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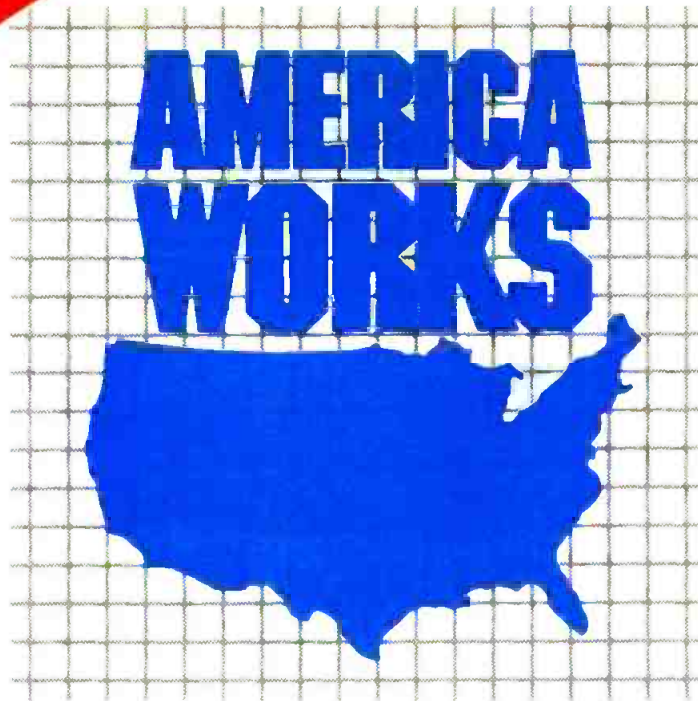
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Broadcasting Jun 6

High-definition television colors Montreux landscape □ May sweeps analysis □ Cable system trading □ NCTA packs its bags for Houston

ROLLERCOASTER RIDE □ NBC is hoping that momentum of May sweeps will carry into fall schedule. **PAGE 35.**

GROUP EVALUATION □ Large station group owners plan to meet this week in Washington, to discuss their problems with the NAB. **PAGE 36.**

ALPINE HDTV □ High-definition television makes an impressive showing at the international television symposium in Montreux, Switzerland. Some problems on standards and in-home screens remain. **PAGE 37.**

NO WOMAN'S LAND □ New State Department chief for international telecommunications, Diana Lady Dougan, is at the center of political crossfire between Capitol Hill and the White House on who should set the country's international communications policy. **PAGE 40.**

WITNESS RATHER □ Verdict is expected this week in slander trial featuring Los Angeles doctor and *60 Minutes* segment. **PAGE 41.**

FIXED DBS □ FCC gives go-ahead to direct satellite broadcasters to operate in the K-band. **PAGE 42.**

CABLE CONFAB □ The National Cable Television Association prepares for its annual convention with Goldwater, Wirth and Fowler scheduled to speak. The big news may be made in Washington and not Houston, however, with the Senate scheduled to vote on cable deregulation. **PAGE 49.** A daily agenda appears on **PAGE 50.** A list of exhibitors begins on **PAGE 58.**

ROAD HEARING □ House legislation to put repeal of

financial interest rules on hold for five years receives airing in Hollywood, with Wirth, Waxman and Leland on hand. **PAGE 75.**

ANOTHER TURN □ Turner Broadcasting takes issue with commenters who defend retention of must carry rules. **PAGE 78.**

NTIA SHIFT □ National Telecommunications and Information Administration may shift to new Reagan department of International Trade and Industry. **PAGE 79.**

AGE-OLD SCUFFLE □ A Rogers cable system and local Bell operating company in Portland, Ore., are in a fight over pole access. **PAGE 80.**

STRATEGIC BUYING □ Sales of cable systems total \$433 million last year, with more emphasis on clustering of systems over far-flung purchases. **PAGE 83.**

SALES SLOWDOWN □ CBS looks to cut \$60 million (about 400 jobs) from its budget to meet declining sales expectations. **PAGE 86.**

HOLLYWOOD NEGOTIATIONS □ SAG and AFTRA begin meetings with networks on new contract. **PAGE 90.**

CAPITOL AAF □ American Advertising Federation opens annual convention in Washington next week with Vice President Bush scheduled to keynote. **PAGE 92.**

LISTEN TO THE MUSIC □ Bonneville Broadcasting System's John Patton has brought that programming syndication firm into the satellite-dominated communications world of the eighties. **PAGE 111.**

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

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BARNABY JONES - HE COMES ON STRONG...

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	<u>1982</u>	<u>1983</u>
JAN	5/12%	6/17%
FEB	5/14	6/17
MAR	5/14	6/17

CHICAGO
WBBM-TV. M-F, 4-5 pm.

	<u>1982</u>	<u>1983</u>
JAN	10/22%	11/24%
FEB	9/21	10/24
MAR	9/22	11/25

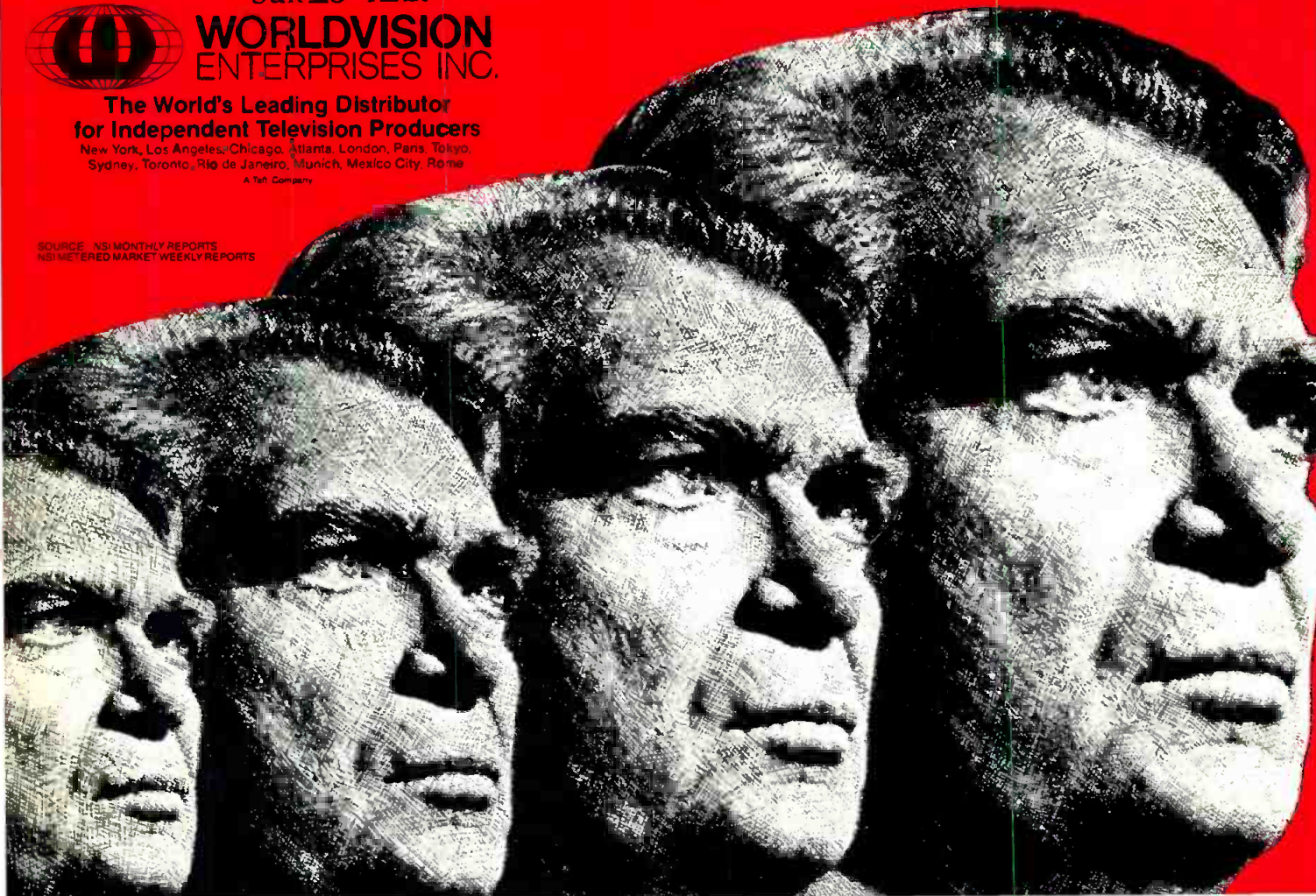


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ie is forming

est name to surface as contender for the Jones seat on FCC comes from member of FCC staff—Jackson (Jack) Lee, commission's liaison with Congress. Lee is a former Nebraskan who became well known in North Carolina as broadcaster and Republican political figure. In early '80's, he owned WFAY(AM) Fayetteville. Lee served as president of North Carolina Broadcasters Association, won election as mayor of Fayetteville—no small trick for a Republican in that Democratic stronghold—and later was full-time chairman of Republican party in state. He joined commission staff in 1980. Conservative Jesse Helms (R-N.C.), with whom Lee is said to be ideologically incompatible, is backing him for FCC post. But at least one other candidate has a strong chance of making it to the Senate. Several senators are expected to have signed letter endorsing Mimi Lerner, chief aide to Senator John H. Chafee (R-R.I.), whose candidacy was closed last month ago ("Closed Circuit," p. 12).

ssionaries

Leadership brass at National Association of Broadcasters has begun meeting with major station group owners in attempt to mend rift that appears to be developing between association and TV groups (see page 36). Last week Eddie Fritts, NAB president, accompanied by John Stockmeyer, executive vice president and general manager; Erwin Krasnow, senior vice president and general counsel, and Steve Stockmeyer, senior vice president for government relations, went to Cincinnati to call on Taft Broadcasting executives. Taft president, Dudley Taft, characterized meeting as "good exchange" and said his group was "pleased to discuss openly these issues." And Taft added his group intends to "work within the framework of NAB."

DS's place

Question of whether to put multipoint distribution service under FCC Mass Media Bureau's jurisdiction, which has been before commission for more than a year ("Closed Circuit," Dec. 14, 1981), apparently has fallen by wayside. At least for the time being, MDS—even in its multichannel form (BROADCASTING, May 1981)—will remain under jurisdiction of

Common Carrier Bureau. There was also question of whether commission should concern itself, in name of diversity, with identity of programmers on multichannel MDS—whether, for example, television broadcasting network should be permitted to offer multichannel MDS programming in market where it owns TV station. Indications are that commission won't move to impose constraints.

Flattening curve

Cable analysts say they detect, if not slowdown, then certainly no acceleration in cable penetration's growth rate in recent months. They say growth normally has been 2%-4% per quarter, and they figure that lately it's been running at low end of that range. Using Nielsen figures putting penetration at 37.2% of U.S. TV homes in February, they estimate it's up to about 38% now.

All-star cast

National Association of Broadcasters joint board meeting June 13-17 will get heavy briefing on NAB's present legislative course. Scheduled to meet with board are Congressmen Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), co-authors of bill to deregulate radio and television; Congressman Al Swift (D-Wash.), whose concept of programming quotas to measure public service has been accepted in principle for television by NAB, and Congressman Thomas Luken (D-Ohio), author of bill modeled on one Senate adopted to deregulate radio and eliminate comparative renewals for TV (but without Senate's fee for half cost of regulation).

Also to meet with NAB boards are FCC Chairman Mark Fowler, advocate of total deregulation for radio and television, without program quotas, and Diana Lady Dougan, coordinator for international communication and information policy for State Department (whose struggle to stake out her turf is reported in story beginning on page 40 in this issue).

On schedule

Spot television in second quarter is expected to reach industry projections of increase of 9%-11% over last year's quarter. Variations exist from market to market, but generally outlets in West and South fared better than those in Northeast and Midwest. National representatives

are expecting 8%-10% rise for third quarter, but some are apprehensive that CBS's large unsold inventory in that period will depress prices.

Still at it

Removal of Thomas O. Enders as assistant secretary of state for interAmerican affairs is not only change in administration personnel intimately concerned with efforts to establish Radio Marti. Enders's top staff person involved in broadcasting to Cuba project, Miles Frechette, is also leaving. In move unrelated to Enders's replacement, Frechette has been named ambassador to Cameroon. His successor has already been picked—Ambassador Robert Ryan, who moves over from Caribbean Basin Initiative. However, appearance of new players—Ambassador Langhorne A. Motley replacing Enders and Ryan taking over from Frechette—is not expected to mean change in administration's drive for Radio Marti.

But change could come in Congress, where both Senate Foreign Relations and House Foreign Affairs Committees have scheduled markups on Wednesday on Radio Marti legislation. House committees may not pose problem for administration, but in Senate committee there will be effort to scrap plans for separate station and assign to Voice of America installation on Marathon Key, in Florida, additional duty of broadcasting kind of Cuba-oriented programming administration says is necessary.

Touchy subject

Nomination of Thomas Ellis to seat on Board for International Broadcasting is proving troublesome. Hearings date for him and Michael Novak, originally scheduled for Feb. 24, was scrubbed and has yet to be rescheduled. Official explanation for delay is crowded calendar of Senate Foreign Relations Committee, but sources at both BIB and committee say real reason is delicate negotiation on how to handle Ellis nomination. Close adviser of Committee member, conservative Jesse Helms (R-N.C.), Ellis, Raleigh, N.C., lawyer, is opposed by National Association for Advancement of Colored People. One issue expected to come up in hearings is Ellis's former membership on board of Pioneer Fund, tax-exempt foundation that financed controversial research on genetic differences between whites and blacks.

Cablecastings

MATV-CATV

A controversy with potentially far-reaching impact has been generated by a New Jersey superior court judge's ruling that satellite master antenna television systems are, in effect, cable systems and subject to state regulation—including regulation as to fair pricing, adequate programming and good mechanical services—on the same basis as cable systems.

Judge Reginald Stanton of the superior

court of Essex county made the ruling last month in a suit brought by Suburban Cablevision of East Orange, N.J., said to be the largest cable system in the state, against Earth Satellite Communications Inc., which was planning to offer SMATV service to an apartment complex in East Orange. Judge Stanton held that Earth Satellite must have a certificate of approval from the New Jersey Board of Public Utilities and issued a permanent injunction against its operating without one.

Sidney Sayovitz, attorney for Suburban,

said the decision could have importance SMATV operators not only in New Jersey but throughout the nation, particularly because of the asserted right of SMATV companies to set rates without government approval.

But Earth Satellite is not going to let it rest there. Mark Tauber, Washington attorney for the company, says Judge Stanton's decision will be appealed to the state supreme court and that, in addition, Earth Satellite has already petitioned the FCC. Tauber argued that the FCC has pre-empted local regulation of SMATV and that, according to Earth Satellite, needs no state board certificate. The petition asks the FCC to reaffirm that pre-emption.

Earth Satellite's East Orange operation, which had been in noncommercial test operation when the court case arose, closed down last week, pending outcome of the dispute.



Double signings. Major cable franchise contracts have been signed by both Tribune-United and Rogers Cablesystems. (Above) Montgomery county, Md., executive Charles Gilchrist (c) experiments with the technology of United Cable and Tribune Cable Communications, the winners of the 200,000-home franchise in the lucrative suburb of Washington. Looking on are John T. Schmuhl (l), vice-president and general manager of Tribune-United Cable of Montgomery County, and Douglas H. Dittrick (r), president and chief executive officer, TCC. (Below) Officials of Rogers and Multnomah county, Ore., a Portland, Ore., suburb, seal a franchise agreement for that county's 80,000 homes. On hand were (l-r): Arnold Biskar, county commissioner; Phil Lind, president, Rogers Cablesystems of Multnomah; Dennis Buchanan, county executive; Dan Churchill, Rogers's Multnomah systems manager, and Gordon Shadburne, county commissioner.



Canadian 'specialties'

The Canadian Radio-Television and Telecommunications Commission (CRTC) put out a call last month for applications from Canadian-based firms proposing to disseminate "specialty" cable program services such as the sports, news and health oriented cable channels that are prevalent in the U.S. American companies may not apply, but companies in Canada proposing such services could utilize American programming. However, content guidelines set forth by the CRTC to determine which proposals get licensed indicate that the more Canadian-originated programming proposed the better. The guidelines for comparing applications include: the percentage of exhibition time devoted to Canadian-originated programming, the number of Canadian programs acquired for the program service, the number of Canadian programs developed for the proposed service, and the percentage of the total program budget or gross revenue spent on acquisition of Canadian programs. The CRTC has not decided how many services it intends to license, a spokesman for the commission said, adding that the CRTC is "looking for as wide a variety of shows as possible."

Specifically ruled out in the CRTC's call for applications are those proposing services of a "general" nature, such as movie or variety specials. Earlier this year, CRTC licensed eight general interest services (offering movies for the most part, with one cultural channel), both national and regional, with French, English or multilingual formats.

Last November, the CRTC initiated a study on tiering and universal pay television, the results of which, to be published soon, will probably have an impact on the manner in which the specialty services may be offered to the public, the spokesman said. Subscriber and operator fees and national advertising have not been ruled out, he said, but the CRTC "is not disposed"

ow local advertising, "given the impact it could have on local broadcasters."

The specialty services would be transmitted to cable operators across Canada via the geostationary satellites, the spokesman said. The deadline for applications is July 4. It's still to be determined whether the specialty programmers would have to pay a license fee, though the spokesman indicated that in all likelihood they will, since a fee is required of other operators licensed by the commission (radio and TV broadcasters and the non-broadcast-based cable services).

Reports have circulated in Canada that several firms will be applying for licenses for video music and health channels, while Toronto-based Rogers Cable Systems has been talking with the Turner Broadcasting System about bringing an all-news service to Canada, composed mostly of Cable News Network material with hourly inserts for Canadian news, possibly produced by the TV Television Network.

Cable bill opposition

Several senators have joined forces in opposition to certain provisions in the cable deregulation bill, S. 66, which is up for consideration by the full Senate next week (June 13 and 14). Leading the opposition is Commerce Committee member Frank Lautenberg (D-N.J.), who voted against the bill in that committee (BROADCASTING, May 16). Lautenberg was prepared when the measure first came to the Senate floor in May to amend the bill. Since then, he has enlisted the support of James Exon (D-Neb.), Rudy Boschwitz (R-Minn.) and David Durenberg (D-Minn.), who are planning to offer amendments.

In a "Dear colleague" letter, mailed last week, the four senators explained their dissatisfaction with S. 66 and how they would amend those sections.

According to the bill, rate deregulation would be granted to cable systems in major markets. "We believe that rates—if they are to be deregulated—should be deregulated only in areas where there are available reasonably competitive alternatives to cable for reception of television signals. Consequently, we will propose an amendment that would substantially confine deregulation to those areas," they wrote.

The letter also stated that the proposed amendments would:

Insure that judicial review is de novo only where a fair and adequate hearing is not provided by local regulators.

Retain residual common carrier authority that could be exercised if circumstances warranted it.

Require a minimum portion of channel capacity be made available for access by other groups.

Empower franchising authorities to require access by public and educational, as well as governmental users.

Restore the balance in favor of mutually agreed upon contractual duties.

CCI reaction

John Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable Inc., who has taken responsibility for developing the Consortium for Cable Information, told reporters in New York that the

MISO's, equipment suppliers and programmers have expressed strong support for the consortium. The organization to disseminate information to consumers and operators about cable. Ritchie said that many companies have already committed funds to the project and that some executives have committed themselves to become board members. Details are to be announced at the upcoming National Cable Television Association convention in Houston next week.

"The cable industry is misunderstood," or not understood at all, said Ritchie, explaining the need for a consortium. He said that consumers often overestimate the cost of cable or are unfamiliar with available services and often are unaware that cable passes their homes. He noted that in a survey of one Group W system, 20% of those polled were unaware their homes were passed by cable.

Fee furor

The National Cable Television Association has opposed an FCC petition by the city of Miami, seeking a waiver of the commission's rules limiting franchise fees.

Under FCC rules, franchise fees are limited to 3% of a system's gross annual revenue, but the commission will grant waivers allowing cities to demand up to 5%, if those requested are properly documented by the city and cable operator.

In its opposition, however, NCTA said while Miami was purporting to seek permission to assess a fee of 5% to Miami Cablevision, which holds the Miami franchise, the city's franchise ordinance would actually impose a fee far in excess of that amount.

According to NCTA, the Miami ordinance not only calls for it to collect 5% of the cable system's gross revenue, but also specifies additional fees, including an additional annual fee of 3% of the system's gross revenue, or \$600,000, whichever is greater, for a variety of uses; an annual payment of \$200,000 for the city's drug-enforcement efforts, and another one-time payment of \$200,000.

"The Miami ordinance exemplifies the burdensome layers of fees and obligations that cable operators are required to offer or accede to in order to win the right to serve a city. Although the commission will not waive its 3% fee ceiling unless the cable operator acquiesces by showing that additional fees will not unduly interfere with his operations, this is an imperfect safeguard. As a condition to obtaining a franchise, an operator may effectively have no choice but to support or even initiate a waiver request," NCTA said.

"For this reason, NCTA urges the commission to give close and careful scrutiny to petitions seeking waivers of the franchise fee limitation, even where both the city and the cable operator appear to support such waivers. To allow cities to impose excessive fees and requirements at a time when cable faces growing competition on all sides would impede the growth of cable as a national telecommunication medium and would disserve the public interest. In the present cases, Miami seeks approval of a package of fees that approximate 10% of gross subscriber revenue. The commission should deny the petition and permit no fees in excess of the limitations set forth in... the rules." □

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Business Briefly

TV ONLY

Pet Inc. □ Campaign for ice cream will begin in mid-June for 10 weeks in approximately dozen markets. Commercials will run in daytime, early



For sunny days. New 30-second commercial for Bain de Soleil suntan lotion was produced on St. Tropez shores to provide European ambience. TV commercial has begun in more than 10 major markets and will run through August. Target: women, 18-49. Supplementing TV flight will be 30- and 60-second network radio spots. Agency is Advertising to Women, New York.

fringe, prime access and prime time. Target: women, 18-49. Agency: Haworth Group., Minnetonka, Minn.

RADIO AND TV

Jays Foods □ Potato chips will be featured in campaign on radio to begin June 20 for two weeks in 10 Midwestern markets. Flight on television ended in late May in those markets; new radio flight will be supplemented with scheduling of new TV commercials in Chicago only. Radio spots will run in all dayparts. Target: women, 18-49. Marsteller Inc., Chicago.

Union Oil Co. □ Campaign on radio will extend for seven weeks in 16 markets, starting June 10, while TV flight will be in eight of those markets. Target: men, 18-49. Agency: Leo Burnett Co., Chicago.

Texman Sportswear □ Lawman jeans will be advertised on radio in nine markets for eight weeks, and on television in five markets for four weeks, starting in early July. Target: teen-agers, 12-17. Agency: Carlson, Liebowitz & Olshever, Los Angeles.

RADIO ONLY

Hertz Rent-A-Car □ Campaign will begin in late June for four weeks in 24 markets. Spots will air in daytime and afternoon during weekdays and weekends. Target: adults, 25-54. Agency: Scali, McCabe, Sloves, New York.

Union Carbide □ Energizer battery will be spotlighted in two-to-three-week flight starting in mid-July in 15 to 17 markets. Commercials will appear on all dayparts. Target: men and women, 18-34.

Hormel □ Homeland salami will be advertised for four weeks in 12 markets starting June 20. Commercials will run in daytime periods on weekdays. Target women, 35-54. Agency: BBDO, Minneapolis.

Farmland Foods □ Bacon and ham will be featured in four-week campaign to begin in late June in 11 markets. Commercials will be carried in drive times. Target: women, 25-54. Agency: Barickman Advertising, Kansas City, Mo.

Ponderosa System Inc. □ Restaurant chain will test radio in two markets for one week, starting in early July. Commercials will run on all dayparts. Target: adults, 25-54. Agency: Avrett,

SAN FRANCISCO: BARNABY JONES- COMING ON STRONG

KICU-TV M-F, 7-8 pm
#1 in women sign on-sign off
Women up 279%
over last year!
Men up 209% over
last year!



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NSI FEB 83



Sounds beautiful. Pepsi Cola Co., St. Louis, which last year introduced its "no caffeine" advertising for its Seven-Up brand, has launched extensive effort on network television, spot television, cable television and spot radio to spotlight other health issues. Seven-Up's new ads, featuring actor Geoffrey Holder, stress brand contains "no artificial color" and "no artificial flavor" as well as no caffeine. Commercials have begun on three television networks, in 77 spot TV markets, cable television and spot radio. Heavy scheduling will take place through July 4. Unlike "no caffeine" advertising, latest group of TV commercials show competitive products that Seven Up says are "artificially colored" or "artificially flavored." Agency is NW Ayer, New York.



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KBSI-TV

PORTLAND, ME
WEST PALM BEACH
CHATTANOOGA
JACKSON
FT. WAYNE
AUSTIN, TX
BATON ROUGE
COLUMBIA
BURLINGTON
WACO
ROCKFORD, IL
AMARILLO
CHARLESTON, SC
COLUMBUS
LAFAYETTE, LA
SAN JOSE
BEAUMONT
LAS VEGAS
TALLAHASSEE
RENO
McALLEN
BOISE
BANGOR
FT. SMITH
BAKERSFIELD
FLORENCE
ARDMORE
ALEXANDRIA, LA
LAKE CHARLES
PARKERSBURG
HONOLULU

WMTW-TV
WFLX-TV
WDSI-TV
TBA
WANE-TV
KBVO-TV
WBRZ
WOLO-TV
WVNY-TV
KWTX-TV
WREX-TV
KVII-TV
WCIV
WXTX-TV
KADN-TV
KMST
KBMT-TV
KVVU-TV
WTWC-TV
KAME-TV
KRGV-TV
KTRV
WABI-TV
KLMN-TV
KERO-TV
WPDE-TV
KXII-TV
KLAX-TV
KVHP-TV
WTAP-TV
KITV



A Spelling/Goldberg Production
distributed by



AdVantage

Comfy quarter. First quarter of 1983 wound up with comfortable increases for both national-regional spot and local television, with former climbing by 10.4% to almost \$766 million and latter moving up by 13.6% to almost \$520 million.

Estimates released last week by Television Bureau of Advertising, based on compilation by Broadcast Advertisers Reports, show that categories registering largest increases in spot were office equipment, stationery and writing supplies, up 84%; home electronics equipment and musical instruments, up 49%, and apparel, footwear and accessories, up 41%. Top five advertisers in spot TV, according to TVB, were Procter & Gamble, up 83% to \$59.5 million; General Mills, up 41% to \$20.5 million; Pepsico, up 49% to \$12.3 million; Nissan Motor Corp. U.S.A., up 27% to almost \$12.3 million, and Lever Bros., up 15% to \$12 million.

BAR data indicate largest percentage gains in local television advertising for first quarter were achieved in following categories: drug stores, up 54% to \$10.5 million; appliance stores, up 48% to \$14.4 million; builders and real estate agents, up 40% to \$10 million, and medical and dental services, up 34% to \$8.9 million. According to TVB, leading local television advertisers for first quarter of 1983 were McDonald's, up 8% to \$20.4 million; Pillsbury Co., up 64% to \$7.7 million; Pepsico, up 27% to \$6.6 million; General Mills, down 6% to \$6.3 million, and H&R Block, up 7% to \$5.5 million.

□

Miles down the road. Miles Labs Inc. has shifted all its One-A-Day Adult vitamin advertising from JWT USA, New York, to Tatham-Laird & Kudner, Chicago, consolidating all nationally advertised Miles vitamin brands at latter agency. Brands affected are One-A-Day Essential, Plus Iron, Plus Minerals, with Extra C, Stress Gard, Vitapace, and Enriched Singles vitamins with vitamin C, with Zinc, B-Complex with Phosphorus, and E Selenium.

Miles brands, currently assigned to TL&K are: Flintstones and Bugs Bunny children's vitamins, Bactine antiseptic, and Bactine with hydrocortisone.

JWT has had One-A-Day account since 1967. TL&K has been Miles agency since 1969.

□

In new quarters. Kornhauser & Calene Inc., New York, has moved to new and larger offices at 228 East 45th Street, New York 10017; phone: (212) 490-1313. Three-year-old agency bills about \$100 million, of which more than 60% is in broadcast.

Free & Ginsberg, New York.

John Morrell & Co. □ Frankfurters will be spotlighted in one-week flight to start in mid-June in approximately six markets. Commercials will run from morning through early evening. Target: women, 25-54. Agency: Clinton E. Fran Advertising, Chicago.

RepReport

WAVI(AM)-WADQ(FM) Dayton: To Eastman Radio from Bernard Howard.

□

WMKW-TV Memphis: To Seltel (no previous rep).

□

KTKT(AM)-KLPX(FM) Tucson, Ariz.: KXZL(FM) San Antonio, Tex.; KCMS-FM Indio, Calif.: To Torbet Radio from Lotus Representatives.

□

WCZY(FM) Detroit: To Torbet Radio from CBS FM Spot Sales.

□

KSET-AM-FM El Paso, Tex.: To Torbet Radio from McGavren Guild.

□

KEWB(FM) Anderson, Calif.: To Weiss & Powell (no previous rep).

□

KRPM-FM Tacoma, Wash.: To Weiss & Powell from Market 4 Radio.

□

WGNT(AM) Huntington, W. Va.: To Torbet Radio from McGavren Guild.

□

WDNC(AM)-WDCG(FM) Durham, N.C.: To Torbet Radio from CBS/FM National Sales.

□

WNCN(FM) New York: To Weiss & Powell from Lotus Representatives.

□

WISP(AM)-WODW(FM) Kinston, N.C.: To Hillier, Newmark, Wechsler and Howard from R.A. Lazar.

□

WJTM-TV Winston-Salem, N.C.; WRLH-TV Richmond, Va.: To Seltel from Adam Young.

**LOS ANGELES:
BARNABY JONES-
COMING ON STRONG**

KNXT

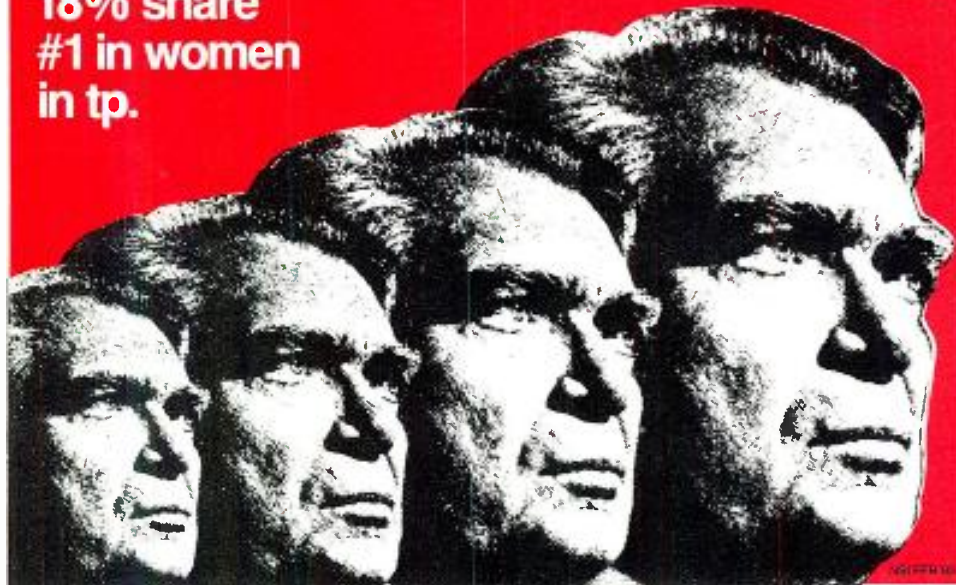
Sat. 11:30 pm.-12:30 am.

5 rating

18% share

#1 in women

in tp.



Political clout. The American Advertising Federation, Washington, has formed a political action committee to support the candidacy of individuals running for federal office. Howard Bell, president of AAF, said this "is the first time an industry-wide advertising PAC has been developed." A spokesman for AAF said the organization now is in the process of soliciting funds which may be used to make direct contributions to candidates or to finance advertising efforts in support of such candidates.

“The biggest and most pleasant surprise in our survey...consistently the most enterprising, the most alert, the most newsy of the Morning Three, combining good television with good news judgment.” *TV Guide 5/21/83*




TODAY

Be The First To Know. Weekday Mornings at 7.



NBC News

GALAXY I

GALAXY I

A concept developed out of a commitment to
quality and stability for the cable industry.

A collection of the strongest cable programmers,
each bringing the finest in programming
to subscribers.

With its launch into space,
Hughes Galaxy I represents a new milestone
in satellite communications.

Galaxy I—the standard against which
others will be measured.

GALAXY I PROGRAMMERS

Home Box Office, Inc.

Group W Broadcasting Company

Times Mirror Satellite Programming

Viacom International

Turner Broadcasting System

SIN Television Network

C-SPAN

Galaxy I. A promise that has been fulfilled.
A vision that became reality.



HUGHES COMMUNICATIONS

HUGHES

HUGHES AIRCRAFT COMPANY

A radio advertising commentary from Nicholas Gordon, Keystone Broadcasting System, New York

Using the phenomenon of X-urban radio

Radio can be used as one of the strongest marketing media for television by using an ad hoc network of X-urban (the portion of metropolitan America outside the central city) and outer cities decentralized radio stations. Radio tune-in advertising campaigns can be developed for television series or specials targeted toward these growing outer areas that markedly increased these programs' national share, with the commercials scheduled to run on the day preceding the program and on the actual play date.

Concentrating on dispersion rather than on central-city, downtown radio stations is a direct result of the movement of the population from the old city centers to the newer and growing outer cities, and beyond, in the last decade.

One of the best ways to increase a television program's audience is by radio promotion in every radio county (excluding the center city one) of carefully selected ADI's. Many radio networks can be created in different configurations to accommodate the nature of the series or TV special.

While this technique is important for TV producer clients, and for the radio stations that carry the commercials, the real impact of radio's ability to change television ratings lies in what it says about the change in distribution of the population of America.

The Census Bureau tells us that growth in the metropolitan areas has been outside the central cities. While total metropolitan area population of the United States has grown 10.2% from 1970 to 1980, the central city population has increased only 0.2% while the area outside the central cities has gained an enormous 18.2%.

If this were not enough indication that the population is spreading widely, the increase in the population of nonmetropolitan areas has been 15.2% since 1970, the first time since 1820 that the growth in nonmetropolitan areas has outstripped that of metropolitan areas.

A very interesting survey commissioned by the *Los Angeles Times* and published last July 4, illustrates the attitude of outer city residents toward the inner city. The *Times* selected Orange county, which, while part of the Los Angeles ADI, is now a separate standard metropolitan statistical area, (in fact, the 17th largest in the country). The *Times* polled 500 Orange county residents on their attitudes toward the city of Los Angeles and their buying intentions involving L.A. Forty-one percent of these people said, "I try not to go to Los Angeles unless I really have to." Another 13% said, "I don't think about Los Angeles at all," and 10% said, "I really hate Los Angeles." Thus, 64% have dissociated themselves emotionally, and to a large de-



Nicholas Gordon has been president of the Keystone Broadcasting System, New York, since 1975. Keystone, founded in 1941, specializes in arranging nonwired radio networks. Gordon, a 35-year veteran of radio and TV, 20 of them at NBC, held, among other posts, vice president, NBC Radio Network sales and vice president, Eastern sales, NBC-TV.

gree economically, from Los Angeles.

It is interesting to note that only 27% of these people said of Los Angeles: "It's still a place I enjoy going," and only 9% stated: "It's an exciting place." In most aspects of their daily lives, these Orange county people have become independent of the central city of their ADI, a pattern becoming common throughout the United States.

In the same survey, Orange county residents revealed that only 2% would buy a major appliance in Los Angeles and only 4% would go there to buy a car. What would they go to Los Angeles for? To use the airport (61%) or attend a live stage production (66%). But 80% would stay in Orange county for a baseball game, and 82% to attend a first-run movie.

The attitude is not indigenous to Orange county. Outer city people are spreading out and creating new smaller, more livable cities at some distance from the old downtown. This population movement is happening around "new" cities like Los Angeles and Dallas-Fort Worth, and "old" cities like New York and Boston.

Hand in hand with this scattering of population, the number of radio stations increased from about 4,000 in 1960 to some 6,500 in 1970. Nearly 9,000 commercial radio stations are now operating in the U.S. It is logical therefore to present a client's message to this carefully selected and highly receptive and scattered formerly central city audience, not available to the client 15 years ago.

People still speak of the "top 25 market" or "top 50," yet rarely stop to consider what they mean by this. In 1939, most of the top markets consisted of the city, county, counties, and little else. In the postwar population explosion, the top markets expand like balloons to neighboring counties, some of which the city annexed and some of which became part of city economic life as "the suburbs."

Then, in the latter part of the 1970's and now in the 1980's, when we speak of the "top 10" or "top 25" or "top 50" markets, we are really talking about an aggregation of counties lumped conveniently into an ADI because of the peculiarities of TV transmission and the FCC's table of allocations, with population spread out widely throughout the entire ADI. These counties are related in fewer and fewer ways to the central city. We delude ourselves when we view these total TV coverage population units as though they are uniform, cohesive and homogeneous. They are not. They are no longer single places but really a collection of regional and local entities under the overall title of the transmission center, named New York, Chicago or Atlanta etc.

The marketer who ignores this decentralization does so at his peril. No longer can I buy big city radio or newspapers and assume, as was the case in the 1950's and '60's, that his market is being covered. It is not. To put it most simply: The people have moved away, and are continuing to move away. Advertising on big-city or central-city media only is like giving a highly promoted but dull lecture. The hall may have been full, at the start, but it is half empty now. In the outer city, people have a different lifestyle and more importantly they now have their own radio and other media. The major retailers may have been the first to recognize this dispersion of the population away from the central city, and have added major outlets in the outer cities and shopping malls miles from their original store locations.

These changes are even more marked when we examine, not the ADI but the SMSA. For example, while the city of San Francisco dropped 5.1% in population from 1970 to 1980, matched by Oakland's 6.1% decline, the area outside these two central cities grew by 17.8% in the same period. While Philadelphia's center city lost 13.4% in population from 1970 to 1980 the remaining portion of the SMSA gained 17%.

Utilizing the information that these decentralized and dispersed outer cities are a new target audience, we can design a campaign using an ad hoc radio network of local stations to reach this burgeoning population group. It presents advertisers with a powerful vehicle for reaching an audience, which in sense, has insulated itself more and more from the central city and central city media.

LORIMAR®

60 MARKETS SOLD

ROWAN & MARTIN'S LAUGH-IN

"WE'RE GOING TO
SOCK IT TO THEM
THIS SEPTEMBER, DICK!"

"I'LL DRINK
TO THAT!"

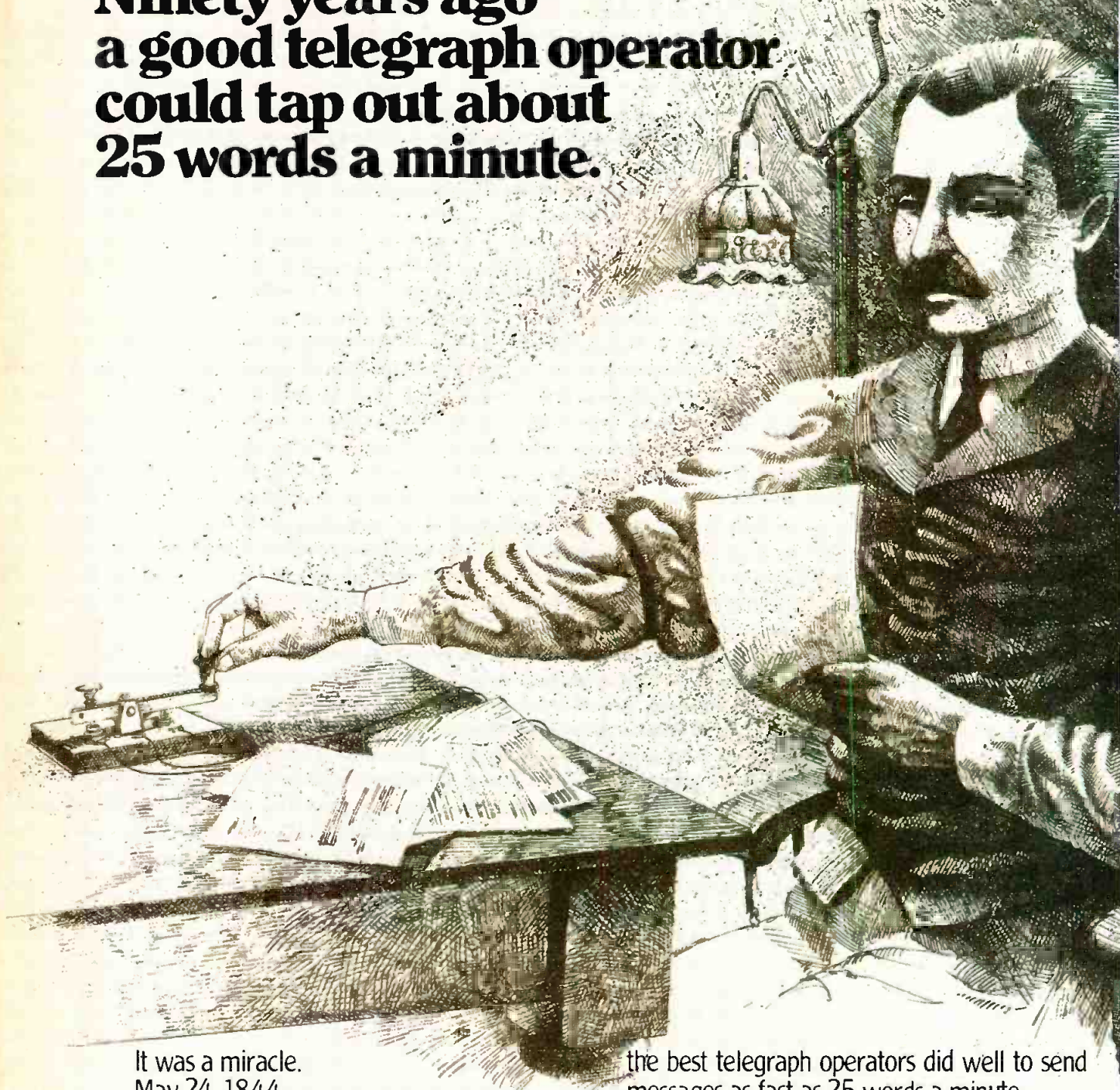
"SAY GOODNIGHT
DICK!"

tributed by
LORIMAR®

George Schlatter-Ed Friendly Production
Association with ROMART, Inc.

COMING THIS SEPTEMBER

Ninety years ago a good telegraph operator could tap out about 25 words a minute.



It was a miracle.
May 24, 1844.

Samuel F.B. Morse, the proud inventor, sent the world's first telegraph message speeding across a thin strand of wire between Baltimore and Washington: "What Hath God Wrought!"

That simple message changed everything. Suddenly the measurement of communications became one of minutes and hours instead of days and months. A sprawling country was tied together by gleaming miles of telegraph wire and America took another giant step into the future.

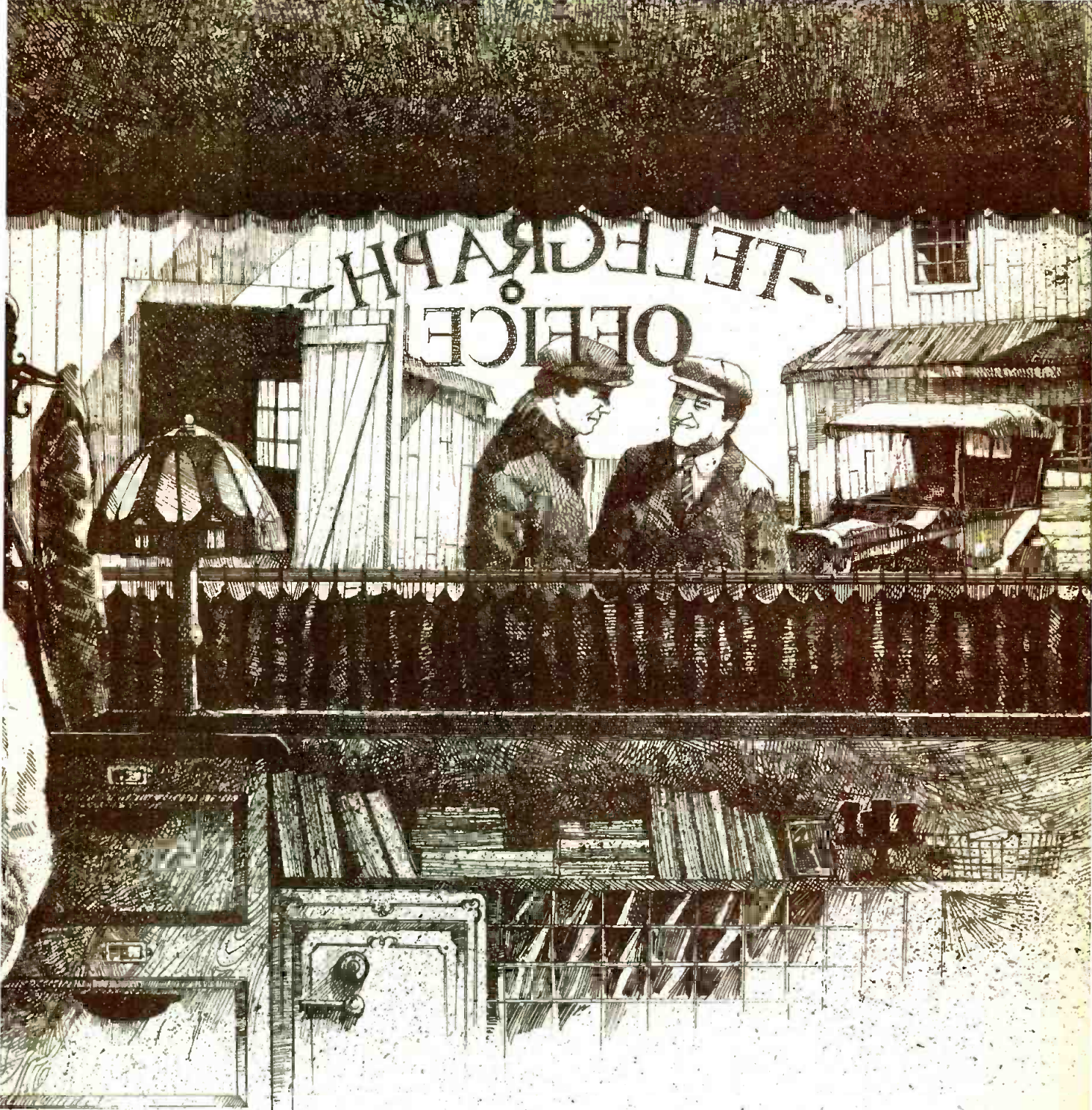
Yet, important as that step was, it was slow and hesitant by today's standards. Because even

the best telegraph operators did well to send messages as fast as 25 words a minute.

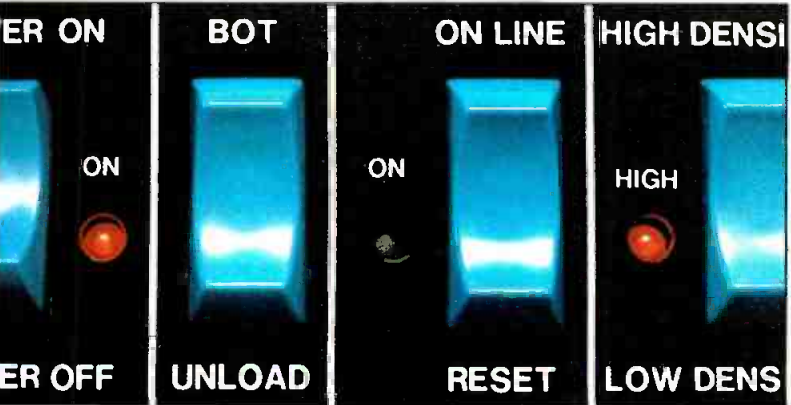
Today, television communicates almost instantly, using technology and facilities that are continually being improved. Example: our newly-expanded computer center. It handles mountains of information in minutes. Does everything from giving us messages to delivering inter-office reports. From teaching us how to use the system more efficiently to doing the billing and accounting for us.

Moving with the technology of the times is another way communications companies like Store can do their jobs more efficiently every day.

A lot faster than 25 words a minute



Today, computers can deliver
 a 300-page report in seconds.



STORER

COMMUNICATIONS

Moving with the technology
 of the times.

This week

June 5-7—*Microwave Communications Association* annual convention, "MCA '83: Opportunities in New Technologies." Washington Marriott hotel, Washington. Information: Chris Seilin, Suite 705, 145 Huguenot Street, New Rochelle, N.Y., 10801, (914) 576-6622.

June 6—*Chicago chapter of National Academy of Television Arts and Sciences* Emmy awards banquet, Hyatt Regency, Chicago.

June 6-8—*Television Bureau of Advertising/Sterling Institute*, "Introduction to Television Sales," Georgetown Inn, Washington.

June 7—*Seattle chapter of National Academy of Television Arts and Sciences* Emmy awards banquet, Sheraton, Seattle.

June 7—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, vice chairman and chief executive officer, Cable Health Network, on "Rx for Ad-Supported Cable Networks." Copacabana, New York.

June 7—*National Academy of Television Arts and Sciences, Washington chapter*, meeting. Speaker: Van Gordon Sauter, president, CBS News. National Press Club Ballroom, Washington.

June 7—*Radio Advertising Bureau "Idearama"* for radio salespeople. Marriott Inn-Airport, Cleveland.

June 7—*Radio Advertising Bureau "Idearama"* for radio salespeople. Marriott Inn, Orlando, Fla.

June 7—*Radio Advertising Bureau "Idearama"* for radio salespeople. Sheraton Inn, Scranton, Pa.

June 7—*Radio Advertising Bureau "Idearama"* for radio salespeople. Red Lion Inn/Sea-Tac, Seattle.

June 7-10—1983 *Clio Awards Festival Week*. Sheraton Center, New York.

June 8—*International Radio and Television Society* newsmaker luncheon. Charles Kuralt, CBS News, to be honored as "Broadcaster of the Year." Waldorf-Astoria, New York.

June 8—*WETA(TV)*'s annual "Business and Industry Lunch." Mayflower hotel, Washington.

June 8-10—*CBS RadioRadio* affiliates board meeting, New York.

June 8-10—*Oregon Association of Broadcasters* spring conference. Inn of the 7th Mountain, Bend, Ore.

June 8-11—*National Translator/LPTV Association* low power television seminar and open house for studios of K26AC Bemidji, Minn. Speaker: Minnesota Governor Rudy Perpich. Information: (801) 237-2623.

June 8-11—"Media Arts in Transition" conference sponsored by National Alliance of Media Arts Center, Walker Art Center, Minneapolis.

June 9—*Radio Advertising Bureau "Idearama"* for radio salespeople. Sheraton Inn-Lansing, Lansing, Mich.

June 9—*Radio Advertising Bureau "Idearama"* for radio salespeople. Hyatt at Civic Center, Birmingham, Ala.

June 9—*Radio Advertising Bureau "Idearama"* for radio salespeople. Marriott Inn-Airport, Philadelphia.

June 9—*Radio Advertising Bureau "Idearama"* for radio salespeople. Holiday Inn West, Billings, Mont.

June 9-11—*South Dakota Broadcasters Association* annual convention. Holiday Inn, Spearfish, S.D.

June 9-11—*Wyoming Association of Broadcasters* annual convention. Casper Hilton Inn, Casper, Wyo.

June 9-11—*Upper Midwest Communications Conclave*. Raddison Plymouth hotel, Minneapolis.

June 9-12—*Missouri Broadcasters Association* meeting. Rock Lane Lodge, Branson, Mo.

June 9-12—*Mississippi Broadcasters Association* annual convention. Royal d'Iberville hotel, Biloxi, Miss.

June 10—*Telocator Network of America* seminar, "Making SCAs Work for You." Westin hotel, Seattle.

June 11—*Atlanta chapter of National Academy of Television Arts and Sciences* Emmy awards banquet. Omni Center, Atlanta.

June 11-14—*Telocator Network of America* mid-year meeting, including panel discussions on cellular radio and radio common carriers. Westin hotel, Seattle.

June 11-15—*American Advertising Federation* annual convention. Speakers include Vice President George Bush; Daniel Ritchie, chairman, Group W, Westinghouse Broadcasting and Cable; James C. Miller, chairman, FTC; Allen Neuharth, chairman, Gannett Co., and Ted Koppel, ABC News commentator. Hyatt Regency, Washington.

June 11-15—*American Newspaper Publishers Association* Operations Management Conference and Exposition, "Synectics '83." Las Vegas Convention Center, Las Vegas.

Also in June

June 12—*Kansas Association of Broadcasters* annual convention. Lawrence Holiday Inn and Holidome, Lawrence, Kan.

June 12-15—*National Cable Television Association* annual convention. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Timothy Wirth (D-Colo.). Astro Hall, Houston.

June 13-14—"Home Satellite TV Conference and Exposition," sponsored by *University of Wisconsin-Extension*. Exposition will include outdoor display of satellite dishes. Wisconsin Center, UW-Extension campus,

Madison, Wis. Information: Heather Goldfoot, (616) 262-6512 or (608) 262-8953.

June 13-17—*National Association of Broadcast* board of directors meeting. NAB headquarters, Washington.

June 13-18—"Television and Society: The Effects the Medium," workshop sponsored by *American Film Institute* in cooperation with *American University*, *Directors Guild of America*, *Sony Video Center* at *Louis B. Mayer Library*, American University, Washington. Information: AFI, P.O. Box 27999, 2021 N. Western Avenue, Los Angeles, 90027.

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

June 13-July 25—*Global Village Video Study Center* in conjunction with *New School of Social Research* summer semester of video workshops. Global Village headquarters, New York. Information: (212) 966-7511.

June 14—*Radio Advertising Bureau "Idearama"* radio salespeople. Little America, Salt Lake City.

June 14—*Radio Advertising Bureau "Idearama"* radio salespeople. Sheraton Inn East, Buffalo, N.Y.

June 14—*Radio Advertising Bureau "Idearama"* radio salespeople. Sheraton Century City, Oklahoma City.

June 14-16—*Washington Journalism Center* conference for journalists, "The Middle East: Shifting Rivers." Watergate hotel, Washington.

June 14-17—*National Broadcast Editorial Association* annual meeting. Sir Francis Drake hotel, San Francisco.

June 15—Deadline for entries in *Academy of Television Arts and Sciences* prime time Emmy Awards. Information: ATAS, 4605 Lankershim Boulevard, suite 81 North Hollywood, Calif.: (213) 506-7880.

June 15—Deadline for entries in 26th annual "Cine awards for documentaries, public service and put affairs, sponsored by *Information Film Producers America*. Information: Wayne Weiss, IFPA, 750 E. Colorado Boulevard, Suite 6, Pasadena, Calif., 91111 (213) 795-7866.

June 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Nancy Littlefield, president of 212 Studios, New York, on "New York's Latest Film and Television Complex: What Modern Technology Means to the Television Professional." Copacabana, New York.

June 15—"Information, Propaganda and U.S. Foreign Policy" conference sponsored by *Washington Institute for Social Research and Union for Democratic Communication*. National Press Club, Washington.

June 15-17—SCC 1983, first Canadian and international satellite communications conference. Co-sponsors: *Canadian Department of Communications*, *1 Lesat Canada*, *Teleglobe Canada*, *University of Ottawa*, *Canadian Petroleum Association* and *Ontario Ministry of Industry and Trade*. Kent Street Holiday Inn, Ottawa. Information: Information Gatekeeper, 167 Corey Road, Suite 111, Brookline, Mass., 0214 (617) 739-2022.

June 15-17—*Television Bureau of Advertising* national sales advisory committee meeting. Montauk Yacht Club, Montauk, N.Y.

June 15-17—*Indiana Broadcasters Association* annual trip to Washington for meetings with state congressional association, FCC and National Association Broadcasters. Ramada Renaissance hotel, Washington.

June 16—*National Academy of Television Arts and Sciences, New York chapter*, "A Night at the Round Tables: New York Television—Our Next 10 Years." Sumr hotel, New York.

June 16—Andy Awards banquet, sponsored by *Advertising Club of New York*. Roosevelt hotel, New York.

June 16—*Radio Advertising Bureau "Idearama"* for



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

WBLL-FM
LONG ISLAND, N.Y.

WHCN-FM
HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

WNBC TV IS #1 IN NEWS

**LIVE AT FIVE
NEWS 4 NEW YORK AT 6
NBC NIGHTLY NEWS
NEWS 4 NEW YORK AT 11**

WNBC-TV IS #1 IN ENTERTAINMENT

**PRIME TIME
THE TONIGHT SHOW
DONAHUE
FAMILY FEUD**



Source: NSI Overnights—May, '83. Data based on estimates available on request.

Warner Bros. commitment

to supply the very best
features continues with

TV1

Already Sold!

WPIX New York
KCOP Los Angeles
WGN-TV Chicago
WPVI-TV Philadelphia
WSBK-TV Boston
WEWS Cleveland
KTXA-TV Dallas-Ft. Worth
KRIV-TV Houston
WANX-TV Atlanta
KPLR-TV St. Louis
KWGN-TV Denver
KTXL Sacramento
KPTV Portland (Ore.)
KPHO-TV Phoenix
XETV San Diego
WZTV Nashville
WOFL Orlando-Daytona Beach
WGNO-TV New Orleans
WPTY-TV Memphis
KOKH-TV Oklahoma City
WGGT Greensboro
KLRT-TV Little Rock
WAWS-TV Jacksonville
WUHF-TV Rochester (N.Y.)
KGUN-TV Tucson



Warner Bros. Television Distribution
A Warner Communications Company

radio salespeople. Marriott SE, Denver.

