDA

2X gross-profitable. "Music of Your Life". Real estate included

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

TOP RATED MIDWEST AM

Medium market; "under-radioed"; A-C format; Billing trend like an FM; \$1,300,000 gross; Cash buyer can negotiate exceptionally attractive price. Qualified principals only! Write Box A-165.

NEED TOP 30 MARKET

We have a solid buyer for AM or FM radio station in top 30 market. Maximum purchase price: \$2-million. Prefer you send details to: THE MONTCALM CORPORATION, 1800-112th NE, Suite 210E, Bellevue, WA 98004. 206-455-4641.

STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others
404-351-0555 1819 Peachtree Rd., NE
Suite 606
Atlanta, GA 30309

AM/FM

Gulf coast class C FM/fulltime AM. Growing medium market. \$1,975,000, terms available. Qualified buyers only. Reply Box A-176.



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Comcast, Inc., has acquired the assets of radio station WRNZ-FM, Wrens, GA., from Frank L. Ayers for \$311,500. We are pleased to have acted as brokers in this transaction.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252
809 Corey Creek - El Paso, Texas 79912 915-581-1038

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publication is
available in
microform



Please send me additional information.

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U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

For Sale Stations Continued

ILLINOIS

5KW fulltime AM. in medium-small market. Exceptional billing and profit history. Asking price of \$1,250,000 cash is 1 1/2 times gross. Write Box A-168.

WISCONSIN

Powerful Wisconsin AM with FM CP including land, buildings and equipment, for sale. If you enjoy 4 seasons, fresh air, fishing, hunting, camping, hiking, skiing, snowmobiling and more of the GOOD LIFE, here's a fully equipped property for \$475,000, half down, or discount for cash. Write Box A-105.

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT			
MW	Major	Fulltime	\$6,000K	cash	Jim Mackin	(207) 623-1874	
SW	Small	AM	850K	\$180K	Bill Whitley	(214) 680-2807	
NW	Regional	FM	725K	175k	Elliot Evers	(213) 366-2554	
E	Small	FM	625K	cash	Warren Gregory	(914) 454-9643	
MW	Major	AM	500K	Cash	Bill Lochman	(816) 254-6899	
FL	Medium	Cl. IV	550K	terms	Randy Jeffery	(813) 294-1843	
R. Mtn.	Metro	AM	450K	120k	Brian Cobb	(303) 322-3763	
MW	Small	AM/FM	440K	terms	Ernie Pearce,	(615) 373-8315	
SE	Small	AM	275K	terms	Paul Crowder	(615) 298-4986	
MW	Small	AM/FM	275K	125K	Jim Coursolle	(414) 233-6222	
M. Atl.	Small	Cl. IV	225K	55K	Mitt Younts	(804) 355-8702	
SE	Small	AM/FM	165K	60K	Ernie Pearce	(615) 373-8315	

To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates, Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

CLASS C FM

Profitable Southwest major market. Priced \$5 million. Qualified buyers only. Write Box A-175.

Dan Hayslett
 & associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
 11311 N. Central Expressway • Dallas, Texas

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, Sept 5, the deadline for classified advertising for the Sept. 12 issue will be

FRIDAY, SEPT. 2

MUST SELL

Top 100 market, Sunbelt. Class C FM, 100,000 watts. Excellent real estate & equipment. \$150,000 down, balance payable over 10 yrs. at 9.5% interest. By owner. Write Box A-199.

BROADCASTING'S Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy— all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber). c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue:

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.



Fates & Fortunes

Media

Gary Bolton, VP and general manager, Park Broadcasting's WDEF-TV Chattanooga, elected VP, television, for Park group, based in Ithaca, N.Y. He succeeds **George Lilly**, resigned.



Bolton



Cohen

Steve Cohen, director of news, CBS-owned KNXT(TV) Los Angeles, joins co-owned WCAU-TV Philadelphia as VP and general manager. He succeeds **Jay Feldman**, who joined Telepictures, Los Angeles ("Fates & Fortunes," Aug. 15).

Mike Slenski, general manager, WSGF(FM) Savannah, Ga., joins WTIP(AM)-WVSR(FM) Charleston, W.Va., in same capacity.

Bill Stoeffhaas, general manager, WOWD(FM) Tallahassee, Fla., joins WQUE(FM) New Orleans as VP, general manager.

Peter Coughlin, station manager, WCMF(FM) Rochester, N.Y., named VP and general manager.

Ernest Baur, director, 5 and 7 p.m. newscasts, WDVM-TV Washington, joins WTTG(TV) there as assistant operations manager and director of 10 p.m. news.

Dick Goldstein, station manager, CBS-owned WCAU-TV Philadelphia, named VP and general manager, affiliate relations, CBS-TV, New York.

Robert Herbst, sales manager, CBS Television Stations National Sales, Dallas, named director, CBS Cable Systems, responsible for management of CBS/Blackhawk cable systems in Dallas-Fort Worth area.

Stephen Soule, general sales manager, WBZ-TV Boston, joins NBC Radio Networks, New York, as VP, affiliate relations.

Aaron German, VP, finance, CBS Cable, New York, named VP, business planning and development, CBS's CBG Enterprises there.

Lacy R. Miller Brunetti, business manager for Viacom's WRVR(FM) Memphis, joins Viacom's KSLA-TV Shreveport, La., in same capacity.

Pat Thompson, secretary, WTCN-TV Minneapolis-St. Paul, named administrative assistant to station's president and general manager.

Wayne Roth, executive director, Regional

Planning Commission, Montrose, Colo., joins noncommercial KUOW(FM) Seattle as general manager.

Marketing

William Power, manager, Young & Rubicam, Detroit, named executive VP, Y&R USA.

Edward Smith, senior VP, creative group manager, Doyle Dane Bernbach, New York, joins McCaffrey & McCall there as senior VP, creative director.

Steve Burton, manager of international accounting, Doyle Dane Bernbach, New York, named VP, director of financial planning and analysis.



Frantz

Jack Frantz, senior VP, Grey Advertising, New York, named executive VP.

Appointments, Dancer Fitzgerald Sample International:

John Grogan, senior VP, London, to regional manager, Europe, remaining based in London; **Nelson (Skip)**

Riddle Jr., senior VP,

Tokyo, to regional manager, Pacific; **Richard Both**, VP, account supervisor, New York, to senior VP, regional manager, Latin America; **Robert Eagan**, senior VP, New York, to manager, international headquarters operations there, and **Nidia Hernandez**, account executive, New York, to international operations supervisor.

Tony DeGregorio, associate group head, BBDO, New York, to associate creative director. **Tony Frere**, assistant producer, BBDO, to producer.

Steven Swerdlow, VP, general counsel and business affairs director, and **David Almquist**, VP, personnel and administration, Kenyon & Eckhardt, New York, elected senior VP's.

Jennifer Ann Young, from McCann-Erickson, San Francisco, joins Cunningham & Walsh, New York, as media planner. **Marc Rebucchi**, assistant media planner, Kornhauser & Calene, New York, joins C&W there as media planner.

Guy Daniels, VP, associate creative director, Quinn & Johnson/BBDO, Boston, named executive art director. **Tom Chandler**, from Potter Hazlehurst, Providence, R.I., joins Q&J/BBDO, Boston, as senior art director.

