

Top 50 MSO's ☐ Ranking with pay and basic services
'At Large' with Bob Rosencrans

Broadcasting Nov 30

The News Magazine of the Fifth Estate ☐ Vol. 101 No. 22

Our 51st Year ☐ 1981



“Nothing else
in the world...
is so powerful
as an idea
whose time
has come.”

Victor Hugo (1802-1885) on the Future of Man

Direct-to-home broadcasting via satellite... DBS... an idea whose time has come. And as a broadcaster, you have the opportunity to become a part of this powerful new future.

The proposed DBS system of United States Satellite Broadcasting Company, Inc. (whose application is currently pending before the FCC) opens the next generation of

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Graphics courtesy of Hughes Aircraft

Traveling Salesperson!



From the Big Apple to L.A., Rhoda sells viewers on her special brand of energetic comedy.

This 4-time Emmy winner's biggest following is among women 18-49. She usually attracts more of these viewers than any competing program. At the same time, Rhoda builds a steadily mounting share of the total time-period audience.

Just ask WCVB-TV Boston, KDFW-TV Dallas or WPIX New York about the job Rhoda does for them.

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"Rhoda"

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KTTV	Los Angeles
WGN-TV	Chicago
WPHL-TV	Philadelphia
KTZO	San Francisco
WCVB-TV	Boston
WXON-TV	Detroit
WTTG	Washington, D.C.
KDFW-TV	Dallas/Ft. Worth
KRIV-TV	Houston
KSDK	St. Louis
KMSP-TV	Minneapolis
WCKT	Miami
WXIA-TV	Atlanta
WTOG-TV	Tampa/St. Pete
KBTW	Denver
KTXL	Sacramento
KLRK	Portland, Or.
KCST-TV	San Diego
WXIX-TV	Cincinnati
KBMA-TV	Kansas City
WNGE	Nashville
KPNX-TV	Phoenix
WTVN-TV	Columbus, Oh.
KTVY	Oklahoma City
WOFL	Orlando
WHAS-TV	Louisville
WGAL-TV	Lancaster
WSTM-TV	Syracuse
WWBT	Richmond
WGGT	Greensboro, N.C.
WTLV	Jacksonville
KOAT-TV	Albuquerque
WFMZ-TV	Allentown
KWVU-TV	Las Vegas

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We will!

In 1980 the majority of new UHF TV stations used a Bogner antenna. So far in 1981 we're well ahead of last year's pace.

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The Week in Brief

TOP OF THE WEEK

CABLE'S WEEK IN WEST □ More than 10,000 expected for Western Cable Show and related CATV activities. **PAGE 31.** Full agenda for those three days in Anaheim is on **PAGE 56.** List of exhibitors and what they'll be showing at the Convention Center begins on **PAGE 57.**

COMPROMISE LOGIC EXPLAINED □ Wheeler, Kastenmeier and Railsback tell cable operators that they would be better off with NCTA-NAB-MPAA copyright pact than with solution from Congress. **PAGE 33.**

FULL HOUSE ON GALAXY I □ ABC takes last two of 18 transponders on satellite. Anselmo claims SIN made prior offer to buy places on bird. **PAGE 34.**

ABC TAKES TURN ON HOUR NEWS □ TV network's affiliates board begins meeting in Hawaii today, with question of longer evening news sure to come up. **PAGE 34.**

BACK IN RATINGS ACT □ RAB sets up committee to work for better radio research and to settle differences with Arbitron. **PAGE 35.**

STATE OF THE INDUSTRY: PART I

CABLE'S NUMBERS □ Here's BROADCASTING's scorecard on leading pay services and basic services with subscriber and systems counts. **PAGE 36.** Complete report on top 50 MSO's—as they are and will be. **PAGE 37.**

STATE OF THE INDUSTRY: PART II

ROSENCRANS'S PERSPECTIVE □ Founder of UA-Columbia Cablevision and USA Network, who pioneered many cable developments, talks with BROADCASTING editors about past, present and future of medium. **PAGE 38.**

CATV'S FINANCIAL HEALTH □ Five-year study by investment firm finds profits failing to match pace of revenues, pay income skyrocketing and subscriber values inflated in private market. **PAGE 52.**

PROGRAMMING

DEAD HEAT IN PRIME TIME □ ABC-TV's ratings victory in seventh week gives it season-to-date tie with CBS. **PAGE 74.**

SOVIET-U.S. MATCHUP □ Cable News Network starts series from Moscow that puts American and Russian experts head-to-head on controversial issues. **PAGE 76.**

VOTE FOR CABLE SERIES □ Showtime's Weinblatt believes producers should take advantage of cable's flexibility in developing series and specials. **PAGE 76.**

LAW & REGULATION

IN DEFENSE OF FCC □ Fowler drafts reply to GOP House research committee charges of commission foot-dragging, and draws support from new Heritage Foundation study. **PAGE 78.**

NEW FORCE AGAINST AT&T □ Competitors form group to press for Ma Bell divestiture, release report that restates earlier arguments. **PAGE 79.**

IT STILL TAKES MONEY □ FCC panel agrees that new technologies offer much for minorities, but that financing remains problem. Wilkens calls commission's distress sale policy "boondoggle" that doesn't work. **PAGE 80.**

QUALIFIED YES □ More filings at FCC support public broadcasting deregulation, but urge commission to retain program oversight. **PAGE 82.**

EEO PROPOSAL □ OMB suggests FCC stop requiring all broadcasters to file affirmative action reports at renewal time. December rulemaking is likely. **PAGE 82.**

PROFILE

BATES'S JUDICIOUS SHOPPER □ Ted Bates & Co. spends more than \$100 million in spot TV each year. Responsibility for overseeing that outlay falls on Isabel Ziegler, senior vice president and director of agency's spot broadcast unit. **PAGE 103.**

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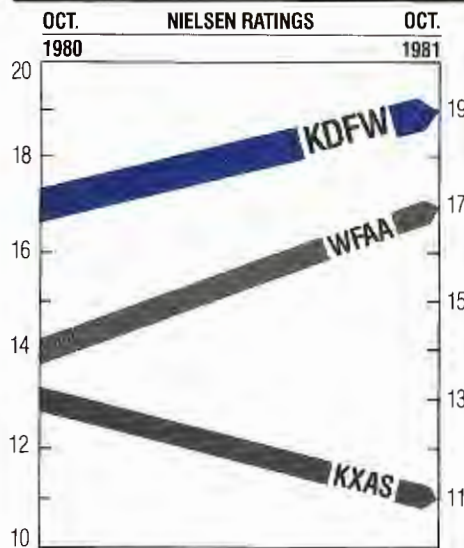
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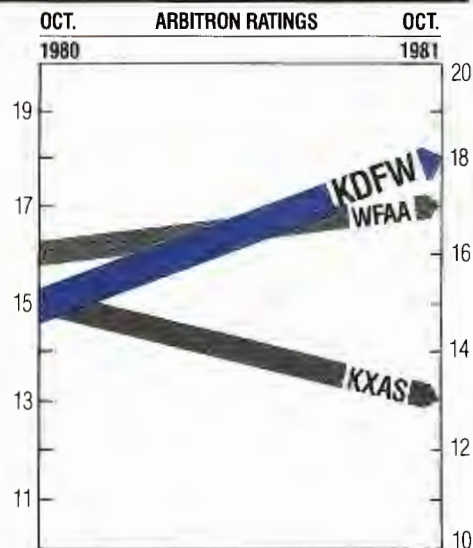


ARB+NSI=News Dominance for KDFW-TV, Dallas.



Source: October 1980/81 A. C. Nielsen Company;
10PM Mon.-Fri. average
(WFAA, Tues.-Fri. average)

Both Arbitron and Nielsen agree, KDFW-TV is the #1 news station at 10PM in Dallas/Fort Worth. That's news leadership in the number ten market. News dominance built on news excellence the Dallas/Fort Worth viewer demands.



Source: October 1980/81 Arbitron
10PM Mon.-Fri. average
(WFAA, Tues.-Fri. average)

KDFW-TV
A TIMES MIRROR STATION



A CBS AFFILIATE

Represented Nationally by **hrp**

Closed Circuit®

Insider report: behind the scene, before the fact

Sharp for Washburn?

Prospects are that new Republican will replace Abbott Washburn on FCC after latter's term expires next June 30. It's been Reagan policy to replace all previous administrations' appointees with Reagan people. Successor is likely to be Stephen A. Sharp, 34, FCC Chairman Mark Fowler's appointee as FCC general counsel. Sharp started out as law clerk at FCC, was later legal assistant to then-Commissioner Margita White, was in private practice after 1978 until rejoining FCC this year.

Washburn is being supported by Fowler for appointment to government post in international telecommunications for which he has some background. He's former deputy director of USIA, participated with ambassadorial rank in formation of International Telecommunications Satellite Organization in 1970-71.

Markets over there

U.S.-made TV programs continue to rack up strong sales overseas. Latest authoritative estimates put 1980 sales of U.S. television programs and feature films in foreign markets at about \$400 million, up about 14% from \$350 million year before. Current outlook is for 1981 sales close to 1980 mark—perhaps up slightly but not by much, owing to unfavorable currency exchange rates.

Turnover turnaround

Chances are considered good that FCC Chairman Mark S. Fowler can muster majority vote to eliminate rule requiring licensees to hold broadcast stations at least three years before selling, except in emergencies or hardship cases. It's part of general deregulatory plan at FCC and will come up for action in next month.

Phantom supporters

Majority of National Cable Television Association's board of directors is now solidly opposed to copyright compromise approved three weeks ago by board's vote of 15 to 11. At least three of those who voted to accept compromise are said to have done so to avoid embarrassing split among NCTA leaders, and of four who missed vote, two are said to oppose compromise and two decline to take stands. In spite of this, NCTA board meeting opening today (see story in "Top of the Week") is not expected to result in reconsideration of original vote, primarily

because matter may now be largely out of industry negotiators' hands and in those of House subcommittee charged with copyright and anxious to move bill this year.

Sneak preview

Singer Glen Campbell and comedian Jonathan Winters will entertain at next year's National Association of Broadcasters convention, set for April 4-7 in Dallas. Also appearing will be FCC Chairman Mark Fowler, who will address convention on closing day.

Everybody's in act

Booth at Western Cable Show this week in Anaheim, Calif., is not only evidence of NBC's increasing interest in cable television. Network has signed up for transponder on Southern Pacific's Spacenet I, satellite loaded with cable programers and scheduled for launch in early 1984. NBC could offer two program services through its transponder, one of 12 on bird with bandwidth double that of conventional transponder.

It is also rumored that NBC is in line for one or more of five transponders co-owned RCA Americom has as yet to allocate on Satcom IV, planned to be Cable Net Two after its launch in January 1982.

Unpredictable

Canvass of knowledgeable television network buyers at New York advertising agencies turns up varying predictions as to whether scatter-buy prime-time market for first quarter of 1982 will be upbeat or depressed. There's agreement, however, that manufacturers of low-ticket items such as detergents, food and beer will keep budgets up but that big-ticket advertisers (autos, major appliances) will exercise restraint. Estimated 35% of prime-time inventory is available for scatter buys.

What if?

Tightening ratings race among television network evening newscasts has called up much speculation about what it could lead to. Now comes speculation about what might have been. This theory (without supporting statistics) suggests that, at time when only two-tenths of ratings point separates first and third—which was case couple of weeks ago—*NBC Nightly News* almost surely would be in first place, instead of third, if NBC-TV had not lost affiliations of KSTP-TV Minneapolis-St. Paul, WSB-TV Atlanta and half-dozen or so

other major stations in past few years. By same token, *World News Tonight* on ABC, which was beneficiary of most of those affiliation changes, would almost as surely be in third place instead of, occasionally, in first.

Togetherness

In line with growing trend toward mergers in national representative field, Jack Masla & Co., New York, is reported to be acquiring pioneer rep company, HR/Stone. Neither Masla nor HR/Stone could be reached for confirmation, but other media sources claimed agreement had been reached.

In the cold

Broadcasting representatives were odd people out when State Department named delegation to represent U.S. on panel of experts that met in Rio de Janeiro last week in connection with upcoming regional conference on use of direct broadcast satellites. "So many" nongovernment types sought to participate, according to State Department official, that State simply threw up its hands and decided to include none. Panel—first to be held in preparation for conference that will run from June 13 to July 16, 1983, in Geneva—was to work on computer programing and on questionnaire to obtain from countries of western hemisphere their broadcast satellite requirements. U.S. was represented by Edward Jacobs, of FCC; Richard Shrum, of State Department, and Donald Jansky, of National Telecommunications and Information Administration.

Absence of industry representatives from delegation last week should not be considered precedent, according to State Department official. He said they will be included on delegations to future POE's, as well as on delegation to conference itself.

\$3-million man

Ward L. Quaal, who has been management consultant since taking early retirement from presidency of WGN Continental in 1974, is undertaking voluntary assignment as labor of love. In assuming presidency of Broadcast Pioneers Education Fund, he is preparing to launch drive to raise \$3 million for its library program.

Library, established in 1966, is headquartered in Washington at National Association of Broadcasters building. Quaal maintains offices in Chicago and Los Angeles.

ALICE

The Seasoned Comedy Hit That's Made to Order.



80

MARKETS SOLD!

WAST-TV, Albany-Schenectady-Troy
WSB-TV, Atlanta
WATU-TV, Augusta
KTBC-TV, Austin, Tx.
KERO-TV, Bakersfield
WMAR-TV, Baltimore
WAFB-TV, Baton Rouge
KJAC-TV, Beaumont-Port Arthur
WBNG-TV, Binghamton
WVTM-TV, Birmingham
WOAY-TV, Bluefield-Oak Hill
KTVB, Boise
WSBK-TV, Boston
WKPT, Bristol-Kingsport
WIVB-TV, Buffalo

WOWK-TV, Charleston-Huntington
WCSC-TV, Charleston, S.C.
WSOC-TV, Charlotte
WDEF-TV, Chattanooga
WXIX-TV, Cincinnati
WUAB-TV, Cleveland
WLTX-TV, Columbia, S.C.
WTVM, Columbus, Ga.
WBNS-TV, Columbus, Oh.
KDFW-TV, Dallas-Ft. Worth
WDTN, Dayton
KWGN, Denver
WETM-TV, Elmira
KTHI-TV, Fargo
WEVU-TV, Ft. Myers

WGHP-TV, Greensboro—
Winston-Salem — High Point
WCTI-TV, Greenville-New Bern
WLDS-TV, Greenville—
Spartanburg-Asheville
WHTM-TV, Harrisburg-Lancaster
KHTV, Houston
WTHR, Indianapolis
WAPT-TV, Jackson, Ms.
WTLV, Jacksonville
WTAJ-TV, Johnstown-Altoona
KCMO-TV, Kansas City
KVVU-TV, Las Vegas
WKYT-TV, Lexington
KARK, Little Rock

KTTV, Los Angeles
WAVE-TV, Louisville
WMTV, Madison
WHBQ-TV, Memphis
WTCN-TV, Minneapolis-St. Paul
WALA-TV, Mobile-Pensacola
WZTV, Nashville
WGNO-TV, New Orleans
WPIX, New York
WAVY-TV, Norfolk-Portsmouth
KOSA-TV, Odessa-Midland
KGMC, Oklahoma City
WOFL, Orlando-Daytona Beach
WRAU-TV, Peoria
WPHL-TV, Philadelphia
KPHO-TV, Phoenix
WPGH-TV, Pittsburgh
KOIN-TV, Portland, Or.
WTVD, Raleigh-Durham
WTVR-TV, Richmond
WLSL-TV, Roanoke-Lynchburg
WHEC-TV, Rochester, N.Y.
KQVR, Sacramento-Stockton
KENS-TV, San Antonio
KFMB-TV, San Diego
WTOG-TV, Savannah
KCAU-TV, Sioux City
KYTV, Springfield, Mo.
KTVI, St. Louis
WSTM-TV, Syracuse
WFLA-TV, Tampa-St. Petersburg
WTHI-TV, Terre Haute
WVGA-TV, Valdosta, Ga.
WSAW-TV, Wausau
WTRF-TV, Wheeling
KFDX-TV, Wichita Falls
WECT, Wilmington



Warner Bros. Television Distribution
A Warner Communications Company

Business Briefly

TV ONLY

Sounder Sports Golf clubs. Begins Jan. 1 for about 18 weeks in 20 markets. Early fringe, news and sports times. Agency: Maftzger & Kuhe, Farmington, Conn. Target: total men.

American Can Co. Various products. Begins Dec. 28 for 13 weeks in over 20 markets. Day, fringe, prime, prime access and news times. Agency: Scali, McCabe, Sloves, New York. Target: adults, 18-49.

Federal Express ☐ Overnight letter. Begins Dec. 28 for nine weeks in about 20 markets. Prime access, prime, fringe, late fringe and news times. Agency: Ally & Gargano, New York. Target: total men.

Reynolds Metals Co. Oven cooking bags. Begins Jan. 4 for eight weeks in 21 markets. Early fringe and late fringe times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 25-54.

Nissan ☐ Ramen noodles. Begins Jan. 25 for five weeks in 12 markets. Agency: Young & Rubicam, New York. Target: adults, 18-49.

Vermont Travel Division Begins Jan. 11 for three weeks in three New England markets. All dayparts. Agency: Kenyon & Eckhardt Advertising, Boston. Target: adults, 18-49.

Frito Lay Cheetos (bacon and cheese snacks). Begins first quarter for varying flights in five Southeastern markets. Agency: Young & Rubicam, New York. Target: women, 25-49; teen-agers, 12-17.

Dubuque Packing Co. Canned ham. Begins Dec. 7 for two weeks in 11 markets for TV and for three weeks in San Francisco for radio. Day, fringe, news and prime time for TV. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

Royal Durasteel ☐ 19-piece stainless steel mixing bowl set. Begins Dec. 20 for varying flights in about 100 markets. Agency: Dial Media, Warwick, R.I. Target: women, 25-49.

Breuner Co. ☐ Department stores. (Magnavox and Fischer promotion). Begins Dec. 3 for one week in seven West



Animated approach. American Greeting Cards first network TV campaign, which broke on Thanksgiving day, features survey of company's humorous and sentimental line. All three networks will carry new spots that are scheduled to run throughout 1982 in prime time, day and late fringe. Later spots will highlight characters from Greeting Cards: Ziggy, Strawberry Shortcake and Holly Hobbie. Effort is being made to "increase consumer awareness of the product as well as dealer support."

Coast markets. Day, fringe and prime times. Agency: Allen & Dorward, San Francisco. Target: men, 25-49.

RADIO ONLY

Clothes Time ☐ Christmas promotion. Begins Dec. 3 for four weeks in about six California markets. Agency: International Communications Group, Los Angeles. Target: adults, 18-49.

California Federal Savings ☐ IRA account. Begins this week for three weeks in at least five California markets. Agency: Jensen & Ritchie Advertising, Los Angeles. Target: adults, 35 and over.

Givenchy ☐ L'Interdit perfume. Test campaign begins Dec. 7 for three weeks in Minneapolis and San Francisco. Agency: Levine, Huntley, Schmidt, Plaplers & Beaver, New York. Target: adults, 25-49.

Bank Of America Savings. Begins Dec. 7 for three weeks in 21 markets. Agency: Grey Advertising, San Francisco. Target: adults, 35-49.

Barnes-Hind ☐ Pharmaceuticals. Begins Jan. 18 for three weeks in over 20 markets. Agency: Zechman & Associates Advertising, Chicago. Target: women, 18-34.

Stuart Anderson ☐ Fast food franchise. Begins Dec. 7 for two weeks in about 10 West Coast markets. Agency: Western International Media, Los Angeles. Target:



*The greatest dangers to liberty
lurk in insidious encroachment
by men of zeal, well-meaning
but without understanding.*

Louis D. Brandeis



the gilmore group

WEHT-TV
Greenville

WREX-TV
Rockford

KODE-TV
Tulsa

KODE
Tulsa

WQOP
Hartford

WSVA
Hartford

How much would you give to add one day to your week?

Give your audience One Day at a Time and watch what happens. One Day at a Time ranks #1 in its competitive time period. Also #1 in share, homes, total women and total men.



One Day at a Time has been #1 in its time slot against competition like Mork & Mindy, Eight is Enough, Charlie's Angels, CHiPS, World of Disney, Jaws II, Saturday Night Fever and Smokey and the Bandit. Your competition can't be any tougher.

One Day at a Time ranks #2 in total women viewers among all prime time comedies and out-delivers the average comedy by 24%.



One Day at a Time ranks #3 against all prime time comedies in total men. It out delivers the average comedy by 22%.

One Day at a Time is consistently young at heart with 56% of all total adults between 18 and 49. And 66% of all its viewers are under 50.



One Day at a Time. 163 half-hour episodes available Fall 1982. It makes everyone laugh... except the competition.

One Day at a Time
AVAILABLE FALL 1982 — 163 Days at a Time

Distributed by **TAT** Communications Co.
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600

AdVantage



New hair dryer. Clairol Appliances will use spot TV to introduce its Kindness Quartz hair dryer beginning this week. Calet, Hirsch Kurnit & Spector, New York, created commercials designed to reach women with curly hair. In spot entitled, "Don't blow it," quartz heat combined with "gentle airflow" demonstrates that it "dries curly hair and leaves it curly."

ESPN news. Mitsubishi Corp. will be primary sponsor on ESPN for network's Dec. 6 telecast of Mirage Bowl. Event took place in Tokyo on Nov. 29 and pitted Western Athletic Con-

ference teams, San Diego State and U.S. Air Force Academy, against each other. Michael O. Presbrey, vice president, advertising sales, at ESPN, said: "This is an ideal example of how an advertiser can dominate a specific event on cable television. Mitsubishi Companies... are providing advertising and production support to help bring this year's Mirage Bowl to American viewers."... ESPN also announced first-time advertising commitments this month by Qantas Airways Ltd. and Phillips Petroleum Co. Qantas has placed "six-figure investment" through Cunningham & Walsh for three months.

New buying unit. Kal Liebowitz, founder and former executive vice president of Air Time, has formed KSL Media, New York. New full-service media operation has gained clients including Christian Schmidt Brewing Co., Conair Corp. and Smith/Greenland Inc. from now defunct Air Time. Liebowitz expects to place \$12 million in advertising by year-end.

New name, new jobs. New York ad agency, Hecht, Higgins & Peterson, has changed its name to Arthur Hecht & Partners. Along with change is addition of three new companies: VideoSense, producing short features for cable; SoundSense, producing radio features, and publishing company to produce and distribute advertising-supported books.

IS CABLE PART OF YOUR GROWTH PLAN?

When the first bird took flight, it signaled the communications community that rapid changes were in store for cable system operators.

Frazier, Gross & Kadlec knows today's cable industry is not the one of years past, and the questions facing cable financial planners and managers today are new and unique.

We know because we've grown with the cable industry for the past 35 years and have helped management address those very questions. Our years of experience in providing consulting services to the broadcast and cable industries have earned Frazier, Gross & Kadlec its respected reputation for fair market valuations; assessments of the eco-

nomie potential for tiering; asset appraisals; and analyses of the viability of system expansion or retrofitting.

Our experienced analysts and engineers can design a fresh approach to your financial planning challenge, whether you're an MSO or single-system operator. Let us help you lay the groundwork for your growth.

**FRAZIER,
GROSS & KADLEC**

Broadcast and Cable Management Consultants

Call or write for additional information:
Charles H. Kadlec,
Executive Vice President
4801 Massachusetts Avenue, N.W.
Washington, D.C. 20016
(202) 966-2280

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adults, 25-54.

Trans World Airlines □ Begins Dec. 21 for two weeks in New York, Boston, Philadelphia, Washington, Los Angeles and San Francisco. Agency: Ogilvy & Mather, New York. Target: men, 25-54.

Alfred A. Knopf □ Rolling Stones book. Begins Dec. 4 for three days in 11 markets. Agency: Sussman & Sugar, New York. Target: adults, 18-34.

Celanese Fibers Marketing Co. □ Begins this week for fourth quarter in New York and Chicago. Agency: Doyle, Dane, Bernbach, New York. Target: adults, 25-49.

RADIO AND TV

American Dairy Association of Wisconsin □ Butter promotion. TV and



radio campaign begins this week for four weeks in Chicago and Wisconsin markets. Agency: CreatiCom Advertising, Madison, Wis. Target: adults, 18-49.

RepReport

KSOP-AM-FM Salt Lake City: To Major Market Radio Sales from H.R. Stone.

KTOK(AM)-KJYO(FM) Oklahoma City: To Major Market Radio Sales from Eastman Radio.

KKNU(FM) Fresno, Calif.: To Blair Radio from Torbet Radio.

WDZ(AM)-WDZQ(FM) Decatur, Ill.: To Eastman Radio from Buckley Radio Sales.

WCHS(AM)-WBES(FM) Charleston, W. Va.: To Eastman Radio from Blair Radio.

KDAB(FM) Ogden, Utah: To Bernard Howard & Co. from Buckley Radio Sales.

KWMT(AM)-KKEZ(FM) Fort Dodge, Iowa: To Eastman Radio from Buckley Radio Sales.

WSSL(FM) Laurens, S.C.: To Eastman Radio from Selcom.

Clearview TV Cable, Seattle: To Cable Advertising Network (no previous rep).

DIFF'RENT STROKES. THE HIGHEST RATED COMEDY TO PREMIERE ON ANY NETWORK IN THE PAST SIX SEASONS.



While other situation comedies slumped in the 1980-1981 season, Diff'rent Strokes rose to the top, ranking #4 among all situation comedies.

RANK	PROGRAM	NTI RATING/SHARE
1	M*A*S*H	23.9/35
2	JEFFERSONS	23.6/35
3	ALICE	23.5/34
4	DIFF'RENT STROKES	23.4/35
5	HAPPY DAYS	23.2/34
6	ONE DAY AT A TIME	23.1/33
7	THREE'S COMPANY	23.0/34
8	FACTS OF LIFE	22.8/35
9	ARCHIE BUNKER'S PLACE	22.6/33
10	LAVERNE & SHIRLEY	22.1/32
11	TOO CLOSE FOR COMFORT	22.0/33
12	HOUSE CALLS	21.1/30
13	BRADY BRIDES	20.5/33
14	BARNEY MILLER	19.7/30
15	TAXI	19.3/29
16	MORK & MINDY	19.1/29
17	HARPER VALLEY P.T.A.	18.7/30
18	SOAP	18.6/28
19	BOSOM BUDDIES	18.3/27
20	IT'S A LIVING	17.8/28
21	WKRP IN CINCINNATI	17.1/29
22	BENSON	16.5/28
23	FLO	16.3/25
24	I'M A BIG GIRL NOW	16.1/26
25	LADIES' MAN	15.1/23

Source: NTI Nov. 1980 and Feb. 1981

AVAILABLE '84

Diff'rent Strokes a **TANDEM** production distributed by **P.T.S.** films
1901 Avenue of the Stars, Suite 666, Los Angeles, California 90067 (213) 553-3600 TWX: TANDEM TAT LSA

© 1981 Tandem Productions, Inc.

Monday Memo®

A broadcast advertising commentary from Frank Mingo and Caroline Jones, president and executive VP, respectively, Mingo-Jones, New York

Good minority-oriented advertising is just good advertising

How do you make a good advertising campaign even better? Aim it at a black audience.

Or a Spanish-speaking audience. Or any other special consumer group. Then, justify every dime of the client's money you spend. And all the while be determined to do even better than the bigger agency with bigger bucks.

At Mingo-Jones, we must practice what we preach, because fully 75% of our accounts ask us to "do something" about the special needs or opportunities to advertise to black men, women, or children.

Most of the time we don't have the good fortune to be able to start from scratch. Usually, a major advertiser has already spent the bulk of his money on the "general market" which has gotten the message and is buying the product. Our agency comes in when the message seems to have missed the black consumer, often a heavy user in the category. Or, even worse, the message has ignored him or her altogether.

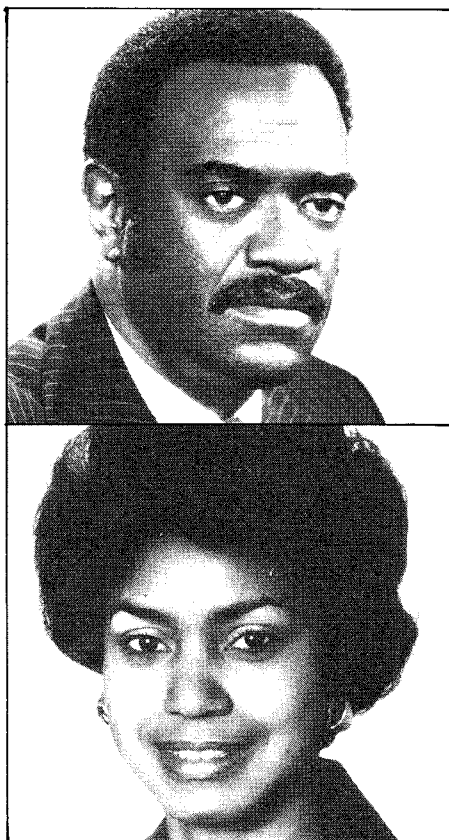
No, it doesn't seem strange to us that major agencies with dozens of people on the account haven't sold "all the people" via TV. Nor is it strange to us that some advertisers will spend *more* to measure to see if what *we* do is effective or to find out if "something is happening" from day one as a result of our efforts. It doesn't seem strange to us. It just is.

In fact, we feel much of our success stems from the fact that we have removed the mystery from the task of marketing to black audiences.

Very often, the ability to solve the hardest part—making a good campaign better—reaps sweet rewards. That's when the campaign developed for a black audience turns out to be the best campaign for any audience.

As the New York region agency for Kentucky Fried Chicken, we developed the "We Do Chicken Right" campaign nearly five years ago. It was carefully constructed to appeal to the heavy consumers of fried chicken: black and Spanish, and white New Yorkers. The plan was simple: Get more of the people who like fried chicken to eat it more often and there would be no KFC "share of stomach" problem in New York.

With no television budget to showcase our campaign, we launched a heavy radio schedule, concentrating on weekends. We then chose high-traffic areas for outdoor and urban panels; reminded consumers of store locations in newspapers, and even boosted the employees' morale by using



Frank L. Mingo, president of Mingo-Jones Advertising, previously was VP-management supervisor on the Miller Brewing account at McCann Erickson Inc., where he supervised the introduction of Lite Beer from Miller. He began his advertising career 17 years ago with J. Walter Thompson in Chicago.

□
Caroline Jones is executive VP-creative director of Mingo-Jones Advertising Inc. She previously was VP-creative supervisor at BBDO—among the first black females elected VP of a major advertising company.

them as models in the first phase of the advertising.

It worked even better than we anticipated. Today, the entire KFC co-op uses our theme to tell the world, "We Do Chicken Right."

Recently, the campaign went into phase II: Well-known personalities endorsing the "experts" of fried chicken. Gladys Knight and B.B. King were perfect for New York, and the creative project is being utilized across the country.

But, as in the case of Goodyear, we were given the opportunity to create a position and execution designed especially for blacks. And, while Goodyear tires are certainly number one in the world, our research showed they were not first among blacks. However, it did show Goodyear to have a good quality image among these consumers. Our themeline, "if it's not

Goodyear, it's not good enough for me," reinforced the quality image and set the consumer to thinking about the status of having tires from the number-one tire company in the world. Additionally, since no man sees himself as the average man, the assumptive statement of what is good or not good enough for him reinforces the quality bandwagon.

In addition to 30-second TV spots, we also fashioned openings and closings to accommodate retail sales messages, radio commercials, four-color print and outdoor ads.

A jingle was created to give a freshness to the product line and the Goodyear service centers. The entire campaign featured the car as an important "member of the family" as evidenced in the first line of the song, "When I need new tires, I hear my car say, 'Go with the best, Goodyear all the way. . . .'"

The executional device of having the consumer mimic someone asking for Goodyear tires or service has proved to be so successful that what started out as a four-market, minority-oriented assignment has been rolled out into 20 markets, and the end is nowhere in sight.

Creating advertising that is "color blind"—good, black-oriented advertising that appeals to anyone—has enabled us to capture the big one that every black-owned agency wants: the opportunity to advertise a product across the board. For Liggett & Myers Tobacco, we're introducing its first new product in many years—Omni menthol cigarettes. Our creative strategy was designed simply to enhance the product. Expensive packaging and graphics, a quality product, 100 mm, good menthol level and great taste. They call it Omni Luxury Lights. We call it "the world's most elegant menthol."

Our methods aren't mad. We practice the same disciplines taught us in the big international agencies where we learned our trade. Studying the research and product data, understanding who buys our product and why. And carefully analyzing the past and present advertising strategies and executions. We're looking for the salable elements—a themeline, look, or strategy.

We employ as much professional data as possible in our recommendations, knowing instinctively that the research is probably nonexistent, the product data for our target group inadequate, and the creative aimed at the wrong motivations, consumption patterns or buying habits.

Yet, in spite of the limitations and frustrations inherent in addressing any audience within an audience, it can be done. And done well. It's a very tough and ongoing challenge. But then, we like challenges.

A Rare Find



**Petry Television
is Now the National Representative for a
Great Major Market Independent
KWGN-TV 2, Denver
A Tribune Broadcasting Co. Station**

PETRY

Representing the Broadcasting Industry for 50 Years

A large satellite dish antenna is shown in silhouette, angled upwards towards the right. The dish's complex internal support structure is visible. It is mounted on a metal frame. The background is a vast, bright sky with a warm, orange-gold hue, suggesting a low sun. Some wispy clouds are visible in the upper left. The overall mood is one of technological advancement and global communication.

To keep up with this



For more than fifty years, Storer has been in the forefront of the broadcasting industry.

We've seen many dramatic changes in that time. And initiated more than a few on our own.

Consider our recently installed satellite uplink transmitter, for example. It is the first such installation in the Washington, D.C. area operated by a television and cable communications company.

changing world, we've made a few changes of our own.

The uplink allows us to connect our seven television stations and our major cable TV systems instantaneously and simultaneously to better serve people in the many cities in which we operate.

Broadcasting innovation. It's been the guiding principle of Storer from our early days in radio in 1927 right up through today's satellite communications.

Tomorrow? Storer will be there, too, with new and better ideas. The way we see it, the only limit to the possibilities of television and cable communications is the limit of human imagination.

STORER

BROADCASTING COMPANY

WANT TO BUY MADISON SQUARE GARDEN?



Of course, we can't sell you the Garden. But at Madison Square Garden Network, we can sell you the next best thing—sports programming that gives advertisers of every kind a chance to reach the one kind of audience that everyone wants to reach:

the upscale sports minded viewer.

This season, our Prime Time Sports show brings you more of the best college basketball in the country.

You can catch NCAA champion Indiana take on Notre Dame.



The ECAC Holiday Festival attracts some of the greatest teams in the country and some of the biggest audiences.

And don't forget our exclusive coverage of the National Invitation Tournament.

It's all live and all on prime time television.

So if you want to find out more about the different ways Madison Square Garden Network can sell you on the excitement that's happening at Madison Square Garden, call Larry Fischer or Ray Levy at (212) 563-8962.



Four Pennsylvania Plaza
New York, N.Y. 10001
(212) 563-8000

Datebook

Announcing the AP Broadcast News Handbook

■ indicates new or revised listing

This week

Nov. 29-Dec. 3—National Telecommunications Conference, sponsored by *Institute of Electrical and Electronics Engineers and Communications Society Conference Board*. Marriott hotel, New Orleans.

Nov. 30—Comments due on FCC proceeding on whether to modify or repeal rule requiring broadcasters to file annual financial reports.

Nov. 30-Dec. 3—ABC-TV affiliates board meeting. Maui, Hawaii.

Nov. 30-Dec. 1—*Communications Technology Management and Annenberg School of Communications* second annual "Telecommunications for the 80's" conference. Speakers include Arthur Taylor, RCTV; Representative Timothy Wirth (D-Colo.), and Ted Turner, CNN. University of Southern California, Los Angeles.

Dec. 1—*New York chapter of National Academy of Television Arts and Sciences* silver anniversary salute, "John Chancellor—Among Friends." Guests: David Brinkley, Barbara Walters, ABC-TV; Dan Rather and Shad Northshield, CBS-TV; Tom Brokaw, Roger Mudd, Garrick Utley and Reuven Frank, NBC-TV.

Dec. 1—*Communications Task Force of National Conference of Black Lawyers* luncheon meeting. Speaker: FCC Commissioner Mimi Dawson. Washington Marriott hotel, Washington. Information: Zora Kramer, 632-7260.

Dec. 2-4—*Western Cable Show*, Anaheim Convention Center, Anaheim, Calif.

Dec. 4—*Broadcast Pioneers, Washington area chapter* second annual awards banquet. Kenwood country club, Bethesda, Md.

Dec. 4-5—*National Federation of Local Cable Programers* regional meeting. Everglades hotel, Miami.

Also in December

Dec. 13-16—*Arbitron Radio Advisory Council* meeting. Cancun Caribe, Cancun, Mexico.

Dec. 7—Comments due on FCC proceeding to do away with requirement that broadcasters file letters received from public in public letters file.

Dec. 8—*American Advertising Federation* fifth annual law conference, "The Changing Regulatory Environment." Speakers: James E. Miller III, chairman, Federal Trade Commission; Mark S. Fowler, FCC chairman, and Bernard Wunder, National Telecommunications and Information Administration. Four Seasons hotel, Washington.

Dec. 8—*International Association of Satellite Users* business seminar. Luncheon speaker: Kenneth Cox, vice president-general counsel, MCI Communications Corp. One World Trade Center, 43d floor, Oval Room, New York. Information: (703) 442-8781.

Dec. 9—*Academy of Television Arts and Sciences* luncheon. Speaker: Frank Price, president of Columbia Pictures. Century Plaza hotel, Los Angeles.

Dec. 10-11—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hyatt hotel, Orlando, Fla.

Dec. 11—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 11—*International Television Association* San Diego chapter video awards festival. Royal Quality Inn, San Diego. Information: Pamela Taylor Waldman, P.O. Box 575, Del Mar, Calif. 92014.

Dec. 11-13—*Audio Independents, University of California Radio Network, Western Public Radio and California Arts Council's* "Dialogue 81: Radio ...

Waves of the Future." Asilomar Conference Center, Pacific Grove, Calif.

Dec. 14-17—*Washington Journalism Center* conference for journalists on "The Economic Outlook for 1982." Washington Journalism Center headquarters, Washington.

January 1982

Jan. 10-12—*California Broadcasters Association* winter meeting. Spa hotel, Palm Springs, Calif.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Jan. 13-15**—*Arbitron Television Advisory Council* meeting. Walt Disney World Conference Center, Orlando, Fla.

Jan. 14-15—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

Jan. 15—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Century Plaza hotel, Los Angeles.

Jan. 17-20—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

■ **Jan. 18-22**—*National Association of Broadcasters* joint board of directors meeting. Maui, Hawaii.

Jan. 20—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

Jan. 23-27—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington.

Jan. 27—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 28-30—*Global Village's* first annual conference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

Jan. 29-31—Southeast regional conference of *Alpha Epsilon Rho*, national broadcasting fraternity. University of South Florida, Tampa.

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

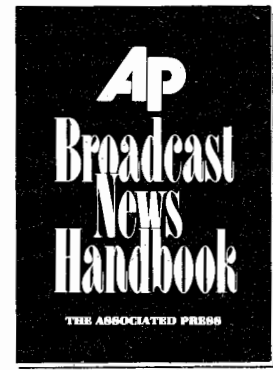
February 1982

Feb. 2—*Broadcast Pioneers'* Mike Award dinner. Pierre hotel, New York.

Feb. 3—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Feb. 3-8—*International Radio and Television Society* faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, New York.

■ **Feb. 4-6**—*South Carolina Broadcasters* winter convention. Speaker: FCC Chairman Mark Fowler.



Nearly 300 pages of the most complete and useful information on good broadcast news writing available today. The *AP Broadcast News Handbook* has the basic facts every reporter, writer, and editor needs to know.

Written especially for broadcast journalists, this important new book contains:

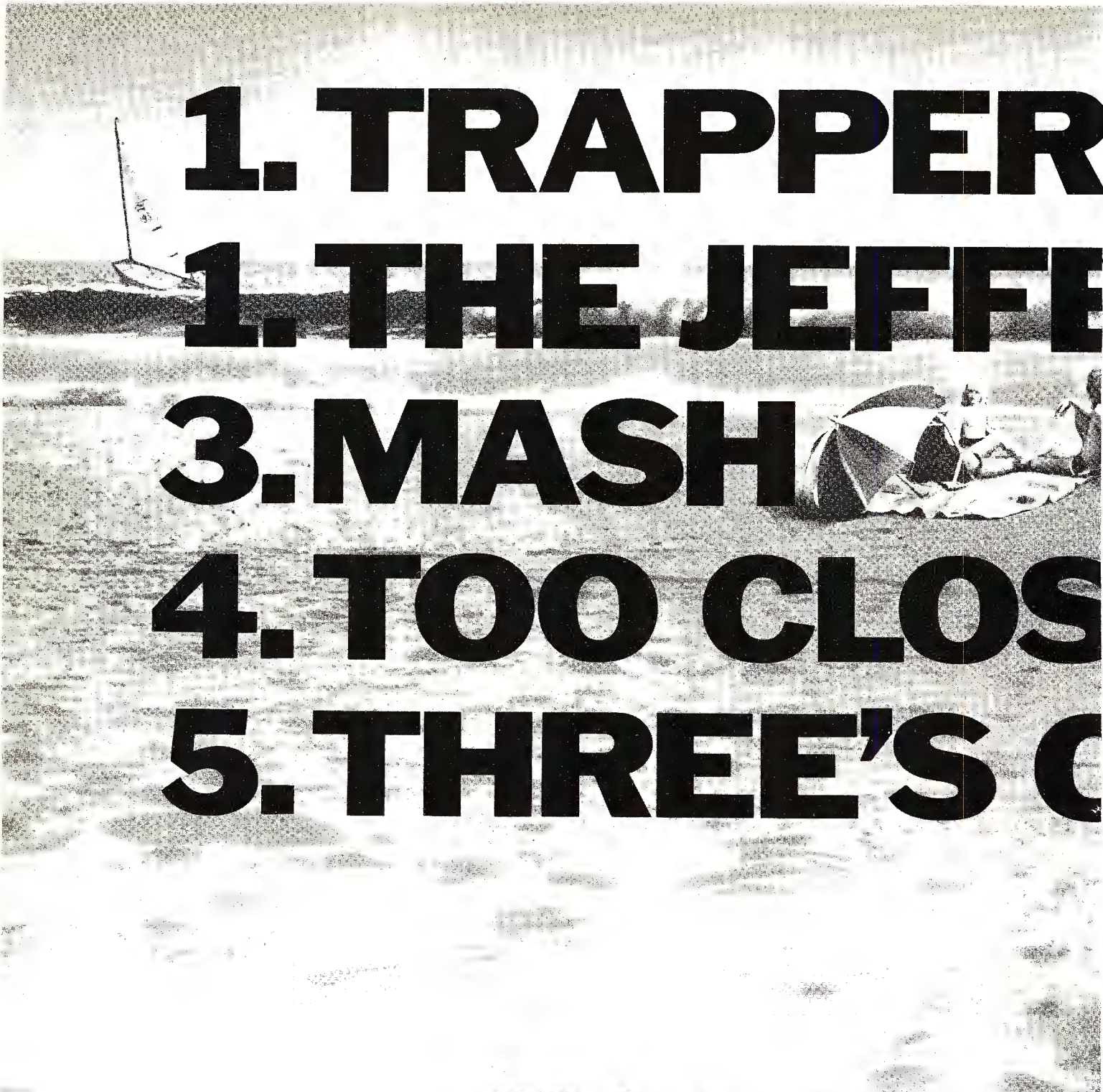
- A comprehensive guide to the elements of good broadcast news writing.
- Quick references on correct usage and pronunciation of thousands of words and phrases.
- Background data on nations, religions, companies, and institutions around the world.
- A special chapter on libel.
- Guidance for effective use of quotes and properly attributing statements.
- More than 200 pages of reference material alphabetically indexed for easy use.

The new *AP Broadcast News Handbook* is available now from the AP at \$8.95 per copy. It's the one book every working broadcast journalist should have.

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1. TRAPPER

1. THE JEFFE

3. MASH

4. TOO CLOS

5. THREE'S C

We had a h

As the temperature climbed last July and August, so did Trapper's ratings.

Among all series, Trapper John, M.D. came out on top of the summer Nielsens. (It's

not too surprising. In years one and two, according to NTI, Trapper was #1 in its time slot and in the top 20 among all regular shows.)

Our thanks to Emmy-nominee Pernell

JOHN, M.D.



Not summer.

Roberts, Gregory Harrison, Madge Sinclair, Charles Siebert, Christopher Norris and Brian Mitchell. You're even better the second time around.

Trapper John, M.D. is a production of Frank Glicksman Productions and Don Brinkley Productions in association with Twentieth Century-Fox Television.

Trapper John, M.D.

Television never looked better.



Major Meetings

Dec. 2-4—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Jan. 23-27, 1982—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

March 11-16, 1982—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention, Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22, 1982—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29, 1982—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

May 2-5, 1982—*National Cable Television Association* annual convention. Convention Center, Las Vegas. Future conventions: June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

May 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

May 10-13, 1982—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18, 1982—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26, 1982—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-10, 1982—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fourth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

July 18-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

Sept. 9-11, 1982—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Aug. 29-Sept. 1, 1982—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

Sept. 12-15, 1982—*National Radio Broadcasters Association* annual convention. Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15, 1982—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21, 1982—9th *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2, 1982—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Feb. 18-21—*School of Communications at Howard University*, Washington, 11th annual Communications Conference, "The Future of Communications: a Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 23-25—*Cable News Network* production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—*Association of National Advertisers* television workshop. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Plaza hotel, New York.

March 1982

March 1—*International Radio and Television Society* Gold Medal anniversary banquet. Waldorf-Astoria, New York.

March 2—*Academy of Television Arts and Sciences* luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

March 2—*Florida Association of Broadcasters* Washington reception for Florida's congressional delegation. Florida House, Washington.

March 3-5—*National Association of Broadcasters* state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

March 7-9—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency, Columbus.

■ **March 9**—*West Virginia Broadcasters Association* sales seminar. Lakeview Inn, Morgantown, W. Va.

■ **March 10**—*West Virginia Broadcasters Association*

sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

March 11-16—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton.

■ **March 18**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

March 24-27—*National Broadcasting Society, Alpha Epsilon Rho*, 40th annual convention. Statler, New York.

March 28-April 3—European and North American public television producers annual INPUT '82. *International Public Television Screening Conference*. Toronto.

April 1982

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

■ **April 7-10**—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel. Grand Rapids, Mich.

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

April 16—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Eli Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 19—*Florida Association of Broadcasters* "Broadcasting Day" University of Florida, Gainesville, Fla.

■ **April 19-20**—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

■ **April 20**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

May 1982

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 7-8—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

May 7-9—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

■ **May 25**—*International Radio and Television Society* annual meeting with Broadcaster of the Year award. Waldorf-Astoria, New York.

June 1982

June 3-5—*AP Broadcasters* convention. Crown Center hotel, Kansas City, Mo.

June 11-18—*Radio-Television News Directors Association of Canada* annual meeting. Mount Royal hotel, Montreal.

June 12-16—*American Advertising Federation* annual conference. Omni International, Atlanta.

Hyatt Regency Greenville, Greenville, S.C.

Feb. 5-6—*Society of Motion Picture and Television Engineers* 16th annual conference. Opryland hotel, Nashville.

■ **Feb. 6**—*UCLA Extension* program, "Pay TV: Challenges and Opportunities for the Creative Community." Dickson Hall Auditorium, UCLA, Los Angeles.

Feb. 7-9—*Louisiana Association of Broadcasters* annual convention. Sheraton hotel, Baton Rouge.

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

Feb. 9-10—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel.

Feb. 10—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

■ **Feb. 10**—*Texas Association of Broadcasters* TV Day. Hilton Palacio del Rio, San Antonio, Tex.

Feb. 11—*Southern Baptist Radio and Television Commission* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 17—*New York chapter of Women in Communications* course titled "Basics of Cable." Urban Coalition, 1515 Broadway, New York.

Feb. 17-19—*Texas Cable TV Association* convention. Convention Center, San Antonio, Tex.

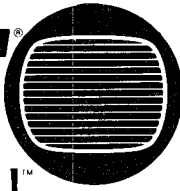
Feb. 18—*Religion in Media's* fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

BEING FIRST IS NOT ENOUGH.

SHOWTIME is Number One where it counts — in programming. We were the first pay TV network to present monthly Broadway productions. The first to introduce made-for-pay series. And the first to program an uncensored comedy series. In fact, SHOWTIME currently offers five regularly scheduled series. All in addition to the biggest movies available.

But being first isn't enough. We're known for Total Entertainment. We want to continue to give our viewers the best in original and innovative programming. So we're always on the lookout for new talent, fresh concepts, and new ideas for series. And, of course, more movies.