June 16—Radio Advertising Bureau "Idearama" for radio salespeople. Sheraton Inn-Airport, Albany, N.Y.

June 16—Radio Advertising Bureau "Idearama" for radio salespeople. Hilton Airport Plaza Inn, Kansas City, Mo.

■ **June 16—Federal Communications Bar Association** luncheon. Speaker: MCI Chairman William McGowan. Touchdown Club, Washington.

June 16-17—Broadcast Financial Management Association/Broadcast Credit Association board of directors meeting. Grand Hyatt hotel, New York.

June 16-18—Maryland/D.C./Delaware Broadcasters' Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 16-18—Iowa Association of Broadcasters convention. Clear Lake. Mason City, Iowa.

June 16-18—Montana Broadcasters Association annual convention and awards banquet. Fairmont Hot Springs, Gregson, Mont.

June 17—"Careers in the New Media" symposium, sponsored by *The New School for Social Research*. New School campus, New York.

June 17-18—Women in Cable, Rocky Mountain chapter, personal computer seminar. University of Denver campus, Denver.

June 17-19—New Hampshire Association of Broadcasters and Vermont Association of Broadcasters joint annual convention. Woodstock Inn, Woodstock, Vermont.

June 17-21—Georgia Association of Broadcasters annual convention. Ironworks Convention Center, Columbus, Ga.

June 17-July 22—"Television Criticism Workshop" sponsored by *American Film Institute* in cooperation with *American University*, *Directors Guild of America*, *Sony Video Center* and *Louis B. Mayer Library*. AFI campus, Los Angeles. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

June 18—Cleveland chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Stouffer's Inn on the Square, Cleveland.

June 18—Columbus/Dayton/Cincinnati chapter of National Academy of Television Arts and Sciences Emmy awards banquet. Xavier University, Cincinnati.

June 19-23—International Conference on Communications, sponsored by *Institute of Electronics Engineers and Communications Society Conference Board*. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel, Boston.

June 21—Women in Cable second annual "Cable Day," during Television Critics Association's summer press tour. Beverly Hilton hotel, Los Angeles.

June 21—Women in Cable, New York chapter, meeting. Doral Inn, New York.

June 21-23—Institute for Graphic Communication engineering "workstations." Andover Inn, Andover, Mass. Information: (617) 267-9425.

June 22—Women in Cable, New York chapter, five-part course. "Basics of Cable Television," in conjunction with School of Visual Arts, New York. Information: (212) 679-7350.

■ **June 22—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: John Jay Iselein, president, WNET(TV) New York. Copacabana, New York.

June 23-26—Public Broadcasting Service and National Association of Public Television Stations' annual meetings. Hyatt Regency, Arlington, Va.

June 23-26—Virginia Association of Broadcasters' annual summer convention. Cavalier, Virginia Beach.

June 23-26—Broadcasters' Promotion Association/Broadcast Designers' Association annual seminar. Speakers include Steve Sohmer, senior vice president NBC-TV, Jack Trout, president of Trout & Reis Advertising, and Peggy Charren, president, Action for Children's Television. Fairmont hotel, New Orleans.

June 23-26—Investigative Reporters and Editors' national conference. Downtown Sheraton, St. Louis.

June 24—Conference on rebranding cable system: upgrading systems and renegotiating cable franchise agreements, co-sponsored by *BPS Associates*, telecommunications consulting firm, and *Communications Media Center of New York Law School*. New York Law School campus, New York. Information: (212) 966-2053.

June 24-26—"Economics and the News" conference sponsored by *Foundation for American Communications* and *Gannett Foundation*. Arrowwood, Ry Brook, N.Y. Information: 1627 K Street, N.W., Washington, 20006: (202) 659-0668.

June 25—National Academy of Television Arts and Sciences, Washington chapter, meeting celebrating chapter's silver anniversary. Wax Museum, Washington.

June 26-29—Florida Association of Broadcasters' annual convention. Boca Raton hotel and club, Boca Raton, Fla.

■ **June 27-29—Videotex '83 Conference and Exhibition** sponsored by *London Online Inc.* New York Hilton New York.

June 28-30—Jerrold division of General Instruments Corp. technical seminar. Hillside Holiday Inn, Hillside, Ill.

June 29—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting. Copacabana, New York.

June 29—"Two Degrees Spacing: Issues and Implications" seminar sponsored by *Public Service Satellite Consortium*. Marriott hotel, Washington. Information: (202) 331-1960.

■ **June 30—Advertising Club of Greater Boston** luncheon. Speaker: ABC News *Nightline* anchor Ted Koppel. Long Wharf Marriott hotel.

July

■ **July 6—National Academy of Television Arts and Sciences, New York chapter**, drop-in luncheon. Speaker: Jonathan Hayes, president, Group W Satellite Communications. Copacabana, New York.

July 6-8—Association of Catholic Television and Radio Syndicators' annual meeting. Vallombrosa Center Menlo Park, Calif.

July 10-12—"Advances in High Definition Television", sponsored by *Institute for Graphic Communication* Holiday Inn, Monterey Bay, Calif.

July 10-13—New York State Broadcasters' executive conference. Grossingers Convention Center, Grossingers, N.Y.

July 11-29—Media Institute for Minorities in cooperation with *National Association of Broadcasters'* second annual mid-summer "Institute in Broadcast Management" for ethnic minorities in broadcasting. University of Southern California, Los Angeles. Information: (213) 743-5573.

July 12—"Telemarketing workshop" for broadcasting advertising and newspaper customers of *New York Telephone*. 1095 Avenue of the Americas, New York. Information: Bernard Cohen, (212) 395-8072.

July 13—National Academy of Television Arts and Sciences, New York chapter, newsmaker luncheon. Speaker: Robert Fountain, executive vice president, United States Satellite Broadcasting Co. Copacabana, New York.

July 13-15—Arbitron Television Advisory Council meeting. Quail Lodge, Carmel, Calif.

■ **July 13-17—Colorado Broadcasters Association** summer convention. Wildwood Inn, Snowmass Village, Colo.

July 15—Deadline for nominations for historic site des-

Major Meetings

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

June 12-15—National Cable Television Association annual convention. Astro Hall, Houston. Future conventions: June 3-6, 1984, Las Vegas; June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

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

June 23-26—Public Broadcasting Service and National Association of Public Television Stations' annual meetings. Hyatt Regency, Arlington, Va.

June 23-26—Broadcasters Promotion Association/Broadcast Designers' Association annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, 1984, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

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

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

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

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

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

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

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

Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers 125th technical conference

and equipment exhibit. Los Angeles Convention Center.

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

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

■ **Dec. 11-12—National Cable Television Association's** National Cable Programming Conference. Beverly Hilton, Los Angeles.

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

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

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

Feb. 10-14, 1984—NATPE International 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

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

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

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

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

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.

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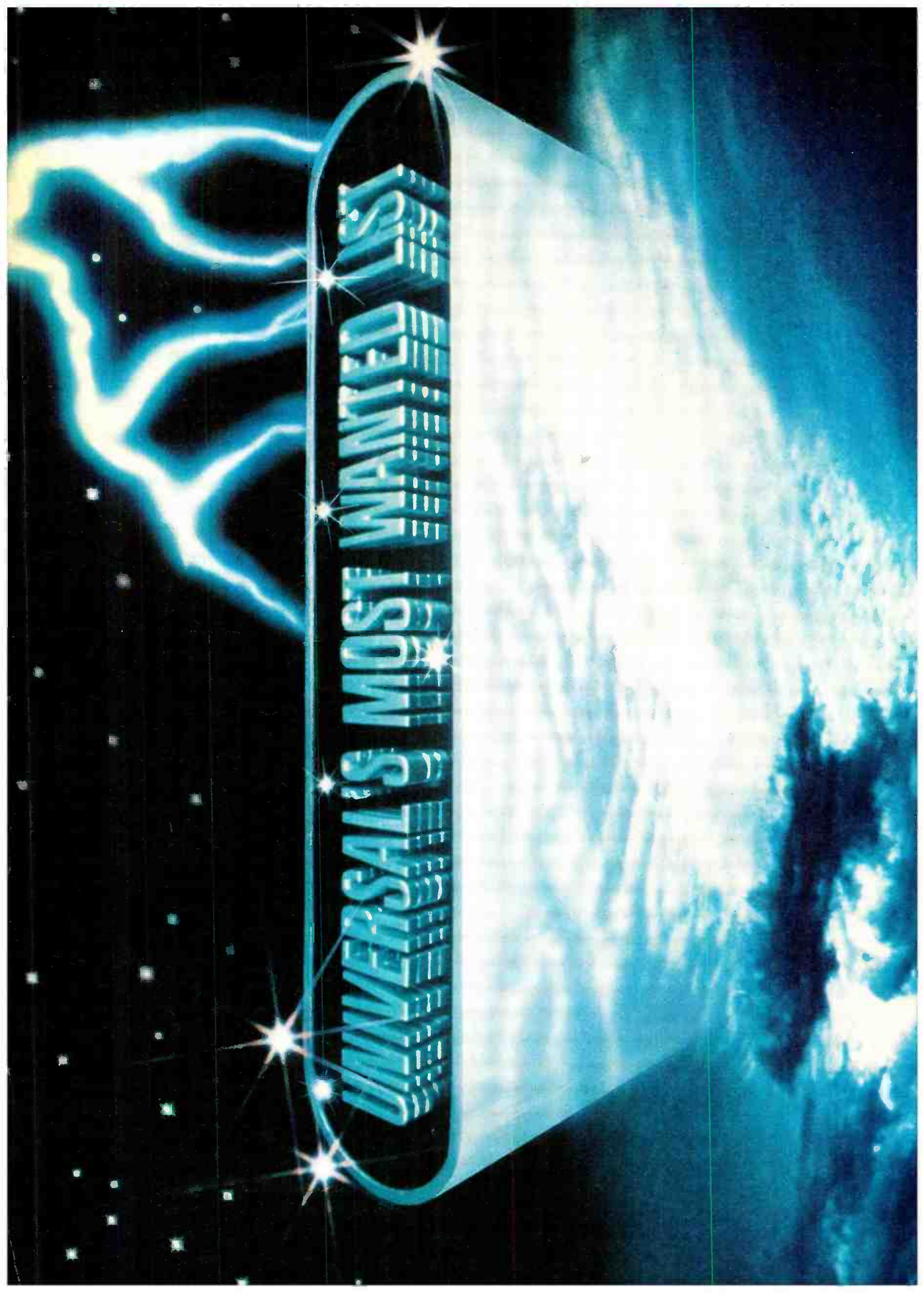
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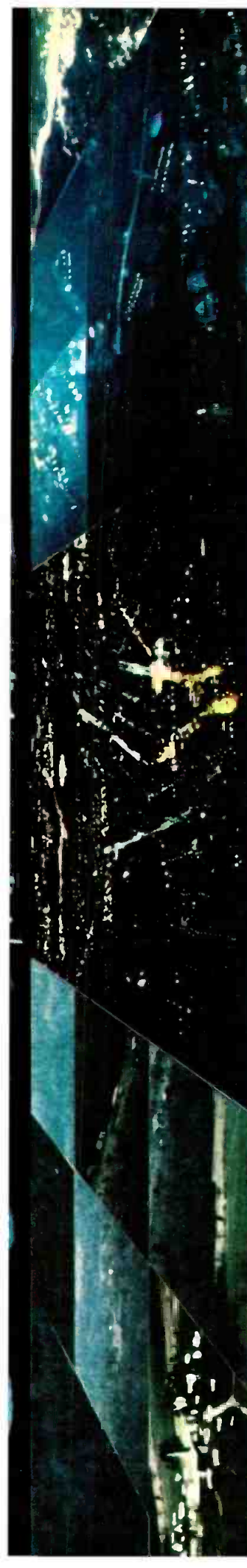


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Band

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Silence Of The North

Ellen Burstyn

Smokey And The Bandit II

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Jaws II



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The Jerk



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Conan The Barbarian



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Nighthawks



Airport '79 / The Concorde



Bustin' Loose



The Blues Brothers

Stay Tuned

A professional's guide to the intermedia week (June 6-12)

Network television □ PBS: (check local times) *A Salute to American Musical Theater*, Wednesday, 8-9 p.m.; *Guilini Concert II*, Wednesday, 9-10 p.m.; *Twyla Sharp Scrapbook* (dance), Wednesday, 10-11 p.m.; *The Closing Door* (immigration in the 80's); CBS: [George Orwell's] "*1984*" *Revisited*... with Walter Cronkite; Tuesday, 8-9 p.m.; NBC: *The Popes and their Arts—The Vatican Collections*, Tuesday, 10-11 p.m.; ABC: *Murder By Death* (1976), Sunday, 9-11 p.m.

Radio: □ (check local times) ABC FM: *Ringo Starr as D.J.** (26-week series of Beatles music with the ex-Beatle as host), Saturdays, one hour in length.

Cable □ Arts: *Our Town* (play) [T. Wilder], Tuesday, 9-10:30 p.m.; *Rubens* (profile of painter), Wednesday, 10-11 p.m.; Bravo: *Dance Fest: The Crownest Trio*, Monday, 10-11 p.m.; The Learning Channel: *Ask Washington** (call-in public affairs), Monday, 9-9:30 p.m.; HBO: *Campus Comedy* (special), Saturday, 10-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

*indicates a premiere episode

ignation for 1984, 75th anniversary year of *Society of Professional Journalists, Sigma Delta Chi*. Nominations to include individual or organization nominated, site recommended for marking and reason for designation based on historical facts. Information: SDX, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

July 15-16—Joint meeting of *North Carolina Cable Television Association and South Carolina Cable Television Association*. Hyatt hotel, Hilton Head, S.C.

July 15-16—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

July 15-17—*Oklahoma Broadcasters Association* annual summer meeting, Shangri-La, Afton, Okla.

July 16-18—*Louisiana Association of Broadcasters* radio-television management session. Sheraton-Acadiana hotel, Lafayette, La.

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

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

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

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

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

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

July 24-26—*California Broadcasters Association* annual membership meeting. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Al Swift (D-Wash.) on "Broadcast Deregulation—Is the Price Spectrum Fees?" Hyatt Del Monte, Monterey, Calif.

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

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

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

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

August

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

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

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

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

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

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

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

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

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

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

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

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Table with columns: PROGRAM TITLE, TYPE, DUR, MKTS, TVHH%US, ADI Rtg, RANK, PROGRAM TITLE, TYPE, DUR, MKTS, TVHH%US. Contains a list of TV programs and their ratings.

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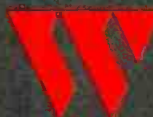
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Broadcasting Jun 6

Vol. 104 □ No. 23

TOP OF THE WEEK

NBC, independents aglow; competition ablaze

Third-place network, which placed second in May sweeps, may be on the way back; all networks are competing it hottest pace in years; larger share to indies

With the dust hardly settled from the most competitive May sweeps in recent memory, a number of impressions are beginning to emerge. First, although researchers and programming experts will not say it above a cautious whisper, a ratings turnaround predicted for NBC-TV since last fall appears to be finally under way. Second, competition among the three major networks is hotter than it has been in years and, with record amounts of special programming planned for next season, promises to do nothing but get even hotter. And third, independent television continues to carve out a bigger share of the viewing audience, with gains increasing not only in traditionally strong early fringe and late evening dayparts but in prime time as well.

NBC's strong showing in May—up 1%, according to Nielsen's National Television Index, from its ratings performance last year (BROADCASTING, May 30)—came not only from 11 hours of particularly strong special programming (including a four-hour mini-series, *V*, and a two-hour special on Motown music), but from higher ratings for its regular series programming as well. (The May results: CBS 15.1/26, NBC 14.9/25, ABC 14.7/25 in Nielsen, CBS 15.1/25, NBC 15.0/25, ABC 14.9/25 in Arbitron.)

Only 25% of NBC's prime time schedule in May was special programming. Several of its shows, notably *Cheers* and *Remington Steele*, are capturing higher ratings now, and did so during May, than they did during most of the regular season when they competed with first-run episodes of such strong CBS contenders as *Simon and Simon* and *Falcon Crest*. Although it is not unusual for programs that have had little sampling during the regular season to pick up steam in summer reruns, some advertising agency executives and NBC affiliates believe that the sampling that is going on now could add significantly to NBC's momentum come next fall.

NBC's May strategy included choosing episodes of series that had received the least sampling during the regular season—for example, those that ran against such ratings blockbusters as ABC's *Winds of War* and CBS's *M*A*S*H* finale—for rebroadcast during the sweeps. It also included carefully

planned promotional campaigns for both series and special programming. NBC Entertainment President Brandon Tartikoff, who said he had predicted *V* would average a 34 share, called the 40 it actually captured "a testimonial to [NBC Entertainment Senior Vice President Steve] Sohmer's promotion."

Fred Paxton, president of WPSD(TV) Paducah, Ky., and chairman of the NBC affiliates advisory board, noted that the network's movie package, which has been weak for years, began to show some of the strength during May that NBC has been predicting it would during meetings with affiliates over the past year. NBC's movies and specials package for next fall is even stronger, according to Tartikoff, and will include a seven-hour mini-series on the life of John F.



NBC's fall campaign slogan

Kennedy, another mini-series, *Princess Daisy*, and such movies as "Ordinary People" and "Airplane."

NBC affiliates are "elated" over their network's performance in May, according to Paxton, especially because of the upturn in ratings for regular programming. Their prospects for continued upturn in the fall are enhanced, according to NBC Television Network President Pierson Mapes, by a well-received, extremely adaptable promotional campaign, "Be There." Materials for the campaign already have been delivered to affiliates, said Mapes, and the campaign is being adapted by stations for use in promoting network as well as local shows. "We're light years ahead of where we were last year and way ahead of the other two networks," said Mapes.

Although CBS appears to have won the sweeps, (final results won't be known until local market reports have been tabulated), Nielsen's NTI averages show one of the

closest races among the three networks in many years. "It was so close, you can't really say one network won and one didn't," said Bob Igiel, senior vice president for programming, N W Ayer, New York. Not only did the three-network rating increase by nearly a point over that of last May—as a result of the increased competition—but the level of homes using television jumped to its highest May level in five years, according to George Keramidas, ABC vice president for research. The three networks delivered 5% more homes during May than they did during the same month a year ago, said Keramidas, with combined household delivery averaging 37,400,000, up from 35,780,000 a year ago.

The May sweeps, always the most important for local stations, which rely on their ratings through both third and fourth quarters, may have gained new importance at the network level as a result of this year's increased competition. "Next May, you'll probably see more original series episodes," said Igiel. "Next May, you'll see the networks really throwing boulders at one another."

Despite a higher three-network rating and significantly higher HUT levels, the three-network share of audience averaged two points less than it did last May, a fact Keramidas attributes to continued competition from other media. Less of that competition appears to be coming from HBO, however; its average prime time rating was 24% lower this May than a year ago, according to Keramidas, and it suffered decreased ratings in all other dayparts as well.

How well independent stations fared overall won't be known until local ratings are tabulated nationwide, but early indications are that Operation Prime Time's presentation of the highly successful, two-part, mini-series, *Blood Feud*, and strong performances by some independents' prime time movies may signal new clout within that station category in prime time.

In New York, for example, WPIX(TV)'s prime time movie averaged a 6 rating/9 share during May, up from the 5/8 it averaged a year ago. Part one of *Blood Feud*, broadcast outside the sweeps, outperformed network competition in its first prime time showing on WPIX and the station's live coverage of the 100th anniversary celebration for the Brooklyn Bridge averaged an 11.8/18 in prime time.

In Los Angeles, where KTLA(TV)'s 10 p.m. news overpowered the competition from other independents in the time period,

the newscast averaged a rating point ahead of its performance last May.

With competition among the networks and independent stations at a new high, next fall's prime time season promises to be far more competitive than it was last year, when CBS finished the November sweeps more than a rating point ahead of second-ranked ABC and the three-network rating was down two points from that of the previous Novem-

ber.

NBC's performance in May "probably reinforced the belief in many people's minds that the network is beginning to be on a roll," said Dean McCarthy, vice president, director of program services at Harrington, Righter and Parsons Inc., New York. "ABC had better watch out."

Specials, mini-series and movies slated at all three networks for next season are among

the strongest in years, according to Igiel. "There is more craftsmanship, and more thought in mini-series and made-for-TV movies" being readied for next season, he said, and there is a lineup of theatrical movies "as strong as I've ever seen."

The networks are "trying to be more competitive" with one another and other media, said Igiel. "They are trying to stop the erosion."

But who speaks for the groups?

That will be principal question in Washington this week as Henderson-led meeting talks policy; NAB in middle of it all

A partial answer to the question of whether the National Association of Broadcasters can be all things to all people within its diverse membership may be given this Thursday (June 9) when 60 representatives of major station groups meet in Washington to address that issue.

The meeting was called several weeks ago after an earlier informal gathering in New York of representatives from half a dozen large group owners (Group W, Outlet Co. and Post-Newsweek Stations among them) who concluded that their needs may not be "properly projected" by the NAB (BROADCASTING, May 23). Since then the movement appears to have gained momentum. One of the principal organizers of the Washington meeting, David Henderson, president of Outlet's broadcasting division, is predicting a successful and productive outcome. Joel Chaseman, president of Post-Newsweek Stations, is another key organizer of the event.

Many of the larger group owners will already be in Washington this week attending a managers conference of the Association of Maximum Service Telecasters on June 8-9, at the Four Seasons hotel. There is no connection, however, between the two meetings, explained Tom Paro, AMST president. The group owners meeting is scheduled to follow on Thursday afternoon at the Four Seasons hotel's Dumbarton room from 2 to 4 p.m. Henderson explained that the thrust of this special meeting "is to first set forth the issues that may come to the floor in the legislative and regulatory process. Then we have to ask: 'How do we face them, and do group owners have enough in common to effectively crank out a lobbying effort, or what is the mechanism we use?'"

There could be, Henderson noted, a number of potential outcomes. "We could go back and strike a bargain with NAB, establish our own organization, or do nothing and work through the existing trade associations." Ultimately, Henderson thinks the group will form an ad hoc committee to continue to examine its concerns. And there is always the possibility, he added, that the group may want to go back and address the NAB with some specific recommendations.

The nature of the station group's complaints is also expected to be a topic of de-

bate at the NAB joint board meeting the following week (June 13-17). None of the association's executives were invited to Thursday's meeting, although several NAB board members reportedly are planning to attend. Among those slated to join the group owners are: newly elected TV board members Wallace Jorgenson, president of Jefferson-Pilot Broadcasting, Charlotte, N.C., and Peter Kizer, executive vice president of the Evening News Association, Detroit, and current board members Crawford Rice, executive vice president of Gaylord Broadcasting, Dallas, and James Dowdle, president



Henderson

and chief executive officer, Tribune Broadcasting, Chicago. Kizer plans to attend, but may not be able to due to a conflict. He is, however, interested in what the group has to say and said he has every intention of seeing that the issue is addressed at the NAB board meeting. Rice said he is going just to listen. "I have no plans to advocate one position or another," he said. NAB President Edward Fritts is a featured speaker at the AMST conference and is expected to address the concerns of the group owners.

Henderson stressed repeatedly that the focus of the special meeting was never intended to be "anti-NAB." He said, however, that there is a serious concern among group owners that their interests are not always best

represented by that organization. He reported hearing strong sentiment among broadcasters for a "recognized voice unfettered by other considerations."

A number of highly placed NAB executives think the unrest in part reflects dissatisfaction with the networks. But, said Henderson, "Our concerns are not antinetwork either." He did say, however, that it is often on the basis of network conduct, or performance, that Congress judges the broadcasting industry. He anticipated that charges of NAB's being "dominated by the networks" could come up during the meeting.

Originally, the organizers expected about 20 TV executives to attend the meeting, but the later revised the count to about 60. Some broadcasters were critical of the rump movement among group owners, and claimed that attendance will only be high because of the preceding AMST meeting. They also contended that many of the broadcasters would go only to satisfy their curiosity. Henderson on the other hand, is convinced there is mounting dissatisfaction with the representation in Washington and believes the meeting will put "something into motion."

Among the legislative and regulatory issues on the agenda: television deregulation and quantification of a public interest standard, teletext, VHF drop-ins, cross-air multiple ownership, must-carry protection and First Amendment rights. Henderson declined to be more specific about the agenda items.

According to Henderson the rump movement was spurred by the "mismanagement of the NAB's TV trends study," an audience study commissioned by the NAB that turned up some viewer disenchantment. The presentation of partial results at the NAB convention last month precipitated considerable criticism among NAB members (BROADCASTING, May 2). Henderson also noted that the FCC's decision not to accord teletext must-carry status on cable was another setback in Washington. According to one source, the dissatisfaction with NAB surfaced first, not at the NAB convention but at the preceding NATPE International conference (BROADCASTING, March 28) when several group executives professed disappointment with the program. That led to discussion of the forthcoming NAB convention which the executives agreed promised little to satisfy their special interests. When the NAB convention opened with the major presentation of the McHugh & Hoffmann study results, the dissatisfaction turned into action. The New York meeting followed. [



The Kirov Ballet, in Leningrad, performing "Sleeping Beauty" for HDTV

The mood of Montreux: pressing for a world HDTV standard

Productions from various countries, demonstrations, technical workshops and papers all emphasize the need for common technical parameters

The proponents of high-definition television, pressing for the adoption of a world HDTV production standard, put on quite a show last week (May 28-June 2) for the nearly 10,000 delegates, exhibitors and journalists at the International Television Symposium and Technical Exhibition, a biennial event held in and sponsored by the resort city of Montreux, Switzerland, on the eastern shores of Lake Geneva.

In elaborate demonstration of the technology involving broadcasters, program producers and equipment manufacturers from throughout the world, they proved that HDTV is real and practical to varying degrees, for many types of program productions. And in the symposium's technical sessions, they worked hard to rally support for a world standard.

Everyone agreed that the HDTV pictures were remarkable for their clarity and color and film-like breadth, but some broadcasters and receiver manufacturers were less than enthusiastic about the medium which, because of its wide bandwidth, cannot be easily broadcast, and which, because of its unique parameters, is incompatible with every TV set in use today.

As defined by its proponents, HDTV is an all-new television system that doubles the horizontal and vertical resolution (at least 1,000 lines) and greatly improves the color rendition of existing television systems. It also broadens the aspect ratio to at least five by three and adds stereophonic sound. It is a dramatic change. As Richard Kirby, director of the International Radio Consultative Committee, put it at the symposium's opening session: "The added dimensions of HDTV compare with the change from monochrome to color."

The proponents of HDTV see the new electronic medium as an alternative to 35 mm film in program production. The use of HDTV, they say, would reduce production costs and give directors more creative flexibility by introducing them to the world of digital video processing and manipulation.

Once the HDTV master is "in the can," it can be transferred to film for theatrical release, dubbed to videocassettes or videodisks for viewing in the home on special HDTV players or downconverted to any of the existing or proposed transmission standards for broadcast to existing sets.

According to some of the proponents, the need for HDTV goes beyond program production. In a technical paper, Takashi Fujio, one of the developers of the Japanese Broadcasting Corp.'s (NHK) HDTV system, said: "We feel certain that practically all types of video imaging systems necessary to the information society of the future—the transmission of small words and pictures, wide-screen teleconferences, photography, printing and electro-cinematography—will come to be created on the basis of the technology of this HDTV." In addition, Ernst Schwarz of the Swiss PTT suggested at the opening session that HDTV could be a boon to surgical medicine, permitting operations to be recorded or transmitted live to other surgeons.

In what amounted to an HDTV manifesto delivered during the opening technical session, George Waters, director general, Radio Telefis Eireann, urged universal cooperation on establishing a world production standard. "We should all be resolved to settle for nothing less than a worldwide standard for the electronic format of HDTV," he said. "Some hope has emerged from the establishment last year of a world digital encoding standard for studios. Let us now set about, as a first step, to emulate this achievement. We must all work together to define a world standard for HDTV production."

The centerpiece of the HDTV showcase

was the presentation on Sunday (May 29) of six short HDTV features, produced by six different European broadcasting or production organizations. The 90-minute presentation, which included introductory comments from representatives of the participating groups, was organized by CBS and chaired by Joseph Flaherty, vice president, engineering and development, CBS/Broadcast Group. (The entire presentation was recorded—in HDTV, of course—and replayed several times throughout the day.)

For the HDTV features, the producers used the only HDTV system now available—the one built by Sony to the NHK standard. Its parameters: 1,125 scanning lines, component encoding of the luminance and color-difference signals, a five-to-three aspect ratio, a 60-field-per-second scanning rate with two-to-one interlace, a 30 mhz video bandwidth and, finally, stereophonic sound. The features were displayed on two 110-inch Panasonic (Matsushita) CRT video projection systems. The cameras, lenses, pick-up tubes, kinescopes, videotape recorders, monitors and large-screen projectors are in "the advanced prototype stage" said Flaherty. "They are sturdy, rugged and field worthy and about the same size as normal television equipment."

But the HDTV shorts were not intended as a technical demonstration of the Sony equipment, said Flaherty. They were meant instead to "emphasize the creative use of the widescreen HDTV medium and illustrate the subjective impact that such productions will have on our future audiences."

The demonstration comprised a variety of shooting environments and styles. Swiss television presented two numbers from the Montreux Jazz Festival. Austrian television recorded two scenes from Mozart's "Magic Flute" opera during the Festival of Salzburg. Shooting in the single-camera film style, the Societe de Francais de Production, a French production company, produced a montage (mostly close-ups of statues) of Parisian

sights. The British Broadcasting Corp. recorded a segment of its series, "Leo," featuring pop singer Leo Sayer on a sound stage. Soviet television recorded two scenes of the performance of "Sleeping Beauty" by the Kirov Ballet in Leningrad. Also using the single-camera method, the Italian RAI with the aid of cinematographer Vittorio Storaro taped a brief harlequin comedy on the streets of Venice.

The pioneer HDTV producers gave the new medium generally rave reviews. Said Claude Nobs of the Montreux Jazz Festival: "I make a plea that a world standard will be agreed upon with lighter and more flexible equipment to help promote HDTV as the premiere video production medium in the world."

Bertrand LaBrusse of the SFP said the cameramen and technicians who worked on the French feature were enthusiastic about HDTV. "We have been gripped," he said, "by the extraordinary image quality and by the color rendition that is so much better than that seen on normal television."

If films were produced in HDTV, said Henry Yushkiavitchus of Soviet television, they could be distributed via satellite to remote regions of the USSR. "Telecinema" would be "more economical or, as you capitalists say, more competitive" than today's system of sending thousands of film copies to thousands of theaters. HDTV is "television with new qualities, with new beauty," he said. "Our producer, who videotaped [the ballet], told me that it will be very difficult for him to turn back to the old system and not to wait 100 years to awake the Sleeping Beauty of HDTV. We must pool our efforts together."

aldo Ricconi, technical director for RAI, praised the HDTV equipment for its ruggedness. The RAI production was shot last January, he said, and the rain, cold and occasional snow "caused no particular problem with the equipment." The director and cameraman, he said, also appreciated the ability of seeing the "picture during and immediately after shooting." That ability pays aesthetic and technical dividends, he said, and "permits the disassembling of the set immediately after a take." On the other hand, he said, the producer complained about the lack of fixed lenses used almost exclusively in film production. (The Sony camera has a zoom lens.) To be an effective production tool, he said, HDTV will also require "all of the mixing, special effects and post-production facilities now available for conventional television." Despite the missing components, Ricconi was confident the industry was on the right track. "We are at the beginning of a long trip," he said, "but the first step, which is always the most important, has already been made."

Robert Longman of the BBC and Norbert Wassiczek of Austrian television said their producers were impressed by the five-to-three aspect ratio. Wassiczek said they found it "coincides better" with the large opera stages than does conventional television. The aspect ratio in combination with the improved detail, he said, allows the director to use more "total shots of the stage." That has

the effect of reducing the number of cameras needed to televise an opera from six to three.

Although impressed with HDTV, Longman and Wassiczek were also bothered by the low light sensitivity of the Sony HDTV cameras. The low sensitivity, they said, forced their cameramen to keep the camera apertures opened wide, which, in turn, reduced the depth of field and made focusing difficult.

Following the Sunday presentation, the HDTV equipment used for the show was moved to the ballroom of the Montreux-Palace hotel, where it became part of a dazzling mini-exhibition of HDTV hardware based on the NHK standard. Inside the darkened ballroom, a variety of videotaped HDTV programming, including the features shot for the presentation, and live feeds, emanating from Ikegami and Sony cameras on the ballroom stage, were displayed on several



High honor. Ryo Takahashi (right) was presented the gold medal of the 13th International TV Symposium in Montreux, for his work at the Japanese Broadcasting Corp. on high-definition television. The presentation was made during the symposium's opening session by E. Castelli, Radiotelevisione Italiana, chairman of the award committee.

HDTV monitors and on three, large-screen projection television systems.

HDTV is appreciated best when viewed on large screens. In fact, it was consumer interest over the past few years in large-screen television that sparked some of the initial interest in a dramatically improved video system. The largest pictures in the ballroom were produced by a modified General Electric Talaria. The single-lens, light-valve system projected a bright image on a 6-foot by 10-foot screen, significantly larger than the screens of the Sony and Panasonic CRT systems that they had been set up alongside. What's more, the Talaria had the widest viewing angle of the three. The HDTV image could be seen in full color even when viewed from a perspective almost 90 degrees from straight on. When the smaller Sony and Panasonic screens were viewed from any angle greater than 35 degrees or 40 degrees, the brightness faded and one of the colors dropped out. At 6 feet by 10 feet, HDTV images are already big enough for some

neighborhood theaters, but they are destined to get even bigger. According to Waters, the Japanese plan to erect a 16-foot by 26-foot screen for an HDTV display at their Science and Technology Exhibition in Tsubuku City in 1985.

With one exception, the monitors in the ballrooms were made by Japanese firm Barco. The exception was Barco Industries. According to Barco's Camille Kooyman, the HDTV 7653 monitor employs the same widescreen Matsushita picture tube as the Ikegami monitor and the same circuitry as Barco's line of CDCT data display terminals.

The videotape recorders used to produce the HDTV programming and present the various demonstrations were Sony Type C, one-inch machines modified to accept the wide bandwidth of HDTV signals. But Sony no longer has a corner on HDTV recorders. In its booth on the main exhibit floor, Panasonic demonstrated a Bosch Type B one-inch machine that had been enhanced to record HDTV. According to a technician in the booth, the Bosch machine has been speeded up to help it capture the HDTV signal. Consequently, he said, a conventional 90-minute reel can only record 60 minutes of HDTV programming.

Despite the demonstrations and the general enthusiasm for HDTV, some broadcaster and receiver manufacturers felt the industry should not be pushing a standard that is not broadcastable and not compatible with existing television sets. They felt the industry would be better off improving the existing television systems with better signal processing in the studio and in receiver and developing so-called "enhanced" television transmission standards. As a substitute for existing TV standards in satellite broadcasting, such standards would markedly improve picture quality, while preserving some compatibility (field rate, scanning lines an aspect ratio) with existing receivers.

Examples of both types of "advanced" television systems were demonstrated at the symposium. Throughout the show, in a private room on the exhibit floor, Philips demonstrated to small groups its "Hi-Fi Zero" prototype PAL receiver. The set virtually eliminates a number of picture impairments. The system eliminates large-area flicker by doubling the field rate to 100 fields per second and reduces noise, cross color and cross luminance with a series of filters. As demonstrated, the receiver works well on still pictures, but falls apart on pictures with movement. The doubling of the field rate causes moving objects to jitter and the filters cause smearing. To compensate for the negative side effects, Philips has added "movement adaptive circuitry" that senses movement in the picture and takes steps to counteract the ill effects. "The problem of processing moving scenes," Philips admitted, "has not been solved and work is still in progress."

The "enhanced" television standard that everyone was talking about was C-MAC, which was developed by Britain's Independent Broadcasting Authority and which is on the verge of being adopted as the transmi-

Deja vu in Montreux

Equipment exhibit largely a rerun of NAB, but tailored to PAL and SECAM; up to 20,000 potential customers roam the aisles; cable has high visibility, component recording on the upswing

The technical exhibition of last week's international television symposium in Montreux, Switzerland, was in many respects a small PAL-SECAM version of the National Association of Broadcasters convention held last April in Las Vegas.

Many of the 225 companies (from 18 countries) that showed their wares in the cramped confines of the Montreux convention center were present in the Las Vegas Convention Center. But instead of displaying equipment built to the 525-line NTSC standard used in the United States, as they did in Las Vegas, the manufacturers filled their booths with equipment built to the PAL or SECAM standards used throughout Europe. And as at the NAB, there was no lack of potential customers. In addition to the more than 2,000 persons who had registered for the symposium, (a series of technical sessions) organizers estimated that somewhere between 15,000 and 20,000 people toured the floor as guests of exhibitors. If they are correct, then total attendance for the symposium and exhibition was between 25,000 and 30,000, counting the 7,500 exhibitor personnel.

The one big difference between Montreux and NAB was the presence of cable equipment at the former. As was made clear at the two days of technical sessions devoted to cable, the industry is booming in Europe. Consequently, cable hardware manufacturers, including U.S. mainstays such as RCA Cablevision Systems and Jerrold, were in Montreux to make sure they were a part of the boom. Robert J. Venner, director, international sales, RCA Cablevision, said, the increasing interest in cable among Europeans is reflected in his division's European sales. It did \$500,000 three years ago, he said, and expects to hit \$3 million this year. He also commented that the European cable operator is more sophisticated than his American counterpart. The Europeans are building systems that can make money, he said, not uneconomic ones that were promised to win cable franchises.

The battle among makers of incompatible half-inch and quarter-inch videocassette recorders continued in Montreux. (The small format recorders are the key to recording cameras, which combine camera and recorder into one compact, lightweight unit.) RCA, Panasonic and Ampex showed their half-inch M format recording camera systems, Sony and Thompson-CSF demonstrated their Betacam units and Bosch and Hitachi showed their incompatible quarter-inch systems. Unlike the proponents of the M format and Betacam systems, Hitachi and Bosch are committed to reaching a compromise on a quarter-inch standard. Phillips announced at the show that it will adopt a

Bosch format [or, presumably, whatever emerges from the standardization effort].

As part of its marketing effort, Sony released a breakdown of the number of Betacam recording cameras and replay/edit units that have been sold or "firmly ordered." Of the 794 recording cameras sold or ordered, 500 have gone or will go to Japan; 154, to the U.S. and 34, to Canada. Of the 698 replay/edit units, 450 have gone or will go to Japan; 125, to the U.S. and 43, to Canada.

All the new small formats are component recorders. That is, they record the luminance and the color difference signals emanating from the camera before they are encoded into a composite NTSC, PAL or SECAM signal. A component analog transmission scheme has also been proposed for direct broadcast satellite service in Europe (and will probably be proposed for DBS service in the U.S.). The component systems eliminate many of the picture anomalies associated with composite encoding. Picking up on the trend toward analog components, the Grass Valley Group demonstrated an experimental mixer (the XCS-1) that is capable of handling red-green-blue signals directly from cameras or luminance and color difference signals from VTR's or VCR's.

Before analog component equipment completely replaces composite equipment in the TV studio, digital component technology may emerge to dominate the studio equipment marketplace. Although component digital technology is, by all counts, still a few years away, Sony demonstrated at Montreux, as it did at the NAB, a component digital VTR, based on the world digital studio standard. High-definition television (HDTV) equipment was scattered throughout the exhibit floor (see story, page 37). One of the reasons movie producers are interested in HDTV as an alternative to film, is the prospect of using computers and digital technology to enhance, modify and manipulate the video images. Such a capability, albeit on an existing TV standard, was demonstrated in the Quantel booth. Quantel set up a million dollar production studio capable of playing all kinds of tricks with video.

The broadcast division of RCA introduced European and Asian broadcasters at Montreux to its new solid state CCD camera prototype, which was well received by U.S. broadcasters at the NAB. In the prototype, three small rectangular charged coupled devices (CCD) filled with tens of thousands of light sensitive elements, have replaced the pick up tube. An image focused on the surfaces is converted to an electrical signal and passed along to the output of the camera.

As demonstrated to the trade press at Montreux, the camera exhibited no highlight burn or "comet tailing" and its dynamic resolution was superior to the two-thirds inch tube camera with which it was being compared under a wide range of lighting conditions. What's more, according to Dennis Woywood, division vice president, broadcast video systems, the signal to noise ratio is "far superior to anything achieved with tube cameras." □

Turf war over communications policymaking

Arguments over which agency has last word on communications in government flare up between Commerce and State Departments

With many in Congress and the telecommunications industry urging the establishment of a "focal point" in government for the development and implementation of communications policy, it could be thought that the administration's move in that direction would produce applause. Instead, it has breathed new life into another Washington turf fight.

Some Senate staffers and Commerce Department officials accuse the State Department and the House Foreign Affairs Committee of a maneuver to "upgrade," as one critic put it, the State Department's function of coordinating international telecommunications and information policy. They also see it as a move to pre-empt a plan for policymaking contained in a bill introduced by Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee.

State Department officials and their allies on Capitol Hill insist the department's coordinating machinery that is at issue does not represent a change in State Department authority. Besides, they say, President Reagan endorses the steps being taken—and they have the White House and State Department press releases to back up that assertion.

Caught in the crossfire is Diana Lady Dougan, of Salt Lake City, the former board member of the Corporation for Public Broadcasting, who was sworn in last month as the State Department's coordinator for international communication and information policy and whom the President has accorded the personal rank of ambassador. But the dispute goes beyond her.

The current battle was touched off two weeks ago when the House Foreign Affairs Committee reported its State Department authorization bill (H.R. 2915) to the floor. "They want to take over the whole executive branch," said one outraged official of the Commerce Department's National Telecommunications and Information Administration, after reading a section of the bill dealing with communications policymaking. ("Communications" is a term broader than, and includes, "telecommunications.")

The section, which has no parallel in the authorization measure approved by the Senate Foreign Relations Committee, calls on the Secretary of State to assign to an under secretary responsibility to direct "the formulation and coordination of executive branch policy in international communications and information policy." The under secretary, acting for the secretary, would also "determine" U.S. positions and the "conduct" of U.S. participation in negotiations with foreign governments and in international bodies, coordinate with other agencies, including the FCC, and chair the Senior Interagency Group on International Communications and Information Policy, which

is composed of representatives of 14 agencies and departments concerned with those matters. The accompanying committee report notes that the under secretary for security assistance, science and technology has been exercising those responsibilities "for approximately two years."

The section also provides for the establishment of the coordinator's office, and specifies that the person filling the post would act on the under secretary's behalf in discharging many of the duties involving communications and information policymaking, as well as in maintaining liaison with State Department offices and other executive branch agencies concerned with those matters and with Congress and the private sector, and would chair interagency meetings and supervise the activities of the SIG.

Giving all of that some kind of official imprimatur was an exchange of letters between Representative Dante Fascell (D-Fla.), chairman of the committee's subcommittee on International Operations, and



Dougan

Secretary of State George P. Shultz, that were printed in the report. Fascell has long maintained the government lacks efficient machinery for developing and implementing international communications policy, and it was at least in partial response to his urging that state created the coordinator's post. In his letter, he said the purpose of the coordinator's office would be "to draw government and private sector participants together for information exchange and action, to act as a clearinghouse and, most important, to guide, oversee and control the decision making in this area." Shultz, in reply, said, "With the establishment of the [coordinator's office], we shall be able to provide an appropriate leadership focus with the department and the executive branch as a whole."

To some, the role being described in the bill and the report appears to run counter to the section of the Goldwater bill that provides the senator's answer to the question of

how the government's machinery for international telecommunications and information policymaking should be strengthened. The bill would establish an Office of Special Representative in the executive office of the President whose occupant would have ambassadorial rank, serve as chief representative of the U.S. at international meetings and advise the President and Congress on international telecommunications matters. The special representative would also chair the International Telecommunications and Information Task Force that would be the "principal coordinating body" for developing U.S. telecommunications policies.

And contributing to the suspicion of effort to present the Congress with a false accomplishment is the coordinator's job description as prepared by the State Department. In the view of some Senate committee staffers, it is less ambitious in scope than the job described in the bill and report. It says the coordinator exercises "oversight and coordination of the work of bureaus and offices of the department," "maintains liaison" with bureaus in the department and with other government agencies, including the FCC, Congress and the private sector, and "supports the work of the Interagency Group on International Communications and Information Policy and coordinates the activities of interagency task forces and committees."

One committee staff member said the person coordinating the positions of all agencies should be "responsible to the President." He noted that the Commerce and Defense Departments, as well as the FCC and NASA, are among the agencies involved. The State Department's coordinator's office, he said, should confine itself to coordinating activities within the department and between the department and other agencies.

At Commerce, whose secretary, Malcolm Baldrige, has expressed the view that Commerce should play the lead role in coordinating the government's activities in international telecommunications policymaking (BROADCASTING, March 28), the reaction to the House committee's bill and report was described as "hostile." In the past, one official said, State's coordinating activities were directed to internal operations. "Now they're taking over the whole executive branch." "No one objects to a State Department role," he said. "But we don't want to entrust the commercial interests of the high tech industry to the State Department."

The same official described the section of the authorization bill and in the accompanying report describing State's responsibilities in international telecommunications policymaking as "a clever bureaucratic move." He said it is customary for the assignment of responsibilities to executive departments to be made by the President through executive orders.

But a House Foreign Affairs Committee aide and a State Department official last week maintained the bill would not change anything. The committee staffer said the bill is designed to "codify" changes already

made—the creation of the coordinator's office—at Fascal's request. "We want everyone to know who's who and who reports to whom," the staffer said.

And William Salmon, a senior adviser to Under Secretary for Security Assistance, Science and Technology, William Schneider, said, "Nothing in the bill creates new authority for the secretary of state." Indeed, he said work on the machinery now attracting attention was begun under Schneider's predecessor, Matthew Nimetz, in the last year of the Carter administration, and in cooperation with Fascal.

The language describing the under secretary's duties in communications and information was, in fact, taken from the "Foreign Affairs Manual"—the State Department's table of organization—of December 1981. The same document provided for the office of coordinator. But NTIA officials were not persuaded that makes a difference. One said: "A department can't write internal regulations and make them binding on other agencies."

NTIA officials contend their authority in the field of international telecommunications is contained in the executive order issued by President Carter creating NTIA. But the executive order makes it clear the Secretary of State is supreme in the conduct of foreign policy. And Salmon said the function involved is the broader one of "communications," not simply telecommunications. State, he said, relies on Commerce, the FCC and other agencies "for expertise." State's responsibility, he said, "is to put the various parts together, to shape them to meet U.S. objectives."

Whatever the nuances of an executive order issued by President Carter to create NTIA, State Department officials cite the views of President Reagan. The President's view of the matter was expressed in two press releases concerning the appointment of Dougan. One, issued by the White House, on April 15, said, "Mrs. Dougan will exercise overall coordinating responsibility within the federal community for policy formulation and oversight...[she] will also have major responsibilities for working with senior officials of foreign governments and international organizations." The second, issued by the State Department four days later, contained identical language, and added, "The President, in making the announcement," said, "The creation of this new coordinator position within the Department of State establishes a much needed focal point for the exercise of leadership in the development of international communication and information policy within the federal government."

Dougan, meanwhile, is attempting to make headway in a job no one has held previously. She feels she is making progress. She has set executive branch machinery in motion for a review of international communications satellite service, which includes the questions raised by the Orion Satellite Corp.'s application for a trans-Atlantic service that worries the International Telecommunications Satellite Organization. She has begun what she says will be a series of broadly based bilateral talks with foreign

governments on telecommunications matters; the first, with the United Kingdom, was held last month. She helped organize a meeting of Western nations in advance of an administrative council meeting of the International Telecommunication Union that, she said, proved helpful to those countries in dealing with a number of issues at the council meeting. ("As developing countries look for areas of commonality and agreement in the international arena," she said, "it's important we identify areas of agreement and consolidation to strengthen our own position.")

As for the conflict over the manner in which the government's machinery for developing international communications and information policy is developed, Dougan said she will leave to others the job of rearranging "the boxes"—though she believes the Goldwater bill provision for a special representative in the White House is "unnecessary; we're doing administratively what they're attempting to do legislatively." "This whole business of organizational structure has become a cottage industry in Washington," she said. Her concern, she said, is substance.

Dougan made one other contribution to the debate over the manner in which the boxes are to be arranged. "The administration made a conscious decision it did not want to re-create an Office of Telecommunications Policy"—the predecessor to the National Telecommunications and Information Administration, which was located in the executive office of the President—"which is why they, the White House, asked me to take on this responsibility with an office in the State Department, instead of the White House or some other federal agency." That, she said, is the basis on which she is proceeding.

But Dougan indicated the State Department would be sensitive to the feelings of those with whom it will deal in developing policy if for no other reason than that it needs them. "Notwithstanding the amorphousness of the term 'coordinator,' it makes sense," she said. "There are too many valued and disparate interests that will always be players." Setting her up as a "czar" might be attractive "bureaucratically," she said, but not practical. The issues confronting the coordinator's office, "are increasingly complex. So you have to draw on all the resources and expertise that we have in the federal government in a coordinated fashion. And they're not as deep as we'd like them to be."

Dougan regards talk of a "turf fight" as unfortunate, perhaps inaccurate. "We don't consider it a turf fight," she said. "We want the participation of all related agencies. I consider the Department of Commerce's role in IRAC [Interagency Radio Advisory Committee] and economic and trade matters very important and valuable." Then, in what could have been a criticism as well as an invitation, she said, "We'd love them to contribute more." But, she added, "it has to be factored in with other policy considerations."

And that, she contends, is the State Department's responsibility. □



CBS-Galloway suit winds down in Los Angeles

Anchorman Rather testifies; verdict expected this week

Final arguments were under way late last week in the \$30-million slander trial involving charges against CBS News, network anchorman Dan Rather, and *60 Minutes* producer Stephen Glauber. The Los Angeles Superior Court trial, which began last month, stems from defamation charges filed by Lynwood, Calif., physician Carl A. Galloway, who claims he was falsely implicated in a medical insurance claim story that aired in December 1979, on the CBS News program *60 Minutes*. The jury's verdict in the case is expected this week.

Rather completed three days of testimony last Tuesday (May 31) and returned to his nightly anchoring duties on *The CBS Evening News* from network studios in Los Angeles Wednesday night.

During his final day on the witness stand, Rather insisted that he had sufficient evidence to support a good faith belief that Galloway had signed a phony medical report used in the broadcast to suggest the doctor's complicity in the operation of a Los Angeles clinic allegedly used as a front for the fraudulent collection of insurance benefits. Galloway insists the signature was a forgery and that the defendants exhibited a reckless disregard for the truth in their reporting.

"I never doubted that he [Galloway] signed the report from the first time I saw it," Rather testified. Although a handwriting expert called by Galloway's attorney, Bruce Friedman, testified that the signature in question was a forgery, Rather said he felt "there was no reason" to submit the document to a handwriting expert before the broadcast because he "never had any doubt that it was a phony report and that it was signed by Dr. Galloway."

Rather also testified that he and producer Glauber had made three telephone calls to

Galloway in an attempt to discuss his alleged involvement in the clinic's insurance reporting procedures. "Nobody called back," Rather said, repeating his earlier belief that the calls would have been returned if Galloway did not have something to hide. Galloway has testified that he never received the telephone messages.

Rather also said he believed Galloway had an office in the clinic under investigation, even though the doctor has claimed he ended his association with the operation several months before the CBS probe began. The newsmen later described the completed *60 Minutes* segment as a "homerun ball," summing up his opinion this way: "If it looks like a duck, walks like a duck, quacks like a duck, you've got a duck."

Portions of Rather's testimony were carried live by the Cable News Network, one of many news-gathering organizations giving heavy coverage to the trial during the anchorman's appearance. The ranks of reporters in the 46-seat courtroom thinned dramatically on Wednesday, even though Rather sat in on the trial during the morning session.

Following Rather's five hours of testimony on Tuesday, Montanette Johnson told the court she had been assured by a private investigator working on the case for CBS that a filmed interview was confidential. But portions of the exchange, during which Johnson implicated Galloway, were in the *60 Minutes* segment. Johnson testified that she had been assured by the episode's producer that he was merely "taking a survey about people involved in phony accidents" and that the conversation with the investigator would be kept private.

After the final witness appeared on Wednesday, Judge Jack W. Swink denied Friedman's motion seeking punitive damages in the case. Under California law, punitive damages can be awarded only if a plain-

tiff can prove that a broadcaster acted in actual "hatred or ill will." The jury's decision will be based solely on Galloway's request for compensatory damages as a result of Swink's ruling.

In a move reported to be generated by the trial's publicity, the *Los Angeles Herald Examiner* said last Thursday the state's Medi-

cal Examination Board would soon begin its own investigation of Galloway.

An investigator for the Los Angeles district attorney's office testified last week that his office had conducted a four-year probe of the clinic where Galloway worked and concluded that it was "operating in a suspicious manner."

The ever-closer approach of DBS

FCC approves use of fixed service band for direct-to-home broadcasts; three users already in line

Direct-to-home satellite broadcasting on K-band, fixed-service satellites (11.7-12.2 ghz) was given a bright green light last week: In a pair of actions, the FCC amended its rules to make clear it is permitting direct-to-home broadcasting on K-band satellites; at the same time, it refused to reconsider its 1982 decision permitting United Satellite Communications Inc. to launch a K-band, direct-to-home satellite broadcasting operation this year ("Closed Circuit," May 30).

The decisions also appear to clear the way for Comsat's Satellite Television Corp. and Inter-American Satellite Television, which have announced similar plans (BROADCASTING, May 23), to realize their ambitions.

In amending its rules, the commission noted that the final acts of the 1979 World Administrative Radio Conference had permitted direct-to-home broadcasting on fixed-service satellites. Although it also noted that the United States had opposed such use at the conference, technical advances since then warranted a change of mind. (FCC officials, for example, said that while the U.S. had originally felt that direct-to-home broadcasting wouldn't be feasible with

fixed-service satellites, now, with advances in satellite and earth station technology, it appears that it is.)

After the meeting, William Torak, deputy chief, spectrum management division, FCC Office of Science and Technology, said the commission's decision should not affect the United States' negotiating position at the Regional Administrative Radio Conference for direct broadcast satellites this month, where countries in the western hemisphere will attempt to divvy up spectrum and orbital slots for DBS service in the 12.2-12.7 ghz band.

One of the U.S.'s arguments at that conference will be that it already has eight applicants waiting in the wings to provide DBS service in the 12.2-12.7 ghz band. Some suggest, however, that permitting direct-to-home broadcasting over fixed-service satellites could blunt any argument based on the United States' need for 12.2-12.7 spectrum and orbital slots.

After the meeting, however, Torak disagreed. DBS, which will use a special breed of high-powered satellites, is a "different animal altogether," he said. At least some of those who want to offer direct-to-home service over K-band satellites are only proposing to do that because they can't offer that over DBS satellites right now, and they plan to move their operations over to DBS satellites, once those are available, he said.

According to its script, USCI is planning to start offering a satellite broadcasting service this fall (BROADCASTING, Feb. 7), leasing five transponders on Canada's Anik-C2, which is scheduled for launch this month through GTE Satellite Corp.

Hubbard Broadcasting, one of the eight companies that has received a DBS grant, asked the commission to reconsider its approval of USCI's plans, rescind the grant altogether or condition it on the understanding that USCI be barred from transmitting directly to homes. In its petition, Hubbard, among other things, said USCI's proposal should have been treated as a DBS application and that USCI had not demonstrated the technical adequacy of its proposal.

The FCC, however, in a unanimous decision (with Commissioner Henry Rivera concurring, and Commissioners Joseph Fogarty and Mimi Weyforth Dawson not participating), said Hubbard hadn't raised any arguments warranting reconsideration and that there was no public interest reason to deny the authorization or restrict the services that could be offered.

After the meeting, Rivera said he was concerned about what impact the commission's decision would have on the RARC negotiations, but declined to elaborate. □

RKO odyssey. The FCC last week directed an administrative law judge to hold further hearings on RKO General Inc.'s renewal application for KHJ-TV Los Angeles and a competing application by Fidelity Television Inc. Among other things, the ALJ was directed to investigate whether RKO, in light of its disqualification as licensee of WNAC-TV Boston, was qualified to remain the licensee of KHJ-TV, whether RKO had filed false and misleading financial statements in an attempt to deceive the commission, and whether RKO has been lacking in candor in details provided to the commission about Internal Revenue Service investigations. In 1980, the FCC denied RKO renewal for WNAC-TV, WOR-TV New York and KHJ-TV. On appeal, the Court of Appeals in Washington affirmed that part of the decision denying renewal to WNAC-TV but sent back for further consideration that part denying renewal to WOR-TV and KHJ-TV (BROADCASTING, Dec. 7, 1981). In its decision, the court agreed that RKO had demonstrated "an egregious lack of candor" in withholding evidence in the context of the WNAC-TV proceeding. But since other issues in the case didn't warrant denial of renewal, and the lack of candor issue had arisen in the context of the WNAC-TV case—and that happened after the commission had conditioned the Los Angeles and New York renewals on the outcome of the Boston case—the court rejected the commission's conclusion that it was compelled to disqualify RKO as the licensee of KHJ-TV and WOR-TV. □

Sprint buy. GTE Corp. received conditional approval from the FCC of its acquisition of Southern Pacific Communication Co. and Southern Pacific Satellite Co. SPCC's principal offering is SPRINT, a long-distance telephone service. SPSC has been authorized to provide domestic satellite service and is scheduled to launch two satellites next year. Under the conditions of the approval, GTE must operate SPCC and SPSC separately from its local telephone operations. It has also agreed to provide competing long-distance providers with equal access to its local telephone facilities. Under terms of the acquisition, GTE is paying Southern Pacific Co., SPCC's and SPSC's parent, about \$737 million and will assume about \$100 million in SPSC's and SPCC's debts.