Appointments, N W Ayer, New York: **Samuel Bryan**, from Earl Graves Ltd., New York, to art director; **Morleen Novitt**, from Slater, Hanft, Martin, New York, to senior copywriter, and **George Meredith**, from Knuder-Mare Inc., Norwalk, Conn., to copywriter.

Appointments, Tatham, Laird & Kudner,

Chicago: **Debi Feinman**, from J. Walter Thompson, Chicago, to media supervisor; **Ed Hughes**, from BBDO, New York, and **Dirk Herrman**, from J. Walter Thompson, Chicago, to media planners, and **Peggy Roberts**, copywriter, Columbian Advertising, Chicago, to same capacity.

Bob Jensen, associate creative director, Valentine-Radford, Kansas City, Mo., advertising agency, named VP, creative director.

John Flakne, from Montgomery Ward, Chicago, joins Media Bureau International there as executive VP of media services firm.

Steve Ockerman, copywriter and public relations writer, Jacqua Co., Grand Rapids, Mich., advertising agency, named public relations director.

Appointments, Hillier, Newmark, Wechsler & Howard: **Patti Roen**, national sales manager, KF(AM)-KOST(FM) Los Angeles, to Los Angeles sales manager; **Paddy O'Brien**, broadcast supervisor, Grey Advertising, Minneapolis, to account executive, Chicago, and **Brenda Calhoun**, from KOAX(FM) Dallas, to account executive there.

Don Post, media planner, Young & Rubicam, New York, joins Cunningham & Walsh there

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in same capacity. **David Plontek**, from J. Walter Thompson, Dallas, joins C&W, New York, as account supervisor.

Marcia Weiner, research supervisor, Needham, Harper & Steers, Chicago, named associate research director.

John Mader, producer-director, WLUK-TV Green Bay, Wis., joins McDonald Davis & Associates, Milwaukee, as broadcast producer. **Jeff Watter**, partner, Oracle Ad Counselors, Milwaukee, joins McDonald Davis as copywriter.

Lisa Jones, broadcast media director, Ehrlich-Manes & Associates, Washington, joins Henry J. Kaufman & Associates there as media director.

Sherry Feldman, from Doyle Dane Bernbach, New York, joins Petry Television there as account executive, hawks sales team. **Suzi Leonard**, from TeleRep, New York, joins Petry there as account executive, condors team.

Susan Brown, copywriter, Northlich Stolley Inc., Cincinnati, joins Sive Associates there in same capacity.

Linda DeVito, research analyst, CBS Radio Networks, New York, joins ABC Radio Networks there in same capacity.

John Shannon, account executive, TeleRep, New York, joins Katz's red sales team there as account executive.

Christopher Carter, account executive, Boasberg Co., Kansas City, Mo., named senior account executive.

Clifford Burke, from Group W Satellite Communications, Stamford, Conn., joins USA Cable Network, Glen Rock, N.J., as account executive, advertising sales.

Eric Lund, marketing director, Sportchannel, Boston, joins central Pennsylvania regional cable interconnect, Cable AdNet-Central, Hershey, Pa., as executive director. **Sandra Schimp**, account executive, WQXA(FM) York, Pa., joins Cable AdNet as regional sales manager.

Denny Moore, from Omaha Great Empire Broadcasting, Omaha, joins WGLD-FM High Point, N.C., as general sales manager.

Rich Sheingold, VP and general sales manager, KAYU-TV Spokane, Wash., joins WFLD-TV Chicago as local sales manager.

Donald Berman, account executive, Harrington, Righter & Parsons, Los Angeles, joins KPV(TV) Pocatello, Idaho, as general sales manager.

Dick Wagschal, sales manager, KREM-TV Spokane, Wash., joins KSKN(TV) there as general sales manager.

Jay Childress, from WHBQ(AM) Memphis, joins WKSI-AM-FM Mobile, Ala., as general sales manager.

Phyllis Becker, national sales manager, KTTV(TV) Los Angeles, named VP.

Josh McGraw, sales manager, WCVB-TV Boston, named VP, sales manager.

Bob Carter, account executive, KDAY(AM) Los Angeles, named sales manager.

Paula Stacy, research director, KPLR-TV St. Louis, joins KSDK(TV) there in newly created

position of sales research and marketing manager.



Ingrassia

Peter Ingrassia, national sales manager, WOR-TV New York, named VP.

Debra Joann Leslie, member of sales staff, KREM-TV Spokane, Wash., named local sales manager.

Ellen Tunnel, from WAXU(AM)-WBBE(FM) Lexington, Ky., joins WTVQ-TV Lexington as

account executive.

Charles Dreier III, director of marketing and research services, Newman, Saylor, Gregory, Columbia, S.C., joins WIS-TV there as account executive. **William Cline**, account executive, WTAP-TV Parkersburg, W.Va., joins WIS-TV in same capacity.

Ed Arber, from KJEL(AM) Lebanon, Mo., joins KOLR-TV Springfield, Mo., as account executive.

Gregory Babcock, national sales manager, WYCB(AM) Washington, joins WXTR-AM-FM La Plata, Md., as account executive.

Terrence Schroeder, from KDNL-TV St. Louis, joins KMOX-TV there as account executive.

Programming



Gershman

Lawrence Gershman, president, MGM/UA Television Distribution, New York, named president of newly created MGM/UA Television Group, Culver City, Calif. He will be responsible for all television activities.

Barry Lorrie, senior VP, publicity and promotion, 20th Century-Fox Productions, Los Angeles, joins Walt Disney Productions there as VP, marketing.

Fred Nolting, director of post-production, MGM/UA, named VP, post-production operations.

Michael Grossman, senior VP, business affairs, Columbia Pictures Television, named senior VP, business affairs and administration. **Stephen Girard**, senior VP, creative affairs, assumes additional responsibility in all creative areas.

Richard Rosen, director of feature film marketing, Columbia Pictures Pay Television, Los Angeles, named general sales manager, in charge of all pay television sales. **Gary Marenzi**, manager of planning, Columbia Pictures Pay television, named director of administration.

Glenn Padnick, senior VP, current programs, Embassy Television, Los Angeles, named senior VP, comedy programs.

Denise Widman, from American Bell, New York, joins Rainbow Programming Services there as product manager, Bravo cable pro-

gramming service.

Appointments, Showtime: **Stuart Smiley**, independent producer of *The Great Stand-Ups* cable program for Home Box Office, to director of program development, Los Angeles; **Steven Saril**, manager, special market development, New York, to director of national accounts there, and **Sharon Portlin**, Western regional director, sales and affiliate relations, Entertainment Channel, Los Angeles, to director of national accounts, Western region there.

Dick Jolliffe, VP, Polygram Television, Los Angeles, joins National Telefilm Associates there as national sales manager and director of planning and marketing.

Appointments, *BreakAway*, syndicated entertainment-news program produced by Bennett Group and Imero Fiorentino Associates in conjunction with Metromedia television stations: **Jorn Winter**, independent producer-director, to executive producer; **Jack Anderson**, syndicated columnist, to investigative contributor; **Sanford Feldman**, VP, live presentations-business affairs, ABC, New York, to producer, and **Steve Wilson**, investigative reporter, KGO-TV San Francisco, to director of investigative reporting team. All will be based in Hollywood except Anderson, who reports from Washington.