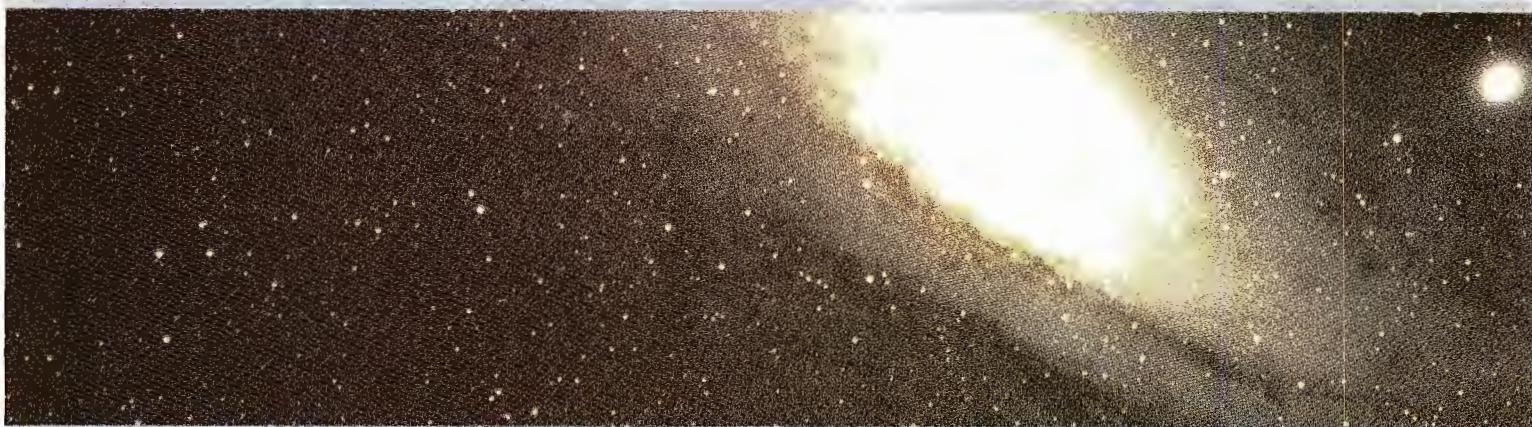
While we're scouting around at The Western Show, come see us. Ask for Loreen Arbus, Jim English, Jim Miller, Hal Richardson or Caroline Winston at Booth # 360 or drop by the Disneyland Hotel, Suite # 2832.

SHOWTIME® 
WE'RE TUNED IN TO YOU.™

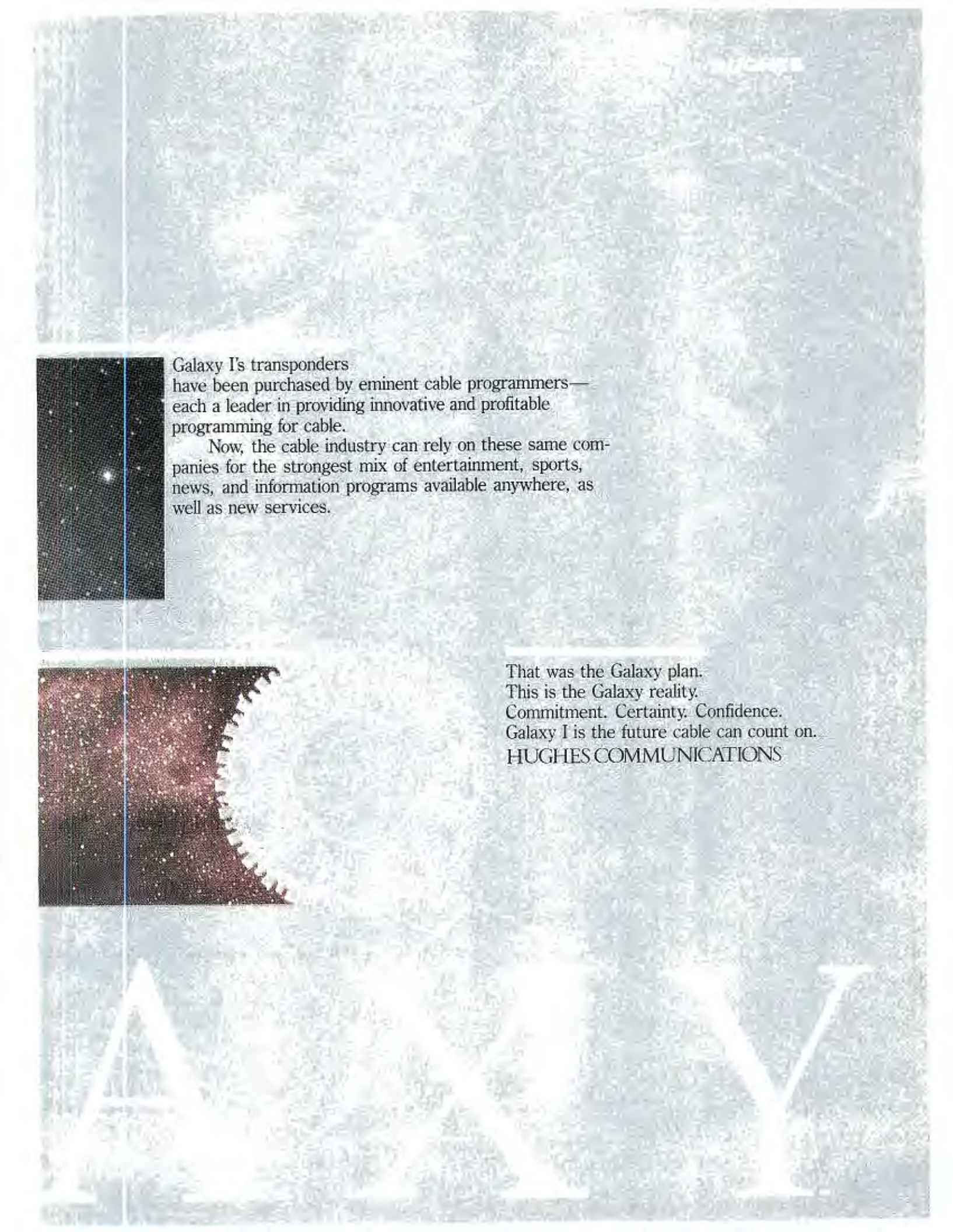


The promise
of Hughes Galaxy I has become a reality.

No longer is there any question
about the second TVRO—when you
should buy it or where it should look.

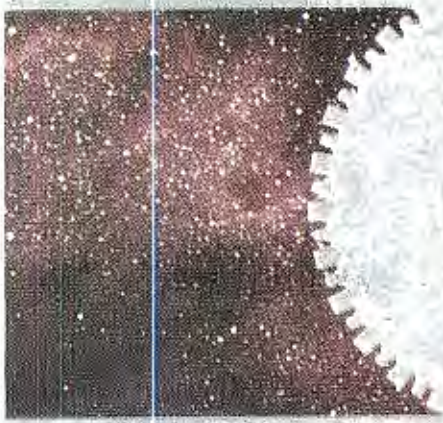


HUGHES
GAL



Galaxy I's transponders have been purchased by eminent cable programmers—each a leader in providing innovative and profitable programming for cable.

Now, the cable industry can rely on these same companies for the strongest mix of entertainment, sports, news, and information programs available anywhere, as well as new services.



That was the Galaxy plan.
This is the Galaxy reality.
Commitment. Certainty. Confidence.
Galaxy I is the future cable can count on.
HUGHES COMMUNICATIONS

ANY

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Broadcasting

The News Magazine of the Fifth Estate
INCORPORATING

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AND
Cablecasting

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June 13-14—Radio-Television News Directors Association board meeting. Mount Royal hotel, Montreal.

■ **June 16-19**—Maryland-District of Columbia-Delaware Broadcasters Association convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 17-18—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Washington Plaza, Seattle.

June 20-23—National Association of Broadcasters' Children's Television Conference. Capital Hill Hyatt Regency, Washington.

■ **June 22-25**—National Broadcast Editorial Association national convention. Mayflower hotel, Washington.

June 23-26—Florida Association of Broadcasters annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

June 27-30—Virginia Association of Broadcasters summer meeting. Wintergreen Resort, Wintergreen, Va.

July 1982

■ **July 14-16**—Arbitron Television Advisory Council meeting. Silverado, Napa, Calif.

July 14-17—Colorado Broadcasters Association summer convention. Manor Vail, Vail, Colo.

Open Mike**KEYFAX correction**

EDITOR: While I think that coverage in BROADCASTING is generally thorough and accurate, I'd like to correct some errors in the Nov. 16 story on the convention of the Society of Professional Journalists, Sigma Delta Chi, in Washington. In reporting comments made by Peter Winter of Field Electronic Publishing (FEP), your writer inaccurately identified Mr. Winter as "chief of 'Keefax,' a joint venture in teletext by the *Chicago Sun-Times* and that city's Marshall Field Co."

In truth, Mr. Winter is FEP managing editor of our teletext project known as KEYFAX. Field Electronic Publishing is a wholly-owned subsidiary of Field Enterprises Inc. There is no ownership connection between Field Enterprises Inc. and Marshall Field & Co., which owns the department store. FEP operates under Mr. James Hoge, publisher of the *Chicago Sun-Times*, also a Field Enterprises subsidiary.—*Donald J. Kaleta, president, Field Electronic Publishing, Elk Grove, Ill.*

Falwell fix

EDITOR: BROADCASTING is not known for sloppy reporting, but a glaring error was made in your Sept. 28 issue ("Cable is told to fight censors").

Your reporter states that Morality in Media, "headed by the Rev. Jerry Falwell, has announced a 43-city tour to rally support for cable censorship."

Jerry Falwell does not head Morality in Media, which is based in New York. Neither are we conducting a campaign against cable TV, though we do have some concerns that pornographers might try to achieve on cable what they have been unable to achieve on commercial television.—*Cal Thomas, vice president for communications, national capital office, The Moral Majority Inc., Washington.*

Watchers or listeners?

EDITOR: As a radio time salesman, I enjoyed Kevin Cox's "Monday Memo"

of Oct. 26, exposing the increasing fragmentation of the television audience.

One portion of the article especially caught my attention, and I quote:

"A recent eight-month Nielsen study showed that during the prime-time hours, the combined three-network share of audience was only 60%. Pay TV drew a 19% share, while all the commercial cable TV channels combined could only attract 4% of the available audience."

Mr. Cox accounts for an 83% share of audience. Where are the other 17%? With independents and public TV, I would assume. But, maybe not. I would like to suggest the other 17% as, most likely, 25-34 upper-income males watching TV with the *sound down* and the *radio up*.—*Steve Archbold, account executive, WIKS(FM) Greenfield, Ind.*

Missed point

EDITOR: The editorial, "Unwanted legacy," in your Nov. 9 issue referred to 9 khz AM channel spacing as "the Henry Geller-Charles Ferris plan to shower AM facilities on clamoring minorities."

You could have made the point without resorting to racial innuendo. Did you mean to imply that broadcasters should have opposed 9 khz because it would have helped minorities achieve a stake in the industry?—*Pluria W. Marshall, chairman, National Black Media Coalition, Washington.*

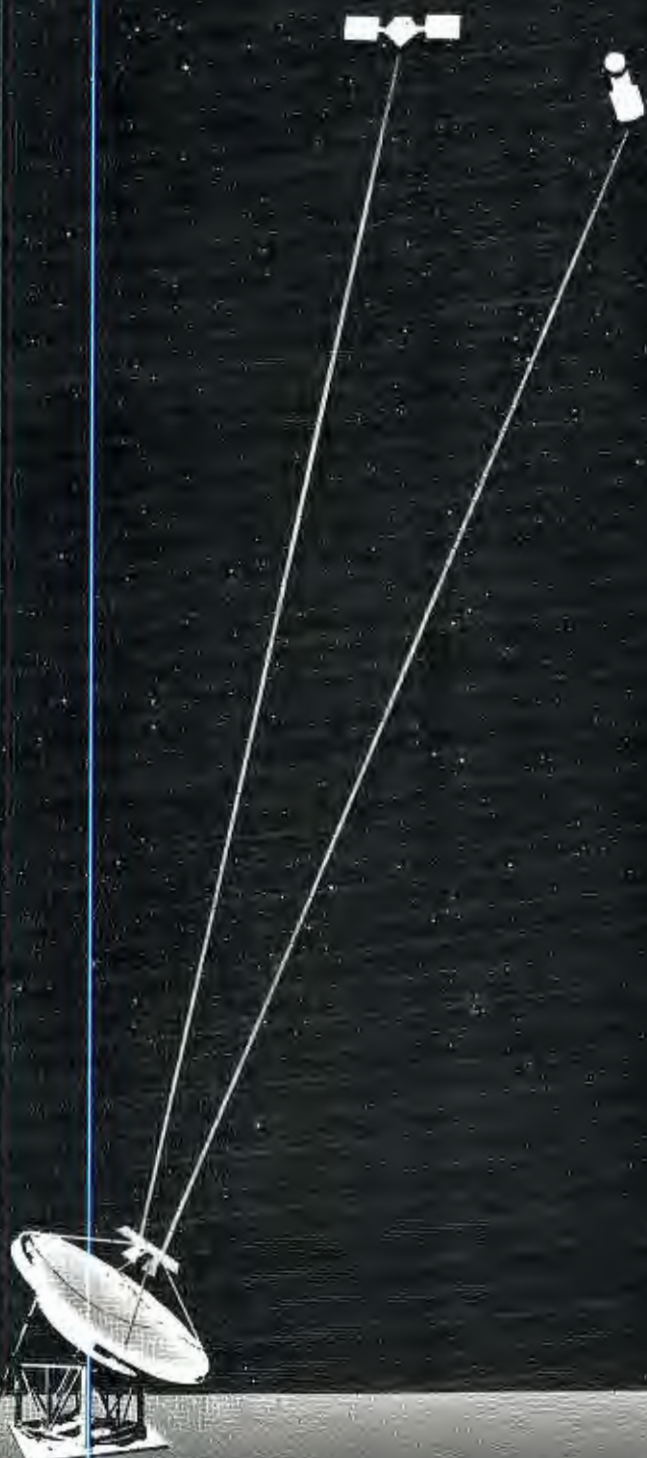
Editor's note. No. What was meant was that the 9 khz proposal was billed by its originators as a means of opening hundreds of new facilities to minority occupancy—a promise later much diluted.

Noncommercial complaint

EDITOR: I couldn't agree more with your Nov. 16 editorial, "By Any Other Name." We have an NPR affiliate, "noncommercial" FM in our service area. I don't mind the competition. What upsets me is that it claims the dollars it receives from local businesses do not come out of the business's advertising budget.—*Alan Henning, manager, KBTO(FM) Bottineau, N.D.*

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And this can be done at a surprisingly low cost. No expensive new dish or new real estate is required.

You can depend on Hughes not only to solve the most difficult technological problems, but to understand the unique practical needs of the cable business as well. We organized the best cable programmers on Galaxy I to create an outstanding cable satellite. Now we're making it easy for you to receive all that those programmers have to offer on both Galaxy I and Satcom III-R. Hughes Communications understands cable; we're working with you all the way.

Find out more about this exciting opportunity by visiting Hughes Communications' booth (#1560) at the Western Cable Show. We'll have experts on hand to discuss any questions you might have.

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Let's have disposable retirement income, not disposable retirees.

Despite \$700 billion in pension funds today, tomorrow could be less than golden.

More men and women are retiring, often years earlier, and

living to collect checks longer.¹ While inflation's share of those checks keeps increasing.

Can Social Security prevent disaster? At best, it's a partial answer. At worst, it may go broke unless its bite on salaries goes *much* deeper or its provisions change drastically.²

The burden is on private pensions. And we at Aetna Life & Casualty are convinced private pensions can help shoulder it.

Employers can't pull dollars out of thin air. So let's change tax laws that discourage small businesses from setting up pensions in the first place.³

Let's also give employees incentives to put a little extra into their company pension or savings plan. And—especially important for today's mobile work force—improve their pension vesting.

Neither last nor least, pensions should be better designed to stave off the munching of inflation. Aetna's acutely aware of this problem, and we're working on it.⁴

If you don't want the American dream of retirement to be permanently retired, use *your* influence with the powers that be—as we are trying to use ours.

Aetna wants retirement to be affordable.

¹America is crossing over to what's been called "the other side of the baby boom." The median age is shifting upwards, and with it the proportion of over-65's to the general population. In 1979 there were 5.4 workers to every retiree, as opposed to 7.5 to 1 in 1950, and by 2030 the ratio will be about 3 to 1.

²Social Security was never

intended to be more than a basic system supplemented by private pensions and individual savings. The price for forgetting this has been high and promises to get higher: combined employer/employee FICA taxes on our grandchildren's salaries could reach 25%. Of course, there are alternatives. Social Security could increase the official retirement age,

pay benefits based on government-determined need, or simply ... *reduce benefits in general!*

³Two-thirds of small businesses surveyed in 1978 offered no pension plans at all. One reason: Typically, big employers can write off 46¢ in taxes for every pension dollar they contribute, while most small ones can only write off about 20¢. In some cases,

they can't write off anything.

⁴Our real estate and participating mortgage separate accounts, for example, are designed to offer larger returns in the face of double-digit inflation. We've also helped fund the Pension Research Council's study of pensions and inflation.



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JACK Z. BENNETT
VICE PRESIDENT • GENERAL MANAGER

November 23, 1981

Mr. Ralph Guild
President
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Dear Ralph:

As you know, WHBF Radio has enjoyed a long and dedicated career of service to our community. For fifty-six years, a service that we've rendered with dignity and integrity.

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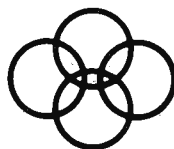
We're happy to be with you.

Sincerely,

Jack Z. Bennett
Jack Z. Bennett
Vice President/
General Manager

JZB/et

ROCK ISLAND BROADCASTING CO.



M^cGAVREN GUILD RADIO

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Broadcasting Nov 30

Vol. 101 No. 22

TOP OF THE WEEK

■ Over 10,000 delegates are expected in Anaheim, Calif., this week for cable television's other big event—the Western Cable Show that shares the spotlight with the NCTA convention as that industry's major showcase. The major events and issues of Western Cable and the satellite events preceding it are described in the scene-setter that begins on this page. (*The complete agenda is on pages 56 and 57; listing of exhibitors begins on page 57.*)

■ From a policy point of view, the big question occupying both Western Cable and the industry at large is whether to go along with or repudiate the copyright compromise initiated by NCTA and the other parties several weeks ago. Where things stand on that front are detailed in comprehensive reports on pages 32 and 33.

■ While all that is going on from a political point of view, the industry will be preoccupied on the business front by the plethora of programming opportunities made available to it by an ever-enlarging universe of satellite-borne impresarios. BROADCASTING presents the latest readings on nine pay cable services and 25 basic cable services in Part I of a "State of the Industry" report that begins on page 36. Also documented: the most recent standings of the top 50 MSO's, along with projections of how they'll rank after recently won franchises come on line.

■ While in Part II of the "State of the Industry," BROADCASTING editors interview Robert Rosencrans, the veteran industry leader whose UA-Columbia (now Rogers UA

Cablesystems) and USA Network have been active pioneers on both the operating and programming sides of the cable industry. His perspective on the industry's today and tomorrow beings on page 38.

■ And then there's the continuing budget of breaking stories. Although it hasn't been announced, ABC is about to make news by buying the last two transponders on Hughes's Galaxy I "shopping center in the sky" satellite—a development that may set off a new controversy between the proprietary and the common carrier schools of satellite communications thought. That story is on page 34.

■ And Warburg Paribas Becker reports (story page 52) that cable revenues—and particularly pay cable revenues—are accelerating rapidly while profits are moving up more conservatively.

■ On other fronts: Down in Rio de Janeiro (*story page 35*), negotiators are reporting not much progress toward agreement on what to do with the AM radio spectrum—a process plagued as much by computer glitches as by political disagreements. Closer to home (*also on page 35*), the Radio Advertising Bureau has formed a committee to see what can be done about radio ratings—which translates to Arbitron. While in Hawaii (*story page 34*) ABC affiliates meet—among other things—to discuss what to do about expanding the evening news (or whether to do anything at all). Despite all the commotion on the issue, there remains little prospect that the affiliates will give in.

Booming cable industry heads for Anaheim

More than 10,000 expected to attend Western Cable Show and associated events; the principal issue: how to keep up with it all

The cable industry heads west this week for nearly a full week of cable talk and business. The Western Cable Show, the regional meeting with national appeal, gets under way this Wednesday (Dec. 2) at the Convention Center and Disneyland hotel in Anaheim, Calif.

Convention organizers were predicting last week that more than 10,000 people would show up for the convention—at least 3,000 more than made the scene last year. The exhibits, which will be divided between the two convention sites, will number more than 250.

But the Western Show is only the nucleus about which numerous related activities and meetings revolve. For the second consecutive year, Communications Technology Management Inc. and the University of Southern California's Annenberg School of Communications are co-sponsoring a two-day conference at

USC on telecommunications starting today (Nov. 30). The sponsors expect 175 representatives of the cable and telecommunications industries to turn out for the conference.

On Tuesday, the Cable Television Administration and Marketing Society fashions its own preface to the Western Cable Show. CTAM's day-long program at the Disneyland hotel will address marketing/tiering, advertising and "human resources." More than 120 cable operators are expected.

The board of directors of the National Cable Television Association holds one of its quarterly meetings on Monday and Tuesday with copyright and the 1982 budget high on the agenda.

Pervading the entire week will be talk of the controversial copyright compromise forged by NCTA and broadcasting and motion picture interests. Opponents to the compromise, led by Turner Broadcasting System and the Community Antenna Television Association, hope to galvanize their efforts at informal meetings during the week. The Western Show has included

a copyright panel on its Friday agenda, featuring NCTA President Tom Wheeler; CATA Executive Director Steve Effros; Representative Robert Kastenmeier (D-Wis.), chairman of the House subcommittee in charge of copyright, and Representative Thomas Railsback (Ill.), the ranking Republican on the subcommittee. The compromise will be discussed on Monday among the directors of the sharply divided NCTA board, which will hear a presentation against the compromise from the Pennsylvania State Cable Television Association.

The Western Show's three days of sessions will address a broad spectrum of cable issues: marketing; competition from STV, MDS and DBS; advertising on cable; franchise renewal; anti-piracy techniques; the value of cable systems; deregulation, and management of the growing number of programming options.

The kick-off panel session on Wednesday afternoon—"Cable in the 1990's and Beyond"—features Al Gilliland, chairman of the NCTA and head of Gill Cable; Ted Turner, Turner Broadcasting System;

Gustave Hauser, Warner Amex Cable Communications; Robert Wright, Cox Cable, and Ralph Baruch, Viacom.

The scheduled speakers betray the regional roots of the convention. Willie Brown, speaker of the California Assembly, speaks at the Thursday luncheon. David Robergi, president pro tem of the California State Senate, speaks at the Friday breakfast. And CCTA President Marc Nathanson addresses the membership at the Friday luncheon.

The theme of the CTM-Annenberg meeting is converging corporate strategies. Participants will discuss the regulatory, marketing, advertising and other aspects of cable and other emerging new technologies. Part of the conference will be distributed via C-SPAN to cable systems across the country.

Among those scheduled to speak are House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.); former House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.); former FCC Chairman Richard E. Wiley; Arthur Taylor, head of RCTV; Ray Joslin, vice president, Hearst Cable; Wheeler, and Turner.

Aside from the copyright question, the principal topic at the NCTA board meeting will be the association's 1982 budget. NCTA would not divulge the staff's proposed revenues and expenditures for the upcoming year. A plan to tie annual dues to gross revenues rather than subscriber counts, introduced at the last board meeting, has been revised, but will not be considered at this week's meeting.

The board also will consider upgrading the two alternate associate seats on the board to full voting associate directors; rural telephone exemptions; municipal ownership; two-degree satellite spacing, and signal leakage.

A number of cable programmers have scheduled press conferences during the Western Show. Showtime will issue its new subscriber counts at a Wednesday press conference. Black Entertainment Television will tell of its expansion plans, which entail a move to a new transponder, on Wednesday morning. United Video will unveil on Tuesday its "technically innovative" cable programming service, dubbed EPG. UTV Cable Network has an "important programming announcement" it will share on Tuesday. At Home Box Office's press conference on Thursday, the premiere cable programmer, fearing that it is losing its identity, will announce plans to go all out to make the distinction between HBO and cable and HBO and pay television. Times Mirror has tentatively set a Wednesday press conference, possibly to announce availability of its Spotlight pay channel to other than T-M systems.

The battle for affiliates will stretch into the evening and early morning hours as the major programmers compete to wine and dine the cable operators. On Wednesday evening, delegates to the conventions can choose between dinner and music with CBS at the Newport Harbor Art Museum in Newport Beach or a Johnny

Cash concert in Long Beach courtesy of Home Box Office. Ted Turner, meanwhile, will pass out autographed copies of his biography, "Lead, Follow or Get Out of the Way," at a reception in the Disneyland.

On Thursday evening, Showtime and Hearst/ABC have planned big parties at the Disneyland and The Entertainment Channel has invited the operators to a performance of Ella Fitzgerald and the Nelson Riddle Orchestra at the Anaheim Marriott hotel.

The compromise awaits the word from Anaheim

After a stalemate of nearly two weeks, industry negotiations toward amending cable copyright laws showed slight signs of revival last week. At the same time, proponents and opponents of that compromise looked toward this week's Western Cable Show as an opportunity to gauge grassroots sentiment on the issue.

Negotiators at the National Association of Broadcasters, the National Cable Television Association and the Motion Picture Association of America held their last meeting just after NCTA's board of directors conditioned its approval of the compromise on addition of a "reasonable transition period" for implementation of new syndicated exclusivity rules. At that meeting, NCTA negotiators are said to have refused to propose any specific terms for the transition period, a move that shut negotiations down and left it to NCTA to resume them when ready.

Last Tuesday, Brenda Fox, NCTA general counsel and the cable industry's chief copyright negotiator, called NAB and suggested that a meeting might be possible late Wednesday. She did not contact MPAA, however, and the meeting was never held.

Industry sources believe NCTA negotiators may have solidified a proposal on the transition period and other demands in preparation for a meeting of the association's board of directors, beginning today in Anaheim, Calif. (see story, page 31).

At a briefing on Monday (Nov. 23) with Washington attorneys involved with copyright, NCTA officials said their primary concerns at this point are making sure the compromise contains details on how broadcasters must notify cable operators of program exclusivity, how cable systems can obtain waivers from exclusivity in the event of equipment breakdown or other problems and (whether that waiver should come from the FCC or Copyright Royalty Tribunal) and a transition period that's long enough and contains workable implementation procedures for cable operators and superstations to adapt to new rules.

Asked why NCTA has proposed no specific length for its transition period, NCTA President Thomas Wheeler said

any time frame would be "arbitrary" unless implementation procedures had been determined first.

Since the stalemate began, staffers at the House subcommittee charged with copyright have been in frequent contact with NCTA and the other parties and have assumed a mediating role. Subcommittee leaders have urged cable operators to accept the compromises (see story, page 33), and can be expected to adopt much of it in future legislation, even if industry parties fail to agree.

The subcommittee has scheduled hearings on the compromise for Dec. 8 and 9. Testifying on the first day will be NCTA, NAB and MPAA; on the second day will be Ted Turner, president of Turner Broadcasting System, the Community Antenna Television Association and sports representatives.

For those in the cable industry who oppose the compromise, the first victory was in securing congressional hearings. The second could come at the Western Cable Show, where opposition leaders hope to galvanize support among the 10,000 system operators expected to attend.

Stephen Effros, executive director of CATA, and Turner hope to meet with as many cable operators as possible and have considered holding a special forum for general discussion of the compromise. "We don't expect a showdown," said Effros, "but positions on the issue should become a lot more clarified."

CATA and Turner have led the most visible campaign against the compromise, but have been joined by several state cable associations. On Nov. 20 the South Carolina CATV Association's board of directors resolved to "adamantly" and "actively" oppose the compromise, which it says does not represent the interests of South Carolina cable operators and subscribers. "We resent the covert methods used to negotiate the compromise," said the resolution, which was mailed to all state cable associations and all NCTA directors early last week.

The Pennsylvania CATV Association will argue against the compromise at the NCTA board of director's meeting, convening in Anaheim, Calif., today and tomorrow (Nov. 30-31). The Mid-America CATV association expressed reservations about the compromise when it first became known, but after its board met Nov. 18 decided on a "wait and see" stance.

Although the owners of large multiple systems maintain that the compromise will affect them as severely as it will small, independent systems, smaller operators argue that the proposed syndicated exclusivity and must-carry provisions would be a much greater hardship for them. "You haven't lived until you've talked to a subscriber who can't understand why he can watch a movie one night and can't watch one the next," said Fred Kennedy of CSRA Cablevision Inc., Augusta, S.C., and an NCTA director. "Those who approved the compromise have never talked to subscribers."

Explaining NCTA's logic behind the great compromise

Wheeler, Kastenmeier, Railsback tell operators via phone-in show that industry will be better off with NCTA-NAB-MPAA pact than if it leaves things to Congress; many operators disagree, criticize NCTA

The cable industry has little choice but to accept a compromise being worked out by Washington trade associations to amend the 1976 Copyright Act. In an unusual cable call-in show aired Friday, Nov. 20, leaders of the House subcommittee charged with copyright legislation joined National Cable Television Association President Thomas Wheeler in sending that message to cable operators around the country ("In Brief," Nov. 23).

In spite of strong warnings from all three that, without a compromise, the cable industry will fare far worse under any legislation the subcommittee is likely to pass, most of the cable operators who telephoned the show opposed the compromise and accused NCTA of failing in its lobbying responsibilities.

NCTA didn't seek to compromise on cable copyright because it wanted to "reverse the Malrite decision," said Wheeler, referring to the Supreme Court case that is to decide whether the FCC was justified in eliminating its distant-signal and syndicated exclusivity rules. A modified version of those syndicated exclusivity rules would be codified under the compromise.

"We had to face the hard political reality that not one subcommittee member was willing to stand up for us and advocate no changes in present law," said Wheeler. Once that reality became known, NCTA's executive committee "instructed its staff to begin negotiations with the goal of retaining as much of what we have as we can," he said.

Representative Robert W. Kastenmeier (D-Wis.), chairman of the Subcommittee on Courts, Civil Liberties and the Administration of Justice, told viewers that he is "not personally persuaded" that abolition of the compulsory license is desirable, but that "other subcommittee members are." If there is no compromise, "cable operators would have no say over the final results" of amending the law, said Kastenmeier, "and frankly, I do not believe you can do better."

Agreeing with Kastenmeier, Representative Thomas Railsback (R-Ill.), ranking minority member of the copyright subcommittee, said he was "surprised by the attitude of the committee" and hadn't expected "that kind of sentiment" for a major change in the law.

"My two Republican colleagues favor abolishing" the compulsory license, said Railsback, referring to Representatives Harold Sawyer (R-Mich.) and Caldwell Butler (R-Va.). "Growth of the cable industry is what influenced my colleagues and me," he said. "If the compromise falls through, a majority would favor abolishing

the compulsory license."

According to Wheeler, the cable industry is "looking down the barrel of substantial increases in copyright fees, even in the Kastenmeier bill," which would retain compulsory licensing for most cable systems but would expand the Copyright Royalty Tribunal's ability to raise rates.

Under the compromise, 60% of all cable systems could drop at least one local TV station they are now obligated by law to carry, according to Wheeler. Of those, 44% could drop two to four "must-carry" stations and 11% could drop five or more. Subscription TV would not be protected by must-carry rules in the compromise.

The movie exclusivity rules in the compromise are "much different from those presently in effect," said Wheeler. "Before, TV stations could warehouse movies for years, and there would be up to 4,000 a cable operator couldn't use," he said. "Now, a station can claim only 300 titles every 90 days and no two titles can appear on a station's list more than once a year."

The burden is still on broadcasters to notify cable operators of protected programs, said Wheeler. "Only willful and repeated violations can be penalized and inadvertent violations won't count." The agreement won't cause any superstation's downfall, said Wheeler, "but it will encourage them to become entrepreneurs."

Responding to an unnamed caller from Jamestown, S.D., Wheeler said superstations "may have to evolve," and noted that Southern Satellite Systems, a company that "supports the compromise," is already offering a superstation with the computer-switched capability to replace protected programs in any given market automatically with alternative programs, "and for the same price as cable operators now pay for WTBS."

Several callers chastised Wheeler for not mounting a grass-roots lobbying effort

against changes in copyright law. After Wheeler told one caller: "We've had hundreds of cable operators on Capitol Hill in recent months," another caller, apparently one of those "hundreds," said, "yes, but we were told to stay away from copyright." Another caller said he'd approached members of Congress on the copyright issue, but found them uninformed. "It's NCTA's job to inform Congress about our issues," he said. "Why didn't you?"

Another caller objected to Wheeler's argument that because the compromise retains compulsory licensing, cable copyright fees will remain at their present rate. "We're not retaining the same rate if we have less programming we can get for that rate," he said. "Why should cable operators pay the compulsory license for a superstation when we're also going to have to pay for extra programs to replace those protected?" To that, Wheeler replied that "what we had without the compromise would have been worse."

Even now, Kastenmeier and Railsback "will have a chore in getting the members of their subcommittees to accept the compromise," said Wheeler. "Some of them still want the compulsory license abolished." A caller from Texas disagreed, however, saying he doubted that "Congress could have been convinced the compulsory license should be done away with," and adding that "if the public had had input into the subcommittee's hearings, the outcome would have been different."

Near the end of the 60-minute program, which was the first in a series called *Cable Today* being produced and distributed by the Appalachian Community Service Network, a caller asked Wheeler why he chose to compromise. "I've asked myself that a couple of times," he replied. "It's an ongoing process and we're still working on it."



Wheeler's show-and-tell on copyright

ABC makes it a full house on Galaxy I

Last two of 18 transponders on exclusive 'shopping center in the sky' satellite sold to major broadcaster; Anselmo says SIN made prior offer to buy

Hughes Communications has ended its search for a programmer to round out the lineup on its exclusive Galaxy I cable satellite by agreeing to sell two transponders to ABC for nine years, according to industry sources.

All 18 of the transponders Hughes offered to select programmers on the 24-transponder satellite—set for launch in May 1983—have now been sold for a reported \$195 million. The remaining six transponders will be used for back-up and by other programmers on a pre-emptible basis.

In addition to ABC, the Galaxy lineup includes some of the biggest names in the cable industry: Time Inc. (six transponders), Westinghouse Broadcasting (four transponders), Viacom (two transponders), Turner Broadcasting System (two transponders) and Times Mirror (two transponders).

The ABC-Hughes agreement has embroiled Hughes in a controversy with SIN Inc., which thought it was in line for the last two Galaxy spots. SIN President Rene Anselmo told BROADCASTING last week that he had "agreed in principle" with Hughes in early October to buy the two transponders for \$14 million each. Hughes subsequently informed Anselmo that it had been negotiating with an unnamed third party (reportedly ABC), and two weeks ago—as Anselmo prepared to visit Hughes in Los Angeles to sign a formal agreement—Hughes informed him it had come to an agreement in principle with the third party and was withdrawing its offer to SIN.

Although Hughes made it clear that it had no official agreement with SIN until a contract was signed, Anselmo still maintains that SIN was victimized. When SIN agreed to buy the transponders, he said, Hughes went on searching for a customer that would make Galaxy more attractive to

cable operators than would SIN, a purveyor of Spanish-language programming. But when the ABC agreement was reached, he said, Hughes "stopped the clock" and gave ABC two weeks to come to a formal agreement—one signed and approved by the directors. Hughes offered SIN a contract by which it would get the two transponders if for some reason the deal with ABC fell through, he said, but SIN turned it down.

Prior to receiving the news from Hughes but expecting the worst, Anselmo complained to the FCC of his inability to come to a final agreement. Using a far-out gossip-columnist's style, Anselmo told FCC Chairman Mark Fowler how he was patiently waiting in a stall of a men's room in Antofagasta, Chile, for Hughes to come to terms.

Despite its off-color nature, the letter shed some light on how much Hughes has charged for its transponders. It said that Time Inc. paid \$8.5 million for each of its six transponders, a total of \$45 million. Westinghouse paid \$9.5 million for each of four transponders, or \$38 million. And TBS, Times Mirror, Viacom and presumably ABC paid \$28 million for their pairs. Said Anselmo's letter:

"Of course, I have been arguing with Tommy [Hughes President Clay T. Whitehead] and Jocks [Jacque Johnson, Hughes's director of marketing] all along that maybe everybody ought to pay the same price. But they're hung up with this shopping center approach to pricing their satellites.

"Anyway, if there weren't little guys around to subsidize the big guys, there wouldn't be any big guys—and that wouldn't be too good for America, would it?"

If Anselmo's numbers are correct, Hughes will collect \$195 million (payable before launch) from the sale of 18 transponders on a satellite that costs \$100 million to build and launch (and with a design life of 10 years). Hughes also will be able to supplement the sales revenues by providing service to other cable programmers on the six back-up transponders on a pre-emptible basis.

All of Hughes's plans may go up in smoke if the FCC decides that sale of transponders is illegal. RCA Americom, which itself would like to sell transponders—and, indeed, auctioned off over \$90 million worth on its Satcom IV three

weeks ago (BROADCASTING, Nov. 16)—asked the FCC earlier this year to rule on the validity of the practice. That ruling is now expected early next year.

The ruling isn't all that Hughes has to worry about. Anselmo said his lawyers are now considering a lawsuit against Hughes and a formal complaint at the FCC. In any event, Chairman Fowler can expect another letter.

ABC's turn in the hour news sweepstakes

Another affiliate board meet in Hawaii will discuss the issue—but there's little prospect it will be approved; they're talking about punting until PTAR issue is resolved

The question of longer network TV evening newscasts may be on the front burner again this week, but indications last week were that it may then go onto the back burner for some time to come.

The issue, centerpiece of both NBC and CBS meetings with their affiliates boards in recent weeks, will be discussed by ABC management and the ABC-TV affiliates board in sessions beginning today (Nov. 30) in Hawaii. But an ABC spokesman emphasized that the network had no formal plan to present.

"We're in favor of longer news," the spokesman said, "but we have no timetable and no plans."

He implied that one of the reasons the subject was sure to come up was that there has been such a to-do about it as a result of the NBC and CBS meetings. NBC won its affiliate board's support for a plan for a one-hour *NBC Nightly News*, but other affiliates shot the plan down (BROADCASTING, Sept. 21, et seq.). CBS officials and its board wrestled over the subject of what might be called a draw, although the network said—in the middle of a statement emphasizing the difficulties of winning consensus—that it would "proceed with a plan to expand its early evening news by the first quarter of 1983."

Privately, CBS News sources suggested last week that—although they said they had no doubt they would go ahead with a plan for that quarter of 1983—the best thing to do now would be to "sit down and let the smoke settle." Or, in another rationale for the same course, "hold off for six months or so to see what happens to the prime-time access rule" in pending proceedings at the FCC.

PTAR appears critical to any expansion by any network, although CBS officials avoided PTAR in their discussions with affiliates. PTAR—which the networks would like to see repealed or waived but many if not most affiliates would not—permits an affiliate in the top 50 markets to

Two in one. Besides handpicking its Galaxy customers to insure that cable operators give the satellite their proper attention, Hughes Communications has come up with a piece of hardware to enhance Galaxy's attractiveness. A dual feed structure modifies the conventional parabolic dish and allows the operator to receive signals from two adjacent satellites (spaced no more than four degrees apart) at the same time. According to Norm Weinhouse, manager of system engineering and planning at Hughes, any parabolic dish can be modified for about \$2,000. The maximum signal degradation that the modification will cause, Weinhouse said, is .5 db, which can be tolerated at most cable headends. Weinhouse said the system is not a "do-all"; it cannot receive signals simultaneously from several satellites as can a spherical or torus antenna. But because Galaxy will be parked in geostationary orbit at 135 degrees west longitude, the dual-feed system will permit operators to tune into Galaxy I and Satcom III-R, the primary cable satellite orbiting at 131 degrees west, at the same time.

carry network news at 7-7:30 p.m. NYT only if the affiliate precedes it with one hour of local news.

PTAR is critical because of the projected scheduling, especially as it would affect Midwest stations. The main proposals of CBS, for instance, involved one-hour feeds at 6-7 p.m. NYT and 6:30-7:30 NYT (plus an updated feed for western states at 6-7 p.m. Pacific time.)

As affiliates pointed out at the CBS meeting, a network feed at 6-7 NYT would be seen in the Central time zone at 5-6 p.m. local time, playing hob with local news now scheduled at 5-5:30 local time. One alternative would be to schedule local news at 4:30 local time—before viewers got home to watch, in many cases. Although some Midwest affiliates didn't see a network feed at 5-6 local time as being, in itself, a major problem for themselves, according to CBS sources at the meeting, others said they could do better if the network feed started at 5:30, "but that's 6:30 NYT and you're in PTAR country."

One feature of the CBS plan would let affiliates carry only the first half hour of the expanded newscast. As for compensation, those taking only the first half hour would receive the same compensation they do now; those also taking the full hour would receive 75% of their hourly compensation rate, plus about four and a half

minutes of time for local sale; a 63-second break between the half-hours, three minutes within the second half-hour and a 33-second break at the end of the hour.

James G. Babb Jr. of WBTV(TV) Charlotte, N.C., chairman of the CBS affiliates board, said last week that "I do not believe [the plan] is a fait accompli," and that getting affiliate acceptance will be "extremely difficult." While some board members were for it—three, according to CBS sources—Babb said those opposed seemed more adamant.

James Rosenfield, CBS/Broadcast Group executive vice president, was more optimistic. "I don't think there's very much question we will go to an hour news format," he said, adding that format and timetable will take shape from negotiations with affiliates. He felt that "real progress" had been made toward longer news, and that the CBS proposal "for the first time really addresses affiliate needs."

Expansion still had strong opponents among affiliates of all three networks, some of whom were threatening to go to alternative news sources rather than submit to network expansion.

There also were signs that NBC has not given up on its plan. Fred Paxton of WPSD-TV Paducah, Ky., chairman of the NBC-TV affiliates, said the network continues to do "missionary work, trying to get converts."

Slow going in Rio

AM radio conference plagued by computer, procedural problems; change in name for Radio Marti

The conference of western hemisphere nations in Rio de Janeiro was less than a model of efficiency last week as it struggled to get on track in its job of developing a plan for use of the AM band in the hemisphere. Glitches were snarling the efforts of International Frequency Registration Board computers to generate a reliable data base, and because the delegates were unable to reach agreement on procedures, they are going about their planning work under makeshift arrangements. The conference, scheduled to run six weeks, is now at the half-way point.

The computer problems—caused by the submission by countries of inadequate or incorrect data—were the most serious, since the data base is critical to the conference's central function of developing a plan under which stations in the hemisphere can operate without interference.

Last week, a cleaned-up and updated data base had been prepared and was being checked for error. And Kalmann Schaefer, chairman of the U.S. delegation, expressed hope that "the pace of the conference will pick up."

While technicians were attempting to develop a clean data base, representatives of the 24 countries attending the conference (another nine are being represented by the IFRB) were attempting, thus far without success, to fashion procedures for developing the AM plan—specifically, to say whether and to what degree operating stations will have priority over "planned" stations, those included in nations' inventories as scheduled to begin operating by the end of 1982.

The conferees were able to agree that operating stations in the inventories would be considered first; they will be matched against all other operating and planned stations to determine whether they are involved in any conflicts. Where conflicts exist and cannot be resolved by the countries involved, they are deposited in a so-called "dustbin" to be negotiated in a second stage. The same procedure is then followed with planned stations.

Thus far, relations with Cuba, whose inventory poses a serious threat to stations across the U.S., remain cordial. But that could change, as the two countries attempt to resolve the many incompatibilities their respective inventories pose, and as Congress proceeds with its consideration of the administration proposal for an AM station to broadcast news of Cuba to that country. Legislation to create a "Radio Broadcasting to Cuba Inc." (not "Radio Marti," as originally planned; the Cuban hero of the struggle for independence from Spain turns out to have uttered anti-American statements) has been introduced by Senator Charles Percy (R-Ill.), chairman of the Senate Foreign Relations Committee.

RAB back in the act on radio ratings

Sets up committee to counter Arbitron, one way or another

The Radio Advertising Bureau announced last week that it had set up a committee to seek "a more competitive and equitable marketplace for research on radio stations."

The carefully worded statement was translated by informed observers to mean that RAB was moving in response to stations' seemingly growing complaints about rising Arbitron Radio rates and that it might, in its search for a more "equitable marketplace," revive the idea of forming an all-industry committee to negotiate rates with Arbitron.

The idea that an all-industry negotiating group might be formed was drawn both from the name chosen for the committee—the RAB All-Industry Radio Ratings Committee—and also from RAB's announcement that it had retained the New York law firm of Weil, Gotschal & Manges to advise it "on the types of approaches that are appropriate and available." Weil, Gotschal is counsel to the All-Industry Television Stations Music License Committee, which negotiates music license terms for stations and is currently, after failure of the last negotiating round, suing the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

Arbitron's status as the only nationwide syndicated radio audience measurement

service has long concerned broadcasters who feel there should be competition in the field—and RAB once undertook to encourage new entries, without any sustained results. Arbitron's rates have also created intermittent controversy. Eighteen months ago, the Arbitron Radio Advisory Council itself recommended the formation of an all-industry negotiating committee (BROADCASTING, June 2, 1980, et seq.), but that action did not materialize—apparently, observers say, for lack of a broad support base. An even more intense controversy over rates has flared since then (BROADCASTING, Oct. 5, et seq.), and it was apparently this that precipitated RAB's move.

Richard Harris of Westinghouse's Group W and Fred Walker of Broad Street Communications were named co-chairmen of the ratings committee, with RAB President Miles David designated secretary-treasurer. Other members—with still other broadcasters to be added shortly—are Arthur Carlson, Susquehanna Broadcasting; Lynn Christian, Century Broadcasting; Joseph Dorton, Gannett; Robert Hosking, CBS Radio; James Kims, KING Broadcasting; Michael Lareau, WOOD-AM-FM Grand Rapids, Mich.; Martin Rubenstein, Mutual; Les Small, Mid America Media; Gary Stevens, Doubleday Broadcasting; Gary Swanson, Swanson Broadcasting; Cullie Tarleton, Jefferson-Pilot Broadcasting, and Richard Verne, NBC Radio.

State of the Industry: Part I

The cable numbers according to Broadcasting

Once again, a BROADCASTING survey of the top cable MSO's finds American Television & Communications on top for the now and future rankings of the industry.

ATC's 1,752,000 current basic subscriber count gives it a 182,000-subscriber lead over Teleprompter's 1,570,000. And BROADCASTING projects ATC to maintain its lead.

Rogers UA Cablesystems is ninth in the current rankings, but that number indicates U.S. figures only. Adding Rogers's 1,181,295 Canadian subscribers would lift it into second place in the current MSO rankings with 1,696,116. Another Canadian company making the U.S. top 50, Maclean Hunter, has 325,000 Canadian subscribers, which would place it at 11 (with 483,000) if its U.S. totals were added in.

The projected basic subscriber totals are based on the number of homes each of the

MSO's has in areas under franchise but not yet passed by cable. That number is halved—BROADCASTING assumes 50% cable penetration—and added to the current subscriber total.

A few companies find themselves making major gains, once they complete the wiring of homes in recently won franchise areas. Cablevision Systems, Woodbury, N.Y., is charted to move up four places, principally on the strength of its homes in Boston and Fairfield county, Conn. If the 480,000 homes of the Bronx, N.Y., are added—a franchise of which Cablevision seems assured—it would boost Cablevision's projected subscriber total to 728,000, enough to make it a top-10 MSO.

Colony Communications also is charted as a big gainer, from 31 to 20, on the strength of franchise wins in New England. Others that advance five places or more include Comcast, Harris Cable, Adams Russell and Cablenet. The last

named is the third Canadian company to make the list. Although Cablenet counts only 12,397 U.S. subscribers, its franchise victories near Chicago (130,000 homes) will soon place it in the top 50.

The chart on the facing page includes numbers from the recent franchise activity in Prince George's county, Md. (suburban Washington), and Scottsdale, Ariz., but does not include any projections for companies slated for negotiations for New York City franchises.

According to BROADCASTING's survey, the cable industry, which now serves some 22 million (27%) of the nation's 82 million television homes, is gradually coming under the control of several dominant companies. The top-10 cable MSO's account for 9.6 million cable homes or 44% of the industry's total subscribership. The top 25 companies collectively serve 13.4 million homes, 61% of the industry total.

Boxscore. Below and at right are the latest tabulations of basic and pay program services now operating in the cable television universe. Basic services count the number of subscribers able to view their programs on local systems; pay services count the number of local subscribers that pay additionally for their services. (Note: SIN, the Spanish network, distributes both to basic cable and broadcast audiences, and calculates its reach—177,200 homes via 141 systems—on the basis of Spanish-language homes alone.) At least eight additional basic services have been announced: Cable News Network II, Satellite NewsChannels I and II, the Hearst/ABC Video Daytime service, Landmark's The Weather Channel, Viacom's Cable Health Network, UTV Cable Network and Cinemerica. And at least four more pay services are on the way: RCTV-RCA's The Entertainment Channel, Home Theater Plus, The Disney Channel and ESPN/ABC's pay sports package.