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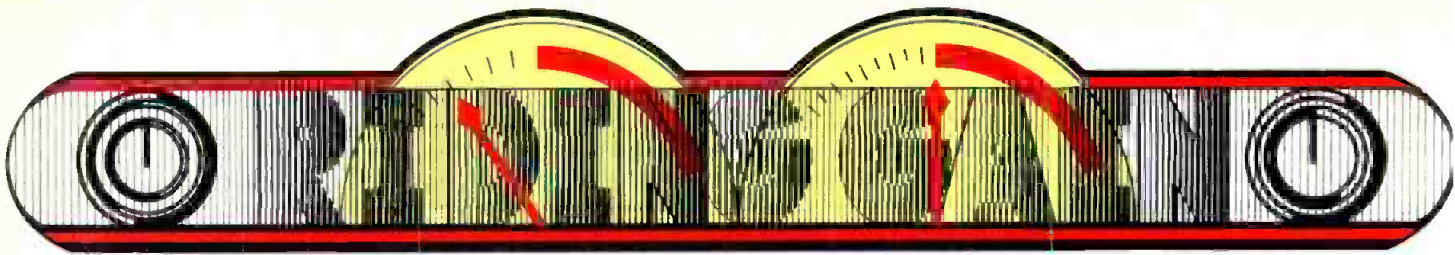
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Mixed bag

The Senate Commerce Committee has requested comments on a proposed measure (S.880) that would extend broadcast hours for daytime AM radio stations to two hours before sunrise and two hours after sunset as long as interference with existing stations is avoided. The bill was introduced in March by Senator Larry Pressler (R-S.D.) and would also eliminate or modify FCC regulations applying to those stations when they file for a new license or for extension of broadcast hours. The FCC has also initiated a rulemaking on the issue and proposes to increase operating hours for daytime only stations from 6 a.m. to sunrise and, after sunset, to 6 p.m. According to current FCC regulations these stations can only broadcast from sunrise to sunset.

A few comments have trickled in so far, among them a letter from National Association of Broadcasters President Edward Fritts. "In 1979, the NAB radio board adopted a resolution calling for the expansion of the hours of operation of daytime-only stations where this could be accomplished without significantly diminishing the service provided by other classes of stations. To the extent that S. 880 would help further these goals, NAB lends its full support," Fritts wrote. He also said the association supports a provision in the measure that would grant preferences to daytime-only licenses seeking fulltime authority and would eliminate the 'diversification' demerits that "disadvantages existing daytime-only licensees seeking new station authorizations."

"Moreover, we concur with the provisions in S. 880 which would eliminate section 73.37 (e) of the commission's rules. This rule arbitrarily has prevented daytime-only stations from filing for full-time authority in many parts of the country," Fritts suggested

Still a way to go. The FCC's action in docket 80-90 (BROADCASTING, May 30), which could lead to the creation of more than 1,000 new commercial FM stations, has generated considerable interest, and consulting engineers report they are already receiving an avalanche of inquiries. Responsible engineers, however, are advising clients that requests for engineering services are premature. The commission, for starters, isn't planning to accept petitions for new stations until after it completes its omnibus rulemaking proposing amendments to the FM table of allocations, and that rulemaking isn't expected to be issued until October or November. No meaningful searches can be carried out until that time, when interested parties can suggest counterproposals to the commission's. The report and order on the omnibus rulemaking, which will let people know what the pattern of allotments will be, probably won't be adopted until well into 1984.

that any legislation adopted should give specific directions to the FCC to develop a plan for implementation.

ABC, however, was not so supportive of the bill. Instead, the network endorsed the FCC's proposal. In its comments, ABC noted that according to engineering studies there would be some interference problems between 5:30 p.m. and 6 p.m.

"S. 880 does not provide adequate guidance for the determination of undue interference to full-time operations and would apparently eliminate any protection for skywave, as opposed to groundwave, service," ABC said.

"ABC is convinced that expanded operating hours for daytime only stations can be authorized while providing reasonably adequate protection for fulltime stations. ABC believes this should be the goal of legislation and commission rule changes. Any temptation to adopt solutions that use 'blanket authorization' at the expense of service to the public should be resisted."

AM accords

The U.S. and Canada have reached a tentative understanding on most of the areas to be included in a new agreement on AM

broadcasting to replace the North American Regional Broadcast Agreement, from which Canada has withdrawn. The new agreement and a technical index to it are being developed in connection with efforts of two countries to resolve the incompatibilities between U.S. and Canadian AM assignments that emerged during the Region 2 Administrative Radio Conference on AM Broadcasting in Rio de Janeiro that ended in December 1981. The FCC, in announcing the progress made in developing the new agreement, said it would be used to coordinate AM assignments between the two countries and would remove "many" U.S. assignments from the section of the Rio pact in which incompatibilities are listed. The draft agreement includes matters that are now the subject of supplementary agreements and understandings with Canada, such as extended hours of operation for daytime-only stations, critical hours of operation and the use of standard and augmented directional antenna patterns. Increased nighttime power for Class IV stations is not addressed in the draft agreement, but the commission said discussions on that issue are continuing.

Co-op shop

USAd's, a company in Amarillo, Tex., says there are more than \$2 billion in unused co-op advertising funds for radio, and it has begun selling its services to help radio stations tap that source. Radio stations that buy the service pay for a continuously updated database of co-op programs offered by manufacturers. According to President Robert Manley, the service will, using a retailer's product list, "generate the co-op plans available to the retailer/advertiser." He says that because manufacturers are constantly revising their co-op programs, published directories are out of date.

USAd's will also write, for the \$400 monthly fee (for most stations in most markets) plus a "reports fee to cover the production and mailing costs," appropriate spot copy, "a letter requesting prior approval to the manufacturer from the retailer, a letter checklist documenting claims to the money and will help the retailer find out the fastest and easiest way to get the money." Manley says most of USAd's, 42 member stations



Historic gathering. An unusual radio occurrence—representatives of the major networks gathered together—took place at J. Walter Thompson U.S.A. in New York to give agency officials an update on the medium. The event was part of the "alternative to network television" seminars organized by JWT. Present at the seminar were (l-r): Robert Mounty, executive vice president, NBC Radio; Art Kriemelman, vice president, sales, Mutual Radio Network; Edward F. McLaughlin, president, ABC Radio Networks; Richard J. Kostyra, senior vice president and media director, J. Walter Thompson, who served as moderator at the seminar; George R. Edwards, National Black Network; Thomas F. Burchill, president, RKO Radio Networks, and Richard M. Brescia, senior vice president, CBS Radio Networks.

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Independents unite

Three nonprofit, independent radio programming organizations have reached a joint venture forming USAudio, "designed to provide program distribution, promotion and marketing support services to both station-based and independent radio producers." The coalition will deliver programs to both commercial and noncommercial stations by both satellite and tape.

"Our purpose is to clearly get more innovation and creativity on the airwaves," explained Michael Toms, executive director of Audio Independents, a San Francisco-based service and support organization that is partnered with Eastern Public Radio and the Longhorn Radio Network in creating USAudio.

The three partners already market and distribute programming to more than 1,500 radio stations, and those activities will continue, although some programs currently distributed under one service might be melded into USAudio in the future. Instead, a primary goal of the partnership is to promote programs that have heretofore not had access to a national audience. Costs of USAudio services will be borne by the producer. Participating stations will not pay an affiliation fee and there will not be an exclusivity requirement for affiliates.

The new service will use Westar IV through the public radio satellite system, with Longhorn providing uplinking and tape distribution services from its offices in Austin, Tex. Eastern Public Radio, a consortium

FCC backed

The Court of Appeals in Washington has affirmed the FCC decision to abandon its rulemaking looking toward banning AM-FM combinations (BROADCASTING, March 8, 1982). The National Association for the Advancement of Colored People had appealed.

of 145 public radio outlets, will coordinate satellite scheduling services and provide promotion and marketing assistance to station-based producers. Audio Independents will provide promotion and marketing support services to independent radio producers. A cost list for specific services will be available shortly. Initial programming from USAudio is expected to become available within 60 to 90 days. Information: Audio Independents, 1232 Market Street, 105, San Francisco, 94102.

Five-year figuring

Arbitron Ratings is exploring the computer software needed to make available five-year demographic divisions (i.e. 25-29) for its AID system used by radio broadcasters. The suggestion came from Arbitron's radio advisory council during its meeting in Hot Springs, Va., last month. Arbitron will also survey its subscribers this summer to determine whether stations want to change to the new metro definitions to be announced

by the Office of Management and Budget in July. Company officials, however, say no change in metros will be implemented before the latter part of 1984. Arbitron plans to give the council a status report on both projects during the next meeting—Aug. 15-18

New sounds

WRLX(FM) Baltimore, currently programming Bonneville's beautiful music, will soon become the fifth major market station to air Mike Joseph's *Hot Hits* format. According to station general manager, Michael Vince the format, which usually consists of all new contemporary music, will be tailored to the needs of the market and may include some oldies. Station management, which is hiring a new announcing staff under the guidance of Joseph, expects to have the new format on the air in time for the fall Arbitron book with a promotion budget in excess of \$500,000. WRLX(FM) is owned by Abell Communications which owns five other radio properties along with WMAR-TV Baltimore.

□

KLAK(AM) Lakewood, Colo. (Denver), has changed its format from oldies to "a cross between MOR and adult contemporary," skewed heavily to a 25-54 male demographic. The station has also expanded its sports and sports/talk programming in the morning (6:30-8:30 a.m.) and afternoon (3-7 p.m.), plus Air Force Academy football and basketball and Kansas City Royals baseball

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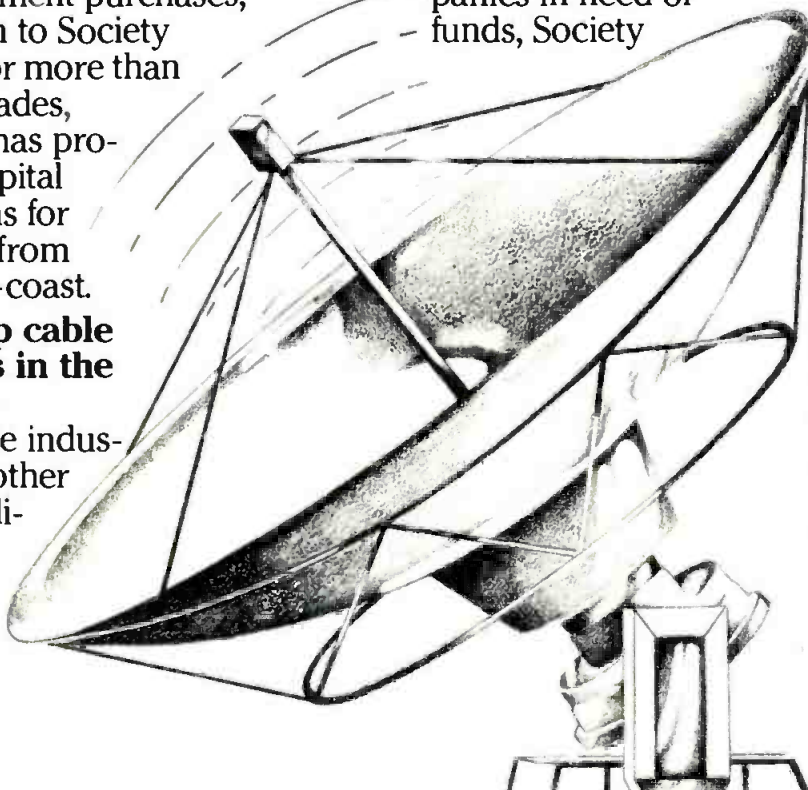
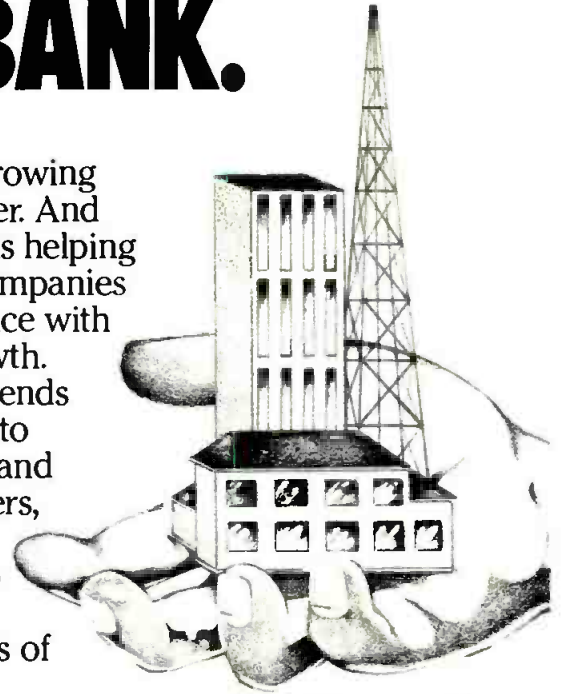
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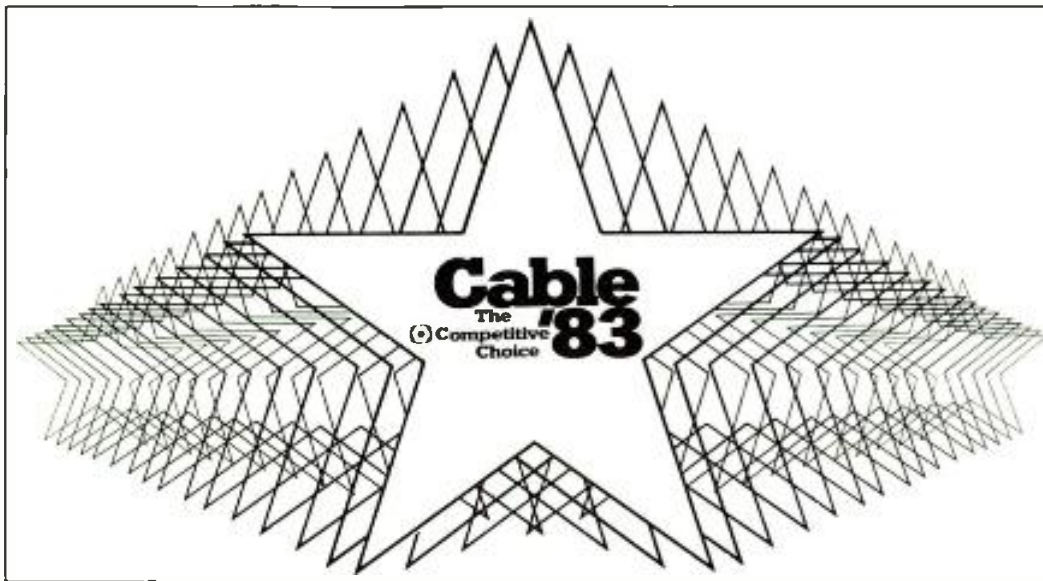
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NCTA mobilizes for good news in Houston

At least some of it from Washington, if Senate comes through on S. 66; pre-registration up 25% over 1982; leadership adopts theme of Cable: The Competitive Choice'

Next week's National Cable Television Association convention in Houston (June 12-15) promises to be both lively (beginning with a 43-screen multimedia display in a 65-foot-high, hexagon-shaped room) and tense considering that the Senate is scheduled to debate and vote on the cable deregulation bill [S. 66] in the middle of it all).

The timing of that vote (on Tuesday, June 14) will necessitate the midconvention return to Washington of the association's president, Tom Wheeler; its executive vice president, James Mooney, and the NCTA government relations staff, which will return on Sunday night, hours before the convention begins. It may also mean that one of the scheduled speakers, Senator Barry Goldwater (R-Ariz.), who authored S. 66, may have to deliver his Tuesday luncheon address by satellite from Washington. Those remaining behind in Houston will have to depend on NCTA to keep them informed of events in Washington, while the business of the annual meeting carries on.

This year's convention, the association's 32d and expected to be the cable industry's largest, will take place in a city that has been called the U.S.'s capital of contemporary architecture. Thirty-four hotels will house those attending the convention, which will be centered in the Astrohall. There will be some 300 speakers (including 31 members

of Congress), 48 sessions, 28 hours of exhibit viewing and 400 companies exhibiting cable programming and hardware and occupying 200,000 square feet of exhibit space. Although the exhibit hall does not officially open until Monday (June 13), conventioners will be allowed a sneak preview on Sunday afternoon (from 2 to 6:30 p.m.).

The opening general session on Monday, which will take place in the hexagon-shaped center room in Astrohall, will introduce this year's convention theme, "Cable: The Competitive Choice," via a multimedia production using slides, three video beams and multichannel sound. The theme, according to Wheeler, is based on two major challenges: that of "getting to the marketplace" and, once there, that of telling consumers that cable is the "better mousetrap," the "competitive choice."

Convention Chairman Monroe Rifkin, president of Rifkin & Associates, Denver, will welcome the delegates (whose total numbers NCTA declined to estimate). The association did say that, as of last week, pre-registration was at 10,000, up 25% over last year's total at a comparable time when the convention was in Las Vegas (final attendance there was 16,545).

Following Rifkin will be addresses by NCTA Board Chairman John Saeman, vice chairman and chief executive officer of Daniels & Associates, Denver; Representative Mickey Leland (D-Tex.), and Wheeler. The entire production, multimedia effects, speeches and all, will be compressed into 90 minutes.

In addition to the opening general session, there will also be a general session on Tues-

day, and one on Wednesday. Tuesday's will be prefaced by an address from FCC Chairman Mark Fowler. The session, titled "Marketing Magic: Cable's Consumer Power Expands," will feature results of a market segmentation study commissioned by NCTA and conducted by Opinion Research Corp. of 4,200 consumers in 14 urban and nonurban markets. Copies of the complete two-volume study, which concerns "creative solutions to cable marketing problems," will be on sale at the convention (\$400 for members, \$600 for nonmembers). Moderator will be Trygve Myhren, chairman and chief executive officer, American Television & Communications Corp., based in Englewood, Colo.

Wednesday's general session, "Programming: Sources and Revenue," will be fashioned after a talk show, featuring syndicated talk show host Charlie Rose, who will draw the audience into a discussion on who pays for cable programming, who provides programming and who should control the product. Panelists will be Allen Gilliland, president, Gill Cable, San Jose, Calif.; William Grimes, president, ESPN, Bristol, Conn.; Herb Granath, president, ABC Video Enterprises, New York; Burton Stanier, president, Group W Cable, New York, and Frank Biondi, president, Home Box Office, New York.

Luncheon speakers during the convention are Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, on Monday, and Goldwater on Tuesday.

Sessions, 20 "breakout" and 10 "eyeopeners," are broken down by category: en-

hanced services, marketing, operations, programming, public policy and technical. Public policy sessions will include discussions on deregulation, copyright, must carry and franchise renewal; technical sessions on signal leakage, fiber optics and scrambling; programming sessions on pay per view, children's television and trends in cable viewing;

operations sessions on cable opportunities around the globe, cable financing and unions in cable; marketing sessions on market research, ad sales and audience promotion, and enhanced services on addressability and theft of service.

The convention concludes Wednesday evening with a dinner dance featuring com-

poser-entertainer Burt Bacharach and lyricist-singer Carole Bayer Sager. The association's awards for "significant contributor to cable television and to improvement of communications" will be presented during this final ceremony.

Next year's NCTA convention is scheduled for June 3-6 in Las Vegas.

NCTA's day by day activities in Houston

Registration for the NCTA convention will be open from 9 a.m. to 6:30 p.m., Sunday, June 12; 8 a.m.-6 p.m., Monday, June 13, Tuesday, June 14, and Wednesday, June 15. The exhibit hall will be open from 2 to 6:30 p.m. Sunday, 11 a.m.-6 p.m. on Monday and 9:30 a.m.-6 p.m. on Tuesday and Wednesday. A welcoming reception will be held Sunday evening, June 12, from 5 to 6:30 p.m. in the Astrohall.

Monday, June 13

Opening session. 9:30-11 a.m. General session room. *Cable: The Competitive Choice.* Speakers: Monroe Rifkin, Rifkin & Associates; Representative Mickey Leland (D-Tex.); John Saeman, NCTA chairman and vice chairman and chief executive officer, Daniels & Associates; Thomas Wheeler, NCTA president.

Two concurrent technical sessions. 11-noon. "No-Loss" Studio Transfer Techniques. Room 300. Moderator: Ann Muller, Bertman Corp. Panelists: Dom Stasi, Warner Amex Satellite Entertainment Co.; Richard Wolfe, 20th Century-Fox Telecommunications.

Signal Leakage: Maintaining Detente. Room 307. Moderator: Wendell Bailey, NCTA. Panelists: John Mattis, Raychem Corp.; William Down, LRC Electronics; Thomas Lovern II, Comm/Scope Co.; Robert Luff, Rogers UA-Columbia; John Wong, FCC.

Luncheon. Noon-1:30 p.m. Astrovillage ballroom. Speaker: Representative Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee.

Two concurrent technical sessions. 2-3:30 p.m. *Today's Cable System Architecture—Design and Theory.* Room 300. Moderator: Harold Katz, Stern Telecommunications. Panelists: Robert V.C. Dickinson, E-COM Corp.; William Evans, Manitoba Telephone System; Archer Taylor, Malarkey-Taylor Associates; Steve Westall, Times Fiber Communications; John Kelly, NABU.

Data Communications on Cable: Applications & Practices. Room 307. Moderator: Geoffrey Gates, Cox Cable. Panelists: Thomas Polis, Communications Construction Group; Heinz Wegener, Wegener Communications; Michael Quelly, E-COM Corp.; Michel Dufresne, Videotron Communications; David Slim, Scientific-Atlanta.

Eight concurrent breakout sessions. 2:30-4 p.m. *Wired World: Cable Opportunities Around the World.* Room 100. Moderator: Sidney Topol, Scientific-Atlanta. Panelists: Patrick Whitten, Communications and Information Technology Research; Bruce Fireman, Charterhouse Japhet PLC; Claus Detjen, Anstalt Fuer Kabelkommunikation; Bernard Schreiner, Mission Interministerielle pour Developpement Reseaux Cable.

Deregulation: Congress on Cable. Room 107. Moderator: Ralph Baruch, Viacom. Panelists: Senator Daniel Inouye (D-Hawaii), and Representatives James Bates (D-Calif.), Matthew Rinaldo (R-N.J.), Thomas Tauke (R-Iowa), Dennis Eckart (D-Ohio), Billy Tauzin (D-La.). Reactor: Patrick Gushman, Cablevision.

Copyright: Its Hold on the Industry. Room 111. Moderator: James Mooney, NCTA. Panelists: Senator Patrick Leahy (D-Vt.) and Representatives

Daniel Glickman (D-Kan.), Robert Kastenmeier (D-Wis.), Thomas Kinness (R-Ohio), Romano Mazzoli (D-Ky.), Harold Sawyer (R-Mich.), Patricia Schroeder (D-Colo.). Reactor: Norman Black, Associated Press.

Through the Looking Glass: Trends in Television Viewing. Room 11. Moderator: Kathryn Creech, Hearst/ABC. Panelists: Dick Montesan, ABC; Vivian Horner, Warner Amex Cable; Allen Banks, Dancer, Fitzgerald Sample; Charles Townsend III, United Cable. Reactor: Donald West, BROADCASTING.

The Muske-Tiers: All on One and One for All. Room 118. Moderator: Jordan Rost, Warner Amex Satellite Entertainment Co. Panelists: Gary Weik, Harte-Hanks Cable; Jerry Maglio, Daniels & Associates; Gary Bronson, ATC; Ajit Dalvi, Cox Cable. Reactor: Jonathan Banner, View.

Must-Carry: How Heavy is the Burden? Ballroom A. Moderator: Hari Greenberg, Cable Communications of Iowa. Panelists: Senator Robert Kasten (R-Wis.), Representatives Michael DeWine (R-Ohio), Henry Hyde (R-Ill.), Carlos Moorhead (R-Calif.), Henry Waxman (D-Calif.) and William Lilley, CBS. Reactor: Arthur Hill, Cable Television Business.

Federal, State and Local Regulations: The Changing Regulatory Mix. Ballroom B. Moderator: William Bresnan, Group W Cable. Panelists: Representatives John Bryant (D-Tex.) and Ralph Hall (D-Tex.); California Assemblywoman Gwen Moore; Ronald Onufer, Lansing, Mich., cable administrator; Daniel Shields, United Cable. Reactor: Lucy Huffman, Multichannel News.

Should Washington Mandate the Leasing of Cable Channels? Ballroom C. Moderator: Brian Conboy, Time Inc. Panelists: Senators Ted Stevens (F-Alaska), Larry Pressler (R-S.D.) and Paul S. Trible Jr. (R-Va.), Representatives Cardiss Collins (D-Ill.), Jack Fields (R-Tex.), James Florio (D-N.J.), Mike Oxley (R-Ohio). Reactor: Steve Tuttle, Television Digest.

Two concurrent technical sessions. 4-5:30 p.m. *Hardware Design and Failsafe Performance Techniques.* Room 300. Moderator: Bert Henscheid, Texscan-Theta Communications. Panelists: Joseph Preschutti, COR Electronics; Alan Schlenz, Scientific-Atlanta; Vern Coolidge, Scientific-Atlanta; Robert Plow, Lorain Products; Donald Groff, General Instrument; William Homiller, General Instrument.

Measurements: Process and Principle. Room 307. Moderator: Paul Beecher, WASEC. Panelists: Sydney Fluck Jr., Wavetek Indiana; John Huff, Times Mirror Cable; Harold Katz, Stern Telecommunications; Bradford Kellar, Raychem Corp.; Rezin Pidgeon Jr., Scientific-Atlanta.

Tuesday, June 14

Five concurrent eyeopener sessions. 8:30-9:30 a.m. *Reach Out and Touch Someone: Alternative Sources of Financing.* Room 118. Moderator: Keith Cunningham, Prime Cable Corp. Panelists: Julian Brodsky, Comcast Corp.; Bill Kingery, Daniels & Associates; Kenneth Anderson, Combined Cable Corp.

Cable Deregulation: Clearing the Path. Ballroom A. Moderator: John Evans, Arlington (Va.) Telecommunications. Panelists: Randy Nichols, FCC; Christopher Coursen, Senate Communications Subcommittee coun-

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sel; Tom Ryan, House Commerce Committee staffer; David Aylward, House Telecommunications Subcommittee chief counsel; Rodney Joyce, House Telecommunications Subcommittee general counsel; Howard Symons, House Telecommunications Subcommittee counsel; Ward White, Senate Communications Subcommittee senior counsel.

Cable Copyright. Ballroom B. Moderator: Brenda Fox, NCTA. Panelists: Tom Mooney, House copyright subcommittee general counsel; Mike Remington, House copyright subcommittee general counsel.

Program Content: Who's Got Control? Ballroom C. Moderator: Ed Allen, Western Communications. Panelists: William Johnson, FCC; Thomas Rogers, House Telecommunications Subcommittee counsel; Arnold Havens, House Commerce Committee minority counsel; Stephen Ross, FCC.

Selling That Sizzle: Increasing Ad Sales Through Audience Promotion. Ballroom D. Moderator: Whitney Goit, Warner Amex Cable. Panelists: Ray Klinge, Tulsa Cable; Marcella Rosen, N W Ayer; Gary Smith, GE Cablevision.

Two concurrent technical sessions. 8:30-10 a.m. Satellites: A New Earth Station Universe. Room 300. Moderator: Joseph Stern, Stern Telecommunications. Panelists: James Grabenstein, Microdyne Corp.; R.J. Hall, Southern Pacific Satellite; Karl Poirier, Triple Crown Electronics; Norman Weinhouse, Hughes Communications.

Videotext and Teletext, Delivering on the Promises. Room 307. Moderator: William Thomas, Zenith Radio Corp. Panelists: Pedro Barros, Time Video Information Services; Walter Ciciora, ATC; Gary Stanton, Southern Satellite Systems; Sharon Earley, National Captioning Institute; Heinz Wegener, Wegener Communications.

Seven concurrent breakout sessions. 10-11:30 a.m. Digging for Gold: Tuning In to the Untapped Opportunities. Room 100. Moderator: Douglas Dittick, Tribune Cable Communications. Panelists: Michael McCruden, ATC; Roger Turner, Colony Communications; Dennis Leibowitz, Donaldson, Lufkin & Jenrette; C. Thomas Rush, Warner Amex Cable; Brian Thompson, MCI Communications. Reactor: Ronald Wolf, *Philadelphia Inquirer*.

Deciding on Addressability: A Smorgasbord of Choices. Room 107. Moderator: John Goddard, Viacom Cablevision. Panelists: Robert Hosfeldt, Gill Cable; Rodney Weary, WW Communications; Scott Kurnit, Warner Amex Cable; Barry Marshall, TCI. Reactor: Steven Rosenberg, Paul Kagan Associates.

On the Line: Cable/Telco Relationship. Room 111. Moderator: Jerry Lindauer, Prime Cable Corp. Panelists: Senators Charles McC. Mathias (R-Md.) and Arlen Specter (R-Pa.), former FCC Commissioner Anne Jones and Gustave Hauser, Hauser Communications. Reactor: Merrill Brown, *Washington Post*.

A Diamond Is Forever...But What About a Cable Customer? Room 114. Moderator: Susan Denison, Showtime. Panelists: Mark Handler, Cox Cable; Gretchen Frank, Rogers UA Cablesystems; John Charlton, TCI; Alex Papagan, Colony. Reactor: Nicolas Furlotte, *Cable Marketing*.

The Critics' Choice: On the Record. Room 118. Moderator: Barbara Ruger, Group W Satellite. Critics: David Crook, *Los Angeles Times*; Ben Brown, *USA Today*, and Sally Bedell, *New York Times*. Questioners: Mary Alice Dwyer, Hearst/ABC; Greg Nathanson, Showtime; Robert Pittman, WASEC; Brigitte Potter, HBO.

The Urban Challenge. Ballroom A. Moderator: June Travis, ATC. Panelists: Robert Clasen, Rogers Cablesystems; Barry Washington, Connection Communications Corp.; Janet Foster, Group W Cable; Craig Startt, Cox Cable. Reactor: Jonathan Landman, *Chicago Sun-Times*.

Children and Family Programming. Ballroom B. Moderator: Kay Koplovitz, USA Network. Panelists: Cy Schneider, Warner Amex Cable; Arthur Dwyer, Cox Cable; Peggy Charren, Action for Children's Television; Peggy Christianson, Disney Channel. Reactor: Ethel Booth, *Cable Television Business*.

Two concurrent technical sessions. 10:30 a.m.-noon. Fiber Optics—Now. Moderator: Paul Polishuk, Information Gatekeepers. Panelists: E.

John Powter, British Telecom Research Laboratories; Garold Tjaden, Cox Cable; Masahiro Kawahata, Visual Information System Development Association; William Evans, Manitoba Telephone System; F. Ray McDevitt, Warner Amex Cable.

Off-Premises Addressable Subscriber Equipment. Room 307. Moderator: Joseph Preschutti, C-COR Electronics. Panelists: Charles Palmer, C-COR Electronics; Robert Dickinson, E-COM Corp.; Israel Switzer, Media General; Larry Fox, Texscan Corp.

Luncheon. Noon-2:30 p.m. Astroville Ballroom. Speaker: Senator Barry Goldwater (R-Ariz.). Special address: FCC Chairman Mark Fowler.

General session. 2:30-4 p.m. Astrohall. Marketing Magic: Cable's Consumer Power Expands. Moderator: Trygve Myhren, ATC. Panelists: August Hess and Howard Horowitz, Opinion Research Corp.; Kenneth Probst, Campbell-Mithun.

Two concurrent technical sessions. 4:30-6 p.m. Operations. Room 300. Moderator: William Petty, Capital Cities. Panelists: Jonathan Ridley, General Instrument; Jay Staiger, Magnavox CATV Systems; Jack Koscinski, Warner Amex Cable; Dean Fredriksen, Scientific-Atlanta.

Audio—Optimizing the Medium. Room 307. Moderator: Dom Stasi, WA-SEC. Panelists: Ned Mountain, Wegener Communications; Joseph Van Loan, Viacom Cable; Craig Todd, Dolby Laboratories; Steve Forshay, Dolby Laboratories; Gary Stanton, Southern Satellite Systems.

Wednesday, June 15

Eyeopener session. 8:30-10 a.m. Theft of Service: How to Keep Hands Off Yours. Room 118. Moderator: Frank Scarpa, Valley Video Cable. Panelists: Robert Zitter, HBO; Frederick Cluthe, Suburban Cablevision; Robert McRann, Cox Cable.

Four concurrent eyeopener sessions. 8:30-9:30 a.m. The Retail Game: Can Cable Go Boutique? Ballroom A. Moderator: Richard Erwin, Cable TV of Puget Sound. Panelists: James Dock, Heritage Communications; Ben Reichmuth, Gill Cable; Scott Campbell, American Cable Connection.

Unions in Cable: Making It Work. Ballroom B. Moderator: William Oldaker, Epstein, Becker, Borsody & Green. Panelists: William Shaw, Turner Broadcasting System; Henry Magers, UA Columbia Cablevision of New Jersey; John Dawson, ATC.

Who, What, When and Where: Understanding Cable Consumers through Research. Ballroom C. Moderator: Stephen St. Marie, Viacom Cable. Panelists: Frederick Livingston, Continental Cablevision; Hazel Kahan, Warner Amex Cable; Jeff Berman, Cox Cable.

Independent Operators: Taking on the Competition. Ballroom D. Moderator: Bryan Blow, ATC. Panelists: Sally Davison, Staunton Video; Dick Loftus, Trident Communications Group; James Mooney, NCTA; Char Beales, NCTA.

Technical session. 8:30-10 a.m. Using Feed Forward. Room 307. Moderator: Vic Tarbutton, Century III Electronics. Panelists: Donald Dworkin, NYT Cable TV; Georg Luettgenau, TRW Semiconductors; John Pavlic, C-COR Electronics; Dan Pike, Prime Cable Corp.

General session. 10-11:30 a.m. Programing: Sources and Revenue. General session room. Host: Charlie Rose. Panelists: Allen Gilliland, Gill Cable; William Grimes, ESPN; Herb Granath, ABC Video Enterprises; Burton Stanier, Group W Cable; Frank Biondi, HBO.

Technical session. 1-2:30 p.m. Scrambling: Cable and Satellite Security. Room 300. Moderator: William Riker, NCTA. Panelists: Michael Hayashi, Pioneer Communications; Paul Heimbach, HBO; Patrick Dillon, General Instrument; Elliot Kohn, RCA Laboratories.

Six concurrent sessions. 2:30-4 p.m. Right on the Money: The Facts on Cable Financing. Room 100. Moderator: Thomas Marinkovich, Daniels &

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Associates. Panelists: Brion Applegate, Burr, Egan and Deleage; Michael Connelly, First National Bank of Boston; Leon Black, Drexell, Burnham, Lambert. Reactor: Paul Kagan, Paul Kagan Associates.

Quid Pro Quo: Franchise Renewal. Room 107. Moderator: Daniel Aaron, Comcast Cable. Panelists: Norval Reece, Group W Cable; David Wicks, Warburg Paribas Becker; Thomas Steel Jr., Boston cable commission; Kenneth Beier, mayor of Fostoria, Ohio. Reactor: Robert Enstad, *Chicago Tribune*.

Uncrossing the Wires: Is the Consumer Ready for Electronic Information? Room 111. Moderator: Gary Tjaden, Cox Cable. Panelists: Peter Gross, Time Video Information Services; Selman Kremer, SSS; Clarence Selin, American Bell. Reactor: Gary Arlen, Arlen Communications.

The Voice of Experience: Making Pay-Per-View Work. Room 114. Moderator: Edward Bennett, Viacom Cable. Panelists: Frank Nuesse, Rogers Cablesystems; Kazie Metzger, Group W Cable; Don Carroll, Oceanic

Cablevision; Sheldon Perry, Warner Amex. Reactor: Richard Kulis, Pay Per View Association.

Does Mass Mean More? Strategies to Serve the Audience. Room 118. Moderator: Marty Lafferty, Group W Cable. Panelists: Robert Wussler, Turner Broadcasting System; S. William Scott, Satellite News Channel; Robert Johnson, Black Entertainment Television; Jeffrey Reiss, Cable Health Network; Paul Klein, Playboy Channel; Anthony Hoffman, Cralin and Co. Reactor: Edmond Rosenthal, *CableAge*.

The Bottom Line: A Successful Ad Sales Force. Ballroom A. Moderator: Robert Alter, Cabletelevision Advertising Bureau. Panelists: William Bernard, *TV Watch*; James Heavner, The Village Cos.; Virginia Westphal, Viacom Cable; Geri Duckworth, Monterrey Peninsula TV Cable. Reactor: Maurine Christopher, *Advertising Age*.

Gala dinner and Ace awards presentation. 8 p.m. Grand ballroom. Entertainment: Burt Bacharach & Carol Bayer Sager.

Exhibitors listing

The following is a list of NCTA exhibitors showcasing their wares in the Astrohall in Houston. An asterisk indicates a product new to the market this year.

A.C. Nielsen Co. 1618
1290 Avenue of the Americas, New York 10104

Nielsen code cable on-line data exchange. **Staff:** David Harkness, Susan Whiting, Kip Vanderbilt, Paul Lindstrom, Muriel Carter, Drew Hamre, Bob Hewes, Kyle Vallar.

Accu-Weather 4015
619 W. College Ave., State College, Pa. 16801

Weather text and graphics for cable, teletext, videotext and electronic publishing. **Staff:** Joel Myers, Evan Myers, Walter Gilbride, Barry Myers, John King, Maria Myers.

Acme Ladders 2006
Box 26593, Houston 77207

Fiberglass stepladders, extension ladders, combination ladders, platform ladders and accessories. **Staff:** Bob Plyler, Paulette Plyler, Dave Estep, Tom White, Frank LeClair, Bernie Ray, Vonda Frerichs.

ACSN, The Learning Channel 3411
1200 New Hampshire Ave., Washington 20011

Adda Corp. 3606,07
130 Knowles Dr., Los Gatos, Calif. 95030

Still store and retrieval system, graphics, dual channel time base corrector and synchronizer*, digital effects system, frame synchronizer/TBC. **Staff:** Jon Teschner, Harry Gladwin, Emerson Ray, Duane Tuttle, Gary Youngs, Sheila Ross, Walter Werdmuller.

Adrian Steel 3033,34
906 James St., Adrian, Mich. 49221

Service van interior equipment and ladder racks. **Staff:** Mark Hassel.

ADT Security Systems 1504
One World Trade Center, New York 10048

Residential burglary, fire, emergency and medical security systems. **Staff:** Robin Weber, Richard Simonetti.

Aegis Systems 4322
3736 N. High St., Columbus, Ohio 43214

Automated cash collection service utilizing electronic funds transfer. **Staff:** Suzanne Kull, Ed Williams.

Allied Steel & Tractor 3624
5800 Harper Rd., Solon, Ohio 44139

Underground piercing tool—Hole-Hog. **Staff:** Greg Smith, Tom Murphy, Mike Camp.

Alpha Technologies 3022,23
1305 Fraser St., D-6, Bellingham, Wash. 98226

Standby power supply with microprocessor remote status, monitor and standard power supplies. **Staff:** Fred Kaiser, Johan Dooyeweerd, Steve Miller, Les Forwood, G.L. Borsari, S. Wong, L.M. Black, Randy Pattison, Dick Grasso, Greg Stanwood, Dick Williams, Dale Bock, Jerry Quinn, Jim Farquharson, Mitch Anderson, Terry Jones, Al Laughlin, Art Whitaker.

Altec Industries 1403
Box 10264, Birmingham, Ala. 35202

Vans with aerial lifts. **Staff:** Harry House, Doug Finch.

AM Cable TV Industries 2104
Box 505, Quakertown, Pa. 18951

Full turnkey construction services, aerial and underground, 450 mhz directional taps, off-premise addressability service.* **Staff:** Mac Qurashi, Lee Zernick, Bill Ross, Bob Ford, Joe Cadile, Dennis Anelli, Tom Burka, Ben Benefield, Leo Borin, Jerry Evans.

American Bell 2508
22 Cortlandt St., New York 10007

American Spliceo 2409
Box 3367, Morehead City, N.C. 28557

Cable construction services. **Staff:** Mike Brakefield, Skinner Chalk, Don King, Doug Gilchrist, Eric Herbert, Mike Thompson, Mike Callahan, Tom Fenner.

Amperex Electronic Corp. 1043
Providence Pike, Slatersville, R.I. 02876

CATV and MATV hybrid modules, RF semiconductors. **Staff:** H. Hench, T. Perry, C. Hack, J. Ramaekers, P. Lok, F. Timmermans, J. Cagle, L. Arpino, E. Hoefgeest, C. Kooij.

Andersen Laboratories 1041
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Andrew Corp. 3010,11
10500 W. 153d St., Orland Park, Ill. 60462

Anixter Communications 2401
4711 Golf Rd., Skokie, Ill. 60076

Antenna Technology Corp. 2602,03
8711 E. Pinnacle Peak Rd., Scottsdale, Ariz. 85255

Aritech Corp. 2626-28
25 Newbury St., Framingham, Mass. 01701

Burglar and fire alarm equipment and systems. **Staff:** David Cohen, Jim Synk, Albert Janjigian, Charles Darsch, John Paderson, Sid Smith.

Armex Cable TV Hardware 2014
2700 E. Nine Mile Rd., Warren, Mich. 48091

Cable connectors. **Staff:** Stephen Mitich, Leslie Day.

Army Reserve 3625
Pentagon, Rm. 3E384, Washington 20310

Public service announcements. **Staff:** Fran Rhodes, Gene Sexton, Elizabeth Graves.

Arrowhead Enterprises 2638
Anderson Ave., New Milford, Conn. 06776

Associated Plastics 2002,03
18140 Euclid St., Fountain Valley, Calif. 92708

Associated Press 2304
50 Rockefeller Pl., New York 10020

AP NewsCable. **Staff:** Roy Steinfort, Greg Groce, Don Blohowiak, Steve Crowley, John Willis, Jack Pace, John Strachan, Tom Rizzo, John Schweitzer.

Astoria Corp. 4111,4206
2200 Patches, Hannibal, Mo. 63401

Augat CATV Group/Broadband Engineering/LRC Electronics/Vitek 3302
Box 111, Horseheads, N.Y. 14845

Amplifiers, upgrade modification, replacement components, repair service, dual sealed F connector quantum reach and cable flex connectors*, addressable tap system*, descrambler/traps, RF leakage detectors, pay TV security traps. **Staff:** Ken Wood, Keith McIntosh, John McQuaid, Colleen Boudreau, Dave Chavez, Bill Ellis, Chuck Wise, Peggy Isaacson, Peggy Sharp, Debbie Sheldon, Jeanne Trivision, Jeanne Kraunich, B.E. Duval, Carl Rodney, Glen



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Automation Technologies 4326,28
1550 N. 105th E. Ave., Tulsa, Okla. 74116

Satellite receiving system. **Staff:** Ted Anderson, Frank Tackett, Ed Covington, Bill Johnson, Dale McCallie.

Avantek 2407
481 Cottonwood Dr., Milpitas, Calif. 95035

Earth stations, low level sweep for midband split systems, digital signal level meters, cable fault locators, LNAs, LNC's, line splitters and drivers and other TVRO accessories. **Staff:** Phil Halamandaris, Anne Monson, Dave Stogner, George Sears, Rich Davis, Jerry McCoy, Jeff Thomason, Rob Corrao, Bill Reardon, John Maly, Billy Emery, Art Ford, Steve Schoen, Eric Landau.

Belden 3304
2200 Hwy. 27 South, Richmond, Ind. 47374

Staff: Phil Pennington, Len Cebol, Paul Miller, Steve Groves, Ed Cheney, Dave Berg, Kanda Kelly, Ken Rueth, Bill Donahoe, Mike Mullery.

Bell & Howell 3204
6800 McCormick Rd., Chicago 60645

Fully-automated mail handling equipment for cable industry. **Staff:** Jack Padian, Bill Wise, Bill Weeks, Ruth Johnson, Mike Chepolis, Bob Bell, Bill Brandon, Del Stroud, Ken Morgan, Ed Navarro.

Beston Electronics 2404
15315 S. 169 Hwy., Olathe, Kan. 66061

Character generator: message center, weather information. **Staff:** Barry Kenyon, Bob Barnes, Rod Herring, Jim Shaw, Marvin Douglass.

Biddle Instruments 1614
510 Township Line Rd., Blue Bell, Pa. 19422

Portable digital TDR radar cable test sets, fiber optic cable test sets. **Staff:** C. Schmidt, B. Peterson, B. Griffin, R. Krause, P. Pousson.

Black Entertainment Television 2509
1050 31st., NW, Washington 20009

BET programming. **Staff:** Robert Johnson, Edward Maddox, Carol Coody, Paulette Johnson, Alexis Piper.

Blonder-Tongue Laboratories 3404
One Jake Brown Rd., Old Bridge, N.J. 08857

Headend signal processing equipment, modulators, low noise amplifiers, professional antennas and support programs for stocking cable distributors. **Staff:** Isaac Blonder, Martin Siskel, Dan Altieri, Glenn Stawicki, George Bahue, George Freeman, Andrew Rybicki, Martin Eggers, Jim Fitzpatrick, Walter Joswick.

Brad Cable Electronics 3008,09
1023 State St., Box 739, Schenectady, N.Y. 12301

Staff: Ben Rhodes, Bob Price, Ben Price.

BROADCASTING Magazine 1308
1735 DeSales St., NW, Washington 20036

Budco 2029
4910 E. Admiral Pl., Tulsa, Okla. 74115

Burnup & Sims 2203

1333 S. University Dr., Planation, Fla. 33324

Total management system. **Staff:** Michael Goldwire, Gene Struhl.

Business Systems 1109
2720 Wade Hampton Blvd., Greenville, S.C. 29615

C & C Cable TV Enterprises 3628
1707 Rt. 130 South, Burlington, N.J. 08016

Cable sales, construction and installation, both aerial and underground. **Staff:** David Cihocki, James Cihocki, Richard Cihocki.

C-2 Utility Contractors 3615,16
Box 683, Eugene, Ore. 97440

C-COR Electronics 2301
60 Decibel Rd., State College, Pa. 16801

SCAT 10 off-premises addressable converter*, 450 mhz amplifiers, feedforward amplifiers*, status monitoring system*, main line passives, LNA amplifiers*, system design. **Staff:** J. Palmer, S. L. Dance, J. Preschutti, J. Pavlic, J. Hastings, F. Kummer, J. Dowdell, S. Davidsons, T. Malson, J. Stehman, C. Palmer, N. Friedrich, R. Schulin.

C. Itoh & Co. 4207,09
270 Park Ave., New York 10017

CATV Services 3509
3270 Seldon Ct., Fremont, Calif. 94539

CATV Subscribers Services 1619,20
108 State St., Suite 102, Greensboro, N.C. 27408

Contract services including mapping/design, construction, door-to-door sales/marketing, installation, turnkey packages and special support services. **Staff:** Raymond Galtelli, Josephine Galtelli, T. Rocky Orrell, Fred Robertson, Jerry Haisman, Penny Martin.

CATV Telex 1002
10616 St. Xavier, St. Louis 63074

CBN Cable Network 1205
CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour cable network of entertainment, information and inspirational programming; benefits package of up to 20 cents per subscriber. **Staff:** Tim Robertson, Tom Rogeberg, Ted Norman, Tom Hohman, Ron Harris, Bill Miller, Clay Boudreaux, Howard Williams, Craig Sherwood, Shirley Prichett-Hill, Mark Slow, John Fernandez, John Roos, Jim Watson, Doug Greenlaw.

CCS Cable 2306
5707 W. Buckeye Rd., Phoenix 85043

Staff: Duane Crist, Dick MacMillan, Bill Terrill, Ron Scott, Bob Peckrul, Sherry Reed.

CWY Electronics 2008,09
405 N. Earl Ave., Box 4519, Lafayette, Ind. 47904

Cable Com 2203
6440 Hillandale Dr., Box 756, Lithonia, Ga. 30058

Designs, engineers, constructs and installs of cable systems. **Staff:** Billy Jones, Dean Hill.

Cable Communications Media 1014,15
203 E. Broad St., Bethlehem, Pa. 18018

Program guides. **Staff:** Carl Kehler, Russ Funkhouser, Larry Rosenberg, David Levin.

Cable Graphic Sciences 4342

7095 N. Clovis Ave., Clovis, Calif. 93612

Cable Health Network 21C
1211 Avenue of the Americas, New York 10036

Health, science and better living programming. **Staff:** Bruce Johnson, Jeffrey Reiss, Art Uleni, Loreen Arbus, A.G. Cooper, Don Anderson, B Padalino, Seymour Kaplan, Lynn Woodard, Frank Donino, David Moore, Les Greenwall, Pam Van Wagenen.

Cable Power 1021-2
14860 NE 95th St., Redmond, Wash. 98052

Nonstandby 30-60 volt power supply*, standb amps* (12, 14, 15, 20 amp). **Staff:** Bill Kershaw, Philip Pong, Warner Krajicek, Ben Duvall, Ca Rosecrans, Bob Maes, Don Thompson.

Cable Product News 200
Box 2772, Palm Springs, Calif. 92263

Staff: Steve Tolin, John Stone.

Cable Security Systems 4311,1
Box 2066, 621 Stage Rd., Auburn, Ala. 36830

Cable Services 130
2113 Marydale Ave., Williamsport, Pa. 17701

Staff: John B. Roskowski, George Fergusor, Harry Wahl, John M. Roskowski.

Cable-Text Instruments 361
4132 Billy Mitchell Rd., Addison, Tex. 75001

Cable TV Supply Co. 310
5933 Bowcroft St., Los Angeles 90016

Cable & STV Collection Services 410
1365 Webford, Des Plaines, Ill. 60016

Collection services. **Staff:** John Martino, Bart Graf, Reg Graf, Kathy Peterson, Mary Ann Moran, Art Hobson.

CableBus Systems 110
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Security systems for residential and commercial use with home terminals and monitoring equipment. **Staff:** Pat Robison, Patrick Dennis, Kar Hoffman, Charles Sleeper, Dave Green.

CableData 320C
3200 Arden Way, Sacramento, Calif. 95825

Staff: B. Mathews, S. Mathews, R. Matteson, M Rodich, J. Knapp, M. Wilderotter.

Cablefacts 4121,23,25, 4216,18,20
Box 11908, Lexington, Ky. 40578

Cablenet Development Corp. 2405
797 Glenn Ave., Wheeling, Ill. 60090

Staff: George Steiger, Milka Bubalo, Mike Kern, Doug Knopf, Harold Wright, Evell Hoskins, Jerry Sandusky, Ken Skinner, Jay Bobrowich.

Cadco 3602,03
2706 National Cr., Garland, Tex. 75041

Cambrian Compsult 4102,04
249 Cedar, Sudbury, Ont. P3B 1M8

Capscan Cable 2203
Halls Mill Rd., Box 36, Adelphia, N.J. 07710

Coaxial cable, aluminum trunk and feeder. **Staff:** Virgil Faulkner, Kevin Lynch, Jay Samples.

Carlton 1031
25701 Science Park Dr., Cleveland 44122

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Staff: Sam Parris, Mike Geisler, Sam Hersh, Dave Merker, Val Nowak, Vic Clark, Dale Kinney.

J.I. Case Co. 1104
700 State St., Racine, Wis. 53404

Rubber tired cable layers and trenchers. **Staff:** Marge Cheyka, Wayne Weeks, Chuck Ulmer, Roger Bullock.

Catel/Tomco Communications 3301
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

Catholic Telecommunications Network of America 4012
95 Madison Ave., Suite 804, New York 10016

Family programming*. **Staff:** Dave Justice, Mike Hurley.

Centel Supply Co. & Wilco-Centel 4211,13,15,17
770 N. Comer Blvd., Lincoln, Neb. 60505

Amplifiers, pole line hardware, pedestals, extenders and receivers. **Staff:** Gene Uczen, John Kotopka, Howard Stillinger, Randy DeMeyer, John Camp, Jeff Anderson, Jim Corry, Will Friden, Larry Hehman, Mike Cutshall, Robert Curran, Tom Kilmartin, Hugh Menking, Ken Lukasik, Bill Berry.

Centro Corp. 1511
9516 Chesapeake Dr., San Diego 92123

Century III Electronics 2202
610 Neptune Ave., Brea, Calif. 92621

Feedforward trunk*, distribution and line extend-

er amplifiers*. **Staff:** Tim Roberti, Peter Wronski, Vic Tarbutton, Steve Brazil, Tom Muniz, Larry Fry, Merv Hussack, Ron Solomon, Bryan Rang.

Champion International 1030
One Champion Pl., Stamford, Conn. 06921

Channel Master Satellite Systems 3502
Industry Dr., Oxford, N.C. 27565

Micro-Beam, 52-channel CARS band microwave transmitting system*, 60-channel converters*. **Staff:** Marshall Turner, Randy Karr, Richard Derrenbacher, Buddy Mills, Dr. Marc Rafal.

Channell Commercial Corp. 1402
620 W. Foothill Blvd., Glendora, Calif. 91740

Staff: W.H. Channell, Bob Baxter, Steve Roby, Norm Bennett, Bob Abrahams, Gary Zuk, Bruce Rawlings, Randy Digglemen, Mike Hummel, Bill Affolter.

Channematic 2310
821 Tavern Rd., Alpine, Calif. 92001

Automatic random-access VCR commercial insert and logging system for multiple satellite services*, sequential VCR commercial insert system*, routing switchers*, audio/video and pulse amplifiers*, random access videocassette changer system*, custom switching and control systems. **Staff:** Bill Killion, Dwain Keller, Vern Bertrand, Dave Mayer, Tim Lange.

Chapman Associates 4205
1835 Savoy Dr., Suite 206, Atlanta 30341

Brokerage, appraisals and financing of CATV

systems. **Staff:** John Emery, Tom Linder, Bob Thorburn, Bill Whitley, Peter Stromquist, Bill Cate, Brian Cobb.

Coaxial Analysts 2303
333 Logan St., Denver 80203

Colormax Electronic 1407
180 Northfield Ave., Edison, N.J. 08837

Closed captioned systems for hearing impaired, converters, directional taps, A/B switches, grounding blocks, splitters for single and dual cable, matching transformers and associated cable accessories. **Staff:** S. Chang, K. Siegel, R. Morone, F. King, B. Davis.

Comedy Entertainment Network 1611
Suite 5104, Hyatt Merchandise Mart, Minneapolis 55110

Comedy programming. **Staff:** Ivan Bonk, Melinda Bonk, Dave Levy, Craig Kittinger, Jill Cell.

Commco Construction 1602,03
106 W. Monseratte, Box 1480, El Campo, Tex. 77437

Turnkey cable construction, pre-build services splicing, balancing, drop installation and fiber optic construction. **Staff:** Robert Wilkins, William Jenkins, Tom Soulsby, Dave Dillon, Jeff Kelley.

Communications Equity Associates 2311
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Staff: J. Patrick Michaels, Harold Ewen, Donald Russell, Thomas MacCrory, Jay Dugan, Ed Frazier, Mark Sena, Beverly Lofley, Beverly Harms, Brian Sweeney, Pep Shappee.

Compucon 3612
Box 401229, Dallas 75240

Radiation hazard assessment service*, complete engineering services. **Staff:** Becky Shipman, Gary Lopez, Omar Jennings, Dave Lemon, Roger Baxter, Rick Coyne.

Computer Utilities of Ozarks 1047
Box 1062, Harrison, Ark. 72601

Computer Video Systems 3306
3678 West 2150 South, Salt Lake City 84120

Compuvid data display systems, public access systems, teletext decoders*, commercial inserter*, encryption/decryption device*. **Staff:** William Morton, Bruce Robertson, Ken Lawson, Randy Wegner, Larry Salchow, Bob Morgan, Ray Malheiro, Bill Robertson, Candice Ritsema.

Comsearch 3629
11503 Sunrise Valley Dr., Reston, Va. 22091

ComSonics 2305
Port Republic Rd., Harrisonburg, Va. 22801

CATV equipment repair, FCC testing, RF leakage detection equipment, spectrum analyzer with zero scan, coaxial relays, mini step attenuators, surge protection devices, technical support services and resale of refurbished equipment. **Staff:** Dennis Zimmerman, Glen Shomo, Wayne Bruffy, Alex Lushpinsky.