Carol Cook, account coordinator, Grey Advertising, Los Angeles, joins Disney Channel there as supervisor of subscriber services.

Marion Singer, advertising and sales promotion manager, Seguros Bancomer, Mexico City, joins GalaVision, Spanish language pay television service, New York, as marketing coordinator.

Stephen Peeples, staff producer, Westwood One, Culver City, Calif., assumes additional duties as editorial director.

Kevin DeLany, producer, Mutual Broadcasting, Washington, named manager of production. **George Achaves**, production-broadcast engineer, National Public Radio, Washington, joins Mutual as staff producer.

Bobby Taylor, sports commentator, Prism, Bala Cynwyd, Pa.-based regional pay television network, named affiliate relations director.

Susan Murphy, program director, Shadow Traffic, Union, N.J., supplier of traffic information to radio stations, named to newly created position of VP, programming.

D. Lee Turner, director of corporate accounting, Turner Broadcasting System, Atlanta, named controller and director of administration for Turner Program Services there.

Arthur Hasson, director of station clearances, Telefeatures, Los Angeles, joins Orion Entertainment Corp. there as account executive, Western region.

Craig Oliver, news director, noncommercial WAMU(FM) Washington, named program director.

Jay Glass, from KQSA(AM)-KIXY(FM) San Angelo, Tex., joins KRIO(AM) McAllen, Tex., as program director.

Doug Lane, program director, WLX(AM)-WLXR(FM) LaCrosse, Wis., joins WCII(AM) Louisville, Ky., in same capacity.

Ray Fass, acting director of programing, non-commercial WSBF-TV Providence, R.I., named director of programing.

Paul Sebastian, operations manager, KFKF(FM) Kansas City, Kan., joins WCCO-FM Minneapolis as program director.

Michael Ostlund, account executive, KIOV(FM) Sioux Falls, S.D., joins KLQL(FM) Luverne, Minn., as program director.

Bob Wolfe, promotion manager, WPTF-TV Raleigh-Durham, N.C., named program director-manager.

Wade Evans, director of video production, Candle Corp., San Francisco, joins KPDX-TV Portland, Ore., as senior producer-director.

Richard Collins, from KGW-TV Portland, joins KPDX-TV as producer-director.

Liz Lesiak, acting producer, *Sonya*, WDIV(TV) Detroit, named producer.

Jeffrey Vahanian, reporter and weekend sports anchor, KPOM(TV) Fort Smith, Ark., named sports director.

Susan Coakwell, executive secretary to station manager, WKYC-TV Cleveland, named coordinator, commercial production.

Appointments, *Good Day! Live*, WCVB-TV Boston: **Pamela Bullard**, coordinating producer, *LOOK*, WNEV-TV Boston, to executive producer; **Loretta (Peggy) Allen**, producer, WMAQ-TV Chicago, to coordinating producer, and **Mark Nunberg**, associate producer, Carter-Grant Productions, New York, to unit manager.

Lou Tilley, weekend sports anchor, Group W's WBZ-TV Boston, joins its WJZ-TV Baltimore as sports director.

Mike Hedeem, from KWVL-TV Waterloo, Iowa, joins WOKR(TV) Rochester, N.Y., as sports producer.

Lou Hudson, former professional basketball player, Atlanta Hawks, joins WTBS(TV) there as sports commentator.

John Kasel, freelance producer, joins WISN-TV Milwaukee as executive producer, *At Twelve*.

Jay Foot, from KTSP-TV Minneapolis-St. Paul, joins WPVI-TV Philadelphia as producer, *AM/Philadelphia*.

Dave Bonar, news director, WDOV(AM)-WDSB(FM) Dover, Del., joins WBOC-TV Salisbury, Md., as farm director.

Don Gillis, sports anchor, WCVB-TV Boston, named sports editor. **Lee Webb**, from WSVN-TV Miami, joins WCVB-TV, succeeding Gillis.

Richard Bey, from WCBS-TV New York, and **Dana Hilger**, from KMBC-TV Kansas City, Mo., join KYW-TV Philadelphia as co-hosts, *People are Talking*.

Leah Feldon, producer and reporter, *PM Magazine*, WNEW-TV New York, joins WJXT(TV) Jacksonville, Fla., as co-host, *PM Magazine*.

News and Public Affairs

Appointments, Docuvid, electronic news service, Washington: **Michael McKee**, producer-reporter, Newsweek Broadcasting, New York, to bureau chief, Washington; **Jeff Heiners**, cameraman, to chief cameraman;

Sam Painter, from WBTV(TV) Charlotte, N.C., and **Wally Pfister**, technician, to cameramen.

Dick Goldberg, executive news producer, WLS-TV Chicago, joins WJLA-TV Washington as news director.

David George, managing editor, WHIO-TV Dayton, Ohio, joins WECT(TV) Wilmington, N.C., as news director.

John McKean, executive producer, KTVK(TV) Phoenix, joins KOAT-TV Albuquerque N.M., as news director.

Larry Lyle, assistant news director, WTSP-TV Tampa-St. Petersburg, Fla., joins WCIX-TV Miami as news director.

Jack Maurer, acting news director, WPTA(TV) Fort Wayne, Ind., named news director.

Steve Gibson, reporter-anchor, WROZ(AM)-WIKY(FM) Evansville, Ind., assumes additional duties as news director.

Don Dunkel, news director, KING-TV Seattle, named news adviser. **Linda Gist**, managing editor, named interim news director.

Phil Grossmann, associate news director, WDSU-TV New Orleans, named assistant news director. **Paula Pendarvis**, producer, WVUE(TV) New Orleans, joins WDSU-TV as weekend producer.

Appointments, KIRO-TV Seattle: **Timothy Garrihan**, executive producer, local programing, to executive producer, 4 p.m. newscast; **Elaine Anderson**, news coordinator, to news assistant; **Steve Lawrence**, from KCST-TV San Diego, and **Jeanine Weholt**, from KING-TV Seattle, to ENG editors; **Richard Pratt**, from KLAS-TV Las Vegas, to photographer; **Don Nelson**, news editor, to news librarian, and **Judy Alexander**, news coordinator, to news planner.

Kathleen McCraw, human resources manager, KDKA-AM-TV and co-owned WPNT-FM, all Pittsburgh, joins WJLA-TV Washington as manager of news administration.

Appointments, KMBC-TV Kansas City, Mo.: **Paul McCarthy**, assistant news director, KCTV(TV) Kansas City, Mo., to assignment editor; **David Schecter**, assignment editor, WQAD-TV Moline, Ill., to night assignment editor; **Larry White**, from KBEA(AM) Mission, Kan., to news researcher; **Janet Wood**, anchor, WJIM-TV Lansing, Mich., to morning news anchor and reporter; **Kris Ketz**, reporter, WQAD-TV, to same capacity.

Appointments, WOKR(TV) Rochester, N.Y.: **Mary Worth**, commercial coordinator, CBS-TV, New York, to producer, *Newscope*; **Kimberly Adams**, co-host, *PM Magazine*, WOKR, and **Doug Emblidge**, news producer, WROC-TV Rochester, N.Y., to co-hosts, *Newscope*.