Pay Services

Service	Number of systems	Paid subscribers
1. Home Box Office	3,000	7,000,000
2. Showtime	1,300	2,800,000
3. The Movie Channel	1,400	1,650,000
4. Cinemax	400	700,000
5. Escapade/Playboy	65	157,000
6. Home Theater Network	250	145,000
7. GalaVision	102	90,000
8. Bravo	20	42,000
9. Private Screenings	9	17,000

Basic Services

Service	Number of Systems	Subscriber homes reached
1. WTBS(TV) Atlanta	3,683	18,745,000
2. CBN	2,800	13,800,000
3. ESPN	2,757	12,708,000
4. C-SPAN	1,200	10,500,000
5. Cable News Network	1,752	9,600,000
6. USA Network	1,602	9,132,000
7. Black Entertainment TV	784	8,753,200
8. Telefrance*	800	7,000,000
9. WGN(TV) Chicago	2,007	5,930,510
10. Nickelodeon/ARTS	1,400	5,600,000
11. WOR(TV) New York	1,073	4,353,000
12. Modern Satellite	583	4,100,000
13. PTL	370	4,000,000
14. SPN	360	3,500,000
15. CBS Cable	250	3,000,000
16. American Educational	280	2,800,000
17. Music Television	300	2,500,000
18. National Jewish Television	68	1,625,000
19. Trinity	140	1,271,562
20. Appalachian	233	1,271,300
21. Episcopal Television Network	67	1,042,000
22. Christian Media Network	120	1,000,000
23. North American Newstime	87	710,000
24. Eternal Word TV Network	20	285,000
25. National Christian Network	60	269,000

* Telefrance is carried as part of the program lineups of both Modern Satellite Network and SPN.

The top 50 MSO's: As they are and will be

Projected rank	Current rank	Company	Basic subscribers	Homes passed	Basic penetration	Pay subscriptions	Unpassed homes in franchised areas	Projected basic subscribers
1	1	ATC	1,752,000	3,296,000	52.9	1,299,300	1,178,000	2,341,000
2	3	TCI ^a (March 31)	1,362,301	2,606,018	52.2	563,191	1,017,800	1,871,201
3	2	Teleprompter ^b	1,570,000	3,034,722	51.7	952,000 ^g	400,000 ^e	1,770,000
4	6	Storer	802,000	1,450,900	55.3	804,000	1,622,177	1,613,088
5	4	Cox	1,056,863	1,946,670	54.3	914,192	771,330	1,442,528
6	5	Warner Amex	837,000	1,500,000	55.8	485,000	1,210,000	1,442,000
7	7	Times Mirror	650,612	1,141,738	56.9	412,149	931,000	1,116,112
8	9	Rogers UA*						
		Cablesystems ^c	514,821	971,000	53.0	449,952	627,000	828,321
9	10	Viacom	514,720	1,036,000	49.7	332,530	409,000	719,222
10	8	Newhouse ^d	557,675	893,600	62.5	380,719	290,400	702,875
11	13	Continental Cablevision	429,000	900,000	47.7	386,000	300,000	579,000
12	11	United Cable	443,536	818,354	54.0	355,158	242,315	564,693
13	12	Sammons (Nov. 11)	441,261	626,222	70.5	220,508	204,000	543,261
14	18	Cablevision Systems	211,000	525,000	40.1	205,000	554,000	488,000
15	16	Telecable	280,000	470,000	59.6	175,000	150,000	355,000
16	14	Cablecom General	282,062	417,807	67.5	158,957	66,900	315,562
17	22	Comcast	197,000	380,000	51.8	150,000	174,170 ^f	284,350
18	15	General Electric	282,000	485,000	58.1	143,000	—	282,000
19	20	Liberty (Sept. 30)	208,300	405,000	51.4	82,200	100,000	258,300
20	31	Colony Communications						
		Heritage	140,237	241,558	58.1	125,018	209,000	244,737
21	17	Heritage	225,790	460,587	49.0	142,743	37,777	244,678
22	21	Daniels	208,000	546,132	38.1	99,024	60,000	238,000
23	19	Service Electric	210,000	300,000	70.0	275,000	—	210,000
24	29	Multimedia	141,875	267,618	53.0	136,158	120,913	202,331
25	25	Century (Sept. 30)	165,600	285,000	58.1	83,000	70,000	200,600
26	26	Maclean-Hunter*	158,000	400,000	39.5	237,400	60,000	188,000
27	30	Jones Intercable	141,195	211,600	66.7	75,537	91,500	186,945
28	23	Wometco	181,857	343,039	53.0	152,840	NA	181,857
29	24	TCA	174,000	235,000	74.0	41,000	15,000	181,500
30	27	Tele-media (May 31)	152,600	211,000	72.3	38,500	44,000	174,600
31	37	Harris Cable	107,951	221,943	48.6	60,378	85,000	155,451
32	38	Centel	100,200	174,000	57.6	49,000	107,000	153,700
33	28	Western	148,400	175,000	84.8	45,700	7,000	151,900
34	33	Prime Cable	123,000	228,559	53.8	87,000	54,000	150,000
35	36	Harron	113,429	150,000	75.6	52,169	64,000	145,429
36	34	Suburban Cablevision	122,763	277,107	44.3	138,202	42,000	143,763
37	41	Rollins	88,623	160,445	55.2	45,900	110,000	143,623
38	32	Communications Services (Aug. 31)						
		Services (Aug. 31)	125,500	221,000	56.8	55,800	30,000 ^e	140,500
39	40	Tribune Co. Cable	89,000	200,000	44.5	54,000	90,000	134,000
40	35	Midwest	120,000	220,000	54.5	62,000	—	120,000
41	42	Gill Cable	88,000	190,000	46.3	44,000	60,000	118,000
42	48	Adams Russell	72,000	121,800	59.1	38,800	81,200	112,600
43	39	International Cable	92,000	167,000	55.1	60,000	7,000	95,500
44	44	Cablevision Industries	82,636	110,395	74.9	48,083	20,000	92,636
45	43	Plains TV	83,688	131,020	63.9	31,369	7,000	87,168
46	47	Multi-Channel TV	73,088	90,000	81.2	20,788	20,000	83,088
47	45	Armstrong Utilities	81,852	—	—	46,741	—	81,852
48	46	Cableentertainment (Sept. 30)	75,622	120,209	62.9	22,687	7,000	79,122
49	—	Cablenet*	12,397	36,024	34.4	11,175	130,000	77,397
50	49	McDonald Group	70,000	116,482	60.0	40,918	10,000	75,000
Totals			16,161,454	29,516,549	54.7	10,889,786	11,887,482	22,105,195

Figures for Oct. 31, unless otherwise noted.

a—Includes figures from Cable Information Systems (60,000 subs) and Parkersburg, W.Va. (25,000 subs) purchases.

b—Includes Westinghouse systems.

c—Includes U.S. figures for Rogers and UA-Columbia figures.

d—Includes figures for New Channels, MetroVision and Vision Cable.

e—Denotes BROADCASTING estimate.

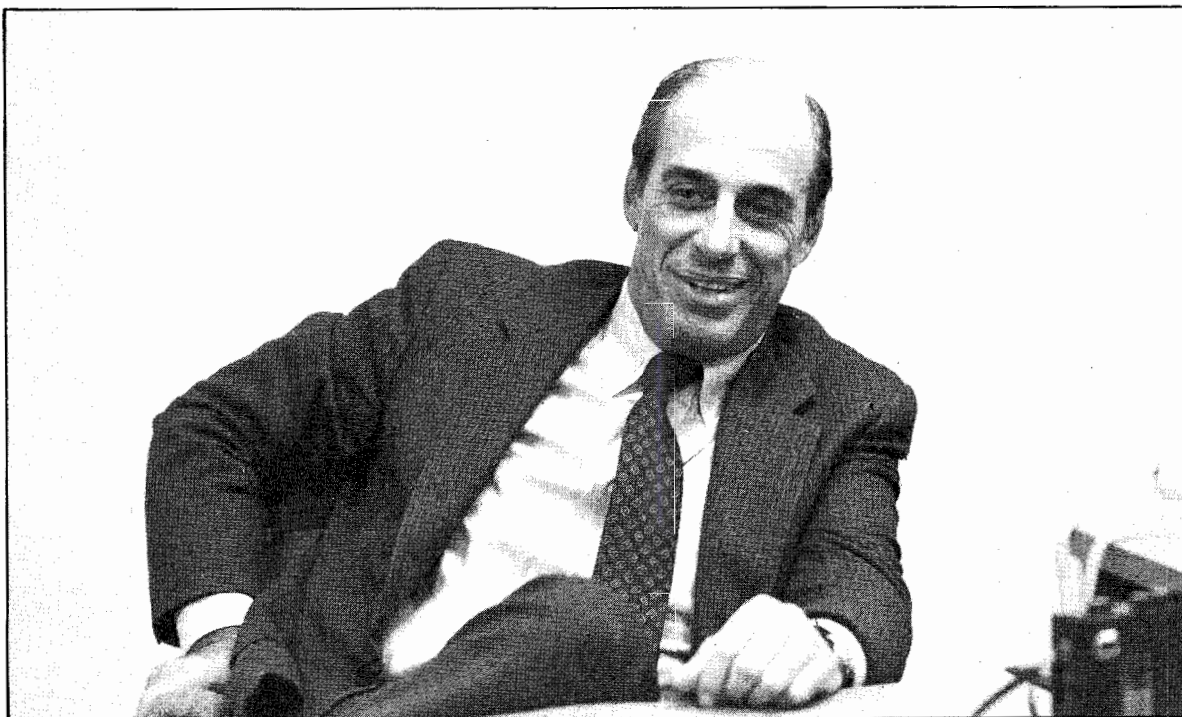
f—Based on company's 1980 annual report.

g—Does not include 43,000 MDS subscribers.

* Denotes Canadian firm.

State of the Industry: Part II

The cable perspective according to Rosencrans



Robert M. Rosencrans has been a force in cable television for two decades. As a founder of UA-Columbia Cablevision, and subsequently of the USA Network, he has pioneered many of the medium's leading edge developments—conspicuously, the concept of satellite networking, such children's television efforts as Calliope and the creation of C-SPAN. Through it all, he's always been a believer in the basics of cable—a philosophy that shows through in this “state of the industry” interview with the BROADCASTING “At Large” editorial team.

As the industry gets ready to assemble for the Western Cable Show, it seemed to us a good time to look for some guidance as to which way cable is going. We've come to you because of your experience on both the operating and the programing sides of the business, and because you have a reputation as a leader who has managed to stay out in front while still keeping your feet on the ground.

I've got to be honest with you: There are times I'm not sure I understand the business any more. It's changing too fast. Every week you read about somebody's new idea, and you think, “Where have I been?” I'm not sure that anyone feels qualified any more to be categorical about where this business is going, but we're going to go in lots of different directions.

What's the biggest change recently?

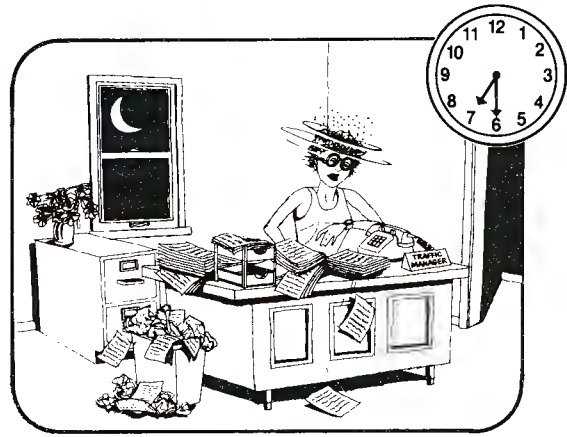
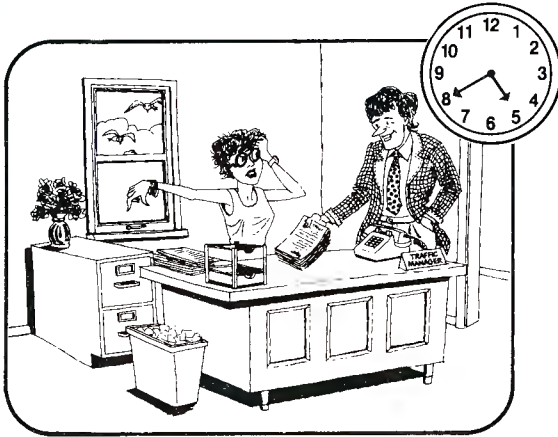
The programing changes have been the most dramatic, and the drive of very sophisticated companies to get into this business in the programing sense surprises all of us.

Do they know what they're doing? Do you think they have decent money projections, or is it just a matter of their being afraid not to be in it?

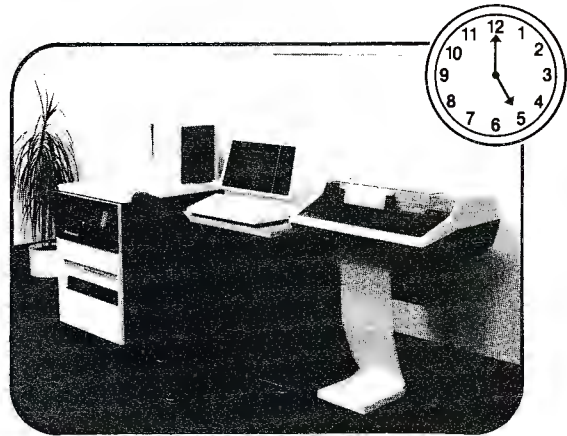
I don't think anyone can make intelligent, accurate business projections in that field. I think they're concerned about positioning themselves, and they've got money to use to make that investment. If it's a failure, they'll dump it. I think they've led each

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other into feeling that it's something they must be in, and they've caught the "fever" to a degree. How many can make it? It's a matter of arithmetic: dividing the public's attention and trying to get enough advertising out of all the pieces to justify the expense of programing, distribution and sales.

Do you think that the money to support these new programing services is going to come from advertising, as opposed to coming from pay?

Well, the competition for those ratings is going to be no less severe than it has been in the network business and the commercial broadcast business. So if you can't generate a reasonable share, I think the advertising is just not going to develop to the degree they hope it will.

I take it that you're still bullish about cable?

Very bullish.

Where do you think is the best place to participate in cable's potential?

Well, the best place to participate is by having been in the business a number of years, having the position of ownership at a relatively low level of investment, and operating systems where the risks are not nearly what they're going to be in these newer systems. I'm referring to the kinds of businesses that built the cable operations of the Teleprompter's and the ATC's and the UA-Columbia's. Those are still the soundest systems in the country, simply because people need cable and cable has become a way of life for them because of the basic need for more television or better reception. And those systems are owned at a much lower cost than would be required of those getting into the business today or in the future.

So, from purely a business standpoint, I think the best part of our business is still in the so-called traditional markets.

Is it still in basic cable, as opposed to pay cable?

I don't think you can separate the two. Basic cable pays the freight; without basic cable, I don't think pay cable is necessarily the greatest business in the world. The strength starts in basic, and the other services can make money and can look very profitable if you have things covered by your basic cable service.

But what if you're on the outside looking in? For example, do you think the Washington Post Co. ought to be bullish about the cable business?

Well, I think it can still be bullish, but the entry price is now quite high, and has been for some time, and will continue to be. So the incremental growth of the business has to be substantial to make the investments that you'd have to make today work out.

Well, there are two ways to get in. The first is to buy an established system; the other is to get a franchise for a new system. Do you think, given the promises the industry is having to make to get into those new markets, that anyone can be bullish about making ends meet?

I think the jury is still out on that; I don't think any of us can give a categorical answer as to how those projects are going to work. I think that's obviously why you have these big companies coming into the business—perhaps they can withstand a much longer payout than the kinds of companies that have traditionally been in this business in the past. It's really very difficult for any company to be very precise as to the cost of constructing a new system. You've got a mess of underground construction that comes into play, which we really haven't tried—it's only become a factor in the last four or five years. If you're building in Dallas or Boston or something of that nature, your underground factor is almost impossible to predict with any kind of certainty, so your revenue component may have to be significantly higher than you had planned. But companies like Westinghouse or Warner Amex have the resources to sustain a long payback, and they're probably building a lot of value for the long run. But I don't think anyone

can go into the business today and anticipate a fairly rapid turnaround, of either a capital gains situation or a profitable situation. It's going to take a long while. Yet I think you're building a lot of value, which may really justify it.

What is UA-Columbia's subscriber count at the moment?

We've just gone across the half-million mark. And very closely behind that, some time next year, we'll have the same number of pay subscribers as we have basic subscribers. And then pay will pass basic as we get more and more into two and three pay services.

But, as I said before, all of this is built on what we think is a strong basic cable base. A strong basic service makes it a great deal easier for the public to digest a pay service. They do not look at the pay service as all they're paying for; they see it as just the incremental cost of the pay service. For example, if HBO is \$8.50 a month, and you had to buy basic to get HBO and there's nothing on basic of any consequence, and you had to pay \$9 for that basic service, the consumer would say, "I'm paying \$17.50 for HBO." And he might not be that happy every month, because it moves into another price category. However, if the basic service is sound and loaded, and full of variety and the things that really become a part of their viewing habits, then the pay is looked at as an \$8.50 or \$9 service, and it's much more palatable, and they can withstand perhaps an uneven quality of product or variety of product that they may not wish to see during the week.

So I think the business gets sounder on a strong, basic service—that's always been our approach. I think it's valid now; I think it will be valid 20 years from now. Basics never seem to change.

Is that the ace in the hole that cable has against over-the-air subscription TV?

Oh, sure. Against anything—direct broadcast satellite or anything, really. The ability to offer so many different options to the consumer is the heart of it.

That's why I don't think you can discount the value of local programing. That's an obligation that many in the industry have tried to get rid of. But we feel it's a very good basis for getting interest from subscribers who ordinarily might not want to buy cable service, because through local programing you get so many people in the community involved, one way or the other—through their kids, through their schools, through politics, through their own special interests—that you build a very interesting base. I think it's particularly important in the urban markets.

How does home security fit into all this?

We decided a long time ago that we should not be the people selling the security service to the home—that we are best equipped to be the purveyor of the signal capability so that the cost to the consumer for the interconnect could be lower. So we've made a deal with an outside security company. We'll be dealing with the monitoring and the installations in the home, but we're only participating in the transportation of that particular security service.

Is it essentially a leased-channel arrangement?

Well, it's a form of a lease—a percentage lease.

Is there a similarity in the way you operate with an advertiser-supported service? Do you let somebody else sell the advertising?

No. I think that in advertising, we tend to handle it ourselves. Well, that's not completely correct; it's a mixed bag. We have probably undertaken to sell our local advertiser, but when it comes to dealing with Madison Avenue relative to our systems, we tend to deal with some of the companies that have moved into the picture very aggressively in New York, and are doing an excellent job in combining a lot of systems, which none of us could do indepen-

dently, and making very professional approaches to Madison Avenue. So we kind of divide that function.

What about all these satellite-delivered program services? Are there more than an operator can realistically handle?

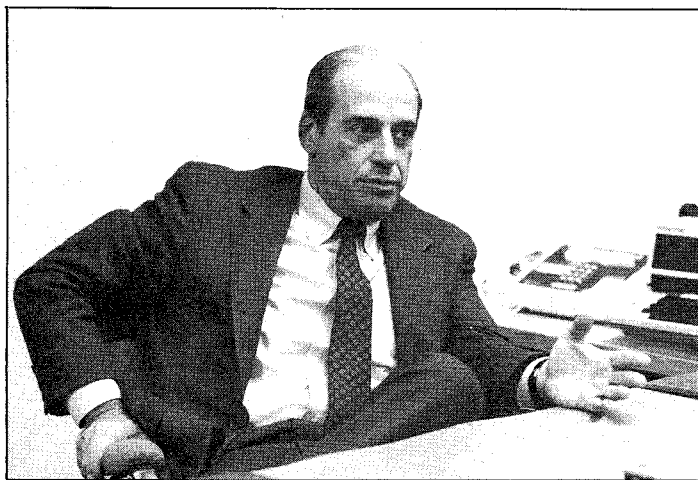
Well, I have a feeling that there's more programing than even the consumer can handle. As a practical matter, when you get to the 30-channel or 40-channel range, I think you may have hit the saturation level from the consumer's standpoint. I think these forays into 80 and 110 channels are just franchise gimmicks.

What's the maximum number of channels that you've ever offered?

We've gone to 40.

Do you win anything?

Sure. We've been successful in Westchester, dealing with 36- and 40-channel systems in franchise competition. We think it's digestible; we think it's an economic system to build; the con-



“I think everybody is kidding when they talk about compensation.”

sumer won't have to pay for it down the road. After all, a system can always be added to later on if that were really something that made sense.

We're more supportive of the concept of a second trunk for the purpose of bringing upstream signals into a system; in other words, we have these connection points at the schools, the libraries, city halls, playing fields and others, and having a means to bring local programing into the system, and then distributing it downstream on your 36- and 40-channel system. That makes more sense to us than throwing 80 or 100 channels into the home, because we think that's a cost that somebody is going to have to bear. Plus the fact that you end up with two drops in the home and a switch and just a lot more wire out there at a lot more cost.

How is the compensation arrangement between the cable system and the program supplier going to evolve? Will the suppliers start to pay the operators?

I don't know that it's going to. I don't think any of them can afford it. Take the Cable News Network. They have enormous investments on their hands on an ongoing basis just to produce that news service. If it's a good service, they ought to charge the cable operator, and we ought to pay for it—to make them better and better, to enhance our business. USA Network charges, and I

don't think they can ever get away from that. After all, they've got to go out now and negotiate new contracts with their leagues and other things. I don't think that it's a practical way to approach this business, to expect compensation. I think everybody is kidding when they talk about compensation.

Well, how much can the operators afford to pay?

Well, the operators can afford to pay for programing. You're talking about roughly \$100 a year of basic cable revenue, and just to assign \$4, \$5 or \$6 or \$7 a year to good programing on satellite is not an extraordinary amount. And I think it generates other dollars in the sense of creating an advertising component for yourself that will offset itself in rate increases, will offset itself in better penetrations, and holding subscribers. I mean, it's got all the positives.

I think the advent of satellite-delivered proprietary programs has been one of the very important things that has happened to our business; it has strengthened our business dramatically. I'm talking about USA, ESPN, Cable News Network primarily; those are the three dominant ones.

But I don't think compensation is going to happen. As a practical matter, I think they're going to be looking for ways to sustain their business, not to give it away to get coverage.

Are there not more services now than an up-to-date plant can handle?

Well, it depends on how many basic cable services, off-air services you have to carry. In San Antonio, for example, we're carrying everything, I think, that seems to make sense in terms of basic cable, and we still have some spare channels on the 36-channel system. There we have some five local signals, as opposed perhaps to Los Angeles where you might have 25 or something like that, or San Francisco, where you have a lot of must-carries. So that could be a variable. Now with some of these copyright settlements that are coming along, there may be the ability to eliminate some of these signals that have no real ratings whatsoever and no shares.

But there might be six or seven basic cable services that will dominate; I don't think there's going to be that many more. CBS Cable has made a good start, as has Warner's Music Television. And the Weather Channel is an interesting idea, but that will replace an existing channel in many cases. And I think Ted Turner's CNN probably replaced a lot of news channels and data channels in the past. So there seem to be ways to interface these without really cutting too deeply into your ability to provide them.

What about ABC's cultural channel?

Well, I don't know; I think it has to make its place. I think this idea of splitting a channel and having somebody on in the afternoon and somebody different in the evening has some work ahead of it to get itself oriented. We found with USA Network that it was important to control the whole day; otherwise, your programing lost some of its coordination and meaning, and you couldn't promote it correctly. You almost have to be a coordinative service on a 24-hour basis.

I heard a reporter remark recently that cable operators think only in terms of 24-hour days, whereas broadcasters think in terms of half-hour segments.

It's the nature of the beast. The foundation of our business is, and always will be, the monthly service charge. Whereas the foundation of the broadcasting business is the advertising time and the value of that time, and therefore, the broadcaster, by definition, has to be geared to maximize every half hour based on what he can generate from the largest audience. That doesn't dominate our economics. Our economics is to find a way to satisfy the consumer on a monthly fee basis. That's really the heart of it.

And of course, as a practical matter, with a 24-hour service



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nobody has to sit there and do any switching—just let it run. So there are practical, technical reasons for that, as well.

But are 24 hours the magic number of hours for subscribers? Might 18 hours be enough for them?

Oh, sure, I don't think the subscriber is as critical in that area. It's just that the cable operator says, "I've got channel 14, it's here, it's open, let it run." And it's important for that operator to be able to say: "Well, that's my channel. It's promotable, it's clear, I don't have to explain it too much to my consumer, this is what's on it, and it's running 24 hours a day—whenever they want to watch it, it's there."

Considering that such services as CBS Cable and Music Television are free, how do we get up to this \$5 or \$6 a year?

Well, I'm being more liberal; I don't think anybody is paying anything close to that now. CNN is about \$1.50 to \$2. USA I think runs \$1 or \$1.25. ESPN, I don't know; I think you'd come out ahead on ESPN probably with your compensations, so you can eliminate that as a cost. So, between those two services, you're dealing only with \$3 or \$4. C-SPAN, which is an important service, is another 10 cents or 12 cents. So there's still room for more things. And you might also spend \$2 or \$3 a year per subscriber on local origination programs.

How much per subscriber would you expect to keep? That's considering about \$100 per year for basic cable.

Well, once a system has matured and it's really flowing and has sufficient size, I would say—before interest and depreciation—you should have about 30% to 40% come down to your pre-interest, pre-depreciation, pre-tax line. Those seem to be the ratios you see in the public companies that have gotten a pretty good range and mix of systems.

What's maturity?

I would say maturity is in the 35% to 45% penetration level of basic, with one or two or three pays on top of it.

What do you think are the key problems right now?

We still have some work to do in the settlement of the copyright issue. It's a dividing issue, and everybody sees the advantages and the disadvantages; it's just how you tip the scale, on which side you see it. It's not a black and white issue.

And I think the issue of franchise renewals is a major issue. I think we've all done ourselves some damage with our applications.

How so?

By virtue of offering added plants and services and not taking care of our own backyards. That's got to come back to haunt us. And then on top of that, we've lowered our basic rates, while at the same time we've got our key people out there trying to convince the community that rates ought to be higher.

We're catching ourselves coming and going, and it's a dangerous game. But it's all this thirst for territory, which makes you do things that may not always be sensible, and you try to come back and straighten it out later.

So I think that's a major problem. You know the old Pogo saying: "We have found the enemy and it is us!" I think that's the source of some of our problems today; they don't seem to be coming as much from the outside as they may be coming internally.

But each of us is going to require quite a bit of skill and good public relations and good community relations to reach and pass through that renewal period unscathed.

What about interactive cable?

I think everybody building a system now, of course, is building a

two-way system, and I think the question mark is what terminals we'll be using. Qube really did the most with that in recent years, but I don't see any tremendous rush by the industry to use the interactives the way they've used them. Certainly the addressable converters are coming along quite rapidly and probably will be in pretty broad distribution over the next three to five years.

How many pay services can you stand?

I don't know; my feeling at the moment is that two that look like each other is probably a reasonable combination. I think we're finding that even people putting on four or five may be selling no more than those putting on two services. I think there are places for a third, such as GalaVision, where you have a market like San Antonio. I think things like the SportsChannel here in New York and things that are evolving elsewhere become a distinctive kind of service that don't have any relationship to the HBO's, the Showtimes, the Cinemaxes and The Movie Channels.

It's conceivable that you might go to three or four HBO-type services, but I'm a little fearful that you're going to have so much turnover that you may be better off with two.

What about hard- and soft-core material, once cable has the security down pat?

That's an area in which I think the industry is digging a big hole for itself. I don't know the difference between hard core and soft core, but from our company's standpoint, we would not go beyond the current HBO and Showtime levels—and we are even critical of some of the things they carry. When you get beyond that, and into the so-called "adult" programming that Penthouse approached, we find that a terrible mistake for the industry to get into. We don't like it personally, we don't see any positive commitment to carry that material, and we think it's going to backfire.

Why is that?

Number one, we're not the only way for people to get entertainment in the home. Granted, we have a cable system, but it's not as though we're a monopoly in that sense. People can buy video tapes, they can buy films, they can do anything they want.

When we stood up to commit ourselves for franchises we said we *weren't* going to carry that kind of material. This was not something that they wanted brought into the home. I don't think it adds anything to the quality of life in this country or the quality of life in the communities that we serve.

As individuals, it's not the kind of thing that we want to promote or advance, any more than we want to promote violence or promote other things that don't add anything to our society.

And as long as we're not preventing anyone from doing it if they choose to, through their own devices, I'm very comfortable with saying that's not what I'm in business for. So I think it's purely a matter of personal judgment.

Even if you had a 108-channel system? You'd still feel the same way?

Absolutely. Absolutely.

You know, it looks very appetizing to many cable operators because the cost of this adult programming is minimal; it's cheap. It's recycled stuff you see in motels. It's cheap production. It's built not for the purpose of entertainment; it's built for the exploitation of sex. So with that purpose, it doesn't take much to make a movie.

So the product is very cheap, and for those that want it, you could probably charge a lot. So it looks very profitable.

The problem with it is that you've got to keep outdoing yourself. It's like a movie theater that goes in town and puts that kind of stuff on—they're not going to draw the crowds unless they continually get a little raunchier and a little raunchier and raunchier. And that's what's going to happen, and even the people that wanted something like that in their home may turn off.

But more than that, I think the community is going to be very



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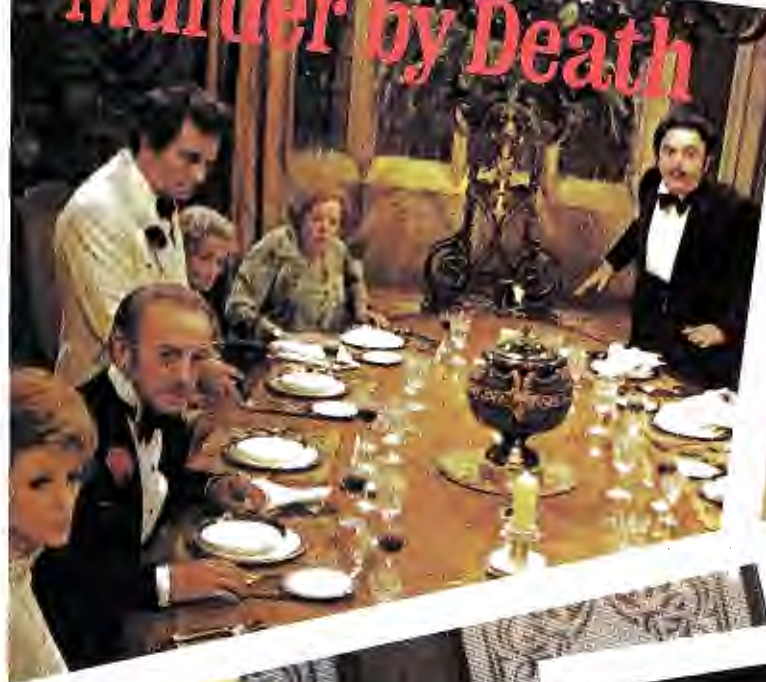
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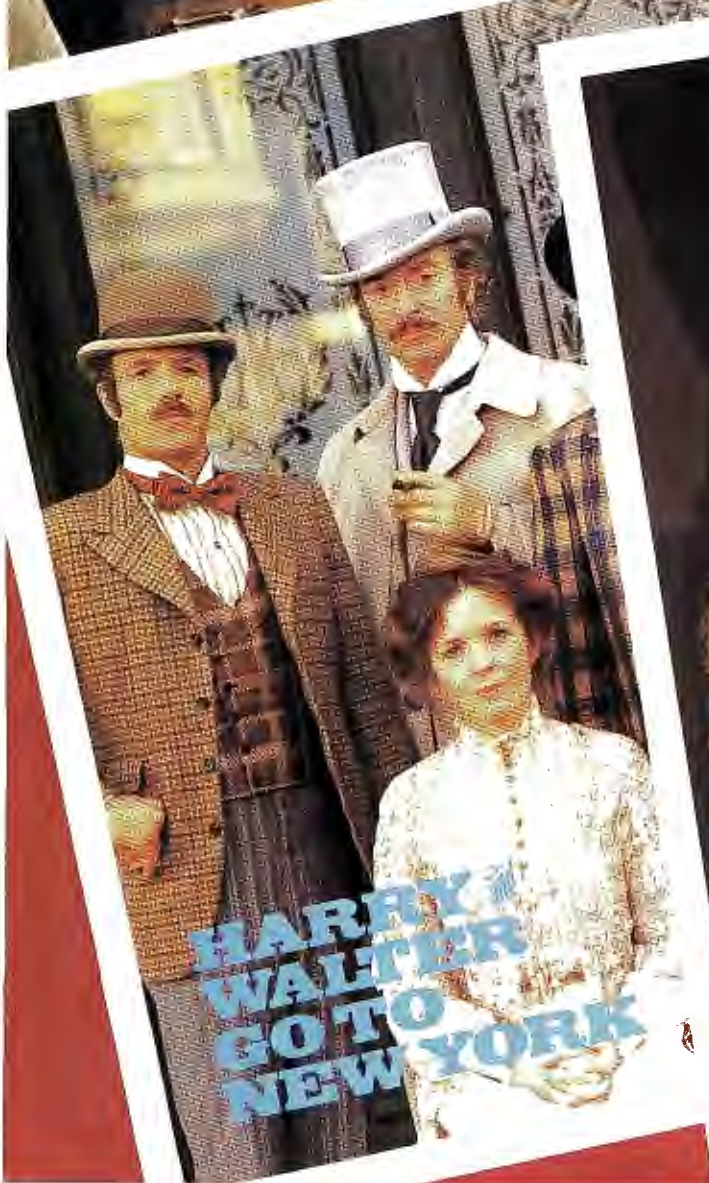
Bob & Carol & Ted & Alice



Murder by Death



HARRY
WALTER
GO TO
NEW YORK





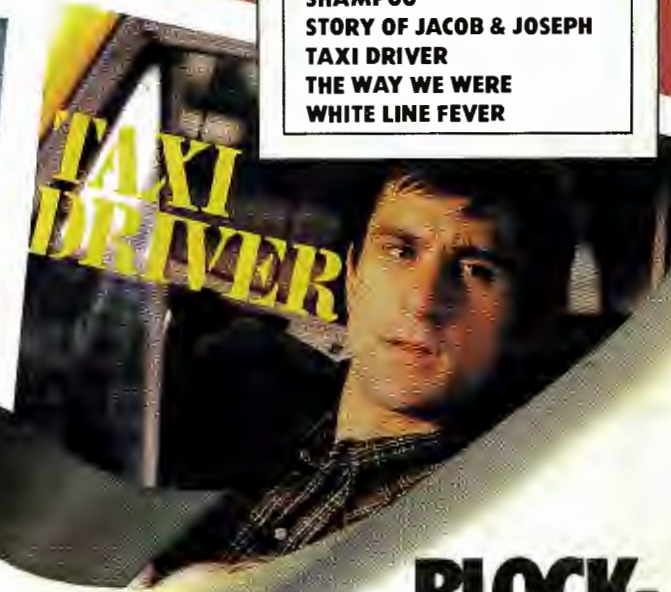
EYES
OF LAURA MARS



**FUN WITH
DICK AND
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**THE WAY
WE WERE**



**TAXI
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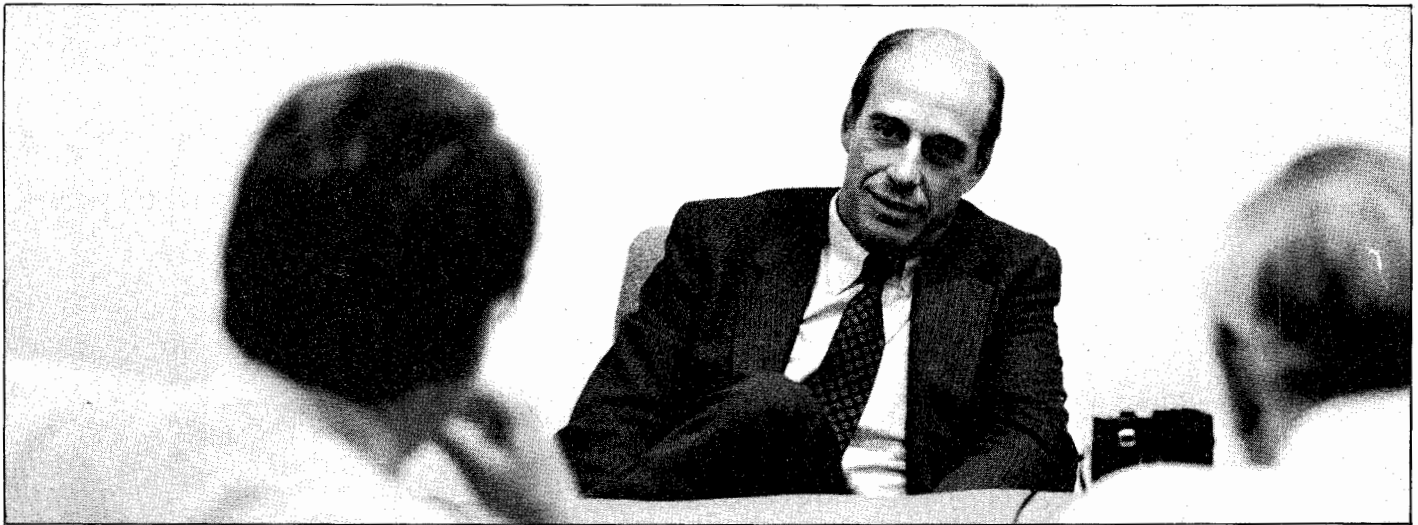
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THE GREATEST
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unhappy with it, and that’s not really what they gave you the franchise for; they gave you the franchise for other reasons.

Again, I don’t believe in censorship. I don’t believe in the Moral Majority approach. I think anybody should have whatever they want in their home, but that doesn’t mean we have to deliver it.

I think it’s shortsighted from both a social standpoint and an economic standpoint. I may be in the minority, but I think a lot of cable operators feel that way. Although, from what I understand, a lot feel differently. A lot look at us as a “library.” But I don’t think we’re a library. I think we’re a cable operation.

How do you feel about informational services?

Well, I think that could be interesting, using the interactive devices down the road to draw material out of computers or central sources and things of that nature. I think that’s a very exciting future. I don’t quite know how it’s going to evolve, but with all the systems we have, we will have the capability of doing it. But I think that’s the next interesting area—even things of the PlayCable nature seem to have a real future.

Is there any reason to be less than enthusiastic about the prospect of direct broadcast satellites?

I think there may be a market for direct broadcast, but there are so many problems connected with it—and certainly it’s not competitive with the cable operator, just by virtue of quantity of services. But more than that, you’ve got the matter of the angle of the satellite. A lot of people, by virtue of buildings or trees or whatever, are not going to be able to see that satellite. Now, if you go out to the farm areas you’ve got a chance to put your dish in a lot of places, but you take the average home or apartment building in a crowded metropolitan area and you’re somewhat limited as to where you can put these things.

So, given the best clearance capability, I think the limitation of perhaps three signals in any given market kind of restricts their scope, and I think the cable operator with the mix of local programming, broadcast programming, private programming and pay—and the channel capacity—I don’t think there’s any contest ever between them.

How do you feel about the notion that you’re utilizing a very anti-que technology? And that you’re crippled by an incredibly cost-intensive business, and that after all these years of cable, you’ve got less than 30% of the country? It seems like a very difficult thing, having to hook up almost every subscriber one by one.

Well, so does the phone company hook everybody up one by one. But you avoid all of the spectrum problems, you avoid the interference problems, you’ve got a very specific connection you can point to. And it produces revenue every time you put it in. So I

think it’s proved to be the most efficient way to deliver a lot of signals.

Now, you’ve raised the question of whether it makes sense to make those kinds of investments. It’s purely a function of how much revenue you’re going to generate from the investment. At some point, it may not be sensible; at another point, it is. If you’re going to invest \$1,500 to generate \$100, it’s not very sensible. If you’re going to invest \$1,500 to generate \$300 a year, you begin to make more sense. If you can generate \$500 a year, it’s a great business.

So you can’t overgeneralize about the business. You can’t take one system and say it’s as good as the other system, and vice versa. Or if it’s as valuable or productive in the future. Each one has to be looked at separately.

Well, if we take this decade alone, and forgetting DBS and just thinking about a growing cable universe and a growing but relatively unchanged over-the-air broadcasting system, how do you see the American system of television changing?

Well, I think the broadcasters are certainly here to stay. In spades. Granted, the increase in signals as represented by cable and DBS and STV or anything else that comes along, has got to chip away at their ratings and their shares, but it remains the most efficient way to reach the most people at the least cost. There’s no question that they’ll be here and be very strong.

Now, they’ve said radio has been doomed for as long as I’ve been around, and yet radio is very powerful today and very strong because it does serve its own unique function. Newspapers also are here to stay.

Cable is going to be here, probably penetrating in the 50%-60% ranges pretty consistently by the end of the decade. I think the average consumer will be spending perhaps \$25 or \$30 a month for entertainment. On top of that, he may be buying these interactive services to a degree, and security services to a degree. Of course, inflation can change those numbers. What is \$30 today may look like \$10 at that point.

Is the state of the economy a great concern to you at this point?

Given a terrible economy, I think we’ve all got a problem. But given this kind of economy, or even a lot worse, cable seems to be a very economical service to the average household. We don’t seem to be straining their budgets because it’s easy for them to cut something else out if they want our service. So I think we have that advantage. Cable keeps the family home, and I think as time goes on, and people find living costs very high, they’re going to congregate a little more, and more and more people are going to live together, and that may mean generations may start living together again to offset the costs of not living together, or the way

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What's going to be the state of sports on cable in another five years? What's going to be left on broadcast TV when the 1986 National Football League contracts are decided?

I could be way off on this, but I don't see much change. I think the political facts of life—forget the economics—are going to insist that the NFL games are available on Sundays to people who don't necessarily have cable. And I'm not sure the operator particularly has to have them.

I think if the games locally are blacked out, that becomes a place for pay cable. I think you're going to see these clusters of local sports services carrying things that are normally blacked out locally, either on a pay basis or a basic cable basis.

The national sports, I believe, will be pretty much what they are. It may not be economic to see a Monday night baseball game—the prime time may be too valuable—and that may disappear. And it may be replaced by the type of thing USA is doing—a national basic cable sports package.

But those packages, by and large, really don't have enough strength to generate a pay service nationally. We learned this years ago with our Madison Square Garden experience. If you draw concentric circles, the intensity of interest about a team tends to diminish measurably every five miles. By the time you get out 25 to 30 or 40 miles, it's very tenuous.

That's true across the country. So the acceptability of sports to pay—if you put aside the Super Bowl and the World Series and those things—is really in that local territory. The national sports that you see on the networks, on the weekends, I think will stay—and I think they probably should stay. I don't think there is any reason for cable to disrupt the things that people find are very satisfactory. They work for the networks, they work for the public.

Do you expect to be surprised by something in the cable busi-

ness in the next five years? Is something going to happen that you didn't anticipate was going to happen?

I take it that you're asking is there anything revolutionary coming on line in the near future. I don't see anything. I think now we've got all the tools just to build a very strong, healthy industry.

What about pay per view? Is that in your equation at all?

Yes, I think that's coming. Really, the beauty of this is that the multiple pay monthly services are also giving us a basis for bringing in the addressable units, and thereby giving us the capability of pay per view.

As we've already seen, there will be fights, which traditionally have never been over the air anyway; they've been on closed circuit. So there's an interesting phase where we may replace a lot of theaters or auditoriums. We may be more productive revenue-wise once we're fully equipped with addressability.

And there may be a slot for the movies between the theater exhibition and the monthly pay exhibition.

Where is the most enlightened thinking about cable taking place these days?

If you talk to five cable operators you'll get as many different views. We're not homogeneous. We have different experiences, we have different kinds of systems, we have different objectives. I think the beauty of our business is that the thinking comes from so many directions. It's not an industry, as many are, that is led by one dominant force.

I think the thing I liked about our business when I first got into it a long time ago was the horizontal nature of it—where a guy with 3,000 subscribers might have as much influence on National Cable Television Association policy as the head of Teleprompter simply because he made sense and, in the aggregate, he represented a lot of cable operators. And I think our industry hasn't lost that, in spite of the entry of some very big companies, although the small operators might disagree with that.

I hope our industry stays in that form where there is no central point of direction of what's going to happen, but it all just flows from a lot of people experimenting, a lot of people leading, other people following—and each one of us in turn making a decision as to what we think is right at a given point in time. I think that's really the strength of our industry, and I hope it stays. ■

Cable revenues gain faster than profits, survey finds

Five-year study by investment firm finds subscriber values inflated in private market; pay income skyrockets; acquisition activity predicted

Cable revenues grew 37% last year, against 25% the year before while the increase in profitability decelerated sharply, from 103% in 1979 to 13% in 1980.

Those are among the conclusions of a five-year performance survey of the cable TV industry just released by the investment banking firm of Warburg Paribas Becker. It's the last in a series of such cable financial data turned out by the company since 1976.

Among other details in the survey, Warburg reports that "the disparity between public and private market values for cable companies has widened once again As of Nov. 16, 1981, the average value per subscriber for eight of the largest publicly traded cable operations

was about \$500. The average cash flow multiple was 6.7. On the other hand, systems are currently selling in the private market at values between \$800 and \$1,200 per subscriber and, at multiples of between 10 and 12 times this year's cash flow and between eight and 10 times next year's cash flow. Fears that this discrepancy cannot be maintained and that private market values have peaked may further motivate cable operators to seek merger partners."

A further reason for heightened acquisition activity, the survey notes, is that the cost per acquisition of subscriber through franchising is now around \$800, closing the gap with the price for subscribers gained through system acquisition.

The bankers estimate that the industry will make capital expenditures of \$1.5 billion this year, a sum that equity capital, new borrowings and internal cash flow would be able to fund. This year should produce \$400 million in new equity for the industry, according to Warburg, though "the popularity of these stocks with

institutional investors must increase in future years" for the public market to continue to yield sufficient funds. (Earlier this year, the company released a survey of debt funding for the cable industry, estimating new loans in 1981 would total \$217 million.)

Much of the Warburg analysis draws on a detailed examination of the historical performance of 18 cable companies, with that data contained in appendices to the survey. Extrapolated from that material, the survey compiles two major tables, one giving averages of growth rates of selected operating balance sheet and subscriber data, the other, averages of historical income and subscriber data ratios. Among the results noted in those tables are that while total revenues increased at a five-year compound growth rate of 25.53%, pay revenues soared 95.48%; net income grew 51.43% and cash flow from operations 25.12%. Revenues per basic subscriber topped \$148 in 1980, debt \$162 and net plant per basic subscriber reached almost \$242.

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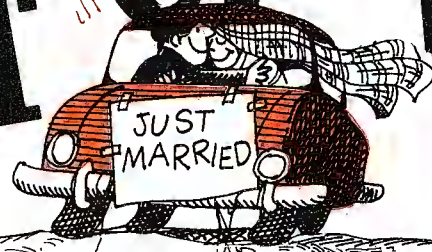
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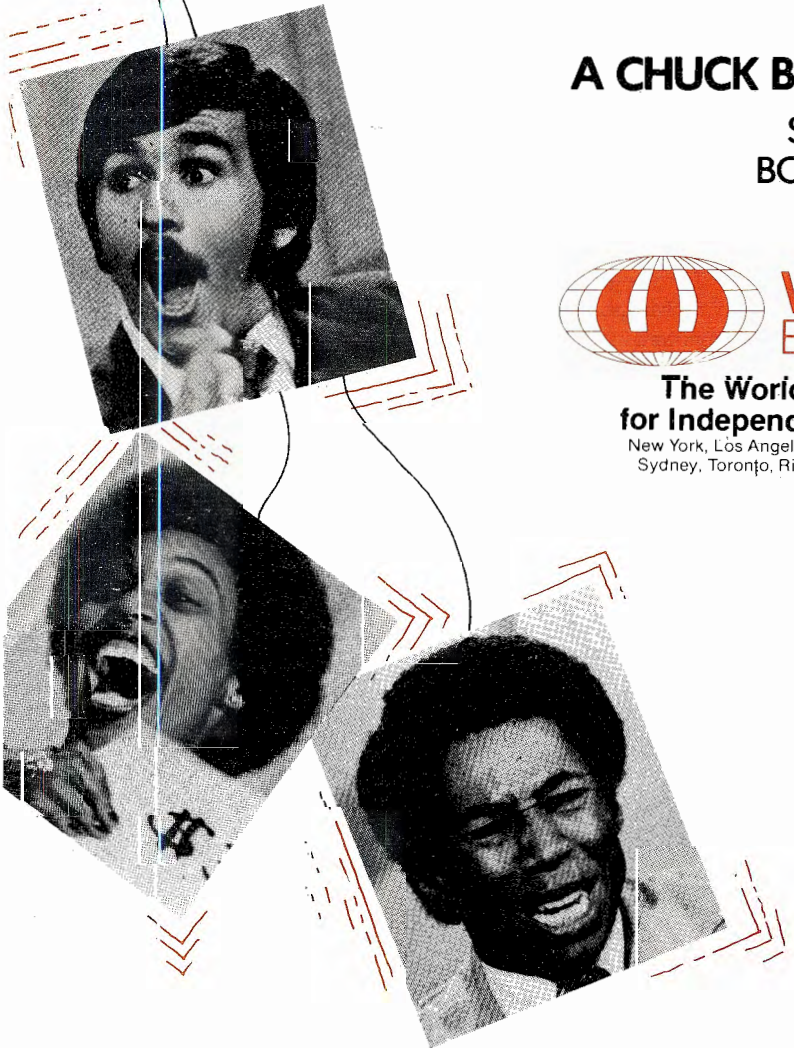


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This Week in Anaheim: Western Cable Show Agenda

The registration desk at the Disneyland hotel will be open 8 a.m. to 7 p.m., Wednesday and Thursday, Dec. 2 and 3, and 8 a.m. to 2 p.m. Friday, Dec. 4. The exhibits at the Anaheim and Disneyland Convention Centers will be open 10 a.m. to 6 p.m., Wednesday and Thursday, and 10 to 5 on Friday. The Society of Cable Television Engineers will hold technical sessions Wednesday and Thursday, 8 a.m. to 5 p.m., in the Disneyland hotel, Magnolia rooms A & B. All other sessions are at the Anaheim Convention Center unless otherwise noted.