Comtech Data 1405
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Control Com 2203
650 Athena Dr., Athens, Ga. 30601

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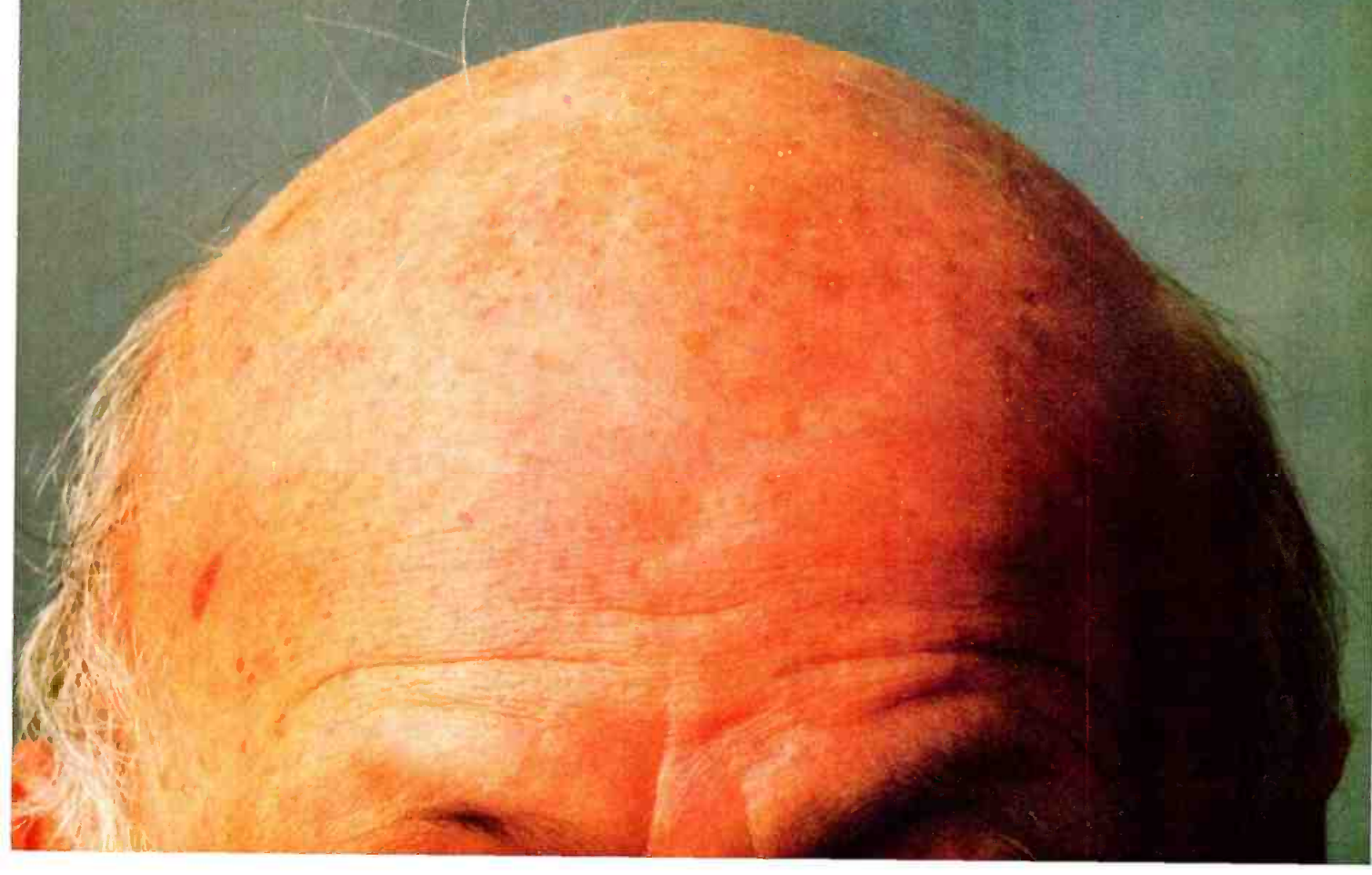
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Multi-hub systems, addressable control systems utilizing computers and addressable taps. **Staff:** Dave Crawford, Jim Crocker.

Control Video Corp. 1035,36
1640 Dell Ave., Campbell, Calif. 95008

Saber—builds spot reels automatically*, multiple VTR editor with touch CRT control, sequencer with automatic satellite spot inserter. **Staff:** Mike Goddard, DeWitt Smith, Bruce Raddatz.

Craig Starview Systems 3308
Rte. 3, Box 103G, Pocahontas, Ark. 72455

Crown Divisions 2403
315 Gasche St., Wooster, Ohio 44691

Cable van interior installer and maintenance van*. **Staff:** John Davin, Joe Boughner, Don Daye, Jim Scott.

Daniels & Associates 2500
2930 E. Third Ave., Denver 80206

Merger, acquisition and investment services. **Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Hugh McCulloh, Bob Holman, Gerry Zimmerman, John Muraglia, Ted Taylor, Pat O'Brien, Lana Ritzel, Jay Busch, Tim David, Bruce Dickinson, Cynthia Baker, Brian Deevy, Dayton Chappin.

Datapoint Corp. 1038,39
8410 Datapoint Dr., S-10, San Antonio, Tex. 78284

Automatic call distributor. **Staff:** Glen Bowie, Jan Stolper, Dee Persuette, Nancy Walker, Ray Owens, Buddy West, Larry Johnson, Kent Nutt.

Datum 3619
1363 S. State College Blvd., Anaheim, Calif. 92806

Defensive Security 2639,40
10959 Shady Trail, Dallas 75220

Delcom Corp. 1105
6019 S. 66th East Ave., Tulsa, Okla. 74145

Deloitte Haskins & Sells 2614,15
28 State St., Boston 02109

Financial forecasting and planning model for CATV operators, cable financing services. **Staff:** Jay LaMarche, Margaret Mulley, Mario Umana, Joseph Abely.

Delta Benco Cascade 2505
124 Belfield Rd., Rexdale, Ont. M9W 1G1

Line extenders, trunk amplifiers, apartment amplifiers, intelligent taps, cable products. **Staff:** Dennis Atha, Dave Fear, Don Stirling, Phil Allman, Ken Jones, Don Atchison, Willi Tack.

Dexcel 2413
2285 Martin Ave., Santa Clara, Calif. 95050

LNAs, LNC's, LNB's home and commercial receivers plus TVRO accessories. **Staff:** Art Kawai, Fred Graham, Mimi Cook, Verney Brown, Yozo Satoda, Cliff Kelley, Linda Nelson.

Diamond Communication Products 3604
500 North Ave., Garwood, N.J. 07027

Drop installation hardware, fiberglass flush mount and above ground pedestals. **Staff:** Frank Pepe, Jim Russell, Tony DiPace, Paul Milazzo, Gene Coll, Gerry Sarp, Tony Dipple.

Digital Equipment Corp. 1204
Continental Blvd., Merrimack, N.H. 03054

Cable information management systems, IVIS—interactive video information system*. **Staff:** Bob Cohen, Dick Falt, Joan Gleeson, Lee Katz, Dick Rose.

Digital Video Systems 3507
716 Gordon Baker Rd., Willowdale, Ont. M2H 3B4

Scrambled/addressed/encrypted satellite transmission systems using multiplexed analog components*, digital time base correctors*, frame synchronizers*. **Staff:** Cameron Bates, Joe Gerkes, Lee Kocsis, Nigel Seth-Smith, Sam Lim, John Lowry, Grant Lofthouse, Keith Lucas, Bob McAll, Jack Speare, James Snelling.

Di-Tech 1010,11
48 Jeffryn Blvd., Deer Park, N.Y. 11729

Audio/video routing switchers, seven-day computer controller, commercial insertion equipment, audio/video pulse distributor amplifiers, video detectors. **Staff:** Tony Bolletino, George Petrilak, Joe Perullo.

Disney Channel 3401
4111 W. Alameda Ave., Burbank, Calif. 91505

Family pay programming service. **Staff:** Jim Jimirro, Art Reynolds, Bob Caird, Peggy Christianson, Oliver de Courson, Ron Mitziker.

Ditch Witch 2501
Box 66, Perry, Okla. 73077

Staff: Paul Rogers, Gene Goley, Steve Cockrell, Tom Ormand.

Dow Jones & Co. 3107
Box 300, Princeton, N.J. 08540

Dow Jones Cable News, and Cable Information Service. **Staff:** Richard Stickney, Doris Runyon, Frank Nini, Mary McCall, Robert Hollis.

Drop Shop 3617,18
Box 284, Roselle, N.J. 07203

Drop materials, cordless drills, apartment boxes, splitters, cable marking devices, house amplifiers, block converters, quad-shield products and tools, indoor/outdoor wire molding, grounding materials. **Staff:** David Wank, Lewis Lubell, Daniel Parsont.

Dunhill Personnel Systems 4110
6401 Carmel Rd., Suite 107, Charlotte, N.C. 28211

Professional recruiters. **Staff:** Bill Gregory, Ralph Knoerr, Mike Wein, Don Pergal, Donna Cowen, Margie Stark, Carl Gist.

Durnell Engineering 4215,17, 4319,21
Hwy. 4, South, Emmetsburg, Iowa 50536

Eagle Comtronics 1304
4562 Waterhouse Rd., Clay, N.Y. 13041

Set-top converters*, modems*, super traps, decoding filters, transformers, splitters, directional taps, programable and addressable descramblers. **Staff:** Alan Devendorf, Ken Kennedy, Joe Ostuni, Chet Syp, Joe Checola, Jack Davis, Bill Lyon, Joe Mastroianni, Bob Dupre, John Tekach, Tom Quirk, Peter Swanson, Steve Juliano.

Eastern Microwave 340
Box 4872, 3 Northern Concourse, Syracuse, N.Y. 13221

EEG Enterprises 101:
1 Rome St., Farmingdale, N.Y. 11735

Parental control devices, vertical interval digit encoding and decoding, closed captioning and text, teletext video data bridge*, VBI communications and control systems. **Staff:** Ed Murphy, Bill Posner, Mike Doller.

Elephant Industries 300:
Box 3626, N. Ft. Myers, Fla. 33903

Underground hydraulic boring equipment pipe/cable installer*. **Staff:** William Schosek, Neil Schosek, Ed Green.

Ellis Tower Co. 3012,1:
3560 N.W. 10th Ave., Fort Lauderdale, Fla. 33301

Turnkey projects, communications towers, CATV towers, earth stations. **Staff:** William Ellis, Harold Blaksley, Carolyn Douglas.

EMCEE Broadcast Products 161:
Box 68, White Haven, Pa. 18661

10 watt solid-state MDS transmitter*, 20 watt MDS transmitter, 100 watt MDS amplifier, multi-channel MDS transmitters. **Staff:** Jim DeStefano, Mike Roosa.

English Enterprises 3309
Box 302, Norcross, Ga. 30091

Equifax Services 2028
1600 Peachtree St., NW, Atlanta 30309

Converter recovery service, manpower services, business information service. **Staff:** Sally Burt, Steven Saunders, James Brannan, Martha Geisser.

ESPN 1201
ESPN Pl., Bristol, Conn. 06010

Sports programming network. **Staff:** Stuart Evey, Bill Grimes, Scott Connal, Roger Werner, Al Wieder, Roger Williams, Jim Ballard, Chip Harwood, Charlie Mills, Mike Nickerson, Shirley Rohn-Saito, Bill Schweizer, Sharon Sidello, Joan Wright, Mark Noon, Bruce Blair, Mike Presbrey, Bob McCarthy, Ronni Faust, Bill Ketcham, Mary Herne, Marilyn MacDonald, Julia Barfield, Dave Ogren, Steve Bornstein, Phil Shiffman, Denny Crimmins, Bill Ryan.

Eternal Word Television Network 1406
5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic cable network. **Staff:** Ginny Dominick, Matt Scalici, Ginger Scalici, Chris Harrington, M. Raphael, M. Angelica.

Falcone International 2043
404 Clay St., Marietta, Ga. 30060

Financial News Network 3206
2525 Ocean Park Blvd., Santa Monica, Calif. 90405

Fire Burglary Instruments 2633
50 Engineers Rd., Hauppauge, N.Y. 11788

First Data Resources 4225,27, 4329,31
7301 Pacific St., Omaha 68114

billing and management system. **Staff:** Bob Masterson, Lee Kuhn, Neal Hansen, Tony Holzapfel, Roger Bottazzi, Tom Baber, Dick Abramson, Jay Oxtan, Chris Boone, Jeff Bane, Rich Kniewel, Rusty Rau.

Firstmark Financial Corp. 2618
110 E. Washington St., Indianapolis 46204

Fort Worth Tower 3405
Box 8597, 1901 E. Loop 820 S., Fort Worth 76112

lowers, earth stations and prefabricated equipment buildings. **Staff:** Tommy Moore, Betty Moore, Carl Moore, Fred Moore, Cheryl Moore, Valinda Moore, Roy Moore, Deanne Moore.

Fortel 2026,27
5649 Peachtree Industrial Blvd., Norcross, Ga. 30092

Total error corrector, digibloc frame synchronizer*, time base corrector, sync generator and chroma noise reducer. **Staff:** Ray Connelly, John Larkworthy, John Duffy, Danny Sridej, Harris Rogers, Alan Kartes, Marty Frange, David Zandan, Kipp Kramer, Virgil Lowe.

GalaVision 3408
250 Park Ave., New York 10177

Spanish programming. **Staff:** Fred Landman, Andrew Goldman, Starrett Berry, John Figueroa, John Ruiz, Josie Podesta.

Gamco Industries 3402
19 Walnut Ave., Clark, N.J. 07066

Addressable taps, terma-lok security subscriber taps, 500 mhz taps. **Staff:** George Baureis, Monique Baureis, Carmine Amatucci, Fred Whiting, Marion Carver, Robert Maes, Jill Howe, Mitch Eskie, John Eichstaedt, Susan Yee, Lee Yee, Tony Taylor.

Games Network 2101
Box 36E19, Los Angeles 90036

Video game pay programming in educational and entertainment formats*. **Staff:** Larry Dunlap, Thom Keith, Steve Klein, Jan Gildersleeve, Jim Summers, Randy Wise, Steve Goldman, Dick Shears, Bob Rich, Burt Ward.

Gardiner Communications 2203
3605 Security St., Garland, Tex. 75042

Receivers*, modulators*, earth stations, TVRO package, headend and switching equipment. **Staff:** Jim Harris, Bob Kuopus, John Strange, Charlotte Anderson.

General Cable CATV 2100
Box 700, One Woodbridge Center, Woodbridge, N.J. 07095

General Electric 3205
One College Blvd., Portsmouth, Va. 23705

Comband bandwidth compression system. **Staff:** Tom Tucker, Fran Scricco, Jacques Robinson, Bruce Campbell, Jack Hayes, Ron Hess, Kent Cannon, John Underwood, Hugh Willard, Keith Lundien, Tom Slate, Manny Hunter, Peter Gariti, Ron Polomsky, Lee Cressi.

General Instrument/Jerrold 1200, 1101,02
2200 Byberry Rd., Hatboro, Pa. 19040

Signal security, impulse pay-per-view convert-

ers, home security, headend products, amplifiers*, taps, passives, PlayCable. **Staff:** Fred Shuh, Colin O'Brien, Norman Lange, Jack Forde, Robert Tolar, Charles Cooper, Steve Wagner, Terry Jenkinson, Edward Breen, Bill Smith, Frank Hickey, Ken Coleman, Tim DaSilva, George Fletcher.

Gilbert Engineering 3000-3
Box 23189, Phoenix 85063

Coaxial connectors*, grounding blocks* and jumper cables*. **Staff:** Robert Spann, Rex Porter, Jim Moulin, Del Shumate, Don Arndt, Larry Masaglia, Fred Larsen, Tony Ramsey, Gil Hough, Joe Dolan, Robert Hayward, Dave Smith, Bill McDade, Scotty Flink, Ron Stoneburner.

Gill Management Services 1302
2050 Bering Dr., San Jose, Calif. 95131

Globe Battery 1017
5757 N. Green Bay Ave., Milwaukee 53201

Gel/cell and stationary batteries for cable standby power. **Staff:** Dick Scarvaci, Fred Gruner, Tom Ruhlmann, Bob Scrima.

Grass Valley Group 1606,7
Box 1114, Grass Valley, Calif. 95945

Production and routing switchers, fiber optics, borderline keyer system, video processing system, dual sync system, slave sync generator, sync generator changeover switch, phase meter. **Staff:** Dennis Shelton, Roger Hale, Pete Mountanos, Keith Reynolds, Craig Birkmaier, Randy Hood, Dennis Brunnenmeyer.

Great Plains TV Library 4338
1800 N. Third St., Lincoln, Neb. 68583

Group W Satellite 2400
Box 10210, 41 Harbor Pl., Stamford, Conn. 06904

Satellite News Channel, Nashville Network. **Staff:** Jonathan Hayes, Harlan Rosenzweig, Lloyd Werner, Tom Hawley, Pat Grotto, Craig Chambers, Bill Butler, Ellen Briggs, Ron Castell, Roy Mehlman.

GTE Products 3202
1790 Lee Trevino, Suite 600, El Paso 79936

HA Solutec 3631
4360 Diberville, Montreal, Que. H2H 2L8

Mini automated broadcasting system for commercials insert*, impulse noise reducer*, co-channel filter*. **Staff:** Ernest Grondin, Gilles Fortin.

Hall's Safety Equipment 1613
Box 230, Grove City, Pa. 16127

Staff: Jack Hall, Bonnie Hall.

Hamlin USA 2105
13610 First Ave., South, Seattle 98168

Addressable multi-level scrambling/descrambling system*, wireless converters with diode coaxial A/B switch and built-in descrambler options*, set-top and wire remote converters, cross pulse monitor. **Staff:** Jim Forgey, Don Kirk, Ray Pastie, Tom Minami, Mike Osborn, Bart McKay, John Vanderbeck, Bill Kirk, Victor Moore, Dave Nelson, Gaylord Hart.

Harris Corp. 1202

1301 Woody Burke Rd., Melbourne, Fla. 32901

Delta gain earth station*, three-meter antenna*. **Staff:** Ray Pawley, Denise Fields, Jim Garrett, Kenn Hadermann, Deborah Baker, Jim Hagen, Helmut Schwarz.

Hearst/ABC Video 3700
555 Fifth Ave., New York 10017

Daytime, ARTS programming services. **Staff:** Kathryn Creech, Karen Tardy, Paula Armel, Carole Kealy, John Cronopulos, Mary Alice Dwyer, Marc Chalom, Sy Lesser, Brian Litman, Shelley Blaine, Shannon Such, Janet Saville.

Henkels & McCoy 4140
Jolly Rd., Blue Bell, Pa. 19422

HITECH Enterprises 4232
10 Glenville Rd., Greenwich, Conn. 06830

Home Box Office/Cinemax 3800
1271 Avenue of the Americas, New York 10020

Variety programming services. **Staff:** Frank Biondi, Tony Cox, Michael Fuchs, Bill Hooks, Peter Frame, Tom Oliver, John Billock, Larry Carlson, Matt Blank.

Home Theater Network 2308
465 Congress St., Portland, Me. 04101

Family programming service. **Staff:** Marcia Babb, Duncan Harvey, Scott Heffner, Sheila Iosty, Peter Kendrick, Ray Murdough, Kathy Peterson, Monika Schaaaf, John Schramm, Jerry Smith, Miit Underwood.

Hotronic 2017
1210 S. Bascom Ave., Suite 128, San Jose, Calif. 95128

TBC/frame synchronizer with freeze frame, field and remote control. **Staff:** Andy Ho, Linda Lo, Frank Yue, David Chang, Lambert Li.

Hughes Aircraft Co. 2103
Box 2999, Torrance, Calif. 90509

A.H. Sonnenschein, L.E. Stanley, C.D. Rasmussen, Jim Taglia, Art Heiny, Bob Stanton, Norman Woods, Dalton Douig, Marilyn Talley, Ken Grabowski.

Ben Hughes Communication Products 2611,12
304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

Carpet cutter and drill guide*, hex crimp tool, full preparation stripping/coring tool, cable flex and dielectric tools. **Staff:** Diane Hughes, Jean Hughes, Jennifer Bardsley.

Huntington National Bank 4324
17 S. High St., Columbus, Ohio 43216

Financial services. **Staff:** John Quarrier, K. Ben Bendre.

IBM 1512
2101 Corporate Blvd., NW, Boca Raton, Fla. 33432

On-line customer service systems, personal computers, audio distribution system. **Staff:** Len Clarke, Art Wald, Sterl Creasy, Denny Sullivan, Virginia Minor, Dave Hodes, Larry Ohlman, Al Dieffenbach.

Ikegami 2406

37 Brooke Ave., Maywood, N.J. 07607

Staff: Len Wolff, Bud Mills, Joe Ewansky, Nick Balsamo, Jim Starks, Craig Sloss, Wayne Weichel, John Chow.

Intercept Corp. 2410
Box 1116, 220 Entin Rd., Clifton, N.J. 07014

Tier traps, control traps, pedestals, converters, multitaps and passive equipment.

International Microwave Corp. 2616
65 Commerce Rd., Stamford, Conn. 06902

Multi-channel link system, AM and FM microwave equipment, pole-mounted or fixed configurations, full line of microwave components. **Staff:** Gary Brasile, Famah Sells Hoffman, Bill Schinto, John Timm, Marv Baron, Tony Acri, Carol Knox.

Jackson Enterprises 2000,01
Box 6, Jacks Ln., Clayton, Ohio 45315

Aerial cable construction and installation tools, multiple cable blocks and ground rod driving tools, mapping services and new/rebuild construction services. **Staff:** Richard Jackson, Hazel Kenney, Charlie Castilano, John Jackson.

Jerry Conn Associates 1003,04
Box 444, Chambersburg, Pa. 17201

JVC 1700
41 Slater Dr., Elmwood Park, N.J. 07407

Color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories.

Lester Kamin & Co. 3630
2020 N. Loop W. Suite 111, Houston 77018

Financial services including brokerage and investment banking. **Staff:** Lester Kamin, Hazel Arnold.

Kanematsu-Gosho 3307
One World Trade Center, New York 10048

Dual mode 444 mhz base band converter, other addressable converters*. **Staff:** H. Takido, Ken Ogiso, Terry King.

Katek 3024
215 Wood Ave., Middlesex, N.J. 08846

Kavco 4316,18
3931 Image Dr., Dayton, Ohio 45414

Smart frame commercial insertion system* and automation system*. **Staff:** David Thomas, Russell Johnson, Janet Thompson, Howard Milkis, Donald Wurst, Miles Patacek, Tim Black.

Klein & 3611
1111 S. Robertson Blvd., Los Angeles 90035

Custom graphic packages, identity programs, logos, titles. **Staff:** Bob Klein, Barbara Abels, Ellen Hart, Jim Collieri, Bruce Littlejohn, Bob Hughes.

Klein Tools 2609
7200 McCormick, Chicago 60645

Hand tools and occupational protective equipment. **Staff:** James Mallek, Art Davis, Dan Foshee.

Klungness Electronic Supply 3613,14

107 Kent St., Iron Mountain, Mich. 49801

Staff: M. Gammey, E. Eschliman, L. Freemire, R. Knoke.

KMP Computer Services 4308,10
703 Central Ave., Los Alamos, N.M. 87544

Computerized billing and management system. **Staff:** Lynn Maas, Eldon Pequette.

Kwik-Trench Ditch Digger 3621
43 Homestead Rd., Lehigh, Fla. 33936

Portable trenching machines capable of digging various widths and depths. **Staff:** Olin Grubb, Terry Riley.

Lance Industries 1604
13001 Bradley Ave., Sylmar, Calif. 91342

LDM/Burroughs 4139, 4234
529 S. Second Ave., Covina, Calif. 91723

Subscriber management system. **Staff:** Rick Brutocao, Bob Iger, Heather Gilbert, Lynn Payne-Malat.

Leaming Industries 2010
180 McCormick Ave., Costa Mesa, Calif. 92626

Stereo processors for cable programming services.

Lectro Products 2203
650 Athena Dr., Athens, Ga. 30601

Standby power supplies, standby head-end supplies, total management system. **Staff:** Mason Hamilton.

Leitch Video of America 2031,32
825K Greenbrier Cr., Chesapeake, Va. 23320

Digital television scrambler/descrambler with multi-audio*, vertical interval processor and vertical interval deleter/adder*, audio video switcher*, television sync pulse generators and test signal generators, video processing and distribution amplifiers. **Staff:** Bob Lehtonen, John Walter, Stan Moote.

Lemco Tool Corp. 2019,20
Box 330A, R.D. #2, Cogan Station, Pa. 17728

Mechanical tool, equipment and material designers and manufacturer of cable products. **Staff:** Glenn Miller, Bob Brantlinger.

Lindsay Specialty Products 1000,01
50 Mary St., West, Lindsay, Ont. K9V 4S7

Trunk amplifiers, line extenders, mini trunks, passives, multi-taps, apartment house amplifiers, CATV antennas. **Staff:** John Thomas, Chris Allinson, David Atman.

Linear Electronics 2630,31
347 S. Glasgow Ave., Inglewood, Calif. 90301

Pendant transmitter. **Staff:** George Lippert, Mike Malec, Mark Lawton, Peter Lopez.

Lynx Inc. 1044
Box 813, Acton, Mass. 01720

3M 4115,17, 4210,12
3M Center, 225-3S-05, St. Paul 55144

M/A COM MVS 1400
32 Third Ave., Burlington, Mass. 01803

Satellite and point-to-point FM microwave pro-

ducts, satellite receiving equipment, microwave community access news systems*. **Staff:** J. Duke Brown, George Bell, Randy Young, Jim Bunker, Eric van der Kaay, Linda Stein, Don Sicaard, Gary Atkins, Gary Deaner, Al Gillingham.

M/A COM Commscope 1300, 1400
1065 Second Ave., N.W., Hickory, N.C. 28603

Staff: Frank Drendel, Jearld Leonhardt, Bill Barbour, Frank Logan, Gene Swithenrank, Stan Lindsay, George Voehl, Tom McMinn, Bob Loveless, Ernie Massei, Van Costa, Ed Foust, Jerry Smith, Mark Manning, Sarah Hanks.

M/A Com Prodelin 1400
Box 468, Newton, N.C. 28658

Satellite antenna systems. **Staff:** Larry Nelson, Harry Matthews, Bruce Loyer, Randy Raybon.

Magnavox CATV Systems 1502
100 Fairgrounds Dr., Manlius, N.Y. 13104

440 mhz amplifiers, trunk and line extenders, passives, connectors, converters, converters/descramblers, headend equipment*, series taps*, addressable converters*, status monitoring. **Staff:** R. Roscher, C. Mullen, J. Staiger, J. Duffy, R. Finnerty, M. Hart, D. Ristau.

Mai Communications 3506
141 Shreve Ave., Barrington, N.J. 08007

Turnkey construction, engineering, converter repair, post-engineering design, survey, consulting, strand mapping, research and development.

Malarkey-Taylor Associates 2300
1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Telecommunications consultants. **Staff:** M. Malarkey, A. Taylor, G. Norman Penwell, R. Jones, G. Hurvitz, J. Bean, C.C. Wagner II, S. Porter, J. Wilson.

Marketing Displays 4320
24450 Indoplex Cr., Box 576, Framington Hills Mich. 48018

Masterack 1108
905 Memorial Dr., SE, Atlanta 30316

Staff: Ron Cripe, Mark Hickman, Don Walling, Don McNew.

MCI Telecommunications 2107
2000 M St., NW, Washington 20036

Media America Entertainment 4124
Box 126, New Hartford, N.Y. 13413

MetroData 1509
1190 Burnett Ave., Concord, Calif. 94520

Character generators. **Staff:** James Baunseard, Matt Kruger, Steve Frye, Charles Baum.

Metromedia Producers Corp. 1506
5 TV Place, Needham, Mass. 02192

Variety, sit-coms, games shows, animated series, music shows, puppet shows, documentaries and Telefeatures. **Staff:** Howard Finkelstein, Deborah Burke.

Metrotech Corp. 2610
670 National Ave., Mountain View, Calif. 94043

Micro Constructors 1020

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226 N. Fourth St., Steubenville, Ohio 43952

Staff: Paul Skulsky, Gary Ogden, Henry Gastman, Eugene Sneed, Bob Duncan, Al Starr, Walt Donchew.

Microdyne Corp. 2307
Box 7213, 491 Oak Rd., Ocala, Fla. 32672

Downconverter and receiver*, earth stations, modulator, multiple satellite feed system. **Staff:** David Alvarez, Earl Currier, John Geifer, Tom Mac-Allister, Dianne Giansante.

Microtime 1025,26
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Digital video processing equipment, time base correctors*, frame synchronizers*, local ad inserter and VTR machine controller. **Staff:** John Kissell, Dan Soife, Steve Krant, Dave Everett, Frank Logan, Robert Wickland, Norman Pinette.

Midwest Corp. 4235,37,39,41, 4339,41,43,45
One Sperti Dr., Edgewood, Ky. 41017

Mobile TV production unit, cable hardware and electronic equipment. **Staff:** Roy Williams, Joe Mack, John Loughmiller, Pete Rightmire.

Miralite 1505
1331 E. St. Gertrude Pl., Santa Ana, Calif. 92705

Modern Satellite Network 2021,22
5000 Park St., North. St. Petersburg, Fla. 33709

BizNet News Today, MSN specials, Scandinavian Weekly, Home Shopping Show. **Staff:** Bob Finehout, George Umberto, Curt Hensley.

Moose Products 2637
Box 2904, 1510 Tate Blvd., SE, Hickory, N.C. 28601

Home security equipment*. **Staff:** Gene Piraino, Kent Barnes.

Motorola Comm. & Electronics 1033,34
1301 E. Algonquin Rd., Schaumburg, Ill. 60196

Motorola Semiconductors 1510
725 S. Madison Dr., Tempe, Ariz. 85281

Staff: Danny Schnell, Doug Fowler, Frank Llarer, Brent Trout, Scott Craft, Alan Wagstaffe, Cheryl Luedecke, Al Lowenstein, Jim McDonnell, John Hatchett, K.C. Brown, Bill Seiferth, Paul Brault, Mary Alice Castello, Gwen Matterman.

Mycro-Tek 1306
820 W. Second, Wichita, Kan. 67203

Video display information systems including character generation with graphics font, text and classified ad management and billing. **Staff:** Terry Borchers, Dennis Roberts, Dave Walker, Bob Relitz, Marc Harton, Murray Browne.

Nabu Manufacturing Corp. 2204
1051 Baxter Rd., Ottawa, Ont. K2C 3P2

Computer programming software. **Staff:** Jim Yeates, John Hughes, John Kelly, Gordon Gow, Dan Kuzell, Neil Talling.

National Cable Radio Network 4013,14
1116 N. Hudson St., Arlington, Va. 22201

**National Council of Churches
U.S. Catholic Conference** 4011
Rm. 860, 475 Riverside Dr., New York 10115

Information and software on church groups in cable. **Staff:** Rev. Dave Pomeroy, Rev. Fred Erickson, Rev. Roy Lloyd, Philip Arnold, Rev. Bert Akers, Kathy Hauelsen, Jim Hauelsen.

National Guardian Corp. 2033
Box 1776, Edgewood, Md. 21040

Home security products.

NBC Enterprises
30 Rockefeller Pl., New York 10020

Movies, series, news and documentaries, children's, classic and cultural programs. **Staff:** Weston Elliot, Richard McHugh, Charles Coleman, Rick Traum.

NCS Industries 3031,32
2225 E. Wyandotte Rd., Willow Grove, Pa. 19090

Staff: Dick Grasso, Jerry Quinn, Bruce Furman, Ted Mayo, Jeff O'Brien.

Neptune Water Meter 4126,28,30
904 Gilmer Ave., Tallahassee, Ala. 36078

Network Communications 4132
Box 128, Traverse City, Mich. 49685

New Day Marketing 3021
Box 320, Newbury Park, Calif. 91320

Staff: Jan James, Don James.

Newton Electronics 3620
2218 Old Middlefield Way., Mountain View, Calif. 94043

TVRO test equipment* and receiver circuits*, microwave/video/audio signal generator. **Staff:** John Stover, George Wikle.

Norpak Corp. 4219,21,23,25
10 Hearst Way, Kanata, Ont. K2L 2P4

Teletext hardware including encoders, decoders and information providers. **Staff:** Leo Lax, John Smirle, Bob Fitzgerald, Anne McKague.

North Supply Co. 1049, 2632
600 Industrial Pkwy., Industrial Airport, Kan. 66031

Security equipment, cable products including pedestals and headend equipment. **Staff:** Jay Housh, Brian Richardson, Bill Winslow, A.G. Keesecker.

Northern CATV Sales 1617
Box 6729, Syracuse, N.Y. 13217

Fred A. Nudd Corp. 3030
1743 Rt. 104, Box 475, Ontario, N.Y. 14519

Towers with leg drain*, and antenna mounting features*, accessories and services. **Staff:** Rick Nudd, Carolyn Beisiegel.

Oak Communications Systems 2201
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92127

Addressable converters*/decoders*, complete software packages, satellite signal encryption system, communications finance. **Staff:** C. Radloff, Ed Joseph, Dean Bach, Mike Shaughnessy, John Donohue, Doug Howe, Loris Thacker, Lou Roels, Paul Devermann, Will Harry, Norm Zachrel, O.J. Hanas, Chris Flor.

Octagon-Scientific 2411

476 E. Brighton Ave., Syracuse, N.Y. 13210

OEM Sales 1027
8230 Haskell Ave., Van Nuys, Calif. 91406

Staff: Danny O'Connell, Michael Holland, Stan Silverberg.

Opinion Research Corp. 2016
N. Harrison St., Princeton, N.J. 08540

Marketing research consultants. **Staff:** Andrew Brown, August Hess, Howard Horowitz, Julie Burton, James Clifford.

Panduit Corp. 1615,16
17301 Ridgeland Ave., Tinley Park, Ill. 60477

Parallex 2414
Box 12339, Winston-Salem, N.C. 27107

Computerized billing, accounting and management information. **Staff:** R. Lloyd Payton, Bruce Odell, Pat Moseley, Sonny Patterson.

Perfect Telemarketing 2608
841 Chestnut St., Philadelphia 19107

Telephone marketing services. **Staff:** Frank Kavalier.

Phasecom Corp. 2507
6365 Arizona Cr., Los Angeles 90045

Headends*, frequency modulator, earth stations* and modulators, data modems. **Staff:** Bert Rosenblum, Arie Zimmerman, Harry Linden, Richard Covell, Earle Davis, James Bailey, Brad Anderson, Deba Keasler.

Pico Products 2504
1001 Vine St., Liverpool, N.Y. 13088

Security pay products and earth stations.

Pioneer Communications 1500
2200 Dividend Dr., Columbus, Ohio 43228

Converters, addressable terminals and systems, two-way and security systems, audio converters. **Staff:** K. Bob Matsumoto, Bill Randall, Tom Calabro, John Lanpher, Larry Shredl, Michael Hayashi, Bob Adler, Ed Kopakowski, Shelle Rosser, Bill Kennedy, Alice Soltysiak, Irv Faye.

Pleasure Channel 4138
1888 Century Park East, Suite 1106, Los Angeles 90067

Poleline Corp. 3406
20 Antin Pl., Bronx 10462

Heat shrink tubing, pre-wire apartment house boxes and security enclosures, coring and stripping tool, installation materials, security equipment, aerial construction equipment, ladders, tools, test and metering equipment, cable and accessories, aerial hardware, underground construction equipment. **Staff:** Bud Campbell, Dennis Saran, Rod Chadwick.

Portac 1024
108 Aero Camino, Goleta, Calif. 93117

Video display message generators. **Staff:** Chuck Martinet, Brian Hooper, Greg Chai, Tracey Hooper, Jerry Hodge, Tom Collier, Jim Patchell.

Power & Telephone Supply Co. 4116,18
Box 79265, Houston 77279

Powervision 2004,05
1240 Blue Gum, Anaheim, Calif. 92806

Standby power systems for headend and cable distribution systems. **Staff:** Ed Harmon, Tom Marino, Robin Davies, Don Chandler, Jim Marino, Sam Kung, Russ Taylor.

Precise Mfg. 1409
2143 E. Fijih St., Tempe, Ariz. 85281

Production Products Corp. 2044
133 W. Seneca St., Manlius, N.Y. 13104

Trunk distribution and drop connectors for CATV, cable connectors*. **Staff:** Andy Szegda, Ed Manley, Dave Hayes.

Project Packaging 3608,09
800 Briarcliff Ave., Point Pleasant Beach, N.J. 08742

Proped 2011
Box 154, Sicklerville, N.J. 08081

Security enclosures, pedestals. **Staff:** James Mason, Stanley Ollek.

PTL Satellite Network 1401
Charlotte, N.C. 28279

Inspirational religious programing. **Staff:** Jack Hightower, Les Marple, Cardin Hesselton, David Coonrod, Walter Richardson, Jay Babcock, John Pope.

PTS Corp. 2036

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Converter repair services. **Staff:** Gary Wilson, Jeff Hamilton, Jim Church, Joe King, Roland Nobis, Jack Craig, Dave Tucker.

Publishers for Conventions 2015
1205 Main St., Pittsburgh 15215

Staff: Ben Gessler, Howard Burrell, Donna Ricci, Janis Surman, Linda Gondek, Bill With-erow, Barbara Piels, Gregg Szabatura.

Pulnix America 2636
453 F Ravendale Dr., Mountain View, Calif. 94043

Pyramid Industries 4307,09
Box 23169, Phoenix 85063

Quality RF Services 2030
825 Park Way, Suite 3, Jupiter, Fla. 33458

Staff: Fred Rogers, Sylvia Rathbone, Elzora Huminsky.

Quanta Corp. 1508
2440 S. Progress Dr., Sale Lake City 84119

Television information display systems and graphic titlers.

RADAC Marketing 1048
Box 1360, 430 Crescent St., Menomonie, Wis. 54751

Rainbow Programing Services 1301
100 Crossways Park West, Woodbury, N.Y. 11797

Bravo, Playboy Channel. **Staff:** Art Baer, Que Spaulding, Earl Spencer, Pam Euler, Debra Lieberman, Katie McEnroe, Sandy McGovern, Sally Jacoby, Rita Katz.

RCA American Communications 3103
400 College Rd. East, Princeton, N.J. 08540

Satellite-distributed programing. **Staff:** J.J. Tietjen, H. Rice, W. Kopacka, G. Kaplan, D. Cornell, J. Thiesing, G. Lewis, L. Donato, J. Williamson, J. Grady, B. Lazarus.

RCA Cablevision Systems 3102
8500 Balboa Blvd., Van Nuys, Calif. 91409

Headend equipment, modulators*, converters, distribution equipment and turnkey services. **Staff:** W. Firestone, D. Reinert, W. Reih, R. Jones, R. Venner, B. Brammer, M. Adams, J. Lewis, C. Quick, T. Yawit, H. Mantz.

Jimmy Rea Electronics 2018
540 W. Broad St., Columbus, Ohio 43215

Local origination trucks and vans with full engineering production systems. **Staff:** Fred Gerling, Gary Brock, Augie Hess.

Regency Electronics 2039,40
7707 Records St., Indianapolis 46226

Staff: Joseph Boone, Steve Crum, Ken Showalter, David Allen, Ken Filardo.

Reliable Electric 2506
11333 Addison St., Franklin Park, Ill. 60131

Pedestals, enclosures, apartment box and standby power supplies. **Staff:** Mike Loran, Roy Clingman, Lee Keating, Dick Rivers, Walt Witte, Dick Schwob, Bob Plow, Don Murphy, Walt Miller.

Reuters 1203
1212 Avenue of the Americas, New York 10036

RF Monolithics 2623,24
4441 Sigma Rd., Dallas 75234

Surface acoustic wave resonators and filters. **Staff:** Clinton Hartmann, Fred Kinch, Frank Perkins, Lawrence Ragau, Bill Spurgeon, Dick McLean, Steve Wilkus, Terry Hinkle, Larry Heep, Charles Baker.

Riser Enterprises 2023,24
Bentley Rd., Hightstown, N.J. 08520

Staff: Frank Colalillo, Anthony Vivoli, Art Bianconi, Mike Spencer, John Laclere.

Riverside Manufacturing Co. 3017
Box 460, Moultrie, Ga. 31768

Business uniforms. **Staff:** Tom Morrell, Maury Levine, Colby Jordan.

RMR International 1037
Box 1070, Athens, Tex. 75751

RMS Electronics 3305
50 Antin Pl., Bronx, N.Y. 10462

Apartment house boxes and security enclosures, installation tools and materials, aerial and underground equipment, test and measuring equipment, standby power supplies, line splitters, couplers, multitaps, scrambler/descramblers, matching transformers, wall plates and taps, attenuators, switches and connectors. **Staff:** Arthur Fink, Donald Edelman, Kerwin McMahon, Ray Perez, Lee Heller, Gunther Diefes, Holly Kent, Jim Dombrowski.

Rockwell International 3403
Box 10462, Dallas 75207

Microwave video transmission systems. **Staff:** Bill Shurtleff, Tom Noble, Les Fisher, Tom Prueett, Dennis Riddle.

Rohn 1608,09
Box 2000, Peoria, Ill. 61656

Communication towers and equipment shelters. **Staff:** Larry Grimes, Rich Jessup, Al Repsumer.

Roscor Corp. 1012
6160 Oakton St., Morton Grove, Ill. 60053

Total automation systems for commercial insertion and program playback, television remote trucks, videotape editing systems including spot reel editors. **Staff:** Howard Ellman, Jim Pianoski, Steve Detch.

Sadelco 1600,01
75 W. Forest Ave., Englewood, N.J. 07631

Signal level meters, spectrum calibrators and porta-bridges. **Staff:** Leslie Kaplan, Thomas Sadel.

S.A.L. Cable Communications 4129,31,33, 4224,26,28
2500 Park Central Blvd., Decatur, Ga. 30035

Drop material and tools, earth station dishes and receivers, prepackaged headends* **Staff:** Alan Scheinman, Chuck Conner, Miles Kath, Thomas Heath, Jon Schwartz, Dennis Hibdon, Jerry Thompson, Martin Chipkin, Don Widaman.

Sandoval Productions 4336
944 North Genesee, Los Angeles 90046

Sargent CATV Services 3626,27
28th & Liberty Ave., Pittsburgh 15230

Satcom/Orrox 2617
1756 Junction Ave., San Jose, Calif. 95112

Satellite Syndicated Systems 2503
Box 45684, Tulsa, Okla. 74147

Keyfax, SPN. **Staff:** Ed Taylor, Selman Kremer, Dick Smith, Bill Rasmussen, Phyllis Vettters, Mark Solow, Terri Johnson, Gary Stanton, Sarina Klaver, Karla Mumma, Cherylyn Hampton.

Scientific-Atlanta 3503,05
Box 105027, Atlanta 30348

Earth stations, headend electronics, distribution equipment, coaxial cable, addressable set-top terminals, broadband data modems, CATV security and mini-cable systems, 4.6-meter antenna* with dual beam feed*. **Staff:** Sidney Topol, Del Bothof, Jay Levergood, John Bacon, Jerry Copeland, Patricia Rooney, Solomon Webb, Pat Miller, Bob Schack, Don Meyer, Fred Wilkenloh, Jim Hart, Dudley Johnson, Alex Best, Tina Mayland.

Security Equipment Industry Association 2634,35
2665 30th St., Suite 111, Santa Monica, Calif. 90405

National trade association of manufacturers and distributors of security products. **Staff:** Donna Gentry, Connie Cole.

Seeburg Music Library 4110
5706 New Chapel Hill Rd., Raleigh, N.C. 27607

SelectTV 2108
4755 Alla Rd., Marina del Rey, Calif. 90291

Movie and entertainment programing service, adult tier, addressable scrambling system*. **Staff:** Rene Aiu, Ken Karpman, Lee Kirbach, Rhonda Riger.

Showtime 3501
1633 Broadway, New York 10019

Satellite-delivered programing. **Staff:** Mike Weinblatt, John Sie, Greg Nathanson, Robert Catlin, Jack Heim, John Burns, Sue Denison, Carl Sambus, Dick Sullivan, Rick Howe, Ron Bernard, Stephan Wm. Schulte, Jim Miller, Peter Chernin, Mike Clark, Caroline Winston, Tom Furr, Earle Marsh, Jim Van de Velde, Jim English, Leona Tenebruso.

Signal Vision 3019,20
22732-B Granite Way, Laguna Hills, Calif. 92653

Silent Knight Security Systems 2629
1700 Freeway Blvd. North, Minneapolis 55430

SIN Television Network 3408
250 Park Ave., New York 10177

Spanish-language programing. **Staff:** Bill Stiles, Susan Catapano.

Solarvision 4332
3003 Reynolds, Dallas 75223

Standard Communications 2606,07
Box 45684, Tulsa, Okla. 74145

Starview Systems 3308
Rt.3, Box 103G, Pocahontas, Ark. 72455

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Complete TVRO's. **Staff:** John Hastings, Virgil Richardson.

Station Business Systems 2502
600 W. Putnam Ave., Greenwich, Conn. 06830

Strand Century 2620,21
Box 9004, Rancho Dominguez, Calif. 90224

Lighting fixtures and controls for studio lighting. **Staff:** Susan Dandridge, Russ McCammiitt, Archie Fletcher, Tom Folsom.

Supra Products 3018
Box 3167, Salem, Ore. 97302

Title lock for pedestals and apartment boxes, locking wallplate, key safes. **Staff:** Don Boyce, John Howells, Ellie Goward.

Synchronous Communications 1110
1701 Fortune Dr., Suite O, San Jose, Calif. 95131

Frequency agile headend converters, TV IF modulator*. **Staff:** Vincent Borelli, Donald Wyckoff.

Tailford Associated Cable Group 4340
1300 Indianwood Cr., Maumee, Ohio 43537

TCS Cable 2412
6420 Richmond Ave., Suite 540, Houston 77057

Staff: Bobby Payne, Dick Behr, Scott Stevens, Dale Bennett, Manual Martinez, Roger Little, Robert Carroll, Sandra Spence, Sherry Gearer, Laurie Hutcheison.

Telecrafter Corp. 2302
Box 30635, Billings, Mont. 59107

Manufacturer and marketer of cable markers, control padlock and seal and security control home boxes plus system audits, marketing, trapping, installations, computer assisted teletext local news and information service. **Staff:** A. Clinton Ober, Peter Mangone, Bill Brazeal, Ernest Tarlen, Dorit Herman, Bruce Nassau, Thomas Moe, Joseph DeCarlo, Tim Reilly, Bill Madsen, Mike Glaser, Guy Larson, George Bullcock, Mark Freter.

Teleculture 4008
420 Lexington Ave., Suite 1745, New York 10017

Telefrance USA 2503
Box 45684, Tulsa, Okla. 74145

Telemine Co. 2309
888 Seventh Ave., New York 10106

Television Technology 3622
5970 W. 60th Ave., Arvada, Colo. 80003

LPTV transmitters and information. **Staff:** Charles Halle, Bo Pearce.

Tele-Wire Supply Corp. 2600,01
7 Michael Ave., East Farmingdale, N.Y. 11735

Telpar 3610
4132 Bill Mitchell Rd., Addison, Tex. 75001

Character text generators. **Staff:** Fred Dupuy, Kevin Murphy, Bill Conrad.

Telstar 3105
8500 Wilshire Blvd., Suite 815, Beverly Hills, Calif. 90211

T.E.S.T. Inc. 1305

16130 Stagg St., Van Nuys, Calif. 91409

Texscan Corp. 3203
3102 N. 29th Ave., Phoenix 85061

Distribution equipment, cable test equipment, character generators, stand-by power supplies, remote addressable converters, set-top converters, distribution lines, multiple channel MDS, 60-channel headend, dual stand-by power supply, texalert security system, 5000 mhz test meter, baseband descrambling set-top converter. **Staff:** Carl Pehlke, Jim Luksch, Raleigh Stelle, Bob Palle, Bert Henscheid, Peter Brady, Chuck King, Ed Kirk, Susan Coady, Rob Shevliot, Tony Luksch, Eric Van Hulle, Tom Holder, Larry Fox, Ron Oberloh, Lew Dumbauld, Dennis Gourley, Ann Newman, Gary Hoffman, Alan Whitlock, Ron Adamson, Dan O'Connor, Kirk Hollingsworth, Bob Daniels, Paul Wilson, Dick Taylor, Gerald Goldman, Bick Remmey, Gail Bonurant, Jan Pappas.

Time Manufacturing 4229,31, 4333,35
7601 Imperial Dr., Waco, Tex. 76710

Staff: Lee Taylor, Charles Wiley, Bob Clark, Huff Huffines.

Times Fiber Communications 3500
Box 384, Wallingford, Conn. 06492

Tocom 1303
Box 47066, Dallas 75247

Staff: John Campbell, Mike Corboy, John Nolen, Dick Kolarik, Sid Prothro, Sandra Rogers, Neil DeCostanza, Wayne Burress, John Cummings, Carl Weidman, John Fullingim.

Toner Cable Equipment 1103
969 Horsham Rd., Horsham, Pa. 19044

Distributors of CATV equipment, including headend, earth stations, antennas, towers, security cabinets, passives, distribution gear, tools, character generators, multi-taps, computer billing/management information. **Staff:** Bob Toner, B.J. Toner, Marty Ingram, Jim Wigglesworth, Ernie Worley, George Meirisch, Marty Moran.

Touche Ross & Co. 1045,46
225 Peachtree St., Atlanta 30343

Management consulting services. **Staff:** Danny Corbett, Roger Pease, Joe Kraemer, Ed Ruzinsky.

Trans USA Corp. 3025
79 Joanna Ct., E. Brunswick, N.J. 08816

Drop materials and construction hardware, 7, 14, and 40 channel block converter. **Staff:** Joe Liaw, Joe Chang, Bob Du.

Trinity Broadcasting Network 3410
Box A, Santa Ana, Calif. 92711

Staff: Stan Hollon, Frank Prainito, Suzanne Wilson.

Triple Crown Electronics 3600,01
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Satellite receivers, TV signal processors, TV channel modulators*, emergency override system, distribution amplifiers, apartment amplifiers. **Staff:** Charles Evans, David Emberson, Karl Poirier, Ted Schapira, Earl Russell, Ben Duval, Glen Duval.

W Semiconductor 3014,15
520 Aviation Blvd., Lawndale, Calif. 90260

brid amplifiers. **Staff:** Bob Fletcher, Dan Fairblat, Dan Brayton, Cindy Lindelien, Georguttgenau, Jack Powell.

ner Broadcasting System 1501
50 Techwood Dr., NW, Atlanta 30318

able News Network, CNN Headline News, substitution w/b's. **Staff:** Ted Turner, Robert Rossler, Terry McGuirk, Nory LeBrun, Paul Bisnette, Doug McGinnis, Susan Korn, Bert Ellis, Cathy Burrell, Andy Harrison, Bud Sutherland, Thur Sando, Julia Bedner, Bill Tush, Jayne Greenberg.

/ Guide 2510
Radnor Corporate Ct., Radnor, Pa. 19088

/ Host 2042
35 Jonestown Rd., Harrisburg, Pa. 17109

/ Watch 3201
19 Peachtree St., Suite 707, Atlanta 30309

/-Cable Week Magazine 2402
3 Main St., White Plains, N.Y. 10601

/SM 3109
Suite 911, Fox Pavilion, Jenkintown, Pa. 19046

ublishers of *Cable Today* and *The Cable Guide*. **Staff:** Neil Heller, Allen Turner, Marci Levine, Jane Hughes, Irv Kalick.

ton Corp. 1032

7930 N. Faulkner Rd., Milwaukee 53223

Staff: Randy Sengbusch, H.L. Carter, Mark Dyrek, Dennis Plesha, Tom Davidson, Paul Clarkson, Martha Russell, Al Pharris, Terry Morgan.

UEC Manufacturing Co. 4200-03
Box 54979, Oklahoma City 73154

Aerial lift equipment. **Staff:** Bill Vinton, Bill Barrett, Greg Collier, Wes Williams.

U-TEL CATV Products 4312,14
2900 E. LaJolla Rd., Anaheim, Calif. 92806

Uni-Set 1016
449 Avenue A, Rochester, N.Y. 14621

Modular studio staging system, rider blocks, tops and ramps, and graphic design cart system. **Staff:** Ronald Kniffin, James Simpson, Terry O'Toole.

United Press International 3301
13900 Midway Rd., Dallas 75234

Staff: Jack Klinge.

United Satellite Systems 2622
Rt. 1, St. Hilaire, Minn. 56754

Satellite receivers* and antennas. **Staff:** Doug Dehnert, Richard Anderson.

United Video 3303
3801 S. Sheridan Rd., Tulsa, Okla. 74145

Superstations WGN and WFMT Chicago and electronic program guide. **Staff:** Roy Bliss, Bob Price, Jeff Treeman, Virgle Smith, Cheryl Lam-

bert, Joan Rockett, Chris Bourne, Leanne Knowles, Diane Flourney, Jamie Witmer, Heidi Clements.

Universal Security Instruments 4106,08
10324 S. Dolfield Rd., Owings Mills, Md. 21117

Cable call on-line home security. **Staff:** Dennis Pushkin, Ken Dewitt, Sandy Olshansky.

Unlimited Cable TV Contractors 1042
10000 W. 75th St., Suite 140, Shawnee Mission, Kan. 66204

Turnkey design and construction. **Staff:** Gary Briggs, Don Williams, Larry Pearle, Gene Lewis, Tom Muetze, Don Forgie, Bill Roach, Kenny Wright, John Huke, Dave Kozich.

USA Cable Network
208 Harristown Rd., Glen Rock, N.J. 07452

Variety programming network. **Staff:** Kay Koplovitz, Lonnie Guida, Jeff Lawenda, Dave Kenin, Barry Kluger, Monia Joblin, Mary Lou Brown, Andy Besch, Ken Kinderman, Brent McKinley, Diane Sharon.

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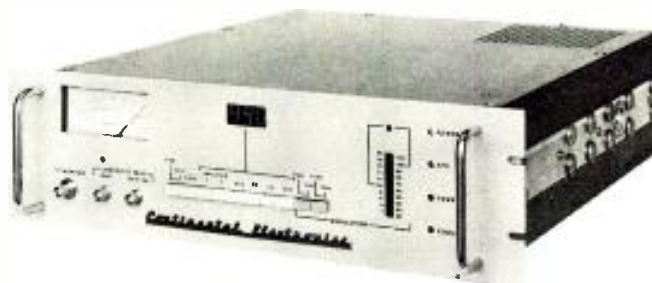
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Trenchers and cable plows. **Staff:** Bill Vander Molen, Jim Hedrick, Carl Van Roekel, Mike Hajozsky, Richard Boehm, Bobby Smalley.
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- Video Naturals** 4010
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Addressability system*, pay TV trap, RF leakage detector. **Staff:** Gail Bertha, Peggy Isaacson, Richard Paynting, Peggy Sharp, Debbie Sheldon.
- Wang Communications** 1408
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- Warner Amex Satellite Entertainment Co.** 2200
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Music Television, Movie Channel.
- Wavetek Indiana** 1006-0
5808 Churchman, Beech Grove, Ind. 46107
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2840 Mt. Wilkinson Pkwy., Atlanta 30339
Weather forecasts and information. **Staff:** John Coleman, John Wynn, Doug Holladay, CJ Sartor, Dave Gunn, Tammy Zinn, Reed Larson, Roland Waddell, Laury Smith, Steve Severn, Da Mohler, Susan Storey, Bahns Stanley, Mike Bar Mike Eckert.
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150 Technology Park, Norcross, Ga. 30021
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- R.D. Werner** 412
Box 580, Greenville, Pa. 16115
Fiberglass combination step/extension ladder and climbing equipment*. **Staff:** Bob Blake, more, Bob Alford.
- Western CATV Distributors** 150
3430 Fujita Ave., Torrance, Calif. 90505
Staff: William Ewing, Allen Lipp, Tom Robinson, Bob Vallerand, Don Beaupre, Phil Glade, Don May.
- Wilk Power & Video** 110
16255 Ventura Blvd., Suite 1001, Encino, Calif. 91436
Character generator, standby power supply, A/V switching equipment. **Staff:** Leslie Spitze, George Newman, Peter Kelsey, George Kopski, Tom Hamilton, Dil Isherwood, John Crisp, Ray Wilk.
- Winegard Co.** 210
Box 329, Montgomeryville, Pa. 18936
Trunk and distribution equipment, mini trunk amp, headend processor, status monitor feeder disconnect, modular passives, subscriber taps AC power supplies and addressable converter descrambler. **Staff:** Randy Winegard, Robert Fleming, Peter Hasse, Joe Dolinski, Rus Heerdt, Tom Schulte, Hans Rabong, Arne Houseken, echt, Gil Cunningham, Tom Thorpe, Lynne Hood, Edie Stankus.
- Zenith Radio Corp.** 310
1000 N. Milwaukee Ave., Glenview, Ill. 60025
Addressable converter decoder system, teletext decoders. **Staff:** Jim Faust, Gordon Kelly, Chick Eissler, Vito Bruggiera, Bob Kallas, George Green, Dick Collie, Bob Cunningham, Cathy Morgan, Kathy Ward, Greg Williams, Bill Thomas, Robert Fulton, Bob Hansen, Mike Long.
- Zeta Laboratories** 102
3265 Scott Blvd., Santa Clara, Calif. 95051
Frequency agile RF data modem for computers. **Staff:** Chuck Frank, Ken Crandall, Ron Reak.

News item October 24, 1978: Serge Bergen, P.E. filed a petition with FCC to allow Class A FM facilities to be assigned to class B and class C channels.

News item February 28, 1980: FCC issued a Notice of Proposed Rule-making to allow class A facilities on class B and class C channels and to create two new classes of stations: B1 and C1 (Docket 80-90).

News item May 27, 1983: FCC adopts new FM rules and creates three new classes of stations: B1, C1 and C2 and adopts metric system for FM assignments in Docket 80-90.

We wish to extend our appreciation to all communications attorneys, broadcasters, prospective applicants and interested persons for their continuing assistance, suggestions and efforts which culminated in the adoption of the proposed Rules. The Government gave us more than we initially asked for.

The new Rules will enable some existing stations to upgrade their facilities and will permit areas and groups, previously excluded, to pursue high grade facilities in the FM band, rather than in the overcrowded AM band.

As Commissioner Henry M. Rivera stated: "The public interest is well served by this decision in and of itself..."

SERGE BERGEN, P.E.
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3411 PARK HILL PLACE
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(703) 273-2191

CAUTION: All allocation studies performed under the proposed Rules were rendered invalid by increased spacings, adopted in the final Rules, for added protection. On May 27, 1983 our computers were re-programmed to include the revised final spacings, for both the conventional and metric systems.

Wirth hearing goes Hollywood

Telcomsubcom hears witnesses from networks, TV stations, indies, production houses on Waxman plan to stop repeal of FCC's financial interest and network syndication regulations

In an effort, as Representative Henry A. Waxman (D-Calif.) put it, to "hear from the people who live with the [financial interest and network syndication] rules on a daily basis," three members of the House Telecommunications Subcommittee journeyed to Los Angeles last Wednesday (June 1) to hear testimony from network executives, television station executives, advertisers, independent producers and other members of the creative community regarding Waxman's proposal, H.R. 2250, to preclude FCC repeal of the rules until at least 1988. The hearing took place at the Museum of Science and Industry in Los Angeles.

"The rules don't need an FCC repairman to fix what is already working smoothly," Waxman declared. "We in Congress have no choice but to act decisively to save the rules." He said "a consensus [in Congress] is slowly emerging that the FCC must be stopped. Last year my bill had no co-sponsors; but this year's bill already boasts almost 100 co-sponsors."