Theresa Caldwell Swain, producer, *Daybreak*, WNEV-TV Boston, named producer of *Urban Update*, minority news program.

Appointments, news department, KTHV-TV Little Rock, Ark.: **Fred Jordan**, executive producer, to assistant news director; **Ron Biome**, from KARK-TV Little Rock, to producer, 11 p.m. news, and **Kris Phillips**, from KHBS-TV Fort Smith, Ark., to weekend weather anchor.

Mort Crim, senior anchor, WDIV(TV) Detroit, named national correspondent for parent, Post-Newsweek Television.

Marty Burns-Wolfe, from KBTB(TV) Denver, joins WTCN-TV Minneapolis-St. Paul as co-anchor, *Newscope*.

Appointments, KHOU-TV Houston: **Sandy Rivera**, reporter, to weekend anchor; **Karen Church**, head of Galveston, Tex., bureau, to anchor, 6:30 a.m. news, and **Dewey Davis**, photographer, Washington bureau, Corinthian Broadcasting, to news photographer.

Jane Segal, anchor-reporter, WLBT(TV) Jackson, Miss., joins WMC-TV Memphis as reporter.

Kimberly Underwood, recent graduate, University of Georgia, Athens, joins WCOV-TV Montgomery, Ala., as reporter.

Suda Prohaska, from WJAR-TV Providence, R.I., joins KOVR(TV) Sacramento, Calif., as consumer-financial reporter.

Christine Negroni, from WFSB(TV) Hartford, Conn., joins WGN-TV Chicago as reporter.

Cassandra Lynn Stone, from WGSS(FM) Lumberton, N.C., joins WWAY-TV Wilmington, N.C., as field reporter.

Technology



Ash

Kenneth Ash, VP, management supervisor, J. Walter Thompson, New York, joins Satellite Television Corp., subsidiary of Comsat, Washington, as VP, marketing services.

William Butler, president, Fernseh Inc., Salt Lake City manufacturer of broadcast

equipment, resigns, but remains consultant to firm.

James Cocke, controller, Memcor division, E-Systems, Dallas-based manufacturer of communications equipment, named to newly established post of division VP, finance.

Jack Hooper, director of converter-decoder products, Oak Communications, Crystal Lake, Ill., joins RF systems division, General Instrument, Sherburne, N.Y., as director of marketing.

Donald Kivell, manager, network interconnection, NBC, New York, named director, network interconnection.

Lynn Ashley, systems engineer, Mutual Broadcasting, Washington, named manager, design engineering.

John Imperial, VP, engineering, Comsat Tele-systems, Fairfax, Va., manufacturer of telecommunications equipment, named senior VP.

Leslie Taylor, legal adviser to Ambassador Abbott Washburn, head of U.S. delegation to Regional Administrative Radio Conference on direct broadcast satellite service, joins GTE Spacenet as director of regulatory affairs.

Ted Feurey, assistant news director, WOR(AM) New York, joins Basys International, Ltd. of Great Britain, London-based operation of Basys Inc., supplier of newsroom computer

systems, as managing director.

Sandra Livermore, from Continental Information Systems, Syracuse, N.Y., joins Magnavox CATV, Manlius, N.Y., as product specialist.

Alan E. Gearing, senior engineer, Jules Cohen & Associates, Washington, has become principal of firm.

Jack Woods, from ITT, Atlanta, joins Scientific-Atlanta there as manager of business communications product line within satellite communications division.

James Banks, member of field operations staff, Spectradyne, hotel communications firm, named to national sales staff, Dallas.

Appointments, United Video, Tulsa, Okla: **Catherine Hackett**, program editor, to supervisor of program editing; **Jackie Rogers**, supervisor of programming and editing, to production coordinator; **Kristi Ratliff**, program editor, to program acquisition clerk, and **Vanessa Smith**, administrative secretary, to supervisor of program receipt, audit and file.

Steve West, manager of product planning and support, business information services division, Control Data Corp., Greenwich, Conn., named VP, systems and services, for Magnicom Systems, Greenwich, Conn.-based co-venture of Control Data, Applied Data Research and Storer Communications to develop computer-based business management systems for cable television systems and television and radio stations. **Alfred Merritt**, from Control Data's business information systems division, named VP, sales, for Magnicom.

Nancie Hines, editor, DirectVision, Group W's teletext service from its KPX(TV) San Francisco, named manager of Group W's teletext service to be offered to Buena Park, Calif., cable television subscribers in 1984.

Charles Wooten, director of engineering, NPR Ventures, National Public Radio, Washington, leaves to form own broadcast consulting engineering firm in Panama City, Fla.

Stephen Flanagan, director, engineering development, Post-Newsweek Stations, and chief engineer of P-N's WJXT(TV) Jacksonville, Fla., named director of engineering, Post-Newsweek Stations. He remains chief engineer of WJXT.

John Shannon, account executive, TeleRep, New York, joins Katz's red sales team there as account executive.

Bob Beeman, from Jerrold Division, General Instrument Corp., Hatboro, Pa., joins Tomcom, Dallas, as Southern regional sales manager, Atlanta.

Jeff Evans, sales engineer, Sound Genesis, San Francisco, joins Sony Professional Audio Products, Compton, Calif., as Western sales manager.

Promotion and PR

Roger Fischer, public relations director, Robert Wold Co., Los Angeles, and **Frank Pollare**, account representative, Rogers & Associates, Los Angeles, have formed Pollare/Fischer Communications, Santa Monica, Calif.-based public relations and marketing

firm, specializing in satellite communications.

Robert Gold, from Cable Health Network, Los Angeles, joins Home Box Office there as manager, affiliate public relations, Western region.

Ronald Jerry Lovelace, acting commissioner, Metro Collegiate Athletic Conference, St. Louis, joins Sports Time, pay sports cable network there, scheduled to premiere April, 1984, as manager of communications.

Joseph Gennaro, manager of information services, Celanese Fibers Marketing Co., New York, joins ECOM/DDB, New York public relations subsidiary of Doyle Dane Bernbach, as associate.



Doerr

Robert Doerr, director, information, WCPQ-TV Cincinnati, named director, corporate communication, for parent, Scripps-Howard, there.

Sarina Klaver, public relations director, Satellite Program Network, Tulsa, Okla., named director of corporate communication,

Satellite Syndicated Systems there.

Kelly Tunney, assistant personnel manager, Associated Press, New York, named director of corporate communications. **Marge McCay**, Providence, R.I., correspondent, succeeds Tunney.

Steven Smith, assistant director of community services, KNX(AM) Los Angeles, named director of community services.

Paula Applegate, production secretary, UAB Productions, subsidiary of WUAB(TV) Cleveland, named press-publicity coordinator for WUAB.

Shelley Safian, director of promotion, WDBO-TV Orlando, Fla., joins WMOD(TV) Melbourne, Fla., as promotion director.

John Bowler, program director, WABB(AM) Mobile, Ala., joins WMJ(FM) Cleveland as promotion director.

Glenda Bullock, assistant promotion manager-editor, WGTE-FM-TV Toledo, Ohio, joins WGVC(TV) Grand Rapids, Mich., as promotion director.