Wednesday, Dec. 2

Keynote panel. 1-2:30 p.m. *Cable in the 1990's and Beyond.* Anaheim room. Moderator: Al Gilliland, Gill Cable. Panelists: Ted Turner, Turner Broadcasting; Gustave Hauser, Warner Amex; Robert Wright, Cox Cable; Ralph Baruch, Viacom.

Breakout sessions. 2:45-4 p.m. *Who Are Cable's Competitors?* Santa Ana room 2. Moderator: June Travis, American Television & Communications. Panelists: John Pellegrin, Pellegrin & Levine; George Billings, Satellite Television Corp.; John Gwin, Oak Communications; Bob Gould, Visions Ltd.

Exploring Community Programing. Santa Ana room 1. Moderator: Monroe Price, Jewish Television Network. Panelists: Wayne Wedin, Brea, Calif., city manager; Joel Kugelmass, California Public Broadcasting Commission; Bill Gruber, Cox Cable; Brian Owens, Valley Cable TV.

What Addressability and Pay-Per-View Means to You. Garden Grove room 3. Moderator: Doug Jarvis, Barry Enright Prods. Panelists: John Calvetti, SelecTV; Larry Wangberg, Warner Amex; Tom LaFourcade, Community TV.

What's in Store for Pay Programing? Garden Grove room 4. Moderator: Tony Accone, Daniels Cablevision. Panelists: Michael Fuchs, HBO; Bob Pittman, WASEC; Greg Nathanson, Showtime; Jerry Maglio, Rainbow.

Cocktail reception. 4-6 p.m. Both exhibit halls.

Thursday, Dec. 3

Breakfast. 7:30-8:45 a.m. Anaheim room. Speaker: Anna Marie Hutchison, California Cable Television Association.

Breakout sessions. 9-10:15 a.m. *Basic: The Base of Your Programing Pyramid.* Moderator: Gene Schneider, United Cable. Panelists: Ted Rogers, Rogers UA Cablesystems; James Cownie, Heritage Communications; Raymond E. Joslin, Hearst Corp.

Generating Advertising Revenue on Cable Systems. Garden Grove room 4. Moderator: Larry Miles, Times Mirror. Panelists: Robert Alter, Cabletelevision Advertising Bureau; Bob Hosfeldt, Gill Cable; Deborah Gonderil, Western Media International; Burton Stanier, Teleprompter.

The Franchise Renewal Dilemma. Garden Grove room 3. Moderator: John Malone, Tele-Communications Inc. Panelists: Frank Greif, National Association of Telecommunications Officers and Advisers. Gary Weik, Cox Cable; Harold Gan, Cable Television Information Center.

10:30-11:45 a.m. *Preventing Loss of Your Dollars: Illegal Connects and In-House Auditing.* Garden Grove room 3. Barbara Sitkin, Big Valley Cablevision. Panelists: Sam Towne, Gill Cable; Chuck Peters, Cox Cable; Paul Morbeck, Teleprompter; Mike Silacci, Falcon Cable TV.

New Frontiers in Cable Marketing. Garden Grove room 4. Moderator: Craig Ehrlich, Falcon Communications. Panelists: Alex Pappagon, Colony Communications; Gretchen Frank, Rogers UA Cablesystems; Doug Wenger, Storer; Del Heintz, TCI.

Enhanced Services: Technology in the Marketplace. Santa Ana room 2. Moderator: David Simons, Digital Video Corp. Panelists: Ben Smylie, Field Electronic Publishing; Art Esch, Nabu; Martin Glassman, Times Mirror; Joe Freitag, Satellite Business Systems.

VIP cocktail reception. 11:45 a.m.-12:30 p.m. Santa Ana room 1. California state senators and assemblymen.

Luncheon. 12:30-2 p.m. Anaheim room. Speaker: Willie Brown, speaker of the California assembly.

Breakout sessions. 2:15-3:45 p.m. *What is a Cable Television Subscriber Worth?* Santa Ana room 2. Moderator: Ed Allen, Western Communications. Panelists: John Saeman, Daniels & Associates; Charles Martz, Jones Group Ltd.; Leonard Tow, Century Communications; Paul Kagan, Paul Kagan Associates.

Cable Television and Education: A Growing Partnership. Garden Grove room 4. Moderator: Dr. Barbara O'Connor, California State University. Panelists: Dr. Len Gross, California State University; Dr. Henry McCarty, San Diego school system; Dr. Mary Lou Zoglin, Coastline Community College; Ted Hughett, Monterey Peninsula TV Cable.

Cocktail reception. 4-6 p.m. Both exhibit halls.

Friday, Dec. 4

Breakfast. 7:30-8:45 a.m. Center ballroom, Disneyland hotel. Speaker: David Robergi, president pro tem, California state senate.

Breakout session. 9-10:15 a.m. *Spectrum Management Sales.* Embassy East, Disneyland hotel. Moderator: Neil McHugh, Viacom-San Francisco. Panelists: Frank Washington, Times Mirror; John Wetzell, Ernst & Whinney; Graham Moore, TCI; George Shapiro, Arent, Fox, Kintner, Plotkin & Kahn.

Copyright: The Battle Continues. Embassy West, Disneyland hotel. Moderator: Don Williams, Times Mirror. Panelists: Tom Wheeler, National Cable Television Association; Steve Effros, Community Antenna Televi-

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sion Association; Thomas Railsback (R-Ill.); Robert Kastenmeier (D-Wis.).

Cable Operators View Software. Magnolia C, Disneyland hotel. Moderator: David Lewine, Playboy Enterprises. Panelists: John Goddard, Viacom; Greg Liptak, Times Mirror; Burt Harris, Harris Cable; Irving Kahn, Broadband Communications.

10:30-11:45 a.m. **Programing with All Your New Options.** Magnolia C, Disneyland hotel. Moderator: David Ochoa, Buena Vista Cablevision. Panelists: David Van Valkenberg, United; J.C. Sparkman, TCI; James H. "Trey" Smith, Cox Cable; Cris Cohen, Sonic Cable.

Training Your Systems Office and Operations Personnel: Your Best Marketing and Sales Investment. Embassy West, Disneyland hotel. Moderator: Gene Cook, General Electric. Panelists: Sheldon Satin, Sheldcn, Satin & Associates; Ted Livingston, Continental; Susan K. Couch, Warner-Amex; Jody Martin, Cox Cable.

Deregulation: Can the Obstacles Be Overcome? Embassy East, Disney-

land hotel. Moderator: William Strange, Sammons Communications. Panelists: Spencer Kaitz, CCTA; Henry Waxman (D-Calif.); Harold Cannon (D-Nev.); Carlos Moorhead (R-Calif.).

VIP cocktail reception. 11:45 a.m.-12:45 p.m. South ballroom, Disneyland hotel. California state senators and assemblymen.

Luncheon. 12:30-2 p.m. Ballroom, Disneyland hotel. Speaker: Marc Nathanson, president, CCTA.

Keynote session: 2:15-3:45 p.m. **Life After the Networks.** Embassy West, Disneyland hotel. Moderator: Douglas H. Dittrock, Tribune Company Cable. Panelists: Jack Schneider, WASEC; Mike Weinblatt, Showtime; Arthur Taylor, RCTV; Chris Derick, Comcast; Chet Simmons, ESPN; Charles Thierot, Western Communications.

CCTA cocktails, banquet and dinner. 6:30-10 p.m. Grand Ballroom, Disneyland hotel. Entertainment by Skiles & Henderson.

Western Cable's expanding exhibit horizons

The following is a list of exhibitors for the Western Cable show at the Anaheim Convention Center, representing both hardware and software suppliers. An asterisk denotes a new product.

ACSN 1581,1582
1200 New Hampshire Ave., suite 240, Washington 20036

Educational programing for adult viewers.
Staff: Linda Resnik, Robert Shuman, Hal

Morse, Ralph Malvik.

Adler Enterprises 2811
6804 Poplar Pl., suite 203, McLean, Va. 22101

Advance Industries 1413
2301 Bridgeport Dr., Sioux City, Iowa 51102

Staff: Manuel Camposano, Jerry Audus.

Alpha Technologies

1305 Fraser St., Bellingham, Wash. 98226

Staff: Fred Kaiser, Johan Dooyeweede, Bob O'Hara, Richard Burns, Les Forwood.

AM Cable TV Industries 620
Box 505, Quakertown, Pa. 18951

American Technology 1214
4902 Tollview Dr., Rolling Meadows, Ill. 60008

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Exhibitors (as of November 1):

Dexcel, Inc.; Anixter Pruzan; UNR Rohn; International Video Music, Inc.; U.S. Navy Office of Information; Shure Brothers, Inc.; National Entertainment Television, Inc.; Comsearch, Inc.; Encyclopaedia Britannica; Modern Talking Pictures Service; Associated Press; Colorgraphic Weather Systems, Inc.; Advance Industries; Blonder Tongue Laboratory, Inc.; Gardiner Communications Corporation; Audiotronics, Inc.; Hughes Aircraft Co.; Microwave Communications Products; Acme Ladders; Antenna Technology Corporation; Thomson-CFS Broadcast, Inc.; Microdyne Corporation; Boondoggle Communications; SelecTV Programming, Inc.; Phoenix Films; Christian Media Network; Panasonic; Atlantis Entertainment Network; TRW Semiconductors.

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John Calvetti, SelecTV
Terrance Easton, National Entertainment Television
Jack Morse, Microwave Associates Communications
S. Douglas Smith, ACTVA
Scott Johnson, Gardner Carton and Douglas
Michael Glaser, Gardner Carton and Douglas
Molly Pauker, FCC
Clay Pendarvis, FCC
Keith Larson, FCC
Rick Neustadt, Kirkland & Ellis
Andy Passerelli, Amvest Leasing & Capital
Tom Kidd, Microdyne
John Reilly, Global Village
Doug Smith, Gardiner Communications
Dr. L. Bransford, Public Service Satellite Consortium
Charla Rath, Appalachian Community Satellite Network
Franklin Graham, Low Power T.V. Applicant
Kujateli Kweli, Booker T. Washington Foundation
Ben Avery, Associated Press
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4711 Golf Rd., Skokie, Ill. 60076

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Antenna Technology Corp. 2104
3353 S. Highland Dr., suite 513, Las Vegas 89109

Associated Press 662
50 Rockefeller Plaza, New York 10020

Avantek 1320,1322,1324
3175 Bowers Ave., Santa Clara, Calif. 95051

BEI 1540,1541
Box 937, Olathe, Kan. 66061

CG-800 character generator/message weather system, marquee 2000 video production generator. **Staff:** Leo O'Brien, Jim Sherry, B.J. Lipari, Rod herring, Don Lueders.

Belden Corp. 605
2000 S. Batavia Ave., Geneva, Ill. 60134

Black Entertainment Television 590
3222 N. St., N.W., Washington 20007
Staff: Robert Johnson, Vivian Goodier.

Blonder-Tongue Laboratories 1221
One Jake Brown Rd., Old Bridge, N.J. 08857

Headend signal processors, earth station modulators, signal processors. **Staff:** George Bahue, Andy Gross, Isaac Blonder, Martin Eggers, Ed Curreri, George Chingery, Dwight Staehler, Ben Tongue, Chuck Fitzer, Glenn Stawicki, Jerry Schwartz.

Bogner 1223,1225
401 Railroad Ave., Westbury, N.Y. 11590

MDS transmitting and receiving antennas. **Staff:** Debbie King, Leonard King, Richard Bogner.

Broadcast Programing 2020
2 Lincoln Square, suite 18A, New York 10023

Cable & Computer Technology 320
1501 S. Harris Ct., Anaheim, Calif. 92806

Staff: Kirk Hollingsworth, Randy Wood, Bryan Rang, Clark Hollingsworth, Brad Finnermore, Mel Murray, Larry Wells.

CableBus Systems 745
7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Staff: Clifford B. Schrock, Robert D. Foster, Peter Cass, Barbara Senge, Pat Robinson, Dave Green, Bill Stayer, Mercy Peterson, Rhys Schrock, Michael Hansen.

Cable Data 540
3200 Arden Way, Sacramento, Calif. 95825

Home addressable terminal. **Staff:** Bob

Mathews, Ray Mattison, Barry Hyne, Danny Pickett, Bob Noren, Terry Jenkinson, John Hall, R. Smith.

Cablefacts 525
Box 11908, Lexington, Ky. 40578

Cable System Design 1012,1014
1225 Connecticut Ave. N.W., suite 100, Washington 20036

Cable TV Supply 470
Box 80393, Los Angeles 90009

Cadco 1215
2706 National Cr., Garland, Tex. 75041

Cal-Loaders 1213
1626 W. Whittier Blvd., La Habra, Calif. 90631

Boreing augurs for underground construction. **Staff:** Paul Van Nyhuis, David Van Nyhuis, Jeannie Van Nyhuis.

Capscan Cable 1604,1605,1609,1610
Halls Mill Rd., Box 36, Adelphia, N.J. 07710

Aluminum sheather cables, drop cables, connector installation equipment. **Staff:** Rex Porter, Frank Hamilton, Jerry Stovall, Earle Davis.

Catel 1606,1607
1400-D Stierlin Rd., Mountain View, Calif. 94043

TV and frequency modulation signal processing equipment, including channel processors, FM modulators, stereo multiplexers, microwave subcarrier equipment. **Staff:** Richard Old, Ed Bolton, Frank Genochio, Gerald Lindholm, Charles Robidart, Dan Lusky, Gilles Vignaud, R. Leonard, John Morrissey, Tom Dean, Dutch Hemler, William Shand, Mort Press, Arthur Osborn, Seth Anderson.

CATV Services 1114
3270 Seldon Court, suite 5, Fremont, Calif. 94539

Buy, sell and repair cable equipment. **Staff:** Richard Richmond, Denis Sette, Nita Fleming, Greg Francis, Nick Ferolito.

CBN Network 2205,2207
CBN Center, Virginia Beach, Va. 23463

CBS Cable 1543
1211 Avenue of the Americas, New York 10036

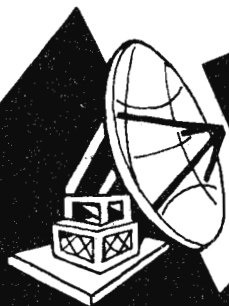
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Cinamerica 640
155 N. LaPeer Dr., Los Angeles 90048

Cinamerica Satellite Network. **Staff:** Ken Silverman, Honey Zigmond, Sylvester (Pat) Weaver, Pam Branner, Judy Polinsky, Jill Courtney.

Cobb Cable 2402
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Communications Marketing 770
2326 Tampa Ave., El Cajon, Calif. 92020

Cable systems brokerage, consumer opinion research, personnel placements and publications. **Staff:** Jim Bloxham, Alan Savage, Cecilia Tooker, Luci Trego, Randy Lee, Dave Thomas, Tom Wotruba, Jane Bobbitt, Kathleen O'Rear, Diana Duncan.

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Compact Video Systems 500,505
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3678 W. 2150 South, unit 2, Salt Lake City 84120

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Comsonics 1400
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Comtech Data Corp. 1406
613 S. Rockford Dr., Tempe, Ariz. 85281

Cable moder. **Staff:** Bob Miller, Jerry Rufener, Gary Mitchell.

Comworld International 2801
Box 1788, Provo, Utah 84603

Control Com 1532
2374 Brownsville Hwy., Jackson, Tenn. 38301

Cable security systems, data equipment. **Staff:** James Crocker, Patrick Ryan, Billy Geary, Bill McVay.

Control Technology 1319
1881 State St., Garland, Tex. 75042

Citation stand-by power units. **Staff:** Scott Webb, R. Sigler, C.S. Turner.

Copal Industries 1536
136 E. 57th St. New York 10022

Purchase and reclamation of salvage cable.

Staff: John Smeriglio, Tom Ashley, Merna Spitzer.

Cosmo Graphics 1590
4347 S. Hampton Rd., suite 110, Dallas 75273

Creative Cable Communications 1590
4347 S. Hampton Rd., suite 215, Dallas, 75237

Customized program guides. **Staff:** Clarence D. Stark, Paul A. Poulin, Timothy Poulin, Marilyn D. Tiffie, Cherie Jolley.

Daniels & Associates 1300
2930 E. Third Ave., Denver 80206

Defensive Security 1589
288 W. Houston, Jasper, Tex. 75951

Delta Benco Cascade 1596
124 Belfield Rd., Rexdale, Ont.

Delta Video 2116
3412 W. Olive Ave., Burbank, Calif. 91505

Di-Tech 1408
48 Jefryn Blvd., Deer Park, N.Y. 11729

Staff: Tony Bolletino.

Ditch Witch 700
Box 66, Perry, Okla. 73077

Dow Jones & Co. 1528-1530
Box 300, Princeton, N.J. 08540

Dow Jones cable news and information services. **Staff:** Richard A. Stickney, John R. Austin, Frank Nini.

B.E. Duval 1407
29619 Western Ave., San Pedro, Calif. 90732

Staff: Ben Duval, Glenn Duval, Jeannine Kra-nich, Steve Rose, Jim Chiddix, Charles Evans, Dave Emberson, Ted Schipirra, Brian Hooper, Jan Spisar, Carl Poirier.

Eagle Comtronics 750
4562 Waterhouse Rd., Clay, N.Y. 13041

Addressable 15-tier descrambler and eight-way directional taps. **Staff:** Joseph Ostuni, Joe Hesler, Alan Devendorf, Ken Kennedy, Chet Syp, Frank Curinga, Doc D'Alfonso, John Tekach.

Eastern Microwave 1311,1313
Box 4872, 3 Northern Concourse, Syracuse, N.Y. 13221

Staff: Art Perkins, Sam Morse, Marv Cotter, Gil Korto, Ann Russell, Cindy Rieben, Diane Yankulovich.

Echosphere 2114
5315 S. Broadway, Littleton, Colo. 80120

EEC-Video Group 1521,1522
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KING TV Seattle. A Division of King Broadcasting Co.

Entertainment and Sports Programing Network 450*ESPN Plaza, Bristol, Conn. 06010*

Sports programing, 24 hours. **Staff:** Chet Simmons, Scotty Connal, Bob Gutkowski, James Cavazzini, Roger Williams, Jim Huie, Chip Harwood, Charlie Mills, Bill Schweizer, Jim Ballard, Bill Grimes, Rosa Gatti, Shirley Rohn, Bobbi Mathues, Al Wieder, Jim Simpson, Cliff Drysdale, Bud Wilkinson.

Financial Guardian 2219
270 St. Paul, Box 6178, Denver, Colo. 80206

Fort Worth Tower 740
1901 E. Loop 820 S., box 8597, Fort Worth, Tex. 76112

Tower, building and earth station antenna. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Carl Moore, Roy Moore.

Gamco Industries 420
291 Cox St., Roselle, N.J. 07203

Cable equipment manufacturer with parental control, multi-tier security programable taps and upgrade 12-channel system to 35. **Staff:** George Baureis, Monique Baureis, Marty Norak, Renee Horak, Leon Poitras, John Eichitaedt.

Gardiner Communications 1611
1980 S. Post Oak Rd., suite 2040, Houston 77056

General Cable CATV 535
Box 700, One Woodbridge Center, Woodbridge, N.J. 07095

Fused Disc MIII coaxial cable. **Staff:** Richard Schwager, Tom Dover, Steve Hallock, John Kaye, Ed Jones, Heather Lewis, Mark Reiner, Mann Bush, Tracy Minton, Bruce Lane, John Kurpinski, Marc Goldstein.

General Cable Corp. 776
5600 W. 88th Ave., Westminster, Colo. 80030

General Instrument 290
2200 Byberry Rd., Hatboro, Pa. 19040

Gilbert Engineering 530,1593,1594
Box 23189, Phoenix 85063

Video training tape, laser marked parts*. **Staff:** R. Spann, J. Moulin, T. Ramsey, S. Flink, D. Arnot, D. Shumate, J. Dolan, R. Stoneburner, R. Hayward, D. Smith.

Gill Management Services 1120-24,1020-24
2050 Bering Dr., San Jose, Calif. 95131

Green Enterprises 2201
6303 Melody Ln., Dallas 75231

Group W Satellite Communications 1584,1585,1579,1580
41 Harbor Plaza Dr., Box 10210, Stamford, Conn. 06904

Staff: Curt Hoffman, Susan Kennedy, Cynthia

Gerhardy, Sara Levinson, Ron Castell, Daniel Ruth, Bill Scott, Lloyd Werner, Peter Newman, David Beddow, Dan Ritchie, Jonathan Hayes, Bill Baker, Dick Glover, Derk Zimmerman, Mike Lape, Jack Allen, Greg Ricci, Pat Narup, Tom Capra, Ann Pugliese, Kurt Aldag.

GTE Sylvania 115,215
1105 County Rd., San Carlos, Calif. 94070

Hamlin USA 1206,1208,1210
128 SW 153d St., Seattle, Wash. 98166

Harris 1419,1421,1423
Box 1700, Melbourne, Fla. 32901

3 meter earth station for TVR. **Staff:** Al Jones, Betty Day, Rick Fisher, Jim Hagan, Rick Jones, Cliff Fields, Bob Schneider, Dave Northe.

Hearst/ABC Video Services 1321,1323,1325,1420,1422,1424
555 Fifth Ave., New York 10017

Alpha Repertory Television Service, Daytime*. **Staff:** Jim Perkins, Nancy Jackson, Bob Fell, Sy Lesser, Kathryn Creech, Mary Alice Dwyer, Carmelle Caridi.

High Wire 2401
233 Wilshire Blvd., Suite 450, Santa Monica, Calif. 00401

Home Box Office 250
1271 Avenue of the Americas, New York 10020

Home Theater Network 1576-78
465 Congress St., Portland, Me. 04101

HTN plus*, HTN, pay programing services. **Staff:** Steve Broydrick, Kathryn Peterson, Marcia Babb, Ray Murdough, Peter Kendrick.

Homeguard of America 1535
9832 Burgen Ave., Los Angeles 90034

Security channel.

Hughes Aircraft (microwave division) 550
3060 W. Lomita Blvd., Torrance, Calif. 90509

Transmission through AML of conventional cable video signals, scrambled video signals, and various analog and digital transmission of data and voice signals; simultaneous transmission of high speed data and full motion video on single RF channel. **Staff:** Abe Sonnenschein, Gene Stanley, Doug Rasmussen, Ben Forte, Art Heiny, Jim Taglia, Dalton Couig, Norm Woods, Bob Stanton, Jerry Williamson, Keith Larson, Gary Tubbs, Marily Tailey, Dane Walker, Edith Sellens.

Hughes Communications 1560
Box 92424, Los Angeles 90009

Domestic satellite communications, Galaxy I (video service distribution). **Staff:** Clay Whitehead, Jacque Johnson, Brenda Freiberg.

IBM 100
2000 NW 51st St., Boca Raton, Fla. 33432

Ingomar Plastic Pipe 2118, 2120
7744 S. Ingomar Rd., Box 189, Gustine, Calif.

95322

Intercept Corp. 1306,1308
215 Entin Rd., Clifton, N.J. 07014

Jackson Enterprises 1117,1119
Box 6, Jacks Lane, Clayton, Ohio, 45315

Keystone Electronics 1608
830 Monroe St., Hoboken, N.J. 07030

Kindwall 1516-19
Box 1557, Spencer, Iowa 51301

Klein & 1586
1111 S. Robertson Blvd., Los Angeles 90035

Custom graphics package. **Staff:** Barbara Abels, Bob Klein, Jim Collier, Roxanne Yamaguchi, Bruce Littlejohn, Cheril Miller, Dana Veris.

Klungness Electronic Supply 1224
107 Kent St., Iron Mountain, Mich. 49801

KMP Computer Services 1410
703 Central Ave., Los Alamos, N.M. 87544

Computerized billing system. **Staff:** Eldon Pequette, Lynn Maas.

Knowledge Industries 1505
701 Westchester Ave., White Plains, N.Y. 10604

LDM 664
529 S. Second Ave., Covina, Calif. 91723

Staff: Rick Brotocao, John Torres, Lynn Payne-Malat, Craig Pedley, Debbie Fox, Wayne O'Neil, Bob Viramontes.

Lamb Corp. 1125
Box 950, Addison, Tex. 75001

Leaming Industries 2223
180 McCormick Ave., Costa Mesa, Calif. 92626

Lectro-CDC 1216,1218
650 Athena Dr., Athens, Ga. 30601

Staff: Mason Hamilton, Ron Livesay, Dick Behr, Pat Dennis, Bill Ramsey, Ben Rhodes.

Lemco Tool 2106
Box 330A, Cogan Station, Pa. 17728

Lindsay America 68
1051 Clinton St., Buffalo, N.Y. 14206

Cordless converter with sound control*, 400 mhz product line, CATV, MDS and TVRO antennas. **Staff:** Chris A. Allinson, David T. Atman.

Linear Corp. 745A
347 S. Glasgow Ave., Inglewood, Calif. 90301

LRC Electronics 676
901 South Ave., Horseheads, N.Y. 14845

Heat shrink tubing* and cable connectors. **Staff:** Keith McIntosh, Art Bodner, John McQuaid, Jack Radzik, Michelle Dismore, Colleen Mucci, Ben Duval, Glen Duval, Jeannine Kranich.

Vital Industries has instituted a cost-saving manufacturer-financing program - applicable to any Vital equipment purchase.

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VITAL INDUSTRIES, INC.

3700 N.E. 53rd Street
Gainesville, Florida 32601, USA

Magnavox CATV Systems 105-110, 205-210

100 Fairgrounds Dr., Manlius, N.Y. 13104

440 mhz equipment including amplifiers, Digital System Sentry, line extenders, taps, connectors and subscriber passives. **Staff:** F. Engel, R. Roscher, C.R. Mullen, J. Duffy, J. Staiger, T. Olszewski, L. Richards, A. Szegda, D. Maio, A. Lipp, C. Buesking, M. Hart, B. Ewing, B. Mackin, H. Longware.

Merrill Cable Equipment 1315,1317
Box 13741, Phoenix 85002

Metrodata Corp. 200
1190 Burnett Ave., Concord, Calif. 94520

Microdyne 630
Box 7213, 491 Oak Rd., Ocala, Fla. 32672

Satellite receiving terminals, 12-foot and five-meter antennas, headend modulators. **Staff:** George Bell, David Alvarez, Hank Lin, Thomas Kidd, Earl Currier.

Microflect 1583
3575 25th St. S.E., Salem, Ore. 97302

Microwave Associates 370
63 Third Ave., Burlington, Mass. 01803

Five meter earth station*, 12 foot transportable earth station. **Staff:** Jim Bunker, Charles Stanton, Paul Schaller, J. Duke Brown, Paul Fisher, Frank McCarthy, Fred Collins, Al Gillingham, Gary Atkins, Dave Headley, Linda Stein, Jim Rushing.

Midwest Corp. 1617
1021 W. 8th St., Cincinnati 45203

Staff: David Barnes, Roy Williams, Jay Adrick, Chris Summey, Marty Richey, Doug Rich, Pete Rowe Rightmire.

Modern Satellite Network 1113
45 Rockefeller Plaza, New York 10111

Daytime, women's informational programing. **Staff:** Jay Campbell, Les Tolchin, Bill Dunlap, Dolores Michael, John Barraclough, Steve Mahan, Joanne Aidala.

Motorola Semiconductors 1501,1502
725 S. Madison Dr., Tempe, Ariz. 85281

NABU Manufacturing 2030
485 Richmond Rd., Ottawa, K2A 3Z2

NBC Enterprises 2807,2809
30 Rockefeller Plaza, New York 10020

Net Enterprises 1587,88
356 W. 58th St., New York 10019

Video remote truck, duplication studio and editing and distribution facilities, and Vipro Program services, *Screen Treasures, Hints from Heloise, Kup's Show, Financial Planning for Women, Paul Harvey Comments, The Gigglesnort Hotel and Focus on the Family.* **Staff:** George Markatos, Donald Frehe, Audrey Koota, Peter Polakowski, Tom Edinger, Giff Cummings.

North Supply 1523
10951 Lakeview Ave., Lenexa, Kan. 66219

Not Long Productions 2301
1777 N. Vine St., suite 409, Hollywood, Calif. 90028

Oak Communications 340,440
Box 517, Crystal Lake, Ill. 60014

Dimension 2 interactive addressable cable, TotalControl addressable system, computer addressing system, Orion satellite scrambling system. **Staff:** Art Reynolds, Dean Bach, Werner Koester, Art Johnson, Jack Hooper, Chick Eissler, Stan Guif, Loris Thacker, Norm Zachrel, Bill Lipman, O.J. Hanas, Dick Kolarik.

Phasecom 1200
6365 Arizona Cr., Los Angeles 90045

Headend equipment, coherent and standard frequencies incorporating SAW filters. **Staff:** Ari Zimmerman, Bert Rosenblum, Richard Covell, William Lasky, Deba Roach, Patrick Segrave, Michael Marusich.

Photovision of California 1513
8540 W. Washington Blvd., Culver City, Calif. 90230

Pico 520
1001 Vine St., Liverpool, N.Y. 13088

Poleline Corp. 1416,1418
2016 Bronydale Ave., New York 10462

Electronic measuring wheel, coaxial cable, strand, lashing wire, mobile home drop boxes, pedestals, enclosures, lashing machines, test equipment, poleline hardware, tools, safety apparel, and equipment, construction equipment. **Staff:** Skip Aduddell, Randy Haas, Marc Schaeffer, Roger Fallahee, Steve Kaplan, Dave Schweyher, Bill DeFord, Frank Cristell.

Powervision 1403,1405
2840 Coronado, Anaheim, Calif. 92806

Staff: Ed Harmon, Tom Marino, Knute Berg, Don Chandler, Jim Marino, Gordon Lehman, Russ Taylor, Damien Leone.

Preview Channel 2227
73 Market St., Venice, Calif. 90291

Prodelin 1506
Box 131, Hightstown, N.J. 08520

Pyramid Industries 1538,1539
Box 23169, Phoenix 85063

Coaxial connectors and fittings, metal pedestals for buried plant. **Staff:** Paul Rhodes, Earl Gilbert, L. Gilbert, D. Nelson.

Rainbow Programing Services 760
100 Crossways Park West, suite 200, Woodbury, N.Y. 11797

Bravo, Escapade/Playboy. **Staff:** Jerry Maglio, Que Spaulding, Earl Spencer, Pam Euler, Peter Michaelson, Lynn McNelley, Sandy McGovern, Katie McEnroe, Debra Lieberman, Grace Child, Larry Hilford, Marc Lustgarten, Bob Weisberg, Gail Cincotta, Jeanne O'Grady.

RCA Cablevision Systems 270
8500 Balboa Blvd., Van Nuys, Calif. 91409

CATV equipment and service, set-top converters. **Staff:** W. Firestone, D. Reinert, Wade Hansen, Ron Jones, Warren Reihls, Bryon Brammer, Tom Yawit, Mike Hanafee, Marty de Aliminana, Randy Pattison, Bruce Furman, Ron Polomsky, R. Moses, J. Ovnick, J. Roling.

RCTV-Entertainment Channel 1591,1592,1593
30 Rockefeller Plaza, New York 10112

Reed Communications 2217
Suite 800, 4445 Calgary Trail South, Edmonton, Alberta

Reuters 600
1212 Avenue of the Americas, New York 10036

RMS Electronics 650
50 Antin Pl., Bronx, N.Y. 10462

Converters, standby/inverter power supply, descrambler, 400 mhz line splitters, directional couplers, multi-taps, descrambler/scrambler for pay TV systems, matching transformers, moulding ducts, wall plates and taps, amplifiers, attenuators, antenna/cable switches, connectors, hardware and tools. **Staff:** Arthur Fink, Don Edelman, Kerwin McMahon, Par Perez, Lee Heller, Bill Tielert, George Kaye, Bill Gamble, Gunther Diefes, Roger Jerry Quinn.

Rockwell International 591
Box 10462, Dallas 75207

Sadelco 1526,1527
75 W. Forest Ave., Englewood, N.J. 07631

Signal level meters, calibrators, porta bridges. **Staff:** Harry Sadel, Thomas Sadel, Frank Egenstafver.

SAL Cable Communications 1531
Box 794, Melville, N.Y. 11747

Satellite Communications Systems 1639
1308 W. 105th St., Chicago 60643

Staff: Michael Jarard, Ronald Moseley, R. Walker, Ray Klees, Dave Peter.

Satori Productions 1000
330 W. 42d St., New York 10036

Private Screenings, Celebrity. **Staff:** Ernie Sauer, Gary Conner, Jaffrey Sass, Andrew Fox, Marc Bernard, Roseanne Lopopolo, Margot Chernus, Sandy Stern, Janice DeMadona.

Sawyer Industries 1220,1222
5649 Peck Rd., Arcadia, Calif. 91006

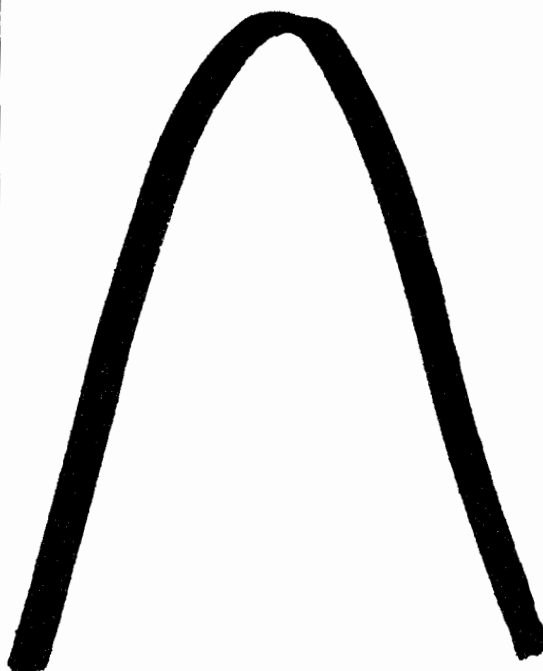
Staff: Ben Dody, Howard Drechsler, Marie Foster, Garth Orgill, Craig Pollara.

Scientific-Atlanta 280
Box 105027, Atlanta 30348

Earth stations. **Staff:** Sidney Topol, Jack Kelly, Del Bothof, Jay Levergood, Patricia Rooney, Alex Best, John Bacon, Jame Power, Andy Gondek, Jim Hart, Ben Forrester, Basil Kehoe, John Cheval, John Messerschmitt, Barney Geolat.

Security Channel 9832 Burgen Ave., Los Angeles 90034	1535	Staff: David D. Croll, Richard H. Churchill Jr., William P. Collatos.	ry Horton, Don Paul, Charles Rond, Jan Pappas, John Shaw, Susan Coady, Dick Taylor, Bob Hall, Ann Newman, Steve Ray, Rob Shevlot.
Seeburg Music 211 Hillsborough St., Raleigh, N.C. 27605	2221	T G Industries Hwy. 15 south, Armstrong, Iowa 50514	1514,1515
Showtime 1211 Avenue of the Americas, New York 10036	360	Telease 1900 Ave. of the Stars, suite 950, Los Angeles 90067	2010
24-hour programing service. Staff: Mike Weinblatt, Greg Nathanson, John Sie, Ron Bernard, Steve Schulte, Michael Clark, Susan Denison, Jack Heim, Earle Marsh, Tom Furr, Jim Miller, Loreen Arduis, Dick Sullivan, Pat Grotto, Art Gusow, Robert Mason, Richard Ingebrand, Jeff Wade, Reva Melniker, Rick Howe.		Teledac 1575 Taschereau Blvd., Longueuil, Quebec	2128
Signal Vision 22732 B. Granite Way, Laguna Hills, Calif. 92653	1307-1309	Telemine Co. 888 7th Ave., New York 10106	1635
Staff: Neil Phillips, Brian Dickey, Dave Hart, Tony Shumaker.		Penthouse entertainment television network, M.C. II. Staff: Robert Jacobs, Judy Shepard, Elizabeth Domoff, Gerald Kalb, David Smith.	
SIN/Galavision 250 Park Ave., New York 10177	1207,1209,1211	Tele-Wire Supply 122 Cutter Mill Rd., Great Neck, N.Y. 11021	1016,1018
Basic and pay cable services. Staff: Bill Stiles, Andrew Goldman, Susan Catapano, Fred Landman, Starrett Berry, John Figueroa, Sara Greenwood, Sylvia Lyon, Suzette Grimm, Enrique Aranzana, Hector Azulay, Danny Huertas, Juliet Giamartino.		Test equipment, pole line hardware, passive devices and tools, 400 mhz Theta-Comm equipment*. Staff: Sy Guttentplan, Sylvia Guttentplan, Jim Ruh, Lance Belcher.	
Sony 9 W. 57th St., New York 10019	2025	TEST 16130 Stagg St., Van Nuys, Calif. 91409	660
Southern Satellite Systems Box 45684, Tulsa, Okla. 74145	405	Texscan 2960 Grand Ave., Phoenix 85017	350
Satellite Program Network, CableText. Staff: Ed Taylor, Sel Kremer, Richard Smith, Garnet Rich, Terri Johnson, Gary Stanton, Steve Veters, Mike Strangeby, Cindy DiMattia.		Staff: Carl Pehlke, James Luksch, Bob Shannon, Ralieghe Stelle, Gail Bondurant, Bob Freedlund, Jarry Goldman, Gary Campbell, Jerry	
Standard Communications Box 92151, Los Angeles 90009	775		
Staff: Diane Hinte, Kim Keith, Mark Thomas, Tom Fischer, Don Thomas.			
Station Business Systems 600 W. Putnam Ave., Greenwich, Conn.	720		
SBS 1000, 2000 computerized accounting system. Staff: George Pupala, Jim Lang, Tom Roper, Susanne Perrine, Bob Harvey, Neil Hamilton, Neil Smith, Kathie Fijal.			
Stelco 5500 Kansas Ave., Kansas City, Kan. 66202	2124		
Supra Products Box 3167, Salem, Ore. 97302	1112		
Cabinet lock for securing pedestals and enclosures, and locking wallplate* for securing cable: key boxes for controlling access. Staff: Steve Roby, John Knott, Doug Marshall, Dave Brown, Mike Canty.			
System Concept 2440 S. Progress Dr., Salt Lake City 84119	672		
TA Associates 111 Devonshire St., Boston 02109	1212		
Venture capital and investment banking firm specializing in debt and equity financing.			

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Early in 1982, we'll build USA DAYTIME into the hottest daytime attraction on your system. With women's, family service and children's shows all scheduled to attract the largest potential audiences.

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man, Robert Wussler, Paul Bissonette, Doug McGinnis, Susan Korn, Cathy Burrell, Doug David.

TVSM 1217,1219
823 Benjamin Fox Pavilion, Jenkintown, Pa. 19046

Program guides. **Staff:** Neil Heller, Beryl Wolk, Allen Turner, Richard Summers.

United Press International 1312,1314
E 42d St., New York 10017

UPI cable news and specialized wire services. **Staff:** Gordon Rice, Hal Bauer, Jack Klinge, Bill Ferguson, Dennis Kinsella, John Mantel.

United Video 1107,1109,1111

5200 S. Harvard, suite 215, Tulsa, Okla. 74135

US JVC 2000,2005
41 Slater Dr., Elmwood Park, N.J. 07407

USA Cable Network 680
208 Harristown, Rd., Glen Rock, N.J. 07452

Sports, women's, family, children's and documentary programming. **Staff:** Kay Koplovitz, Andrew Besch, Jeff Lawenda, Ken Kinderman, Lonnie Guide, Steve Kreindel, Stuart DeLima, Mary Lou Brown, Brent McKinley, Monia Joblin, Peter Krieger, John Kuhn, Barry Kluger.

UTV Cable Network 1600
22-08 Route 208, Fair Lawn, N.J. 07410

Involvision, basic cable interactive programming. **Staff:** Rich Levinson, Bill Padalino, Norman Levine, Sandy Saxion, Bill Moen, Jim Lindstrom, Mildred Carolan.

Vermeer 1411
1733 S. Vineyard Ave., Ontario Calif. 91761

Rock/asphalt cutting machines, trenching and plowing machines. **Staff:** Bob Qualls, Frank Lambert, Jay Devries, Chuck Avert, David Parra.

Video Data Systems 560
5630 Waterbury Way, Suite B-102, Salt Lake City 84121

Multichannel display system, Video Newspaper, program guide display, message display, stock display, satellite weather system. **Staff:** Steve Seiden, Barry Kenyon, Larry Schulman, Ken Lawson, Dave Allen, Paul Eggert, John Marshall, Michael Watson, Larry Purcell, Martha Wilmering.

Video Systems Network 1625
12530 Beatrice St., Los Angeles 90066

Viewsonics 1524,1525
Box 36, Jericho, N.Y. 11753

Vitek Electronics 674
4 Gladys Crt., Edison, N.J. 08817

Single and multichannel traps for security, converters and signal leakage detectors. **Staff:** Bob Geissler, Carmine D'Elio, Joe Griffin, Peggy Sharp, Donna Conlon, Alide Soltysiak.

Warner Amex 390
1211 Avenue of the Americas, New York 10036

Wavetek Indiana 1006,1008,1010
66 N. First Ave., Beech Grove, Ind. 46107

The Weather Channel 1510-12
150 W. Brambleton Ave., Norfolk, Va. 23501

Live, 24-hour cable programming service*. **Staff:** John Coleman, Mike Ban, Bahns Stanley, Doug Holladay, Gordon Herring, Jim Mays, Alice Coleman, Claudia Watson.

Wegener Communications 2122
150 Technology Park, Norcross, Ga. 30092

Samuel Wendel 2102
944 21 St., Santa Monica, Calif. 90403

Winegard 310
Box 329, Montgomeryville, Pa. 18936

Winegard series 400 mhz amplifier. **Staff:** Randy Winegard, Bob Fleming, Bill Stone Pete Hasse, Lynne Hood, Jim Banard, Bill Gregory, Rus Heerdt, Leo Riddle, Joe Dolinski, Larry Fawber, Ed Witaconis.

Zenith Radio 730
1000 Milwaukee Ave., Glenview, Ill. 60025

54 channel addressable converter, teletext equipment. **Staff:** Jim Faust, Gordon Kelly, Walt Ciciora, Bill Thomas.

This advertisement is neither an offer to sell nor a solicitation of offers to buy any of these securities. The offering is made only by the Prospectus.

NEW ISSUE

November 19, 1981

1,200,000 Shares

Cox Broadcasting Corporation

Common Stock

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Price \$34.50 per share

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Stock Index

Exchange and Company	Closing Tue. Nov 24	Closing Wed. Nov 18	Net Change in Week	Percent Change in Week	P/E	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	35	34	+1	+ 2.94	7	980
N Capital Cities.....	72 1/4	73 3/4	-1 1/2	- 2.03	13	951
N CBS.....	50	51 3/4	-1 3/4	- 3.38	7	1,393
N Cox.....	34	34 1/2	- 1/2	- 1.44	9	922
A Gross Telecasting.....	28 3/4	28 1/2	+ 1/4	+ .87	8	22
O LIN.....	33 3/4	33 1/2	+ 1/4	+ .74	11	187
N Metromedia.....	161	158	+3	+ 1.89	14	720
O Mooney.....	5 3/8	5 3/4	- 3/8	- 6.52		2
O Scripps-Howard.....	22	22			4	227
N Storer.....	31	31			19	407
N Taft.....	31	32	-1	- 3.12	11	303
O United Television.....	7 5/8	7 3/4	- 1/8	- 1.61		91

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	20 7/8	19 1/2	+1 3/8	+ 7.05	20	69
A Affiliated Pubs.....	29	28 7/8	+ 1/8	+ .43	11	149
N American Family.....	7 1/2	7 1/8	+ 3/8	+ 5.26	6	92
N John Blair.....	23 7/8	23 1/8	+ 3/4	+ 3.24	8	88
N Charter Co.....	9 7/8	9 7/8				270
N Chris-Craft.....	32 5/8	31 3/8	+1 1/4	+ 3.98	11	102
N Coca-Cola.....	34 7/8	33 7/8	+1	+ 2.95	10	4,311
N Cowles.....	29 7/8	30	- 1/8	- .41	19	118
N Dun & Bradstreet.....	64 7/8	65	- 1/8	- .19	17	1,809
N Fairchild Ind.....	13	13 7/8	- 7/8	- 6.30	3	148
N Gannett Co.....	38 3/8	39 5/8	-1 1/4	- 3.15	13	2,075
N General Tire.....	25	25			8	602
O Gray Commun.*.....	42	42			9	20
N Harte-Hanks.....	34 1/4	35 3/4	-1 1/2	- 4.19	14	326
O Heritage Commun.....	11 3/8	12 1/4	- 7/8	- 7.14	33	61
N Insilco Corp.....	16 7/8	16 5/8	+ 1/4	+ 1.50	8	181
N Jefferson-Pilot.....	27 5/8	26 1/2	+1 1/8	+ 4.24	7	605
O Josephson Intl.....	20 1/4	18 1/2	+1 3/4	+ 9.45	9	47
N Knight-Ridder.....	33	32 1/4	+ 3/4	+ 2.32	11	1,068
N Lee Enterprises.....	27 7/8	28 3/8	- 1/2	- 1.76	12	198
N Liberty.....	14 3/8	14 3/8			6	183
N McGraw-Hill.....	51 5/8	50 1/8	+1 1/2	+ 2.99	14	1,282
A Media General.....	35 3/4	36 3/8	- 5/8	- 1.71	9	258
N Meredith.....	62 1/4	60 3/8	+1 7/8	+ 3.10	8	196
O Multimedia.....	33	33 3/4	- 3/4	- 2.22	15	332
A New York Times Co.....	34 1/2	33	+1 1/2	+ 4.54	10	413
N Outlet Co.....	38 1/4	36 7/8	+1 3/8	+ 3.72	17	96
A Post Corp.....	26 3/4	27	- 1/4	- .92	19	48
N Rollins.....	17 3/8	17	+ 3/8	+ 2.20	12	474
N San Juan Racing.....	22 1/8	22 1/8			27	55
N Schering-Plough.....	26	25 3/8	+ 5/8	+ 2.46	6	1,380
O Stauffer Commun.....	43	43			11	43
A Tech Operations.....	15 3/4	16	- 1/4	- 1.56	7	16
N Times Mirror Co.....	48 3/4	48	+ 3/4	+ 1.56	12	1,662
O Turner Bcstg.....	9 1/2	9 1/2				190
A Washington Post.....	31	32 7/8	-1 7/8	- 5.70	13	435
N Wometco.....	20 1/8	20	+ 1/8	+ .62	12	267

CABLE						
A Acton Corp.....	11 1/2	11 3/4	- 1/4	- 2.12	9	34
N American Express.....	47 1/4	45 1/2	+1 3/4	+ 3.84	9	3,368
O Burnup & Sims.....	14	13 3/4	+ 1/4	+ 1.81	15	125
O Comcast.....	22 1/2	22 1/2			27	86
N General Instrument.....	44 1/8	40 1/8	+4	+ 9.96	6	1,121
O Rogers Cablesystems.....	8 3/4	8	+ 3/4	+ 9.37	17	166
O Tele-Communications.....	22 3/8	22 3/4	- 3/8	- 1.64	57	533
N Teleprompter.....	37 1/2	37 1/2			30	638
N Time Inc.....	39 1/2	37 1/4	+2 1/4	+ 6.04	8	2,223
O Tocom.....	12	11 1/4	+ 3/4	+ 6.66		39
N UA-Columbia Cable.....	88 7/8	89 3/4	- 7/8	- .97	33	298
N United Cable TV.....	23 1/2	22 1/2	+1	+ 4.44	28	230
N Viacom.....	25 1/4	24 5/8	+ 5/8	+ 2.53	5	225

Exchange and Company	Closing Tue. Nov 24	Closing Wed. Nov 18	Net Change in Week	Percent Change in Week	P/E	Market Capitalization (000,000)
PROGRAMMING						
O Barris Industries.....	2 1/4	2 1/8	+ 1/8	+ 5.88	2	7
N Columbia Pictures.....	46	43 1/8	+2 7/8	+ 6.66	9	466
N Disney.....	54 1/2	52 7/8	+1 5/8	+ 3.07	14	1,773
N Filmways.....	4 7/8	5	- 1/8	- 2.50		30
O Four Star.....	1 3/4	1 3/4				18
N Getty Oil Corp.....	70 3/8	62 3/4	+7 5/8	+12.15	8	5,781
N Gulf & Western.....	17 1/8	16 1/8	+1	+ 6.20	4	1,278
N MCA.....	42	39 7/8	+2 1/8	+ 5.32	233	987
O Medcom.....	11 1/4	12	- 3/4	- 6.25	26	19
N MGM Film.....	7	7			13	227
O Reeves Commun.....	30 1/2	30 3/4	- 1/4	- .81	18	165
O Telepictures.....	7 3/4	7 1/8	+ 5/8	+ 8.77	35	18
N Transamerica.....	23 3/4	23 3/8	+ 3/8	+ 1.60	6	1,552
O Video Corp. of Amer.....	6 3/4	6 7/8	- 1/8	- 1.81	11	6
N Warner.....	55 3/4	52 1/2	+3 1/4	+ 6.19	22	3,276
A Wrather.....	22 1/2	22 3/4	- 1/4	- 1.09		52

SERVICE						
O BBDO Inc.....	38	36 1/2	+1 1/2	+ 4.10	7	95
O Compact Video.....	9 7/8	9	+ 7/8	+ 9.72	8	29
N Comsat.....	56	55 1/4	+ 3/4	+ 1.35	12	448
O Doyle Dane Bernbach.....	16 1/2	16 1/2			9	20
N Foote Cone & Belding.....	30	29 1/2	+ 1/2	+ 1.69	8	82
O Grey Advertising.....	65	65			6	39
N Interpublic Group.....	30 1/2	30 3/4	- 1/4	- .81	7	136
N JWT Group.....	33	31 3/4	+1 1/4	+ 3.93	7	100
O MCI Communications.....	35 3/8	29 3/4	+5 5/8	+18.90	197	1,294
A Movielab.....	3 1/8	3 1/4	- 1/8	- 3.84	4	5
A MPO Videotronics.....	5 1/2	5 5/8	- 1/8	- 2.22	18	3
O A.C. Nielsen.....	47 1/4	45 1/4	+2	+ 4.41	20	530
O Ogilvy & Mather.....	32 1/2	31 1/4	+1 1/4	+ 4.00	9	134
O Telemation.....	2 1/2	2 1/4	+ 1/4	+11.11	15	2
O TPC Communications.....	2 3/4	2 3/4				2
N Western Union.....	32 1/8	31 1/2	+ 5/8	+ 1.98	18	487

ELECTRONICS/MANUFACTURING						
O AEL.....	13 1/4	13 3/4	- 1/2	- 3.63	13	25
N Arvin Industries.....	14 1/2	14 7/8	- 3/8	- 2.52	13	113
O C-Cor Electronics.....	16 1/2	16 1/2				49
A Cetec.....	4 1/2	4 1/4	+ 1/4	+ 5.88	7	9
O Chyron.....	19 3/4	18 1/4	+1 1/2	+ 8.21	32	24
A Cohu.....	5 1/2	5 1/2			7	9
N Conrac.....	23	23			17	48
N Eastman Kodak.....	69 5/8	66 1/2	+3 1/8	+ 4.69	9	11,236
O Elec Missile & Comm.....	12 3/4	12 1/4	+ 1/2	+ 4.08	61	35
N General Electric.....	59 1/8	56 1/4	+2 7/8	+ 5.11	9	13,401
N Harris Corp.....	39 3/4	40 3/4	-1	- 2.45	14	1,222
O Microdyne.....	16 1/4	16	+ 1/4	+ 1.56	19	43
N M/A Com. Inc.....	28 1/2	26 1/8	+2 3/8	+ 9.09	31	951
N 3M.....	53	49 7/8	+3 1/8	+ 6.26	10	6,173
N Motorola.....	65 1/4	64 3/8	+ 7/8	+ 1.35	11	1,862
O Nippon Electric.....	87 7/8	89 1/4	-1 3/8	- 1.54	38	2,885
N N. American Philips.....	39 1/2	36 1/4	+3 1/4	+ 8.96	7	
N Oak Industries.....	31 1/4	30	+1 1/4	+ 4.16	16	340
A Orrox Corp.....	8 7/8	9 3/4	- 7/8	- 8.97	32	14
N RCA.....	18	18			6	1,349
N Rockwell Intl.....	28 5/8	28 1/2	+ 1/8	+ .43	8	2,147
A RSC Industries.....	4 3/8	4 3/8			31	10
N Scientific-Atlanta.....	29 1/8	27 7/8	+1 1/4	+ 4.48	36	617
N Sony Corp.....	18 1/8	17 3/4	+ 3/8	+ 2.11	13	3,908
N Tektronix.....	53 1/8	52	+1 1/8	+ 2.16	12	970
O Telemet (Geotel Inc.).....	2 1/4	2 1/8	+ 1/8	+ 5.88		6
A Texscan.....	18 1/4	17 1/4	+1	+ 5.79	31	54
N Varian Associates.....	31 1/2	30 1/2	+1	+ 3.27	15	242
N Westinghouse.....	24 1/4	23 3/4	+ 1/2	+ 2.10	5	2,060
N Zenith.....	10 5/8	12 1/4	-1 5/8	-13.26	8	200

Standard & Poor's 400 Industrial Average 135.83 134.06 + 1.77

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split two for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Changing Hands

PROPOSED

KCBN(AM)-KRNO(FM) Reno □ Sold by BBC Inc. to Roth Communications for \$3,775,000. **Seller** is owned by Lorraine W. Arms who has no other broadcast interests. **Buyer** is owned by David A. Roth who is Boston neurosurgeon and also owns WIRA(AM)-WOVV(FM) Fort Pierce, Fla., which he bought for \$2,225,000 (BROADCASTING, Sept. 7). KCBN is on 1230 khz with 1 kw day and 250 w night. KRNO is on 106.9 mhz with 60 kw and antenna 460 feet above average terrain. **Broker: W. John Grandy.**

WAFL-AM-FM Milford, Del. □ Sold by Mid-Atlantic Communications Inc. to Herbert K. Schnall and James T. Kane for \$1,050,000. **Seller** is principally owned by Thomas H. Draper, president, who is also also president and principal owner of WBOC-TV Salisbury, Md., which was purchased last year for \$8 million (BROADCASTING, Sept. 29, 1980). **Buyer** Schnall is chairman of New American Library, New York-based publisher of pocket books and subsidiary of Times Mirror Co. Kane is president of Kane Paper Corp., Baldwin, N.Y., paper and corrugated box supplier. Neither has other broadcast interests. WAFL is 500 w daytimer on 930 khz. WAFL-FM is on 97.7 mhz with 3 kw and

antenna 240 feet above average terrain. **Broker: Cecil L. Richards Inc.**

WCOD-FM Hyannis, Mass. □ Sold by Resort Communications Inc. to Taylor Communications Inc. for \$1 million. **Seller** is owned by Marjorie A. Hyman, executor for estate of John G. Keljikan (100%), who also owns 17% of WCRN(FM) Charlotte-Amalie, V.I. **Buyer** is subsidiary of J.J. Taylor Distributing Co., North Dartmouth, Mass.-based beer and wine distributing company. John J. Taylor III is vice president. He has no other broadcast interests. WCOD-FM is on 106.1 mhz with 50 kw and antenna 450 feet above average terrain.