Much of Wednesday's testimony was only indirectly related to the proposed legislation or to the merits of the financial interest and syndication rules. "There will be business as usual the next morning" if the rules are repealed, insisted actor and independent producer Sidney Poitier, who led a phalanx of black actors in criticizing the performance of studios, networks and independent production companies. The five-member panel took the position that neither repeal nor retention of the rules would result in better treatment of minorities by television and instead called for a "full-scale" congressional investigation of the industry's hiring and programming practices *vis-a-vis* minorities.

The unhappy witnesses received a sympathetic response from Representative Mickey Leland (D-Tex.), who termed lack of minority participation in the entertainment industry "a very critical problem" and said he will report back to Poitier and the others on their request for an investigation. Representative Timothy Wirth (D-Colo.), the subcommittee chairman, said he and Leland agreed that there was no need for another study of the problem but that their request would be considered within the context of the subcommittee's overall strategy.

Leland, a co-sponsor of the Waxman bill, made clear his feeling that any discussion of the proposed repeal of the financial interest and syndication rules must include debate over participation of minorities in the broad-

casting industry. "Both the networks and production companies have abrogated their responsibilities" concerning hiring and portrayal of minorities, Leland contended in his opening statement. Their "record is and has been abysmal."

Leland described current roles for blacks as "merely updates of the old Hollywood characterizations of the happy, shuffling darbies, mummies, pickaninnies and native guides." When an NBC executive contended that the off-screen appearances of "Mr. T," a popular black character of the network's *A Team* series, are pro-social, Leland replied: "On screen he's a buffoon. Stepin Fetchit [also] probably talked to young kids and told them to do their homework."

An aide to the congressman said it is "very, very unclear" when and if minority hiring might be addressed by the subcommittee but indicated "it definitely will get attention from us."

Earlier, testimony was offered by representatives of CBS and NBC, both supporting repeal of the rules. Corydon B. Dunham, executive vice president and general counsel

of NBC, labeled H.R. 2250 "anticompetitive" and insisted it would neither maximize competition nor promote diversity of program sources as its sponsors claim.

Instead, according to Dunham, Waxman's bill "would continue to limit diversity as the rules have done for the past decade" and "further concentration in the major studios which has increased under the rules. Third, it would continue restraints against the development of small independent producers, including minority producers." In addition, he predicted, the bill would put "free television" at a competitive disadvantage against pay TV and "strip the FCC of its authority to act in the public interest and would compel the commission to maintain rules that favor the major producers, rather than to permit competition benefiting the public at large." Dunham said new, minority producers need the "higher-risk" investment and financial support networks can provide and doubted such support could be obtained from non-network producers "who obviously are not interested in fostering competition against themselves from new independent production houses."

In a statement representing the CBS/

**ST. LOUIS:
BARNABY JONES-
COMING ON STRONG**

KMOX-TV M-F, 4-5 pm.

8 rating

24% share

**women 25-54 up 59%
over last year.**



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Waxman, Wirth and Leland

Broadcast Group, the division's vice president of policy and planning. Roger Colloff, repeated the network's view "that repeal of the financial interest and syndication rules would help increase both quality and diversity of television programming." Colloff echoed Dunham's contention that repeal would help the networks to compete on a more even footing with new video technologies and pump money into program development and production.

Colloff cited the CBS-TV series *M*A*S*H* to bolster his denial that the networks would "warehouse" programs, effectively keeping popular series out of circulation in order to maintain high prices and product control.

"In its original network license for the show in 1971, Fox Studios (*M*A*S*H*'s producer) retained all of the syndication rights," Colloff recalled. "There was no syndication rule that prevented CBS from acquiring those rights. Rather, Fox would not give them up, and CBS acceded to this demand. CBS did acquire a 25% share of the off-network profits from this series. But in 1975, CBS had to give up that 25% profit share as the price for Fox's production of additional original episodes. Thus, without the protection of the rules in question, Fox and many local television stations to which *M*A*S*H* was syndicated, were able to share in the enormous success of this program." CBS did not make a specific recommendation concerning H.R. 2250.

Appearing in a later panel, ABC Entertainment President Anthony D. Thomopoulos restated his network's reasons for seeking repeal of the rules, noting ABC "would have no objection" to regulatory action designed to alleviate fears "that networks as syndicators might 'warehouse' programs or otherwise discriminate against independent television stations . . . even though we believe such a course is unnecessary."

Thomopoulos also maintained that the current rules put the networks at a competitive disadvantage and that they have not fostered a truly competitive environment. "The syndication and financial interest rules are protectionist in character, and we understand why established producers and syndicators would like to continue to enjoy the protected status which these regulations provide," he

continued. "But that does not mean the rules serve the public interest. Quite the contrary, protectionist regulations such as these distort the marketplace process and cheat the economy of the very efficiencies which a free market provides."

Wirth made his position on the matter clear in his opening statement, saying he strongly believes the rules "continue to play a vital role in protecting the public interest." He insisted that the current regulations promote and encourage competition while helping to provide viewers with a wide diversity of programming sources.

"It is true that the video marketplace is becoming increasingly competitive. At some point in the future the networks, which today clearly remain dominant as program buyers and distributors, may no longer occupy such positions of dominance, and repeal of these rules may then be justified. However, in my judgment the time for repeal of these rules is clearly not now," said Wirth.

Wirth feels the rules have also fostered development of independent stations and expressed concern that their repeal "might well give the networks the ability to undermine the growing competitive strength of the independent stations by manipulating their ability to obtain off-network shows."

In a separate interview, Wirth told BROADCASTING he feels the "public interest" is at the heart of the debate over the financial interest and syndication rules, and asserted his subcommittee is exercising its proper authority in considering legislation that would prevent the FCC from proceeding with its current rulemaking proposal. "We are not beholden to any timetable of the FCC," said Wirth. "The FCC is a creature of the U.S. Congress. The FCC is not the sole arbiter of what the public interest is." The chairman did not indicate when further hearings on H.R. 2250 might be scheduled or when action on the proposal might be taken by the subcommittee as a whole and neither did Waxman in his statements during the session.

The public interest question was addressed directly by Jack Valenti, president of the Motion Picture Association of America, who testified that the public would not be served by repeal of the rules. "H.R. 2250 is a sane answer to a bizarre reach by the net-

works," Valenti argued. "Hold the rule in place. Let the marketplace give its signal or ever there comes a time for a change."

As Valenti sees it, if the current rules are repealed, "the three networks will totally, absolutely, completely dominate all television programming in prime time and fringe time. No sane observer of the real world of television suggests otherwise." The real target of the networks, he continued, is independent television stations. "The networks, Valenti said, "recoil under the skillful barrage of counterprogramming broadcast by independent stations."

That theme was picked up by Anthony B. Cassara, president of Golden West Broadcasters, who said independent stations are likely to suffer if the rules are repealed. "The competition's [the networks] fear is not the new technologies," Cassara proclaimed. "It is independent television. But make no mistake. No mortal blow will be dealt this three-headed Goliath by independent stations pelted with off-network programming . . . Despite the fact that they do not enjoy the total dominance they once had, the networks are still stronger than anything else in sight and are likely to remain so for some time to come." Because of the potential erosion of strength among independent stations, Cassara insisted, repeal of the rules is not in the public interest.

In testimony representing the Association of National Advertisers, Robert Funkhauser vice president of advertising and public relations for the Los Angeles-based Carnation Co., emphasized the ANA's opposition to repeal of the rules, indicating such action is "clearly premature" and would risk further concentration of the television advertising market at a time when competition is just beginning to emerge. The ANA position is that repeal would make television advertising less effective, less efficient and more costly.

Specific support for H.R. 2250 was offered by Naomi Gurian, executive director of the Writers Guild of America-West, representing more than 6,000 professional writers. "Quite frankly," she said, "we are frightened by the FCC's headlong rush to repeal their own recently won adopted rules. A simple moratorium, during which time we can rationally assess changes occurring in this industry, will harm no one. FCC repeal of the rules, however, will devastate the



Poitier



Price and Thomopoulos

members of my guild from both a financial and creative point of view."

Support for H.R. 2250 was also voiced by Joseph Waz Jr., special counsel for the Washington-based Committee Against Network Monopoly, an ad hoc coalition of 37 special interest groups "organized in conjunction with the creative community and independent broadcasters." Waz speculated that repeal of the rules "would undercut the networks' only significant competitors and suffocate the video marketplace in its infancy," and termed such action "anticompetitive and anticonsumer."

"When a regulatory agency ignores its statutory mandate, congressional action may be compelled," he continued. "Federal communications policy should not abandon the public interest to economic Darwinism, but should instead nurture competition and diversity in media. These rules contribute to that goal."

Prominent among the independent production companies represented in the hearing was MTM Productions, headed until July 1981, by Grant Tinker, now chairman of NBC and strongly in favor of repeal.

MTM President Arthur Price told the subcommittee members he strongly favors passage of Waxman's bill "so that independent production companies like MTM can survive and thrive, and new production companies can be born to provide the networks and the American public with high quality and diverse programming." Price used his company's *Hill Street Blues* to counter two "myths" fostered by the networks—that networks are unable to share in the profits of a successful show and that they pay the full cost of television production.

Although he conceded that *Hill Street Blues*, because of its popularity, generates unusually high revenues for the network, Price said the series yielded \$1.4 million deficit for MTM this season alone, while bringing NBC a profit in excess of \$20 million for the season. Price based his conclusions on a \$800,000-per-episode license fee and costs for production (to MTM) of about \$865,000 per episode. He said NBC charged an average of \$125,000 for each of 12 30-second ads placed on the program.

"Ultimately, the consumer is the big loser

if H.R. 2250 is not enacted and the rules are repealed," said Price. He estimated that it would take a minimum of 100 episodes to make *Hill Street Blues* a viable commodity in the syndication market and so far only 57 episodes have been filmed "bringing the total current deficit on this series after three seasons to \$3,230,000." Using another example from MTM's past, Price recalled that "CBS demanded and obtained 100% of all distribution and syndication rights in perpetuity and throughout the world" as a "nonnegotiable condition" for putting *The Mary Tyler Moore Show* on CBS-TV in 1969, prior

to the current rules. He predicted that such conditions would be attached to programs in the future if the regulations are rescinded.

The networks had one unlikely ally in the person of David Ochoa, president of Buena Vista Cable Co. of Los Angeles and an independent producer. Ochoa called for repeal of the rules, arguing that it would serve the goals of minority production and syndication.

With repeal, according to Ochoa, minorities and women will have "increased opportunity to deal directly with the networks, who are also public licensees of television stations. Then and only then, will we have the necessary leverage to make sure that some prime time and syndicated programming includes Hispanic themes and can be produced by Hispanic companies."

"The leverage? Each network owns stations in major metropolitan areas," Ochoa pointed out, where a large percentage of Hispanics and other minorities live. He suggested that those viewers would be able to bring pressure to bear on the network-owned stations in those communities, along with the networks themselves, if programs that better serve their needs were not produced in the future. He predicted that network participation in syndication profits "will add incentive to the networks to give added consideration to Hispanic-produced programming."

At least half of Wednesday's hearing was given over to a discussion of the alleged failure of the entertainment industry, including the networks, to meet the needs of minorities. Sidney Poitier, who operates Ver-

TAMPA: BARNABY JONES- COMING ON STRONG

WXFL-TV M-F, 4-5 pm.

10 rating

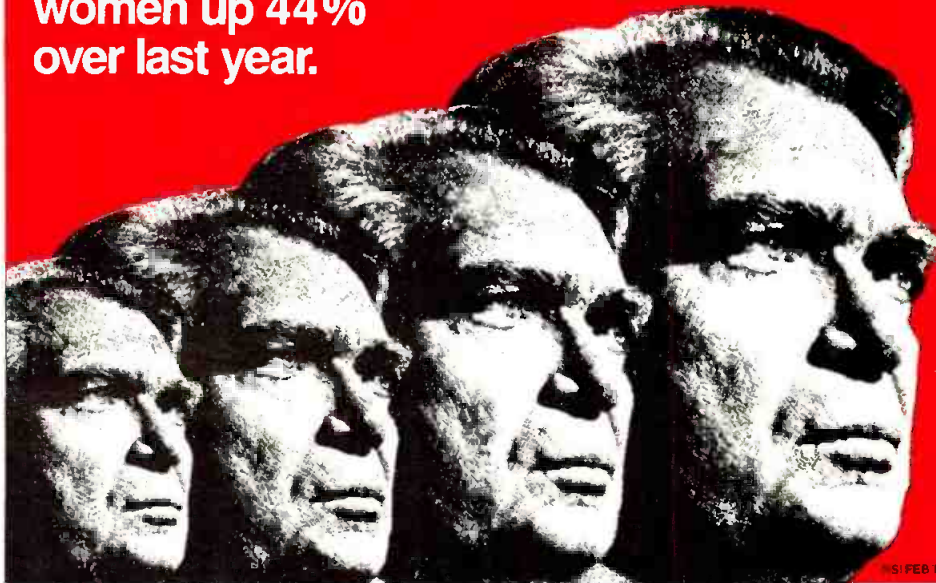
27% share

women up 44%

over last year.



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51/FEB 83

don Productions in addition to acting, said statistics on hiring by networks, independent producers, and movie studios "are uniformly horrendous" and "flagrantly discriminatory." He blamed the industry for a "callous and willful disregard of fairness" in casting and employing minorities.

Leland said he was "shocked" by much of the testimony delivered by minority witnesses and later pressed ABC's Thomopou-

los on that network's casting policies. "I'm really concerned that nothing is really happening fast enough," Leland lamented. "I'm concerned that if you [the networks] don't move fast enough, something chaotic will happen," hinting that the low percentage of minorities on the screen could eventually lead to civil unrest in ethnic communities. "All we [blacks] are asking for," he concluded, "is that you give us a break." □

rules will have any effect whatsoever on the rates charged under the act.

"Even if the must carry rules were deemed to have some theoretical relationship to copyright law [which TBS cannot now discern], it is well established that the commission is fully empowered to deal with issues of communications policy and to leave to Congress the resolution of copyright problems," Turner said.

According to Turner, the commenting parties also failed to consider that an FCC rule making could look at options short of total elimination of the rules or substitution of an optional A/B switch requirement, including shifting the burden to a local station desiring cable carriage to demonstrate that economic harm leading to total loss of service would result from noncarriage; permitting a cable system to delete duplicative programming modifying or eliminating the "significantly viewed" test to allow cable systems to delete duplicative programming; requiring the carriage of only one of each of the network affiliates in a market; permitting systems of 12 channels or fewer to escape the rules' grasp altogether; placing limits, using a sliding scale based on a system's channel capacity, on the percentage of channels that must be dedicated to must carry signals, and placing net weekly circulation limits on the signals a cable system must carry.

"TBS would prefer complete elimination of the must carry rules, and believes that under the First Amendment, the Fifth Amendment, and sound principles of communications policy the commission has an obligation to do so. TBS believes, however, that the commission at a minimum has an affirmative obligation... to begin a rulemaking to determine whether there are less restrictive alternatives that would accomplish the commission's stated goal of preserving local broadcasting through the must carry rules." □

Turner defends must carry position

TBS files reply comments, taking issue with earlier broadcaster comments on repeal of must carry rules

Those opposed to re-examining the need for the FCC's must carry rules have "widely missed the mark," and the commission should at least consider modifying the rules. That was the word from Turner Broadcasting System, defending its most recent call for repeal of the must carry rules in reply comments at the FCC.

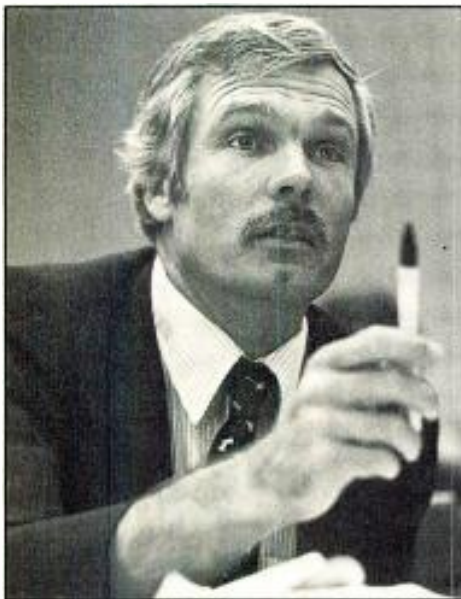
Turner's call for repeal had been panned by broadcasters in comments the week before (BROADCASTING, May 30). But in its reply comments, Turner said those broadcasters had missed the point. "They funda-

net gain in First Amendment access of viewers both to diverse and to locally directed speech. The First Amendment rights of both viewers and programmers would thus be substantially enhanced, by increasing the number of pathways to the home," Turner said.

(In a cover letter, Turner said parties in the proceeding had "misconstrued" the nature of the A/B switches, and included a model, available at Radio Shack for \$4.95, with its comments, and sent others to the commissioners.)

Although several parties suggested that the must carry rules are legally intertwined with the cable compulsory license, Turner said that wasn't the case. "The 1976 Copyright Act's compulsory license for all broadcast signals, including local signals, is based on the premises that cable carriage of local signals does not threaten the existing market for copyright owners' program rights and that individual licensing for any signal would be unduly burdensome.

"Surely the noncarriage of these signals would not raise copyright implications, since no copyright owners' rights could conceivably be violated. The compulsory license collects royalties only for nonnetwork distant signal carriage. Under the terms of the act, no FCC changes in the must carry



Turner

mentally misconstrue the reality that the must carry rules inhibit, rather than serve, First Amendment interest of viewers and programmers," Turner said.

Turner contended, for example, that elimination of the rules would not deprive viewers of access to off-air broadcast programming.

Even if all local stations aren't carried by cable, an optional requirement that cable operators install A/B switches—used to switch from cable to off-air reception without having to disconnect the cable or reconnect the TV set's antenna—would result in a substantial increase in localism and diversity, Turner said.

"More channels would be available for national specialized programming services via cable. In combination, this would lead to a

Minimum power draws mixed comments

The FCC's proposal to eliminate its requirement that TV stations operate with an aural power of no less than 10% of their peak visual power has drawn mixed reviews, with broadcasters arrayed on opposing sides.

In comments filed at the FCC, the National Association of Broadcasters said it was opposed to the proposal—at least for the time being. "There exists no recent body of scientifically valid study on the overall impact of reducing, or eliminating, the present lower limit on permissible aural power," NAB said. "The impact on the potential increased susceptibility of TV receivers and cable TV receiver equipment to interference problems cannot, therefore, be determined conclusively. While there may be occasions where it is appropriate to rely upon the licensee (and hence, the 'marketplace') to determine the impact of a change in broadcast operations, this approach fails when applied to a long-standing technical standard heavily relied upon by the industry."

CBS urged the commission to consider this proposal along with docket 83-114, in which the FCC proposes to review the need for retaining existing technical require-

ments. "CBS believes it would be inappropriate to make any determination to modify or remove such a significant transmission standard without a comprehensive resolution of the basic issues raised in docket 83-114."

The Consumer Electronics Group of the Electronic Industries Association said manufacturers and their customers would be "adversely affected" by the proposal. "The rule change could severely reduce or eliminate the present margin between satisfactory and unsatisfactory sound reception," it said.

"Reduction of aural power below the 10 db visual/aural ratio can be expected to provide a reduction in service quality for many viewers."

But Durham-Life Broadcasting Inc., licensee of WPTF-TV Durham, N.C., which had petitioned for the rulemaking, disagreed. "TV stations across the country have been hit with huge increases in electric bills during the past decade," it said. "UHF TV stations such as WPTF-TV are particularly aware of those increases because of the higher power levels required to operate a UHF TV service. The elimination of the minimum

TV aural power requirements would benefit all TV licensees by permitting them to adjust their aural power to levels that would not create any interference in TV receivers or cable system receivers but would save thousands of dollars annually in electric costs."

A group of licensees, including Forward Communications Corp., Group One Broadcasting Co. and Wilson Communications Inc., agreed. "The commission may be sure that every TV licensee has the incentive, without regulation, to provide a satisfactory aural signal. The TV licensee should also have the discretion to operate its aural transmitter on a basis of maximum economic efficiency. Elimination of the minimum power requirement will provide that discretion and pose no threat to the continued provision of an adequate aural signal." □

NTIA shift proposed

Reagan announces reorganization plan to move telecommunications agency out of Commerce and into new Department of International Trade and Industry

The National Telecommunications and Information Administration, which is the President's principal adviser on telecommunications matters, may be getting a new bureaucratic home. NTIA, now located in the Department of Commerce and run by an assistant secretary of commerce for communications and information, would be one of the department's units to be shifted into a new Department of International Trade and Industry, under a reorganization plan President Reagan last week asked Congress to approve.

Under the plan, which has been urged by Senator William V. Roth Jr. (R-Del.) for the past five years, trade functions of the Department of Commerce will be consolidated with the trade negotiation duties of the U.S. Trade Representatives office into the new cabinet-level department.

U.S. Trade Representative William Brock and Commerce Secretary Malcolm Baldrige, whose jobs would be combined in the new department, and Roth announced the reorganization plans in a briefing for reporters at the White House. Reagan, in a statement read by Presidential Counselor Edwin Meese III, said the need for the reorganization stems from the increasing importance of international trade to the U.S. economy.

With telecommunications a growing element of international trade, the proposed shift of NTIA to the new department was to be expected. But it was not immediately clear last week how much, if at all, the change would affect NTIA's functions.

Brock, Baldrige and Roth, in their joint statement, said the new department is designed to recognize "the important link between international trade and domestic industry activities as American businesses compete more and more in the world marketplace." They also said the new department "will be lean in size, permitting the aggressive development of new trade opportunities." □

SIN licenses up for hearing

SIN National Spanish Television Network and Spanish International Communications Corp. have already been subjected to an informal, three-year FCC investigation. But in the wake of FCC's action designating SICC licenses for hearing ("In Brief," May 30), their troubles, with those licenses now in jeopardy, may just be beginning.

The FCC action, approved in closed session, designated for hearing the renewals of five SICC television stations, and five more of its translators.

At the same time, the FCC designated for hearing the renewal of Bahia de San Francisco Co. for KDTV(TV) San Francisco. Bahia is licensed to a corporation controlled by SICC principals.

Another corporation controlled by SICC principals, Seven Hills Television Co., licensee of KTVW(TV) Phoenix, was ordered to submit its renewal application within 30 days of release of the FCC's order. According to the commission, that renewal application will be designated for hearing with the others, as will Seven Hills' renewal for a translator station in Tucson, Ariz.

After a two-year investigation into the relationship of SIN, which is 75% owned by Televisa—a Mexican company with extensive broadcast interests—and SICC, the FCC staff last year privately recommended that the companies restructure their ownership, severing ties to avoid the likelihood of

SICC renewals being designated for hearing (BROADCASTING, Aug. 23, 1982). The companies declined.

In its official release, the FCC said the staff had concluded that there were "serious questions" about the applicants' qualifications to remain licensees. In designating the applications for hearing, the commission said it wanted to determine whether SICC, Seven Hills or Bahia is controlled by aliens or their representatives; whether network agreements between SIN and SICC, permitting SIN to control local commercial ad rates charged by SICC stations, violated commission rules; whether the public interest would be served by continuing a waiver that permits SIN to represent its affiliates in the sale of national spot advertising time, and whether SICC, Seven Hills and Bahia are qualified to remain FCC licensees.

Rene Anselmo is 25% owner of SIN and 24% owner of SICC (and president of each). The Emilio Azcarraga family, which owns Televisa, owns 20% of SICC, the legal maximum for foreign ownership. SIN control of SICC would be illegal since more than 20% of SIN's stock is held by Mexican interests.

Designated for hearing were SICC's licenses for KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles; WXTV(TV) Paterson, N.J.; WLTV(TV) Miami, and KPTV(TV) Hanford-Fresno, Calif. □

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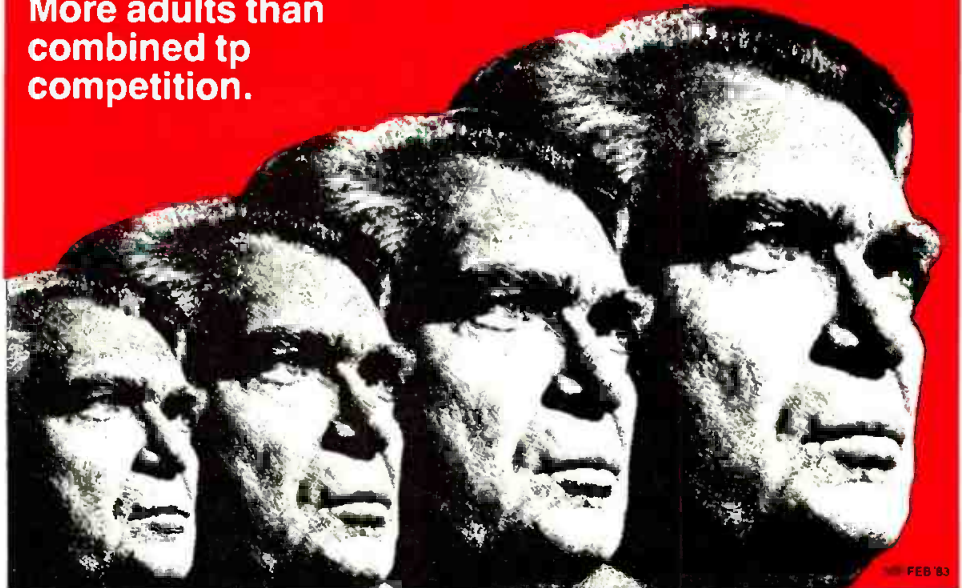
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Pole battle in Portland

BOC refuses to let cable system use facilities, claiming it offers competing services

A cable television system and a local Bell operating company are engaged in a dispute over whether the telephone company legally can allow the cable system to use the company's poles, conduits and ducts—to provide a competitive service. They have taken their arguments in the case to different forums.

The dispute arose after Cablesystems Pacific was awarded a franchise by Portland, Ore., to provide closed data services and then, in April 1981, reached an agreement under which Pacific Northwest Bell Telephone Co. was to grant access to the company's facilities. On the basis of the franchise and the agreement with PNB, Cablesystems said it spent \$2 million in constructing the facilities.

But on April 25, PNB said it would no longer honor its agreement because it had been advised that Cablesystems is providing

"telecommunications facilities utility services... which are the functional equivalent of those provided by PNB" under tariffs filed with the state Public Utility Commissioner. In a letter to Cablesystems, PNB said it believes such service in areas it serves to be in violation of a state law prohibiting any other entity from offering "utility service in or into an allocated territory."

PNB has requested that the Oregon PUC investigate the matter. It does not seek to avoid competition from Cablesystems, PNB said. Rather, it seeks "only to be treated equally with its competitors in the provision of functionally equivalent services."

Cablesystems contends that the provision of closed data services—two-way, point-to-point and point-to-multipoint—does not

constitute "utility service" under state law according to two Oregon attorney general opinions it cited. Cablesystems says PNB failure to honor their contract would cause to violate its franchise with the city as well as its contracts with federal and state agencies and private concerns it has promised to serve.

Cablesystems has taken its case to the Multnomah County Court, asking for a declaratory judgment that the services involved are not subject to state regulation and that a refusal by PNB to grant access to its poles, conduits and ducts would be a breach of their contract. Cablesystems also asks damages, including renewing of lost revenue and of the investment already made, as provided under Oregon law.

Changing Hands

PROPOSED

KEZO(FM) Omaha □ Sold by Meredith Corp. to Albimar Omaha Ltd. for \$2.95 million, plus \$450,000 noncompete agreement. **Seller**, based in Des Moines, Iowa, is publicly traded publisher and station group owner.

James Conley is president of broadcast group. It owns three AM's, three FM's and five TV's. It has also sold, subject to FCC approval, WOW(AM) Omaha (see below). **Buyer**, based in Boston, is principally owned by Bertram M. Lee and E.W. (Skip) Finley, Jr., president. Lee has interest in WNEV-TV Boston. Finley, former president of Sheridan Broadcasting Network, has interest in WOL(AM) Washington. KEZO is on 92.3 mhz with 100 kw and antenna 1,210 feet above average terrain. *Broker: Robert O. Mahlman Inc.*

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WOW(AM) Omaha □ Sold by Meredith Corp. to Omaha Great Empire Broadcasting Inc. for \$1.9 million. **Seller** has also sold, subject to FCC approval, KEZO(FM) (see above). **Buyer** is headed by F. Mike Lynch, president. It also owns KYNN-AM-FM Omaha, but will spin off KYNN(AM) to Albimar Omaha Ltd. (see below). It also owns KFDD-AM-FM Wichita, Kan.; KWKH(AM)-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield Mo., and KBRQ-AM-FM Denver. It is also applicant for new AM at Council Bluffs, Iowa. WOW is on 590 khz with 5 kw full time.

WTGI(FM) Hammond, La. □ Sold by TANG Broadcasting Inc. to WTGI Inc. for \$1.75 million. **Seller**, based in Hammond, La., is owned by Ron Strother, president (65%) and Donald Lobell (35%). It has no other broadcast interests. **Buyer** is principally owned by Peter H. Starr, president, and brother, Michael F. Starr, who recently bought, subject to FCC approval, WSRX(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla. (BROADCASTING, May 30). Starr brothers are former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group, which was merged into Shamrock Broadcasting Co. in 1979. WTGI is on 103.3 mhz with 100 kw and antenna 500 feet above average terrain.

WKQE(AM)-WBGM(FM) Tallahassee, Fla. □

old by Forward of Florida Inc. to Statewide Broadcasting of Leon County Inc. and Statewide Broadcasting of Tallahassee Inc., respectively, for \$1.575 million. Seller, based in Wausau, Wis., is subsidiary of Forward Communications Corp., group owner of five AM's, five FM's and six TV's. Dick Judley is chairman. **Buyers**, based in Pompano Beach, Fla., are both owned by Jordan L. Ginsburg; chairman, his children, Scott Ginsburg; president and Mark J. Ginsburg, 1.D. (20% each); Ricki G. Robinson, M.D. (10%); Robinson's husband, Joel P. (10%), and Roy Bresky, M.D. (20%). It recently bought, subject to FCC approval, WVCG(AM) Coral Gables, Fla. (BROADCASTING, April 5). Jordan Ginsburg, Scott Ginsburg and Bresky also have interest in WAVS(AM) Fort Lauderdale, Fla. WKQE is daytimer on 1410 khz with 5 kw. WBGM is on 98.9 mhz with 100 kw and antenna 320 feet above average terrain. *Broker: Chapman Associates.*

WPLP(AM) Pinellas Park, Fla. □ Sold by David Gorman, trustee, to Dan Johnson Corp. for over \$1 million. Seller is court-appointed trustee. Buyer, based in Pinellas Park, is equally owned by Dan L. Johnson, president, and his father, Elwyn. It's reacquiring station after International Broadcasters Inc., to which it sold station, went bankrupt. Dan Johnson is 25% owner of WXCR(FM) Safety Harbor, Fla., and has interest in CP for TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. WPLP is on 570 khz with 1 kw full time.

KBLU(AM) Yuma, Ariz. □ Sold by Crites Broadcasting Corp. to Sun Country Broadcasting Inc. for \$880,000. Seller is owned by Robert W. Crites, president (70%), Victor A. Root and Thaddeus G. Baker (15% each). It has no other broadcast interests. Buyer is owned by Dale E. Palmer (97.5%) and James L. Evans (2.5%). Palmer is majority owner of KZOM(FM) Orange and KOLE(AM) Port Arthur, both Texas. Evans is selling all but 2.5% of his 100% interest in KTTI(FM) Yuma to Palmer (see below). KBLU is on 560 khz with 1 kw full time.

WRAW(AM) Reading, Pa. □ Sold by Camelot Communications Inc. to City Broadcasting Co. Inc. for \$650,000. Seller is owned by Jeffrey J. Levin, who has no other broadcast interests. Buyer is owned by Frank A. Franco, who also owns WRFY-FM Reading, Pa. WRAW is on 1340 khz with 1 kw day and 250 w night.

WWOC(FM) Avalon, N.J. □ Eighty percent sold by Avalon Broadcasting Co. to Larry U. Keene (who owns other 20%) and others for \$645,300. Sellers are John F. Scarpa (40%), Fred M. Wood and wife, Dorothy C. (20% each). They have no other broadcast interests. Buyer is owned by Larry U. Keene, president (55%); his wife, Carol H. (25%), and Edwin A. Rosenfeld (20%). Carol Keene is registered nurse. Rosenfeld is vice president of sales at station. None has other broadcast interests. WWOC is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WRHY(FM) Starview (York), Pa. □ Sold by Harrea Broadcasters Inc. to Starview Media Inc. for \$525,000. Seller is headed by Albert Dame, president. Harrea also owns WKBO(AM) Harrisburg, Pa. Buyer is headed

Women's gains. While the percentage of women employed in broadcast news operations has increased substantially over the past several years, the percentage of minorities similarly employed has either remained the same—or dropped—over the same period, according to a survey published in the Radio-Television News Directors Association's *Communicator*. According to the survey, nonminority women made up 26% of the commercial television news force in mid-1982, up from 21% in 1979. Nonminority women were 27% of the total news workforce in radio in 1982, up from 22% in 1979. Minority women were 5% of the total news workforce in TV in 1982, same as 1979. Minority women held 4% of the radio news jobs in 1982, same as 1979. Minority men were 9% of the TV news workforce in 1982, a drop of 1% from 1979. Minority men in the radio news workforce was 6% in 1982, same as 1979.

by Douglas W. George, president. He also has interest in WQBQ(AM) Selinsgrove, Pa. WRHY is on 92.7 mhz with 3 kw and antenna 700 feet above average terrain. *Broker: Blackburn & Co. Inc.*

KYNN(AM) Omaha □ Sold by Omaha Great Empire Broadcasting Inc. to Albimar Omaha Ltd. for \$500,000. Seller also bought, subject to FCC approval, WOW(AM) Omaha (see above). Buyer also bought, subject to FCC approval, KEZO(FM) Omaha (see above). KYNN is on 1490 khz with 1 kw day and 250 w night. *Broker: Robert O. Mahlman Inc.*

WBTR-FM Carrollton, Ga. □ Sold by Faulkner Radio Inc. to Commercial Media Inc. for \$475,000. Seller is owned by James H. Faulkner, president. He also owns WAOA(AM) Opelika, WFRJ(FM) Auburn and WBCA(AM)-WWSM(FM) Bay Minette, all Alabama, and WGAA(AM) Cedartown, Ga. Buyer is owned by Gleamer Lee Smith Jr., president and six others (14.29% each). Smith is a Bremen, Ga., attorney. Buyers have no other broadcast interests. WBTR-FM is on 92.1 mhz with

3 kw and antenna 105 feet above average terrain.

KTTI(FM) Yuma, Ariz. □ Sold by Purr Broadcasting Inc. to Sun Country Broadcasting Inc. for \$369,947. Seller is owned by James L. Evans, president, who will retain minority interest. Buyer is Dale E. Palmer. Palmer and Evans have also bought, subject to FCC approval, KBLU(AM) Yuma (see above). KTTI is on 95.1 mhz with 25 kw and antenna 76 feet above average terrain.

WCEF(FM) Ripley, W. Va. □ Sold by Randy Jay Communications Corp. to C-98 Communications Inc. for \$300,000. Seller is owned by Calvin E. Dailey Jr. He is also 50% owner of WDXY(AM) Sumter, S.C. Buyer is owned by Donald L. Staats, president, Samuel M. Yoho and Edward W. Jacobson (one-third each). Staats is sales manager at WCEF; Yoho is on-air announcer at WEEP(AM) Pittsburgh, and Jacobson is former general manager of WATH(AM)-WXTQ(FM) Athens, Ohio. They have no other broadcast interests. WCEF is on 98.3 mhz with 3 kw and antenna 1,140 feet above average terrain.

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KMIO-AM-FM Merkel, Tex. □ Sold by Big Country Broadcasting Co. to B&D Broadcasting Inc. for \$295,000. **Seller** is equally owned by Ted C. Connell and Gaylon W. Christie. They also own KOOV(FM) Copperas Cove, Tex. **Buyer** is owned by Raymond E. Ditmore, president (51%), and Bill J. Starks (49%). Ditmore is station manager of KMIO-AM-FM and Starks is program director. KMIO is daytimer on 1500 khz with 250 w. KMIO-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

WRNB(AM) New Bern, N.C. □ Sold by WRNB Inc. to We Care Ministries Inc. for \$250,000. **Seller** is subsidiary of Interstate Communications Corp., principally owned by Brent Hill, president (80%). It also owns

WAZZ(FM) New Bern, N.C. **Buyer** is nonprofit organization comprising members of New Bern Assembly of God church, headed by Burl C. Wright, president. It has no other broadcast interests. WRNB is on 1490 khz with 1 kw day and 250 w night.

WBZT(AM) Waynesboro, Pa. □ Sold by Tri-State Broadcasting to Raystay Co. for \$253,000. **Seller** is owned by Michael S. Ameigh, who has no other broadcast interests. He bought station from Raystay in 1980 for \$350,000 (BROADCASTING, Jan. 28, 1980). **Buyer** is principally owned by George F. Gardner, president (50.1%). It also owns cable systems in Pennsylvania. Gardner also personally owns cable systems in Pennsylvania and Maryland and is applicant for new FM at Fort Lauderdale, Fla.

WBZT is daytimer on 1130 khz with 1 kw

KNFB(FM) Nowata, Okla. □ Sold by Dwig Carver to Special Services Radio Co. for \$250,000. **Seller** has no other broadcast interests. **Buyer** is owned by Morris L. Reed (90%) and his father-in-law, Lowell D. Denniston (10%). Reed is former account executive at KKOW(AM) Pittsburg, Kan.; Denniston is Wichita, Kan., investor. They have no other broadcast interests. KNFB is on 94 mhz with 3 kw and antenna 114 feet above average terrain.

□ Other proposed station sales include KUUK(AM) Wickenburg, Ariz.; WAID(FM) Clarksdale, Miss., and WBRL(AM) Berlin N.H.

APPROVED

WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo. □ Sold by WSIL Holding Co. Inc. to Mel Wheeler Inc. for \$6.6 million. **Seller** is principally owned by John Kirb who has no other broadcast interests. **Buyer** is owned by Mel Wheeler, who also owns KSRD(FM) Seward, Neb.; KDNT(AM) Denton, Tex.; WSLC(AM)-WSLQ(FM) Roanoke, Va. and KDNG(FM) Gainesville, Tex. WSIL-TV ABC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 880 feet above average terrain. KPOB-TV is satellite of WSIL-TV on channel 15 with 15.1 kw visual, 1.5 kw aural and antenna 620 feet above average terrain.

WHMA-TV Anniston, Ala. □ Sold by Anniston Broadcasting Co. to Jacksonville State University Communications Foundation Inc. for \$2.9 million. **Seller** is owned by six stockholders, headed by Malcolm B. Stree president. It also owns WHMA-AM-FM Anniston. **Buyer** is nonprofit corporation operated by board of directors: Theron E. Montgomery Jr., Charles C. Rower, Jack Hopper and James A. Reaves, who have no other broadcast interests. Foundation is organized to receive and administer funds for scientific educational and charitable purposes for Jacksonville State University, which owns noncommercial WLJS-FM Jacksonville, Ala. WHMA-TV is CBS affiliate on channel 4 with 724 kw visual, 93.3 kw aural and antenna 880 feet above average terrain.

KFTN(AM)-KTMP(FM) Provo-Spanish Fort Utah □ Sold by Mountain States Broadcasting Corp. to Polo Broadcasting Corp. for \$1.2 million. **Seller** is principally owned by Dan Lacy and wife, Caren, who also own KIQX(FM) Durango, Colo. **Buyer** is owned by Peter Scheurmier, president (20%), David Forier (49%) and others. Scheurmier is British citizen who owns broadcast consulting firm, and Forier is former director of sales at KHJ(AM) Los Angeles. Neither has other broadcast interests. KFTN is on 1400 khz with 1 kw day and 250 w night. KTMP is on 106.3 mhz with 200 w and antenna 920 feet above average terrain.

□ Other approved station sales include KIFW-TV Sitka, Alaska; KMFE(FM) Emmett Idaho; KIGO(AM) St. Anthony, Idaho; KLNT(AM)-KNJY(FM) Clinton, Iowa (BROADCASTING, March 28); KWLA(AM) Many, La. KABG(FM) Cambridge, Minn., and KDJSA(AM) Willmar, Minn.

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Cable trading settling down after burst of buying

MSOs are concentrating on acquiring properties near their existing systems rather than making far-flung purchases; 1982 sales topped \$433 million

The salad days of cable system trading are over. Today, seasoned multiple system operators are buying cable systems with surgical precision. No more are major MSOs looking to pick up systems in every nook and cranny of the country. MSOs now say they prefer to buy and swap systems near where they already hold a franchise in order to cluster their interests.

Brokers and cable company executives on the front line of system trading report activity is up after the slump of 1982, when more than one major brokerage house reported it transacted less than half the dollar volume it did in 1981. Now that interest rates have declined, brokers report prices for cable systems are firming once again, although the

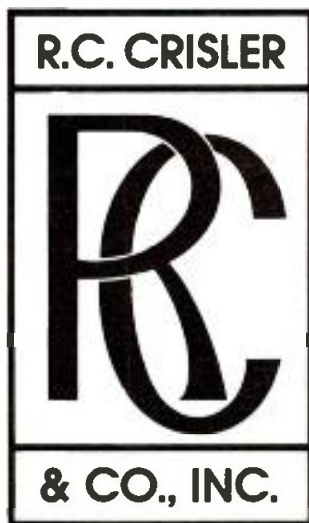
average multiples have not returned to their heady 1981 levels of 11 times cash flow.

Unlike the business of broadcast station trading—where recent years have seen an average of 600 stations change hands annually for close to \$1 billion—the world of cable system trading is inhabited—and controlled—by a handful of familiar names. Principal among them is Denver-based Daniels & Associates, a cable brokerage, finance and investment banking firm. Also a major presence is Communications Equity Associates, a 10-year-old Tampa, Fla.-based firm offering services similar to Daniels's.

Cable trading in 1982—not its best year—totaled more than \$433 million, based on major announced transactions. In that year, Daniels & Associates reports it clinched 33 deals totaling \$243.9 million, down substantially from the \$590-million worth of transactions it handled in 1981. CEA, on the other hand, reports it brokered between \$140 million and \$150 million of deals in 1982.

Together, Daniels and CEA accounted for more than 80% of last year's recorded dollar volume. Their share could be less, however, because many deals are private transactions between parties and are not made public.

Daniels has seven brokers who are involved in system trading exclusively. Others in the 103-member firm oversee the company's investment banking service and cable operations (Daniels also is a 228,000-subscriber MSO). Broker Hugh McCulloh said he has "not compiled data yet for 1983, but I can tell you the pricing of cable systems has bottomed out and is starting to firm. We are telling our clients: 'Now is the time to buy.'" McCulloh reports that 1983 got off to a good start when Daniels arranged the \$270 million to \$280 million purchase by Tele-Communications Inc. of MSO and TV group owner Liberty Communications. TCI, the number-one ranked MSO with 2,138,000 subscribers, will grow by another 250,000 basic subscribers after it completes its acquisition of Liberty. The deal includes \$182 million for Liberty's stock, assumption of about \$60 million in debt, plus a tax recapture and depreciation. TCI is acknowledged to be the biggest spender in the system acquisition arena over the past 18 months. In 1982, TCI bought 19,500-basic-subscriber Kingston



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Cablevision Inc. serving upper New York State, for \$17.2 million, and paid \$11,250,000 for Jones Intercable's 12,500 basic subscriber system in Alton, Ill. It also teamed up with Knight-Ridder Newspapers and Taft Broadcasting to form separate joint ventures to acquire systems. Those joint ventures together spent close to \$100 million last year to buy systems in northern New Jersey and the upper Michigan peninsula.

However, not all MSO's have been as aggressive as TCI. Daniels broker Bob Holman, although admitting "with TCI being as active as they have been, the market tends to be very directly related to the activity they undertake," emphasized that TCI does not control it. He noted that the cash-flow variables and per-subscriber dollars often attached to estimate the ball park value of cable systems vary too greatly. The per-subscriber format, he believes, "is an unfair approach in determining a system's value." Holman notes that "you can always do the math after a transaction has occurred to determine it sold for x dollars per subscriber, but it's not a process used by many investors in the forward-going evaluation. Dollars-per-subscriber doesn't take many things into account: whether the system rate is \$6 or \$9.95; whether there are pay TV subscribers and how many tiers; what the hardware in the property may be; whether the system is 12, 20 or 30 channels, and geographical location and expectations of growth in the community. Properties typically trade within a range of dollars-per-subscriber as low as \$600 and as high as \$1,100... [but] buyers tend in today's market to put a fictitious ceiling on the value of a property and sellers a fictitious floor—so we end up trading within that range even though other justifications may take it out."

Other justifications aside, Daniels estimated that in 1982 the average multiple with systems it brokered was 8.91 times cash flow, with a weighted average of 9.30 times and a dollar-per-subscriber average of \$939. Daniels's definition of cash flow, Holman added, is gross revenues less operating expenses but not including expenses like depreciation, debt service, income tax and capital expenditures.

CEA President Harold Ewen agrees that lately in cable system trading "there's been a leveling off of prices and what appears to be

the beginning of an upswing." Ewen observed that, in the face of lower interest rates, cable system prices have "come down from their peaks of about a year ago." At the market's peak, Ewen estimated systems were selling at an average of \$1,000 per subscriber—"not a guideline I like to use."

One trend Ewen said he has noticed is the increase in limited partnership groups put together to buy cable systems. Ewen explains that limited partnerships are popular because "investors can fully utilize the tax advantages." But Ewen cautions that the limited partnership vehicle may have an inflationary effect. "The return looked for by the investors in these limited partnerships funds," he said, "is a combination of tax savings and return on investment. Consequently, their return on investment needs and demands are somewhat lower than a nontax sheltered investment. As a result, it's perceived that a limited partnership group can pay a higher price for a property."

Nor do sellers report a problem with divesting systems. Westinghouse Broadcasting and Cable was under an FCC mandate to sell 12 cable systems it acquired in its merger with Teleprompter because they overlapped with TV stations it owned. Marvin Shapiro, senior vice president at Westinghouse, reported that Group W Cable chose to auction its systems off to prospective bidders rather than go out and hunt for buyers. "For every system we had several bids," he said, "but how solid they all would have been I don't know." All the systems were divested without problem, he said. Westinghouse also is seeking to expand through the careful acquisition of existing systems. "The whole thrust of our acquisition process," Shapiro explained, "is to consolidate." Another consideration, he adds, is to look for systems that promise the "greatest growth with the least amount of new capital investment." Recent deals to buy systems between Seattle and Tacoma, Wash., and in Temple Terrace, Fla.—near other Group W systems—are examples of Groups W's clustering efforts, Shapiro pointed out.

One executive vice president with a top 10 MSO reported his company, after several years of aggressively purchasing systems, is at this time "not actively in the market." Instead, attention is being directed toward completing its obligations on existing fran-

chises. "I think some of the glow is off," said of major system acquisitions. "Pri generally are getting more realistic."

Outside of TCI which in the past year added 320,700 subscribers by acquiring systems and 145,400 by signing on new customers, most of the major MSO's made selective purchases in 1982, if any. Tim Nel an executive vice president with Boston based Continental Cablevision, reports that, except for a 7,500-basic-subscriber system it picked up in St. Louis county last year, the company prefers to grow by winning its own franchises. He explained that 95% of the company's subscriber growth came through franchise expansion, not system acquisitions. Neher related the "reason is simply that for a very long time it was expensive to build your own system than purchase it, because you were going in and receiving that license initially and were paying a premium for that right." Neher said that the number-one factor Continer considers when looking to buy an existing system is its geographical location. Some of the advantages to clustering, he explained, are greater efficiency in system operation and property management plus the fact that "changes in technology are easier to introduce."

United Cable, Denver, also has not purchased any systems in more than a year. Joseph Bruning, United's vice president of corporate development, explained that "we've heavily involved in franchising and the prior systems did not give us the return we were looking for. [It was] too high." United also is concentrating on clumping together its systems, Bruning reported. "We're starting to look at a lot of the other strategies other MSO's are looking at." But United is not shutting the door completely to future acquisitions. Said Bruning: "We're starting to look at systems right now and the prices seem to be softening a bit."

Storer Communications, MSO and owner of seven TV stations, also has temporarily abandoned buying existing cable systems and instead is focusing on expanding its present franchises. It also is trying to cluster systems. To that end, it swapped a 2,900 basic subscriber system it owned in Glendale, Ill., with a roughly equivalent system owned by Metrovision in Newport, Ky., 100 miles far from where it had other cable interests. Storer added 132,000 basic subscribers over the past year to reach a total of 1,247,000, the company reports. "We do not plan a further acquisitions," said Ken Bagwe, president of Storer's cable division, who also added nothing is absolute. "We're building out the franchises we presently have and are consolidating systems generally," he said. And when it comes to adding new systems, Bagwell pointed out, Storer wants to swap and cluster. "We have several things we're looking at and are discussing with other operators," he explained.

However, although cable companies are talking about swapping systems with other companies, few are actually doing it, according to Rick Michaels, chairman of Communications Equity Associates. "Trades are fairly rare," he noted, "not only from a business point of view where the two parties frequently say: 'My baby's prettier than yours,' but also you have additional tax a-

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Stock Index

Exchange and Company	Closing Wed. Jun 1	Closing Wed. May 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
ABC	60 1/2	64 1/2	-4	- 6.20	12	1,754
Capital Cities	144	144			19	1,898
CBS	65 5/8	70 3/8	-4 3/4	- 6.74	13	1,945
Cox	49 1/4	50	- 3/4	- 1.50	21	1,396
Gross Telecasting	53 5/8	55 3/4	-2 1/8	- 3.81	13	43
LIN	44 1/4	43 1/2	+ 3/4	+ 1.72	23	459
Metromedia	493	511 1/2	-18 1/2	- 3.61	34	1,378
Outlet Co.	41 3/8	41 1/8	+ 1/4	+ .60	17	168
Scripps-Howard	24	23 1/2	+ 1/2	+ 2.12	13	248
Storer	29 1/8	29 5/8	- 1/2	- 1.68	d	477
Sungroup Inc.	4 3/4	4 3/4			7	3
Taft	51 1/4	52 1/2	-1 1/4	- 2.38	14	466
United Television	12 3/4	12 5/8	+ 1/8	+ .99	16	151

BROADCASTING WITH OTHER MAJOR INTERESTS						
Adams-Russell	29 1/2	27 5/8	+1 7/8	+ 6.78	30	178
Affiliated Pubs.	44 1/2	43 1/2	+1	+ 2.29	21	347
A.H. Belo	45 3/8	43 7/8	+1 1/2	+ 3.41	16	425
American Family	20 7/8	19 7/8	+1	+ 5.03	14	283
Associated Commun.	30 3/4	30 1/4	+ 1/2	+ 1.65	12	73
John Blair	66 3/4	67 1/4	- 1/2	- .74	15	261
Charter Co.	12 3/4	13 5/8	- 7/8	- 6.42	16	269
Chris-Craft	23 1/4	22 7/8	+ 3/8	+ 1.63	25	144
Cowles	18 1/4	18 1/4			20	72
Dun & Bradstreet	126	131 1/2	-5 1/2	- 4.18	24	3,547
Fairchild Ind.	20 1/2	20 7/8	- 3/8	- 1.79	13	268
Gannett Co.	63 1/4	65 1/2	-2 1/4	- 3.43	19	3,370
General Tire	35 7/8	37 1/8	-1 1/4	- 3.36	35	863
Gray Commun.	44 1/2	44 1/2			13	21
Gulf United	27 1/8	27 5/8	- 1/2	- 1.80	9	761
Harte-Hanks	44 3/8	44	+ 3/8	+ .85	16	441
Insilco Corp.	22 3/4	23 3/8	- 5/8	- 2.67	20	363
Jefferson-Pilot	33 3/8	35 1/8	-1 3/4	- 4.98	8	716
Josephson Intl.	19	19 1/2	- 1/2	- 2.56	14	91
Knight-Ridder	56 1/4	54 1/4	+2	+ 3.68	17	1,835
Lee Enterprises	41 3/8	43	-1 5/8	- 3.77	28	564
Liberty	18 3/4	18 3/8	+ 3/8	+ 2.04	15	184
McGraw-Hill	89 3/4	92	-2 1/4	- 2.44	20	2,238
Media General	61 3/4	60 5/8	+1 1/8	+ 1.85	13	429
Meredith	106	108 3/4	-2 3/4	- 2.52	12	331
Multimedia	37 1/4	39 3/4	-2 1/2	- 6.28	19	586
New York Times Co.	77 1/4	79 1/4	-2	- 2.52	18	998
Post Corp.	43 3/4	43 1/2	+ 1/4	+ .57	20	80
Rollins	14 5/8	14 1/2	+ 1/8	+ .86	15	380
Schering-Plough	45 1/4	46 1/2	-1 1/4	- 2.68	14	2,409
Signal Cos.	31	31 5/8	- 5/8	- 1.97	61	3,286
Stauffer Commun.*	43	43			11	43
Tech Operations	30 3/4	30 1/8	+ 5/8	+ 2.07	19	25
Times Mirror Co.	74	79 1/2	-5 1/2	- 6.91	17	2,530
Turner Bcstg.	19	18 1/4	+ 3/4	+ 4.10	d	388
Washington Post	67 1/2	66 1/4	+1 1/4	+ 1.88	18	954
Wometco	34 3/8	32 3/4	+1 5/8	+ 4.96	23	594

CABLE						
Acton Corp.	9 1/2	8 1/8	+1 3/8	+16.92	56	48
American Express	70 5/8	69 3/4	+ 7/8	+ 1.25	15	8,992
Burnup & Sims	8 1/2	7 7/8	+ 5/8	+ 7.93	d	75
Comcast	22 1/4	22 1/4			23	172
General Instrument	51 7/8	50 1/4	+1 5/8	+ 3.23	16	1,610
Heritage Commun.	14 3/8	14 1/2	- 1/8	- .86	24	106
Rogers Cablesystems	10 5/8	10 5/8			d	234
Tele-Communications	35	33 1/4	+1 3/4	+ 5.26	74	738
Time Inc.	66 3/4	66 1/4	+ 1/2	+ .75	27	3,789
Tocom	10 1/4	7 5/8	+2 5/8	+34.42	8	71
United Cable TV	21 7/8	22 1/2	- 5/8	- 2.77	d	239
Viacom	36 1/4	35 3/4	+ 1/2	+ 1.39	18	419

Exchange and Company	Closing Wed. Jun 1	Closing Wed. May 25	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
Barris Indus.	6 5/8	7 1/8	- 1/2	- 7.01	74	36
Coca-Cola	52 3/8	52 1/2	- 1/8	- .23	13	7,109
Disney	75	74 1/2	+ 1/2	+ .67	23	2,581
Dow Jones & Co.	48 1/2	53 1/2	-5	- 9.34	33	3,095
Four Star	11	13	-2	-15.38	12	9
Getty Oil Corp.	66 3/4	67	- 1/4	- .37	8	5,282
Gulf + Western	28	25 5/8	+2 3/8	+ 9.26	15	2,153
Lorimar	24 1/2	23 3/4	+ 3/4	+ 3.15	15	122
MCA	35 3/4	35 1/2	+ 1/4	+ .70	10	1,705
MGM/UA	21	20 1/8	+ 7/8	+ 4.34	27	1,045
Orion	25 7/8	26 1/4	- 3/8	- 1.42	d	230
Reeves Commun.	21 5/8	22	- 3/8	- 1.70	11	267
Telepictures	19 1/4	19	+ 1/4	+ 1.31	26	111
Video Corp. of Amer.	9	9 7/8	- 7/8	- 8.86	21	15
Warner	30 1/8	30 3/8	- 1/4	- .82	12	1,925
Wrather	33	33 1/4	- 1/4	- .75	d	74

SERVICE						
BBDO Inc.	42 1/4	41	+1 1/4	+ 3.04	16	246
Compact Video	9 1/2	8 1/8	+1 3/8	+16.92	d	31
Comsat	81 3/4	80 1/8	+1 5/8	+ 2.02	96	736
Doyle Dane Bernbach	27 3/4	28 1/4	- 1/2	- 1.76	21	161
Footo Cone & Belding	49	49 3/4	- 3/4	- 1.50	13	137
Grey Advertising	104	100	+4	+ 4.00	9	60
Interpublic Group	57	57 1/2	- 1/2	- .86	14	266
JWT Group	34 3/4	35 1/4	- 1/2	- 1.41	695	184
MCI Communications	48 1/2	46 1/8	+2 3/8	+ 5.14	31	5,655
Movielab	5 3/4	5 1/2	+ 1/4	+ 4.54	d	9
A.C. Nielsen	37 1/2	35 3/8	+2 1/8	+ 6.00	18	1,161
Ogilvy & Mather	58 3/4	56 3/4	+2	+ 3.52	17	253
Telemation	6 1/2	6 1/2			14	7
TPC Communications	2 7/8	2 7/8			d	3
Unitel Video	11 1/2	12 1/2	-1	- 8.00	16	16
Western Union	44 1/2	45 1/2	-1	- 2.19	13	1,066

ELECTRONICS/MANUFACTURING						
AEL	36	37 3/4	-1 3/4	- 4.63	d	70
Arvin Industries	21 5/8	21 5/8			14	152
C-Cor Electronics	17 3/4	18 1/4	- 1/2	- 2.73	14	63
Cable TV Industries	7	6	+1	+16.66	47	21
Cetec	10 3/8	9 3/4	+ 5/8	+ 6.41	26	23
Chyron	25 3/4	26	- 1/4	- .96	28	105
Cohu	8 7/8	9	- 1/8	- 1.38	25	15
Conrac	37 1/2	39	-1 1/2	- 3.84	26	228
Eastman Kodak	73 3/4	75 1/8	-1 3/8	- 1.83	10	12,220
Elec Missile & Comm.	13 1/4	14 1/4	-1	- 7.01	d	38
General Electric	105	106	-1	- .94	d	47,845
Harris Corp.	43 5/8	43 3/4	- 1/8	- .28	23	1,374
Microdyne	15 1/2	15	+ 1/2	+ 3.33	37	73
M/A Com. Inc.	30 1/2	31 3/4	-1 1/4	- 3.93	42	1,306
3M	87 5/8	86 7/8	+ 3/4	+ .86	16	10,330
Motorola	116 1/2	120	-3 1/2	- 2.91	26	4,531
N. American Philips	66 1/4	65	+1 1/4	+ 1.92	12	918
Oak Industries	11 1/8	11 1/4	- 1/8	- 1.11	45	182
Orrox Corp.	6 1/8	5 1/2	+ 5/8	+11.36	5	14
RCA	28 1/4	29	- 3/4	- 2.58	17	2,305
Rockwell Intl.	57	57 1/4	- 1/4	- .43	13	4,374
RSC Industries	6 5/8	5 7/8	+ 3/4	+12.76	66	21
Scientific-Atlanta	18 1/2	19 3/8	- 7/8	- 4.51	d	437
Sony Corp.	15 5/8	15	+ 5/8	+ 4.16	29	3,605
Tektronix	73 1/2	75 5/8	-2 1/8	- 2.80	23	1,392
Telemet-Geotel	3 1/2	3 1/2			27	11
Texscan	26	27 1/8	-1 1/8	- 4.14	31	157
N Varian Associates	52 3/8	50 3/4	+1 5/8	+ 3.20	31	1,097
Westinghouse	48 1/2	48 5/8	- 1/8	- .25	10	4,241
Zenith	22 1/4	23 3/4	-1 1/2	- 6.31	d	421

Standard & Poor's 400 Industrial Average 181.11 184.95 - 3.84

Notes: A-American Stock Exchange, N-New York, O-Some over the counter (bid price shown), supplied by Shearson/American Express, Washington. P/E ratios are based on estimated new-year earnings as published by Standard & Pears. If no

estimate is available, figures for last 12 reporting months are used. Earnings figures are exclusive of extraordinary gain or loss whenever possible. Footnotes: * Stock did not trade on given day, price shown is last traded price. d-Deficit.

political considerations—which makes actual trades extremely difficult to accomplish.”