Joni Anderson, reporter, KTHV-TV Little Rock, Ark., named promotion manager.

John Todd Davis, graduate, University of North Carolina, Chapel Hill, joins WWAY(TV) Wilmington, N.C., as creative services director.

Tina Halstead, freelance writer and producer, Richmond, Va., joins WXEX-TV there as promotion manager.

Maureen Buckley, publicist, WLS-TV Chicago, named assistant manager of public relations.

Russ Baker, from Rhubarb Productions, Springfield, Mo., joins KOLR-TV there as promotion writer and producer.

Gary Brand, promotion director, noncommercial WNUR(FM) Evanston, Ill., joins WFSB(TV)

Hartford, Conn., as promotion producer-writer.

Debbi Calton, from WMET(FM) Chicago, joins WYSP(FM) Philadelphia as promotion assistant.

Beverly Bryan, from WPLG(TV) Miami, joins WJLA-TV Washington as photographer-editor, creative services unit.

Robert O'Boyle, freelance writer-producer, joins WDIV(TV) Detroit as promotion writer-producer.

Allied Fields

In reorganization of Memphis-based William B. Tanner Co. in wake of FBI investigation (BROADCASTING, Aug. 22), parent Media General has named **Edward Hartnett**, executive VP, to additional post of chief operating officer and **Bill Elliott**, corporate controller, to VP, finance.

Dennis Kahane, communications attorney, Pillsbury, Madison & Sutro, San Francisco, joins California Association of Broadcasters, Sacramento, Calif., as general counsel.

Gerald Baldwin, VP and director, local broadcast and network radio, Young & Rubicam, New York, joins Integrated Barter International there as VP.

Jane Ciabattari, managing editor, *Redbook* magazine, New York, joins Public Broadcasting Communications there as editor, *Dial* magazine, serving consortium of 15 public television stations.

Elected officers, United States Telecommunications Suppliers Association, Chicago: **J. Prewitt Wehle**, Reliance Comm/Tec., president; **Curtis A. Sampson**, Communications Systems Inc., vice president; **Kenneth P. Ray**, ITT Telecom, treasurer, and **Paul Henkels**, Henkels & McCoy Inc., secretary.

Dr. Ronald Smithies, director, National Advertising Division of Council of Better Business Bureaus, New York, named VP-NAD.

Robert Thomas, executive director, Prince George's County (Md.) Cable Commission, joins city of Raleigh, N.C., as cable administrator.

Richard Beizer, former chief of fraud division, U.S. attorney's office, Washington, joins law firm of Crowell & Moring there as counsel.

John Greenstine, production coordinator, office of television services, Temple University, Philadelphia, elected president, Philadelphia chapter, International Television Association.

Deaths

C. James Fleming Jr., 73, retired senior VP and member of board, Ted Bates Advertising, New York, died of cancer Aug. 18 at Nantucket (Mass.) hospital. He is survived by his wife, Madeline, son and two daughters.

John T. (Jack) Curry Jr., 58, former VP, advertising, ABC-TV, New York, died of cancer Aug. 25 at his home in Greenwich, Conn. He is survived by his wife, Marie, two sons and two daughters.

Group W's Resing: producing ideas

PM Magazine, *Good Morning America* and *Phil Donahue*, three of television's most highly rated programs, have at least one thing in common, other than that they all entertain with information. As with most creative works, a variety of people were involved in developing each show, but the source of the idea, or in the case of *PM*, the coordinator of many ideas, was George Resing, now senior vice president, Group W Productions.

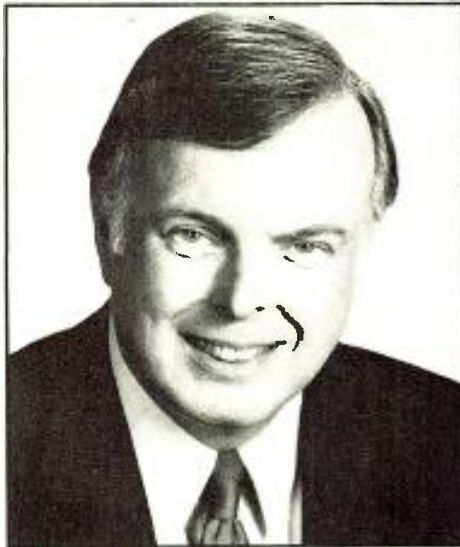
From Group W's expanding production operation in Los Angeles, Resing oversees the development of programing: from a network game show and made-for-TV movies, to made-for-cable fare and first-run syndication, a field in which *PM*, entering its seventh year in September, leads all others in ratings and share of audience.

Before joining the Los Angeles production community in 1980, Resing spent most of his career in broadcasting, where he worked his way from stage hand at WLWT(TV) Cincinnati to general manager of KPXX(TV) San Francisco. Along the way, he helped develop such television staples as the relaxed, conversational style of presenting the news.

Resing entered broadcasting while working his way through pre-med studies at Xavier University in Cincinnati in the early 1950's. Television was just getting started, and in Cincinnati, where Crosley Broadcasting (which then owned WLWT), Procter & Gamble and legalized gambling in nearby Kentucky contributed in different ways to a lively entertainment community, live television was among the liveliest in the Midwest.

Resing built sets and swept floors at WLWT and, in his spare time, watched live radio shows being produced at co-owned WLW(AM), a huge enterprise with 104 on the payroll at the time. Resing's first personal experience in program production came after his return from 18 months in the Army, when he rejoined WLWT, working his way from junior director and weekend producer to producer of the *Ruth Lyons Show*, a daily, 90-minute talk show that was the number-one daytime show in Cincinnati and was carried for a time on the NBC television network.

After nearly 10 years with *Lyons*, which Resing calls the "foreunner of just about all of the talk shows," he left Cincinnati for Dayton, Ohio, where he'd been named program manager of WLWD(TV) (now WDTN-TV), then co-owned with WLWT by the Crosley Successor, Avco Broadcasting. WLWD was fairly successful with its locally produced morning program, Resing recalls, "but I was looking for something else, and every day, driving to lunch, I'd hear Phil Donahue," who hosted an hour-long tele-



George Edward Resing Jr.—senior vice president, Group W Productions, Los Angeles; b. Feb. 12, 1929, Southgate, Ky.; BA, 1951 and MBA, 1962, Xavier University, Cincinnati; stagehand, WLWT(TV) Cincinnati, 1951-52; U.S. Army, 1952-53; junior director, producer then executive producer, WLWT(TV), 1953-63; program manager, WLWD(TV) (now WDTN-TV) Dayton, Ohio, 1963-67; program manager, WLS-TV Chicago, 1968-71; general manager, WQXI-TV (now WXIA-TV) Atlanta, 1971-73; general manager, KPXX(TV) San Francisco, 1973-80; present position since 1980. m. Jane M. Kien, Feb. 12, 1955; children—Christa, 27; George III, 26; Janie, 24; Julie, 24 and Adam, 18.

phone talk show on Cox Broadcasting's WHIO(AM) Dayton. Donahue occasionally did weekend news and weather on WHIO-TV and Resing became convinced Donahue was a natural for television talk.