KVKM(AM)-KGEE(FM) Monahans, Tex. □ Sold by Monahans Broadcasting Co. to Oil Broadcasting Corp. for \$730,000. **Seller** is owned by William W. Jamar Jr. and wife, Jane Ellen (50% each). They own KBWD(AM)-KOXE(FM) Brownwood, KLIK(AM) Waco and KBIL(FM) San Angelo, all Texas. William Jamar owns 10% and his wife owns 7.5% of KSNY-AM-FM Snyder, Tex. **Buyer** is owned by Louie F. Garrett (50.02%), William S. Sanders and Fluid Capital Corp. (24.9% each). Garrett is Jackson, Miss., accountant and real estate investor who has no other broadcast interests. Sanders is Albuquerque,

N.M., communications consultant and 24.9% owner of KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. Fluid Capital Corp. is subsidiary of Fluid Corp., Albuquerque-based publicly traded investment company that also owns 24.9% of KDHI-KQYN. George T. Slaughter is president and 11.4% owner. KVKM is on 1330 khz with 5 kw day and 1 kw night. KGEE is on 99.9 mhz with 100 kw and antenna 289 feet above average terrain.

WRES(FM) Troy, Ala. □ Sold by Shelley Broadcasting Inc. to H. Jack Mizell for \$500,000. **Sellers** are R. E. Shelley (60%), W.D. Price (20%), Wendy S. Ford and Jane S. Morris (10% each), who have no other broadcast interests. **Buyer** is Ozark, Ala., businessman who has no other broadcast interests. WRES is on 105.6 mhz with 100 kw and antenna 410 feet above average terrain.

WQIO(AM) Canton, Ohio □ Sold by Douglas Properties Inc. to Raymond Crowl for \$450,000. **Seller** is owned by Sidney J. Collins, president, and family who have no other broadcast interests. **Buyer** is former owner of Canton advertising agency and has no other broadcast interests. WQIO is 5 kw daytimer on 1060 khz. **Broker: Blackburn & Co.**

WIMO(AM) Winder, Ga. □ Sold by Cecil H. Grider to Sidney K. Griffin for \$430,000. **Seller** has no other broadcast interests. **Buyer** is currently general manager at WIMO and former sales manager at WQEN(FM) Gadsden, Ala. WIMO is 1 kw daytimer on 1300 khz.

WUFE(AM) Baxley, Ga. □ Sold by WHAB Radio Inc. to South Georgia Broadcasters Inc. for \$240,000. **Seller** is owned by Farnell O'Quinn (80.4%) and wife, Evona M. (19.6%). He owns 80% and she owns 5% of WULF(AM) Alma, Ga. He also owns 100% of WUFF-AM-FM Eastman, Ga. **Buyer** is owned by James A. Graham (75%) and O. M. McLean (25%). They own WSIZ(AM) Ocilla, Ga., and hold construction permit for new FM there. WUFE is 5 kw daytimer on 1260 khz.

□ Other proposed station sales include: WKLN(FM) Cullman, Ala. (BROADCASTING, Nov. 2); WRMG(AM) Red Bay, Ala.; WLAK(FM) Chicago (BROADCASTING, Sept. 14); WASK-AM-FM Lafayette, Ind. (BROADCASTING, Oct. 12); KWLA(AM) Many, La.; WVII-TV Bangor, Me. (BROADCASTING, July 13); KWKI(FM) Kansas City, Mo. (BROADCASTING, Oct. 19); KIMB(AM) Kimball, Neb. (BROADCASTING, Nov. 23); WKXR-AM-FM Exeter, N.H. (BROADCASTING, Nov. 16); WCSL(AM) Cherryville, N.C.; WHIT(AM) New Bern, N.C. (BROADCASTING, Nov. 23), and WHYZ(AM) Greenville, S.C. (BROADCASTING, Nov. 23) (see "For the Record," page 84).

APPROVED

WBIE(FM) Marietta, Ga. □ Sold by Marietta Broadcasting Co. to Capital Cities Communications for \$7.5 million. **Seller** is owned by estate of James M. Wilder (75%) and Elizabeth F. Hagood (25%), who sold WCOB(AM) Marietta, Ga.

Dr. David A. Roth

has acquired

WIRA and WOVV (FM)

Fort Pierce, Florida

for

\$2,250,000

from

Indian River Broadcasting Company

We are pleased to have served as
broker in this transaction.

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BEVERLY HILLS, 90212
9465 Wilshire Blvd.
(213) 274-8151

11/30/81

(BROADCASTING, Nov. 16). **Buyer** is publicly held New York-based group of seven AM's, six FM's and six TV's. Capacities also owns Fairchild Publications, number of newspapers and Cablecom General, leading cable MSO. Thomas S. Murphy is chairman, and Daniel B. Burke, president. **WBIE** is on 101.5 mhz with 100 kw and antenna 870 feet above average terrain.

KJJJ-AM-FM Phoenix □ Sold by International Tapetronics Corp. to Communications Group Inc. for \$6.25 million. **Seller** is owned by Elmo Franklin and John Jenkins, who have no other broadcast interests. **Buyer** is subsidiary of Wolpin Co., which is owned by Walter Wolpin (85%) and Frederic Weber (15%), who own **WCAR(AM)** Detroit. **KJJJ** is on 910 khz with 5 kw full time. **KJJJ-FM** is on 92.3 mhz with 100 kw and antenna 285 feet above average terrain.

WJCW(AM)-WQUT(FM) Johnson City, Tenn. □ Sold by Tri-Cities Broadcasting Corp. to Bloomington Broadcasting Corp. for \$3.4 million. **Seller** is owned by James C. Wilson who has no other broadcast interests. **Buyer** is group of 30 stockholders who own **WGOW(AM)-WSKZ(FM)** Chattanooga, Tenn., and **WJBC(AM)-WBNQ(FM)** Bloomington, Ill. Timothy R. Ives is president and 12.19% owner. **WJCW** is on 910 khz with 5 kw day and 1 kw night. **WQUT** is on 101.5 mhz with 100 kw and antenna 1,500 feet above average terrain.

WKDD(FM) Akron, Ohio □ Sold by **WCUE** Radio Inc. to Welcome Radio Associates for \$3 million. **Seller** is owned by Donal M. O'Neil (51%) and George W. Mamas (49%), who also sold **WCUE(AM)** Cuyahoga Falls, Ohio (see below). **Buyer** is group of one general partner and 16 limited partners who own **WSLR(AM)** Akron. Harrison M. Fuerst is president of general partner and holds 35.4% of limited partner. **WKDD** is on 96.5 mhz with 50 kw and antenna 440 feet above average terrain.

KMMM(FM) Muskogee, Okla. □ Sold by K Triple M Corp. to KMMM Radio Inc. for \$1,225,000. **Seller** is owned by Daniel E. Wolff (70.6%) and mother, Imelda M. Wolff (29.4%), who have no other broadcast interests. **Buyer** is subsidiary of Hicks Communications, Dallas-based group of two AM's and two FM's that bought, subject to FCC approval, **KNOW(AM)** Austin for \$3 million (BROADCASTING, Aug. 31). **Buyer** is owned by R. Steven Hicks and Thomas O. Hicks, brothers. **KMMM** is on 106.9 mhz with 97 kw and antenna 125 feet above average terrain.

WJNC(AM)-WRCM(FM) Jacksonville, N.C. □ Sold by George C. Beasley Broadcast Group of Jacksonville Inc. to Winfas Inc. for \$1,150,000. **Seller** is owned by George S. Beasley, who owns **WKBX(AM)-WSGF(FM)** Savannah, Ga.; **WWMO(AM)** Reidsville, N.C.; 96.02% of **WDMT(FM)** Cleveland; 95% of **WFMC(AM)** Goldsboro, N.C.; 95% of **WVHI(FM)** Evansville, Ind.; 90% of **WOKN(FM)** Goldsboro, N.C.; 85% of **WGAG(AM)**

Augusta, Ga.; 67.5% of **WMOO(AM)-WBLX(FM)** Mobile, Ala., and 60% of **WFAI(AM)** Fayetteville, N.C. **Buyer** is owned by W.S. Foster Jr. (41.4%), Larry W. Nichols (31.1%), Robert P. Ashley (10.3%) and Roger R. Ingram and Andrew T. Walker (8.6% each). Foster is Burlington, N.C., textile manufacturer. Nichols is High Point, N.C. automobile dealer. Ashley is Burlington insurance executive. Ingram is general manager of **WGLD(AM)-WOKX(FM)** High Point. Walker is program director at **WPTF(AM)** Raleigh. They have no other broadcast interests. **WJNC** is on 1240 khz with 1 kw day and 250 w night. **WRCM** is on 92.1 mhz with 3 kw and antenna 270 feet above average terrain.

WFHR(AM)-WWRW(FM) Wisconsin Rapids, Wis. □ Sold by Advance Broadcasting Corp. to Wisconsin Rapids Broadcasting Inc. for \$1,145,000. **Seller** is subsidiary of Wisconsin Rapids Tribune Co., publisher of Wisconsin Rapids *Daily Tribune*, owned by William F. Huffman. He owns, through Advance Broadcasting and Wisconsin Rapids Tribune Co., 18.14% of Forward Communications, Wausau, Wis.-based group of five AM's, five FM's and six TV's. **Buyer** is subsidiary of Gazette Printing Co., Janesville, Wis.-based group of five AM's and five FM's owned by Robert W. Bliss family. They also publish the *Ironwood (Mich.) Daily Globe*, *Janesville (Wis.) Gazette*, and *Marinette (Wis.) Eagle-Star*. **WFHR** is on 1320 khz with 5 kw day and 500 w night. **WWRW** is

on 103.3 mhz with 84 kw and antenna 330 feet above average terrain.

WCUE(AM) Cuyahoga Falls, Ohio □ Sold by **WCUE** Radio Inc. to Sackett Broadcasting Co. for \$1 million. **Seller** has also sold **WKDD(FM)** Akron, Ohio (see above). **Buyer** is owned by David L. Brennan, Robert Winer, Thomas R. Merryweather and John S. Steinhauer (20% each) and Richard T. Cunningham and Nicholas P. Andreeff (10% each). Brennan, Steinhauer, Cunningham and Andreeff are Akron, Ohio, attorneys. Winer is former general manager of **WHLO(AM)** Akron. Merryweather is officer at Akron savings and loan association. They have no other broadcast interests. **WCUE** is on 1150 khz with 1 kw day and 500 w night.

WKOP(AM) Binghamton, N.Y. □ Sold by Southern Tier Broadcasters Ltd. to Broome County Broadcasters Inc. for \$720,000. **Seller** is owned by Clark C. Cook (68.9%), Raymond L. Ross (12.5%), Herman and Marjorie Mantel. **Buyer** is member of Regional Broadcasters Group, New York-based group of five AM's and six FM's owned by Alastair B. Martin family. **WKOP** is on 1360 khz with 50 kw day and 5 kw night.

KESE(AM) Monterey, Calif. □ Sold by Century Broadcasting Co. to Radio Monterey Inc. for \$650,000. **Seller** is Greentree Group, principally owned by Charles D. Powers. Greentree Group includes **KVEC(AM)** San Luis Obispo, Calif.;

- Negotiations
- Appraisals
- T.V.
- Newspapers
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- Financing

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WCMF-FM, WDOQ-FM
WUST-AM
WBCI-AM
WZMF-FM
WXRA-FM, KRLY-FM
WQXQ-FM
WKLS-FM
WBFG-FM
WJMD-FM
WNUU-FM
WQIZ-FM, WQIZ-AM
WDBM-AM, WSOQ-AM

KTLC(AM) Twin Falls, Idaho; WHPI(AM) Herrin, Ill. FCC approved its sale of KEXO(AM) Grand Junction, Colo., for \$1,518,000 (BROADCASTING, June 15). **Buyer** is owned by Carolyn Wagenvoord family (85%) and Kenneth C. Jones (15%). Wagenvoords own Honolulu advertising agency. Jones is with Concord, Calif.-based media buying service. None has other broadcast interests. KESE is on 1240 khz with 1 kw day and 250 w night.

KLRB(FM) Carmel, Calif. □ Control (51%) of Carmel Broadcasting Inc. sold by Frederick L. Vance to John B. Walton Jr. for \$550,000. **Seller** has no other broadcast interests. **Buyer** is 49% owner of KLRB and 100% owner of KIDD(AM) Monterey, Calif.; KIKX(AM) Tucson, Ariz., and KHJW(AM)-KBUY(FM) Amarillo, Tex. KLRB is 101.7 mhz with 800 w.

□ Other approved station sales include:

KFSA(AM) Fort Smith, Ark.; KOLI(AM) Coalinga, Calif.; KXEM(AM) McFarland, Calif.; WPUL(AM) Bartow, Fla.; WXKO(AM) Fort Valley, Ga.; WSTL(AM) Eminence, Ky.; WBVD(AM) Beverly, Mass.; WYYY(AM) Kalamazoo, Mich.; KKQQ(FM) Clovis, N.M.; WJL(AM) Niagara Falls, N.Y.; WLAB(AM) St. Pauls, N.C. and KYES(AM) Roseburg, Ore. (see "For the Record," page 85).

Programing

ABC win gives it season-to-date tie with CBS

Seventh-week numbers favor ABC; NBC shows some improvement

So far this season, ABC-TV and CBS-TV are in a dead heat for prime-time ratings leadership.

With a victory for the seventh week of the season (Nov. 16-22), ABC evened the score at a 19.6 rating and 31 share each, while NBC-TV lagged a full four rating points behind at a 15.6/25.

Since the season began Oct. 5, ABC and CBS have been trading off wins: CBS took the first two weeks, then came three ABC victories (including the World Series boost) followed by another win for CBS and now another for ABC.

For the week ended Nov. 22, ABC scored an 18.8/30 to CBS's 17.9/28 and NBC's 16.2/26. While still deep in third, NBC took some solace from the fact that the three-network spread was the closest it has been this season, with 2.6 points separating first from third.

Special rating sweeps programing continued during the week, especially on Sun-

day when all three networks brought out major names or titles. ABC pulled a 24.3/39 for the James Bond "Moonraker" movie with Roger Moore from 9 to 11 p.m. CBS earned a 20.2/30 with the Julie Andrews/Dick Van Dyke classic "Mary Poppins" from 8 to 11 p.m. NBC had two original specials, scoring well with *Bob Hope: NFL's 60th Year* (23.0/33) and poorly with *Sinatra: The Man and His Music* (14.4/23), back to back from 8 to 11 p.m. CBS won the night as *60 Minutes* raised its average while ABC's *Code Red* and *Today's FBI* and NBC's *CHiPs* lowered theirs.

Night by night, ABC won Tuesday, Wednesday and Saturday and tied with CBS on Thursday; CBS took Friday and Sunday and NBC pulled through on Monday.

The week's one debut was NBC's *McClain's Law* with James Arness, presented in two-hour form on Friday. *McClain*, scoring only a 13.1/22, had a couple of scheduling strikes against it: a lead-in from the low-scoring *NBC Magazine* and competition from CBS's *Dukes of Hazzard* and *Dallas*. NBC on Saturday presented a pilot for the *Norma Rae* series, another low scorer at 10.3/18.

Among this season's new programing, only one series scored in the top-20 ratings list: ABC's *Fall Guy* (19.7/30) joined in

the top half of the week's 65 shows only by NBC's *Love Sidney* (17.9/28) and *Father Murphy* (17.5/26).

Three new shows fell in the final five: NBC's *Lewis and Clark* (10.4/17), ABC's *Strike Force* (8.7/15) and CBS's *Shannon* (8.1/14).

In other ratings of the week, CBS was unsuccessful with its Tuesday *Skokie* special (15.8/24), followed by the first in the *Mike Wallace Profiles* occasional series (10.4/19). On Wednesday, ABC concluded the trial of Blake Carrington on *Dynasty*, convicted him of murder and earned the series' highest rating, (22.7/39).

For the sweeps, ABC continues to hold onto a now slim lead by the Arbitron 26-day count: ABC 19.1 rating, CBS 18.9 and NBC 15.9. For the 25 days for Nielsen's record, CBS leads 19.1 to ABC's 18.4 and 15.8, that count having begun the day after the World Series on ABC.

PAT WEAVER/MDA BROADCASTING AWARDS

The Pat Weaver/MDA Broadcasting Awards competition is open to all forms of broadcast material aired between January 1 and December 31, 1981. Entries will be judged on the basis of their potential value in fostering better understanding of muscular dystrophy and related neuromuscular disorders and should contribute to public support of the effort to conquer these diseases. *Deadline for receipt of entries is February 1, 1982.* Entries should be sent to:

Craig H. Wood, Director
Public Health Education Department
Muscular Dystrophy Association
810 Seventh Avenue
New York, New York 10019

The First 20

1.	<i>Dallas</i>	CBS	29.4/51
2.	<i>60 Minutes</i>	CBS	28.8/44
3.	<i>Three's Company</i>	ABC	26.2/38
4.	<i>Too Close For Comfort</i>	ABC	25.3/37
5.	"Moonraker" (movie)	ABC	24.3/39
6.	<i>Bob Hope-NFL's 60th Year</i> (special)	NBC	23.0/33
7.	<i>Happy Days</i>	ABC	22.8/34
8.	<i>Dynasty</i>	ABC	22.7/39
9.	<i>M*A*S*H</i>	CBS	22.2/31
10.	<i>Laverne & Shirley</i>	ABC	22.1/32
11.	<i>Hart to Hart</i>	ABC	21.7/37
12.	<i>Facts of Life</i>	NBC	21.2/32
13.	<i>Loretta Lynn</i> (special)	NBC	20.5/32
14.	<i>George Burns</i> (special)	NBC	20.4/29
15.	"Mary Poppins" (movie)	CBS	20.2/30
16.	<i>Dukes of Hazzard</i>	CBS	20.1/33
17.	<i>Magnum, P.I.</i>	CBS	20.0/32
18.	<i>Love Boat</i>	ABC	19.7/32
19.	<i>Fall Guy</i>	ABC	19.7/30
20.	<i>Real People</i>	NBC	19.7/30

The Final Five

61.	<i>Mike Wallace Profile</i>	CBS	10.4/19
62.	<i>Lewis and Clark</i>	NBC	10.4/17
63.	<i>Norma Rae</i> (special)	NBC	10.3/18
64.	<i>Strike Force</i>	ABC	8.7/15
65.	<i>Shannon</i>	CBS	8.1/14

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Make every effort to watch	39	30	35	31	37	41	35
"For the Whole Family"	78	93	83	93	79	78	84
The Negatives							
Not Interested	15	15	4	18	26	10	15
Would Not Watch	12	7	4	14	13	6	10
All numbers in % of total SOURCE: ASI MARKET RESEARCH, Inc.							

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CNN's 'Moscow Live': views from other side

News network to air Soviet and U.S. opinions on current events in new weekly, half-hour series

Ted Turner's Cable News Network introduced what the company says will be a regular half-hour weekly series last Saturday (Nov. 28), entitled *Moscow Live*. The program is intended to provide Americans with the Soviet point of view on controversial issues of the day as well as the American viewpoint.

The program will be transmitted live via satellite from Moscow to Washington on Saturdays at 11:30 a.m. ET and repeated Sundays at 2 p.m. and Monday mornings at 1:30 a.m.

CNN's Washington bureau chief, Stuart Loory, will moderate the program which will feature one Soviet expert in a given field matched by one American. However, CNN has had difficulty recruiting Americans for the program and was reportedly turned down by Secretary of State Alexander Haig and at least one other high-ranking State Department official. Although scheduling conflicts were cited officially, reports circulated last week that the real reason officials at State turned

CNN down was that the Soviets were refusing to allow the program to be aired in the Soviet Union. CNN still intends to have a contrasting U.S. viewpoint each week but as of the middle of last week, it had not been able to line up someone to take on Vitaliy Kobish, Communist party official, for last Saturday's debut program on security and nuclear weapons in Europe.

Julia Moore, information officer with the Bureau of European Affairs, responsible for arranging interviews with officials in that office, said there was "no basis for the charge" that State was being uncooperative. When asked if a decision to arrange interviews would hinge on whether a given program was shown only in the U.S. and not the Soviet Union, she replied "no."

Loory, who has been intimately involved in setting up the program, backed up Moore's statement. He believes that the scheduling conflicts cited by State were legitimate, but said "I don't expect State to cooperate or not cooperate with a program like [*Moscow Live*]."

Topics for future episodes include East-West trade, health care, racial policy and relations with underdeveloped nations.

Broadcasters among media honorees of Capitol Press Club

WOL Washington owners and WABC-TV New York producer given awards at annual dinner in Washington; Valenti speaks

Catherine and Dewey Hughes, owners of WOL(AM) Washington, and Gil Noble, a producer at WABC-TV New York, were among those honored Nov. 21 by the Capitol Press Club in Washington. The predominantly black organization of media professionals was created 37 years ago when blacks were not allowed to join the National Press Club. The annual awards dinner, held at the Washington Capitol Hilton hotel, drew nearly 500 people and featured an address by Jack Valenti, president of the Motion Picture Association of America.

The Hugheses, who took over operation of WOL on Oct. 3, 1980, and changed its format from music to talk, targeted to a black audience, received the club's Washington Media Award. Noble is a 16-year veteran of WABC-TV and producer of *Like It Is*, a weekly public affairs program. He received the club's National Media Award.

The club's Pioneer Award went to photographer Gordon Parks, composer of *Run Sister Run*, a new ballet based on the life of Angela Davis. Parks is also author of several books.

Valenti told guests at the awards dinner that "the great search in the future will be for talent to write and produce programs" for new television media. There's "a visual revolution" in TV today, he said, with "technology out of the sky making

possible a bewildering mixture of delivery systems If there's an insufficiency anywhere in our business, it is in the writing field," said Valenti. "Whatever can be done to nag, push, encourage and nourish young blacks and other minorities to learn the craft of writing will be the most significant action you can take."

Series programming: booster for cable, says Weinblatt

Showtime president tells motion picture and TV controllers that originals hold great potential to build audience for pay cable

The head of a major pay cable TV network sees original series programming as a more likely vehicle for increasing audience loyalty and interest in pay cable services than made-for-pay TV movies. In the multipay environment, declared Showtime Entertainment President Mike Weinblatt in a Los Angeles address, original programming "sets us apart by differentiating us from programming on other services." Weinblatt told members of the Motion Picture and Television Controllers Association meeting in Beverly Hills the \$2 million to \$3 million that would be necessary to produce a motion picture for cable might not be a wise use of resources. Instead, he suggested that producers take advantage of cable's flexibility in the development of series and specials.

"It is the joint responsibility of producers and pay program services to abandon old straightjacket formulas," said the former NBC Entertainment president. "Programming executives will no longer have to answer to a sponsor interested only in reaching the widest possible audience. And of course, fewer time constraints in pay cable schedules will allow shows to run for the exact time required without artificial climaxes or breaks for commercials."

Showtime, a 24-hour-a-day service with more than 2.5 million subscribers, is expanding the number of series it now has on the air, according to Weinblatt, as part of its plan to reduce duplication with other services. He estimated that during November, Showtime's 90-program schedule included only five features shown during the same period on Home Box Office and eight shown on The Movie Channel, two of Showtime's prime competitors.

"We need to be both good and different," Weinblatt maintained, noting that "a shake-out down the road is inevitable" among pay cable networks. There is a limit, he pointed out, to how much pay TV an individual can watch or afford to watch. "When you begin offering more than three pay services, you run into price sensitivity," Weinblatt noted. He sees pay services as the motivating factor for many companies now competing for new cable franchises, who are "banking on" substantial revenues from pay tiers.

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Rebutting the Republicans

Fowler drafts defense of commission actions in reply to criticism of House GOP Research Committee; FCC is also supported in new study from Heritage Foundation

The House Republican Research Committee last week heard some dissents to its view that the FCC under Chairman Mark S. Fowler is dragging its feet in deregulatory efforts and thus is out of step with the rest of the government under President Reagan (BROADCASTING, Nov. 23).

Fowler himself wrote a six-page letter outlining the steps the commission has taken "to achieve substantial deregulation of the telecommunications industry." And a chapter on the commission in a review, by the conservatively-oriented Heritage Foundation, of government activities in Reagan's first year is completely at odds with the Republican committee report: "Perhaps no independent agency has done a better job of carrying out its functions according to the spirit and letter of the Reagan program . . . than the FCC."

Fowler, in his letter to Representative Jerry Lewis (R-Calif.), chairman of the Republican Research Committee, did not specifically address the report. And the chapter that James B. Hinish Jr. wrote for the Heritage Foundation report was written without reference to it. But both constitute a rebuttal to the reporter's conclusion that, although the commission had made some progress in eliminating needless regulation, it has slowed, if not reversed, progress on deregulatory initiatives begun under former Chairman Charles D. Ferris.

Both the Fowler letter and the Heritage Foundation refer to the management-by-objectives scheme the commission adopted at Fowler's suggestion and that includes an unregulated marketplace as the first of five objectives, as well as to the Regulatory Review Working Group created to review all existing rules and to recommend revision or repeal of those no longer useful or cost-efficient.

Both also refer to substantive deregulatory actions the commission has taken since Fowler became chairman, in May, actions Fowler says do not support the impression that he or the commission "desire to slow the deregulatory pace."

Fowler referred to a notice of proposed rulemakings to repeal virtually all of the remaining subscription television rules, and to a decision to issue a rulemaking to rely on marketplace forces, not formal regulation, in connection with teletext service, as well as to various actions taken to reduce paperwork for broadcast licensees. He also cited the commission's decision to implement immediately, rather than on a graduated basis, the extended license terms for television and radio licensees adopted by the current Congress.

Both Fowler and the Heritage Foundation noted as well the commission's legislative package calling for extensive and fundamental changes in the Communications Act. Among other things, the package calls for an amendment that would direct the commission to rely on marketplace forces as the primary element of policy making, as well as others that would repeal political broadcasting requirements, including the equal-time rule and the fairness doctrine.

The Republican Research Committee referred to the legislative package, but without comment. Fowler thought the package worth special consideration.

"This legislative package marks the first time in my memory that this commission

has formulated and recommended such a far-reaching revision of its own statutory charter—a revision whose cornerstone is allowing the free operation of relevant markets to implement the 'public interest.'"

Fowler also took issue, in what might be considered a condescending manner, with the Republican Research Committee's conclusion that the commission had slowed implementation of the Computer II proceeding. Noting that the issues involved "are complex and the ramifications of the commission's decisions . . . difficult to evaluate without considerable background and study," Fowler said the commission acted "to accelerate the actual implementation." The approach adopted—to delay the initial implementation of the date of the decision for nine months—"will bring about the full benefits of competition four to five years earlier than under the prior scheme."

As for the commission's decision to reverse the Ferris commission's recommendation that the U.S. reduce AM channel spacing for AM radio from 10 khz to 9 Fowler called that an example of a "reasoned and considered approach to deregulation." The Republican Research Committee report said the decision was applauded by existing broadcasters "who were concerned" about the increased competition the 9 khz decision would produce. Fowler said the commission acted on the basis of "a cost-benefit analysis which demonstrated that costs of between \$15 million and \$30 million would be imposed on AM broadcasters by a government-mandated shift, whereas the off-setting benefits were so uncertain as to be unquantifiable," Fowler said.

He said the same type of analysis was used to evaluate the commission's recent proposal to reduce domestic satellite orbital spacing from 4 degrees to 2 degrees, "thereby maximizing the availability of facilities for national transmission of program and data services."

Among the other chapters in the Heritage Foundation report is one on the Federal Trade Commission. The chapter, by Anthony J. Coppolino, says that the Reagan administration's efforts to make immediate changes at the FTC have been "limited" because of "personnel problems." The President's choice for chairman, James C. Miller III, executive director of the Vice President's Task Force on Regulatory Relief, did not take office until October, and a seat left vacant by a resignation in April remains to be filled. (The President has nominated F. Keith Adkinson, national director of Democrats for Reagan-Bush, for the post, but the choice is a controversial one. The Senate Consumer Subcommittee broke off a hearing on the

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nomination to permit members to investigate Adkinson's background [BROADCASTING, Nov. 23].) "The White House can be faulted for delays in appointments," Coppelino says.

The Coppelino and Hinish chapters, incidentally, reflect striking differences in the relationship with the White House that the writers appear to regard as appropriate. Coppelino notes that Miller is "accountable to Congress" and, therefore, "cannot appear to be a public spokesman for President Reagan's economic policies nor be expected to take orders from the White House." Hinish describes Fowler approvingly as "a Reagan loyalist" who is "committed to the President's policies and programs," and who has appointed clearly identifiable Reagan supporters to top and middle-level jobs at the commission.

The latest tack to break up AT&T

Competitors form new group, FOCUS, release 446-page study urging Ma Bell's divestiture

A coalition of three telecommunications companies last week initiated an effort to persuade Congress to undertake a project for which it has thus far demonstrated little, if any, enthusiasm—the breakup of AT&T. Splitting the world's largest company into a number of its component parts, argues FOCUS—Fair Opportunities for Competition in the U.S.—is the only way to achieve competition in the telecommunications industry. The approach being fashioned in Congress, it feels, is doomed to failure.

FOCUS laid down the opening barrage in its campaign in a news conference in Washington, at which it released what will serve as its ultimate source—a 446-page report entitled "The Case for the Divestiture of AT&T." Its bottom line is, "The incentive and the power of AT&T to stifle competition must be removed; it is not enough to leave the incentive, as any solution short of divestiture does, and attempt to contain the power." Any such attempt, it adds, will not only fail but will also "create a new regime of regulation and policing."

The companies making up FOCUS are active in fields the Bell System now dominates—Southern Pacific Communications Co., which offers the Spring long-distance telephone service, General Datacomm Industries Inc., which provides switching and terminal as well as customer premises equipment, and Millicom Inc., which uses cellular radio technology to provide portable telephone service.

With "the book" on divestiture now completed, C. Gus Grant, chairman of the coalition and vice chairman of Southern Pacific, said recruiting of other companies as members will get under way.

FOCUS's proposal for divestiture follows structural lines:

- Western Electric, Bell's equipment

manufacturing arm, would become an independent company. "Separating the ownership of Western from the local and long distance networks will remove the incentive to favor Western equipment over competitive products that would better and more cheaply serve rate payer needs," according to FOCUS.

- The ownership of the Long Lines Division (which, like the Bell Laboratories, FOCUS believes should be retained by AT&T) would be separated from the 23 local operating companies, each of which would become a separately owned company. Only through such divestiture, FOCUS says, would the local companies lose the incentive to favor Long Lines as against its competitors, or would Long Lines lose control of the facilities to which its competitors must have equal access "if the benefits of competition are to come to intercity markets."

To AT&T, at least, there was nothing in the call for divestiture that was new. Accordingly, a spokesman said it would have no comment beyond those statements AT&T has made over the years in opposition to proposals for its breakup.

FOCUS, however, contends that after six years of struggling with the problem of how to restructure AT&T, Congress may be ready to accept the notion that no option short of divestiture will succeed. "No reported bill has succeeded in allaying the gravest doubts about the future of competition in the telecommunications industries," it says.

The most recent effort—S.898, a product of the Senate Commerce Committee that the Senate on Oct. 7 passed by a 90-4 margin—is seriously flawed, in FOCUS's view.

"The Senate bill will create a greater regulatory morass than we have today," Grant said at the press conference. "AT&T will be a greater monopoly, not answerable to anyone. The information network will be controlled by one entity not answerable to anyone."

Under the bill—a House version of which has yet to surface—AT&T would continue to sell transmission and switching equipment to the Long Lines Division and the 23 operating companies as long as it sold some equipment to unaffiliated companies. "The uncertainty and delay of regulatory proceedings under the new provisions, combined with AT&T's continuing strong incentive to circumvent them, will fail to overcome the present barriers to entry," FOCUS said.

But much of FOCUS's argument for divestiture in "the book" centers on the "fully separated affiliate" provided for in S.898. It is the Senate's way to permit AT&T to provide unregulated CPE products and telecommunications services. FOCUS spends more than 100 pages in describing what it considers to be the inadequacy of the FSA devices as a means of assuring competition in those areas.

The provision imposes structural requirements on the FSA, as well as some conduct prohibitions. But "shredding"

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those restraints will be simple, in FOCUS's view. Indeed, Richard Herzog, of the Washington law firm of Pepper, Hamilton & Scheetz, which prepared the report for FOCUS, said the ways around FSA are limited "only by the imagination." The report says, "Conduct constraints cannot succeed in preventing the endless, complicated and subtle opportunities that AT&T will have to confer unfair competitive advantages on the FSA."

FOCUS, which Grant said at the press conference is not a "lobbying organization," will have a difficult time persuading Congress of the validity of its conclusions. As one Senate aide noted, the Senate's lopsided vote for S. 898 indicates that's what the Senate thinks is "an appropriate response to the issue." Like AT&T, the aide brushed off FOCUS's arguments as not new. On the House side, Representative Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, who expects to introduce a telecommunications bill on Dec. 7, is on record against divestiture. "Those who would divest AT&T have a heavy burden," said one subcommittee aide. However, he also said the FOCUS report, which was delivered to the subcommittee last week, would be studied.

FOCUS's strategy for reversing attitudes, according to Grant, is to use the

report as a basis for a national debate. The book was distributed to members of Congress and to committee staffers last week. And Grant said it would be used as resource material in bringing the matter to the attention of the public through the media. Newspapers, he said, are not well informed. Once Congress and the public are better informed, he said, "the issue will be one that can be debated. But for now, it's one-sided, as far as the public is concerned."

FOCUS is not without special resources. Two members of the law firm representing it are Louis Frey, former ranking minority member of the House Communications Subcommittee, and Ronald Coleman, who served as that panel's minority counsel. Another member of FOCUS's team is Walter Hinchman, former chief of the FCC's Common Carrier Bureau, whose consulting firm worked on the report.

FOCUS has made little point of the Justice Department's antitrust suit to break up AT&T. Herzog said FOCUS's arguments do not rest on the question of whether AT&T violated the antitrust laws: "You are structuring the telecommunications industry for the future, and we think the decision of how that should be done can be made on public policy grounds, regardless of past actions."

New technologies best bet for minorities in future, advisory committee hears

FCC-created panel examining minority financing hears views on what will and won't work

Although the new technologies present minorities with opportunities to increase their representation in the telecommunications industry, they will be able to take advantage of those new opportunities only if financial institutions make money available to them. That seemed to be the consensus of the FCC's Advisory Committee on Alternative Financing for Minority Opportunities at its first meeting in Washington last week.

The advisory committee, created by the FCC Sept. 28, consists of 35 members, representing the FCC, major financial institutions, minority interests and broadcast groups. The committee is being chaired by FCC Commissioner Henry Rivera. It is slated to present a report to the full FCC in April, recommending ways to encourage private financial institutions to help minorities enter the telecommunications industry.

At the meeting last week, the committee reviewed some of the barriers preventing minority participation and considered proposals aimed at increasing their participation.

Herbert Wilkens, committee member and president of Syndicated Communications Inc., told the committee that the best way to insure increased minority repre-

sentation would be to create strong Minority Enterprise Small Business Investment Corporations (MESBICs).

Wilkens said that 85% of all minority-owned broadcast stations have used MESBICs for funding. He said minorities would need fixed pools of capital—from which they could borrow at a fixed rate on a long-term basis. Although Wilkens said the FCC's tax certificate program—under which a station owner is allowed to defer the capital gains from the sale of a station to a minority—had done minorities a lot of good, policy could be improved by changing it to permit minorities to share the tax benefits.

However, Wilkens said the FCC's distress sale policy—which allows a licensee that has been set for a hearing to sell his station to a minority at 75% of the station's market value—had been a "boondoggle" that hadn't worked.

The chief problem with the distress sale policy, Wilkens said, was that a year and a half could pass before the minority actually took control of the station, and by that time, the station, suffering from its old owner's neglect, could be worth less than what the minority paid.

Wilkens also thought the FCC could help increase minority ownership if it could speed up its hearing process. The hearing process can take three years, Wilkens said, and minorities can't afford to wait that long to see whether they'll



Advisory committee members ponder financing for minorities. L-r: C. Douglas Mercer II, senior vice president, First National Bank of Boston; Joseph Laitin, consultant; James Hayes, executive vice president, Equitable Holding Corp.; Lydell Christensen, chief, financial planning, AT&T; Michael Gardner, attorney, Bracewell & Patterson, Washington, and Margita White, board member, Taft Broadcasting Co. and former FCC commissioner.



A light moment at the all-day session. L-r: Thomas Marinkovich, president, Daniels & Associates; Marianne Camille Spraggins, vice president, Salomon Brothers Inc.; Michael Cardenas, administrator, Small Business Administration; Erwin Krasnow, general counsel, National Association of Broadcasters; L.E. Guzman, vice president, Chase Manhattan Bank; Pluria Marshall, chairman, National Black Media Coalition, and Ragan Henry, president, Broadcast Enterprises National Inc.

finally be awarded a station.

Alex Mercure, President Carter's under secretary for the Department of Agriculture and now owner of Mercure Telecommunications Inc., which has interests in cable, said the problem of securing financing to take advantage of immediate opportunities didn't apply only to relatively unknown minorities. He said he had problems securing loans himself. "The problem is that by the time you get the money, it can be too late," he said.

Roy Stewart, chief of the FCC's renewal and transfer division, said the FCC's EEO requirements had helped secure minorities loans by insuring that they had some broadcast experience under their belts. But Stewart thought a consulting mechanism should be set up outside the FCC to help minorities decide whether buying a particular station would be a good deal.

Marsha Marinich, representing Future Enterprises, a minority consulting group, said the major problem most of her clients faced was that they couldn't get financing. The solution, she said, was to "educate the financial institutions." Marinich also said minority ownership could be increased if financial institutions were given a tax break on loans made to minorities.

But Michael Gardner, head of President Reagan's FCC transition team and attorney with the Washington law firm of Bracewell & Patterson, urged the committee to remember that the Reagan administration was intent upon cutting back

federal spending. "We will have to mix innovation with realism," he said. "Don't look for the quick-dollar fix."

Representatives from both Motorola and AT&T were on hand to plug the new opportunities awaiting minorities with the introduction of cellular radio.

Travis Marshall, representing Motorola, said portable cellular radio "was where the market is going." Marshall said the cellular radio industry would present minorities with service and retail opportunities.

William Newport, representing AT&T, said that if the FCC authorized the cellular radio service, the market would boom and present "tremendous opportunities for small businesses and minorities."

Martin Blumenthal, acting chief of the policy and rules division of the FCC's Broadcast Bureau, said the FCC proceeding to redefine its FM table of assignments could make from 500 to 1,000 more FM stations available.

Blumenthal also said the FCC hoped to act on a proceeding on whether to break up AM-FM station ownership in the same market early in 1982.

Molly Pauker, attorney with the policy and rules division of the Broadcast Bureau, noted that if the FCC authorized low-power television, minorities should find new opportunities for owning broadcast facilities. But, Pauker said, FCC authorization of the service probably wouldn't come quickly, if at all. She noted that there were now more than 7,000 low-power applica-

tions filed and the commission had yet to figure out how to process them.

Robert Johnson, president of Black Entertainment Television, seemed to agree, urging the committee to concentrate more on cable opportunities.

Johnson said that if minorities concentrated more on cable programming opportunities than broadcast station ownership, they might better serve the interest of promoting information diversity. Johnson noted that a television station owner—no matter what his race—had to run programming for his entire area to remain competitive.

Cable, however, can program more narrowly, he said.



Members comment on current FCC minority-assistance policies. L-r: Alex Mercure, Mercure Telecommunications Inc.; Eddie Pena, president, Tele/Vu Inc.; Basil O'Hagan, president and general manager WNDU-AM-FM-TV South Bend, Ind.; Zebbie Trogden, vice president and unit manager, Security Pacific National Bank; Donald Thurston, president, Berkshire Broadcasting Co., and Fernando Oaxaca, chairman, Coronado Communications.

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Qualified yes for public broadcasting dereg, comments say

Broadcasters and associations filing at FCC, including CPB, NPR and NFCB, favor relaxation of rules, but urge commission to retain programing oversight

Noncommercial broadcasters and associations representing them have responded on a whole favorably to FCC proposals to relax rules regulating the field. However, in comments filed last week after the deadline was extended, several organizations expressed doubts about the commission's plans to eliminate the programing oversight regulation.

Comments had been filed earlier this month (BROADCASTING, Nov. 9) with non-commercial and commercial broadcasters asking for the elimination of ascertainment, programing oversight and logkeeping rules, with some opposition voiced by citizen groups.

Although recent comments show that all the organizations were in favor of dropping ascertainment and logkeeping regulations, the Corporation for Public Broadcasting, National Public Radio and the National Federation of Community Broadcasters urged the commission to retain some type of programing oversight regulation.

CPB, in its remarks said, "the commission should retain a general programing obligation equally applicable to public radio and public television station licensees, to broadcast programing responsible to the problems, needs and interests of the common community of license."

And the corporation stressed that the "obligation should not be rigidly applied, but rather should permit the broadcaster, in the exercise of its discretion, to elect to serve some of the needs of the community and not to serve others."

CPB said it was rejecting Option One offered by the commission but that instead it supports a programing obligation similar to the one recently imposed on commercial radio.

CPB criticized Option One saying that it lacked an "obligation of some kind to serve the local needs, interests and problems of the community of license." And the corporation added, "Option One would leave the licensees of public broadcasting stations to founder on the rocks of confusion, while the public would not benefit a whit from the 'relaxation' of the rules." The corporation emphasized that the programing obligation should be as "loose and flexible as possible, while retaining some control over a public broadcasting licensee which does not act in good faith."

NPR said, "NPR advocates the adoption of a position slightly less far-reaching than the commission's most sweeping Option One. We recommend the retention of a requirement that public radio licensees

provide programing which broadly meets the needs of their communities."

NFCB expressed similar sentiment, but was more emphatic about the retention of programing oversight by the FCC. "It is appropriate for the commission to affirm this general public service program responsibility for licensees in this service and NFCB believes the commission should retain language to this effect." The organization also stressed that the FCC should rely on the "good faith and discretion" of public stations to serve community needs.

All three organizations urged the commission to drop ascertainment and logkeeping regulations. NPR said, "It is superfluous for public radio stations to conduct legalistic formal rituals of ascertainment when their very existence springs from the communities they serve and where the flow of people and ideas within the community is central to the station's operation."

The National Association of Public Television Stations, like organizations that filed previously, favored elimination of all the rules in question. And NAPTS urged the adoption of Option One concerning programing oversight. Option One would free public stations from programing oversight with the exception of statutory requirements, such as Section 315 of the Communications Act.

The National Radio Broadcasters Association said, "In particular, the ascertainment and program logging obligations of public broadcasters could be lifted entirely and commission oversight of their 'general programing responsibility' could be limited significantly." Commenting further on programing oversight, NRBA said, that it could be eliminated except for what is statutorily mandated.

OMB's EEO proposal makes rounds at FCC

Recommendation would eliminate EEO reports at renewal time, but priority FCC places on item is unclear; December rulemaking likely

The Office of Management and Budget has recommended that the FCC stop requiring all broadcasters to file affirmative action reports at renewal time.

Instead, the FCC should only require those forms in cases where it first determines that a licensee has been engaging in "discriminatory practices," OMB said.

FCC officials said adopting the recommendation would significantly alter the way it administers its affirmative action policy. Some commission officials think adopting the recommendation would make it harder for the FCC to monitor licensees' EEO performance. And although others say the way the FCC has handled the recommendation suggests that it wants to edge away from EEO, Randy Nichols, FCC Chairman Mark Fowler's administrative assistant, said the FCC hadn't been operating on a "hidden agenda" and it

plans to address the recommendation next month.