But by clustering systems, Michaels said, corporate overhead can be reduced. Furthermore, management and staffs can be integrated and trimmed to relieve some of the pressure on cash flow problems, thus freeing money for higher compensated employees and better equipment. “It’s easier from a political point of view to manage your properties in one state or in one area than scattered all over the country,” he added, “because you’re dealing with fewer political entities, fewer politicians, fewer administrators and fewer franchise renewals.”

Time Inc.’s American Television & Communications recently closed its purchase of Peoples Cable Co., a 62,000 basic subscriber system serving Rochester, N. Y., with consideration believed to have been about \$55 million. The only major purchase by ATC in the past year, it’s in line with that company’s stated policy of clustering systems, said Thomas Binning, ATC’s senior vice president for cable investments. ATC already owns systems in the Rochester and upper New York State area and, in the past year, has struck deals to swap systems. It traded 11 systems it owned around the country for Group W Cable’s more than 28,000 basic subscriber Johnstown, Pa., system and four systems it owned in Oklahoma for three systems in North Carolina owned by Multimedia. It’s not an even trade in terms of basic subscribers, however, and Multimedia will have to kick in an extra \$22.5 million to make up the balance. “From our standpoint,” Binning said, “we view the clustering activity as positioning ourselves for the future.” That future includes local advertising on cable, Binning said, along with enhanced services like home security, both of “which require a certain base to fund the kind of equipment necessary” to provide the service. Binning reported more system trades with other cable companies are “in the works.”

General Electric, a top 20 MSO with 315,000 basic subscribers in seven states, “is not aggressively pursuing cable acquisitions at the moment,” according to A.C. Belanger, vice president and general manager, General Electric Cablevision Corp. Belanger said the prices sellers seek “have been too high in terms of the rate of return that can be projected.” And reports that prices have lately bottomed out and are beginning to rise

again hamper future prospects, he said. As for swapping, Belanger remarked “strategically that’s not a bad thing to do. We would do that if an attractive exchange could be made.” But he noted that GE’s systems are well positioned, and somebody would have to offer “a more compact fix.”

Todd Hepburn, who handles cable transactions for The Ted Hepburn Co., Cincinnati, reported clients increasingly are looking for systems “that run contiguous to systems they already own.” Hepburn observed that from an operating point of view it’s more practical to operate two systems together than to operate two systems that are 500 miles apart. “Especially with the smaller systems, the ones between 1,000 and 5,000 subscribers, buyers are not looking for them as much unless they’re near current operations,” he said. □

CBS to trim by about 400

Budget problems due to high inventory force Broadcast Group to cut costs by up to \$60 million

The dimensions of the cutbacks ordained by the CBS/Broadcast Group in the wake of sharply lowered second- and possibly third-quarter expectations (BROADCASTING, May 23) were beginning to become apparent last week.

CBG officials said they expect the group’s payroll to be down by about 400 jobs—somewhat fewer than that, actually—by the

end of the year. They said this can be accomplished without layoffs, through attrition and a normal “float,” the seasonal fluctuations that send employment up during production months and down when production is completed.

They also said they had told CBS divisions to come up with targeted budget cuts in the next few weeks. They would not say how much reduction they had called for—and the figure varies from one division to another. Wall Street sources suggested the cuts would probably average out to about 3%, which would mean pruning projected 1983 costs by about \$60 million.

James Rosenfield, CBG executive vice president, assured CBS-TV affiliates at their convention two weeks ago that the company had no intention of reducing program development or of lowering “the quality on the screen,” but would manage costs as best it can and “deliver a better product in the bargain” (BROADCASTING, May 30).

In the same vein, CBG President Gene Jankowski said last week that “obviously our costs are going up this year [over 1982’s] but we want to be prudent about it.” Accordingly, he said, the CBG divisions have been asked to take a new look at their current budgets and come in with recommendations.

“We just want to make sure that our revenues grow more than our costs do,” Jankowski said.

The group currently employs about 8,500 people, but the number varies seasonally. Officials said about 800 jobs are lost each year through attrition or “float,” so that the hiring freeze imposed last month could easily account for 400 jobs by the end of the year without layoffs. There was talk that the freeze might be lifted late this summer, but Jankowski said no decision had been reached on that possibility.

The hiring freeze and subsequent retrenchment have been blamed by CBG officials on their misreading of the national economy. They say they expected general economic recovery to be well under way by the second quarter of 1983 and accordingly held inventory out of the up-front market in the belief that it would command higher prices in the second- and third-quarter scatter market. When a strong scatter market failed to develop, they were left with more inventory to sell than either ABC or NBC and, instead of being able to raise its prices were forced to cut them.

With June still to go in the second quarter, it will be another month before there will be a line on how the Broadcast Group—and CBS Inc., which gets 52% of its revenues and 87% of its operating profits—are faring. In the first quarter, the group’s operating profit dropped to \$24.4 million, 45.6% below the first quarter of 1982, with the decline blamed on higher network TV costs, especially those associated with the new pro football contract, and the fact that in the first quarter of 1982 CBS had both the Super Bowl, which was on NBC this year, and the NCAA basketball championship, which this year was again on CBS but in the second quarter. For CBS Inc., the first quarter produced a 12% drop in income from continuing operations, to \$17.8 million though net income was up 13% on a 6% increase in revenues (BROADCASTING, April 18). □

Public Telecrafter. Telecrafter Corp., Lakewood, Colo., whose business includes cable, pay and low-power television equipment and marketing is now a public company, with 697,400 shares of common stock trading over-the-counter (symbol TPCR) at 9 (bid) last Wednesday. Telecrafter, started in 1977, had revenues of \$3.7 million for the fiscal year ending Aug. 31, 1982, up 75% over 1981. It is the licensee of seven LPTV stations and has applied for 31 more. It currently is marketing a news and information teletext system. Community Information Network, to LPTV and cable systems.



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LIN on the rise. LIN Broadcasting Corp. reported that profits for first-quarter 1983 increased 28% to \$3,942,000 on 19% higher revenue of \$20,652,000 against first-quarter 1982. Earnings per share increased to 36 cents over 29 cents for same quarter in 1982. LIN predicted second-quarter 1983 profits would be "far greater." LIN further said that broadcast orders for second quarter of this year are ahead of last year's, but at lower rate of increase than first quarter.

□

Multimedia up. Multimedia Inc. posted 17% increase in profits for first quarter of this year to \$5,732,000 on 18% higher combined revenues of \$58,337,000, over same period year before. Of combined revenues, 44.7% came from broadcasting, 34.1% from newspapers, and 21.2% from cable.

□

H-H redemption. Harte-Hanks Communications Inc. has called for redemption on June 13, 1983, all of its outstanding 8% convertible subordinated debentures due July 15, 2005. Harte-Hanks also said debentures could be converted into common stock at rate of 28.17 shares of common stock for each \$1,000 of debentures. In connection with redemption, Harte-Hanks said it filed with Securities and Exchange Commission registration for 985,000 shares of common stock, maximum number of shares issuable upon conversion of debentures. At shareholders meeting four days before announcement, shareholders approved increase in number of outstanding shares from 25 million to 35 million. Board of directors also declared dividend of 25 cents per share payable June 17 to shareholders of record June 1.

□

Telepictures up. Telepictures Corp. reported first-quarter 1983 earnings increased 35% to \$554,800 on almost doubled revenue of \$9,640,300 as compared to same period year before. Telepictures said principal factor responsible for increase was relicensing of first-run TV series, *The People's Court*, which accounted for 47% of total revenue for first quarter.

□

New venture. Metromedia has entered long distance telephone service business by purchasing capital stock of Long Distance Services Inc. San Antonio, Tex.-based company that provides long distance service from 39 cities in Texas. Consideration was \$30 million cash plus contingent payments of 20% of after tax income of Long Distance Services for each of five years following closing.

□

FCB drops. Foote, Cone & Belding Communications Inc. reported 56.7% lower profits in first quarter of this year on slightly lower revenue as compared to same period year before. Profits for first quarter were \$603,000, or 21 cents per share, down from 1982's first-quarter profit of \$1,392,000, or 50 cents per share. Revenues declined less than 1% to \$41,240,000. U.S. volume increased 9%, FC&B said, but non-U.S. revenues declined 20%.

□

CBS dividend. CBS declared cash dividend of 70 cents per share on common stock, payable June 12 to shareholders of record May 25, and dividend of 25 cents per share on preference stock, payable June 30 to shareholders of record May 25.

□

DDB drop. Doyle Dane Bernbach International Inc. reported earnings decline of 30% on both earnings per share and net income in 1982. Net income was \$7,646,000 last year compared to \$11,002,000 in 1981. Earnings per share were \$1.33 in 1982 against \$1.92 year before. Revenue was up 5.8%, however, to \$175,876,000 from \$166,241,000. DDB said earnings drop was due to recession-induced decline of recruitment advertising, higher tax rates and devaluation of Mexican peso.

□

Four Star fortunes. Wall Street apparently likes looks of Four Star International Inc., production and syndication company based in Northridge, Calif. Company's stock, traded over-the-counter, has almost doubled in price in past month from 6½ on May 4, to 11½ last Wednesday (June 1); this, after three-for-two split in March. Company officials and floor traders at exchange say there is no unusual news. Four Star has only 814,000 shares outstanding and 800 shareholders. Company chairman, David B. Charnay, and president, Henry H. Kyle, each own 30% of stock. Kyle, Dallas attorney with banking and real estate interests, was appointed president last Sept. 16. Company has since reactivated production, offices, dormant for last four years, at Warner's Hollywood studios. Chairman Charnay says company will soon announce "a network deal." Four Star was founded in 1955 by actors Dick Powell, Charles Boyer, Rosalind Russell and Joel McCrea—thus name. After Russell and McCrea left, David Niven joined as third partner and company supplied networks with such shows as *Dick Powell Theater*, *Burke's Law* and *The Big Valley*, which it currently syndicates. Company in March acquired distribution rights to package of films and series, including *Flipper* and *Gentle Ben*.

Radio group owner files for debt reorganization

Broadcast Management Corp., a Fairfield, Ohio-based group owner of two AM's and two AM-FM combinations, has filed for reorganization under Chapter 11 in the U.S. Bankruptcy Court for the Southern District of Ohio, Cincinnati. The company, through wholly owned subsidiaries, owns WCNW (AM) Fairfield, Ohio (religious programming); WINF (AM) Manchester, Conn. (MOR, big band); WWEG (AM)-WRKR (FM) Racine, Wis. (top 40-C&W), and WNDB (AM)-WWLV (FM) Daytona Beach, Fla. (MOR-beautiful). According to Samuel Frankel, executive vice president and treasurer, the company also has subsidiaries applying for UHF's in Wilmington, Del., and Akron, Ohio. They are not involved in the proceedings.

Frankel and Joel Thrope, president of Broadcast Management, attributed the company's current problems to its debt load and high interest rates. A creditors committee is being formed.

The company last year sold WABY (AM) Albany, N. Y., for \$525,000 plus assumption of a \$24,500 trade account (BROADCASTING, March 15, 1982). Company officials also were reported to have said at a creditors meeting they will sell as many of their stations as necessary to resolve their debt situation. R.C. Crisler, Cincinnati media broker, said buyers were being sought for each broadcast property. □

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TELECASTINGS

New deal

Members of the American Federation of Television and Radio Artists and the Screen Actors Guild have ratified, by a 98% favorable vote, a jointly negotiated nonbroadcast/industrial contract which calls for a 5% increase in scale (retroactive to Feb. 1, 1983) and an additional 22% increase on Aug. 1 for union work on industrial and educational programs. For the first time, the new agreement provides separate rates for use of such programming on basic and pay cable. It also increases pension and welfare contributions by employers from 9% to 10%.

Representatives of the two unions begin negotiations today with the Alliance of Motion Picture and Television Producers on a new television industry contract (see page 90).

Skin switch

SelectTV had dropped a previously announced plan to air adult programming on its Los Angeles subscription television operation provided by the Penthouse Television Network in favor of a PTN competitor, Playboy Enterprises. SelectTV will begin airing *The Playboy Showcase*, a three-hour weekly program block produced by Playboy, on its Los Angeles outlet, KWHY-TV, on June 22 and on July 1 in the other cities in its affiliated network. The adult program block will air Friday nights from 10:30 p.m. to 1 a.m., local time. The agreement replaced an existing arrangement under which ON TV, a rival Los Angeles STV operation, offered the magazine program, *Playboy On The Air*. SelectTV has affiliates in 31 cities, including

Dallas, Philadelphia, Milwaukee and Denver.

Vietnam revisited

Producers of the first, major American television documentary series on the Vietnam War, *Vietnam: A Television History*, have completed the task of paring the 13-part program down from more than 203,000 feet of stock footage taken from more than 60 international archives and hundreds of original interviews.

Richard Ellison, executive producer of the series, said the series "might contribute to a better factual understanding of what happened and therefore to some resolution of the gulfs that still divide many of us about the war." The series began airing in Great Britain this spring and will premiere on the Public Broadcasting Service next fall. Ellison said 59 scholars and journalists acted as consultants on the programs, which will have an off-camera narrator, and that transcribed filmed interviews filled 16 bound volumes totaling 5,000 pages. Major funding was from the National Endowment for the Humanities, with production assistance from Central Independent Television of London and France's Antenne-2.

Satellite behind bars

The correctional facility at St. Cloud, Minn., is looking to switch electronic media programmers. It currently receives cable service from Storer Communications Inc., but that company wants to raise its monthly charge from \$500 to \$780. Consequently, the inmates have decided to entertain bids from satellite television companies. Bidders are

treating the prison, for proposal purposes, as a hotel with 70% capacity.

Group W update

Group W Productions has cleared more than 70% of the country for the September premiere of its first-run animated strip, *He Man and the Masters of the Universe*, produced by its Filmmation subsidiary as a co-venture with Mattel Toys. A total of 65 half-hours are being produced for seven runs each, with most stations scheduling the series in late fringe.

Group W broke into network programming last April with *Dream House* on NBC and is developing two movies-for-television for CBS. GWP president and chief executive officer, Edwin Vane, confirmed that another NATPE-introduced series, *Help Wanted* "has been scrubbed," primarily because station managers felt it would have made light of the serious problem of unemployment in their communities. He said *Rader*, daily medical information strip, is "50-50 as a fall 1983 launch."

Among stations clearing *He Man* for the fall are KCOP(TV) Los Angeles, WNEW(TV) New York and WFLD(TV) Chicago. The series is offered on a straight barter basis with stations receiving four commercial minutes and Group W and Mattel sharing the remaining two. One national sponsor, Coleco, has purchased one 30-second spot for a 52-week run. The series has also been sold in eight countries, including Italy, Argentina, Great Britain and Australia.

There goes Johnny

The Commercial Bank of California, purchased by an investment group headed by NBC-TV talk show host Johnny Carson in 1978, was closed by the Federal Deposit Insurance Corp. late last month, becoming the fifth California bank to fail this year. The federal agency has authorized transfer of the bank's accounts to the First Credit Bank of Blythe, also based in southern California. Carson held an 8% interest in the bank at the time of its demise, after acquiring it five years ago with attorney Henry Bushkin and several members of Bushkin's Los Angeles law firm. Both Bushkin and Carson resigned as directors of the bank, originally named the Garden State Bank, last year. Bushkin sold all his stock and Carson substantially reduced his investment in the bank during the past several years.

Twin towers

Undaunted by federal funding cutbacks for public television, the Central Virginia Educational Television Corp., licensee of WNVT, Goldvein, and WCVE, Richmond, is building a new station: WNCV Fairfax. Because WNCV's tower in northern Virginia will have a greater coverage area than WNVT, it will air



Class act. President Reagan was the featured speaker at "Best of the Class," a day-long salute to the top Washington area high school students, co-sponsored by WDCM-TV Washington and General Motors. During the day, WDCM-TV taped a series of public service announcements that will be broadcast beginning June 18. Shown (l-r) are: Edwin Pfeiffer, vice president and general manager, WDCM-TV; Timothy Duncan, student, Wheaton high school, and the President.

much of the programming carried by the existing station, which will be reassigned to carry only educational programming for VETC.

Included in WNBC's programming will be available to gavel coverage of floor proceedings in the House of Representatives, select coverage of House and Senate committee hearings, briefings from the State Department, Pentagon and National Press Club, plus entertainment and public affairs programming.

Path clearer

Aurence Kramer, a New York lawyer specializing in the entertainment field, has formed Kramer Music Clearance Corp. to help TV, video, film and other producers, including advertising agencies, clear the music synchronization rights they need for their productions to avoid infringement problems. Synchronization rights are predominantly handled through the Harry Fox Agency and Kramer says he can get clear-

ances there, too, but that he can also expedite the process and negotiate for rights in new technologies, fields where fees have not yet been established. He is in a position, he says, to obtain for producers "all rights necessary for full exploitation of their product in all media," saving money for big companies by taking over work now performed by their own, often large and costly, departments and for small companies by acting as "abstentee administrator" to clear the rights they need. Among his clients, Kramer says, is MGM/UA Home Video.

Kramer is leaving music performing rights to ASCAP, BMI and SESAC, at least for now. But he says that if the All Industry TV Stations Music License Committee wins its lawsuit against ASCAP and BMI licensing—the suit is currently on appeal from a district court victory for the stations—he'll be ready with a department to license TV music performance rights to local broadcasters as well. Kramer Music Clearance Corp. is at 119 West 57th Street, New York 10019, telephone (212) 582-6260.

Name change

New York-based Satori Productions has changed its corporate name to Satori Entertainment Corp. Satori distributes motion pictures to pay TV and home video markets, develops motion picture projects, distributes theatrical films, and markets broadcast TV programs.

Headliners

FCC Chairman Mark S. Fowler has accepted an invitation from the International Radio and Television Society to open its 1983-84 season with a luncheon address on Sept. 21 at New York's Waldorf Astoria hotel. The annual event, which traditionally gathers up to 75 of the industry's top leaders on a huge dais, has missed having the incumbent FCC chairman open its fall season only a few times in its history. On Wednesday (June 8), CBS correspondent Charles Kuralt will receive the IRTS's Broadcaster of the Year Award at the organization's closing luncheon for the season.

In Sync

Glass under the ocean

AT&T made its bid to build and lay beneath the Atlantic Ocean the world's first transoceanic fiber optics link (TAT-8) for a consortium of telecommunications companies in North America and Europe. According to AT&T, the consortium will evaluate the AT&T bid and competing proposals from British and French companies and announce in November which firm or firms will be awarded contracts. The cost of the link will be between \$314 million and \$452 million.

AT&T proposed to install a digital, two-fiber system, capable of simultaneously transmitting 40,000 telephone conversations, four times the capacity of the newest coaxial cable, which comes on line this July. According to AT&T, the glass fibers would be manufactured by AT&T's Western Electric subsidiary and made into underwater cable by Simplex Wire and Cable Co., Newington. N.H. Western Electric would also supply the underwater repeaters and other electronic equipment.

AT&T tested its fiber optics system last September. From its cable ship, the C.S. Long Lines, it lowered an 11-mile section of cable 18,000 feet beneath the ocean surface and sent signals to the ocean floor and back.

Dealing in the UK

Racal-Oak Ltd., the joint venture of Oak Industries and Racal Electronics PLC of England, has received a \$4.75-million order from British Telecom for a supply of Sigma 440 addressable converter/descramblers. Deliveries are expected to begin in early 1984. According to Oak, British Telecom plans to build turnkey addressable cable system that will be operated by cable entrepreneurs. Oak also said the contract is the first for cable equipment awarded by British Telecom since the British government published

its "white paper" endorsing the creation of cable systems throughout the country (BROADCASTING, May 9).

Surrogate manufacturer

Singer Broadcast Products, Cherry Hill, N.J., has awarded a contract to Dayton T. Brown Inc. to manufacture and test Singer's line of AM and FM transmitters. The transmitters are being assembled at Brown's plant in Bohemia, N.Y.

Dual-channel HDTV

A U.S. study group of the International Consultative Radio Committee (CCIR) has proposed a plan for broadcasting high-definition television over direct broadcast satellites. And according to the plan, which has been submitted for discussion at the CCIR interim meeting in Geneva next fall, HDTV could be compatible with enhanced 525-line television, which some direct broadcast satellite operators are expected to use instead of NTSC.

(HDTV is characterized by a doubling of resolution, improved color rendition, wide-screen aspect ratio and stereophonic sound. Enhanced 525-line television preserves the scanning format and aspect ratio of NTSC, but has a different signal structure that improves picture quality.)

The proposed channel bandwidth for direct broadcast satellites serving North America is 24 mhz. That's wide enough for enhanced 525-line signals, but far too narrow for HDTV. The study group therefore proposed broadcasting an enhanced 525-line signal and a supplementary 525-line signal that could be combined to produce HDTV. Consumers with standard DBS receivers would pick up the enhanced 525-line signals, while consumers with the HDTV receivers would pick up both signals and see a 1,050-line HDTV picture with a five-to-three aspect ratio. "Standard quality

and high-definition television satellite broadcasts can coexist to the advantage of the viewing public," the study group concluded, "if each system is designed with the needs of the other systems in mind."

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Networks, actors to negotiate

SAG, AFTRA and producers working on new three-year pact; both sides optimistic that strike can be averted

Negotiators for the three television networks and the Screen Actors Guild and the American Federation of Television and Radio Artists open their first discussions in Los Angeles tomorrow (June 7) on a new three-year contract to replace one that expires on June 30.

The mood seems more conciliatory and low-keyed than it was in the summer of 1980 when a 10-week strike shut down production at Hollywood studios over the key issue of payment for programming sold to the pay television and home video markets. In mid-May the unions submitted their new contract demands and management offered counter-proposals. The emphasis by labor is on improvements in the old contract rather than on breaking new ground.

The negotiations are being conducted for the industry by the television networks and the Alliance of Motion Picture and Television Producers (AMPTP), which represents major and independent producers. In their initial demands, the unions asked for a 33% increase in minimum compensation rates and improvements in pension and welfare contributions. In the sensitive area of product made for pay television, SAG and AFTRA asked that performer compensation be boosted from the present 4.5% to 6% of the worldwide distributor's gross.

Another union proposal centered on parity between the SAG and AFTRA contracts since the two organizations are taking steps to merge. Changes include raising SAG pension and welfare ceilings and adjusting AFTRA provisions on overtime pay, work span and other conditions to match terms of both contracts.

Other issues the unions consider critical are affirmative action and safety. The unions are asking the industry to help create a joint select committee to deal with the qualifications for performing stunt work and coordinating stunts. In the affirmative action area, the unions are calling upon the industry to "break its traditional hiring practices" by increasing employment for the disabled and members of ethnic minority groups.

The unions also are seeking increases in payment to performers for re-runs in network prime time and for foreign use of programming.

Management's proposals did not touch upon compensation issues. The industry asked for modifications in rules applying to working conditions and asked for clearer provisions dealing with "excerpting," referring to the use of filmed scenes in program

promotion or old scenes used in a new program.

The negotiations center primarily on prime time programs. For AFTRA, they are restricted to prime time dramatic programs. For SAG, the discussions cover the entire spectrum, but AFTRA agreements apply to the overwhelming proportion of daytime offerings. A separate agreement between AFTRA and the TV networks for daytime and other areas has been negotiated and now awaits ratification by union members.

The prospects for labor peace between the unions and the TV networks appear bright this summer. Management sources indicated that the union appears to be "low-keyed" and "moderate" in its approach, but added there are still serious issues to be resolved. One network executive noted that Ed Asner, president of SAG, struck a conciliatory tone during his remarks at the opening of the negotiations last month. He quoted Asner as saying that the well-being of the performer is tied to the health of the industry. In a message to members shortly thereafter, Asner said "our proposals reflect what we truly believe to be moderate and uninflamatory goals." He added the union is seeking improvements in the contract "with the hope of making the lives of our members a little bit better, while still allowing the producers to turn a profit." □

ABC sets summer replacements

Network will experiment with five prime time fill-ins

ABC-TV has scheduled five new prime time series for limited runs this summer. ABC Entertainment President Anthony Thomopoulos said the move is meant not only to test new concepts but also "to challenge the increased competition for network viewers during the summer."

The 1/2 Hour Comedy Hour, a variety program from Chris Bearde Productions/Greif/Dore Co. in association with the Dick Clark Co., will begin airing Tuesday, July 5, from 8 to 8:30 p.m. Each episode features a guest comedian, according to ABC, plus a regular cast including John Moschitta, Barry Diamond, Vic Dunlop, Jan Hooks, Rod Hall and his puppet Emu, Peter Isackson, Victoria Jackson and John Faragon.

On Wednesday, July 27, *The Hamptons* will premiere from 9 to 10 p.m. Produced by Gloria Monty Productions in association with Comworld Productions, it centers on two wealthy families and their weekend retreat on Long Island and stars Michael Goodwin, Leigh Taylor-Young, Bibi Besch and John Riley.

Eye on Hollywood, a half-hour produced by ABC-owned-and-operated KABC-TV Los Angeles, will offer information about fash-

Ratings Roundup

For the second time in the last month, NBC-TV led the other two networks in the weekly prime time ratings race, averaging a 14.8 rating/26 share for the week ending Sunday, May 29, and finishing one rating and one share point ahead of CBS-TV (13.8/25) and two rating points ahead of ABC-TV (12.8/23). NBC captured Monday, Tuesday, Thursday and Friday while CBS took Wednesday and Sunday and ABC won Saturday.

According to A.C. Nielsen's National Television Index, NBC's momentum began with a three-hour *Happy Birthday Tribute to Bob Hope* (23.9/38), which overpowered CBS's Monday-night series lineup (14/22.6), consisting mainly of rerun series and ABC's rerun of the made-for-TV movie, *Jacqueline Bouvier Kennedy* (11.5/18). On Tuesday, a rerun of the Clint Eastwood movie, "The Enforcer" (17.6/29), preceded by a rerun episode of *A Team* (17.7/32) gave NBC an average 3.3 point lead over second-ranked CBS, which averaged 14.3/23.8 for a special, *Movie Blockbusters of All Times* (11.8/21) and the movie, *Cradle Will Fall* (15.5/25). ABC averaged 13.8/22.9 on Tuesday with a series lineup heavy on rerun episodes.

The First 20

1.	<i>Bob Hope Special</i>	NBC	23.9/38
2.	<i>60 Minutes</i>	CBS	18.9/39
3.	<i>Magnum, P.I.</i>	CBS	18.8/35
4.	<i>Alice</i>	CBS	18.8/33
5.	<i>Hill Street Blues</i>	NBC	18.8/33
6.	<i>Jeffersons</i>	CBS	18.3/33
7.	<i>A Team</i>	NBC	17.7/32
8.	<i>NBC Movie of the Week— "The Enforcer"</i>	NBC	17.6/29
9.	<i>Cheers</i>	NBC	17.4/29
10.	<i>Three's Company</i>	ABC	17.3/28
11.	<i>Trapper John, M.D.</i>	CBS	17.0/30
12.	<i>NBC Movie of the Week— "Sound of Music"</i>	NBC	16.5/30
13.	<i>20/20</i>	ABC	16.3/29
14.	<i>One Day At A Time</i>	CBS	15.8/24
15.	<i>CBS Tuesday Night Movie— "The Cradle Will Fall"</i>	CBS	15.5/25
16.	<i>9 To 5</i>	ABC	15.4/24
17.	<i>Fantasy Island</i>	ABC	15.1/31
18.	<i>M*A*S*H</i>	CBS	15.1/23
19.	<i>Love Boat</i>	ABC	14.9/29
20.	<i>Facts of Life</i>	NBC	14.9/26

The Final Five

59.	<i>One Night Band</i>	CBS	7.6/16
60.	<i>Celebrate America (9:30 p.m.)</i>	NBC	6.9/13
61.	<i>Big Bird in China</i>	NBC	6.4/13
62.	<i>Celebrate America (10 p.m.)</i>	NBC	5.9/12
63.	<i>Celebrate America (10:30 p.m.)</i>	NBC	5.8/12

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ionable trends, people and events in Hollywood. It premieres Thursday, Aug. 4, at 8 p.m.

Also added to the Thursday-night lineup, at 9 p.m., will be *Reggie*, a half-hour comedy starring Richard Mulligan as what ABC calls, "an average American who must constantly cope with the stresses caused by his wife, children and a young, abrasive boss."

The show is from Can't Sing Can't Dance Productions in association with Columbia Pictures Television.

Two Marriages (formerly titled *Best of Friends*), will premiere in a 90-minute special on Tuesday, Aug. 30, at 9:30 p.m. and begin airing in its regular time period, 9-10 p.m., on Wednesday, Aug. 31. From Lorimar Productions, it contrasts the life styles of a tradi-

tional family and one created from secc marriages, according to ABC, and will s Michael Murphy, Janet Eilber, Karen Cason, Tom Matson, C. Thomas Howell a Louanne (her full name).

In other news of summer programin NBC-TV began airing reruns of its 1979 p lice drama, *Eischied*, on Friday (June 3) 10 p.m. NYT.

Advertising & Marketing

AAF to muster forces in Washington

Among speakers at association's annual convention are Bush, Neuharth, Ritchie and Koppel

More than 500 delegates from the advertising community are expected in Washington next weekend for the annual convention of the American Advertising Federation.

It will be the 1983 convention of the 78-year-old AAF, with most of the activity at the Hyatt-Regency hotel on the edge of Capitol Hill.

A major portion of the June 11-15 agenda will deal with social, economic and technological changes in advertising and how those changes affect advertisers, the media and educational programs.

Insight on the government's role will be provided by Vice President George Bush, keynote speaker at the Monday (June 13) morning opening session on public policy issues. Aside from addressing international and national topics, the Vice President is expected to discuss private sector initiatives and the importance of the advertising industry's support. He will be followed at the podium by Gerald Greenwald, vice chairman of Chrysler Corp.

Another serving of federal input is on the Monday luncheon menu when Federal Trade Commission Chairman James C. Miller III will speak.

Media perspectives will come from other speakers that include Allen H. Neuharth, chairman and president of Gannett Co., appearing at the Sunday (June 12) luncheon, and from Daniel L. Ritchie, chairman, Westinghouse Broadcasting & Cable, discussing "Emerging Broadcast Technologies" at the Tuesday (June 14) morning general session. Also on the agenda for the last-named session, devoted to state of the art, is Allen G. Rosenshine, chairman of BBDO, speaking on "The More Creative the Ad, the Harder It Works."

Ted Koppel, anchor of ABC News's *Nightline*, will address the Tuesday luncheon.

AAF Chairman David Keith, vice president, corporate communications, Houston Natural Gas, will give his chairman's report

Sunday morning when AAF President Howard H. Bell also is to deliver a state of the federation address.

The first two days of the AAF convention will primarily be involved with the national student advertising competition and business meetings of various groups and organizations within the AAF.

Workshops and presentation of the annual Addy awards fill out the AAF Washington agenda. A social highlight will be "An Evening in Georgetown," a Sunday night reception/buffet hosted by Westinghouse Broadcasting & Cable, and with entertainment by the Nashville Network's Bill Anderson and The Po' Folks.

Co-chairmen for the convention are Elizabeth Harrington, vice president of Quaker Oats Co., Chicago, and Earle Palmer Brown, chairman, Earle Palmer Brown & Associates, Bethesda, Md. □

DDB predicts ad spending

Agency sees \$73.8 billion ad volume this year; TV should hit \$15.7 billion, radio \$4.8 billion, cable up 48% to \$375 million

Advertising expenditures should total \$73.8 billion this year, a 9.7% increase over 1982, according to Mike Drexler, executive vice president and director of media and programming at Doyle Dane Bernbach Inc., New York. Introducing this year's DDB study on media trends, Drexler told analysts and the news media in New York that TV, which accounts for 21.3%, or \$15.7 billion, of the projected total advertising expenditures, is the only medium other than direct mail to have shown consistent growth since 1970. Newspapers, although estimated to receive the largest share of advertising expenditures at 27.1%, have been steadily losing ground since 1970, the study reported.

National advertising expenditures are expected to reach \$42.4 billion, DDB projected, with TV accounting for 27.7% of that figure and direct mail 27.3%. Television's lead is helped, Drexler explained, by increased advertising placed by new products and services such as office equipment, overnight delivery services, video games, banking and financial services, travel and beer.

But advertising placed by home appliance and furnishings, gasoline and insurance companies is declining, he said.

Among the total TV advertising expenditures, the networks' share is expected to take 44%, with national spot accounting for 30% and local advertising 26%—percentages that have held steady since 1980, DDB said. Prime time network rates are expected to increase 12%, while spot TV should rise 11% and daytime network 9%. Drexler noted that DDB is estimating that network rate increases will fall below the 15% to 20% earlier reports projected.

For cable TV advertising expenditures DDB projected a 48% increase this year over 1982 to \$375 million, with advertiser-supported cable networks accounting for 80% and spot advertisements picking up the balance. Drexler noted that principal national cable advertisers are General Foods, General Mills, General Motors, Anheuser-Busch, Procter & Gamble, Time Inc., American Home Products, Kellogg, Toyota and Bristol Myers.

DDB projected 1983 radio advertising expenditures to increase to \$4.8 billion, which is its share of total advertising expenditures for the second consecutive year—6.6%, down from 7% in 1975. Of the \$4.8 billion radio total, DDB said, 74% is generated from local advertising, while national spot accounts for 20% and network 6%. DDB estimated that network radio rates will climb 11% and spot will rise 8%, generating cost-per-thousand increases of 10% and 7% respectively.

In print, DDB projected magazine advertising expenditures in 1983 to exceed \$4 billion, an increase of 9% over 1982. Although magazines' share of total advertising expenditures declined from 6% to 5.8% in 1982, it is expected to remain stable this year, the study said. Newspaper advertising while increasing 9% to more than \$20 billion this year, has been growing at a declining rate since 1970, DDB noted.

Drexler said that DDB is estimating the average newsstand price of a magazine issue will hit \$4 by 1990. Newspaper advertising also will increase 9% to more than \$20 billion this year, DDB projected, but its overall share of total advertising dollars will drop 27.1% from 30% in 1975. Drexler added that the decline is principally due to a dip in classified advertising and reduced expenditures from the alcohol and appliance categories.

is compiled by BROADCASTING, May 23 through May 27, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications, LJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, H—critical hours, CP—construction permit, D—day, A—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 priority, RCL—remote control location, S-A—Scientific Atlanta, SII—specified hours, SL—studio location, TL—transmitter location, trans.—transmitter, TPO—transmitter tower output, U—unlimited hours, vis.—visual, w—watts, —noncommercial.

New stations

AM applications

Los Angeles—Future Broadcasting Inc. seeks facilities for KHJ(AM) Los Angeles; 930 khz., 5 kw-U, DA-N. Address: 16830 Bajio Road, Encino, Calif. 91436. Principal is group of 24 stockholders, headed by Margaret N. Daniels, president. It also has interest in new FM at Los Angeles (see slow), Filed May 12.

San Francisco—Gold Coast Broadcasting Inc. seeks facilities of KFRC(AM) San Francisco; 610 khz., 5 kw-U, address: One Kaiser Place, Room 1450, Oakland, Calif. 4612. Principal is group of 15 shareholders, headed by Henry M. Mestre Jr., president. They also are applicants for low-power TV's. Filed May 12.

San Francisco—Women in Broadcasting Corp. seeks facilities of KFRC(AM) San Francisco; 610 khz., 5 kw-U, address: 2577 La Carra Avenue, Las Vegas 89121. Principal is owned by Cherie Bazan Sanders, president (90%), Barbara J. Davison (5%), Mila Calmette and Irene Harwood, I.D. (2.5% each). They also have application for new FM at Los Angeles. Filed May 12.

Boston—Boston Radio Group Inc. seeks facilities of WRKO(AM) Boston; 680 khz., 50 kw-U, DA-2. Address: 40 Chuyler Street, Boston, Mass. 02121. Principal is owned by Edward R. Redd, president (14.29%), and six others. It is also applicant for new FM at Boston. Filed May 12.

Boston—Donnie Simpson Enterprises Inc. seeks facilities of WRKO(AM) Boston; 680 khz., 50 kw-U, DA-2. Address: 12808 Saddlebrook Drive, Silver Spring, Md. 0906. Principal is owned by Pamela A. Simpson, president, who is also applicant for new FM's at Chicago and Boston, and has no other broadcast interests. Filed May 12.

Boston—First City Communications Inc. seeks facilities of WRKO(AM) Boston; 680 khz., 50 kw-U, DA-2. Address: 101 15th Street, N.W., Suite 800, Washington, D.C. 0005. Principal is owned by First Cities Properties Inc. (85%), headed by Chester C. Davenport, president, and early D. Monroe Jr. It is also applicant for seven new FM's and five new AM's (see below) and 14 low-power TV's. Filed May 12.

FM applications

Hampton, Alaska—Hampton Broadcasters seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 204 South May, Dumas, Alaska 71639. Principal is owned by James D. Lewis, James .. Reinhart (40%) and Alfred B. Pickworth, who also have interests in applicant for new FM at Mountain Home, Ark. Filed May 20.

Wasilla, Alaska—Mat-Su Broadcasting seeks 99.7 mhz, 7.846 kw, HAAT: minus 1,210 ft. Address: Mile 13, Palmer-Wasilla Hwy, Wasilla, Alaska 99645. Principal is owned by Bill Holtzheimer, general manager; Ruth Margaret Richardson, Leon Skidmore and Donald P. Cary. None has other broadcast interests. Filed May 20.

Claypool, Ariz.—Radio Todo Gila y San Carlos seeks 105.5 mhz, 1 kw, HAAT: minus 305 ft. Address: 317 South Coronado Blvd., Clifton, Ariz. 85533. Principal is owned

by C.R. Crisler, who is former owner of KACJ(AM) Greenwood, Ark. It is also applicant for new FM's at Hallsville-Centralia, Mo., and Lordsburg, N.M.. Filed May 17.

Kingman, Ariz.—West Broadcasting Systems Inc. seeks 100.1 mhz, .505 kw, HAAT: 757 ft. Address: 2530 Longview, Kingman, Ariz. 86401. Principal is owned by Bruce D. Owens (49%), Grant Holyoak, president, and Lowell T. Patton (25.5% each). None has other broadcast interests. Filed May 23.

Hampton, Ark.—CSS Broadcasting Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 923 Hillsboro Street, El Dorado, Ark. 71730. Principal is equally owned by Travis Carroll, Pete Sims and David B. Smith Sr. It has no other broadcast interests. Filed May 19.

Pine Bluff, Ark.—Joseph F. Appling seeks 99.3 mhz, 3 kw, HAAT: 194 ft. Address: Rt. 9 Box 1144, Pine Bluff 71603. Principal is owned by Joseph Franklin Appling. He has no other broadcast interests. Filed May 20.

Pine Bluff, Ark.—KCLA Inc. seeks 99.3 mhz, 3 kw, HAAT: 163 ft. Address: 3601 Apple, Pine Bluff 71603-3601. Principal is owned by Jesse L. Boucher (37.5%), E. Harley Cox Jr. (37.5%) and Johnnie K. Kill (25%). They own KCLA(AM) Pine Bluff. Hill also owns KBSF(AM)-KTKC(FM) Springhill, La. Filed May 20.

Pine Bluff, Ark.—Jefferson County Broadcasting seeks 99.3 mhz, 3 kw, HAAT: 147.5 ft. Address: 650 North Bolton Street, Jacksonville, Tex. 75766. Principal is owned by G.E. Gunter, who is also applicant for 10 low-power TV's, three new FM's and seven new TV's. Filed May 16.

Yellville, Ark.—Adams Broadcasting Co. seeks 97.7 mhz, 2.45 kw, HAAT: 328 ft. Address: HiWay 14 South, Yellville, Ark. 72687. Principal is equally owned by John C. Adams; his brother, Donald, and their sister-in-law, Jackie N. Jefferson. They also own KCTRAM Yellville. Filed May 13.

Callexico, Calif.—Radio Bilingue Inc. seeks 88.7 mhz, 3 kw, HAAT: 271 ft. Address: 1044 Fulton Mall Suite 620, Fresno, Calif. 93721. Principal: Nonprofit corporation, headed by Hugo Morales, executive director. It also owns KSJV(AM) Fresno, Calif. Filed May 20.

Los Angeles—Future Broadcasting Inc. seeks facilities of KRTH(FM) Los Angeles; 101.1 mhz, 58 kw, HAAT: 2,880 ft. Address: 16830 Bajio Road, Encino, Calif. 91436. Principal is group of 24 stockholders, headed by Margaret N. Daniels, president. It also has interest in new AM at Los Angeles (see above). Filed May 12.

Los Angeles—Schiffman, Blaustein and Magan seek facilities of KRTH(FM) Los Angeles; 101.1 mhz, 58 kw; HAAT: 2,880 ft. 101.1 mhz, 58 kw, HAAT: 2,960 ft. Address: 22 Tehama Street, Brooklyn, N.Y. 11218. Principals: Steven M. Schiffman (52%), Bruce Blaustein (24%) and Jack Magan (24%). They are also applicants for new FM's at Fort Lauderdale, Fla., and Washington (see below). Filed May 19.

*Fort Collins, Colo.—Colorado Public Broadcasting Co. seeks 90.5 mhz, 10 kw, HAAT: minus 355 ft. Address: 636 South College Avenue, #151, Fort Collins, Colo. 80524. Principal: Nonprofit corporation, headed by William R. Smith, president. Filed May 20.

*Pueblo, Colo.—Family Stations Inc. seeks 91.7 mhz, 19.4 kw, HAAT: 772 ft. Address: 290 Heegenberger Road, Oakland, Calif. 94621. Principal: Nonprofit corporation, headed by Harold Camping, president. It also owns or is permittee of six FM's and two AM's, and is applicant for new TV at Stockton, Calif. Filed May 20.

Fort Lauderdale, Fla.—Schiffman, Blaustein and Magan seek 105.9 mhz, 97.5 kw, HAAT: 1,020 ft. Address: 22 Tehama Street, Brooklyn, N.Y. 11218. Principals: Steven Mitchell Schiffman, Bruce Blaustein and Jack Magan, who are also applicants for new FM's at Los Angeles (see above) and Washington. Filed May 19.

Fort Lauderdale, Fla.—South Jersey Radio Inc. seeks facilities of WAXY(FM) Fort Lauderdale; 105.9 mhz, 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each). They also own WOND(AM) Pleasantville and WGM(FM) Atlantic City, both New Jersey; WENY(AM)-WLEZ(FM)-WENY-TV Elmira, N.Y., and are applicants for six new AM's, six new FM's and three new TV's. Filed May 11.

Key West, Fla.—Joseph Donald Powers seeks 98.7

mhz, 100 kw, HAAT: 100 ft. Address: 205 Main Street, Brookville, Pa. 15825. Principal also owns 49% of WMKX(FM) Brookville, Pa. Filed May 20.

Key West, Fla.—WANM Inc. seeks 98.7 mhz, 100 kw, HAAT: 300 ft. Address: 300 W. Tennessee Street, Tallahassee, Fla. 32302-1874. Principal: B.F.J. Timm president (99.8%), and wife, Beth L. (.2%). Both have interest in WANM(AM)-WGLF(FM) Tallahassee; WDMG-AM-FM Douglas, Ga.; WRBN-AM-FM and WOZN(AM) Jacksonville, Fla. B.F.J. Timm also has major interest in WSGLFM Naples, Fla. Filed May 19.

Plantation, Fla.—South Florida Broadcasters seeks facilities of WAXY(FM) Fort Lauderdale, Fla.; 105.9 mhz, 100 kw horiz., 97.5 kw ver.; HAAT: 1,048 ft. Address: P.O. Box 2, Cidra, P.R. 00639. Principal is equally owned by George M. Arroyo and Jose J. Arzuaga. Arroyo has interest in WBRQ(FM) Cidra and WBJA(AM) Guaymama, both Puerto Rico, and WBS(FM) Saint Thomas, Virgin Islands, and is applicant for new AM at Miami Hills, Fla. Arzuaga owns WJYT(AM)-WREI(FM) Quebradillas, P.R. Both are applicants for new FM at Newark, N.J. May 16.

Honolulu—Agnew-Sachs Broadcasting seeks 99.5 mhz, 100 kw, HAAT: minus 386 ft. Address: 4985 Coronado Avenue, #2 San Diego 92107. Principal is equally owned by Roger Agnew and Jacqueline Sachs. Agnew owns 10% of KAMX-KFMG Albuquerque, N.M. He will divest himself of that interest upon approval of this application. Filed May 20.

Honolulu—Moana Kai Broadcasting Associates seeks 99.5 mhz, 100 kw, HAAT: minus 83 ft. Address: Van Renesse and Kirkpatrick Streets, Syracuse, N.Y. 13204. Principal is equally owned by George W. Kimble; his brother, Russell; Craig L. Fox, and Alan Gerry. George Kimble, Fox and Gerry have interest in WERF(TV) Hazleton and WSWB(TV) Scranton, both Pennsylvania. With Russell

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Kimble, they also have interest in WAQX(FM) Manlius, WOLF(AM) Syracuse, WCGR(AM)-WFLC(FM) Canadigua and WQNY(FM) all New York, and are applicants for new AM's at Canton, N.Y., and Concord, N.H. and new TV at Ithaca, N.Y. Gerry also has major interest in cable systems in Florida, Massachusetts, New York and Pennsylvania. Kimbles have interest in New York cable system. Filed May 20.

■ **Chicago**—Chicago Spanish Broadcaster seeks facilities of WFYR(FM) Chicago; 103.5 mhz, 4.3 kw; HAAT: 1,548 ft. Address: P.O. Box 2, Cidra, P.R. 00639. Principals: George M. Arroyo (51%) and Jose J. Arzuaga (49%) who are also applicants for new FM. Filed May 17.

■ **Chicago**—South Jersey Radio Inc. seeks facilities of WFYR(FM) Chicago; 103.5 mhz, 4.3 kw; HAAT: 1,548 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each) (see above). Filed May 11.

■ **Covington, Ind.**—Dova Inc. seeks 90.3 mhz, 4.95 kw, HAAT: 265 ft. Address: 5th and Harrison Streets, Covington, Ind. 47932. Principal: Nonprofit corporation, headed by Dr. Gregg Curtis, president. It seeks authorization for developmental broadcast station in order to test effectiveness of vertically polarized radiation as means to avoid or reduce potential for interference to channel 6 television operations from FM broadcasts on lower channels in educational reserved band. Filed May 17.

■ **Mason City, Iowa**—B-Y Communications Inc. seeks 93.5 mhz, 3 kw, HAAT: 285 ft. Address: 341 Yorktown Pike, Mason City, Iowa 50401. Principal is owned by Lewis W. Van Nostrand (50%); Gerald J. Bretey, president, and wife, Karen E. (25% each). It owns KGLO(AM) Mason City. Van Nostrand also has major interest in 10 cable TV systems. Filed May 20.

■ **Lindsborg, Kan.**—Smoky Valley Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 211 West Garfield, Lindsborg, Kan. 67546. Principals: Terry L. Larson president (51%) and her husband David E. (49%). They have no other broadcast interests. Filed May 20.

■ **Boston**—Boston Radio Corp. seeks facilities of WROR(FM) Boston; 98.5 mhz, 5.8 kw; HAAT: 1,190 ft. Address: 17 Tower Road, Lexington, Mass. 02173. Principal is owned by James P. Breeden, president (10%); Frederick R.L. Osborne (15%), and his brother, Richard (10%);

Malcolm E. Peabody (15%); Jacqueline L. Kay, M. David Lee II, Patricia Hardiman Long, Virginia W. Parks and Donald L. Stull (10% each). Osbornes have interests in Auburn, N.Y., cable system. Filed May 12.

■ **Boston**—The Commonwealth Broadcast Group seeks facilities of WROR(FM) Boston; 98.5 mhz, 5.8 kw; HAAT: 1,190 ft. Address: 25 Washington Street, Norwell, Mass. 02061. Principal is owned by Marc L. Berman, Scott J. Bacherman (30.5% each), Beth Marie Robinson (24%), Kathleen F. Lynch (10%) and Mary Jane Gregory (5%). Bacherman and Berman are part owners of WPOE(AM) Greenfield, Mass. Gregory is station manager there. They are also applicants for new AM at Boston. Filed May 10.

■ **Boston**—Radio Broadcasters Ltd. seeks facilities of WROR(FM) Boston; 98.5 mhz, 5.8 kw; HAAT: 1,190 ft. Address: One Federal Street, Boston, Mass. 02110. Principal is owned by Jorge M. Inserni and Juan M. Cofield (50% each). Inserni is general manager of Radio and Television Services of government of Puerto Rico. Cofield has no other broadcast interests. Filed May 12.

■ **Boston**—Schiffman, Blaustein and Magan seek facilities of WROR(FM) Boston; 98.5 mhz, 5.8 kw; HAAT: 1,190 ft. Address: 22 Tehama Street, Brooklyn, N.Y. 11218. Principals are also applicants for new FM's at Los Angeles, Fort Lauderdale (see above) and New York. Filed May 19.

■ **Boston**—South Jersey Radio Inc. seeks facilities of WROR(FM) Boston; 98.5 mhz, 5.8 kw; HAAT: 1,190 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is owned by Howard L. Green and Donald M. Simmons (50% each) (see above). Filed May 11.

■ **Port Huron, Mich.**—Ross Bible Church seeks 88.3 mhz, 2 kw, HAAT: 227 ft. Address: 2865 Maywood Drive, Port Huron 48060. Principal: Nonprofit educational institution, headed by Craig Maxwell, board member. It has no other broadcast interests. Filed May 18.

■ **Central City, Neb.**—The Nebraska Rural Radio Association seeks 100.3 mhz, 100 kw, HAAT: 637 ft. Address: P.O. Box 880, Lexington, Neb. 68850. Principal: Nonprofit corporation, headed by Ira Beachler, president. All members have agricultural pursuit as major means of livelihood. It also owns KRVN-AM-FM Lexington, Neb., and is applicant for new FM at Alliance, Neb. Filed May 18.

■ **Garden City, N.Y.**—Spectron Broadcasting Corp. seeks facilities of WLIR(FM) Garden City; 92.7 mhz, 1 kw;

HAAT: 521 ft. Address: P.O. Box 200, Roslyn, N.Y. 115 Principal is owned by Angela V. Shaw, president (62.5 and Thomas J. Morrison (37.5%). They are also applicant for 15 low-power TV's. Filed May 16.

■ **New York**—First City Communications Inc. seeks facilities of WRKS-FM New York; 98.7 mhz, 5.4 kw horiz., 2 kw ver.; HAAT: 1,220 ft. Address: 1101 15th Street, N.Y. Suite 800, Washington, D.C. 20005. Principal is owned Chester C. Davenport, president; Early D. Monroe, James L. Hudson; Keith A. Seay; Willie L. Leftwich; Richard C. Jessamy, and Joanne D. Fort. Excluding Jessamy a Fort, it also has interest in new FM at Cape Charles, Va., a 14 low-power TV's. It is also applicant for six new FM's a five new AM's. Filed May 12.

■ **New York**—Latin-Onyx Broadcasters Corp. seeks facilities of WRKS-FM New York; 98.7 mhz, 5.4 kw horiz., 2 kw ver.; HAAT: 1,220 ft. Address: 240 East 93rd Street, New York 10028. Principal is owned by Angeles Mori Thompson, who has no other broadcast interests. Filed May 12.

■ **New York**—Manhattan Broadcast Associates Ltd. seeks facilities of WRKS-FM New York; 98.7 mhz, 5.4 kw horiz., 3.8 kw ver.; HAAT: 1,220 ft. Address: 95 West 95th Street, New York 10025. Principal is owned by Joseph Bragg, Randolph Cameron and Rosemary Ravinal, general partner and 24 limited partners. Filed May 12.

■ **New York**—Schiffman, Blaustein and Magan seek facilities of WRKS-FM New York; 98.7 mhz, 5.4 kw horiz., 3.8 kw ver.; HAAT: 1,220 ft. Address: 22 Tehama Street, Brooklyn, N.Y. 11218. Principals are Steven Mitchell, Schiffman, Bruce Blaustein and Jack Magan, who are all applicants for new FM's at Los Angeles, Fort Lauderdale at Boston (see above). Filed May 20.

■ **Ponca City, Okla.**—Harwell Broadcasting Corp. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 51 McFadden Street, Ponca City, Okla. 74601. Principal is owned by Michael Harwell, president (65%); Dewey L. Dailey (30%) and Teresa Anne Stoffregen (5%). They have no other broadcast interests. Filed May 13.

■ **Johnstown, Pa.**—Family Station Inc. seeks 88.9 mhz, 900 w, HAAT: 1,062 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal: Nonprofit corporation headed by Harold Camping. It is also applicant for new FM at Pueblo, Colo. (see above). Filed May 20.

■ **Hamilton, Tex.**—Hamilton Broadcasting Co. seeks 92 mhz, 3 kw, HAAT: 299,875 ft. Address: 650 North Bolto Jacksonville, Tex. 75766. Principal is owned by G.E. Guiter, who is also applicant for five new FM's, seven new TV and 10 low-power TV's. Filed May 17.

■ **San Angelo, Tex.**—Broadcasting Corp. of the Southwest seeks 107.5 mhz, 97.78 kw, HAAT: 996 ft. Address: P.O. Box 898, Corpus Christi, Tex. 78403. Principal: W.I. York, chairman (51.88%), and six others. It also owns KCTA(AM) Corpus Christi and KOUL(FM) Sinton, Tex. Filed May 20.

■ **San Angelo, Tex.**—La Unica Broadcasting Co. seeks 107.5 mhz, 100 kw, HAAT: 424.9 ft. Address: P.O. Box 5753, San Angelo, Tex. 73902. Principal is owned by Jesse Zapata (51%) and six others. They have no other broadcast interests. Filed May 20.

■ **San Angelo, Tex.**—Mario Martinez seeks 107.5 mhz, 100 kw, HAAT: 245 ft. Address: 2735 Armstrong, San Angelo, Tex. 76903. Principal is owned by Mario Martinez, president (56%), Ed Mateo (29%), Rick Lewis, Isaac O'waires and Sebastian Guerrero (5% each). They have no other broadcast interests. Filed May 25.

■ **San Angelo, Tex.**—San Angelo Media seeks 107.5 mhz, 100 kw, HAAT: 587 ft. Address: Route 3, Metropolis, Ill. 62960. Principal is owned by Samuel K. Stratemyer, who also permittee of new FM at Metropolis and is applicant for new AM at Brookport, Ill. Filed May 20.

■ **San Angelo, Tex.**—Torrey Mitchell seeks 107.5 mhz, 100 kw, HAAT: 658 ft. Address: 2847 Panagard, Houston 77082. Principal has no other broadcast interests. Filed May 20.

■ **Washington**—Classical Broadcasters Ltd. seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft. Address: 4121 19th Street, N.E., Washington, D.C. 20018. Principal is owned by 3Bs Broadcasting Inc., headed by Wylie H. Whisonant Jr., general partner, and 23 limited partners. Filed May 12.

■ **Washington**—Cozzin Communication Corp. seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft. Address: 29425 Chagrin Blvd., Pepper Pike, Ohio 44122. Principal is owned by Bill Cosby (51%) and Joseph T. Zingale, president (49%). They also are applicant for six new AM's, six new FM's and three new TV's. Filed May 11.

■ **Washington**—First City Communications Inc. seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft. Address: 1101 15th Street, N.W., Suite 801

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Washington, D.C. 20005. It also has interest in new FM at Cape Charles, Va., and 14 low-power TV's and is applicant for six new FM's and five new AM's (see above). Filed May 2.