"The day I called him, he'd resigned from the station to leave broadcasting," Resing recalls, and despite a counteroffer to work at WLWD, Donahue chose a less visible line of work, selling sales incentive programs. For more than a year, Resing worked on Donahue, trying to convince him that television, and daytime talk, could be a great place to work.

When Donahue finally agreed, he and Resing put their Rolodexes together in Donahue's basement and on a child's blackboard mapped out the first six weeks of the show. In November 1967, *The Phil Donahue Show* premiered on WLWD and within six months, held a 70% share of the Dayton audience.

Donahue resisted doing the program, which primarily featured guest interviews and telephone call-in, before a live audience, but Resing had seen how well the interviewer related to the few fans permitted in the studio to watch the show in progress. Before long, the audience grew to 100 and Donahue began developing his now familiar inclusion of audience members in his con-

versations. Within a year, the program was syndicated to television stations throughout Ohio.

By that time, Resing's work had captured the attention of ABC Inc.'s Dick O'Leary, then general manager of WLS-TV Chicago, who tapped Resing in 1968 to join WLS-TV as program manager. Resing helped revamp the station's poorly rated evening news, using a looser, more conversational style of presentation he'd implemented at WLWD. "I'd gotten the idea from stations in smaller markets where they couldn't afford the polished, much more formal news delivery of major-market stations," Resing says.

Gradually, WLS-TV's evening news broadcast inched past the other stations in the market, moving from "fourth or fifth" to first, where it remained for almost a decade. Once the news show was on its feet, Resing turned to the station's morning programing, and tapped Boston TV-talk show personality Bob Kennedy to host *Kennedy & Co.*, a "breezy" talk and information program. "Nobody at ABC thought we could beat NBC's *Today* show," says Resing "but we did...every day for a long time." Although Kennedy died a short time after ABC moved him to New York to do a similar show, his program's format, according to Resing, later developed into *AM America*, the forerunner of ABC-TV's top-rated *Good Morning America*.

For Resing, the next goal was to manage a TV station. In 1971, he moved to WQXI-TV Atlanta (now WXIA-TV) to do so. Two years later, he moved to Westinghouse Broadcasting's KPXX(TV) San Francisco. As general manager, he put together the team of producers, writers and directors who created what is still known in San Francisco as *Evening Magazine*.

Evening went on the air a year later at all of Westinghouse's TV stations and the stations began swapping stories to be used in the show. In 1976, it went into national syndication, and was renamed *PM Magazine*. Although Resing later took on many more responsibilities at Group W Productions, he continues to fly most Wednesdays to San Francisco, where *PM* is produced each week, to oversee story selection and consult with executive producer Dick Crew.

PM has been fine-tuned many times over its six-year syndication run and in September, it will premiere with a revamped, faster-paced and more tightly planned format, but the basic concept of the show, in which stations from all over the country cooperate to produce what Resing calls "the dessert course," remains unchanged.

In addition to being a self-described "news freak," Resing is a do-it-yourselfer in his spare time. He has a workshop at the West Los Angeles home he shares with his wife, Jane, and their youngest son, and he hopes to get back into "weekend boating," a love he left behind in San Francisco. ■

In Brief

ABC-TV lengthened its lead in early-morning ratings and moved into sole possession of **first place in daytime for week ended Friday, Aug. 19**. In early morning, all three networks improved on their preceding week's ratings: ABC's *Good Morning America*, winning its 81st straight week, rose from Nielsen average rating/share of 3.9/23 to 4.6/25; *CBS Morning News* moved from 3.4/20 to 3.6/19 and NBC's *Today* climbed from 2.8/16—its lowest rating since July 1976 and its lowest share in program's 31-year history—to tie *CBS Morning News* at 3.6/19. In daytime, ABC moved out of preceding week's tie with CBS to claim first place with 7.3/24; CBS held steady at 6.9/24 and NBC again improved its rating fractionally, going from 5.5/20 to 5.6/19, its highest daytime rating since early 1981. In early-early morning news, NBC and ABC climbed two-tenths of rating point each to tie at 1.3 while CBS slipped one-tenth to 1.1.

NBC said Friday it had **completed analysis** of full returns from **Arbitron's July local sweep measurements** and it showed—as expected (“In Brief,” Aug. 8)—that **CBS was first, NBC second, ABC third**. CBS affiliates' average audience delivery was put at 11,061,000 homes, up from 10,691,000 last year; NBC's 10,370,000, up from 8,995,000, and ABC's 9,384,000, down from 9,858,000. NBC researchers reported CBS affiliates were first in 113 markets (112 year ago), NBC affiliates first in 71 markets (up from 47) and ABC affiliates first in 37 (down from 62). They also reported NBC's five O&O TV's all went from third place last year to first place this year in their respective markets. Analysis of Nielsen reports not completed.

Turner Broadcasting System is among more than dozen companies with interests in cable that have recently **joined two-month-old Council for Cable Information**, which is in process of developing nationwide promotional campaign aimed at existing and potential cable subscribers. Kathryn Creech was named president of CCI back in June (BROADCASTING, June 20). Other companies joining council within past few weeks include ARTEC, Cablevision, Capital Cities Cable TV, Cardiff Publishing Co., Columbus Cable TV, Disney Channel, Heritage Communications, Newschannels Corp., Prime Cable Corp., Telecable Corp., Titsch Communications, Warner Amex Satellite Entertainment Co. and Virginia and Pennsylvania cable associations. **Membership total now stands at 40**. Council has so far raised about \$670,000 in membership pledges and seeks to raise total of \$750,000 for first year's operation. Membership pledges are based on formula of homes passed for MSO's (0.013 cents per home), with separate schedules for pay (0.01 cents per subscriber) and basic (0.0008 cents per subscriber) services.

As expected, Chicago-based **Tribune Co.** filed with Securities and Exchange Commission to make **first public offering of 5.5 million shares** of its common stock for between \$22 and \$26 per share for total of over **\$100 million**. Tribune will offer 3.4 million shares to **repay \$50 million in debt** incurred through capital expenditures and help **finance \$21-million purchase of wcnv-TV New Orleans** and, subject to FCC approval, **\$32 million for wanx-TV Atlanta**. Another 2.1 million shares will be offered by current shareholders. At present, 7,395 shares are outstanding among 563 shareholders. Company will effect 4,800-to-1 split before public offering, expected in October. Prospectus filed with SEC indicated 19.1% of Tribune Co. is owned by Robert R. McCormick residuary trust, established by heirs of late founder, Colonel McCormick. Company said McCormick heirs will sell 576,000 shares, reducing trust's interests to 16.1%. Tribune Co.'s first six month net income was \$22.7 million, or 64 cents per share, based on 35.5 million outstanding shares prospectively generated from 4,800-to-1 split. Revenue was \$758 million. In broadcasting, first-six-month operating profits doubled over same period last year to \$16 million, principally due to strength of Tribune's three major-market independents, spokesman said. Tribune Cable had “slight loss” because cable construction costs outpaced revenue from subscriber base, spokesman added, but is “expected to break even by end of 1985.” Recent evaluation of closely held Tribune Co. estimated worth of stock at \$100,500 per existing share (“Closed Circuit,” Aug. 8).