At issue is the FCC's model EEO program form. Since 1976, the FCC has required every broadcast licensee with five or more employees to submit the 10-part form when it applies for license renewal.

The form requires each licensee to specify its general EEO policy, where the licensee turns to recruit minorities and women and what job-training programs it offers.

The commission, however, made minor changes in the EEO form when it voted last March to adopt a short-form renewal application. To comply with the Paperwork Reduction Act, the FCC forwarded both to OMB.

Although OMB approved the short-form renewal, it recommended that the FCC stop using the EEO form on a blanket basis. The OMB said the EEO form "wasn't appropriate for such routine use."

Such collection would only be appropriate for use "when a station appears to be engaging in discriminatory practices," OMB said. It said the FCC could determine when to request the forms by examining the employee data that licensees submit to the commission on their annual 395 reports.

Nichols said the OMB recommendation would come before the full commission— included in a "broader" proposed rulemaking—and would be addressed in December.

Although Nichols characterized suggestions that the FCC was "operating on a hidden agenda" to edge away from EEO as "silly," other FCC officials questioned why the FCC hadn't moved to address the recommendation by itself. One official said he feared the FCC wanted to "obfuscate" the issue by tying it into a broader rulemaking. The FCC, as an independent agency, could take up the proposal alone, rejecting or accepting OMB's recommendation by a simple majority vote, the official said.

News of the recommendation drew divided responses from outside the commission.

Sam Simon, director of the National Citizens Committee for Broadcasting, said the OMB recommendation raised concerns about the White House's influence over an independent agency. "I would just hope that the FCC votes to keep the form," he said. "If they're committed to EEO, they'll override [OMB's recommendation]," he said.

Erwin Krasnow, general counsel for the National Association of Broadcasters, said the NAB had urged the FCC to change its policy to require only broadcasters with 15 employees or more to submit the forms, but was noncommittal on the OMB recommendation.

Abe Voron, executive vice president for the National Radio Broadcasters Association, said the recommendation "certainly does show the tendency of this administration toward affirmative action." But, Voron added, if the recommendation only applied to the EEO form, "it doesn't seem to be a big bonanza."

For the Record®

As compiled by BROADCASTING Nov. 16 through Nov. 20 and based on filings, authorizations and other FCC actions.

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

New Stations

AM application

■ Fenton, Mich.—Minority Broadcasting Co. of the Midwest Inc. seeks 1160 khz, 1 kw-U. Address: 5525 South State Street, Chicago 60621. Estimated construction costs: \$96,000; first-quarter operating cost: \$25,400; first-quarter revenue: \$45,000. Format: Contemporary. Principals: Pervis Spann (80%) and six others. Spann is general manager and 40% owner of WXOL(AM) Cicero, Ill. They are also applicants for new AM's at Maywood-Chicago, Ill.; Memphis, Tenn.; Pritchard, Ala., and new FM's at Memphis, Ark., Greenwood, Miss. (see below) and Miami. Filed Nov. 17.

FM applications

■ Show Low, Ariz.—KBW Associates Inc. seeks 96.5 mhz, 100 kw. HAAT: 738 ft. Address: Willis Street, Show Low 85901. Estimated construction costs: \$117,330; first-quarter operating cost: \$42,500; first-year revenue: \$44,000. Principal: Hugh J. Williams (100%) who owns KVSJ(AM) Show Low, Ariz. Filed Nov. 10.

■ Idaho Falls, Idaho—The First One Broadcast Group seeks 103.3 mhz, 100 kw. HAAT: 122 ft. Address: 1710 Texas Avenue, Bryan, Tex. 77801. Estimated construction costs: \$79,000; first-quarter operating cost: \$35,000; first-year revenue: \$30,000. Format: contemporary. Principals: John C. Culpepper (51%), Barry Turner and Michael A. Connor (24.5% each). They own KAGC(AM) Bryan, Tex., and are applicants for new FM's at Santa Fe, N.M., and Helena, Mont. Filed Nov. 10.

■ Dunnville, Ky.—James D. McDonald seeks 119.0 khz, 250 w-D. Address: Route 2, Box 270, Woodbury, Tenn. 37190. Estimated construction costs: \$31,700; first-year operating cost: \$30,000; first-year revenue: \$150,000. Format: Religious/gospel. Principals: applicant is Woodbury, Tenn. minister and has no other broadcast interests. Filed Nov. 9.

■ Bemidji, Minn.—Bemidji Radio Inc. seeks 103.7 mhz, 100 kw, HAAT: 455 ft. Address: Box 1070, Bemidji 56601. Estimated construction costs: \$122,750; first-quarter operating cost: \$26,800; first-quarter revenue: \$45,000. Principals: Radio Investments Inc. (80%) and James Syrdal (20%). Syrdal is vice president and 20% owner of KKBJ(AM) Bemidji. Radio Investments is owned by Justin D. Hoberg (71.5%) and Robert E. Hansen (28.5%) Hoberg owns 55.4% of KTYN(AM) Minot, and 71.5% of KNOX(AM)-KYTN(FM) Grand Forks, all North Dakota. Hansen is officer of KKBJ(AM) Bemidji. Filed Nov. 12.

■ Greenwood, Miss.—Minority Broadcasting Co. of The Midwest Inc. seeks 99.1 mhz, 100 kw, HAAT: 220 ft. Address: 5525 South State Street, Chicago, Ill. 60621. Estimated construction costs: \$1,000; first-quarter operating cost: \$23,000; first-quarter revenue: \$30,000. Principals: Pervis Spann (80%) and six

others. He is general manager and 40% owner of WXOL(AM) Cicero, Ill. Applicant is also applicant for new AM at Fenton, Mich., and elsewhere (see above). Applicant proposes to use existing facilities of WSWG-FM Greenwood. Filed Nov. 17.

■ Selmar, Tenn.—Perry S. Smith seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 2391, Jackson, Tenn. 38301. Estimated construction costs: \$42,500; first-quarter operating cost: \$24,200; first-year revenue: \$125,000. Principal: Applicant is salesman at WJHR(FM) Jackson, Mich., and has no other broadcast interests. Filed Nov. 12.

■ Kermit, Tex.—Ken and Jean Welch seek 106.3 mhz, 3 kw. Address: Drawer X, Kermit 79745. Estimated construction costs: \$90,000; first-year operating cost: \$42,300; first-year revenue: \$60,000. Principals: Ken Welch and wife, Jean (50% each), who own and operate KERB(AM) Kermit. Filed Nov. 9.

■ Rockport, Tex.—Lori Ann Brotman seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 131 Hudson Apt 1A, Red Bank, N.J., 07701. Estimated construction costs: \$11,000; first-quarter operating cost: \$9,000; first-year revenue: \$90,000. Principal: Applicant is researcher at Rutgers University, New Brunswick, N.J., and has no other broadcast interests. Filed Nov. 6.

■ Robstown, Tex.—Robstown Independent School District seeks 91.1 mhz, 141 w, HAAT: 175 ft. Address: 101 West Avenue E, Robstown, Tex. 78380. Estimated construction costs: \$17,700; first-year operating cost: \$1,000. Format: Educational. Principal: Applicant has no other broadcast interests. Filed Nov. 13.

TV application

■ Johnstown, Pa.—Laurel T.V. Inc. seeks ch. 8; ERP: 100 kw vis, 10 kw aur., HAAT: 1127 ft.; ant. height above ground: 222 ft. Address: c/o Glosser Bros. Inc., Johnstown, Pa. 15901. Estimated construction cost: \$2,000,000; first-year operating cost: \$2,500,000; first-year revenue: \$1,500,000. Legal counsel: Cohn and Marks, Washington. Consulting engineer: Edward F. Lorentz, Washington. Principal: Subsidiary of Glosser Bros. Inc., publicly-traded Johnstown, Pa.-based retail department store and supermarket chain with about 1,900 stockholders. Alvin M. Glosser is president and 4.34% owner. His cousin, Fred Glosser, in addition to owning 2.94% of Glosser Bros., also owns 100% of WGLU(FM) Johnstown, Pa. Filed Nov. 10.

AM action

■ North Fort Myers, Fla.—Hercules Broadcasting Co. returned application for 770 khz, 10 kw-D, 1 kw-N. Address: 47325 Blossom Lane, Utica, Mich. 48087. Action Nov. 3.

FM actions

■ Whiteriver, Ariz.—Apache Radio Broadcasting Corp. granted 88.1 mhz, 3 kw, HAAT: 600 ft. Address: P.O. 700 Whiteriver 85941. Estimated construction cost: \$311,000; first-year operating cost: \$153,000. Format: Light Entertainment. Principal: Tribal Council of the Whiteriver Mountain Apache Indian Tribe. Ronnie Lupe is tribal chairman. It has no other broadcast interests. Action Nov. 5.

■ Santa Barbara, Calif.—Univ. of Southern California granted 88.7 mhz, 12 kw, HAAT: 883 ft. Address: University Park, Los Angeles 90007. Estimated construction cost: \$56,000; first-year operating cost: \$7,400; revenue: \$56,000. Format: Fine Arts. Principal: Private higher educational institution. It owns KUSC-FM Los Angeles and bought, subject to FCC approval, *KCPB(FM) Thousand Oaks, Calif. (BROADCASTING, Nov. 23). Action Nov. 5.

■ Aspen, Colo.—Aspen Center for Public Radio returned application for 89.9 mhz, 2.5 kw, HAAT: 717 ft. Address: 710 E. Durant St., Aspen, Colo. 81611. Action Oct. 29.

■ Sterling, Colo.—BBG Enterprises Inc. granted 105.5 mhz, 3 kw, HAAT: 86 ft. Address: 1777 South Bellaire, Suite 220, Denver, Colo. 80222. Estimated construction costs: \$37,000; first-quarter operating cost: \$26,000; first-quarter revenue: \$36,000. Format:

Varied music. Principals: Peter G. Motta (30%), Jean A. Schaefer (25.5%), John J. Skirpko (24.5%) and Nicasio P. Corsello (20%). Motta is broadcasting instructor at Elkins Institute of Denver Inc., Denver broadcasting and licensing School where Skirpko is resident director. Corsello owns Syosset, N.Y., real estate management service. Schaefer is Denver motion picture projectionist. None have other broadcast interests. Action Oct. 29.

■ Haynesville, La.—Ladybug Broadcasting Co. granted 5.5 mhz, 3 kw, HAAT: 275 ft. Address: Rt. 1, Box 224-D, Haynesville 71038. Estimated construction cost: \$4,000; first-quarter operating cost: \$900; revenue: \$36,000. Format: Beautiful. Principals: Joseph P. Robillard (100%), who has 49% interest in permittee for new FM at Stamps, Ark. Action Nov. 3.

■ Desoto, Mo.—Jeffco Broadcasting Co. granted 100.1 mhz, 3 kw, HAAT: 300 ft. Address: No. 10 Hickory Hills, Desoto, Mo. 63020. Estimated construction costs: \$15,000; first-year operating cost: \$36,000; first-year revenue: \$85,000. Principal: Pinkney B. Cole (100%), who is former general manager and currently owns 25% of KHAD(AM) Desoto. Action Oct. 26.

■ Memphis, Mo.—Samuel Berkowitz granted 96.7 mhz, 25 kw, HAAT: 300 ft. Address: R.R. 3, Box. 65, Memphis 64555. Estimated construction cost: \$90,000. first-year operating cost: \$170,000; revenue: \$96,000. Format: Music Variety. Principal: Samuel Berkowitz (100%), is teacher with Scotland County Schools, Memphis, and has no other broadcast interests. Action Nov. 2.

■ Tonopah, Nev.—Roughrider Broadcasting Inc. granted 92.7 mhz, 29 kw, HAAT: 974 ft. Address: 1555

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East Flamingo, No. 138, Las Vegas, 98109. Estimated construction costs: \$85,635; first-year revenue: \$258,000. Format: CW. Principals: Sig Rogich (60%) and Thomas L. and Marla R. Letizia (40% jointly). Letizia owns Las Vegas advertising firm. Rogich is Las Vegas advertiser, gaming/slot machine distributor and real estate investor. Thomas Letizia is 5% owner of UHF permittee on ch. 21 at Reno, Nev. and 20% owner of new FM applicant at Boulder City, Colo. Action Oct. 28.

■ Clifton Forge, Va.—Allegheny Highlands Broadcasting Inc. granted 103.9 mhz, 3 kw, HAAT: -361 ft. Address: 3623 Parklane Rd. Fairfax, Va. 22030. Estimated construction cost: \$10,500; first-year operating cost: \$30,500; revenue: \$45,000. Format: CW. Principals: Michael R. Kelley and Gary A. Henderson (50% each). Kelly is English professor, George Mason Univ., Fairfax, Va., and member of board of directors of The Corporation for Public Broadcasting and parttime announcer WAMU-FM Washington. Henderson is field engineer. National Public Radio announcer/producer WAMU-FM. Action Nov. 3.

■ Richland, Wash.—Washington State University granted 89.1 mhz, 100 kw, HAAT: 1,226 ft. Address: Murrow Communications Center, Pullman, Wash. 99164. Estimated construction cost: \$191,416; operating cost: \$51,000. Format: Cultural. Principal: Applicant is public educational institution. Dennis L. Haarsager is general manager. It is licensee of *KWSU-AM-TV Pullman and KZUU(FM), both Washington. Action Nov. 5.

TV actions

■ Stockton, Calif.—William H. Schuyler Co. Inc. granted ch. 58; ERP 5000 kw vis., 500 kw aur., HAAT: 1800 ft.; ant. height above ground 346 ft. Address: Port of Stockton, 2201 Washington St., Stockton. Estimated construction cost: \$1,403,816; first-year operating cost: \$1,730,573; revenue: \$1,201,907. Legal counsel: Pierson, Ball, & Dowd, Washington, D.C. Consulting engineer: Steel, Andrus & Associates. Principals: William H. Schuyler and wife Kristine (100% jointly). Schuyler is television consultant and Kristine is housewife. Schuyler is 10% owner of KMST(TV) Monterey, Calif. Action Nov. 6.

■ Jackson, Tenn.—Golden Circle Broadcasting Inc. granted ch. 16; ERP: 220 kw vis., 22.9 kw aur., HAAT:

398 ft.; ant. height above ground: 353 ft. Address: Box 550, Knoxville, Tenn. 37901. Estimated construction cost: \$655,000; first-quarter operating cost: \$58,000; revenue: \$728,000. Legal counsel: Robert S. Stone, Knoxville, Tenn.; consulting engineer: B. Scott Baxter & Assoc., Brentwood, Tenn. Principals: CLW Communications Group (60%) and nine other. CLW is wholly owned by AMG International, New Jersey-based nonprofit religious organization. Spiros Zোধiates is president. It owns WSCW(AM) South Charleston, W. Va., WCRJ(AM) Jacksonville, Fla., and WHYD(AM) Columbus, Ga. Action Oct. 26.

Ownership changes

Applications

■ WKLN(FM) Cullman, Ala. (92.1 mhz, 3 kw, ant. 155 ft.)—Seeks assignment of license from Jonathan Christian Corp. to Greater Cullman Broadcasting Inc. for \$300,000 (BROADCASTING, Nov. 2). Seller: Robert Haa (56%), Debra Buettner (13%), Robert Haa's father, Ralph Haa and George Leibensperger (10% each) and three others. They have no other broadcast interests. Buyer: William E. Dunnivant and wife, Mary (55% jointly), M. Scott Johnson (20%), Albert Bush Jr., Eddie Belew (10% each) and Winston Burrell (5% each). William Dunnivant is executive vice president and 22% owner of WJMW(AM)-WZYP(FM) Athens, Ala. Johnson is Washington attorney. Bush is foreman at motor plant. Belew is Decatur, Ala., automobile dealer. Burrell is sales representative for Associated Press. Filed Nov. 6.

■ WRMG(AM) Red Bay, Ala. (1430 khz, 1 kw-D)—Seeks transfer of control of Redmont Broadcasting Corp. from Beth S. Keller and Becky S. Butler (100% before; none after) to J.M. Page and Maurice Fikes (none before; 100% after). Consideration: \$125,000. Principals: Sellers are Keller and Butler (50% each) who have no other broadcast interests. Buyers are J.M. Page and Maurice Fikes (50% each). Page is Red Bay automobile dealer. Fikes is Hamilton, Ala., technical school instructor. Neither have other broadcast interests. Filed Nov. 17.

■ WRES(FM) Troy, Ala. (105.7 mhz, 100 kw, ant. 410 ft.)—Seeks transfer of control of Shelley Broadcasting Inc. from stockholders (100% before; none after) to H. Jack Mizell (none before; 100% after) Consideration: \$500,000. Principals: Sellers are R.E. Shelley (60%), W.D. Price (20%), Wendy S. Ford and Jane S. Morris (10% each), who have no other broadcast interests. Buyer is Ozark, Ala., businessman and has no other broadcast interests. Filed Nov. 16.

■ KBSC-TV Corona, Calif. (ch. 52, 2630 kw max. 1320 kw (H) visual, 261 kw max.; 132 kw (H) aur., ant. 2,890 ft.)—Seeks transfer of control of Oak Broadcasting Systems Inc. from Richard C. Atkinson (50% before; none after) to Alan P. Hemphill (none before; 50% after). Application seeks to substitute Hemphill for Atkinson as voting trustee of Oak Industries Inc.'s stock in licensee. Hemphill is general partner in San Diego, Calif., small computer sales and service firm and has no other broadcast interests. No financial consideration is involved. Filed Nov. 12.

■ WUFE(AM) Baxley, Ga. (1260 khz, 5 kw-D)—Seeks assignment of license from WHAB Radio Inc. to South Georgia Broadcasters Inc. for \$240,000. Seller: Farnell O'Quinn (80.4%) and wife, Evona M. (19.6%). Farnell O'Quinn owns 80% and Evona owns 5% of WULF(AM) Alma, Ga. He also owns 100% of WUFF-AM-FM Eastman, Ga. Buyer: James A. Graham (75%) and O.M. McLean (25%). They own WSIK(AM) Ocilla, Ga., and hold construction permit for new FM there. Filed Nov. 12.

■ WIMO(AM) Winder, Ga. (1300 khz, 1 kw-D)—Seeks transfer of control of Winder-Monroe Broadcasting Co. from Cecil H. Grider (100% before; none after) to Sidney K. Griffin (none before; 100% after) Consideration: \$430,000. Principals: Seller has no other broadcast interests. Buyer is currently general manager at WIMO and former sales manager at WQEN(FM) Gadsden, Ala., who has no other broadcast interests. Filed Nov. 16.

■ WLAK(FM) Chicago (93.9 mhz, 4.6 kw, ant. 1,530 ft.)—Seeks assignment of license from Radio WLAK Inc. to Viacom Broadcasting Inc. for \$8,000,000 (BROADCASTING, Sept. 14). Seller: publicly owned Miami Beach, Fla.-based group owner of one FM and seven TV's. Bill Michaels is chairman. Buyer: publicly owned New York-based MSO that owns four AM's, four FM's and two TV's. Ralph M. Baruch is president.

Filed Nov. 12.

■ WASK-AM-FM Lafayette, Ind. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 105.3 mhz, 50 kw, ant. 310 ft.)—Seeks assignment of license from Lafayette Broadcasting Inc. to Allied Broadcasting Systems Inc. for \$2,675,000 (BROADCASTING, Oct. 12). Seller: Henry Rosenthal (87%), George Williamson (7%) and Jerry Clough (6%) who have no other broadcast interests. Buyer: Paul W. Sindlinger (100%), who is Indianapolis businessman and owns 9% each of WFBI(AM) Noblesville and WNON(FM) Lebanon, both Indiana. Filed Nov. 9.

■ KWLA(AM) Many, La. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Toledo Investments Inc. to KWLA Investments for \$130,000. Seller: Don Lyons and Rebecca Lyons who have no other broadcast interests. Buyer: Henry W. Bethard III and son, James G. Bethard (50% each). They are Coushatta, La., attorneys. Also, James Bethard owns KRBP(AM) Coushatta, La. Filed Nov. 16.

■ WVII-TV Bangor, Me. (ABC, ch. 7, 100 kw vis., 10 kw aur., ant. 1,400 ft.)—Seeks assignment of license from Eastern Maine Broadcasting System Inc. to Seaway Communications Inc. for \$3,300,000 (BROADCASTING, July 13). Seller: John J. and Gerard R. Pineau, brothers (50% each) who have no other broadcast interests. Buyer: Chicago-based group of some 30 stockholders who also own WAEO-TV Rhinelander, Wis. John Swain is president. Filed Nov. 12.

■ KWKI(FM) Kansas City, Mo. (93.3 mhz, 100 kw, ant. 290 ft.)—Seeks assignment of license from Jimmy Swaggart Evangelistic Association to Great Plains Radio Inc. for \$3,100,000 (BROADCASTING, Oct. 19). Seller: Baton Rouge-based group of four AM's and four FM's. Buyer: subsidiary of Sandusky Newspapers Inc., Sandusky, Ohio-based newspaper publisher principally owned by Dudley A. White, chairman, and family. They own KZAM-AM-FM Bellevue, Wash; KDKB(AM)-KDJQ(FM) Mesa, Ariz.; KBPI(FM) Denver; KWFM(FM) Tucson, Ariz.; and bought, subject to FCC approval, KERE(AM) Denver, Colo. Dudley White by himself owns KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. Filed Nov. 6.

■ KIMB(AM) Kimball, Neb. (1260 khz, 1 kw-D)—Seeks assignment of license from KIMB Inc. to James E. George for \$300,000 (BROADCASTING, Nov. 23). Seller: Norton E. Warner (65.8%) and wife, Diane H. (34.2%), who own KRLN(AM)-KSTX(FM) Canon City, Colo.; KABI-AM-FM Abilene, Neb.; and KLIN-AM-FM Lincoln, Neb. Buyer is plant manager at Columbus, Neb., manufacturing company and has no other broadcast interests. Filed Nov. 10.

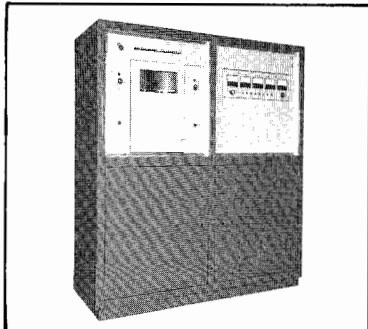
■ WKXR-AM-FM Exeter, N.H. (AM: 1540 khz, 1 kw-D; FM: 107.1 mhz, 3 kw, ant. 68 ft.)—Seeks assignment of license from Colonial Broadcasting Corp. to Porter Communications Inc. for \$385,000 (BROADCASTING, Nov. 16). Seller: principally owned by Ronald Allard who has no other broadcast interests. Buyer: Turner Porter, who owns WJTO(AM)-WIGY(FM) Bath, Me. Filed Nov. 10.

■ WCSL(AM) Cherryville, N.C. (AM: 1590 khz, 500 w-D)—seeks assignment of license from Spirit Publications Inc. to Mark Media Inc. for cancellation of note of \$350,000 plus interest past due of \$9,625 owed to Mark Media by Spirit Publications. Seller: Michael S. Jones (70%), wife, Barbara R. (10%) and four others. None have other broadcast interests. Buyer: J. Ardell Sink (70.77%) and wife, Remelle K. (29.23%). They own WKYK(AM) Burnsville, N.C., and WPKZ(AM) Pickens, S.C. Filed Nov. 12.

■ WHIT(AM) New Bern, N.C. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Britt-Communications Inc. to Radio Joy Inc. for \$226,000 (BROADCASTING, Nov. 23). Seller: Charles B. Britt (100%) who has no other broadcast interests. Buyer: principally owned by James C. McCrudden, who is president and 49% owner of WQPD(AM) Lakeland, Fla. Filed Nov. 6.

■ WHYZ(AM) Greenville, S.C. (1070 khz, 50 kw-D)—Seeks transfer of control of WHYZ Inc. from Raymond A. Somers et al (100% before; none after) to Hooper Communications Corp. (none before; 100% after). Consideration: \$455,000. (BROADCASTING, Nov. 23). Principals: Dexter L. Stuckey Sr., Estate of Jerome P. Askins Jr. (35% each) and Raymond A. Somers (30%) who are also principal owners of WKYB(AM) Hemingway, S.C. Buyer is owned by Thomas H. Hooper III (60%) and wife, Diane B. (40%). Thomas Hooper is account executive at WPAT-AM-FM Clifton, N.J. Diane Hooper is planner for Bergen county, N.J. Neither have other broadcast interests. Filed Nov. 10.

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■ **KVKM(AM)-KGEE(FM)** Monahans, Tex. (AM: 1330 khz, 5 kw-D, 1 kw-N; FM: 99.9 mhz, 100 kw, ant. 289 ft.)—Seeks assignment of license from Monahans Broadcasting Co. to Oil Broadcasting Corp. for \$730,000. Seller: William W. Jamar Jr. and wife, Jane Ellen (50% each). They own **KBWD(AM)-KXOE(FM)** Brownwood, **KKIK(AM)** Waco, **KBIL(FM)** San Angelo, all Texas. Also, Bill Jamar owns 10% and his wife, owns 7.5% of **KSNY-AM-FM Snyder**, Tex. Buyer: Louie F. Garrett (50.02%), William S. Sanders and Fluid Capital Corp. (24.9% each). Garrett is Jackson, Miss., accountant and real estate investor who has no other broadcast interests. Sanders is Albuquerque, N.M., communications consultant and 24.9% owner of **KDHI(AM)-KQYN(FM)** Twentynine Palms, Calif. Fluid Capital Corp. is subsidiary of Fluid Corp., Albuquerque-based publicly traded investment company that also owns 24.9% of **KDHI-KQYN**. George T. Slaughter is president and 11.4% owner. Filed Nov. 9.

■ ***WVWR-FM** Roanoke, Va. (89.1 mhz, 100 kw, ant. 1,970 ft.)—Seeks assignment of license from Virginia Western Community College to VPI Educational Foundation Inc. for no consideration. Assignor, agency of estate of Virginia, has experienced budget reductions which require elimination of **WVWR-FM** function. Charles Downs is president. Licensee has no other broadcast interests. Assignee is Virginia Polytechnic Institute. William W. Lavery is president. Filed Nov. 13.

Actions

■ **KJJJ-AM-FM** Phoenix, Ariz. (AM: 910 khz, 5 kw-U; FM: 92.3 mhz, 100 kw, ant. 285 ft.)—Granted assignment of license from I.T.C. Communications of Arizona Inc. to The Broadcasting Group Inc. for \$6,250,000. Seller: Subsidiary of International Tapetronics Corp., which is owned by N. Elmo Franklin (34.6%), John P. Jenkins (42.33%), Andrew M. Rector (9.96%), W. Merle Wilson (1.07%) and James E. Riggs (.04%). Franklin also owns one-third of **WYOY(AM)-WKXA(FM)** Charlevoix, Minn. Buyer: Twin-W Communications and A. Alfred Taubman (50% each). Twin W Communications is owned by Welter Wolpin (85%), and Frederic G. Weber (15%). Wolpin and Weber are Detroit, Mich., beer distributors and real estate investors. They own **WCAR(AM)** Garden City, Mich., shopping center developer. He owns, through subsidiaries, less than 25% of Community Cablevision Co., cable systems serving Irvine. Newport Beach and Tustin, Calif. Action Nov. 4.

■ **KFSA(AM)** Fort Smith, Ark. (950 khz, 1 kw-D, 500 w-N)—Granted assignment of license from Fort Smith Broadcasting Co. to Fred H. Baker Sr. for \$297,000. Seller: Subsidiary of Donrey Inc., which is owned by Donald W. Reynolds. He owns through subsidiaries, **KBRN(AM)** Springdale, Ark., **KOLO-AM-TV** Reno, **KOCM(FM)** Newport Beach, Calif.; **KEXO(AM)** Grand Junction, Colo.; and **KORK(AM)-FM** Las Vegas. Buyer is Fort Smith-based consulting engineer and licenses for **KISR(FM)** Fort Smith. Action Nov. 5.

■ **KLRB(FM)** Carmel, Calif. (101.7 mhz, 800 w, ant. 590 ft.)—Granted transfer of control of Carmel Broadcasting Inc. from Frederick L. Vance (100% before; none after) to John W. Walton Jr. (none before; 100% after). Consideration: \$550,000. Principals: Seller is owned by Fred Vance (51%) and John Walton (49%). Vance owns 7.94% of **KUDO(FM)** Las Vegas. Buyer is owned by John B. Walton Jr. (100%), who owns **KIDD(AM)** Monterey, Calif.; **KIKX(AM)** Tucson, Ariz.; **KDJW(AM)-KBUY(FM)** Amarillo, Tex.; 49% of **KLRB(FM)** Carmel, Calif. Action Oct. 30.

■ **KOLI(AM)** Coalinga, Calif. (1470 khz, 500 w-D)—Granted assignment of license from Coalinga Radio Inc. to Coalinga Broadcasting Inc. for \$100,000. Seller: Robert T. McVay (100%) who has no other broadcast interests. Buyer: William L. Zawila (65%) and five others. Zawila is Garden Grove, Calif., attorney. None have other broadcast interests. Action Nov. 4.

■ **KXEM(AM)** McFarland, Calif. (1590 khz, 500 w-D)—Granted assignment of license from North American Media Co. to Caballero Spanish Radio Inc. for \$460,000. Seller: Ron T. Smith and wife, Nancy E., who own **KXES(AM)** Salinas, Calif. Buyer: Eduardo Caballero (100%), who owns **KNEZ(AM)** Lompoc, Calif., and one-third of **KBNO(AM)** Denver, Colo. Action Nov. 6.

■ **KESE(AM)** Monterey, Calif. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Century Broadcasting Co. to Radio Monterey Inc. for \$650,000. Seller: is owned by Greentree Group, which is principally owned by Charles D. Powers. Greentree

group includes: **KVEC(AM)** San Luis Obispo, Calif.; **KTLC(AM)** Twin Falls, Idaho; and **WHPI(AM)** Herrin, Ill. FCC granted approval for it to sell **KEXO(AM)** Grand Junction, Colo. for \$1,518,000. (BROADCASTING, June 15). Buyer: Carolyn Wagenvoord family (85%) and Kenneth C. Jones (15%). Jones is Concord, Calif., media buyer. Wagenvoords own Honolulu advertising agency, and have no other broadcast interests. Action Nov. 4.

■ **WPUL(AM)** Bartow, Fla. (1130 khz, 1 kw-D)—Granted assignment of license from David R. Hill, receiver, to John Locke for \$310,000. Seller: closely held group of more than 25 stockholders principally owned by Randolph and Robert Marsh, brothers, who last year sold **WKXK(AM)** Deland, Fla., for \$285,000 (BROADCASTING, Oct. 5, 1980). Buyer is general manager of **KUDO(FM)** Las Vegas and 25% owner of **KVOV(AM)** Henderson, Nev. latter which has been sold subject to FCC approval (BROADCASTING, Aug. 10). Action Nov. 4.

■ **WXKO(AM)** [formerly **WFPM**] Fort Valley, Ga. (1150 khz, 1 kw-D)—Granted assignment of license from Rocket Radio Inc. to Valmedia Inc. for \$315,000. Seller: Paul Reehling (50%), wife, Mary Jo (27.7%), D. Suetzer (2.2%), who have no other broadcast interests. Buyer: Dollie B.D. Horton (51%) and husband, Cornelius Horton Jr. (49%). Dollie Horton is personnel officer with Air Force in Fort Valley. Husband Cornelius is supervisor of maintenance shop there. Dollie Horton is 40% owner of new FM applicant for Fort Valley. Action Nov. 6.

■ **WBIE(FM)** Marietta, Ga. (101.5 mhz, 100 kw, ant. 870 ft.)—Granted assignment of license from Marietta Broadcasting Co. to Capital Cities Communications Inc. for \$7,350,000. Seller is owned by estate of James M. Wilder (75%) and Elizabeth F. Hagwood (25%) which owns **WCOB(AM)** Marietta. Buyer is publicly held New York-based group of seven AM's, six FM's and six TV's. CapCities also owns Fairchild Publications, number of newspapers and Cablecom General which it acquired from RKO. Thomas S. Murphy is chairman, and Daniel B. Burke, president. Action Nov. 3.

■ **WSTL(AM)** Eminence, Ky. (1600 khz, 500 w-D)—Granted transfer of control of Radio 1600 Inc. from Radio Michigan Inc. (100% before; none after) to Primary Media Ltd. (none before; 100% after). Consideration: \$74,000 plus unpaid balance on bank note of \$103,529.61. Principals: Seller is group of 10 stockholders who also own **WBUK(AM)** Portage, Mich.; **WKTN(FM)** Kenton, Ohio, and **WIVQ(FM)** Peru, Ill. Robert D. MacVay is president. Buyer is owned by Richard D. Garlick (64.77%) and 13 others. Garlick is station manager at **WSTL** and has no other broadcast interests. Action Nov. 12.

■ **WMTD(TV)** Salsbury, Md. (ch. 47; 3,470 kw vis., 347 kw aur., ant. 1,000 ft.)—Dismissed application for transfer of control of MDV Television Inc. from Jean Paul Audet (80.51% before; 13.70% after) to Pennsylvania Growth Investment Corp. and others (none before; 66.72% after). Consideration: \$1,025,000. Action Nov. 5.

■ **WBVD(AM)** Beverly, Mass. (1570 khz, 500 w-D)—Granted assignment of license from Pauley Enterprises Inc. to Harbor Broadcasting Corp. for \$1,225,000. Seller is principally owned by Robert R. Pauley and William Minot. Pauley owns 73% of UHF applicant for Manchester, N.H. Buyer is subsidiary of United States Broadcasting Corp., which is owned by Joseph J. Snyder, Phoebe Walker and Rose Boritzer (one-third each). Snyder is sales engineer with Hewlett Packard Corp., Lexington, Mass. Walker is Manasset, N.Y., real estate broker. Boritzer is director of Bronx, N.Y., nursing home. Action Nov. 4.

■ **WYYY(AM)** Kalamazoo, Mich. (1470 khz, 500 w-D)—Granted transfer of control of Circle Corp. from Nancy A. Williams and Michael O. Day (100% before; none after) to Walter Isbert (none before; 100% after). Consideration: \$20,400. Principals: Sellers are transferring their 51% interest to Isbert, and Larry Kronenberg will increase his interest in station to 49%. Isbert also owns 51% of **WJOR(AM)** South Haven, Mich. Action Nov. 6.

■ **KKQK(FM)** Clovis, N.M. (99.1 mhz, 100 kw, ant. 300 ft.)—Granted assignment of license from Frequently Modulated Radio Corp. to Zia Broadcasting Co. for \$182,000. Seller: Darwin Gallaway, Roger Metzler Jr. (27.5% each) and Chuck Wolfe, Leroy Wolfe (22.5% each). Chuck Wolfe is also applicant for new FM at Farwell, Tex. Buyer: subsidiary of Allsup's Convenience Stores Inc., which is owned by Lonnie D. Allsup (95%) and wife, Barbara J. (5%). They are Clovis-based owners of approximately 200 convenience

stores and also own **KCLV(AM)** Clovis, N.M.; **KAFT-AM-FM** Andrews and **KQTY(AM)** Borger, all Texas. Action Nov. 12.

■ **WKOP(AM)** Binghamton, N.Y. (1360 khz, 50 kw-D, 5 kw-N)—Granted assignment of license from Southern Tier Broadcasting Ltd. to Broome County Broadcasters Inc. for \$720,000. Seller is owned by Clark C. Cook (68.9%), Raymond L. Ross (12.5%), Herman and Marjorie Mantei (12.5% jointly), Robert W. Anderson (4.2%) and Andrew G. Hubbell (1.9%) who have no other broadcast interests. Buyer is member of Regional Broadcasters Group, New York-based group of five AM's and six FM's owned by Alastair B. Martin family. Action Nov. 4.

■ **WJLL(AM)** Niagara Falls, N.Y. (1440 khz, 1 kw-D)—Granted transfer of control of Niagara Frontier Broadcasting Corp. from Norma C. Talbot, executrix (100% before; none after) to Norma C. Talbot (none before; 100% after). Consideration: settlement. Principals: Assignor as executrix for estate of Thomas W. Talbot which holds 71.98% of stock. Assignor seeks to transfer control into own name. Remaining 28.2% will continue to be owned by John K. Price. Action Nov. 4.

■ **WJNC(AM)-WRCM(FM)** Jacksonville, N.C. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, ant. 270 ft.)—Granted assignment of license from Beasley Broadcast Group at Jacksonville Inc. to Winfas Inc. for \$1,150,000. Seller: George S. Beasley (100%), who owns **WKBX(AM)-WSGF(AM)** Savannah, Ga.; **WMO(AM)** Reidsville, N.C.; 96.02% of **WDMT(FM)** Cleveland, Ohio; 95% of **WPMC(AM)** Goldsboro, N.C.; 95% of **WVHI(FM)** Evansville, Ind.; 90% of **WOKN(FM)** Goldsboro, N.C.; 85% of **WGAC(AM)** Augusta, Ga.; 67.5% of **WMOO(AM)-WBLX(FM)** Mobile, Ala., and 60% of **WFAI(AM)** Fayetteville, N.C. Buyer: W.S. Foster Jr. (41.4%), Larry W. Nichols (31.1%), Robert P. Ashley (10.3%), Roger R. Ingram and Andrew T. Walker (8.6% each). Foster is Burlington, N.C., textile manufacturer. Nichols is High Point, N.C., automobile dealer. Ashley is Burlington insurance executive. Ingram is general manager of **WGLD(AM)-WKIX(FM)** High Point. Walker is program director at **WPTF(AM)** Raleigh, N.C. They have no other broadcast interests. Action Nov. 12.

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■ **WLAB(AM)** St. Pauls, N.C. (1060 khz, 250 w-D) — Granted assignment of license from St. Pauls Broadcasting Inc. to United States Broadcasting Corp. for \$150,000. Seller: Richard D. Books, (100%) who has no other broadcast interests. Buyer: Joseph J. Snyder, Phoebe Walker and Rose Boritzer (one-third each). Snyder is Lexington, Mass., sales engineer. Walker is Manhasset, N.Y., real estate broker. Boritzer is director of Bronx, N.Y., nursing home. They have no other broadcast interests. Action Nov. 12.

■ **WKDD(FM)** Akron, Ohio (96.5 mhz, 50 kw, ant. 440 ft.) — Granted assignment of license from WCUE Radio Inc. to Welcome Radio Associates for \$3,000,000. Seller: Donol M. O'Neil (51%) and George W. Mamas (49%) who are also selling WCUE(AM) Cuyahoga Falls, Ohio (see below). Buyer is closely held group of one general partner and sixteen limited partners. Harrison M. Fuerst is president of general partner (92.5%) and 35.4% limited partner. They also own WSLR(FM) Akron. Action Nov. 12.

■ **WCUE(AM)** Cuyahoga Falls, Ohio (1150 khz, 1 kw-D, 500 w-N) — Granted assignment of license from WCUE Radio Inc. to Sackett Broadcasting Co. for \$1,000,000. Seller: Donol M. O'Neil (51%) and George W. Mamas (49%), who also sold WKDD(FM) Akron, Ohio (see above). Buyer: David L. Brennan, Robert Winer, Thomas R. Merryweather, John S. Steinhauer (20% each), Richard T. Cunningham and Nickolas P. Andreeff (10% each). Brennan, Steinhauer, Cunningham and Andreeff are Akron, Ohio, attorneys. Winer is former general manager of WHLO(AM) Akron. Merryweather is officer at Akron savings and loan association. They have no other broadcast interests. Action Nov. 12.

■ **KMMM(FM)** Muskogee, Okla. (106.9 mhz, 97 kw, ant. 125 ft.) — Granted assignment of license from K. Triple M Corp to KMMM Radio Inc. for \$1,225,000. Seller: Daniel E. Wolff (70.6%) and mother, Imelda M. Wolff (29.4%), who have no other broadcast interests. Buyer is subsidiary of Hicks Communications Inc., which is principally owned by R. Steven Hicks and Thomas O. Hicks, brothers. Hicks

are Dallas-based group owners of two AM's and two FM's. Action Nov. 4.

■ **KYES(AM)** Roseburg, Ore. (950 khz, 1 kw-D) — Granted transfer of control of Douglas Broadcasters Inc. from Elliott Motschenbacher (100% before; none after) to Broadcast House Inc. (none before; 100% after). Consideration: \$145,000. Principals: Seller has no other broadcast interests. Buyer is owned by Karen Worden (100%), who is sales manager at KRSB(FM) Roseburg, of which her husband, Tom Worden, is general manager and 51.9% owner. Action Nov. 3.

Allocations

Petitions

■ **Russellville, Ala.** — In response to petition by Michael R. Freeland: proposed assigning 97.7 mhz to Russellville as its first FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-784). Action Nov. 16.

■ **Eagar, Ariz.** — In response to petition by Eastern Arizona Broadcasting Co.: proposed assigning 92.5 mhz to Eagar as its first FM; comments due Jan. 11, reply comments Feb. 1. (BC Doc. 81-769). Action Nov. 5.

■ **Leland, Miss. and McGehee, Ark.** — In response to petition by River Broadcasting Inc.: proposed assigning 102.3 mhz to Leland and substituting 103.1 mhz for 102.3 mhz at McGehee; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-775). Action Nov. 6.

■ **Big Pine Key, Fla.** — In response to petition by Lower Keys Broadcasting Corp.: proposed substituting 104.7 mhz for 93.5 mhz at Big Pine Key; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-777). Action Nov. 6.

■ **Great Bend, Kan.** — In response to a petition by John F. Bozeman: proposed assigning 107.9 mhz to Great Bend as its second FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-779). Action Nov. 6.

■ **Key West, Fla.** — In response to petition by B.E.J. Timm proposed assigning 98.7 mhz as its fourth FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-774). Action Nov. 6.

■ **Lawrence, Kan.** — In response to petition by Telegraphics Inc.: proposed assigning UHF ch. 38 to Lawrence as its first commercial TV; comments due Jan. 4, reply comments due Jan. 19. (BC Doc. 81-780). Action Nov. 6.

■ **McPherson, Kan.** — In response to petition by Dean Curfman: proposed assigning 95.9 mhz to McPherson as its second FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-783). Action Nov. 6.

■ **Norwell, New Bedford and Vineyard Haven, all Massachusetts and Kittery, Me.** — In response to petitions by Mid-Shore Communications Inc. and Metrovision Inc.: proposed assigning ch. 58 to Vineyard Haven and ch. 46 to Norwell and substituting ch. 34 for ch. 47 at New Bedford and ch. 39 for ch. 34 at Kittery; comments due Jan. 4, reply comments Jan. 19. (BC Docket. No. 81-773). Action Nov. 6.

■ **Glenwood and Alexandria, both Minnesota** — In response to counterproposal by Principals Three Co.: proposed assigning 99.3 mhz to Alexandria as its third FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-347). Action Nov. 6.

■ **Ironton, Mo.** — In response to petition by Mid-America Communications Inc.: proposed assigning 92.7 mhz to Ironton as its first FM; comments due Jan. 11, reply comments, Feb. 1. (BC Doc. 81-770). Action Nov. 5.

■ **Cozad, Neb.** — In response to petition by Tri-City Broadcasting Inc.: proposed assigning 104.5 mhz or 92.1 mhz to Cozad as its first FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-792). Action Nov. 6.

■ **Las Vegas, Nev.** — In response to petition by Doctor R. Crants, Jr.: proposed assigning UHF ch. 15 to Las Vegas as its fifth commercial TV; comments due Jan. 4, reply comments due Jan. 19. (BC Doc. 81-781). Action Nov. 6.

■ **Gallup, N.M.** — In response to petition by John R. Catsis: proposed assigning 99.1 mhz to Gallup as its third FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-776). Action Nov. 6.

■ **Newark, Ohio** — In response to petition by Christian Television of Ohio Inc.: proposed either to dereserve UHF ch. 31 at Newark and reserve ch. 51 for noncommercial educational use or retain status quo; comments due Dec. 29, reply comments Jan. 18. (BC Doc. 81-745). Action Oct. 22.

■ **Greenwood, S.C.** — In response to petition by Metro Communications South Inc.: proposed assigning UHF ch. 48 to Greenwood as its first commercial TV; comments due Dec. 31, reply comments Jan. 15. (BC Doc. 81-771). Action Nov. 5.

■ **Minor Hill, Tenn.** — In response to petition by Burwood Broadcasting Corporation: proposed assigning 92.1 mhz to Minor Hill as its first FM; comments due Jan. 4, reply comments January 19. (BC Doc. No. 81-785). Action Nov. 6.

■ **Abilene, Tex.** — In response to petition by Salvador M. Ybarra: proposed assigning 94.3 mhz to Abilene as its fifth FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-779). Action Nov. 6.

■ **Denton, Tex.** — In response to petition by New Century Broadcasting Inc.: proposed assigning 99.1 mhz to Denton as its second FM; comments due Jan. 4, reply comments Jan. 19. (BC Doc. 81-772). Action Nov. 6.

■ **Freeport, Tex.** — In response to petition by Amaturro Group Inc.: proposed substituting 103.3 mhz for 102.5 mhz at Freeport; 103.7 mhz for 103.3 mhz at Sinton; 103.5 mhz for 103.7 mhz at San Marcos and reassigning 102.1 mhz from Alvin where it is allocated to Houston where it is now in use. Also, proposed modifying license of KOUL(FM) Sinton, to specify operation on 103.7 mhz rather than 103.3 mhz and license of KCSW(FM) San Marcos, to specify operation on 103.5 mhz rather than 103.7 mhz; comments due Jan. 4, reply comments Jan. 19. (BC Doc. No. 21513). Action Nov. 6.

Assignments

■ **Yuma, Ariz.** — Assigned 100.9 mhz to Yuma as its third FM; effective Jan. 11. (BC Doc. 81-402). Action Nov. 5.

■ **Eureka Springs, Ark.** — Assigned 100.9 mhz to Eureka Springs as its first FM; effective Jan. 12. (BC

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Doc. 81-373). Action Nov. 6.

■ Emporia, Kan.—Assigned 101.7 mhz to Emporia as its second FM; effective Jan. 11. (BC Doc. 81-74). Action Nov. 5.

■ Liberal, Kan.—Assigned 102.7 mhz to Liberal and substituted 101.5 mhz and 107.5 mhz for 99.3 mhz and 105.5 mhz, effective Jan. 11 and modified licenses of KSLs(FM) and KEZS(FM) Liberal, to specify operation on 101.5 mhz and 107.5 mhz, respectively, effective Jan. 11. (BC Doc. 81-37). Action Nov. 5.

■ DeRidder, La.—Assigned 92.1 mhz to DeRidder as its second FM; effective Jan. 12 (BC Doc. 81-403). Action Nov. 6.

■ Boothbay Harbor, Ellsworth, Farmington, Lewiston, and Skowhegan, all Maine—Assigned 96.7 mhz to Boothbay Harbor as its first FM and 100.1 mhz to Skowhegan as its second FM; effective Jan. 8. (BC Doc. No. 81-168). Action Nov. 2.

■ Glenwood and Alexandria, both Minnesota—Assigned 107.1 mhz to Glenwood as its first FM; effective Jan. 11 (BC Doc. 81-347). Action Nov. 5.

■ Madison, Minn.—Assigned 92.1 mhz to Madison as its first FM; effective Jan. 12. (BC Doc. 81-372). Action Nov. 6.

■ Petal, Miss.—Assigned 106.3 mhz to Petal as its first FM; effective Jan. 11. (BC Doc. 81-400). Action Nov. 5.

■ Lowville, N.Y.—Assigned 99.3 mhz to Lowville as its first FM; effective Jan. 12. (BC Doc. 81-407). Action Nov. 6.

■ Sidney, N.Y.—Assigned 100.9 mhz to Sidney as its first FM; effective Jan. 12. (BC Doc. 81-404). Action Nov. 6.

■ Minot, N.D.—Assigned 99.9 mhz and 105.3 mhz to Minot as its third and fourth FM; effective Jan. 12. (BC Doc. 81-324). Action Nov. 6.

■ Madras, Ore.—Assigned 96.5 mhz to Madras as its first FM; effective Jan. 12. (BC Doc. 80-491). Action Nov. 6.

■ Kerrville, Tex.—Assigned UHF ch. 35 to Kerrville as its first commercial TV; effective Jan. 11. (BC Doc. 80-759). Action Nov. 5.

Earth Stations

■ Based on FCC tabulations as of Nov. 10, there are 6,498 earth stations. Approximately 5,381 are receive-only; 980 are transmit-receive; 22 are transmit only and 115 others are domestic space stations. Receive-only stations are not required to be licensed by FCC (BROADCASTING, oct. 22, 1979).

Applications

■ Eastern Pennsylvania Relay Stations Inc. for Middleburg, Pa. (5m, Microdyne, E3773).

■ Hi-Net Communications Inc. for Kenilworth, N.J. (4.6m, S-A, E3858).

■ Fort Myers Broadcasting Co. for Fort Myers, Fla.

(9m, Harris, E3899).

■ F-Ann-F Cable Corp. d/b/a Lorenzo Cable TV for Lorenzo, Tex. (5m, FWT, E3900).

■ International Video Consultants for Las Vegas—Hacienda, Nev. (5m, AFC, E3901).

■ Midwest Cablevision Inc. for Hamburg, Iowa (4.6m, S-A, E3902).

■ San Petro Peninsula Hospital for San Petro, Calif. (4m, Starview, E3903).