Washington—Ming Broadcasting Ltd. seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft.; address: 301 N. Edgewood Street, Arlington, Va. 22201. Principal is owned by Carlton Byrd (45%); his daughter, Elizabeth B. Fitch; her husband, A. Wray Fitch III (34% jointly), and Diane Helms Ming (21%). They have no other broadcast interests. Filed May 12.

Washington—Potomac Broadcasting Corp. seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft.; address: 7000 Wyndale Street, N.W., Washington, D.C. 20015. Principal is headed by Joseph C. McLaughlin, resident, and Charlene A. Woody (20% each). It is also applicant for new AM at Bethesda, Md. Filed May 10.

Washington—Schiffman, Blaustein and Magan seeks 03.5 mhz, 47 kw, HAAT: 640 ft. Address: 22 Tehama Street, Brooklyn, N.Y. 11218. Principal: Steven Mitchell Schiffman, Bruce Blaustein and Jack Magan, who are also applicants for new FM's at Los Angeles, Fort Lauderdale, Boston and New York (see above). Filed May 18.

Washington—Stephen Powell seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft.; address: Pinkham Notch Road, Box 326, Jackson, N.H. 3846. Principal has interest in applicant for new FM to replace deleted facilities of WXLQ(FM) Berlin, N.H., and six new AM's, six new FM's and three new TV's. Filed May 2.

Washington—TNR Broadcasting Group seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft.; address: 1220 19th Street, N.W., Room 200, Washington, D.C. 20036. Principal is owned by Martin Peretz (55%) and James K. Glassman (45%). Peretz is editor-in-chief of *The New Republic* magazine. He also has interest in WNEV-TV Boston. Glassman is publisher of *The New Republic*. They are also applicant for new AM at Bethesda, Md. Filed May 12.

Washington—Washington's Good Music Station Inc. seeks facilities of WGMS-FM Washington; 103.5 mhz, 47 kw; HAAT: 510 ft.; address: 1321 4th Street, S.W., Washington, D.C. 20024. Principal is headed by Peter Straus, resident, who also owns WMCA(AM) New York and has interest in WFTR-AM-FM Front Royal, Va. It is also applicant for new AM at Bethesda, Md. Filed May 12.

Rock Springs, Wyo.—Faith Broadcasting seeks 95.1 mhz, 93.8 kw, HAAT: 1,635.4 ft. Address: P.O. Box 2046, Rock Springs, Wyo. 82901. Principal is owned by F.R. Cross (51%) and R.A. Lundstrom (49%). Lundstrom has interest in KVCK(AM)-KYZZ(FM) Wolf Point, Mont. Filed May 17.

TV applications

Douglas, Ariz.—The Sun Network Inc. seeks ch. 3; ERP: 100 kw vis., 20 kw aur., HAAT: 2,296 ft.; ant. height above ground: 152 ft. Address: 5732 N. Calle de La Reine, Tucson, Ariz. 85718. Principal is owned by Robert Suffle, president (80%), and Humberto S. Lopez (20%). They have no other broadcast interests. Filed May 6.

Augusta, Ga.—Media General Inc. seeks ch. 54; ERP: 1,000 kw vis., 4,500 kw aur., HAAT: 176 ft.; ant. height above ground: 273 ft. Address: 333 Grace Street, Richmond, Va. 23219. Principal is headed by D. Tennant Bryan, chairman. It also owns WFLA(TV) Tampa, WJKS-TV Jacksonville, both Florida, and WCBF-TV Charleston, S.C. It is applicant for 17 low-power TV's and operates two cable systems. Filed May 13.

Urban, Ill.—Metro Program Network Inc. seeks ch. 27; ERP: 2,188 kw vis., 218 kw aur., HAAT: 853.5 ft.; ant. height above ground: 829.5 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa 52402. Principal is owned by Gerald Fitzgerald, president, who is also applicant for new TV's at Cedar Rapids and Ames, both Iowa, and Kokomo, Ind. Filed May 6.

Kokomo, Ind.—Metro Program Network Inc. seeks ch. 29; ERP: 2,188 kw vis., 218 kw aur., HAAT: 856.6 ft.; ant. height above ground: 828.6 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa 52402. Principal is owned by Gerald Fitzgerald, president. He is also applicant for two new TV's at Cedar Rapids and Ames, both Iowa, and Urbana, Ill. Filed May 6.

Kokomo, Ind.—B.G.S. Broadcasting Inc. seeks ch. 29; ERP: 1,250 kw vis., 125 kw aur., HAAT: 430 ft.; ant. height above ground: 443 ft. Address: 304 North Main Street, Kokomo 46901. Principal is owned by James L. Gregg, president (35%); his father, Leslie D. Gregg (5%); Donald R. Rice (30%); C. Edward Swain (20%); and J.P. Bowman (10%). They have no other broadcast interests. Filed May 9.

Kokomo, Ind.—Sandy Kay Broadcasting Co. seeks ch. 29; ERP: 1,350 kw vis., 269.4 kw aur., HAAT: 294 ft.; ant.

height above ground: 317.6 ft. Address: 101 N. Washington Street, Kokomo 46901. Principal is equally owned by Kay K. Noel and Sandra K. Cross. They have no other broadcast interests. Filed May 6.

Alexandria, La.—Haynes Communications Co. seeks ch. 41; ERP: 750 kw vis., 75 kw aur., HAAT: 552.4 ft.; ant. height above ground: 525 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principal is owned by Carl Haynes, who is also applicant for two new FM's and four new TV's. Filed April 27.

New Iberia, La.—K-J Broadcasting Inc. seeks ch. 36; ERP: 932.9 kw vis., 187.4 kw aur., HAAT: 477 ft.; ant. height above ground: 475 ft. Address: 5375 Claycut Road, Baton Rouge, La. 70806. Principal is owned by H.A. Kuhnmann Jr., president (25%); his wife, Fay W. (17%), and their son, Richard C. (24%); Jay Robert Gach (30%). David Kors (3%) and Elizabeth K. McKenzie (1%). Kuhlman are also applicants for three low-power TV's. Filed May 24.

Magee, Miss.—Magee Broadcasting Co. Inc. seeks ch. 34; ERP: 4,470 kw vis., 447 kw aur., HAAT: 1,980 ft.; ant. height above ground: 1,970 ft. Address: 209 North Main Avenue, Magee, Miss. 39111. Principal is owned by Ras Keys, president, who has no other broadcast interests. Filed May 10.

Jefferson City, Mo.—Attorney's Group seeks ch. 25; ERP: 1,399.6 kw vis., 139.96 kw aur.; HAAT: 632.88 ft.; ant. height above ground: 471.9 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. Principal is owned by Stanley G. Emert Jr., who is also applicant for new FM at St. Johnsburg, Va., five new TV's and five low-power TV's. Filed April 27.

St. Joseph, Mo.—Haynes Communications Co. seeks ch. 22; ERP: 750 kw vis., 75 kw aur., HAAT: 555.7 ft.; ant. height above ground: 530 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principal is owned by Carl Haynes, president. He is also applicant for new TV at Alexandria, La. (see above). Filed May 9.

Secaucus, N.J.—Sara Diaz Warren seeks facilities of WOR-TV New York; ch. 9; 155 kw vis., 31 kw aur.; HAAT: 1,240 ft.; ant. height above ground: 1,231 ft. Address: 6200 Valeria, El Paso, Tex. 79912. Principal also owns low-power TV at Alamogordo, N.M. Filed May 11.

Mansfield, Ohio—Amos Communications Inc. seeks ch. 68; ERP: 3,630 kw vis., 528 kw aur., HAAT: 750 ft.; ant. height above ground: 760 ft. Address: 911 Vandermark Road, Sidney, Ohio 45367. Principal is owned by Amos Press Inc., owned by J. Daniel Francis, president (8.9%), John O. Amos (19.5%) and 38 others. It also owns *Sidney* [Ohio] *Daily News* and is applicant for 10 low-power TV's. Filed May 6.

*Philadelphia—Community Television of Philadelphia seeks ch. 35; ERP: 224 kw vis., 22.4 kw aur., HAAT: 592 ft.; ant. height above ground: 612 ft. Address: 1386 North Reagan Street, San Benito, Tex. 78586. Principal is San Benito, Tex.-based nonprofit corporation, headed by Carlos Ortiz, president. It also has interest in new TV's at Harlingen, Tex., and Caguas, P.R. Filed May 25.

Memphis—Cozzin Communication Corp. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 29425 Chagrin Blvd., Pepper Pike, Ohio 44122. Principal is owned by Bill Cosby (51%) and Joseph T. Zingale, president (49%). They are also applicants for six new AM's, six new FM's and three new TV's (see above). Filed May 12.

Memphis—Greater Memphis Communications Ltd. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 3732 Masonwood Lane, Memphis 38112. Principal is owned by Willie W. Herenton, general partner and seven limited partners. They have no other broadcast interests. Filed May 12.

Memphis—Jane Clabough Grams seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 1300 Scenic Highway, Lookout Mountain, Tenn. 37350. Principal also has interest in application for new TV at Knoxville, Tenn. Filed May 12.

Memphis—Memphis Minority Television Co. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 3980 Mill Branch Road, Memphis 38116. Principal is owned by Karen Blair Woodard, who has no other broadcast interests. Filed May 12.

Memphis—Memphis Television Co. Ltd. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 1630 Worthen Bank Building, Little Rock, Ark. 72201. Principal is headed by Robert D. Doubleday and James A. Perkins, general partners, and nine limited partners. Limited partner Memphis Broadcasting Inc., headed by Walter E. Hussman Jr., has interest in KCMC(AM)-

KTAL-FM-TV Texarkana, Tex., and has interest in 14 cable systems. Filed May 12.

Memphis—Micon Media Inc. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 707 Adams Street, Memphis 38105. Principal is owned by 15 stockholders, headed by Zack I. Hernandez, president. It has no other broadcast interests. Filed May 12.

Memphis—New South Media Corp. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 8 North Third Street, #1810, Memphis 38103. Principal is group of 22 stockholders, headed by Kenneth L. Dean, president. Three stockholders, Thomas E. Motley, Lawrence E. Madlock and Lawrence D. Seymour, have interest in WLOK(AM) Memphis, which they will sell upon approval of this application. Filed May 12.

Memphis—River City Broadcasting Ltd. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,971 ft.; ant. height above ground: 1,957 ft. Address: 99 North Third Street, Memphis 38103. Principal is owned by Don M. Roman, Myron Lowery, Herbert Hilliar and Maurice R. Stone. Lowery is reporter, producer and weekend anchor at WMC-TV Memphis. Others have no other broadcast interests. Filed May 12.

Memphis—River City Communications Corp. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: Suite 1020, Falls Building, Memphis 38103. Principal is owned by David J. Jones, president (55%), Ronald Walter and Mahlon A. Martin (22.5% each). Jones is president, general manager and 20% owner of KARK-TV Little Rock, Ark. Others have no other broadcast interests. Filed May 12.

Memphis—Shelby Broadcasting Ltd. seeks facilities of WHBQ-TV Memphis; ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 1291 Corporate Avenue, Memphis 38116. Principal is owned by Keith W. Taylor; his son-in-law, Michael A. Batte (40% each), and Shelby Broadcasting Corp. (20%), headed by Lee A. Jackson. Batte has interest in CP for UHF (ch. 38) at New Orleans. Other have no other broadcast interests. Filed May 12.

Memphis—South Jersey Radio Inc. seeks facilities of

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WHBQ-TV Memphis: ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 15 Shore Road, Linwood, N.J. 08221. Principal is also applicant for six new AM's, six new FM's and three new TV's (see above). Filed May 11.

■ Memphis—Stephen E. Powell seeks facilities of WHBQ-TV Memphis: ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: Pinkham Notch Road, Box 326, Jackson, N.H. 03846. Principal is also applicant for six new AM's, six new FM's and three new TV's (see above). Filed May 12.

■ Memphis—Ware Communications Inc. seeks facilities of WHBQ-TV Memphis: ch. 13; ERP: 316 kw vis., 63.2 kw aur., HAAT: 1,110 ft.; ant. height above ground: 1,073 ft. Address: 11284 Woodcock Ave., Phoenix 85021. Principal is owned by Rosa Ware, president. She also has interest in new TV at Shreveport, La., and owns CP for new low-power TV at Flagstaff, Ariz. Filed May 12.

AM actions

■ Imperial, Neb.—Terrell E. Kautz application returned for 1560 khz, 5 kw-D. Address: 1305 East B., McCook, Neb. 69001-0218. (BP-821210AB). Action Dec. 10, 1982.

■ Brownsville, Tex.—Inter-America Communications of Brownsville Inc. application dismissed for 840 khz, 2.5 kw-U. Address: 844 Central Blvd., No. 1000, Brownsville 78520. (BP-810904AJ). Action May 13.

FM actions

■ Naknek, Alaska—Bay Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 111, Naknek 99633. Principals: Curtis A. Nestegard, Jewel M. Nestegard and Jim Phelps. Curtis Nestegard is Naknek pastor. Phelps is director of public works, Bristol Bay borough, Naknek. None has other broadcast interests. (BPH-820706AS). Action April 27.

■ *Newark, Ark.—Newark Public School granted 90.9 mhz, 100 kw, HAAT: 499 ft. Address: 4th and College Streets, Newark 72562. Principal: Noncommercial, educational institution. Bobby R. DePoyster is superintendent of schools. (BPED-820609AA). Action April 26.

■ *Franklin, Ind.—Franklin College of Indiana application returned for 89.5 mhz, ERP: 996 w; HAAT: 155 ft. (BPED-821108AD). Action May 17.

■ Emporium, Pa.—Emporium Broadcasting Co. granted 92.7 mhz, 1 kw, HAAT: 520 ft. Address: 145 East Fourth Street, Emporium 15834. Principal: Emporium Broadcasting Co. is licensee of WLEM(AM) Emporium. (BPH-820623AH). Action April 27.

■ Crystal City, Tex.—Acelga Broadcasting Co. granted 94.3 mhz, 3 kw, HAAT: 135 ft. Address: 203 South 4th Street, Carrizo Springs, Tex. 78834. Principals: Walter H. Herbott Jr., and wife, Noelia (50% each). Walter Herbott owns KBEW(AM) Carrizo Springs and 70% of KVWG(AM) Pearsall, Tex. (BPH-820902AP). Action April 25.

■ Grand Coulee, Wash.—Good Luck Broadcasting Inc. granted 98.5 mhz, 29 kw (H), 4.8 kw (V), HAAT: 456 ft. Address: 19301 Marilla Street, Northridge, Calif. 91324. Principals: John H. Rock and Joseph Isgro (50% each), who are also applicants for new FM's at Casper, Wyo., and Billings, Mont. (BPH-820503AR). Action April 27.

Inc. to Wickenburg Broadcasting Inc. for \$105,000. Seller owned by Lee Shoblom, president. It also own KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., and is applicant for new FM's at Lahaina, Hawaii, Wickenburg Ariz., and Yucca Valley, Calif. Buyer is owner by Richard T. Fairbanks and wife, Karen (50% jointly) and J. Eldon Turnidge and wife, Mary E. (50% jointly). Richard Fairbanks is son-in-law of J. Eldon Turnidge. They have no other broadcast interests. Filed May 25.

■ KBLU(AM) Yuma, Ariz. (560 khz, 1 kw-U, DA-N)—Seeks assignment of license from Crites Broadcasting Corp to Sun Country Broadcasting Inc. for \$880,000. Seller owned by Robert W. Crites, president (70%), and Victor A. Root and Thaddeus G. Baker (15% each). It has no other broadcast interests. Buyer is owned by Dale E. Palme (97.5%) and James L. Evans (2.5%). Palmer is majorit; owner of KZOM(FM) Orange and KOLE(AM) Port Arthur both Texas. Evans is selling all but 2.5% of his 100% interest in KTTI(FM) Yuma to Palmer (see below). Filed May 19

■ KTTI(FM) Yuma, Ariz. (95.1 mhz, 25 kw, HAAT: 70 ft.)—Seeks assignment of license from Purrr Broadcasting Inc. to Sun Country Broadcasting Inc. for \$369,947. Seller is owned by James L. Evans, president, who will retain minority interest. Buyer is Dale E. Palmer. Palmer and Evans have also bought, subject to FCC approval, KBLU(AM) Yuma (see above). Filed May 19.

■ WPLP(AM) Pinellas Park, Fla. (570 khz, 1 kw-U, DA-2)—Seeks assignment of license from David Gorman, trustee, to Dan Johnson Corp. for over \$1 million. Seller is court appointed trustee. Buyer, based in Pinellas Park, is equal; owned by Dan L. Johnson, president, and his father, Elwyn. It is reacquiring station after International Broadcasters Inc., to which it sold station, went bankrupt. Dan Johnson is 25% owner of WXR(FM) Safety Harbor, Fla., and has interest in CP for TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. Filed May 25.

■ WKQE(AM)-WBGW(FM) Tallahassee, Fla. (1410 khz 5 kw-D; FM: 98.9 mhz, 100 kw, HAAT: 320 ft.)—Seeks assignment of license from Forward of Florida Inc. to Statewide Broadcasting of Leon County Inc. and Statewide Broadcasting of Tallahassee Inc., respectively for \$1,575 million. Seller, based in Wausau, Wis., is subsidiary of Forward Communications Corp., group owner of five AM's and six TV's. Dick Dudley is chairman. Buyers based in Pompano Beach, Fla., are both owned by Jordan E. Ginsburg, chairman, his children, Scott Ginsburg, president and Mark J. Ginsburg, M.D. (20% each), Ricki G. Robinson, M.D. (10%); Robinson's husband, Joel P. (10%), and Roy Bresky, M.D. (20%). It recently bought, subject to FCC approval, WVCG(AM) Coral Gables, Fla. (BROADCASTING, April 25). Jordan Ginsburg, Scott Ginsburg and Beresky also have interest in WAVS(AM) Fort Lauderdale, Fla. Filed May 24.

■ WBTR-FM Carrollton, Ga. (92.1 mhz, 3 kw, HAAT: 105 ft.)—Seeks assignment of license from Faulkner Radic Inc. to Commercial Media Inc. for \$475,000. Seller is owned by James H. Faulkner, president. He also owns WAOA(AM) Opelika, WFR(FM) Auburn and WBAA(AM)-WWSM(FM) Bay Minette, all Alabama, and WGAA(AM) Cedartown, Ga. Buyer is owned by Gleamer Lee Smith Jr., president and six others (14.29% each). Smith is Bremen, Ga., attorney. Buyers have no other broadcast interests. Filed May 23.

■ WTGI(FM) Hammond, La. (103.3 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from TANGI Broadcasting Inc. to WTGI Inc. for \$1.75 million. Seller, based in Hammond, La., is owned by Ron Strother, president (65%), and Donald Lobell (35%). It has no other broadcast interests. Buyer is principally owned by Peter H. Starr, president, and brother, Michael F. Starr, who recently bought, subject to FCC approval, WSXR(AM) Hamden and WPLR(FM) New Haven, both Connecticut, and WHLY(FM) Leesburg, Fla. (BROADCASTING, May 30). Starr brothers are former principals, with William F. Buckley, author and columnist, in Starr Broadcasting Group, which was merged into Shamrock Broadcasting Co. in 1979. Filed May 25.

■ WAID(FM) Clarksdale, Miss. (106.3 mhz, 3 kw, HAAT: 332 ft.)—Seeks assignment of license from Delta Media Ltd. to Radio Cleveland, Inc. for \$185,000. Seller is principally owned by Catherine Hayley Pelegrin, chairwoman. It has no other broadcast interests. Buyer is owned by J.R. Denton Sr. (12.5%) and eight other stockholders. It also owns WCLD-AM-FM Cleveland, Miss. Filed May 23.

■ KEZO(FM) Omaha (92.3 mhz, 100 kw, HAAT: 1,210 ft.)—Seeks assignment of license from Meredith Corp. to Albimar Omaha Ltd. for \$2.95 million, plus \$450,000 non-complete agreement. Seller, based in Des Moines, Iowa, is publicly traded publisher and station group owner. James Conley is president of broadcast group. It owns three AM's, three FM's and five TV's. It has also sold, subject to FCC approval, WOW(AM) Omaha (see below). Buyer, based in Boston, is principally owned by Bertram M. Lee and E.W. (Skip) Finley Jr., president. Lee has interest in WNEV-TV

Ownership changes

Applications

■ KUUK(AM) Wickenburg, Ariz. (1250 khz, 1 kw-D)—Seeks assignment of license from Shoblom Broadcasting

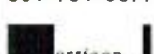
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Boston. Finley, former president of Sheridan Broadcasting Network, has interest in WOL(AM) Washington. Filed May 23.

■ **WOW(AM) Omaha** (590 khz, 5 kw-U)—Seeks assignment of license from Meredith Corp. to Omaha Great Empire Broadcasting Inc. for \$1.9 million. Seller has also sold, subject to FCC approval KEZO(FM) (see above). Buyer is headed by F. Mike Lynch, president. It owns KYNN-AM-FM Omaha, but will spin off KYNN(AM) to Albimar Omaha Ltd. (see below). It also owns KFDI-AM-FM Wichita, Kan., KWKH(AM)-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield, Mo., and KBRQ-AM-FM Denver. It is also applicant for new AM at Council Bluffs, Iowa. Filed May 23.

■ **KYNN(AM) Omaha** (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Omaha Great Empire Broadcasting Inc. to Albimar Omaha Ltd. for \$500,000. Seller also bought, subject to FCC approval, WOW(AM) Omaha (see above). Buyer also bought, subject to FCC approval, KEZO(FM) Omaha (see above). Filed May 23.

■ **WBRL(AM) Berlin, N.H.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from McLaughlin Broadcasting Co. to Metrocom Inc. for \$185,000, including non-compete agreement. Seller is owned by Richard McLaughlin, president. It has no other broadcast interests. Buyer is owned by James A. Moyer, Ted Julian and Roger Wood (18.52% each), David Kerstenbaum, Kevin Kennedy, Walter Curley and David Pitcher (11.11% each). Wood is citizen of Great Britain. They have no other broadcast interests. Filed May 20.

■ **WWOC(FM) Avalon, N.J.** (94.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Avalon Broadcasting Co. from John F. Scarpa and others (80% before; none after) to Larry U. Keene and others (20% before; 100% after). Consideration: \$645,300. Principals: Sellers are John F. Scarpa (40%), Fred M. Wood and wife, Dorothy C. (20% each). They have no other broadcast interests. Buyer is owned by Larry U. Keene (who owns other 20%), president (55%); his wife, Carol H. (25%), and Edwin A. Rosenfeld (20%). Rosenfeld is vice president of sales at station. None has other broadcast interests. Filed May 20.

■ **WRNB(AM) New Bern, N.C.** (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WRNB Inc. to We Care Ministries Inc. for \$250,000. Seller is subsidiary of Interstate Communications Corp., principally owned by Brent Hill, president (80%). It also owns WAZZ(FM) New Bern, N.C. Buyer is nonprofit organization comprising members of New Bern Assembly of God church, headed by Burl C. Wright, president. It has no other broadcast interests. Filed May 19.

■ **KNFB(FM) Nowata, Okla.** (94.3 mhz, 3 kw, HAAT: 114 ft.)—Seeks assignment of license from Dwight Carver to Special Services Radio Co. for \$250,000. Seller has no other broadcast interests. Buyer is owned by Morris L. Reed (90%) and his father-in-law, Lowell D. Denniston (10%). Reed is former account executive at KKOV(AM) Pittsburg, Kan. Denniston is Wichita, Kan., investor. They have no other broadcast interests. Filed May 24.

■ **WRWA(AM) Reading, Pa.** (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Camelot Communications Inc. from Jeffrey J. Levin (100% before; none after) to City Broadcasting Co. Inc. (none before; 100% after). Consideration: \$650,000. Seller has no other broadcast interests. Buyer is owned by Frank A. Franco, who also owns WRFY-FM Reading, Pa. Filed May 9.

■ **WBZT(AM) Waynesboro, Pa.** (1130 khz, 1 kw-D, DA)—Seeks assignment of license from Tri-State Broadcasting to Raystay Co. for \$253,000. Seller is owned by Michael S. Ameigh, who has no other broadcast interests. He bought station from Raystay in 1980 for \$350,000 (BROADCASTING, Jan. 28, 1980). Buyer is principally owned by George F. Gardner, president (50.1%). It also owns cable systems in Pennsylvania. Gardner also personally owns cable systems in Pennsylvania and Maryland and is applicant for new FM at Fort Lauderdale, Fla. Filed May 23.

■ **KMIO-AM-FM Merkel, Tex.** (1500 khz, 250 w-D)—Seeks assignment of license from Big Country Broadcasting Co. to B&D Broadcasting Inc. for \$295,000. Seller is equally owned by Ted C. Connell and Gaylon W. Christie. They also own KOOV(FM) Copperas Cove, Tex. Buyer is owned by Raymond E. Dittmore, president (51%), and Bill J. Starks (49%). Dittmore is station manager of KMIO-AM-FM and Starks is program director. Filed May 23.

■ **WGH-AM-FM Newport News, Va.** (1310 khz, 5 kw-U; FM: 97.3 mhz, 74 kw, HAAT: 400 ft.)—Seeks assignment of license from Hampton Roads Broadcasting Corp. to COMMCO for \$3.2 million. (BROADCASTING, May 30). Seller, based in Norfolk, Va., is subsidiary of The Daily Press Inc.; William R. Van Buren Jr. is president and Raymond B. Botton Jr. is chairman. It has no other broadcast

interests. Buyer, based in Dayton, Ohio, is headed by Richard J. Minor, chairman. It has no other broadcast interests. Filed May 24.

■ **WCEF(FM) Ripley, W. Va.** (98.3 mhz, 3 kw, HAAT: 1,140 ft.)—Seeks assignment of license from Randy Jay Communications Corp. to C-98 Communications Inc. for \$300,000. Seller is owned by Calvin E. Dailey Jr. He is also 50% owner of WDXY(AM) Sumter, S.C. Buyer is owned by Donald L. Staats, president, Samuel M. Yoho and Edward W. Jacobson (one-third each). They have no other broadcast interests. Filed May 19.

Actions

■ **WHMA-TV Anniston, Ala.** (ch. 40; 724 kw vis., 93.3 kw aur.; HAAT: 880 ft., ant. height above ground: 243 ft.)—Granted assignment of license from Anniston Broadcasting Co. to Jacksonville State University Communications Foundation Inc. for \$2.9 million. Seller is owned by six stockholders, headed by Malcolm B. Street, president. It also owns WHMA-AM-FM Anniston. Buyer is nonprofit corporation operated by board of directors: Theron E. Montgomery Jr., Charles C. Rower, Jack Hopper and James A. Reaves, who have no other broadcast interests. Foundation is organized to receive and administer funds for scientific, educational and charitable purposes for Jacksonville State University, which owns noncommercial WLJS-FM Jacksonville, Ala. (BALCT-830315KR). Action May 4.

■ **KIFW-TV Sitka, Alaska** (ch. 13; 199 w vis., 30 w aur., HAAT: minus 782 ft.)—Granted assignment of license from Sitka Communications Co. Inc. to Drs. Dan and Kathie Etulain for \$125,000. Seller is owned by Media Inc., headed by E. Roy Paschal, president (74.3%). It also owns KETH(AM) Ketchikan; KJNO(AM) Juneau, and 68% of KANC(AM) Anchorage, all Alaska. It also has interest in CATV outlet in Juneau, Alaska. Buyers are Dan Etulain and wife, Kathie (100% jointly), who have no other broadcast interests. (BALCT-830325KE). Action May 10.

■ **WDAT(AM) Ormond Beach, Fla.** (1380 khz, 5 kw-D, 2.5 kw-N, DA-2)—Granted assignment of license from Hunter/Knight Datona Inc. to Hale Communications for \$393,600. Seller is Richard Y. Clark, court-appointed receiver, who has no other broadcast interests. Buyer is equally owned by Elmer T. Hale, his wife, Emily E. Hale and their son, Thomas E. Hale. Thomas Hale is meteorologist at WCPX-TV Orlando, Fla.; Elmer Hale is international engineering consultant, and Emily Hale is homemaker. None has other broadcast interests. (BAL-830311FV). Action April 29.

■ **KMFE(FM) Emmett, Idaho** (101.7 mhz, 790 w, HAAT: 500 ft.)—Granted assignment of license from Emmett Val-

ley Broadcasters Inc. to Radio Broadcasting Inc. for \$160,000. Seller is principally owned by Floyd D. Brow and wife, Evelyn, who have no other broadcast interest. Buyer is owned by Fred C. Rathbone (90%) and Steve Sunner and wife, Jorene Sumner (5% each). Steve Sumner owns KKIC(AM) Boise, Idaho. (BALH-830125G7). Action May 18.

■ **KIGO(AM) St. Anthony, Idaho** (1450 khz, 1 kw-D, 25 w-N)—Granted assignment of license from Westcom Inc. to Lynn D. Spencer for \$220,000. Seller is owned by Dai Smith, who also owns KSRA-AM-FM Salmon, Idaho. Buyer is Lynn Spencer, who is employed by Utah Power & Light Co., and has no other broadcast interests. (BAL-830307FI). Action April 25.

■ **WSIL-TV Harrisburg, Ill.** and **KPOB-TV Poplar Bluff, Mo.** (WSIL-TV: ch. 3; 100 kw vis., 20 kw aur., HAAT: 88 ft. Satellite station KPOB-TV: ch. 15; 15.1 kw vis., 1.58 kw aur., HAAT: 620 ft.)—Granted transfer of control of Turner Farrar Inc. from WSIL Holding Co. Inc. (100% before; none after) to Mel Wheeler Inc. (none before; 100% after). Consideration: \$6.6 million. Principals: Seller is principally owned by John Kirby, who has no other broadcast interest. Buyer is owned by Mel Wheeler, who also owns KSRD(FM) Seward, Neb.; KDNT(AM) Denton, Tex.; WSLC(AM) WSLQ(FM) Roanoke, Va., and KDNG(FM) Gainesville, Tex. (BTCCCT-830325KE.F). Action May 12.

■ **WHPO(FM) Hoopston, Ill.** (100.9 mhz, 3 kw; HAAT: 280 ft.)—Dismissed application for assignment of license from Walter J. Tatar Jr. to Southwest Development Co. (BALH-830324HV). Action April 25.

■ **KLNT(AM)-KNJY(FM) Clinton, Iowa** (1390 khz, kw-D; FM: 97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Patten Communications Corp. to Brisco Broadcasting Inc. for \$600,000. Seller also owns 100% of WNJY(FM) Riviera Beach, Fla.; WKHM(AM) WJXQ(FM) Jackson, Mich., and KARR(AM) Vancouver, Wash. Buyer is Tennessee-based corporation owned by Brian Byrnes, president, and Scott Park. Byrnes is former president and general manager of WSMV(TV) Nashville and has no other broadcast interests. (BALH-830308FJ.K). Action April 25.

■ **KWLA(AM) Many, La.** (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from KWLA Investments to WLTV-TV Inc. for \$170,000. Sellers are James G. Bethard and Henry W. Bethard III. James G. Bethard owns KRRP(AM) Coushatta, La. Buyers are Edwin Baldrige president (75%) and Tadd W. Dumas (25%), who are involved as officers and/or shareholders in 24 cable systems. They own KWLTV(FM) Many, La., and are applicants for new AM which will be withdrawn upon result of sale of KWLA. (BAL-830304FH). Action April 25.

■ **KABG(FM) Cambridge, Minn.** (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Isant Broadcasting Co. to Intercontinental Communications Corp for \$330,000. Seller is owned by Steward Dahl, president who has no other broadcast interests. Buyer is principally owned by Richard L. Hencley, president, who is senior vice president of Shoreview, Minn.-based electronics company and owns WHTL-FM Whitehall, Wis. (BALH-830302HP). Action April 25.

■ **KDJS(AM) Willmar, Minn.** (1590 khz, 1 kw-D)—Granted transfer of control from Kandi Broadcasting Inc. (75% before; none after) to Perry W. Kugler and Janet I. Kugler (25% before; 100% after). Consideration: \$135,000 plus noncompete agreement of approximately \$27,000. Sellers are Gerald Barber and wife, Marjorie (25% jointly); Neil Nemmers and wife, Karen (25% jointly); and Dennis Strame and wife, Sheryl (25% jointly). Gerald Barber and Dennis Strame are part owners of KDAK(AM) Carrington, N.D., and are applicants for new FM there: Sherryl Strame and Neil Nemmers are part owners of KNSP(AM) Staples, Minn. Buyers are Perry W. Kugler and wife, Janet. Perry Kugler is part owner of KDAK(AM) Carrington, N.D., and is applicant for new FM there. Janet Kugler is part owner of KNSP(AM) Staples, Minn. (BTC-830317EO). Action May 12.

■ **KFTN(AM)-KTMP(FM) Provo-Spanish Fork, Utah** (1400 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, 200 w, HAAT: 920 ft.)—Granted assignment of license from Mountain States Broadcasting Corp. to Polo Broadcasting Corp. for \$1.2 million. Seller is principally owned by Dan Lacy and wife, Caren, who also owns KIQX(FM) Durango, Colo. Buyer is owned by Peter Scheurmier, president (20%), David Forier (49%) and others. Scheurmier is British citizen who owns broadcast consulting firm, and Forier is former director of sales at KHJ(AM) Los Angeles. Neither has other broadcast interests. (BAPL.H-830324EV.W). Action May 12.

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

rowth-oriented group seeking future sales managers. Aggressive, street-fighting, hard working reps in earn 20% commissions for our AM or FM. EOE, M/ Send resume to: KDOK, Box 6340, Tyler, TX 75711.

eneral manager, southern California FM. Fast growing medium market. Strong sales background. Excellent compensation package for profitable manager. Resume, earnings history, references to Box Y-6.

roadcast division director needed by one of our sw clients. This person must be an experienced manager and must understand sales, administration, production and marketing, profit & loss responsibility, balance sheet, debt to equity ratio, return on equity, return on assets, return on investment, capital formation. This person must understand the dynamics of the Christian community, the sacrifices to enter fulltime Christian work, and be a team player, organizer and planner. This person must know how to utilize personnel. Three radio stations in the Northwest, including a class C contemporary Christian music station in Seattle. Division growth potential for the proper leader. EEO. Write us about yourself. Six personal and professional references are required. No phone calls, please. Send formation to Kent Burkhardt, Burkhardt/Abrams/Michaels/Douglas, 6500 River Chase Circle East, Atlanta, GA 30328.

eneral manager. Boston suburban. We have bright and preppy programming/news. Need strong, aggressive sales pro, capable of potent community interaction. Must have track record. 212-675-5400.

mediate opening for experienced sales manager to lead a seasoned 10 person sales team. Top rated country and top rated AOR. Send resume to WONE/VTUE, 11 South Wilkinson St., Dayton, OH 45402. OE.

HELP WANTED SALES

i-lingual A/E needed for Hispanic station. Only experienced A/E's need apply. Send complete resume to David Armstrong, KEYH, 3130 Southwest Freeway, Suite 501, Houston, TX 77098. No phone calls. EOE.

you can produce sales results without a boss reaching down your neck, we'll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Manley, 06-372-2329. Travel required within your state.

ccount executive, experienced, proven track record to sell music of your life format for WECK-AM in Buffalo, New York. Earning potential for heavy weight in the S30s and more. Send resume, billing history and references to: Mr. Stephen H. Rall, 2900 Genesee Street, Buffalo, NY 14225. EOE.

Vest Coast—experienced, quality, credible salespeople need only apply. If you're a pro who understands retail sales, we're willing to pay \$\$\$'s for you. Reply Box Y-12.

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

Career minded? If you're serious about making radio sales the beginning of your broadcasting career, if you're long on energy, enthusiasm and the desire to work hard, but short on experience—we offer an entry-level position with the opportunity to train in a highly demanding, yet professional and supportive environment. Equal opportunity employer. WHAR, Box 621, Topowell, VA 23860.

HELP WANTED ANNOUNCERS

We're looking for the best talent in America. A very rare opening in a major market. Salary and benefits are commensurate. Send tape and resume to: PO. Box 33003, Washington, DC 20033. All inquiries will be kept confidential.

Creative professional announcer for Sunbelt area at one of America's great radio stations. Excellent benefits/working conditions. Prefer at least 5 years' experience in top 50 markets. Smooth delivery for adult radio station. Send resume only to Box W-167. EOE.

Mature-experienced, announcer-production, early morning. North Alabama power FM, contemporary beautiful, CBS. Tape and resume to: Allen Moore, WRSA, Rt. One, Lacey's Spring, AL 35754.

WSRS, one of New England's top adult music stations, wants tapes & resumes from those interested in future announcer/production and announcer/news positions as they may occur. Beautiful-easy listening format. Tapes & resumes to Box 961, West Side Station, Worcester, MA 01602 EEO.

WGUL-AM, a MOYL station, has immediate opening for experienced professional to do air shift, production, and remotes. Applicants should be creative, promotion-oriented, and have an appreciation for community involvement and public service. Salary commensurate with experience. Send tape and resume to: Les Foerster, WGUL, 7212 US Highway 19, New Port Richey, FL 33552. Equal opportunity employer.

HELP WANTED TECHNICAL

Growing NC-based company has an opportunity for an energetic chief engineer to take charge of and maintain an AM/FM combination. Salary commensurate with experience. Send resume and salary requirements to Tommy Walker, Box AJ, Jacksonville, NC 28540. 919-455-5300.

Self-starting chief engineer wanted for a first rate AM-FM station in San Luis Obispo, CA. Moving into a brand new building and need a good workman-like technician to make challenging improvements. No closet DJ's please. 3-4 years' experience desired. Send resume to Robert A. VanBuhler, Mesa Radio, Inc., 1167 W. Javelina, Mesa, AZ 85201. Phone: 602-897-9300. Equal opportunity employer.

Communications engineer for Southeastern Louisiana University. See ad listing under "Television/Help Wanted Technical" in this issue of Broadcasting.

KXEL/KCNB has an immediate opening for a fulltime studio/transmitter engineer. 50 kw DAN, live AM. 100 kw automated FM. Applicants should have 3-5 years' experience. FCC first class license desired. Send resume, references, salary requirements to John Bauer, Chief Engineer, KXEL/KCNB, Box 1540, Waterloo, IA 50704. EOE.

Group operator needs hands-on engineer for one AM/FM combo. Must be competent at studio and transmitter work. Would be based in one place. Send resume to: Community Service Broadcasting Inc., 811 Broadway, Mt. Vernon, IL 62864. EOE/MF.

HELP WANTED NEWS

We seek a candidate with a wide range of interests who is capable of great interviews, exciting production, and has a mature and professional air sound. Telephone talk experience is a plus. We offer a challenging position with a competitive salary, good facilities, and an unbeatable benefit package. Tape and resume to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations manager. Progressive AM/FM, North Carolina. Also mornings on FM. Minimum 5 years' commercial radio experience. Resume only to Box Y-18.

South Florida full time production—need experienced, creative, professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability date to PO. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Dedicated professional with exceptional performance record in station and group management, major and medium markets, various formats. Substantial rebuilding experience, excellent administrator, strong sales management. Finest credentials. Currently employed. Carefully seeking long term association with quality organization. Write Box W-119.

Available now. General manager with experience in sales, programming, operations and engineering. Stable employment history, excellent track record and references. Prefer Midwest/Mid-Atlantic regions. All markets considered. Let's talk today; tomorrow may be too late. Randy Swingle, 703-743-4371.

Experienced general manager seeks new challenge in small to medium SE market. Strong sales, programming & promotional abilities, plus complete appreciation for P&L. Robert E. Powell, 161 Spanish Point Drive, Beaufort, SC 29902. 803-524-6138, after 6PM.

One minute manager seeks country FM PD position, West Coast. Write Box W-183.

Exceptional general manager, with in-depth knowledge of radio, covering 19 years of successful management. Dynamic, highly organized. Demonstrated expertise includes: heavy sales and promotion skills, superior leader and motivator. Results and profit oriented. Looking for an owner who wants an achiever and can afford quality. Write Box Y-1.

SITUATIONS WANTED SALES

Let's make money and fun together. I do sports and sales very well, 4 years in small and medium markets. Employed. Box 649, Lewisburg, PA 17837.

Proven sales. Mature, assertive, reliable. Prefer West/Southwest, but will relocate anywhere. Tape, resume upon request. Write Neil Webster, P.O. Box 601, Arvada, CO 80001.

SITUATIONS WANTED ANNOUNCERS

Radio news announcer with sportscasting experience just wasting away! Looking for full-time sports position. PBP experience, two years, production experience, 2 yrs; interview experience with commercial stations. Almost 3 full years in radio. Want to stay in New England region. Call Mark Merrill after 2 pm weekdays, anytime weekends, 207-872-5279, for tape & resume.

Sincere, creative, mature announcer/engineer. Graduate of broadcasting school is seeking fulltime entry level position. I have practical hands on training. I have earned FCC general and SBE certification. Willing to relocate. William Hall, 5917 Willowynd, Rocklin, CA 95677. 916-624-4758.

College degree and experience including 50,000 watt KGA and Apple FM in Spokane, seeking MOR or country format, small or medium market. Prefer Northwest, but will consider anywhere. No automation. Tape and resume upon request. Rich, 509-326-2354.

Aspiring female desires entry level position in small market. Enthusiastic, dependable, eager to learn and willing to work hard. A/C. MOR, country, News, production, passionate community involvement. Will relocate. Jenny Zablocki, 312-560-0172, evenings and week-ends.

Some experience. Professional sound. Team player anxious to please and learn. Troy Sass, 419-468-9259; 414-242-2033.

AC or rock stations: hire a proven pro with style. Write Box Y-7.

SITUATIONS WANTED ANNOUNCERS CONTINUED

John Sheneman is an experienced, talented, dependable, hardworking, versatile announcer ready to make his move. Added bonus: copywriting, production. You cannot go wrong! Call 219-656-8973, now!

Broadcaster, 7 1/2 years, available August 1. Background includes announcing, programing, management. Desire SE region. Ed Phillips: work, 404-791-4306/5139; home, 803-279-9285. Or Judy, work, 404-823-2450.

10-year professional DJ wants stable, permanent position. Mike, 904-255-6950. 373 Williams, Daytona, FL 32018.

8 yr. pro ready to relocate to New Mexico or Texas. Write Box Y-8.

SITUATIONS WANTED NEWS

10-year sports enthusiast. Football, basketball, baseball PBP Superb sports reporter. Ready to hustle for your station. Call Mark, now, 414-744-1428. Tape and resume upon request.

Experienced NCAA football and basketball play by play man seeks SD/PBP position. Contact Pat Foss, 912-537-9716.

I love sports! 8 months' experience reporting—sports casting. Ready to move. Jay Hummer, Box 201, Mansfield Ctr., CT 06250. 203-423-2247.

Sports director looks to move up. PBP experience; fresh and colorful approach; will consider sports-news combo. 201-763-5587, after 4.

Trained news announcer who wants work. Can do reporting, interviewing, sports, commercials, creative, has writing ability. Bill Landing, 219-874-8285. Indiana, Illinois preferred.

Major network sportscaster in NYC with excellent character and professional background seeks PBP/sports anchor/reporter position. PBP vital. Market, money not major concerns. Box Y-2.

News caster with experience, drive and initiative wants initial commercial opportunity. Midwest/East preferred. Larry, 313-732-1262.

Sports director with solid credentials seeking excellent opportunity. Broadcasting degree. Ten years' experience. 300 PBP games, including NCAA football, basketball, baseball. Talk show host. Knowledgeable, dedicated, sincere. Box Y-11.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Does anyone hire live big band-jazz announcers and/or program directors anymore? Veteran announcer-producer looking for new on-air or programing position. Experienced in hiring, budgets, music direction. If you're better than MOYL, or would like to be, give a ring and let's talk! Steve B., 401-944-2296 or 401-295-1370.

Classical programmer/producer. 22 years' experience, seeking major market. Specialize in creating and producing shows. Executive experience. John Jarvis, 615 Rhode Island Ave., Norfolk, VA 23508. 804-625-6234, between 2-5.

Honolulu interviews and actualities by retired newsmen. You designate the subject. \$10 per hour (\$20 minimum), plus normal expenses. Bill Murphy, 808-262-4335.

GM's-owners in Midwest. Veteran operations manager with proven ratings and promotional success. Want small to medium market. Write Box Y-10.

Critically acclaimed talk show host in the nation's 5th market with number 1 rated program is now looking for the right opportunity. Versatile, well-read, articulate, and witty. Resume, tape, and portfolio available upon request. Steve Rosenberg, PO. Box 1415, San Rafael, CA 94915. 415-459-6113.

Experienced MD and air personality looking for that first PD position. Hard working, dependable, bottom line oriented. Call Dave, 717-367-9464.

TELEVISION

HELP WANTED MANAGEMENT

General manager—seeking experienced manager with strong sales background and ability to maintain cost control for group owned UHF station in small Northeast market. Please reply Box W-153.

Television general manager—group-owned network affiliate in Southeast market seeking experienced broadcaster for general manager's position. Financial sales and interpersonal skills essential as well as a proven record of performance. Prefer professional broadcaster with stable background interested in long-term commitment. Send resume to Box W-156.

National sales manager. Tampa-St. Petersburg, Florida, WTOG-TV. Applicant must have strong sales background (3-5 years). Individual should have leadership ability and be a good educator and motivator. Interested individuals should forward resumes to GSM, WTOG-TV, PO. Box 20144, St. Petersburg, FL 33742. No phone calls. A division of Hubbard Broadcasting. An equal opportunity employer, M/F.

Business manager—upper Midwest network affiliate. Accounting degree and 2 plus years hands-on experience. Resume and professional references to Box W-172.

KTHI-television in Fargo, North Dakota, is seeking a motivator with a proven record in television sales or management. Great opportunity to grow with aggressive station. Send resume and salary requirements to Greg Holder, KTHI-TV, PO. Box 1878, Fargo, ND 58107-1878.

Top 5 market. Promotion manager. Immediate opportunity for an experienced creative promotion manager to join one of the nation's largest television broadcast groups. An advertising professional with at least three years' TV promotion management experience and producing skills required; VTR samples helpful. Strictly confidential. Preliminary discussions before or at the BPA can be arranged. Send resume only with references to Box Y-13.

HELP WANTED SALES

Sales trainee. National rep firm seeks ambitious, well-spoken, assertive people for training program. Career opportunity with high earning potential. Resume to Box W-93.

KTRK-TV, ABC in Houston, seeks a professional account executive with broadcast sales experience. Must have thorough knowledge of advertising/marketing, a record of superior performance, and the highest personal and professional standards. This is not a beginning position. Contact Mr. Winfred Frazier, Local/Regional Sales Manager, 713-663-4517. KTRK-TV, PO. Box 12, Houston, TX 77005.

Group-owned ABC affiliate in the top 10 looking for a dynamic, seasoned (3-5 years) pro to call on major agencies and develop new business. All replies are confidential. Send resume and references to Box Y-15.

HELP WANTED TECHNICAL

Communications engineer to coordinate installation of brand-new 1" video production center, serve as chief operator of university's public radio station, repair and maintain broadcast communications equipment. State of the art test equipment. Small university town close to New Orleans and Baton Rouge. Salary: \$30,000, plus liberal fringe benefits. Bachelor's degree and radio/television engineering experience required. Send resume and references to Dr. James V. Paluzzi, Director of Broadcasting, Southeastern Louisiana University, Box 347, Hammond, LA 70402 AA/EOE.

Sunbelt chief for independent UHF in Southeast. Hands-on studio-transmitter experience necessary for position. Send resume and salary requirements to Box Y-9.

Assistant chief needed at north Florida's 47. Strong transmitter and some studio maintenance experience a must. Excellent salary for the right person. Send resume to Jim Kontoleon, WXAO TV, PO. Box 17547, Jacksonville, FL 32216.

Technical operations supervisor: KPBS-TV, San Diego's public TV station, seeks broadcast engineer to schedule and coordinate technical production on master control operations facilities & staff. Min. tw years' broadcast experience & FCC general class license required. Salary range: \$20,496-\$24,660. Applications must be received by June 27. Employer Dept., San Diego State University, San Diego, CA 92182. 619-265-5836. EOE/AA, title IX employer.

HELP WANTED NEWS

You can break into the top 10 markets! Major market openings for reporters, anchors, producer now working in small/medium markets. Send resume to: Professional Video Services, 930 Granite Court, Martinez, CA 94553.

News anchor-reporter for No. 1 news station in market. Great recreation area. Latest equipment. Strong news commitment. Experienced only, send resume and tape to News Director, KIFI-TV, Box 2141, Idaho Falls, ID 83401 EEO station.

Executive news producer, for 6PM and to supervise 11PM; responsibility for special programs, script graphics and overall look. Contact Tom Bigler, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773.

News anchor for quality, well-equipped new operation. Tired of the rat race? Settle in the Ozarks. Send tape, resume, references and salary requirements to: Keith Fry, KHBS-TV, PO. Box 4150, Fort Smith, AR 72914. EOE.

Anchor: male and female anchors for Southeast market. Looking for bright, experienced, upbeat anchors for daily newscasts. Must have minimum years' experience as anchors, as well as general assignment reporting. Resume only to Box W-17; EOE.

Meteorologist—good and friendly delivery, experienced, credible. EOE. Resume only to Box W-18.

Wanted: farm reporter. NAFB member, currently producing farm reports for television preferred. Mic west location. Writing skills essential. Feature producer a plus. Send resume and salary requirements only to Box W-186.

Anchor/reporter sought for English news in Hong Kong. 2-3 years' experience preferred. Shortlisted applicants will be notified for statewide interviews. Air mail resume, airchecks and salary requirements to: Raymond R. Wong, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong.

No. 1 news station in its market wants general assignment reporter/photographer with impeccable track record. Must be highly professional, journalistic, aggressive, and a self starter. Top 50 market, excellent salary/benefits. Resume only ASAP to Box Y-5. EOE.

Special projects producer: top 40 market need producer with a minimum of two years' experience producing half-hour specials and series reports for news. Send resume to Karen Shapiro, Executive Producer, WLNE-TV, 10 Orms Street, Providence R 02904. No phone calls, please. WLNE-TV is an equal opportunity employer.

Great opportunity for a reporter at KYUK, a public radio/TV station in Bethel, Alaska. Build experience in both radio and TV news, working on such issues as: resources, the environment, and Alaska native rights. Qualifications: 1 year broadcast journalism experience or academic equivalent; strong writing and editing; good on-air presence and delivery; experience in interethnic setting helpful. Salary DOE competitive. Submit resume, audition tape and writing samples to: Corey Flintoff, Public Affairs Director, KYUK, Box 468, Bethel, AK 99559. Open until filled. For information, call 907-543-3131.

Executive producer: top 40 Southeastern market needs a take charge manager with 2-3 years' small market experience. Must know live ENG and state-of-the-art production techniques. Low-mid \$20's. Send resume and references only to Box Y-20. EEO.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

CMX editor/engineer for new facility. Company produces commercials and programming on film and video tape. Contact: Lou Chanaty, PO. Box 121583, Nashville, TN 37212. 615-248-1978.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

m director for ABC affiliate in south Florida. Experience in film and tape editing and knowledge of B, FCC and broadcast standards and practices required. Will assist program manager in scheduling and securing program materials for airing. Send resume and salary requirements to Personnel Director, PECO-TV, Fairfield Drive, West Palm Beach, FL 33407. E, M/F.

ists/producer for daily live noontime news/talk program. Two hosts to handle news anchoring-interviewing and field production. Also need producer who knows how to make this show fly. Good topic and best selection skills plus production know-how necessary. Prior TV news or talk show experience required for these positions. Send resume and salary requirements only to Box W-168. EOE.

ld producer/reporter for sophisticated public affairs weekly, airing on the Minneapolis/St. Paul PBS station (Channel 2). We're looking for a very special, creative journalist to join a national and international award winning series. Must have demonstrated ability producing, writing and directing field pieces, ranging from hard issues to lighter features. On air ability required, but a plus. Sense of humor and feeling for irony of life a necessity. If you're tired of being coddled to do the ordinary, this is an extraordinary opportunity to grow and do outstanding work. Salary \$8,000-\$23,500. Videotape must accompany application. Apply to: Dianne Hinkle, Producer, KTCB-TV, 140 Como Ave., St. Paul, MN 55108. An EO/AA employer.

minent Chicago production company desires creative personable editor for new computer off-line system. Previous computer editing experience necessary. Film cutting experience desirable. Send resume and salary requirements only to Box W-176.

alifornia's leading independent TV station is seeking a qualified creative promotion post-production specialist to work in an aggressive department. Must be familiar with DCL 480-10 (w/cap) or equivalent, interfaced with CMX 340X (GPI, motion memory, VMU), with knowledge of 2", 1" and 3/4" VTR set-up and operation. Good engineering background a must. Send resume to James Myers, Promotion Manager, KMPH-TV, 5111 E. McKinley, Fresno, CA 93727. EOE/M-F.

irector/Producer. WCKT (NBC), Miami. Must demonstrate 3 years' solid experience in production, including directing news, studio, location, sports, and special programs. If you are creative, aggressive, seek challenges and opportunities, this competitive station, with great location in a sunny market, may be in your future. Tapes and resumes to: Len Jasco, Production Manager, WCKT, Channel 7, 1401 79th Street Causeway, Miami, FL 33138. EOE.

rief photographer/editor for no. 1 station committed to strong local production. Two-five years' solid experience in commercial/feature work. Must include 4" and 1" editing, lighting, all aspects of field production. Looking for challenges in commercial, promotion, sports and special feature production? This competitive station may be in your future. Rush resume and tape to Mary Bracken, KWWL-TV, 500 E. Fourth Street, Waterloo, IA 50703. EOE.

W Magazine co-host needed. If you're ready to weave your creativity and talent challenged in a large E market, can work as a strong, mature team player (female host already on staff, have at least 2 years' air experience (preferably in PM or similar format) and can produce dynamic, attention getting magazine pe stories, send resume only to Box Y-17. EOE.

SITUATIONS WANTED MANAGEMENT

ocal sales manager in radio seeks supervision and motivation position for Penna. TV station. Write to Box W-54.

eneral manager. Medium and small market experience with single and group-owned operations. Strong background in sales, programming and promotion and programming acquisitions. Top drawer references from former competitors, reps, agencies, program suppliers, and former employees whose early training has taken them on up the ladder. For resume, please call 208-336-3529.

Proven record of sales & profits. Will relocate 90 days or less. Excellent references. Interested in GM or GSM. Write Box Y-4.

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Award-winning sportscaster. Very popular. Entertaining. Anchoring, reporting. Call now! 713-583-1777.

Meteorologist—looking to settle in top 100 market. Now in small market with very large following. Write Box W-135.

Experienced reporter/writer seeking return to TV. All markets considered. Call Rob, 213-887-5374.

Broadcasting news, sports, celebrity or feature interviewer available June '83 for radio, TV, cable. 215-258-8429.

Anchor/producer/reporter. Credibility, personality, vitality, looks, voice, experience. 815-455-5797. Best time is noon central.

Meteorologist, with AMS seal and awards, is interested in moving to larger market. Write Box Y-3.

Versatile, soon-to-be Ohio State M.A. grad seeks entry level TV news reporter position in VA, NC or SC. 2-yr. intern in 30's market: spot reporter, writer, prod. asst. for late news. References/tape. Interested? Write Box Y-16.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Sports—recent grad. of Ohio University seeking entry level position in sports production and/or programming. Cable and educational television experience. Extensive sports production knowledge. Willing to relocate. Michael E. Pierce, 614-592-1445 or 513-474-0795.

I've done it all. Producer, director, camera, editing, teaching. Want to do it all again. Serious only. Will relocate. Ray, 6203 Traymore Ave., Brooklyn, OH 44144.

Creative radio veteran seeks entry level position as a videographer/editor. Will give hard work and dedication in exchange for your direction and training. Relocation no problem. Call Tom, 312-746-8032, or write 2735 Gabriel Ave., Zion, IL 60099.

College grad seeks position in promotion. Some previous experience. Write: Sheila Tredway, The Forest, Crozier, VA 23039.

California-bring me home! This native daughter is a creative, dedicated writer, producer, on-camera talent. Diverse experience includes magazine, live talk shows, documentary, news formats. Call Jan today: 505-266-2190.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Marketing representative wanted for a small but growing film and video design and production company. Must want to be a marketing representative, not a production person. Must be self motivated on the positive side. Two years' minimum experience required in marketing a production company. Send resumes to Ron Smiley, RSVR, Inc., 1728 Cherry Street, Phila., PA 19103.

HELP WANTED SALES

Syndicated advertising sales—national syndication/production company expanding its sales force. Looking for experienced advertising campaign sales professionals. Must be willing to travel protected territory. Send resume to Box 40113, Nashville, TN 37204.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Major furniture retailer seeks on-camera talent and/or radio voice talent. Please send demo cassettes of previous work (will be returned), to: L. Krinsky, 7561 N.W. 16th Street, No. 2411, Plantation, FL 33313.

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Mass communication, tenure track, assistant/associate professor. Salary negotiable. Teach public relations, advertising, market research, media sales and theory. Ph.D. in mass communication or related field. M.A. with outstanding industry experience considered. Send vita and letters of recommendation to: Leonard Lee, Chair, Mass Communication, Telecommunications Center, University of South Dakota, Vermillion, SD 57069. Telephone: 605-677-5477. Equal opportunity/affirmative action employer.

Telecommunications—Kutztown University, located an hour from Philadelphia in southeastern Pennsylvania, is seeking assistant professor to teach undergraduate and graduate classes in an established, professionally-oriented program. Tenure track position. Ph.D. preferred. Teaching experience required. Should be able to teach audio or video production and one or more of the following: writing, law, programming, management, cable or new technologies. Salary competitive. Available Fall, 1983. Send resume, transcripts and three letters of recommendation to Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530, by June 27, 1983. Kutztown University is an affirmative action/equal opportunity employer.

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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.

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Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

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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.