Major fire of undetermined origin last Thursday (Aug. 25) destroyed exterior sets and at least one sound stage at **Paramount Studios** in Hollywood. Film and television production schedule will not be interrupted, according to studio spokesman. Five pilot time series—*Happy Days*, *Family Ties*, *Cheers*, *Webster* and *I Smith*—are produced at that site. Total damage is expected reach millions of dollars.

ABC Radio is expected to drop all land line transmissions for affiliates of most North Central states today (Aug. 29) with programming delivered totally by satellite. ABC plans to pull all land lines for ent country by year's end.

Knight-Ridder Newspapers announced that **introduction of its videotext service, Viewtron, in Miami, is being moved back from September 19 until late October**. According to Miami-based communications company, Viewtron has encountered “delays in debugging software in a number of areas, including the phone company's Local Area Data Transport (LADT) system, the banking system which being developed by VideoFinancial Services and some of our two-way shopping services.” Twenty-six million dollars will have been spent by mid-1984 on videotext service, which uses decoder terminals designed by American Bell. Knight-Ridder will wait to assess reaction to Viewtron before formalizing introduction in other major cities where it has joint-venture agreements to establish service.

Association for Broadcast Engineering Standards says up to 79% existing Class C FM stations face declassification—reduced to low status—under rules FCC has adopted as means of increasing availability of commercial FM broadcast assignments. ABES, reply statement to petitions for partial reconsideration of or adopting new rules, says its study of technical standards involved reveals “anomaly” that, unless corrected, “will result in confusion and uncertainty in application of those standards.” At issue policy stating that Class B and Class C stations that do not achieve maximum facilities within three years will lose protection from new co-channel assignments. Policy is harshest for Class C stations where minimum and maximum standards for effective radiated power are identical, ABES says. Of 1,973 Class C stations studied, ABES says, 1,157, or 59%, will be reduced to Class C status and 297, or 15%, reclassified as C-2 facilities unless they are upgraded within three years. Only 424, or 21%, are at maximum facilities, according to ABES. Remaining 95 Class C stations studied (5%) fall in “undefined” category, according to ABES.

Seven-Up has committed to become **first national sponsor of *Top Gun***, former ABC series which has been **picked up by Metromedia** for 22 additional new runs beginning next April. Don Taffner, which is clearing markets, reports 40 stations representing 50% coverage have already signed on. However, figure includes seven Metromedia stations which represents about 20% coverage of U.S. homes. Lexington Broadcast Services sold time

A.H. Belo Corp., Dallas-based media company, has signed **\$60 million credit agreement with banking group** led by Interfirst Bank Dallas. Funds will be used in **purchase of six Corinthian Broadcasting Group TV stations from Dun & Bradstreet for \$606 million** (BROADCASTING, June 27). When completed, it will be **largest station sale in history**. Other banks in financing agreement are Republic Bank Dallas; Texas Commerce Bank-Dallas and Mercantile National Bank at Dallas.

National Telecommunications and Information Administration says cable television systems' access channels “could well become the soapbox of the information age” and serve same function as community meetings and posting of handbills in past. **Access channels** NTIA adds, **could eliminate need for fairness doctrine**. NTIA offered comments last week in support of commission proposal—initiated in response to petition filed by NTIA three years ago—that commission repeal rule applying fairness doctrine to cable television.

systems provided systems offer access channel to public on unrestricted basis. Although rule was adopted to implement amendment to Section 315 of Communications Act seen as extending fairness doctrine to cable systems, NTIA contends that "fairness is a policy goal...and the commission enjoys broad discretion regarding how it seeks to achieve it."

□
National Association of Broadcasters' Structures Committee, formed to explore potential restructuring of NAB, **meets for first time in Washington on Sept. 13**. Members are expected to outline committee's goals as well as discuss proposal put forth by NAB TV board member Pete Kenney of NBC, recommending reorganization of association (BROADCASTING, June 20).

□
Outlet Co., Providence, R.I.-based station group owner, reported **second quarter earnings more than doubled** over comparable period year ago to \$2,560,000, or 61 cents per share, on revenues of \$24,455,000, up 15%. Increase is less nonrecurring gains of \$5,364,000 in comparable 1982 period from sales of two radio stations.

□
MCI Cellular Telephone Co. and McCaw Cellular Communications have decided to **join forces rather than compete for franchises in Denver and Kansas City** markets. Two companies have announced agreement under which MCI will take 65% interest in Denver partnership and McCaw 80% interest in Kansas City partnership. Partnership will now compete in comparative hearings before FCC with applicants in Kansas City and three in Denver.

□
Calling it "mutual agreement," **ABC announced it would not be renewing its contract with John Coleman, Good Morning America meteorologist**, which expires this month. ABC also announced that **Dave Murray**, chief meteorologist at **KSDK-TV St. Louis**, will take Coleman's place, effective Sept. 19. GMA executive producer Susan Winston emphasized that decision was based on ABC wanting to upgrade meteorological facilities and move operation from Atlanta to New York, and not his former involvement with The Weather Channel. She pointed out, however, that "indirect effect" of TWC incident was that Coleman had to do his feeds out of WSB-TV Atlanta, which was technically cumbersome. Winston added that part of new meteorological facilities out of GMA studios in New York would be new graphics and upgraded visuals.

□
NBC News Correspondent Jessica Savitch was reported Friday to have been signed to **new contract** providing for variety of assignments including special field reporting for **NBC Nightly News and Today**, anchoring **NBC News Digests** and "significant role" in coverage of 1984 political primaries, conventions and election. Contract terms were not disclosed. Savitch, who has been with NBC News six years, is also scheduled to anchor another season of **Front Line** on PBS.

□
Robert L. Turner, president, **Lexington Broadcast Services**, New York, has been **elected chairman** of recently formed **Advertiser Syndicated Television Association (ASTA)**. Also elected were first VP, **Harry Mulford**, VP-East Coast sales, 20th Century-Fox Television; treasurer, **David Cosgrove**, VP-media sales, Group W Productions; secretary, **Jack Duffield**, VP-media sales, Metromedia Producers Corp. **Dennis Gillespie**, senior VP for national sales, Viacom Enterprises, will chair association's Committee on Trade Practices, while **Brian Byrne**, VP-media sales, Telepictures Corp., will chair committee on Advertising and Sales, and **Dan Greenblatt**, North-eastern division manager, Paramount Television, will chair research committee. ASTA, created to promote development of advertiser-supported programming, recently acquired nine new member companies, bringing total to 21.