■ Midwest Video Corp. for Bryan, Tex. (5m, S-A, KB60).

■ Community Telecommunications Inc. for Scottsbluff, Neb. (5m; S-A, KL44).

■ Cable View of Albert Lea Inc. for Albert Lea, Minn. (5m, S-A, KL70).

■ Community Telecommunications Inc. for Bozeman, Mont. (5m, S-A, KL80); Alliance, Neb. (5m, S-A, KL85) and Livingston, Mont. (5m, S-A, KL86).

■ American Television and Communications Corp. for Columbus, Neb. (5m, AFC, KL89).

■ Community Communications Co. for Alamosa, Colo. (5m, S-A, KM52).

■ Midwest Video Corp. for Victoria, Tex. (5m, S-A, KM52).

■ Cablecom-General Inc. for Clarksdale, Miss. (4.5m, Andrew, WK97).

■ Mildale Associates for Deltona, Fla. (6m, Harris, WLZZ).

■ Horizon Communications Corp. of Indiana for Greencastle, Ind. (4.5m, Andrew, WL32).

■ Alabama TV Cable Inc. for Homewood (5m, S-A, WL51) and Fairfield (5m, S-A, WL55), both Alabama.

Grants

■ Satellite Business Systems for Chicago (E2579).

■ GTE Satellite Corp. for Sacramento, Calif. (E3428) and Los Angeles (E3429).

■ American Satellite Co. for Tulsa, Okla. (E3616).

■ Satellite Business Systems for Hartford, Conn. (E3642) and Philadelphia (E3643).

■ Westinghouse Broadcasting Inc. for Needham, Mass. (E3677).

Cable

■ FCC reports following cable television service registrations:

■ Meramec Valley Communications Inc. for Sullivan, Mo. (MO0274) new signal.

■ Armstrong Utilities Inc. for Middlesex (PA2050), Adams (PA2042), Marshall (PA2043), Pine (PA2044), Findley (PA2054), Liberty (PA2055), Coolsprings (PA2056), East Lacka Wanack (PA2057), Pine (PA2058), Callery (PA2051), Forward (PA2052), Lancaster (PA2053), Big Beaver (PA2045), New Beaver (PA2046), North Beaver (PA2047), Home-

wood (PA2048) and Taylor (PA2049), all Pennsylvania, new signal.

■ National Cable Television Corp. for Vanderbilt (PA2039), Franklin (PA2037), Dunlevey (PA2038), Lower Tyrone (PA2041) and Bullskin (PA2040) all Pennsylvania, new signal.

■ Armstrong Communications Inc. for Cecil, Pa. (PA2059) new signal.

■ Tac-Can of Alabama Inc. for Columbiana (AL0232) and Wilsonville (AL0233) both Alabama, new signal.

■ Pleasurevision Inc. for Sumter, Fla. (FL0550) new signal.

■ Donald Fisher d/b/a Greenwood Cable Television for Greenwood, N.Y. (NY0974) new signal.

■ Full Channel TV Inc. for Barrington (RI0010), Bristol (RI0011), and Warren (RI0012) all Rhode Island, new signal.

■ Lakeside Cablevision d/b/a Michigan Cablevision for Waterford, Mich. (MI0560) new signal.

■ Lakeshore Cablevision for Two Rivers, Wis. (WI0315) new signal.

■ Konocti TV Inc. for Upper Lake, Calif. (CA0892) new signal.

■ The Meca Corp. for Webster, Tex. (TX0854) new signal.

■ Total TV Inc. for Watertown Jefferson county (WI0318) and Watertown, Dodge county (WI0317), both Wisconsin, new signal.

■ Cox Cable of Michigan City Inc. for Indianapolis (IN0302), new signal.

■ Six Star Cablevision of Lees Summit Missouri Inc. for Greenwood, Mo. (MO00321), new signal.

■ American Cablevision Service Inc. for Broadmoor, Fla. (FL0552), new signal.

■ Big Sky Community TV Inc. for Big Sky Resort, Mont. (MT0099), new signal.

■ Service Electric Cable Inc. for Main, Pa. (PA0965), new signal.

Call Letters

Applications

Call	Sought by
New FM's	
KOZT	Mendocino Coast Wireless Co., Fort Bragg, Calif.
WCCV	Immanuel Educational Broadcasting Inc., Cartersville, Ga.
KCJF	George S. Flinn Jr., Kellogg, Idaho
WIMK	Iron Mountain-Kingsford Broadcasting Co., Iron Mountain, Mich.
WRXZ	Huber-Dixon Broadcasting, Kane, Pa.
New TV	
KLWY	The Chrysostom Corp., Cheyenne, Wyo.
Existing AM's	
KJUN	KRPM Puyallup, Wash.
KKRC-FM	KKRZ Sioux Falls, S.D.
Existing FM	
KRPM	KRPM-FM Tacoma, Wash.

Grants

Call	Assigned to
New FM's	
WOZQ	Trustees of Smith College, Northampton, Mass.
KBNR	Educum International Inc., Brownsville, Tex.
KSBJ	Something Better Educational Foundation Inc., Humble, Tex.
Existing AM	
WTRS	WGAM Dunnellon, Fla.
Existing FM's	
KGBS	KFKZ Greeley, Colo.
WYST	WLPL Baltimore
KLLS	KZZY San Antonio, Tex.
Existing TV's	
KTXH	KEON Houston
WRLH-TV	WRHP-TV Richmond, Va.

Summary of broadcasting

FCC tabulations as of September 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,624	3	1	4,628	124	4,752
Commercial FM	3,340	2	1	3,343	179	3,522
Educational FM	1,115	0	1	1,116	61	1,177
Total Radio	9,079	5	3	9,087	364	9,451
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,035	141	1,176
FM Translators	401	0	0	401	214	615
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**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

Excellent Sales Manager with longevity in prior jobs documented with proven success sought for top shelf No. 1 FM rock station. Must carry heavy list and understand bottom line. This is a permanent opportunity that will pay the price for a true professional. All candidates will be thoroughly checked. Number one salesperson that is now highest bidder at their station okay. Compensation package proves we want a winner. Letter and resume Box K-118.

Sales Manager. 100,000 watt FM adult contemporary station located in mid-size sunbelt market has an opportunity for a highly motivated and organized person who has background in advertising/marketing, wide knowledge of radio industry, minimum two years of college, and experience as a hard-hitting street salesman. Salary commensurate with experience. Mail resume to: Box M-147. Equal Opportunity Employer.

Sales Manager - Local/Regional - For medium-sized Northeast market. Salary, override, bonus arrangement. Heavy Retail Experience Necessary. Send resume to Box M-138.

Co-op Sales Director. No. 1 country AM radio station located in the heart of the sunbelt is seeking an experienced co-op sales director. Become a part of Texas' fastest growing group of radio stations—Hicks Communications, Inc. Salary commensurate with experience. Equal opportunity employer. Send resume to: Gary F. Maricle, General Sales Manager, KLVJ Radio, P.O. Box 5488, Beaumont, Texas 77706. 713-838-3911.

Community radio station seeks General Manager. Responsible for administration, fundraising, and personnel management. \$10,500. Deadline December 8. For more information, write: Manager Search, KOPN, 915 East Broadway, Columbia, MO. 65201.

Station Manager. Group-owned 50KW FM, California small market vacation area. Strong sales background required. Reply Box M-171.

General Manager opening soon at AM in medium size (100,000) Midwestern city. Previous managerial and sales experience necessary. Prefer sales manager or general manager background. Salary and commissions negotiable. Send resume to Box M-105.

HELP WANTED SALES

Southern California Group needs aggressive sales people at four stations. Stability. Fast growing markets. Excellent benefits. Growth opportunity. Requirements and sales history to Box M-148.

Co-Op Sales Director. No. 1 country AM radio station located in the heart of the sunbelt is seeking an experienced co-op sales director. Become a part of Texas' fastest growing group of radio stations—Hicks Communications, Inc. Salary commensurate with experience. Equal Opportunity employer. Send resume to: Gary F. Maricle, General Sales Manager, KLVJ Radio, P.O. Box 5488, Beaumont, Texas 77706. 713-838-3911.

Sales Manager - Contemporary class C FM; Country AM. Responsible for personal client list and management of three-person staff. \$25k+ first year. Robert E. Powell, WQLO - WBEU, 3040 Boundary Street, Beaufort, South Carolina 29902. EOE.

Experienced Radio Sales Person: Chicago Area Radio Station is looking for an Account Executive with approximately one year experience in Radio Retail Sales. E.O.E. Send resume to Ed Peters, G.S.M., WYEN FM107, 2400 East Devon, Des Plaines, IL 60018.

Rapidly growing station seeks experienced Account Executive to handle and develop a key account list. First year income potential \$30,000 plus. Second year income potential \$45,000 plus. Top FM station in major southeastern market. E.O.E. Box M-126.

Salespersons join one of the fastest growing stations in the country. First year potential \$30,000. Must be aggressive self-starter. 100,000 watt FM contemporary rock. Cover letter & resume only to Randy Maule, WDOQ, Box Q102, Daytona Beach, FL 32015.

Account Exec. Wanted for AM/FM combo. Strong growth record and innovative sales approach a must. We offer great promotional support! Liberal commission plus benefits and good working conditions. Resumes to Neely Crowley (Mrs.), Gen. Mgr., WSLT/WIBG, 957 Asbury Ave., Ocean City, NJ 08226.

Account Executive Radio arts programed AM, TM stereo rock FM in central N.Y. has a sales opening. Experienced local AE to cover agency/client list. Local and regional experience necessary. Send resume to Don DeRosa, VP & General Manager, WOSC/WKFM, P.O. Box 2175, Syracuse, N.Y. 13220, or call 315-695-2165. E.O.E.

Excellent Sales Opportunity. Salary plus commissions plus benefits. Sales experience helpful, but let's talk. Contact Sales Manager, 13Q Radio, Scranton, PA. 717-342-1320. EOE.

Sales Manager. Powerful class C FM in Sun Belt on the way up needs sales manager who is good at hiring and training local sales staff. Reply Box M-172.

Wanted: National Rep for fast-growing Central Illinois 50KW easy listening music station. 217/544-0572.

HELP WANTED ANNOUNCERS

Experienced morning & afternoon personality needed. Also, newperson wanted. FM In Boise, Idaho. Phone Bob Hendricks 208-523-3710.

Position open for announcer with experience in production. Ability to participate in a conversational talk show would be a plus. Send tape and resume to Buddy Peeler, KPAN Radio, P.O. Box 1757, Hereford, Texas 79045. EEO Employer.

Rare Opportunity - WMMR needs the most outrageous overnight personality in the history of broadcasting. Must have minimum 3 years experience in major market. Send tapes and resumes to Charlie Kendall, Program Director, WMMR, 19th & Walnut Streets, Philadelphia, PA 19103. No Calls. An Equal Opportunity Employer M-F.

New FM Facility in beautiful southern Gulf Coast area is looking for adult announcers. Must be mature, with good attitude and willing to follow format. EEO Employer. Send resume to Box M-78.

Program Director for 50,000 Watt KGA, Spokane, Washington. Country format. PD experience required. Call or write with tape and resume to Corporate PD Don Lane, P.O. Box 32, Gresham, Oregon 97030. 503-667-1230. EOE.

Evening Announcer Needed for Colorado country format. Experience preferred. Automation background helpful. Tapes and resumes to KLMR, PO Box 890, Lamar, Colorado 81052.

Experienced, professional telephone talk show personality wanted for a topical issue and controversy-oriented radio call-in show. Preference will be given to those with an air check tape of this type of show. The right person will take over an established, No. 1 rated early evening talk show heard in 30+ states. Send a resume detailing educational background and experience along with a description of your approach to this type of program and an air check to: Lou Dean, WRVA Radio, P.O. Box 1516, Richmond, Virginia 23212. An Equal Opportunity Employer.

WFMB, Springfield, IL, looking for experienced country personality. Good production skills required. Tapes and resumes to: Greg Thomas, PO Box 2989, Springfield, IL 62708.

HELP WANTED TECHNICAL

Top Notch Engineer sought to maintain new transmitting plant and to build new studios. Must take a disciplined approach to maintenance, record keeping, and new construction. The engineer we'll hire takes pride in keeping transmitter building and studio equipment in immaculate condition. \$18,200 to \$20,800 depending on qualifications. Box M-44.

Chief Engineer for class IV AM and Class A FM. The right applicant will construct new remote controlled class C FM. Must be aggressive with RF and studio construction experience. First Class or general certificate required. Send resume and salary requirements to Box M-102.

Experienced Chief Engineer: Wanted by a Southern California FM radio station. Must be strong in transmitter, microwave and studio maintenance. One-man shop. Contact Cal Shields, KACE/FM. 1710 E. 111th St., L.A., CA 90059.

Chief Engineer for Class 4 AM daytimer and Class B-FM automated. Digital background and automation experience needed. Write Don DeRosa, VP & General Manager, WOSC/WKFM, P.O. Box 2175, Syracuse, N.Y. 13220, or Call 315-695-2165. E.O.E.

Broadcast Engineer. Opening assistant chief engineer at Midwest radio stations. Require First FCC License, minimum three years experience. AM, FM, and DA's. E.O.E. Resumes to Federated Media, P.O. Box 6000, Fort Wayne, Indiana 46896.

HELP WANTED NEWS

Progressive 100,000 Watt AOR looking for an anchor-reporter who values journalistic freedom, has experience, savvy, etc. Females encouraged. Great Lakes, Great Station. Letter, resume to Box K-184.

WGH, Norfolk, needs anchor/reporter. Must have outstanding abilities. Min. 3 yrs. radio news. Knowledge of Norfolk market helpful. Excellent salary and benefits. Car may be available for right person. T&R to Carl Holland, ND, Box 9347, Hampton, VA. 23670. No calls. EOE/M-F.

WCVS/WFMB, Springfield, IL, needs an experienced, dedicated news director. Strong delivery, ability to dig and write and lead staff. Tape, writing samples and resume to: Greg Thomas, PO Box 2989, Springfield, IL 62708.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager: Mature, natural sound and strong production. Minimum 3 years in radio. MOR AM/Country FM. Jana Pentz-McBride, KWBE/KMAZ, Beatrice, Nebraska 68310. 402-228-5923.

Operations Manager AM/FM stations seek person to oversee programming, production, and air staff. Godd production voice a must! Fastest growing stations in the Atlantic City Market, offering good pay and benefits to right person. Resumes to Mrs. Neely Crowley, Gen. Mgr., WSLT/WIBG Radio, 957 Asbury Avenue, Ocean City, N.J. 08226.

SITUATIONS WANTED MANAGEMENT

Promotion Director —formerly of Y-100 (WHYI-FM, Miami-Ft. Lauderdale), available immediately. Strong references. Please call Dan Smigrod at 305 474-3179 or write 1870 S.W. 81st Lane, Davie, FL 33324.

Dedicated Professional seeks GM or GSM position. 20 years of winning have equipped me with the knowledge needed to successfully manage your station. Have pulled top ratings, written and produced award winning commercials, been the top bidder, and I have been a successful general manager for the past five years. Excellent track record and references. Southeast only. Box M-128.

Ten year Pro, including major market, seeks G.M. post, small market college town. Let's talk. 404-432-5857.

SITUATIONS WANTED MANAGEMENT CONTINUED

Young, Bottom Line oriented selling general manager seeks position in Florida or deep South. . . Strong in programming, promotion and personnel—prefer buy-in opportunity but will consider all offers. Box M-144.

Attention Station Owners/Group Owners. Where can you find a general manager that's dedicated, a superior leader and motivator that specializes in strong, creative sales and sales promotions? Experienced managing AM & FM all markets. Skills include engineering, FCC, programming. If you're looking, you found him. 18 years a successful broadcaster. Best credentials. Box M-114.

General Manager available - Major Market background. Now responsible for profitable medium market facility. Experienced all areas, sales, programming, administration. Seeking long term association. Box M-110.

Seeking Secure Station management position. 17 years' experience in broadcasting management, sales, and programming. Call Bill Sutton, 615-824-7170, or write: 126 Walton Ferry Road, No. C-5, Hendersonville, TN 37075.

General Manager, 35, Thirteen years includes sales, cost control, programming, engineering. Excellent references. People-oriented. Ron Miller, 495 Glenoaks, Muskegon, Michigan 49442. 616-733-2126.

General Manager with family and new addition expected willing to relocate. Over 16 years experience, strong sales training background with R.A.B., Jennings, and Welsh experienced in small and med. markets, AM-FM. Results oriented, organized, professional, team concept, good collections, programming and ratings, strong news, and sports. Prefer West, will listen. Call 606-586-5458 and leave your number.

SITUATIONS WANTED SALES

Experienced! Now Employed! Prefer medium or small midwest market. Management background in sales, operations, Programming! Box M-145.

Energetic Sales and PBP Voice with two years' experience seeks similar position in medium market with opportunity to do PBP 300 Stony Pt Rd. No. 201, Petaluma, CA 94952. 707-778-7063.

SITUATIONS WANTED ANNOUNCERS

Motivated to produce listeners and sponsors. Aggressive DJ, news, sales, excellent appearance. Broadcast trained. Jeff 212-767-5068.

Major market morning personality looking. . . Heavy into humor/entertainment. Serious offers Only. Box M-94.

Experienced Sign-on or afternoon drive! Excellent sales figures. I seek this combination position in medium or small Midwest market. Box M-140.

Experienced Air Personality, PD MD, competitive small market. First ticket. Seeking Top 40 or A/C that thinks like the majors. Indiana-Ohio-Illinois-Michigan area. College area (Community or Jr, OK) desired. Opportunity more important than market size. Box M-112.

Creative and Reliable AM man is trained and seeks best starting opportunity. Ready to go anywhere. Call after 4 p.m. for tape and resume, John McDonnell - 312-423-9541.

Talk Personality . . . Erudite, witty, fluent, creative. Experienced multi-faceted communicator-entertainer available now. Phone 301-744-1583.

Female Announcer, FM style, country, good voice, dependable, looking for small market station. Joan Dobbins, 415-566-4228.

Experienced minority broadcaster with eleven years, 7th market background in Beautiful Music, Country and Adult Contemporary. Nine years automation. BS and technical schools. Stable family man. Telephone 617-524-0885 today.

Experienced jock for hire. I've done a variety of shifts and formats, automation and sports color. Available immediately. Frank 414-782-1182.

Need an experienced, mature voice? Minor engineering, sales experience, salary open. Bill, 612-447-2835, after 1PM.

New York Talk Host. Well-known radio personality; lively/off-beat. Terrific on open phones. Perceptive interviewer. Top commercial actress, over 10 years all national advertisers. Many film/TV credits. Now interested in relocating to other major market. Box No. 1, 312 West 81st Street, N.Y., N.Y. 10024.

Seven years' experienced pro. Looking for position with future opportunity in programming or sports. Oldies expert, TV trivia buff, with family ready to settle. Looking for opportunity and liveable wage-not market size. Tom Goodsite, 217-443-4188.

SITUATIONS WANTED TECHNICAL

Experienced, currently employed, female person. Hungry to learn, grow and contribute. Reply Box M-120.

Engineer, First Phone since 1948. AM, FM, TV, Microwave, Klystrons, Directional Antennas. Recent AMPLEX course VPR-2B, VTR and TBC-2B Time Base Corrector. Ladendorf 312-299-2569.

Sold my station. Seeking new challenges. Former group technical director. Minority. \$35,000. Box M-160.

17 years' experience audio, RF, DA, construction, television, automation, proofs. Desired hands-on position with large facility or group. Charles McHan, 1601 Ocean Dr., S., No. 305, Jacksonville Beach, FL 32250. 904-241-2852.

SITUATIONS WANTED NEWS

Female News/Talk Host seeks Eastern Middle/Major Market. Box M-131.

Energetic, experienced PBP announcer. Baseball, Football, Basketball. Quick, informative, precision descriptions. Engaging voice. No one works harder. Will relocate. Larry 317-743-8823.

Experienced newsman, good writing skills, clear delivery. Five years' experience on-air/street reporting, college and professional. All offers considered. Willing to relocate. Call 401-333-5676.

Attention Conn./Mass. - Aggressive News Journalist available. Degree. Top references. Hank Holmes 617-679-6957. Day/eve.

Attention small markets. Hard working female seeks first job as News Reporter/Announcer. Has college radio experience. Will relocate. Tape and resume call Sheryl between 6:30 p.m. EST and 12 midnight EST. 212-392-6449.

Sports reporter: Two years experience; sports play-by-play, field reporting, research in San Francisco Bay Area. David Petersen, P.O. Box 515, Belmont, CA 94002. 415-591-4720.

Experienced Female Announcer & first phone holder needs a break in newsreporting. Very serious-minded and motivated. East Coast only. Call Monica 212-634-8562 after 6:30 PM.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Major market pro wants to program Top 50 station out of the red. Morning air slot. Box M-93.

Professional, experienced programmer, looking for P.D. slot, east of Miss. 15 yrs. experience, 4 yrs. as P.D. Box M-143.

Team Worker with 1½ yrs. experience and looking for more. 1st phone combo with good production and technical ability. Call Marty McCrae. 212-464-2178.

Wanted: News/Talk PD Position. Formerly Asst. PD at KABC, looking to relocate in medium/major markets. MA Management/Research. First Phone. J. Richards, 1589 E. Prince, Tucson, AZ 85719.

Producer/Copywriter/Personable jock seeks creative challenge. Have degree, commercial college experience. Jerry, 312-485-3499/484-1200.

Experienced AC/Country air personality looking for new challenge. Presently program director and morning drive. Call 817-767-5024.

TELEVISION

HELP WANTED MANAGEMENT

Television General Manager - Group-owned network affiliate in southeast market seeking experienced broadcaster for general manager's position. Sales, budgeting and people 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 M-127.

Chief Accountant: Well-versed in all phases of broadcast accounting to head-up five person department; college degree preferred; excellent fringes and growth potential within progressive broadcast group. Send resume and salary requirements to: WDEF-TV/AM/FM, 3300 Broad Street, Chattanooga, Tennessee 37408. Attn: G. R. Bolton. We are an Equal Opportunity Employer, M/F

Director of Development/Senior management position. Will head substantial fund-raising and marketing department of large community-owned PTV station. Responsible for traditional PTV fund-raising programs, including membership, TV auction, corporate underwriting (local and national), contract services, grantsmanship and deferred-giving programs. College degree. Six years experience in fund-raising and marketing areas, record of strong management and sales ability. Public television familiarity is an important plus. Apply to Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: December 18, 1981. No Calls. WYES-TV is an Equal Opportunity Employer.

President of Broadcast Division to manage small market VHF network affiliated station, Northeast, and to oversee operation of a second VHF network affiliate in the Midwest. \$100,000 plus. Send resume and other relevant information to P.O. Box 145, Chicago, IL 60619. All responses held in strictest confidence.

HELP WANTED SALES

Account Executive. Top 20 Network Affiliate in Southeast seeking an ambitious A.E. Knowledge of retail and production a must. Must be a self starter with demonstrated sales ability and proven track record. Equal Opportunity Employer. Box M-42.

HELP WANTED TECHNICAL

Expanding Christian Broadcaster requires 4 experienced maintenance Engineers. Digital experience a definite plus. Work with State Of The Art equipment and participate in construction of a modern television facility. Also have a need for two experienced videotape editors. Send resume or contact: Dan Faso, Director of Engineering, Jimmy Swaggart Ministries, P.O. Box 2550, Baton Rouge LA. 70821 504-926-6239. We are an Equal Opportunity Employer.

Wanted: Person with EE degree or physics degree with 2 to 5 years of klystron design experience. Should have detailed technical understanding of the European and American television broadcast industries. Should have engineering management capability to assume responsibility for directing new klystron related product development. Should be capable of extensive world travel to implement new product lines. Salary: up to \$28,000. per year plus many fringe benefits. Send resume to Steven Thomas, 334 St. Paul Place, Baltimore, MD 21202.

Assistant Chief Engineer—Experienced engineer with maintenance background needed for expanding group television station. Contact Paul Bock, CE, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Phone 304-525-7661. An Equal Opportunity Employer.

New UHF station in America's most beautiful city needs a Chief Engineer, Transmitter Supervisor, Maintenance Supervisor, and Maintenance Engineers with a desire to build a first-class television facility with all new top quality equipment. Thorough experience with the latest state-of-the-art techniques is a requirement. Equal Employment Opportunity Employer. Send complete resume to: KUSI-TV, P.O. Box 11985, San Diego, CA 92111.

Television Maintenance Engineer—Experienced in Ampex 1200 and TCR 100, video tape and Sony 3/4". Send salary requirements and resume to Chief Engineer, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009.

HELP WANTED TECHNICAL CONTINUED

Turner Broadcasting System Inc., WTBS, CNN, CNN2. Due to the start of our third station, Cable News Network 2, we have immediate openings for: 3 Maintenance Engineers and 7 Operation Engineers. Two years' technical school or electronic experience required. Send details of your employment background and salary requirements to: G. Wright, Turner Broadcasting System, Inc., 1050 Techwood Dr., NW, Atlanta, GA 30318. No phone calls please. EOE.

On-Air Switchers, Master Control. The "SuperStation" is looking for some special people; experienced, career-minded, on-air Master Control Switchers. Our around-the-clock operation requires a consistent high quality on-air look on all shifts. Applicants must have a verifiable ability to work smoothly with all members of the operations team, have consistent work habits, good coordinating skills and be willing to work all shifts. We have an excellent staff and superb new facilities. This position offers good pay, benefits and working conditions for the right career-minded individuals. An Equal Opportunity Employer (M/F). If qualified, send complete resume to: Bob Protzman, SuperStation, WTBS-TV, 1050 Techwood Drive, N.W., Atlanta, Georgia 30318. No phone calls, please.

Engineer for Instructional Television. Responsible for all engineering functions from pre-production to post production, studio production and limited remote field production. Requires state of the art knowledge of 1 inch video tape recorders, 3/4 EFP equipment, broadcast quality cameras, on line and off line editing systems, studio and microwave equipment. Must be able to perform all routine maintenance and must possess some systems design capability. Electronic trouble shooting a must. Must be able to recommend equipment for future acquisitions and be capable of delivering a consistently high quality product. Send resume to Janice Aycock, Personnel Office, Northwest Arctic School District, P.O. Box 51, Kotzebue, Alaska 99752. Closing Date November 30, 1981. E.O.E.

Maintenance Engineer. 3-5 years experience—will assist in maintaining television equipment at the station. Contact John Simmons, Chief Engineer, WRBL-TV, Box 270, Columbus, GA 31994 or call 404-323-3333. EEO Employer. M/F.

HELP WANTED NEWS

News Director. Our news director has been promoted. Group owned CBS affiliate in Sunbelt market seeking replacement. All ENG news department. Must have ability to recruit top people and motivate them plus be familiar with budgeting process, production and inter-departmental relations. No calls. Mail your resume to Allan Howard, Vice President/General Manager, KOTV, PO Box 6, Tulsa, Oklahoma 74101. EOE M/F.

Reporter - We are looking for an enterprising reporter who can write clearly and is capable of using production techniques to better tell the story. No beginners, please—must have at least one year of television news experience. Send tape and resume to Ray Depa, News Director, KETV, 27th & Douglas Street, Omaha, Nebraska 68131. We are an EEO employer.

Reporter. We're still looking for a bright, talented general assignment reporter who can do live shots, features, and on-camera work. Tape and Resume to: Robert Allen, News Director, KOTV, PO. Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

Position open immediately for News Director at KTUU 2, NBC Affiliate in Anchorage, Alaska. Responsibilities include supervision of an aggressive 9 member news operation in a rapidly developing market. Five years experience preferred. Emphasis on journalistic, managerial and strong producing skills. For more information, contact Al Bramstedt, Jr., General Manager, or Melissa Wells, acting news director, at 907-279-7477 or send resumes to: KTUU-2, P.O. Box 2880, Anchorage, AK 99510.

Sports Director. We are the sports leader in our small market, and now we need a sports director good enough to match our strong sports commitment. You must know play-by-play and you have to know ENG. If TV sports is your life, send your resume to Box M-174. EOE.

Reporters: We're expanding our talented staff once again. If you love TV news and are among the best, then send resume and salary requirements to Box M-159. E.O.E. Deg. Exp. Req.

Photo Journalist: That's what we're looking for, not shooters. Our talented staff has the ability to produce quality visual stories. We want someone who can fit right in. If you are committed to news, send resume and salary requirements to Box M-159, EOE. Exp. Req.

Positions open for Anchor/Reporter and entry level reporter for leading news operation. Anchor will prepare and deliver weekend news with 3 days as field reporter. Should be experienced, prefer degree in Journalism. Reporter should be experienced with ENG equipment. Openings effective immediately. Send tape and resume to Don Blythe, KOAM-TV, Pittsburg, Kansas 66762. Equal Opportunity Employer.

Reporters—Dynamic, dominant sunbelt station is seeking reporters. Work in a well-equipped, news-oriented environment. Minimum two years' television street experience required. Send tape and resume to Personnel Department, WRAL-TV, PO. Box 12000, Raleigh, N.C. 27605-2000. EOE/M/F.

Co-Anchor. We need a news professional to co-anchor our news Monday through Friday. Salary commensurate with background and experience. We are a small TV station, but we can offer you a big opportunity. This is not an entry level position. Equal Opportunity Employer. Send resume to Box M-173.

If you are an enthusiastic, hard-working radio journalist who would like to break into television journalism, send your video tape to: Grodon Manuel, WABI, 35 Hildreth Street, Bangor, Maine 04401. EOE.

Anchor/Producer. We need a creative communicator who can deliver and package a newscast with authority. Good writing skills and previous news experience are a must. Send tape and resume to Wayne Ludkey, News Director, KTTC-TV, 601 1st Ave., SW, Rochester, MN 55901. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Promotion writer-producer with comprehensive hands-on editing and production skills. Seek quality-minded, enthusiastic self-starter. Send resume and promotion demo reel to WSMV Television, Promotion Director, PO. Box 4, Nashville, TN, 37202.

Producer/Host plus Field Producer needed for anticipated business series at KTCA-TV, the Minneapolis/St. Paul PBS station. Producer/Host position requires experience in business reporting for television, radio or print. Field Producer position requires strong television experience related to business. Excellent writing skills necessary for both positions. Salary is competitive. Applicants must include resume plus videotape or other samples of work. Send to: Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. (EEO/AA employer).

Producer/Director: Creative, mature individual with 3 to 5 years' experience, to direct 6 PM and 10 PM News and supervise night production crew. Salary commensurate with experience. EOE. Call or Write: Production Manager, KSWO-TV, PO. Box 708, Lawton, Oklahoma 73502 ... 405-355-7000.

Features Producer: Major Market Access Magazine wants experienced features producer to start immediately. Must have prior Evening/PM Magazine producing experience. Must have reel to show strong story structure and writing skill. Send your reel and resume to: J. Adair, Evening Magazine, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222.

Producer/Reporter—Research, investigate and produce programs examining issues and topics of statewide interest. BA in Journalism, Broadcasting or Mass Communications plus three years experience. Experience as broadcast journalist preferred. Strong research and writing skills. Additional experience may substitute for degree on year-for-year basis. Salary: \$19,923 minimum/annual. Apply by December 21 to Paul E. Few, Assistant Manager-Administration, University Television, Box 83111, Lincoln, NE 68501. Equal Opportunity/Affirmative Action Employer.

New independent in North Ohio now staffing. Technical, sales, traffic, office, and production openings. Tremendous potential with group operator. Replies to Box M-176. EEO Employer.

Promotion Manager. Top 50 mid-south independent looking for a creative, conceptual hands-on type to head up a promotion department. Individual must have at least 2 years' experience in writing, dealing with print media, TV production, planning and implementing special promotional campaigns and events. Send resume with salary requirements to Box M-177. Equal Opportunity Employer.

Controller needed by number one sunbelt station offering excellent compensation plus living environment to match. Accounting degree and broadcast experience required. Send resume and references to Mark Conrad, WFMY-TV, P.O. Box TV 2, Greensboro, N.C. 27420. (EOE Employer and Harte-Hanks Station).

Producer/Director—Television Station. Requires at least one or more years' television producing and directing experience. College degree required. \$13,000-\$15,500 annually. Send letter of application, resume, names, phone numbers of three professional references, 3/4 inch videotape of production work to: KAWF-TV, Box 9, BSU, Bemidji, MN 56601, by December 11.

Producer/Director experienced in news, commercials, public affairs and promos. Experience required. Send resume, tape and salary requirements to: T.J. Vaughan, WAND-TV, 904 Southside Drive, Decatur, Illinois 62525. An Equal Opportunity Employer.

WGBY, Educational Foundation's TV station in Springfield, MA, is looking for aggressive, hands-on experienced production supervisor. Will supervise and train all production employees, 2 studio operations, state-of-art remote unit, ENG units, LO productions for cable and will work closely with commercial and ad agency clients. A proven track record and at least 3 yrs. experience required. Resumes only: Personnel, WGBY, 44 Hampden Street, Springfield, MA 01103, EOE.

SITUATIONS WANTED MANAGEMENT

GM/GSM. Available January or sooner if necessary - 22 years in television. Know all phases. Mature, stable, excellent reputation in business. Top references. Box M-116.

Good Son Available: to senior level network executive. Willing to work my way up from directorship. Outstanding record and references. No reasonable position refused. Box M-113.

General Manager. Practicing television 27+ years! Outstanding track record! Produces spectacular sales and profits, plus prestige! Box M-170.

SITUATIONS WANTED TECHNICAL

Experienced, currently employed, female person. Hungry to learn, grow and contribute. Reply Box M-120.

Do you want a Chief Engineer that understands Management and enjoys hands on maintenance? If so, contact Bill Taylor 601-366-7526, or write 227 Gunter St., Jackson, MS 39216.

17 years' hands-on experience construction, maintenance, management of UHF/VHF/AM/FM engineering. Desire position with challenge, prefer construction. SBE Certified. Charles McHan, 1601 Ocean Dr., S., No. 305, Jacksonville Beach, FL 32250. 904-241-2852.

SITUATIONS WANTED NEWS

Make Your Kicker count as much as your lead. Woman with three years' television news experience seeks position as feature reporter. 301-384-6651.

Bachelor degree in meteorology seeks on-air position. College experience is with 90-second weather segment using chromakey. Have ability to communicate effectively. Resume and tape on request. Available upon graduation Northern Illinois University 12/19/81. Contact Dan Salisbury at 815-753-0631.

News Director/Anchor in small market, no-win situation wants position in competitive, professional surroundings. Will consider all offers; not necessarily looking for anchor job. Paul, 715-369-1426, morinigs.

Meteorologist—Aggressive, accurate, dedicated, 4 years' broadcast experience, AMS Seal of Approval. If you're looking for a Pro, call "Weather Will" now!! 414-497-0200.

SITUATIONS WANTED NEWS CONTINUED

Professional Meteorologist seeking position as TV weather broadcaster in small or medium market. Have had some on-camera experience. Strong forecasting ability presented in an enthusiastic and professional style. Available immediately. For resume and tape contact George, 219-659-3731 or 219-659-2109.

Sports Director whose professional approach can produce the winning edge. Solid anchoring/reporting skills, play-by-play, coaches' shows, timely commentary, and impressive "involvement" packages. Tape shows versatility. Available now. 402-330-4373.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Sports Photographer: Currently working for a local (Top 30) sports network, looking to move. Box M-164.

Award-winning director (all major networks) 10 years experience comedy, soaps, variety & children's seeks management position demanding creative skills. 914-834-6450.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED MANAGEMENT

Unique Opportunities for executives/managers. Rapidly expanding national communications company specializing in new technology has openings for qualified persons experienced in Microwave Services, MDS, S.T.V., Cable T.V., Teletext, Program Development, Engineering and Marketing. Send resume, in strict confidence, including salary requirements to: Personnel Director Affiliated Communications Corporation, 3200 Expressway Drive South, Central Islip, New York 11722.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Promotion. Public Relations Agency seeks bright, creative, organized, highly motivated individual. Experience in staging special events, promotions, contests, etc. Send resume and salary requirements to Box M-166.

HELP WANTED INSTRUCTION

Department of Communication seeks Associate/Full Professor for teaching, curriculum development, professional contacts and research. Option for administrative responsibilities possible. Ph.D., professional broadcast experience and demonstrated teaching ability required. Growing Department considering school status with 700 majors. Grad program starting this academic year. Application and curriculum vita to: Chairman, Broadcast Journalism Search Committee, University of Miami, Post Office Box 248127, Coral Gables, FL 33124, by December 1, 1981.

Three Positions: School of Radio-Television, Ohio University seeks instructor/assistant, assistant/associate, and visiting (Jan.-June, 1982) faculty with concentration in telecommunications management, with technology, international, public policy, and other areas contributing to undergraduate/graduate programs. Letter of application to Arthur Savage, RTVC 223, Ohio University, Athens, OH 45701, by December 15, 1981.

Radio-TV. Faculty position available in Fall, 1982 to teach courses in broadcast criticism, theory, effects, and research. Assistant or Associate Professor rank, 9-month tenure track appointment. Qualifications for Associate Professor: Ph.D., evidence of successful teaching and research, and publication in scholarly journals. Qualifications for Assistant Professor: Ph.D. and evidence of teaching and research ability. Salary competitive. Deadline for application: January 15, 1982. Send Letter of Application, Curriculum Vitae, and three Letters of Reference to: Dr. Sam Swan, Acting Chairman, Department of Radio-Television, Southern Illinois University, Carbondale, Illinois 62901.

Journalism and Mass Communication: At least five positions—Assistant to Full Professorships—at the University of Oklahoma to begin Fall, 1982, in News Communication, Professional Writing, Radio-Television-Film and Photojournalism. Teaching experience in each position is desirable. News Communication (2 positions): Earned doctorate and professional print media experience required for one position. Preference will be given to candidate with public affairs reporting experience. The second position requires either an earned doctorate with professional print media experience or significant editorial management experience. Professional Writing: BA degree and extensive paid publications record at the national market level. Radio-Television-Film (2 positions): Earned doctorate and professional broadcast experience required. Experience in motion picture production preferred in one position and broadcast production experience preferred in both. Photojournalism: BA degree and five years' photojournalism experience required. Applications also are invited for Assistant Director for Administration, a 12-month function which will be held by a current or new faculty member who also is involved half-time in teaching and/or research. Requirement for consideration is eligibility for a tenure-track position on the School's faculty. Salary and rank for each appointment will be based on qualifications. Salaries are competitive. Send resume and have letters of reference sent to Elden Rawlings, director, H.H. Herbert School of Journalism and Mass Communication, University of Oklahoma, Norman, OK 73019. Specify position in which candidate is interested. Deadline January 15, 1982. Affirmative Action/Equal Opportunity Employer.

Position Available: Instructor, Video Maintenance & Engineering Course. Send Resumes to: Bert Shapiro, School of Television Arts, 18 West 61st St., New York, N.Y. 10023.

The University of Arizona is seeking a faculty member to teach courses in radio-television production, media aesthetics, and broadcast writing. Rank and salary open. Ph.D. or appropriate terminal degree required. Broadcast experience a must. Position available August, 1982. Send resume and references by January 30, 1982 to: Dr. William T. Slater, Head, Department of Radio-Television, University of Arizona, Tucson, Arizona 85721. An Equal Opportunity/Affirmative Action Employer.

Instructor: Ohio University—Zanesville AAS Broadcasting Department seeks Tenure-track Instructor for Fall, 1982. Starting Salary: \$13,500-\$14,500, plus excellent fringe benefits, depending on qualifications and experience. May be opportunities for additional remuneration through overload and summer teaching. The successful candidate will have a Master's Degree, teaching and broadcast experience; technical background helpful. Responsibilities will include teaching of radio or TV production and mass media courses; student advising, university committee service and community involvement. Send resume, transcripts, and three letters of recommendation by January 15, 1982, to: Radio/TV Search Committee, Ohio University-Zanesville, 1425 Newark Road, Zanesville, Ohio 43701. Ohio University is an Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED NEWS

Have a D.C. Bureau at a fraction of the cost. Experienced freelancer will cover any story. Capitol Hill and White House a specialty. Patrick Haggerty, 4570 MacArthur Blvd, Washington, D.C., 202-338-4660 (24 hrs).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For Broadcast Equipment: Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800-241-7878. In GA call 404-324-1271.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800-241-7878. In GA call 404-324-1271.

Moseley 505/C STL transmitter and receiver, any frequency. Mark Howard 912-232-0097.

Wanted to Buy: Automation system. 518-585-2868. Evenings: 518-585-6118.

Want to buy a used TV transmitter, low band, one, five or ten KW. Contact G. Bonet. WORA-TV, Box 43, Mayaguez, PR 00709-809-832-1150.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

10KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215-379-6585.

5 KW AM Gates BC5P w/10KW mod. transformer. Good condition. M. Cooper 215-379-6585.

Used Equipment Bargains: RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavec & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; Vital Vix-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$800 ea; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

ENG—Production Van: Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B TBC. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800-241-7878. In GA call 404-324-1271.

Inventory Clearance—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26" mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617-272-3100, ext. 1872 for details.

5 KW FM RCA BTF-5D (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215-379-6585.

Revov PR-99 New 2 track-reel to reel tape deck list \$2095 sale price \$1750 Transcom 215-379-6585.

Quad VTR's: RCA TR-60, excellent condition, low hours, \$9,000; RCA TR-22, Hi-Band, \$7,000; AMPEX 1200B, D.O.C. PROC AMP \$14,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

Color Cameras: NORELCO PC-70, Pedastals and Heads, \$8,000 ea; GE PE-400, complete, \$4,000 ea; GE PE-350, complete, \$2,500 ea; TOSHIBA CTC-7X Minicam, Plum-icons, \$10,000. Call Bill Kitchen or Jim Herring, Quality Media, 800-241-7878. In GA call 404-324-1271.

RCA TK-76 camera, one owner and user, meticulously maintained, all batteries, cables, A.C. and angienieux power zoom lens ... 25K 714-283-9355.

FOR SALE EQUIPMENT CONTINUED

Channel 10 Transmitter Package; includes RCA space 25 kw transmitter, transmission line, antenna. \$35,000. Call Bill Kitchen or Jim Herring, Quality Media Corp., 800-241-7878; in GA call 404-324-1271.

Telecine Specials! Phillips 35mm, all modifications, refurbished ... \$16,995. RCA TP 66, low hours, from \$12,750. Eastman CT 500, mint, optical/magnetic ... \$10,995. All under six month warranty. We take old equipment in trade. Write, wire, or phone International Cinema Equipment Company, 6750 N.E. 4th Ct., Miami, FL 33138. Phone: 305-756-0699. Telex 522071-Int Cinema Mia.

Color TV Camera for Sale RCA TK-76B. 14:1 Fuji lens with X2EX. Includes batteries, charger, carrying case - full ENG configuration. \$21,500. Third Coast Video Inc., Jeff Van Pelt, 512-473-2020.

FM Transmitter - ITA 250C - Excellent condition. Have increased power and need to sell this one. 817-552-6221.

Six RCA RT-27 Cart machines. New heads, belts, rollers. Two record amps. One cart winder with timer. Stereo mixing console B.E. Model 4S50, 4 channels, two years old. 313-285-9700.

Ikegami HL-35: Excellent condition. Production use only. Canon 10:1, Shipping cases, A/C Pack. \$10,500. 314-441-1153.

Ikegami HL-77 Color camera with accessories-excellent condition. J.V.C. 4400LU broadcast 3/4" videocassette recorder-excellent condition call: concept production. 312-266-0430.

Just removed from fulltime service an American Data Master Control Switcher - Model No. 580. Equipped with Model 501 power supply having 15 inputs. Audio follow video with preset and program banks. Has cutbar and preroll. Price \$3,995.00. Call Bob Cleveland or Howard Hoffman 813-939-2020.

10 KW, 5 KW AM transmitters in stock. Continental, Collins, RCA, Harris/Gates or Sparta Bauer, your choice, in stock ready for delivery on your freq. Also 10 and 5 kw FM transmitters. All units complete, with spares, and inst. books. Besco International, 5946 Club Oaks Drive, Dallas, TX 75248. 214-630-3600.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Automation System-Cetec System 7000-one video terminal with failsafe keyboard interlock, three IT2 750 series reel to reels, one audio file, one sonogram carousel, three cabinets. In excellent working order. Priced to sell. 309-734-9452, Monmouth, Illinois.

Ampex AVR 2 with DOC and editor. For information, contact Tel-Fax 215-865-3110.

COMEDY

Hundreds Renewed again! Free sample Contemporary Comedy, 5804-B Twineing, Dallas, Tex. 75227.

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

Radio Promotion-Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$99.95 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813-823-3733. Drawer 84, St. Petersburg, FL 33731.

Embroidered Emblems: Promote your station with low cost quality emblems. Will outlast any bumpersticker or T-shirt. Free Artwork. Fireball Management, P.O. Box 588, Freeport, N.Y. 11520. 516-223-1244.

Cable TV Franchisee offers participation opportunity for system construction and management. All inquiries confidential. Cable Consultants, 189 CCB Parkway N., Suite C3, Marietta, Georgia 30062.

25 Holiday Promotions-Image Builders and dollar makers. \$1.00. We pay postage. Editor, Drawer 50108, Lighthouse Point, FL 33064.

RADIO PROGRAMMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City 10036. 212-221-3700.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

Job Hunting Success begins with professional guidance. Beginner/Pro, we can help. For details, send \$3.00 postage and handling to Broadcast Careers, Inc. Box 88864, Atlanta, GA 30338.

RADIO

Help Wanted Technical

DIRECTOR OF ENGINEERING VOICE OF AMERICA

Unique public organization broadcasting in approximately 40 languages to global audience of many millions requires top management team member to head world-wide technical operations. Must be electronics engineer having extensive background in applied communications and with proven executive leadership ability. Necessary knowledge of current developments, trends in telecommunications concepts and technology, especially in computer, satellite, and broadcasting fields. Understanding of pertinent legal and government regulatory constraints and operating missions of foreign affairs agencies desirable. Stable Washington, D.C. based opportunity in the Senior Executive Service, with reasonable salary, excellent benefits and travel in stimulating, culturally rich, professionally high standard, only one-of-its kind environment will appeal to highly capable, world-sensitive, public service-oriented individual who desires chance to make major working contribution for the benefit of the nation. Send resume or application (SF-171) to: Voice of America, Personnel Office, Room 3317, 330 Independence Avenue, S.W., Washington, D.C. 20547, Attn: VOA/PR-81-SES. Voice of America, a division of the U.S. International Communication Agency, an equal opportunity employer.

Assistant Chief Engineer

Immediate opening for Assistant Chief Engineer at all new facility in Boston. Experienced applicants should contact Kevin McNamara at (617)252-3444 or WMJX Radio, P.O. Box 501, Back Bay Annex, Boston, MA 02117.



GREATER MEDIA, INC.

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Sales

Sales ACCOUNT EXECUTIVE

OUTSTANDING OPPORTUNITY ...

... With Arbitron's Dallas Office.
... Fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our Radio Station Sales Department.

The person we're seeking should have at least 5+ years experience in radio broadcast sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence, to:

Personnel Director

The Arbitron Company

1807 Tribune Tower
Chicago, IL 60611

An Affirmative Action Employer

Help Wanted Management

COUNTRY ORIENTED GENERAL MANAGER OR SALES MANAGER

Group operator seeking general manager for AM/FM station in medium size market in Pennsylvania. Heavy sales background required. Will consider current sales manager wanting to move up. Excellent opportunity and benefits with growing organization. An equal opportunity employer. Please reply to Box M-156.

GENERAL MANAGER

A progressive and stable chain is seeking an aggressive leader capable of molding a crack sales force for Western-Pennsylvania top-rated AM/FM combination. Preferably RAB trained with considerable sales experience. Only dynamic, highly motivated persons possessing top management qualities need respond. All replies completely confidential. An equal opportunity employer. Reply Box M-155.

Help Wanted Announcers

TALK HOST WANTED

Top 50 market radio station looking for Talk Host. Must be glib, and opinionated, with a penchant for the humorous. Tapes and resumes to: Steve Hall, Program Director, WAVI Radio, 1400 Cincinnati St., Dayton, OH 45408. No Phone Calls. EOE/M/F.

Situations Wanted Management

PROFIT ORIENTED GM

With 10 years' experience in medium markets wants major market opportunity as GM or GSM—heavy in sales, marketing, people and administration. Top industry references. Box M-142.

Situations Wanted Announcers

VOICE OVER

Exp. news, copy, continuity, commentary, writing. 8 languages, 3, expert; accents. All phases classical music broadcasting ... announcing, commentary, writing, PD.; MA, music. Extensive exp. art, drama, military. AFTRA; past, AEA, AGMA, AFM. Box M-167.

Situations Wanted Programing, Production, Others

OWN YOUR MARKET

AM Drive/Programer ... The ultimate combination. If you are sincere about winning big and are willing to grant programing control to a seasoned veteran with over 20 years as a major market influence and program inovator ... We should talk ... Call 609-397-8318 ... Attainable January 1.

TELEVISION

Help Wanted Programing, Production, Others

POST-PRODUCTION SUPERVISOR

Programming supplier seeks post-Production supervisor. Responsibilities include personnel management & training; scheduling, quality control, client interface & participation in editing. Requirements are extensive knowledge in creative & technical aspects of the editing process & experience with CMS 340X editing, digital video effects & stereo/audio. Call or send resume to:

Joann Purcell
516-364-8450, ext 257
Cablevision
Program Services Co.
3 Media Crossways,
Woodbury, N.Y. 11797

Help Wanted Programing, Production, Others Continued

NUMBER ONE MARKET SEEKS VIDEOGRAPHER/EDITOR

PM Magazine at WNEW-TV New York, is looking for the best videographer/editor in the country to work in the nation's largest market. Salary and benefits are excellent. If you have extensive PM Magazine or similar experience and feel that your work is without peer, send your resume and a 3/4 inch videocassette of your best story and some ins and outs to:



Steve Schwartz
Producer
WNEW-TV
205 East 67th Street
New York, New York 10021
No phone calls, please.