Automation IGM basic A computer, encoder, logger, 2 latest 78 tray co-cart II. System like brand new, near Chicago. 214-843-5565.

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Ampex recorders, AG440-4, AG440-2, AG440-1 and 351 trade-ins priced to sell today. We are an Ampex dealer. Northwestern, Inc., 800-547-2252.

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New TV startups—let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404-324-1271.

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Ikegami HL-77, Canon 10-100 mm lens, AC supply, excellent. \$10,000 or B/O. US Video, 212-473-6947.

For sale: 3 1/8 rigid transmission line. \$55.00 per twenty foot section, or best offer. Call 913-232-1840.

Ikegami HL-79A, personal camera, good condition with Canon 13X zoom, new Nicads. \$18,000. Call Neil, 215-864-0658.

Oval office set—exact White House duplicate available in NYC studio for rent (June 6-August 31) or sale. Contact: Bill Chase, President Films Ltd., 212-541-5880.

**FOR SALE EQUIPMENT
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FM transmitters: CSI T-20-F, 20KW (1978)-Collins 830F, 10KW (1969)-McMartin BF-5.5, 5KW (1982)-M. Cooper, 215-379-6585.

AM transmitters: CCA 5000D, 5KW (1969)-Collins 21E, 5KW (1962)-RCA BTA-5H, 5KW (1959)-CSI T-2.5-A, 2.5KW (1980)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M. Cooper, 215-379-6585.

Automation Schafer 902. \$11,950 installed FOB Dallas. 903, \$19,950. Logging available. 214-934-2121; 800-527-5959.

Tape & cart decks. Otari ARS-1000 players with 25 Hz sensor, \$1350. List \$1595. Otari MX-5050BII recorder/player, \$1895. List \$2295. Used ITC carts. 214-934-2121; 800-527-5959.

Moving-growing—available October. Bogner B-1600 antenna, Channel 39. Call 219-426-7272. Fort Wayne, IN.

Vital VIX-114-10A—production switcher, w/line keyer, 100 ft. cable. Like new. Full information: 213-980-0705.

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Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

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Help Wanted Announcers

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To live in Austin, Texas, one of America's great cities. To work at KHFI (K-98), a great radio station with dynamite numbers. You will be replacing our outstanding morning personality. If you are warm, humorous, topical, with strong ad-libs and one-to-one personality, you could be the person we are looking for. The position is open after this rating sweep (mid-June). K-98 is CHR. Send T&R to Roger Garrett, 1219 W. 6th, Austin, TX 78703. EOE.

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"Music Of Your Life" talent search. Work in Palm Beach under the Florida sun in one of the nation's most competitive markets for the company that premiered "Music Of Your Life." WNJY FM Joy 94 offers the best working conditions, TV, magazine and newspaper promotional. Send tape and resume to: Joe Nuckols, WNJY-FM, Box 10386, West Palm Beach, FL 33404. 305-842-4616.

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National Public Radio seeks an outstanding individual to assume the Presidency and also to serve as Vice Chair of its Board of Directors. A Search Committee has been appointed and is now encouraging applications from persons with the following credentials and skills:

- The ability to provide responsible and systematic management in planning, personnel and fiscal areas. Capable of innovative and systematic leadership and effective liaison with variety of broadcast and governmental agencies.
- A demonstrated and successful record in such areas as governmental and board of directors relationships; senior management experience in the administration of a corporate, broadcast, public or educational organization.
- Oral and written communication abilities at a high level. Academic experience commensurate with responsibility.

Resume and other materials should reach the committee by July 15. Please write for application form and further information:

NATIONAL PUBLIC RADIO

Presidential Search Committee

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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.

The District offers a fine salary with regular reviews and an exceptional fringe benefits package. For additional information, call: (213) 742-7761.



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This is **NOT** a job for a novice or a stacker-and-a-packer. If you've had 3-5 years television news producing experience, and understand what it takes to orchestrate all elements of a newscast, please send resume and tape to:

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WDIV
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This position requires a minimum of 6-9 years' related experience in the cable industry, including a minimum of 4 years in the capacity of chief engineer or higher. In addition, qualified candidate will have 3 years' broadcast or television experience as a manager or supervisor. A degree in engineering is required.

This is a New York-based position which includes approximately 40% travel. Showtime offers an excellent salary and benefits package, as well as the challenge of working in the exciting pay television industry. Interested candidates are invited to send resumes to: D. Leville, Showtime Entertainment, Dept. B, 1633 Broadway, New York, NY 10019. (ONLY FULLY QUALIFIED CANDIDATES WILL BE CONSIDERED FOR THIS POSITION—NO PHONE CALLS, PLEASE).

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This position requires a BS/MS in Engineering, or equivalent, and 10 years experience in either television engineering (preferably in advanced concepts) or satellite systems engineering. Demonstrated managerial performance is also required.

STC offers an excellent compensation and benefits program, including stock ownership and 100% tuition reimbursement. To apply, send RESUME and SALARY HISTORY to: SATELLITE TELEVISION CORPORATION, COMSAT Staffing, Dept. T-218, 950 L'Enfant Plaza, S.W., Washington, D.C. 20024. An Equal Opportunity Employer.

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Help Wanted Programing, Production, Others

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Decisive, self-motivated. Minimum 8 years' experience in all areas of TV production. Capable of estimating production budgets. Skilled in assisting and dealing positively with clients. Attentive to detail. If you feel lead to serve, send resume and salary history to:

Christian Broadcasting Network
Personnel Dept., Box RB
CBN Center
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**Help Wanted Programing,
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The experienced candidate we seek will possess strong story producing skills with the demonstrated ability to coordinate production from inception to completion.

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NOTICE OF ANNUAL MEETING

The annual meeting of the National Association of Public Television Stations will be June 23-26, 1983, at the Crystal City Hyatt Hotel, Arlington, Virginia. The NATPS meeting will convene June 25, at 8:30 a.m. The agenda will include review of current industry trends, discussion of government relations, and planning for 1983-84 activities of the association. The NATPS board of trustees annual meeting will convene at 10:00 a.m., June 26. The agenda will focus on the association's plans for 1983-84. Except for an executive session, the board meeting is open to the public.

For Sale Stations

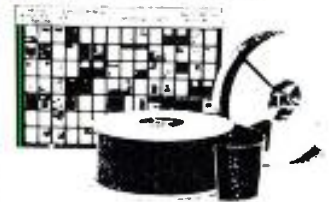
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MW	Medium	Fulltime	1,000K	500K	Ernie Pearce (615) 373-8315
R.Mt.	Metro	FT/FM	950K	250K	Greg Merrill (801) 753-8090
W	Metro	FM	600K	100K	Elliot Evers (213) 366-2554
NE	Small	AM	575K	175K	Jim Mackin (207) 623-1874
NE	Suburban	AM	475K	195K	Jim Mackin (207) 623-1874
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FL	Small	CI.IV	345K	40K	Randy Jeffery (813) 294-1843
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SE	Small	AM	100K	Cash	Ernie Pearce (615) 373-8315

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MN	AM/FM	\$25,000	downpayment
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NC	AM	\$25,000	downpayment

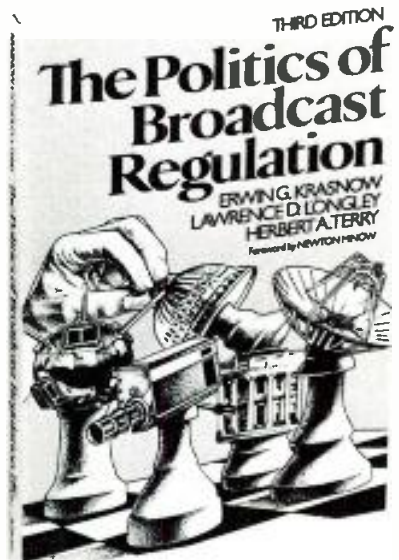
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Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

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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



Hansen

Merrell Hansen, VP, sales, KSD-AM-FM St. Louis, named VP and general manager.

Stephen Godofsky, general manager, WYLF(FM) South Bristol, N.Y., named VP.

Don Schwartz, general sales manager and assistant station manager, WONE(AM)-TUE(FM) Dayton, Ohio, named general manager.

John Wilson, general sales manager, KCOH(M) Houston, joins WFEX(FM) Clinton, La., general manager.

Roger Bauer, sales manager, Lightfoot Broadcasting's WSUB(AM)-WQGN-FM Groton, Conn., joins co-owned WFTE(AM)-WAZY-FM Lafayette, Ind., as general manager.

Law Colby, station manager, WCSH-TV Portland, Me., named general manager.

James Smith, VP, sales, and **Richard Janssen**, VP, radio, Scripps-Howard Broadcasting, Cleveland, assume additional duties as assistants to President Donald L. Perris.

Andy Lee, general sales manager, WALA-TV Mobile, Ala., joins co-owned KVUE-TV Austin, Tex., as station manager.

David Mullins, production director and air personality, KWRM(AM) Corona, Calif., named operations director for station and interim production director for co-owned KQLH(FM) in Bernardino, Calif.

Steve Hubbard, area manager, Liberty Cable Television, Newport, Ore., joins Tribune Cable as manager, Milwaukie, Ore., cable system.

Harry James, air personality, WWAX(AM) Mobile, Ala., named operations manager.

Dee Wanna Pate, administrative assistant and business manager, WDCG(FM) Durham, N.C., assumes additional responsibilities as operations manager for WDNC(AM)-WDCG(FM) Durham.

Stanley Bahnson III, director of cable marketing, Landmark Communications, Norfolk, Va., named director of business development, broadcasting and video enterprises division.

Ilida Chazanovitz, director of market planning, Eastern district systems, Viacom Cable, New York, named director of marketing, planning and administration, Viacom Cable, Dublin, Calif.

Anthony Fernandez, manager, financial fore-

casting and reporting, NBC, New York, named director, financial forecasting, NBC-TV.

Stephen Riddleberger, manager, finance and administration, Bonneville Broadcasting, Tenafly, N.J., named VP, finance and administration.

Jim Ruybal, director of personnel, Daniels & Associates, Denver, named VP, human resources.

Van Carroll, from Phoenix Securities Inc., Phoenix, joins Jones Intercable Securities, Englewood, Colo., as regional VP.

Herbert Lacey, local sales manager, KTVH(TV) Wichita, Kan., named manager, Hutchinson, Kan., operations.

Wayne Bearor, business manager, WGAN-AM-FM-TV Portland, Me., named director of data systems for parent, Guy Gannett Broadcasting Services there.

Shirley Carroll, from North American Biological Inc., Miami, joins noncommercial WPBT(TV) there as controller.

Marketing

Kenneth Robbins, vice chairman and chief operating officer, SSC&B Inc.: U.S.A., New York, named chief executive officer and chairman of newly formed management policy committee.



Robbins



Igiel

Robert Igiel, VP and group media director for network programming and negotiations, N W Ayer, New York, named senior VP.

Susan Fireman, senior VP, director of broadcast production, Benton & Bowles, New York, named senior VP, director of broadcast production and creative administration.

John Eighmey, director of account research services, Young & Rubicam USA, New York, named senior VP.

Robert Zach, media director, Bloom Agency, New York, named senior VP, media director.

Linda Feitelson, director of television programming, Grey Advertising, New York, named VP.

Appointments, W.B. Doner: **Terry Swann**, head of own production company, Los Angeles, to creative director, Houston; **Wendy**

Smith, assistant producer, BBDO, Chicago, to broadcast producer, Baltimore, and **Dewitt Long**, program director, WDBS(FM) Durham, N.C., to copywriter, Baltimore.

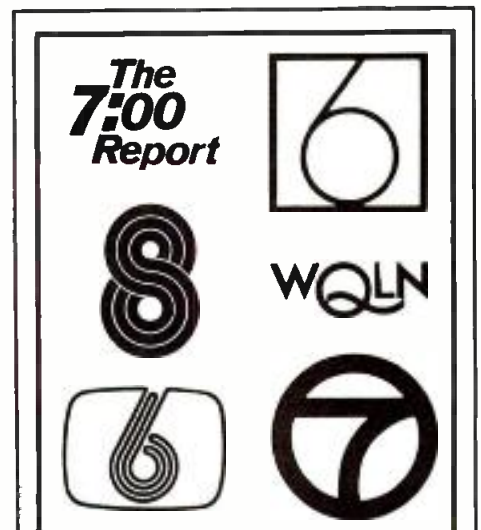
Madelon Gryll, account supervisor, Needham, Harper & Steers, Chicago, elected VP.

Fred Wray, VP, director of media services, Foote, Cone & Belding, Chicago, named VP, media director.

Richard Evans, president of own marketing consulting firm, New York, joins Doyle Dane Bernbach there as VP, management supervisor.

Appointments, newly formed national consumer and retail products advertising group, Ed Libov & Associates, New York: **Ira Gonsier**, senior VP, to managing supervisor; **Don O'Leary**, senior VP, to general manager of retail division; **Tom Della Corte**, associate media director, to VP, associate media director, responsible for media planning for group; **William Yost**, from McCann-Erickson, New York, to VP, account executive, based in Atlanta; **Ed Maguire**, from Woolco, New York, to account executive.

Greg Miller, from Foote, Cone & Belding,



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Chicago, joins Tatham, Laird & Kudner there as creative director. **Audrey Lind**, media research supervisor, Cunningham & Walsh, Chicago, joins TL&K there as media research director.

Appointed managers, affiliate acquisitions for RKO ONE, RKO TWO and RKO Radioshows. RKO Radio Networks: **Julie Spira**, manager, affiliate services, RKO ONE and RKO Radioshows, New York, to newly opened West Coast office, Los Angeles; **Barbara McMahon**, manager, affiliate acquisition, RKO ONE and TWO, New York, to Eastern region there, and **Debra Gould**, manager, affiliate services, Radioshows, New York, to central region, remaining based in New York.

Ed Hartnett, senior VP, Tanner Sports Network, William B. Tanner Co., Memphis, named executive VP.

Thoren Shroeck, sales management consultant to Times Mirror Broadcasting, New York, joins Cablevision, Woodbury, N.Y., as director of advertising sales.

Galen Greenwood, copywriter, Leo Burnett, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as writer.

Kerry Sheldon, from Turner Television Sales, New York, and **James Cillo**, from Corinthian Television Sales, New York, join Blair Television there as account executives, NBC/blue team.

Elliott Troshinsky, general sales manager, WDAF-TV Kansas City, Mo., named VP, television sales for parent Taft Broadcasting. **Jim Conschaffer**, local sales manager at Taft's WGR-TV Buffalo, N.Y., (sold to Coral Television of Miami), joins WDAF-TV, succeeding Troshinsky.

John Gardner, national sales manager, WFSB(TV) Hartford, Conn., joins KTXA(TV) Fort Worth as general sales manager.

Jock Fritz, sales manager, WKBD-TV Detroit, named general sales manager, succeeding **George Kapel**, who retires effective July 1.

Peter Rosella, VP, sales, KWGN-TV Denver, joins KRDO-TV Colorado Springs as general sales manager.

Ronda Korzon, senior account executive, WLAK(FM) Chicago, named general sales manager.

Thomas Kennedy III, general sales manager, WLZZ(AM) Milwaukee, joins WRNL(AM)-WRXL(FM) Richmond, Va., in same capacity.

Tim Pohlman, account executive, WHIO-AM-FM Dayton, Ohio, named national sales manager.

Diane Mignone, from Blair Television, Minneapolis, joins WTCN-TV Minneapolis-St. Paul as national sales manager.

Jeanne McCarthy, traffic director, KEZI-TV Eugene, Ore., joins KTVX(TV) Seattle in same capacity.

Elise Fleisher, sales trainee, Harrington, Righter & Parsons, New York, named account executive.

Chaz Scardino, account executive, KSMA(AM)-KSNI-FM Santa Maria, Calif., joins

KCOY-TV there in same capacity.

Barbara Etrick, from Pikes Peak Broadcasting, Denver, joins KKT(TV) Colorado Springs as account executive, Denver regional sales office.

Chris Lowe, from WAMO(AM) Pittsburgh, joins KDKA(AM) there as account executive.

Carolyn Beeker, sales assistant, WLOS-TV Asheville, N.C., named account executive.

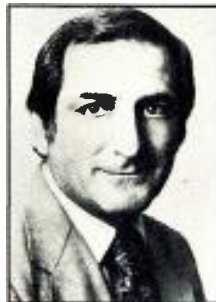
Christy Collins, from KELI(AM) Tulsa, Okla., and **Fred Braden**, from KBEZ(FM) Tulsa, join KRMG(AM) there as account executives.

Programing

Susan Swimer, director of creative marketing, MGM/UA Television Distribution, New York, named VP, creative marketing.



Swimer



Tirinato

Joseph Tirinato, senior VP, domestic sales, MGM/UA, New York, assumes additional responsibilities for MGM/UA's Canadian television distribution operations.

Sam Scribner, director of marketing, Glen Glen Sound, Los Angeles, joins Group Visionary Productions there as VP, marketing.

C. Paul Corbin, VP and chief operating officer, KQED/Golden Gate Productions, San Francisco, joins The Nashville Network, Nashville, as program director.

Jerry Flavin, director, marketing information and analysis, Home Box Office, New York, named regional director, South central region, based in Dallas.

Richard Childs, VP and general manager, Paramount Home Video, Los Angeles, joins Samuel Goldwyn Co. there as VP, ancillary sales. **Mort Marcus**, director, Los Angeles sales office, Samuel Goldwyn Co., named VP, television sales.

Steven Greene, independent writer-producer, Los Angeles, joins Warner Brothers Cartoons there as VP, general manager.

Deborah Leschin, co-producer, *Making a Living*, Witt-Thomas, Los Angeles, joins Lormar there to develop and produce series, television movies and pay television projects.

Luke Griffin, manager of sports operations, Mutual Radio Network, New York, named director of sports operations, succeeding **John Chanin**, who joins Meadowland Communications (see "Technology" below).

Steven Finch and **Donald Meek**, account executives, JPD Entertainment, television program producer, Los Angeles, named manager of network sales, JPD Television Network,

program package for low- and full-power television stations.

Lorna Ozmon, assistant program director, WKQX(FM) Chicago, joins WOMC(FM) Detroit as program director.

Dom Quinn, talk show host, WWDB(FM) Philadelphia, named program director. **Stan Maj**, talk show host, named program manager.

Bobby Rich, air personality, KFI(AM) Los Angeles, named assistant program director.

Elizabeth Carothers, reporter, WEVU(TV) Naples, Fla., joins WLOS-TV Asheville, N.C., co-host, *PM Magazine*.

Chip Carter, from WSAV-TV Savannah, Ga, joins WBIR-TV Knoxville, Tenn., as weekend sports anchor.

Dan Michaels, from WMET(FM) Chicago, joins WLUP(FM) there as air personality.

John Philpot, farm director, KAAY(AM) Litt Rock, Ark., joins Arkansas Radio Network there as farm broadcaster, agricultural news service.

Mike Lynch, sports director, WMRE(AM) Boston, joins WCVB-TV there as sports anchor reporter.

Danny Lyons, from WKCI(FM) New Haven, Conn., joins WTIC-FM Hartford, Conn., as personality.

News and Public Affairs



Corporon

John Corporon, senior VP and general manager, Independent Network News, New York, and VP at news director of WP Inc. there, named president of Independent Network News.

Appointments, AB News: **John Terenzi**, field producer, New York, named nation

news manager; **Walter Porges**, senior producer, *World News Tonight*, New York, named foreign news director, ABC News, and **BC Ellin**, director of TV operations, broadcast operations and engineering, Washington, named VP, Appointments, *World News Tonight*: **Dick Rosenbaum**, news director, Information Network, ABC Radio, Washington; and **Marion Goldin**, senior producer, *20/20* Washington, to senior producers, New York **Steve Skinner**, senior producer, Washington; to senior coordinating producer for special projects; **Dennis Dunlavey**, senior producer, *Good Morning America News* and *World News This Morning*, Washington, to senior producer, Washington, and **Mike Clemente**, write editor, Washington, to editorial producer, Appointments, *World News This Morning* and *Good Morning America*: **Pat Roddy**, senior producer, *This Week with David Brinkley*, Washington, to senior producer, Washington **Pam Kahn**, producer, *Nightline*, Washington; to broadcast producer, *World News This Morning*, and **Karen Ryan**, off-air reporter, New York, to associate producer there.

Appointments, Satellite News Channel

ford, Conn.: **Bob Duncan**, producer, to senior producer; **Jim Valentine**, producer, to operations producer, and **Dwight Bachman**, assistant director-producer, to producer.

Fred Walters, news director, WXYZ(AM) Detroit, joins KFWB(AM) Los Angeles as executive editor. **Dan Streeter**, morning news anchor, WXYZ, succeeds Walters.

Virgil Napier, member of news staff, WKFI(FM) Kokomo, Ind., named news director.

Jeff Collins, anchor, KYW(AM) Philadelphia, joins WFIL(AM)-WUSL(FM) there as news director.

Robert Siegel, senior editor, National Public Radio, London, named acting director of news and information for NPR, replacing **Barbara Cohen**, who joins NBC News as Washington manager, political coverage BROADCASTING, May 30). NPR's New York correspondent. **Neil Conan**, succeeds Siegel.

Mark Hoffman and **Steve Blue**, from WNEV-TV Boston, join WLS-TV Chicago as news producers.

Appointments, local cable news operation, WSB-TV Atlanta: **Larry Cohen**, from Atlanta Newspapers, Atlanta, to broadcast operations supervisor; **Jill Franco**, from WSPA-TV Spartanburg, S.C., and **Kathleen Walsh**, from CNN Headline News, Atlanta, to anchors-producers, and **Randall Penn**, from WATL-TV Atlanta and **Daniel Pransky**, from Cable News Network, Atlanta, to directors.

Appointments, KGW-TV Portland, Ore.: **Eric May**, producer, *News 8 at Five*, to producer, *News 8 Tonight*; **Ken Strobeck**, news director, KOLD-TV Tucson, Ariz., succeeds May; **Wayne Bliesner**, assistant editor, to newly created position of nighttime assignment editor; **Suzanne Mayer**, writer, succeeds Bliesner; **Roy Mosqueda**, weekend assignment editor and writer, KTVI(TV) St. Louis, to ENG technician and weekend assignment editor; **Ann Curry**, reporter, to anchor-reporter; **Tim Storrs**, from KATU(TV) Portland, Ore., to reporter, and **Grant Shirahama**, ENG technician, to news photographer.

Toni Schutta, customer representative, Minnesota Twins professional baseball team, Minneapolis, joins KSTP-TV Minneapolis-St. Paul as public affairs coordinator.

Appointments, WIS-TV Columbia, S.C.: **Pam Leonte**, from South Carolina Film Office and Arts Commission, Columbia, S.C., to video editor; **Stephen Yountz**, from KTVQ(TV) Billings, Mont., to photographer-editor; **Ted Creech**, photographer, to "Carolina Traveler," special features reporter, and **Ann Davis**, from KCEN-TV Temple, Tex., to reporter.

Carlton Sherwood, from WNEV-TV Boston, joins WDVM-TV Washington as investigative reporter.

Thomas Paine, station manager of noncommercial WGTE-FM Toledo and WGLE(FM) Lima, both Ohio, elected president of Ohio Public Radio Inc., which comprises 15 non-commercial radio stations and maintains state house news bureau that supplies satellite news reports to Ohio public radio stations.

Amye Brandli, reporter, WLKY-TV Louisville, Ky., joins WLEX-TV Lexington, Ky., as an-

chor. **Leslye James**, anchor-reporter, KWTX-TV Waco, Tex., joins WLEX-TV in same capacity.

Jeffrey Vahanian, from National Video Theater, Los Angeles, joins KPOM-TV Fort Smith, Ark., as reporter.

Lex Reis, news editor, Mutual Broadcasting, Washington, joins Fisher Broadcasting there as reporter.

Winston Dean, from WTLV(TV) Jacksonville, Fla., joins WJXT(TV) there as reporter.

Aretha Mills, from Provident Medical Center, Chicago, joins WBBM-TV there as manager, community affairs.

Kelly Kerrigan, reporter, KOCO-TV Oklahoma City, joins WJBK-TV Detroit in same capacity.

Sunny Roseman, from KBTU(TV) Denver, joins KOA-TV there as weather anchor.

Technology

Lloyd Werner, senior VP, sales and affiliate relations, Group W Satellite Communications, Stamford, Conn., named senior VP, sales and marketing.

Jerry Gunnarson, business manager, videotape products, magnetic tape division, Ampex Corp., Redwood, Calif., named manager, special video products. **Philip Ritti**, senior product manager, three-quarter-inch videotape, succeeds Ritti.

S. James Miller, senior staff attorney, Oak In-

dustries, Rancho Bernardo, Calif., named VP.

Richard Lawrence, general manager, electronics division, Lenco, Jackson, Mo., joins Harris Corp., San Carlos, Calif., as director of marketing, broadcast microwave operations.

William Lipman, director of computer applications, Oak Communications, Rancho Bernardo, Calif., joins Texscan Corp., Phoenix, as systems software manager.

Paul Evans, executive secretary, LPTV Association, on special assignment to Bonneville International Corp., Salt Lake City, as assistant to President Arch Madsen, named to head newly formed Teletext-5 operation, teletext service carried over Bonneville's KSL-TV Salt Lake City.

John Chanin, VP, sports, Mutual Broadcasting System, New York, joins Meadowlands Communications, satellite communications firm, Hamburg, N.J., as senior VP.

Debra Robins, director of marketing, Telesound, San Francisco, named VP, operations.

Steve Kahn, from video department, RCA Records, New York, joins Panavideo, videotape editing and production facility there, as general manager.

George Golebiowski, head of sales administration, Valtec, West Boylston, Mass., named data sales manager.

Ed Tonini, account executive, Louisville Productions, Louisville, Ky., video production facility, named sales manager. **Stephanie**

Broadcasting

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Mudd, from WVEZ(FM) Louisville, Ky., and **Dennis Fry**, from J.C. Penney, New York, join Louisville Productions as account executives.

Stephen Fogg, from Coil Sales and Manufacturing, Rolling Meadows, Ill., joins Valtec, West Boylston, Mass., as outside plant engineer. Valtec is manufacturer of fiber optic cable and communications systems.

Jack Kolk, chief engineer, Newman Audio Video Communications, Grand Rapids, Mich., joins The Media Group there as editor-engineer, one-inch post-production facility.

Promotion and PR



Lillien

Leslie Lillien, independent public relations consultant, New York, joins Tribune Entertainment Co., Chicago, as director of creative services.

Glen Fitzgerald, manager, station advertising, NBC Entertainment, New York, named to newly created position of director,

affiliate advertising, Los Angeles. **Daniel Weiss**, writer-producer, on-air promotion, NBC Entertainment, Los Angeles, named director, affiliate promotion.

Harvey Kahn, director of communications, United Teachers, Los Angeles, joins Disney Channel, Burbank, Calif., as director of publicity.

Bill Brobst, manager of media relations, Comsat, Washington, joins Southern Pacific Satellite Co., McLean, Va., as manager of public relations.

Robert Pfundstein, executive VP and chief financial officer, Doyle Dane Bernbach International; **Barry Loughrane**, president, DDB/U.S., and **J. William Wardell**, group senior VP, DDB/U.S., named to board of directors of newly acquired, ECOM/DDB Inc., public relations firm, New York.

Ted Albert, unit publicist, ICPR Public Relations, New York, named VP, motion pictures and television.

Linda Gillam, assistant public affairs director, KARK-TV Little Rock, Ark., joins KLRT(TV) there as community/public affairs director.

Della Kelly, from KBBJ(AM) Tulsa, Okla., joins KWEN(FM) there as promotion director.

Peter Moraga, from Rockwell International, Downey, Calif., joins KNBC(TV) Los Angeles as manager of community relations.

Susan Harmon, advertising and promotion assistant, WSPA-TV Spartanburg, S.C., joins WLKY-TV Louisville, Ky., as advertising and promotion manager.

Dorene Lauer, from Gail Roberts Public Relations, Los Angeles, joins MTV: Music Television, Warner Amex Satellite Entertainment Co., New York, as publicist.

John Rogers, director of client services,

KMPC(AM) Los Angeles, assumes additional responsibilities as director of advertising and promotion.

Cary Goldberg, advertising and promotion coordinator, WPLR(FM) New Haven, Conn., joins WKTU(FM) New York as assistant promotion director.

Larry Bower, continuity director, WKJG-TV Fort Wayne, Ind., named director of promotion and operations.

Lisa Rowan, from Smith-Patterson Advertising, Boston, joins WBZ-TV there as programming publicist.

Lyndy Spero, advertising and promotion manager, WJLA-TV Washington, joins WTTG(TV) there as creative services director

Nancy Burger, advertising director, Prosound Music Centers, Denver, joins KPKE(FM) there in newly created position of promotion coordinator.

Patrick Pharris, from KWOD(AM) Sacramento, Calif., joins Impact, promotion division of Foote, Cone & Belding, San Francisco, as assistant account executive.

Jocelyn Clark, from American Hospital Association, Chicago, joins WXRT(FM) there as promotion director.

Laurel Lambert, from KOCE-TV Huntington Beach, Calif., joins noncommercial KCET(TV) Los Angeles as publicist.

Shirley Haner, freelance public relations coordinator, joins WEDW(TV) Bridgeport, Conn., as public information manager.

Allied Fields

Robert Allen, attorney, Broadcast Bureau, FCC, Washington, joins Daly, Joyce & Borsari, law firm there as associate, specializing in communications law.

Beverly Land, VP, corporate development, Storer Cable, Miami, resigns to form own cable consulting firm, Beverly Land Inc. there.

Richard Baxter, independent consultant associated with Schiff-Jones Ltd., New York, joins Schiff-Jones as director of marketing services.

David Jatlow, partner, Fleishman & Walsh, Washington, joins Proskauer Rose Goetz & Mendelsohn there as partner, specializing in communications and telecommunications law.

Fred Friendly, former president, CBS News, and professor, Columbia University's graduate school of journalism, named to receive University of Arizona's John Peter Zenger award defense of freedom of press.

Elected officers, International Radio and Television Foundation, New York: **David Polinger**, WPIX(TV) New York, president, succeeding **Sherril Taylor**, named to new post of chairman; **Gerald Baldwin**, Integrated Barter International, first vice president; **David Fuchs**, CBS, **Robert Gillespie**, General Foods and **Gordon Hastings**, Katz, vice presidents;

Newsmaker. UTVNPA, the newest initials in the alphabet soup of associations? Yes and no. The UTVNPA (Unemployed TV News People's Association) has only one member, Jim Scilligo. He is also its founder-creator, and author of the association's newsletter, *Communicator* (not to be confused with RTNDA's publication of the same name). Scilligo, former producer and reporter at KUTV(TV) Salt Lake City, but unemployed due to staff reductions at that station last January, had been sending out resumes without success. "Despite the frustrations, most unemployed TV newspeople are determined to stay in the business," Scilligo says. To that end, he invented the UTVNPA, and wrote its one-page newsletter, detailing the difficulties of his job search. He has sent the newsletter to stations in the top 50 markets and to the network news departments to inform them of his plight. At last count, he had received "10 solid requests" from stations for tapes since the newsletters were mailed May 17.

Harry Factor, ABC, secretary, and **Frank Biondi Jr.**, Home Box Office, treasurer.

Tom Hilderbrand, Cox Cable, Tucson, elected to seat vacated by **Sperry McNaughton**, formerly of Cox Cable, on board of Arizona Cable Television Association, Phoenix.

Tom Longfellow, from Alabama Information Network, Montgomery, Ala., joins National Association of State Radio Networks, Little Rock, Ark., as sales and marketing director.

Phyllis Tritsch, executive director, American Women in Radio and Television, Washington, named executive VP.

Deaths

William Stone, 57, technical manager, television operations, ABC Broadcast Operations and Engineering, New York, died of cancer May 22 at Long Island (N.Y.) hospital. He is survived by his wife, Barbara, two daughters and son.

Pat Valicenti, 69, retired attorney and former head of hearing division, FCC, Washington, died of heart illness May 23 at George Washington University hospital, Washington. He is survived by his wife, Elizabeth.

John A. Moffet, 67, president and chairman of board, Moffet, Larson & Johnson, P.C., died of complications from respiratory ailment June 1, 1983, at Georgetown University hospital, Washington. He was past president of Association of Federal Communications Consulting Engineers. Moffet is survived by his wife, Betty, and three children.

Joe Holmes, 55, coordinator of White House audio-visual services, died of cancer May 27 at George Washington hospital, Washington. Holmes is survived by two sons.

Melvin Karns, 78, former VP, patents and licensing, RCA, New York, died May 26 at University of Pennsylvania hospital, Philadelphia. He is survived by his wife, Evelyn.

Bonneville and John Patton: Making beautiful music

Last November, after less than two years with the company, John Patton was elevated to chairman and chief executive officer of Bonneville Broadcasting System, one of the nation's largest syndicators of beautiful music programming—or easy listening, as the company prefers to call it. The move should have come as no surprise to those familiar with Patton's accomplishments in his short tenure there. As vice president and general manager, he established the first satellite delivery of Bonneville's format, through a joint venture with the Satellite Music Network, in the summer of 1981, and a year later negotiated the purchase of one of Bonneville's major competitors—the Chicago-based Darrel Peters FM-100 Plan—for \$5.6 million in August 1982—effectively doubling Bonneville's client base.

Patton's credentials for the post, acquired over the past 22 years, include experience in audience measurement, consulting and on-air and station management.

Patton's interest in broadcasting began while he was still in college. As president of campus political club at Indiana State University, Terre Haute, Patton accompanied the late treasurer to WBOW(AM) Terre Haute for a fund raising drive, and was "fascinated" with the operation of the station. "It was then that I decided on a career in radio," he recalls.

Patton followed through on that decision. He left college at 19, and began working as an announcer for WVMC(AM) Mount Carmel, Ill. After two years, he returned to Terre Haute and a brief stint as morning personality on WTHI(AM) there, before joining WBOW(AM) as program director. Announcing positions and programing and management posts followed in rapid succession, including program director posts at WASH-FM Washington and WKRC(AM) Cincinnati. Bill McKibben, general manager of WBEN(AM) Buffalo, N.Y., during Patton's tenure there as program director, remembers him as someone who was always able to stay "far ahead" of trends.

After striking out on his own, as a consultant from 1975 to 1977, Patton joined RAM Research, San Diego, as vice president, marketing. Within two years, he was named president, and helped that radio rating firm mount a challenge to Arbitron's dominance in the radio audience measurement field during the late 1970's. It did not, however, attract enough financial support, and was sold in July, 1980.

Meanwhile, Bonneville International Corp. was looking for someone to steer its syndication subsidiary into the satellite era of the 1980's. Patton was their man. He came across as "energetic" and "a forward thinker," not afraid to explore new trails,



John Edward Patton—chairman and chief executive officer, Bonneville Broadcasting System, Tenafly, N.J., and Chicago; b. Sept. 12, 1942, Crawfordsville, Ind.; Indiana State University, Terre Haute, 1960-61; Loyola College, Baltimore, 1966-68; announcer, WVMC(AM) Mount Carmel, Ill., 1961-63; announcer, WTHI(AM) Terre Haute, Ind., 1963; announcer, program director, WBOW(AM) Terre Haute, 1963-64; announcer, WDZ(AM) Decatur, Ill., 1964; announcer, WROZ(AM) Evansville, Ind., 1964-65; announcer, WKGN(AM) Knoxville, Tenn., 1965; announcer, WTHI(AM) Baltimore, 1965-66; assistant program director, WCBM(AM) Baltimore, 1966-68; program director, WBEN(AM) Buffalo, N.Y., 1968-69; program director, WKRC(AM) Cincinnati, 1970-71; program director, WASH(AM) Washington, 1971; vice president and general manager, WHEN(AM) Syracuse, N.Y., 1971-73; vice president and general manager, KCMO(AM)-KCEZ(FM) Kansas City, Mo., 1973-75; independent management programing consultant, 1975-77; vice president, marketing, 1977-79, president, 1979-80, RAM Research Co., San Diego; vice president, general manager, Bonneville Broadcast Consultants (name changed to Bonneville Broadcasting System, December, 1981), Tenafly, N.J., 1981-82, present position since November, 1982; m. Margaret Mary Quinn, Sept. 25, 1982; child (by previous marriage)—Melissa, 15.

says Arch Madsen, president of Bonneville International.

In January of 1981, Patton joined Bonneville Broadcast Consultants as vice president and general manager. In December that year, he changed the name of the company to Bonneville Broadcasting System, to reflect the company's new direction toward program production and satellite delivery.

But Bonneville's initial six-month marketing goal—to convert all existing client stations to satellite delivery—had to be

modified when it met with station resistance. "Our clients wanted to be convinced of the advantages to satellite technology," Patton says. The company re-thought its strategy, and decided to continue to produce tapes, in addition to satellite delivery, as long as there was a demand for them. The purchase of Darrel Peters FM-100 Plan and its Chicago facilities helped to make the continued tape duplication "cost effective," Patton says.

Today, Bonneville boasts a client list of 148 stations receiving one of three different beautiful music formats: either match-flow or random select tapes, in addition to a more contemporary satellite-delivered easy listening format. To date, 28 stations are receiving Bonneville programming via RCA's Satcom III-R, with another 36 clients having signed commitments to do so. What makes the satellite-delivered format unique, according to Patton, is that it is programed with carts rather than reels, allowing for completely random song selection. And, through satellite technology, Patton feels he has equipped Bonneville for the way he envisions all stations will be programed in the future—a computerized operation with songs digitally recorded, delivered by satellite and with encoded instructions on when and how often to play each selection.

Patton is "cautiously optimistic" about the immediate future of beautiful music stations in general, following a fall Arbitron report of stronger showings by those stations after a year of sagging ratings. Patton predicts a good spring Arbitron book for those stations subscribing to the contemporary "individual selection" satellite format, which he says has broad appeal.

Bonneville also is testing the waters on an even more contemporary beautiful music format over Viacom's WLAK-FM Chicago. The new format contains almost 60% vocal selections (instead of the standard 20% average). The test, Patton says, is to see just how "contemporary" beautiful music can be and still be successful.

What happened to beautiful music in the early 1980's to cause the listenership decline? Patton thinks the problem was mainly that the format needed an injection of newer, more familiar music to attract younger listeners. The same songs had been part of a typical beautiful music format's repertoire for the past 10 years, he added. Bonneville's response mirrors Patton's philosophy: "Record your own music." In April, Patton formed the American Pop Orchestra to record music for the format. The record industry has "dried up" he says, as a source of material.

When Patton started college in 1960, he wanted eventually to teach music and become a band leader. Twenty-three years later, music remains an integral part of his life, and he is indeed involved in a band—the FM primarily—as a leader in radio programing syndication.

Broadcast Music Inc. filed suit Friday against NBC charging its five O&O stations had **infringed BMI copyrights** by playing BMI music in local programming without license. Suit seeks minimum of \$400,000—\$50,000 for each of eight works named in suit—plus injunction against future infringements. BMI officials said O&O music licenses expired end of last year but were extended by agreement so that negotiations could proceed. But "nothing happened," one official said, and NBC was put on notice it would risk infringement suits if stations used BMI music in nonnetwork broadcasts after April 30. NBC representatives said Friday afternoon (June 3) that they had not seen suit and would not comment until they do. Suit was filed in U.S. District Court in New York. BMI meanwhile is in different court with CBS, which sued to prevent BMI from terminating CBS O&O TV licenses (BROADCASTING, May 23); that suit awaits court decision. ABC and BMI reached O&O agreement earlier. So now has ASCAP with ABC, CBS and NBC for all their O&O's.

In what could prove major breakthrough, **CBS International (CBI)** announced last week it had closed **agreement with China Central Television network for weekly carriage of advertiser-supported CBS**



Boston shuffle. Another shake-up in Boston's hotly competitive television market came last Thursday (June 2) when **wb2-TV's** general manager for the past 10 years, **Sy Yanoff**, announced he would move to third-rated **wNEV-TV** there as executive vice president and general manager. At a press conference, Yanoff said it was a once-in-a-lifetime chance to eventually own a piece of the station, and he vowed to move it out of last place. His decision to move, he said, was based on equal considerations of the "excitement of improving the station," participation in ownership and assurances that he and his family would remain in Boston. Although he parried questions about his five-year contract with **wNEV-TV**, reports peg his new annual salary at \$250,000 and his share of the station at 2%.

Winthrop (Win) Baker, who has been **wNEV-TV** president and general manager since June 1982, shortly after **New England Television Corp.** took over the station from **RKO General**, will continue as president and consultant, but said he plans to develop his own independent production organization. Baker, who was present at Thursday's press conference, said the station's continued low ratings were not a factor in the management shift.

Yanoff, who had been with various **Group W** stations since 1965, declined to comment on the possibility of hiring staffers away from his old station but said he would talk with **wb2-TV** news director, **Jeff Rosser**, among others, in trying to fill the news director vacancy at **wNEV-TV**. (**William Applegate**, former news director there, left the station in March to join **WLS-TV** Chicago.)

wb2-TV program manager, **Richard Kurlander**, has been named acting general manager by **Group W** President **Larry Fraiberg**.

Shown here at press conference are (l to r) **David Mugar**, chairman of **wNEV-TV**'s licensee, **New England Television Corp.**, **Yanoff** and **Baker**.

programming. Agreement, according to **CBI** director of communications, **Joseph Di Certo**, marks first time **People's Republic of China's** government-controlled TV system has purchased American programming for airing on regular basis. Starting in October 1983, **CCTV** will begin airing hour of **CBS** programming—most likely sports, informational and cultural programming—on Fridays from 7 to 9 p.m. Every other Sunday, another half-hour of **CBS** fare will follow **CCTV's** English language lessons, one of most popular Chinese programs. **CBI** will provide total of 64 hours of program **CCTV** under one-year agreement, and it will sell all five minute advertising to be included in each of those hours.

Metromedia Producers Corp., D.L. Taffner Ltd. and Lexington Broadcast Services announced Friday (June 3) that they will be back and **syndicating** original and rerun episodes of **Too Close For Comfort**, which **ABC** dumped for next season. **Bob Bennett**, president **Metromedia Broadcasting Productions**, said venture was "just beginning" of ad-hoc network programming that will appear on regular basis. Arrangement includes 22 new episodes and 63 reruns for package of 85 shows that also can be syndicated on a local basis for 1984. **Bennett** said **Too Close For Comfort** will run on **Metromedia** stations including **ABC** affiliate **wCVB-TV** Boston where it could run in prime or access periods. **Don Taffner**, president **D.L. Taffner**, said keen interest has already been expressed by stations representing 40% of coverage area, and **Bennett** added he foresees easy 70% clearance level. **Bennett** described **Metromedia's** financial involvement in production of new episodes "substantial."

FM share of national radio listening audience has climbed to 61% according to just released spring 1983 **RADAR 27**, Vol. 1, report from **Westfield, N.J.-based Statistical Research Inc.** Biggest radio group which listens to **FM** is 12-24 (84%). Report also shows 19% for affiliates of 15 networks who jointly sponsor service, and reaches 80% of persons 12 years of age or older, translating to 150 million people nationwide. Eighty percent figure reflects contributions of four new network sponsors: **National Black Network (NBN)**, **CBS's RadioRadio** and **ABC's Direction and Rock Music** works.

Turf fight over international telecommunications matters may not be limited to State and Commerce Departments (see page 40). **Senate Foreign Relations Committee** feels its turf has been invaded by **Senate Commerce Committee** in bill (S.999) it is considering. Specifically, say **Foreign Relations Committee** people, bill's section calling for special representative in White House to play lead role in coordinating international telecommunications policy raises questions that are within their area of responsibility. Accordingly, **Commerce Committee** this week will ask **Commerce Committee** for referral of bill.

Four Star Inc., of **Northridge Calif.**, announced Friday it has agreed in principle to **acquire Gold Key Entertainment**, subsidiary of **Telemeter Inc.** **Eight-million-dollar agreement** involves \$5 million cash, 240,000 shares of **Four Star** stock and warrants for additional 50,000 shares. **Four Star** has been busy expanding (see page 1) and acquisition of **Gold Key** would add to its syndication inventory several TV series, including **Krofft Superstars**, and several hundred theatrical films. Acquisition is subject to board approval by both companies.

National Association of Broadcasters is planning 21-city video teleconference on opportunities regarding stations' **subcarrier channels** **SCA's** for **July 20**. Association, which is billing even as **broadcast industry first**, has leased four hours of satellite time from **Intelsat** **Net Communications Inc.**, video teleconferencing satellite network of **Holiday Inn**, whose chain of local hotels will serve as hosts. Teleconference will originate from yet-to-be-named site in Washington. **NAB** expects nationwide attendance to number 2,000. Cost for **NAB** members is \$90; nonmembers, \$150.

Arbitron introduced **metered TV rating service** in **Washington market** last Wednesday (June 1), provoking immediate complaint from **NBC-owned WRC-TV** that its sample was much too small and

is much too large—no more than one-fourth as many homes in the sample as in Arbitron's 1,200-diary operation but with price twice as high. Arbitron spokesperson said company often runs complaints like this when it starts metering markets, and that it tries to resolve them in one-on-one sessions with stations. Boost-meter sample from 300 homes to 1,200, she said, would mean a 50% increase in sample but only 50% reduction in sampling error—a "tremendous" increase in cost. Thus far, independent WDCAs use only Washington meter subscriber. WRC-TV officials said they would use Arbitron's May book in selling third quarter and most of next, then continue with only Nielsen service, still diary-based.

Following FCC last week, **Los Angeles County Sheriff's Department** urged United States to propose flexible use of 12.2-12.7 GHz band at Region II Administrative Radio Conference for direct broadcast satellites this month. According to Sheriff's Department, no action should be taken to preclude any participating government from re-examining need to implement DBS service, either in whole or in part, that would prohibit it from using 12.2-12.7 GHz band as it sees fit. Sheriff said plans of United Satellite Communications Inc., Satellite Television Corp. and Inter-American Satellite Television to offer direct-to-home satellite broadcast on K-band satellites raised "fundamental" question of need to allocate entire 12.2-12.7 GHz band to DBS. "If DBS services... can be provided via excess fixed service transponder capacity, this is as a very basic question as to the need for the allocation of so much of a block of additional spectrum," it said. "This is particularly true when this allocation is at the expense of existing terrestrial services, such as the department, who use the same spectrum for public safety communication needs."

Democratic National Committee officials say they are pleased with results of fundraising telethon broadcast over NBC on weekend of June 28-29. During week, estimates fluctuated, and hard figures were not available even by Friday. But on that day, Anne Lewis, DNC's political director, said \$150,000 "good calls" were received totaling \$15 million. If 75% of that is actually contributed, as DNC expects, it will garner more than \$11 million, about twice cost of mounting telethon. "Good calls" was reference to what DNC says is an effort on part of Republican National Committee and Moral Majority to jam phone lines with calls supporting President Reagan. At one time, DNC spokesman Bob Neuman said, there were 100 calls for every legitimate one. Neuman said DNC is considering suit for damages against RNC and Moral Majority. But DNC officials on Friday were busier figuring benefits of telethon than handling case. Lewis said telethon, conducted by Russ Reid Co., of Redwood City, Calif., specialists in electronic fundraising, also generated number of pledges—made by 40% of those who called—that will be paid off on monthly basis. And Lewis said that, as result of telethon, DNC's list of more than 250,000 contributors has been increased by 50%. Nor is that all. Telethon produced 10-12 hours of videotaped material which can be edited into smaller pieces for fundraising use in specific markets in months ahead.

President Reagan has nominated five people to membership on **Board for International Broadcasting** which oversees operations of Radio Free Europe and Radio Liberty. One is **Arch Madsen**, president of Bonneville International Corp., who had been member of RFE/RL board, which was dissolved last year under legislation eliminating that board and expanding BIB board from five to nine members. Other nominees announced by White House are Lane Chandler, president of AFL-CIO; Malcolm Forbes Jr., president of Forbes magazine; former Representative Clair W. Burgener (R-Ill.), and author James Michener. Two others nominated earlier, Michael Novak and Thomas Ellis, await Senate hearing.

National television representation business, which has suffered setback in number of firms in recent years, is adding new company to its ranks. **National Independent Specialists** is being formed as separate division of Adam Young to represent only independents. Named as president of new unit is Dick Maloney, former vice president, Eastern sales, Metro TV Sales, which suspended operations earlier this year (BROADCASTING, Feb. 28).

Ackerley Communications Inc. announced last Friday, agreement to purchase **KPWR-TV (ch. 17) Bakersfield, Calif.**, from Gillett Group Inc. for \$6.3 million in cash and notes. Buyer is principally owned by Barry Ackerley, who owns Seattle-based outdoor and airport advertising firm and recently bought **KKTU-TV** Colorado Springs for \$15.5 million (BROADCASTING, Feb. 21) and **WXTV-TV** Syracuse, N.Y. for \$13.8 million (BROADCASTING, May 10, 1982).

House Telecommunications Subcommittee will hold field hearing June 6, in Chicago, on **minority participation in telecommunications industry**. **Cable deregulation** will be subject of another hearing June 8.

Steve Nevas, First Amendment counsel at National Association of Broadcasters, joins **Cable News Network** on June 13 as chief law correspondent, based in Washington. Nevas was formerly anchor-man with **WCVB-TV** and noncommercial **WGBH-TV** and investigative reporter for **WBZ-TV** all Boston.

Parity push. For years—particularly since the Supreme Court in 1969 relied on it in its *Red Lion* decision affirming the constitutionality of the FCC's fairness doctrine—broadcast industry representatives have challenged the legitimacy of the argument that the physical limits of the electromagnetic spectrum warrant government regulation of the content of broadcast programming. Now the argument has been challenged in a 109-page report prepared by the Commerce Department's National Telecommunications and Information Administration.

The title of the report states the burden of its message: "Print and Electronic Media: The Case for First Amendment Parity." "If spectrum scarcity ever existed," it concludes, "it certainly does not" today. In fact, particularly when compared to the declining number of print media outlets, today there exists an increasing abundance of electronic media."

The report was prepared at the request of Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee, in connection with his plan—now shelved—to propose a constitutional amendment that would afford electronic journalists the same degree of freedom as the First Amendment now provides print journalists. The report was forwarded to Packwood in February, and released by him early in May. However, it received no attention until NTIA announced the report's availability last week.

The report, dotted with charts and graphs to illustrate the points made, notes that since 1945, the electronic media have surpassed the print media in number of outlets. By 1980, it said, residents of 60% of all U.S. communities had access to eight or more broadcast television channels. But in the same year, it added, residents of only 2.5% of American cities were served by two or more competing daily newspapers.

The report notes that more than 9,150 radio and 1,050 television stations are now on the air, while fewer than 1,800 daily newspapers are being published.

The figures assembled "clearly demonstrate that radio and television stations are not scarce, particularly when compared to newspapers," the report says. Indeed, it continues, "the range of usable frequencies has risen from 1 mhz in 1912 to more than 40,000 mhz now."

And, it says, the current decade promises "an exponential growth of electronic media outlets." By the end of the decade, the report adds, "the total number of electronic media outlets available in most American communities will more than double. During the same period, little growth is foreseen in the number of print media outlets generally available." Accordingly, the report says, "it is difficult to rationalize the continuation of government content regulations based on the notion of scarcity of available electronic outlets."

Thus, the report suggests, the rationale for broadcast regulation requires a hard new look.

Editorials

Time to say no

The Senate and House Foreign Relations Committees are scheduled this week to mark up a bill creating a Radio Marti of somewhat different character from the Radio Marti that died before birth in the 97th Congress. The new Radio Marti is not different enough to deserve a better fate than that suffered by the first one.

The old Marti bill would have left it to the administration to choose an AM frequency for Radio Marti, including the administration's then preference, 1040 khz, which is also occupied by WHO(AM) Des Moines, Iowa. In the reasonable fear that retaliatory Cuban jamming would wreck its signal, WHO has managed to muster enough political influence to escape from the present bill, which would authorize the use of AM frequencies above or below the occupied AM band, the leasing of time on willing commercial or noncommercial stations or the use of 1180 khz, where a Voice of America station in Marathon Key, Fla., operates fitfully now.

Nobody has lately mentioned that 1180 khz is also the home of WHAM(AM) Rochester, N.Y., which is certain to suffer the same fate that WHO foresaw if a Radio Marti starts using 1180 khz to broadcast accurate Cuban news to a Cuban public that Fidel Castro doesn't want it to hear. WHAM is the last remnant of a diversion of several U.S. clear channels to governmental use during the Cuban missile crisis of 1962. The licensee, Rust Communications Group, tried unsuccessfully to recapture the sole use of its frequency after others had been returned to private hands, but the Voice of America has continued to operate on 1180 khz.

Perhaps it says something about Voice of America programming that the station on Marathon Key has been all but free of Cuban interference. In the absence of effective jamming, WHAM finally gave up its appeals for return of exclusivity on 1180. Its concerns have been rearoused by the new legislation.

If only WHAM were threatened by the Radio Marti venture, perhaps the government could justify its aims, assuming also that it had proved a significant need for a Radio Marti, as it has not. But many other AM stations are already suffering Cuban interference that may be as much caused by ineptitude as by deliberation. As reported in BROADCASTING's issue of May 2, there are signs of Cuban willingness to negotiate a halt to the current interference—but not if the U.S. proceeds with its Radio Marti plans.

The Foreign Relations Committees can save the taxpayers \$10 million this year and improve AM service to the American audience if, instead of marking up a Marti bill, they mark it off.

Top secret

In his dissent to the FCC's opening of the FM spectrum to hundreds of new stations or more (BROADCASTING, May 30), Commissioner James H. Quello called attention to a basic defect in the process that led up to the 4-to-1 vote. The staff engineering analysis that underpinned the decision was never submitted to the scrutiny of outsiders. Nobody except the staff and commissioners knows whether the technical advice was good or bad, and indeed there is at least some doubt that most possessors of the staff analysis are qualified to make that judgment.

Whatever the quality of the staff advice, the commission majority took it in preference to engineering studies and analyses by such professionals as Jules Cohen and the A.D. Ring firm, which predicted a net loss of service to the public through increased

interference in a proliferation of FM stations on anything like the scale the FCC has posited. To be sure, the outside studies were financed by industry, but nobody has ever accused Cohen or the Ring firm of shoddy engineering. Only when stations begin to go on the air in quantity will it be known whether the staff or Cohen and Ring were right. By then, it may be relevant to note, most incumbent members of the FCC will probably be elsewhere.

This procedure is of a piece with others that have led to the expansion or opening of markets in hasty response to the currently fashionable desire to stir up every marketplace. However admirable the encouragement of competition may be in the American economic system, it cannot proceed in broadcasting until the technical questions of interference have been satisfactorily resolved. Ignoring that basic condition can lead to the degradation instead of enhancement of the marketplace.

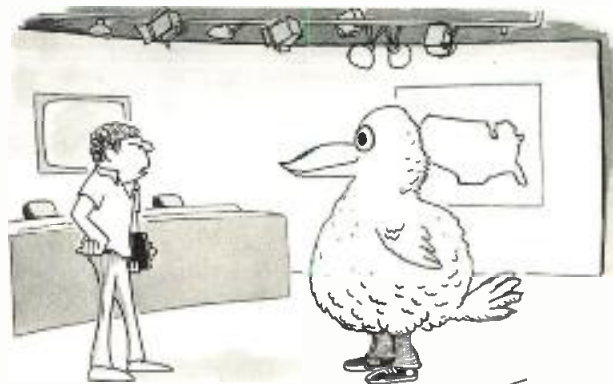
It passed almost unnoticed at the time, but in a session at the National Association of Broadcasters convention last April it was revealed that the FCC staff had completed its engineering study of the modification of FM rules. Afterward Erwin G. Krasnow, NAB senior vice president and general counsel, wrote a formal request to Larry Harris, chief of the FCC's Mass Media Bureau, for a review of the staff data by the Advisory Committee on Radio Broadcasting. That committee, containing industry representatives, was formed by the FCC to advise the FCC on allocation and assignment of AM and FM frequencies.

The request was rejected.

A month later, the matter was put to the conclusive vote.

There are television broadcasters who have looked with dismay at the engineering aspects of the FM decision. Upcoming is FCC action on proposals to drop, oh, maybe 140, VHF stations into the television allocation plan. Broadcasting organizations, especially the Association of Maximum Service Telecasters, have submitted computer runs stretching farther than a channel 2 signal can reach to prove that destructive interference would result. It will be interesting to note whether the FCC staff reaches other conclusions and, if so, whether those conclusions are submitted to outside review before the commission acts.

"The public is ill served, in my view," wrote Quello in his FM dissent, "when our decisions are based upon technical studies which are not made available for comment in a timely manner. If the technical material upon which we rely is flawed or unworthy of public scrutiny, the commission is disserving itself as well as the public." Amen.



Drawn for BROADCASTING by Jack Schmidt

"I really don't care how well that works for PBS; we're not doing it around here."



Vanscan Fever

Night after night, the van moved slowly through the streets, taking pictures of every home. But far from being an ominous event, it was a van from the Kalamazoo Nature Center Energy Office taking infra-red scans to reveal to homeowners areas where energy was being wasted.

The program, Vanscan Fever, was an ambitious one, requiring many trained volunteers to interpret the scans and suggest solutions to the costly problems. But WKZO-TV believed it was important. So the station began publicizing the project and inviting citizens to share their time. The response was overwhelming. And when the program was completed, the Energy Office cited WKZO-TV for its role in the tremendous success of Vanscan Fever.

Making viewers aware of opportunities to be of service to their neighbors is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

This ultra sophisticated Ward-Beck audio system for the Post Production Control Room at Group W's, KPIX, San Francisco, is the third of a series operating at their new station facilities. Using top of the line Ward-Beck Series 460 modular components, its features include an integral routing switcher with alpha-numeric dot-matrix displays to indicate the status of the 48-input/24-output configuration.

This particular unit is employed on program post-production for Group W's highly successful, nationally syndicated *PM Magazine*.²



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