□
California Radio Network will begin **delivery of 30 weekly 90-second programs** today (Aug. 29) to undisclosed number of commercial stations throughout state. Start-up had been postponed since last April by Los Angeles-based program service. "It is our intention to serve all of the state from a base of 30 to 40 stations," explained network president Harvey Mednick. **California-oriented sports,**

Newest group. Last week's **Satellite Communications Users Conference** in St. Louis (see story, page 107) spawned a new organization for the industry—the **Society of Satellite Professionals**. Members met mid-way through the conference and elected a board of directors. It includes **Clifford Block**, Agency for International Development; **Louis Bransford**, ConferTech International; **John Clarke**, RCA; **Chris Deacon**, Australian Department of Communications; **Kim Degnan**, Satellite Communications; **Herbert Dordick**, Annenberg School of Communications; **Burton Edelson**, NASA; **Ben Fisher**, Fisher, Wayland, Cooper & Leader; **Albert Horley**, Vitalink; **Joseph Pelton**, Intelsat; **Wilbur Pritchard**, Satellite Systems Engineering; **Polly Rash**, Public Service Satellite Consortium; **Edward Reinhart**, Satellite Television Corp.; **Kalman Schaefer**, FCC; **Robert Wold**, Wold Communications; **Adele Brown**, Jack Morton Productions; **Andrea Caruso**, Eutelsat; **Bert Cowlan**, consultant, and **John Tagliaferro**, Hughes Television Network.

travel, health, exercise and commentary features are among preliminary offerings from service, which is delivering programming on disk.

□
For first time since settlement of law suit (BROADCASTING, April 12, 1982) filed by Cable News Network against ABC, CBS, NBC and White House for full participation with broadcast networks in pool coverage of President, **CNN provided pool coverage of presidential trip abroad**. From La Paz, Mexico, where President Reagan held conference on Aug. 14 with Mexico's president, Miguel De La Madrid Hurtado, CNN fed its signal to Westar IV for transmission to news services worldwide. Cable network borrowed portable uplink from Mexican government. CNN has participated in White House "expanded pool" since its inception in June 1980 and in "tight pool" since settlement of suit.

□
Senate Rules and Administration Committee will hold hearing Sept. 29 on role of media in political campaigns. Hearing—which committee says is part of its continuing oversight of federal election laws—will examine manner in which technologies of political communication have affected electoral process. ABC, CBS, NBC and League of Women Voters are among those invited to present testimony.

□
Hilary Hendler, sales director for NBC-owned **WNBC-TV New York**, named **station manager**, succeeding Richard Lobo, recently named VP and general manager of NBC's **WKYC-TV Cleveland** (BROADCASTING, Aug. 15). She joined NBC in 1972, and has also served as VP, NBC Spot Sales.

□
Senate Commerce Committee has filled staff vacancies created by departures of communications counsel Chris Coursen and Riley Temple in August (BROADCASTING, Aug. 8). **Kathy Meier and Cindy Douglass**, staff counsel with committee, succeed Coursen and Temple. Legislative areas Meier and Douglas will cover have not been determined.

□
USIA has put together, from documentaries shown in nine countries, special **television program on Soviet invasion of Afghanistan**, and is distributing it this week for **showing in 60 countries**. Hour-long documentary—**Afghanistan: The Hidden War**—contains footage from 12 reports as they were telecast in Japan, Italy, Austria, Germany, Pakistan, Great Britain, Australia, France and U.S. It includes combat footage and details hardship news teams encountered in slipping into Afghanistan and filming battle. Work of two American correspondents is included—Dan Rather of CBS and Stan Atkinson of **KCRA-TV Sacramento, Calif.** Alvin Snyder, director of USIA's television and film service, says program represents first cooperative effort between U.S. government and major television networks around world. Documentary, dubbed in seven languages, is being distributed during last four days of August, when Afghanistan, until Soviet invasion, traditionally marked end of foreign influence in that country.

Editorials

Who said end was near?

The radio broadcasting business that is the subject of a special report in this issue is a happier business than the one surveyed by BROADCASTING a year ago. Much happier. The opening sentence of the 1982 report quoted a broadcaster as saying: "We're fighting to stay alive." The evidence presented this year suggests the fight was won, and then some.

Looking back, the observer is tempted to believe that the perceptions of 1982 were darker than the realities. What was really worrying people in the business a year ago was that advertising revenue was increasing less rapidly than new venturers had forecast. The shortfall affected everybody to some extent. A few ventures failed. Many budgets were tightened. The record shows, however, that radio suffered much less from the general recession than most businesses did.

Through it all, the vitality of radio was unimpaired. This most resilient of all media went on refining formats, devising new ways to sell advertising time, perfecting technology. Radio is a business of creative nuances that may defy quantified analysis but are obviously discernible to restless audiences that keep finding new stations to tune.

It took no special prescience to remark on this page a year ago: "The revenue curve will rise again as the economy recovers its health." The rise looks higher now than anyone would have predicted.

Round two

The National Cable Television Association has begun circulating a booklet articulating its case for House passage of an equivalent of S. 66, the cable regulation bill adopted by the Senate last June. The booklet may change no minds in a telephone business that wants to keep cable out of data movement or in the bureaucracies entrenched in major cities and regulating cable by local whim. Elsewhere, however, it deserves and just may get a sympathetic reading.

S. 66, it has now been forgotten in some circles, was neither a triumph for cable nor a defeat for local regulators. It was a compromise reached by the NCTA and the National League of Cities after hard bargaining, and not a little yielding, on both sides. There are members of both organizations that would have preferred a tilt more in their directions, but the dissidents in the National League of Cities have been particularly militant in wanting things their way. The problem for the NCTA now is to keep the militants from overpowering the more moderate elements in the league's membership in the coming battle in the House.

Before the Senate adopted S. 66, on a vote of 87-to-9, it was subjected to intensive lobbying against the bill by both the dissident cities and the telephone establishment, which entered the action late when it saw an opportunity to insert legislative provisions that would put some cable services under local common carrier control. That the opponents lost was a tribute to the NCTA's skillful lobbying.

It will take lobbying at least as skillful to move legislation as evenly balanced as S. 66 through the House, where the bill to be considered is still being drafted by the Telecommunications Subcommittee. Nobody, least of all the subcommittee chairman, Timothy Wirth (D-Colo.), expects to encounter easy going. Wirth

promised, however, to keep telephone issues out of any cable bill, a condition that could blunt the telephone lobbying. But the cities that opposed S. 66 will probably find equal reason to oppose the forthcoming House bill, even if it includes the reservation of access channels that Wirth has insisted on including.

Included in the booklet that the NCTA is circulating is the text of an article that Charles Royer, president of the National League of Cities, wrote in the organization's house organ last March. The article presented an explanation and defense of the NCTA-NLC compromise and ended thusly: "I believe that we clearly have retained for cities every essential element of control over cable systems in our communities. And, in my view, both cities and the cable industry will be better off with this compromise than with one imposed by the Congress"

No doubt the NCTA will do what it can to call those words to the attention of members of Tim Wirth's subcommittee

Total conflict of interests

If the Committee for Prudent Deregulation, representing foes of repeal of the FCC's financial interest and syndication rules, goes through with plans to mount a television campaign, the placement of its commercials could raise interesting questions. Especially if the committee wanted to make a network buy.

Presumably, commercials urging citizens to cry for legislation staving off repeal or modification of the rules would fall in the category of controversial discussion of a subject of public importance—the criterion that triggers the fairness doctrine. Both CBS and NBC have implacable policies against the sale of time for so-called "issue" advertising, to avoid the fairness doctrine problems it would raise and preferring, they say, to treat such subjects in their own way. ABC a year or so ago announced the experimental opening of late-night time for issue advertising, but the first sale is yet to be made.

What if the committee demanded to buy network time, was refused and appealed to the FCC? It could prove that prudent deregulation should include repeal of the fairness doctrine.



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