Metromedia is an Equal Opportunity Employer

PROGRAM DIRECTOR

Leading major market network TV affiliate is seeking an experienced Program Director. Only persons who have held or currently hold the title of Program Director should apply. Send resume to:

Box M-125

An Equal Opportunity Employer

TELEVISION RESEARCHER

VHF-TV station in top 20 market is in need of a person to direct the station's entire research effort. Experience at a television representative firm, network or ratings service desired. Excellent salary and company paid benefits. Send resume with qualifications to:

Box M-168

An Equal Opportunity Employer M/F

THE PRODUCER/WRITER NETWORK

We are seeking superior field producers, directors, writers and technicians, both film and tape, to become affiliated with our nation-wide network. If you're one of the best in your area and don't want to relocate, PWN is for you. If you're accepted into our network, PWN will refer available broadcast/industrial production work to be performed by you in your home region. Should have minimum 3 years production experience or comparable skills. Send resume to: PWN, Commons West, Suite 1C, 638 Newtown-Yardley Road, Newtown, PA 18940.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**Help Wanted Programing,
Production, Others
Continued**

production manager

Major market network TV station is looking for an innovative, experienced Production Manager. If you are ready for a new challenge with a quality station, send resume and salary history, in confidence, to:

Box M-169

An Equal Opportunity Employer M/F

WRITER/PRODUCER **TOP 20 MARKET**

TV promotion department has an opening for a promotional writer/producer. This person will be responsible for writing and producing all on-air promotional spots and radio spots for locally originated, syndicated and network programs.

Applicants should possess strong copywriting skills and have at least two years' experience in film or videotape production.

An EEO Employer.

Send resume to box M-154.

Help Wanted News

SPORTS ANCHOR/ REPORTER

Aggressive Top 20 midwest television news department seeking Weekend Sports Anchor/Weekday Sports Reporter. We have the latest state-of-the-art equipment, including live helicopter, several microwave units and satellite downlink. Prefer candidates with journalism degree plus at least three years TV sports experience. We are searching for someone to complement our A.P. and U.P.I. "Newscast of the Year." Please send resume to Box M-175. E.O.E. M/F.

Help Wanted News Continued

METEOROLOGIST

If you are as personable as you are professional, as creative as you are committed, we're looking for you!

Our expanding weather department needs a degreed meteorologist for weekends, weekdays and backup.

You must have a strong on-air communicating style and a love of mid-western weather.

Contact Joe Witte, Chief Meteorologist, WITI-TV, 9001 North Green Bay Road, Box 17600, Milwaukee, WI 53217.

An Equal Opportunity Employer M/F.

WEATHER COMMUNICATOR

Top 20 market station searching for Weather Communicator or Meteorologist who can communicate. Environmental reports necessary. Our commitment includes color radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave units and live helicopter. Please send resume to Box M-101. E.E. M/F.

PRODUCER

For top rated station in sunny South Carolina. If you consider yourself an excellent writer, a communicator with ideas... we would like to talk with you. We are a top 100 market with a track record of excellence. Check us out. No beginners please. At least 3 years experience in TV as a reporter or producer required. Send resume, writing samples, recent show and salary requirements to Gary Anderson, News Director, WIS-TV, Post Office Box 367, Columbia, SC. 29202. An Equal Opportunity Employer.

Business/Financial Writers

If you are interested in a demanding program writing position where your work would receive national exposure, send resume and writing sample to: Box M-161.

Help Wanted Sales

STATION REPRESENTATIVE

Top syndication company looking for aggressive and knowledgeable representative with solid credentials in program management or with prior station sales experience. Unlimited career opportunities at this young, growth-oriented, New York-based company. Reply Box 156, FDR station, New York, NY 10022.

Help Wanted Sales Continued

CLIENT SERVICE REPRESENTATIVE DALLAS OFFICE

Aribtron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. TV station sales experience preferred. Duties will include extensive telephone contact and correspondence with clients. If you are qualified, send resume with salary requirements to:

THE ARBITRON COMPANY

3131 Turtle Creek Blvd.
Dallas, TX 75219

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Help Wanted Management

KOIN-TV Portland, Oregon Needs a BUSINESS MANAGER

Excellent compensation and environment. Well-organized business department: IBM System 34, Columbine. New broadcast headquarters under construction. Call or write: Howard Kennedy, Station Manager KOIN-TV 140 S.W. Columbia St. Portland, Oregon 97201. (503) 243-6666. EEO M/F/H

Help Wanted Technical

STUDIO TECHNICIAN

Major market network affiliate has an opening in Engineering for an experienced studio technician. The successful applicant will have had formal technical training, experience in television station operation including videotape, audio, Chyron IV, DVE, still store, and triple M/E switcher. WE are looking for a technician interested in expanding his or her knowledge in operating and maintaining state of the art television equipment.

Send resume and letter expressing your career goals to: John D. Tollefson, Engineering Manager, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. Equal Opportunity Employer.

Situations Wanted Management

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Budget and Profit oriented - Experience
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Consultants

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We have a two fold sales approach where we
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Community Service Broadcasting

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Map included.

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10,000 radio jobs a year for men and women are listed
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TRANSMITTER—RCA Model TT-10AL
Television Transmitter. Good condition,
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Removed from service 1 1/2 years ago. Sale
price includes sideband filter, harmonic
filter and installation accessories. Offers
and inquiries invited.

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Director of Engineering
WTVF-TV
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Nashville, Tennessee 37219
(615) 244-5000

Public Notice

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS DIVISION OF PUBLIC UTILITIES AND CARRIERS PUBLIC NOTICE

The Division of Public Utilities and Carriers invites applications
to provide television service in Service Area 7, comprised of the City of Newport and the Towns of
Middletown, Portsmouth, Tiverton and Little Compton, R.I. Applications shall be prepared and submitted in
accordance with an "Invitation for Applications" and applicable Division rules. Application materials are
available from Patrick Tengwall, Cable TV Research Analyst, Rhode Island Division of Public Utilities and
Carriers, 100 Orange Street, Providence, RI 02903. 401-277-3500. Completed applications and the required
\$50.00 fee will be accepted until 4:00 p.m. on January 29, 1982, and all applications received will be
available for public inspection at the Division's offices during normal business hours. Edward F. Burke, Administrator,
November 13, 1981.

Public Notice

The Interconnection and Finance Committees of
Public Broadcasting Service will meet on December
14 and 15, 1981, respectively, at 9:00 a.m. in the PBS
offices, 475 L'Enfant Plaza, S.W., Washington, D.C. The
Interconnection Committee will consider FY 82 interconnection
contract; extension of PTV service; satellite transponder capacity and allocations. The Finance
Committee will receive FY 81 and FY 82 financial reports; discuss basis for FY 82 assessments;
and implementation of policy on station accounts receivable. The committees will meet jointly at 2:00
p.m. December 14 to discuss development of a PBS four-year plan.

For Sale Stations

- Ethnic. Powerful daytime. Large Black Population in Tennessee city. \$600,-000. Terms.
- Powerful daytime. Alabama's 3rd largest city. No down payment. \$590,-000.
- Fulltime. Only station in county in S. Central N.C. Good terms. \$220,000.
- Daytimer. S.E. Wyoming City. \$250,-000.
- AM-FM S.E. coastal United States Class C and fulltime. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke—Lynchburg area. Bargain. \$360,000. Terms.
- Daytimer in resort area. South of San Francisco. \$650,000.
- Daytimer. Suburban Atlanta. \$590,-000.
- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,-000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,-000.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$820,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytime covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltime \$1.8 million including \$700,-000 in real estate.
- FM. N.W. Missouri billing about \$100,-000. Good real estate. \$195,000.
- South Carolina. SE daytime. \$220,-000. C.P. for fulltime.
- Daytimer. S.E. Ky. \$300,000.
- Fulltime. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytime. Single market station. CA resort area. \$430,000.
- Fulltime. Dominant. Metro. TX. \$1,200,000.

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STATION

CONTACT

SE Small AM	\$231K	\$75K	Ernie Pearce	(615) 373-8315
MW Small FM	\$525K	Cash	Paul Crowder	(615) 298-4986
MW Small AM/FM	\$595K	\$150K	Corky Cartwright	(303) 741-1020
MW Medium Fulltime	\$395K	\$60K	Peter Stromquist	(612) 831-3672
SE Medium Fulltime	\$450K	Terms	Bill Chapman	(404) 458-9926
MW Medium AM/FM	\$1,250K	\$335K	Bill Lochman	(816) 254-6899
MW Suburban AM	\$275K	29%	Peter Stromquist	(612) 831-3672
MW Suburban AM/FM	\$500K	Cash	Bob Thorburn	(404) 458-9226
S Metro Fulltime	\$635K	\$180K	Bob Thorburn	(404) 458-9226
S Metro AM/FM	\$2,500K	Cash	Bill Cate	(904) 893-6471

To sell, for appraisals, feasibility studies, or financing—contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341.

Chapman Associates will be attending the Western Cable Show, Dec. 2-4, Booth 2112, Disneyland Hotel, Anaheim, CA.

Mid-South AM & FM \$1,250,000 Terms
Plains AM & FM \$1,250,000 Terms

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Colorado Springs, CO 80909

WESTERN CAPITOL CITY

1 kw Daytimer Religious Format. Price \$200,000—Less than 2 times gross. 40% down—7 year payout.

Box M-157

Florida Fulltime

Class IV major network affiliate. Excellent facility, community and client acceptance. Approximately 2X gross, 9X cash flow. Principals only, in strict confidence. Reply Box M-162.

For Sale

Class A FM in south Texas \$35,000 cash down. Balance on terms to qualified buyers.

Box M-158

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Unique opportunity to buy respected combination in growing market. \$1,000,000, terms with real estate. Box M-165.

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Bob Kimel's office:
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Will sell 51% interest of new construction permit to financially qualified and experienced buyer. Option to purchase balance in 3 years. Super growth city in oil country. Reply with qualifications. Box M-107

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Florida 33509
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For Sale Stations Continued

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Fla. small mkt, daytime, 280K
 Fla. coastal daytime, 350K
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 Fla. large mkt, daytime, 850K
 Fla. large mkt, daytime, 475K
 Ga. small mkt, FM, 160K
 Missouri small mkt, AM-FM, 525K
 NC. medium mkt, fulltime, 350K
 Ohio, small mkt, AM-FM, 750K
 Illinois small mkt, fulltime 675K
 Idaho medium mkt, fulltime, 850K
 New Mexico med. mkt, FM, 450K
 Broadcast School Colorado, 35K
 Tenn small mkt, AM Daytime, 500K

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NY	FM	635K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
KS	FM	480K	Medium
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
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NC	AM Downpayment	25K	
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NM	FM Downpayment	35K	
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 mation is not included.

The publisher is not responsible for errors in printing due to
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Deadline is Monday for the following Monday's issue. Orders
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 dable, and are returned to the sender.

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 sonal ads) 50c per word. \$7.50 weekly minimum. All other
 classifications: 95c per word. \$15.00 weekly minimum.
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Rates: Classified Display: Situations Wanted (personal
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 inch. For Sale Stations, Wanted To Buy Stations, and Public
 Notice advertising require display space. Agency commis-
 sion only on display space.

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 number including area code counts as one word. Count
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 count as one word. Hyphenated words count as two words.
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Fates & Fortunes®

Media



Barry

Francis Barry, executive VP, general counsel and secretary, Cowles Communications, Daytona Beach, Fla., elected to newly created post of vice chairman and chief executive officer, and will become director. Barry succeeds **Marvin Whatmore**, who retires Dec. 31, although remaining chairman of board, and serving as independent consultant. **Nolan Quam**, executive VP-general manager, KCCI-TV (Des Moines, Iowa) Broadcasting Division, elected president of division and VP of parent. **David Menzel**, treasurer, elected VP.

Lee Simonson, general manager, WRKS-FM New York, named VP of parent RKO Radio there.

Bruce McGorrill, general manager, WCSH-TV Portland, Me., elected director and senior VP, WCSH and co-owned WLBZ-TV Bangor, Me. **Margo Cobb**, general manager, elected director and VP, WLBZ Television.

Bob Reich, general manager, WEZB(FM) New Orleans, named VP-general manager.

Howard Kelley, director of strategic planning, Harte-Hanks Television Group, San Antonio, Tex., named VP-general manager of group's WTLV(TV) Jacksonville, Fla.

Henry Schafer, director, program and sales research, ABC-TV, New York, named director, audience and sales research. **Robert Edens**, senior recruiter, California Personnel Resources, appointed staffing representative, ABC, San Francisco personnel. He remains based in San Francisco.

Bernard Thompson, general manager, KWJL(AM)-KJIB(FM) Portland, Ore., joins KJYO(FM) Oklahoma City in same capacity.

Gary Brobst, general manager, WEZC(FM) Charlotte, N.C., named VP-general manager.

Wyatt Thompson, general manager, WEZR(FM) Manassas, Va., named VP-general manager.

Sam Jernigan, VP-general manager, Catawba Valley Communications, Hickory, N.C., joins People's Cable, Rochester, N.Y., as senior VP-general manager.

Russ Hamnett, assistant station manager, non-commercial WQED-FM Pittsburgh, joins non-commercial KNAU(FM) Flagstaff, Ariz., as general manager.

Gary Allyn, head of own consulting firm, San Diego, joins KEZL(FM) there as operations manager.

Ralph Caldwell, production manager, WOW(AM)-KEZO(FM) Omaha, named operations manager, WOW.

Thomas Metzger, from Waller Broadcasting, owner-operator of KEBE(AM)-KOOI(FM) Jacksonville, Tex., joins Texas State network, Dallas, as director, affiliate relations.

Steve Braun, plant manager, Teleprompter Cable TV, Seattle, named special projects coordinator. **Mark Kartas**, project and maintenance supervisor, succeeds Braun.

Dean Prater, senior accountant, Deloitte Haskins & Sells, Wilmington, Del., joins Comcast, Bala-Cynwyd, Pa., as accounting manager.

Ruth Ann Burns, research and program associate, Center for the American Woman and Politics, Eagleton Institute of Politics, Rutgers University, New Brunswick, N.J., joins non-commercial WNET(TV) New York as director of New Jersey operations.

Advertising



Wolf

Robert Wolf, president and chief operating officer, Pavillion Communications, Los Angeles, joins Kenyon & Eckhardt as senior VP, and general manager of its new Los Angeles office.

John Grogan, with SSC&B, New York, and **William Abrams**, senior VP, group management supervisor,

McCaffrey & McCall, New York, to senior VP's, SSC&B.

Philip Slott, executive VP and creative director of BBDO Inc., New York, named executive VP and senior creative director. **Mary Ellen Campbell**, **Charles Miesmer** and **Ted Sann**, senior VP's and associate creative directors, named creative directors. **Karl Fischer**, senior VP and member of board of directors, named director of creative operations.

Betty Kuphal, supervisor, Minneapolis regional buying office, Bozell & Jacobs, elected VP.

Leslie Koll, VP-account supervisor, Ted Bates, New York, joins Kenyon & Eckhardt there in same capacity.

Merrill Shugoll, research director, Market Research Bureau, Henry J. Kaufman & Associates, Washington, elected VP.

Richard Hitt, account supervisor, D'Arcy-MacManus & Masius, St. Louis, elected VP.

Nory LeBrun, general manager, Turner cable sales, Turner Broadcasting System, Atlanta, elected VP-cable sales and marketing.

Linda Martocci, community relations staff, Connecticut Public Television, Hartford, Conn., named advertising-special projects coordinator.

Tom Keegan, local, regional sales manager, Teleprompter Cable TV, Seattle, named head of advertising and programing time sales department.

Don Carlson, media supervisor, Leo Burnett, Chicago, joins Needham, Harper & Steers there as associate media director. **Phillip Atkins**, account executive, William Esty, New York, joins Needham, Harper & Steers there in same capacity.

Clifford Matis, account executive, WCAU-FM Philadelphia, joins Blair Radio, New York, in same capacity. He replaces **Caroline Riley**, who moves to Chicago office.

Appointments, SIN National Spanish Network; **Tom Donahue**, Midwest sales manager, Chicago, named West Coast sales manager, Los Angeles; **Eileen Martinez**, account executive, Chicago, succeeds Donahue; **Aurelia Santiago**, sales development manager, WJIT(AM) New York, joins SIN, Chicago, as account executive; **Agueda Antunes**, sales assistant, New York, named account executive.

Juan Capello, deputy director, corporate relations and advertising, ITT, New York, elected VP.

Tom Coughlin, media planner, Ogilvy & Mather, Los Angeles, named associate media director.

Shannon Clements, research analyst, Tatham-Laird & Kudner, Chicago, named account research manager. **Sue Ellen Bohac**, graduate, University of Illinois, Urbana, succeeds Clements. **Jim Mann**, assistant media planner, TL&K, named media planner. **Peter Kuntz** and **Tony Priore**, staff assistants, named account executives. **Steve Hanika**, from Mandabach & Simms, Chicago, to account executive, TL&K.

James Mitchell, media planning supervisor, N W Ayer, New York, named associate media director.

Larry Price, account executive, Storer Television Sales, New York, joins John Blair there as account executive, ABC Red sales team.

Dorothy Hughes, from McDonald & Little, Atlanta; **Deborah Patrick**, Cambell, Shelton & Dyer, Fort Lauderdale, Fla.; **Cynthia Butler**, Hill, Holiday, Connors, Cosmopolis, Boston, to Austin Kelley, Atlanta, as account executives.

Helen Sullivan, account executive, Costich & McConnell, Hauppauge, N.Y., joins Henry J. Kaufman & Associates, Washington, in same capacity.

Michael Haines, VP, Carlson & Co., Indianapolis, joins The Hargreaves Organization, advertising agency, there in same capacity.

Jack Allen, VP and director of media sales, MCA TV, New York, joins Group W Satellite Communications, Stamford, Conn., as VP of advertising sales. **Michael Lape**, general sales manager, Group W's KYW-TV Philadelphia, joins GWSC as VP of training and education.

Ruth Robertson, media buyer, Humphrey Browning MacDougall, Boston, joins Katz American Television there in sales capacity.

Laurie Kolpan-Haskins, sales representative, *Travel Agent Magazine*, New York, joins Eastman Cablerep there as account executive.

Lou Ann Keyser, account executive, Ross Roy, Detroit, joins Hume Smith Mickelberry, Orlando, Fla., in same capacity.

Neal C. Lemelein, director of marketing, Universal Pictures, appointed account executive, CBS Television Network. He will be based in Los Angeles.

Dennis Lamme, local-regional sales manager, KUAD-AM-FM Windsor, Colo., named VP-corporate sales.

Ed Gomez, president KABQ(AM) Albuquerque, N.M., assumes additional duties as VP-sales development for KVEO(TV) McAllen, Tex.

Frank Iorio, national sales manager, WKYS(FM) Washington, named director of sales.

Terry Dean, sales manager, WUBE(FM) Cincinnati, named general sales manager, WMLX(AM)-WUBE(FM).

Mike Shields, national sales manager, KTAR(AM)-KBBC(FM) Phoenix, named general sales manager.

Shirli Mix, sales manager, KGSW(TV) Albuquerque, N.M., named general sales manager.

Ralph Salierno, local sales manager, WHLY(FM) Orlando, Fla., named general sales manager.

Dennis Collins, general sales manager, WWSH(FM) Philadelphia, joins WGBS(AM)-

WLYF(FM) Miami in same capacity.

Joe Walker, local sales manager, KBMT(TV) Beaumont, Tex., named general sales manager.

Tom Furci, continuity acceptance coordinator, WOR(AM) New York, named director of traffic and continuity. **Joe Giarraputo**, senior producer, WOR, named account executive. **Lydia Rivas**, general sales assistant, WOR, named assistant to national sales manager.

Claudia Cole, assistant research director, WDIV(TV) Detroit, named retail coordinator. **Mary Ann Courtright**, sales assistant, named research assistant. **Joseph Kreder**, account executive, WABX(FM) Detroit, joins WDIV in same capacity.

William Kirk, head of own Orlando, Fla.-based advertising and marketing firm, joins WSJS(AM) Winston-Salem, N.C., as general sales manager.

Cole Wilkins, local sales manager, WYNZ(AM) Portland, Me., named general sales manager, WYNZ-AM-FM. **L. George Baines**, account executive, WYNZ(AM), named local sales manager, WYNZ-AM-FM.

Juhree Fletcher, account executive, local sales, KNXT(TV) Los Angeles, named retail-local sales manager.

Samuel Taylor, national sales manager, WEEK-TV Peoria, Ill., joins WRCB-TV Chattanooga as local sales manager.

Linda Lyke, account executive, Torbet Radio, Chicago joins WLUP(FM) there as sales manager.

Jerry Wax, account executive, WOKR(TV) Rochester, N.Y., named local sales manager.

Brady Ford, sales department, KVIQ-TV

Eureka, Calif., named local sales coordinator.

Joseph K. Collins, retail sales account executive, KNX(AM) Los Angeles, appointed local/retail account executive, KNXT(TV) there.

Marjory Civil, account manager, Southern Pacific Distribution Message System, Philadelphia, joins WCAU(AM) there as account executive.

Robert Faust, account executive, WYEN(FM) Des Plaines, Ill., and **Dan Luski** account executive, WCFL(AM) Chicago, join WFYR(FM) Chicago in same capacity.

Colleen Conner, from WCFL(AM) Chicago, joins WBBM-TV there as account executive.

David Levitt, account executive, CKLW-AM Windsor, Ont., joins WCXI(AM) Detroit in same capacity.

Deborah Buggs, senior account executive, KXAS-TV Dalls-Fort Worth, joins WDSU-TV New Orleans as account executive.

Constance Miller, account executive WJZ-TV Baltimore, joins KOMO-TV Seattle in same capacity.

Randy Pfeiffer, account executive, WCBM(AM) Baltimore, joins WBAL(AM) there in same capacity.

Andy Friederich, account executive, WTMJ(AM) Milwaukee, joins WTAR(AM) Norfolk, Va., in same capacity.

Jeff Dippel, production-operations manager, KAPP(TV) Yakima, Wash., joins KHOT(AM)-KUUL(FM) Madera, Calif., as account executive.

Programing

Richard Reisberg, president, Viacom Productions Inc., joins United Artists television production division, Culver City, Calif., in same capacity.

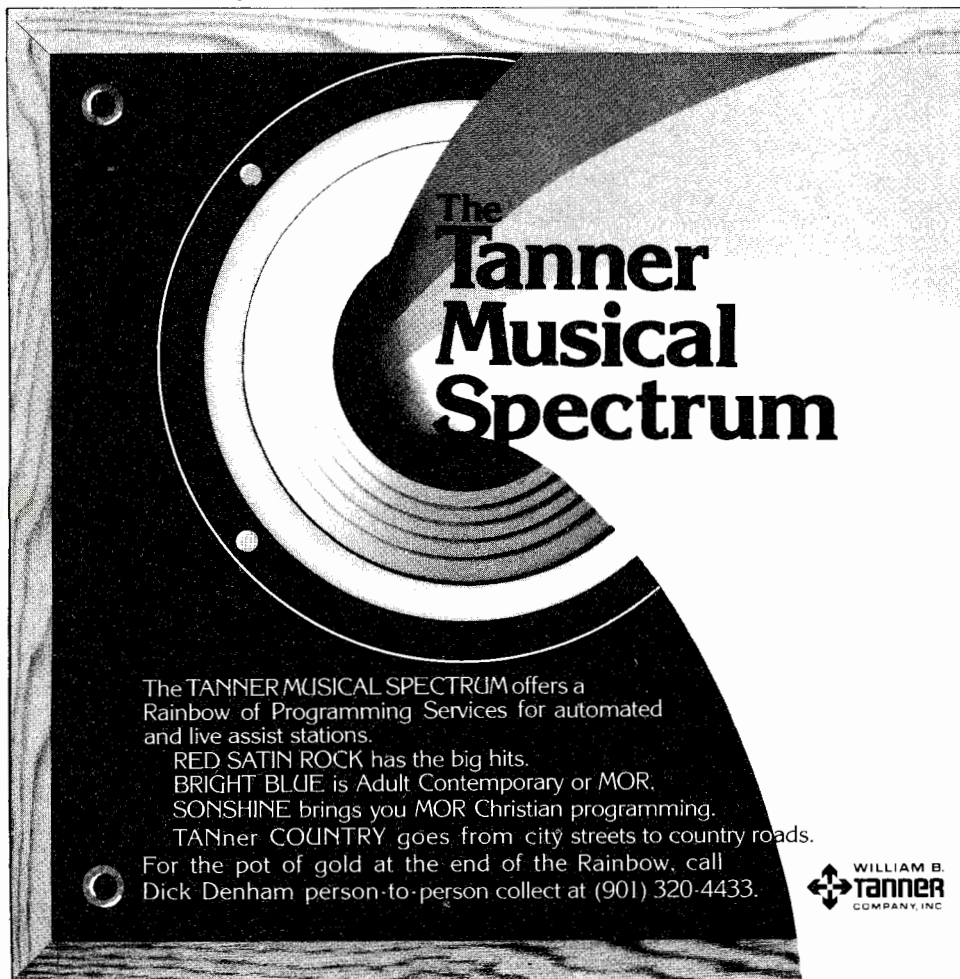
Jane Deknatel, VP-development, The Suskind Co., Los Angeles, joins HBO there as VP make-for-pay motion pictures.

Charla Hewitt, promotion-public affairs manager, Turner Broadcasting, Atlanta, named operations manager, Turner program sales.

Phyllis Vinson, director, children's programs, West Coast, NBC Entertainment, Los Angeles, named director, children's and Project Peacock programs there. **George Morris**, correspondent, The Source, New York, named director, program administration for the NBC young adult radio network.

Judy Price, director of children's and early morning programing, West Coast, ABC Entertainment, elected vice president, children's programing. She will remain in Los Angeles. **Eric Weil**, manager, segmented market development, ABC Radio, New York, named director, station marketing, ABC Radio Enterprises. **Casey Clair**, advertising director, Warner Brothers, Los Angeles, named director, advertising and promotion, ABC motion pictures there.

Hugh Ferry, head of own New York marketing research and analysis firm, joins The Entertainment Channel there as director of research. **David Meyer**, associate director of business affairs, CBS Entertainment, New York, joins The Entertainment Channel as director of business affairs.



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Robert Leeder, Southeast manager, affiliate relations, CBS Radio, New York, named district director, Radioradio there.

Randy Ridges, production coordinator, Gold Key Entertainment, Los Angeles, named executive in charge of production. **Mike Newsom**, supervisor of photography and producer, WTLV(TV) Jacksonville, Fla., joins Gold Key Entertainment, Atlanta as Southern representative.

James Bellows, editor, *Los Angeles Herald Examiner*, joins *Entertainment Tonight*, Paramount Television's Los Angeles-based syndicated news-entertainment program, as managing editor.

Paul Nichols, publicity director, *The John Davidson Show*, Group W Productions, Universal City, Calif., named creative services manager.

Brian MacFarlane, senior producer, Newsweek Video, New York, forms own Orlando, Fla.-based TV production and rep firm, TeleVentures Associates. **Al Goldstein**, from Tel Aviv bureau, NBC News, succeeds MacFarlane.

Ellis Regenbogen, associate general counsel, Columbia Pictures, New York, elected secretary.

Charles Whyte, editor and operations manager, Telemation Productions, Denver, named editor/director, WickerWorks Video, Denver post-production facility.

Phyllis Levinberg, associate counsel, operations, Home Box Office, New York, named chief counsel, sales and marketing.

Laurie Lindner, director of planning and administration, 20th Century-Fox Television, Los Angeles, named associate director of business affairs.

Elected VP's, Greater Media, East Brunswick, N.J.: **Julian Breen**, general manager, radio programming, to VP-radio programming; **Thomas Milewski**, general counsel and assistant to president, to VP-legal and administrative affairs; **John Zielinski**, chief financial officer, to VP-finance.

Gail Perruso, senior scheduler, satellite distribution center, National Public Radio, Washington, named manager.

Milt Strasser, member of sales staff, Lexington Broadcast Services, New York, named manager of station sales. **Mark Graff**, from American Cintel, New York, joins Lexington as director of sales, video division.

Jan Kimbrough, co-host, *PM Magazine*, Kansas City, Mo., joins DIX & Associates, Kansas City-based videotape and film production company, as executive producer of corporate communications.

James Schneider, production director, Mobile Video Services, Washington, joins Broadcast News Service there as VP-general manager.

Fred Silverman, publicist, Merv Griffin, Hollywood, Calif., named publicity director.

Brian Pike, director of special projects, Columbia Pictures Television, Los Angeles, joins Polygram Television, Culver City, Calif.-based TV production and distribution firm, as VP.

Michael Ban, VP and director, advertising, stores division, Sherwin-Williams Co., Cleveland, joins The Weather Channel, New York, as

VP-sales and advertising.

Robert Finkel, director of sales analysis and development, CBS Television Network finance, New York, joins CBS-owned KMOX-TV St. Louis as director of planning and administration.

Greg Solk, programming assistant, WLUP(FM) Chicago, named assistant program director.

Ron Phillips, music director, WQDR(FM) Raleigh, N.C., named program director.

Amy Elvart, programming assistant, WBBM-FM Chicago, joins WBBM(AM) there as assistant manager of creative services.

Bess Myerson, former commissioner of consumer affairs, city of New York, and writer and reporter for both radio and television, joins WCBS-TV New York as consumer expert, appearing tri-weekly on WCBS-TV's 5 p.m. news.

Ken Warren, program director, WHIO(AM) Dayton, Ohio, joins WISN(AM) Milwaukee in same capacity.

Bill Brunn, from KMOD(AM) Tulsa, Okla., joins KXXY(FM) Oklahoma City as program director.

Cheryl Garthwait, administrative assistant, WNAC-TV Boston, named programming coordinator.

Linda Liebold, account executive, Earl Palmer Brown, Washington advertising agency, joins noncommercial WETA-TV there as associate director, national program underwriting.

Ben Givaudan, director, WDBJ-TV Roanoke, Va., named creative director.

Tedd Tramaloni, producer, Connecticut Educational Television, Hartford, Conn., named executive producer for cultural affairs.

Roger Grimm, production manager, WTWO(TV) Terre Haute, Ind., joins WDTN(TV) Dayton, Ohio, as producer-director.

Andy Ruhlin, senior producer-director, non-commercial WGTE-TV Toledo, joins noncommercial KETC(TV) there in same capacity.

Arne Harris, sports director, WGN-TV Chicago, named executive sports producer-director.

Bob Hesse, director-announcer, KFSN-TV Fresno, Calif., joins WKBW-TV Buffalo, N.Y., as producer.

News and Public Affairs

Larry Weidman, field producer, NBC News, Houston bureau, named director, NBC News, Southwest, based in Houston.



Zarella

John Zarella, senior producer, WTVJ(TV) Miami, joins Cable News Network, Atlanta in same capacity. **Steve Schatz**, producer-reporter, WDIV(TV) Detroit, joins CNN as producer-anchor.

Ted Feurey, general manager, United Press International, New York, joins WOR(AM) there as assistant news

director.

Dick Bird, senior producer, WSB-TV Atlanta, joins KTBC-TV Austin, Tex., as news director.

Rick Brannon, from news department, KTUL-TV Tulsa, Okla., joins KVEO(TV) McAllen, Tex.,

as news director.

Dave Ulmer, from WTOP(AM) Washington, joins WAPE(AM) Jacksonville, Fla., as news director.

Mark Heim, correspondent, New Jersey Public Television, Atlantic City bureau, joins WJRZ(FM) Manahawkin, N.J., as anchor-reporter; **Christopher Rohrbach**, news director, KLOM(AM)-KLPC-FM Lompoc, Calif., joins WJRZ as anchor-reporter. **Maggie Glynn**, traffic-transit reporter, WPAT-AM-FM Paterson, N.J., joins WJRZ as public affairs reporter-writer.

Bobbie Battista, co-anchor, WRAL-TV Raleigh, N.C., joins Cable News Network's CNN2 (scheduled to start in December) as anchor.

Jay Crellin, news director, KAIR(AM)-KJYK(FM) Tucson, Ariz., joins KTNV-TV Las Vegas as news anchor.

Susan Brooks, news producer, WPEC(TV) West Palm Beach, Fla., joins WPVI-TV Philadelphia in same capacity.

Bruce Kopp, weekend anchor, WEHT(TV) Evansville, Ind., named 5 and 10 p.m. co-anchor.

Patrick Heffernan, news director, KWPC(AM)-KFMH(FM) Muscatine, Iowa, joins WJBC(AM)-WBNQ(FM) Bloomington, Ill., as anchor-reporter.

Jim Scott, news director, KASL(AM) Newcastle, Wyo., joins KCWY-TV Casper, Wyo., as reporter-weekend anchor.

Conan Nolan, assistant news director, KVEC(AM) San Luis Obispo, Calif., joins KSBY-TV there as reporter-anchor.

Ronald Sachs, account executive, Hank Meyer Associates, Miami, joins WPLG(TV) there as news assignment editor.

Michael Silver, business-economics reporter, *The Nightly Business Report*, WPBT-TV Orlando, Fla., named assignment editor.

Rick Shields, air personality, KUAD-FM Windsor, Colo., joins co-owned KUAD(AM) there as news director.

David Orr, producer-director, WGAN-TV Portland, Me., joins WSBC-TV New York as ENG editor.

Jerry Fedell, noon news producer, WBBM-TV Chicago, joins KMOX-TV St. Louis as 6 p.m. news producer.

Vern Lamplot, reporter, KGUN-TV Tucson, Ariz., named weekday news producer.

Mark Durham, assignment editor, news producer, WCIX-TV Miami, joins WRCB-TV Chattanooga as weeknight news producer.

Bruce McLellan, news director, WBAK-TV Terre Haute, Ind., joins WOKR(TV) Rochester, N.Y., as late news producer. **Peter Dobrovitz**, reporter, WOKR, named 5:30 p.m. anchor. **Loretta Carroll**, graduate, Syracuse University, Syracuse, N.Y., joins WOKR as general assignment reporter.

Laura Ann Fredericks, desk assistant, associate producer, KGO-TV San Francisco, joins KCOY-TV Santa Maria, Calif., as news producer.

David H. Shoup, U.S. Senate correspondent, Associated Press Radio, named general assignment reporter, KOMO(AM) Seattle.

Walt Pierce, from WGSF-FM New Orleans, joins WWL(AM) there as reporter.

Carolyn Brookter, reporter, WMC-TV Memphis, joins KSTP-TV Minneapolis-St. Paul in same capacity.

John Finlayson and **Claren Scott**, reporters, WHSV-TV Harrisonburg, Va., join WITN-TV Washington, N.C., in same capacity.

Cheryl Miller, air personality, WOKR(TV) Rochester, N.Y., joins WMGC-TV Binghamton, N.Y., as reporter.

Linda Cronin, communications student, Loyola University, New Orleans, joins WWL-FM there as traffic reporter.

Gary Majors, from news department WIS-TV Columbia, S.C., joins WPVI-TV Philadelphia as general assignment reporter.

David Shoup, Senate correspondent, Associated Press Radio, Washington, joins KOMO(AM) Seattle as reporter.

Herb Koster, manager, government relations, Miller Brewing, Albany, N.Y., joins General Services Administration, as director of public affairs.

Technology



Hersley,

Isaac Hersley, engineer, ABC Owned Television Stations, New York, elected VP-engineering.

G. Thomas Kreig, assistant VP, advanced engineering, Warner Amex, Columbus, Ohio, named assistant VP, technical services, Warner Amex Security Systems there. **James Cahoon**, chief engineer for American Cablevision of Kansas City

(Mo.), joins Warner Amex, Atlanta, as regional engineer.

Paul DeBardo, manager of televisual market development, Satellite Business Systems, McLean, Va., joins Compression Labs, San Jose, Calif.-based supplier of teleconferencing systems as VP-marketing.

Frank Flemming, director of technical operations, Vidtronics, Hollywood, elected VP-technical operations, post-production division.

Anthony Bruno, treasurer, Bobst-Champlain, Roseland, N.J., joins Blonder-Tongue, Old Bridge, N.J., as VP-finance.

John Porter, senior trial attorney, Federal Trade Commission, San Francisco, joins North American Philips Consumer Electronics Corp. as division counsel.

John Metelski, assistant chief counsel for common carrier matters, National Telecommunications and Information Administration, Washington, joins Microband, New York, as senior counsel for telecommunications.

Kevin Zielenski, engineer, Tele-Color Productions, Alexandria, Va., and **Jonathan Lytle**, engineer, WOFL(TV) Orlando, Fla., join television operating center, Wold Communications, Vienna, Va., in same capacity.

Clarence Abram, broadcast engineer, non-commercial WTVS(TV) Detroit, named chief engineer.

Walt Youmans, engineering maintenance supervisor, WUFT(TV) Gainesville, Fla., joins WFTS(TV) Tampa, Fla., as assistant chief engineer.

Jack Valinski, assistant chief engineer, WQUE(FM) New Orleans, joins KSRR(FM) Houston in same capacity.

Dan Porter, transmitter supervisor, WOKR(TV) Rochester, N.Y., joins WROC-TV there as assistant chief engineer.

Frederick Woskoff, freelance director and producer, Philadelphia, joins New Jersey Network, Trenton, N.J., licensee of four noncommercial UHF's, as production facilities manager.

Promotion and PR

John Calver, promotion director, WFIE-TV Evansville, Ind., joins KATV(TV) Little Rock, Ark., in same capacity.

Dawn O'Conner, from WPTY-TV Memphis, joins Walker & Associates there as public relations copywriter.

Allied Fields

John W. Kluge, chairman and president of Metromedia, to receive United Cerebral Palsy's Humanitarian Award for humanitarian efforts on behalf of children and adults with cerebral palsy. Presentation to be made at dinner in New York, Dec. 14.

Robert W. Sarnoff, former board chairman of RCA, has chosen not to seek re-election as board chairman of Planning Research Corp., McLean, Va.-based international information and engineering company he had headed for past two years.

Patricia Grace, chief of consumer assistance and information division, Office of Public Affairs, FCC, named acting chief of OPA's minority and small business division.

Kendall Orsatti, assistant national executive secretary, Screen Actors Guild, named acting national executive secretary, to fill slot recently vacated by **Chester L. Midgen**, who resigned to pursue other interests.

Linda Miller, office manager, International Television and Radio Society, New York, named assistant to the executive director.

Elected officers, Washington chapter, Women in Cable: **Jan Dabrowski**, Cable-Satellite Public Affairs Network, president; **Martha Goodwin**, Communications Technology Management, vice-president; **Connie Richards**, Malarkey, Taylor & Associates, secretary; **Ann Dorman**, Warner Amex, treasurer.

Deaths

Harry Von Zell, 75, veteran radio announcer and comedian, died of cancer Nov. 21, at Motion Picture and Television Hospital, Calabasas, Calif. Von Zell, whose career spanned more than 50 years, was announcer for such radio comedians as Jack Benny, Fred Allen, and Ed Wynn, and appeared on television in *George Burns and Gracie Allen Show* show in 1950's. Von Zell is survived by wife, Mickey, and two children.

Richard Ryan, 47, advertising executive, D'Arcy-MacManus & Masius, St. Louis, died of heart attack Nov. 16, at his Ballwin (Mo.) home. He is survived by wife, Lydia, and three children.

Charles Alvarado, 57, broadcast engineer, NBC News, Washington, died of cancer Nov. 19 at Holy Cross hospital Silver Spring, Md. Alvarado is survived by wife, Anna, and four children.



Dale Moore, 53, chairman of board, Western Broadcasting Co., Missoula, Mont., died Nov. 22, in light-plane crash, in Gooding, Idaho, along with his father, Grant, retired minister, and Earl Lee, Western Broadcasting company pilot.

Moore began his broadcasting career as \$200-a-month sports announcer with KUBC(AM) Montrose, Colo. Within few years, he was co-owner of station, as well as three others. Western Broadcasting Co., which was formed in 1960 to manage Moore's holdings, is group owner of four TV's, three AM's, two FM's and production company, Televiscentro Films, San Juan, PR.

Moore, who was past president of Montana Broadcasters Association, and member of National Association of Broadcasters board of directors from 1970 to 1974, is survived by his wife, Shirley, and six children, three of whom are also in broadcasting: Douglas is general manager, Western's WJBF(TV) Augusta, Ga.; Richard is general manager, Western's WAPA-TV San Juan, PR.; David is account executive with Avery-Knodel, Chicago.



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Profile

Bates's Ziegler: communications credo

Isabel Ziegler, who oversees a spot television outlay of more than \$100 million a year as senior vice president and director of the spot broadcast unit at Ted Bates & Co., New York, cannot emphasize too strongly the importance of communications in all facets of the advertising business.

"This may sound obvious, but it isn't," Ziegler says. "It's important to have effective communications within an agency, and I'm happy to say we have that here at Bates. And it's important to have it in dealing with other parts of television, such as TV stations and national representatives."

In speech and manner, Ziegler is friendly and direct, and says she likes to send brief but informative memoranda to contacts. "I like my memos to say exactly what I mean and I expect the answer to be of the same caliber."

Ziegler has spent more than 20 years in her craft and has held the top spot-television buying post at Bates for more than eight years. She also has handled media assignments for Vitt Media International, The Biow Co. and J. Walter Thompson Co., New York and with N W Ayer in Philadelphia.

Ironically, Ziegler went into advertising quite by accident.

"When I was graduated from high school, I wasn't planning to go to college at all but was persuaded to give it a try," she recalls. "I was in the liberal arts program, but a college counselor at Simmons suggested I try business. The first heading in the college catalogue was 'Advertising,' and I decided to take some courses. I got to love it."

Her appetite for advertising was whetted during college vacation periods when she worked for Thompson in New York as a budget coordinator on the Ford account and as a network and spot buyer for Biow. Her first full-time job was with Ayer in Philadelphia in 1960, working as a media supervisor on John H. Breck, Parmaco, Sterling Drugs, Hills Bros. coffee and Johnson & Johnson.

Ziegler signed on with Bates in 1962 as a media supervisor and rose to vice president and media director on Colgate-Palmolive in 1970 when she left for a brief stint as vice president and principal operational director of Vitt Media in 1970. Six months later she returned to Bates as vice president in charge of Colgate spot buying. In 1973 she assumed her present post.

Ziegler directs a staff of 50 media specialists who buy spot television time for such blue-ribbon clients as Colgate, Mars,



Isabel Veronica Ziegler— senior vice president and director of spot broadcast unit, Ted Bates & Co., New York; b. Aug. 24, 1939, Bayonne, N.J.; BS in business (advertising and marketing), Simmons College, Boston, 1960; summer jobs, J. Walter Thompson Co., New York, and Biow Co., New York, 1957-59; media supervisor, N W Ayer, Philadelphia, 1960-62; media supervisor vice president and media director on Colgate-Palmolive, Ted Bates & Co., 1962-70; vice president and principal operational director, Vitt Media International, New York, 1970-71; VP in charge of Colgate spot buying, Ted Bates, 1971-73; present post since 1973; single.

Carter-Wallace, General Foods, ITT Continental Baking, Schewe's, American Cyanamid, Coors Co., Bolla wines, Warner-Lambert, Electrolux, Home Box Office, Mobil, Panasonic, Prudential and the U.S. Navy. She stresses her unit is involved solely in buying and not in planning.

"Here at Bates we believe that a planner is not a negotiator and a negotiator is not a planner," she explains. "We believe that a planner is a purist and a negotiator is a pragmatist. And it takes different kinds of talents to do each job."

Bates also departs from some other leading agencies which in recent years have set up regional buying centers to serve the increasing volume of spot business emanating from various sectors of the nation. Ziegler offers this rationale: "We don't believe in regionalization and we do all of our spot TV buying from New York. We find we can pick and choose our talent. We don't think it enough to have a buyer in Atlanta who doesn't know how to buy. We find that the exchange of information among media personnel is most important. We are all located here on the 21st floor and our staffers are constantly dis-

cussing developments among themselves."

Ziegler also has been trying to build bridges of understanding to the national representative community in recent years. On two occasions she invited representatives to a meeting at Bates headquarters in New York, and criticized some of them for what she considered to be lack of cooperation.

"Again this is a matter of communications," Ziegler says. "We felt that some reps—by no means all—put the burden on the agency to clean up all the details in a spot buy. We think this should be shared."

"I think there has been some improvement. Some of the reps have come to me personally and others have phoned me. And they are trying harder to meet our needs."

Ziegler believes the climate for spot television growth in the foreseeable future is "positive." She is confident that spot TV will grow because more and more clients will "want more and more flexibility and want their messages targeted to the best demographics."

The proliferation of media in the 1980's and 1990's is going to demand highly skilled media personnel. Bates is anticipating the demand with its training program.

"We take a college graduate and in about seven months we make a negotiator out of him or her," Ziegler says. "We do it through both seminars and on-the-job training. And we try to instill in the young man or woman a sense of business behavior and business ethics."

"One young man I hired about five years ago was just made a vice president. I get a charge out of that."

The growth of cable and pay cable television are being closely watched by Ted Bates. Ziegler, who also heads television program syndication for the agency, tabs programing as the key to cable television's future.

She believes that cable television and pay TV particularly will make a dent in the audiences of the TV networks and stations. But she is confident that networks and stations will be "the overwhelmingly dominant video forces for years to come, provided they pay attention to programing and are competitive."

Ziegler receives a warm endorsement from Robert E. Jacoby, board chairman-president and chief executive officer of Ted Bates Worldwide Inc.

"Isabel's energy and talent are well apparent throughout the company", Jacoby says. "She runs her operation efficiently, and her interest in people is certainly one of the things that makes the unit successful. Isabel represents the unit throughout the company with the same vigor."

It's split decision on November sweeps. Arbitron (Oct. 28-Nov. 24), according to ABC Research, shows ABC winner with 19.2 rating and 30.3 share to CBS's 18.8/29.6 and NBC's 16.0/25.2. Ratings for final day of Nielsen period, begun day later (Oct. 29-Nov. 25), were not available by Friday but CBS seemed certain victor in that count. For 27 out of 28 Nielsen days, it was CBS 19.0/30.1 to ABC's 18.6/29.4 and NBC's 15.9/25.2. Reason same network didn't win both Arbitron and Nielsen counts is **final game of World Series** on Oct. 28, which gave ratings boost to ABC in time for Arbitron period but not Nielsen.

Doubleday Broadcasting, New York-based group owner of three AM's and four FM's, has entered into agreement to **buy 90% of WTFM(FM) Lake Success, N.Y.**, from proposed transferee HB Radio of New York Inc., owned by Cecil Heftel, for **\$8.7 million**. Agreement will amend application for sale of station to Heftel from Friendly Frost Inc., currently pending before FCC, to show Doubleday as 90% purchaser and Heftel as 10%. Price for Doubleday's controlling interests is same as that Heftel paid for station (BROADCASTING, June 30, 1980). WTFM is on 103.5 mhz with 3.9 kw horizontal, 3.7 kw vertical and antenna 1,390 feet above average terrain.

Definitive agreement for purchase of "substantially all of the assets" of **Avco Embassy Pictures Corp.** by Norman Lear Productions and Perenchio Inc.—for reported \$26 million—was announced last week. Closing is expected in late December.



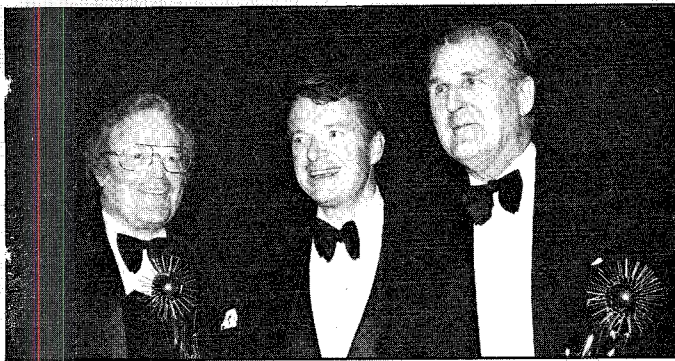
At top: President Reagan continued round of soft news interviews last week, sitting still for questions by ABC News's Barbara Walters at his California ranch. Hour special that resulted was broadcast Thanksgiving night (Nov. 26). **Below:** Week before, he was interviewed in White House by Jerry Udwin of Westinghouse Broadcasting for half-hour special that appeared on group's six TV and 12 radio stations and was syndicated to 30 other stations as well as made available internationally. President has come under increasing criticism for avoiding hard questioning in news conferences while making himself available for number of informal "photo opportunity" appearances that make evening news.

CBS-TV is cancelling its new afternoon news program "**Up to the Minute**," at end of year, because it's been averaging only 9 share, substantially below its competition on ABC-TV and NBC-TV. Replacement show not yet set for 4-4:30 p.m. slot. Bob Keeshan agreed to cut off half-hour on *Captain Kangaroo* (now 7-7:30 a.m.) in return for opportunity to appear daily as commentator on *Up to the Minute* so that network's morning news show could be expanded by half-hour to 7:30-9 a.m. It was not known last week if CBS would make some settlement with Keeshan. **Prime-time changes also are being made** at CBS-TV. New *CBS Wednesday Night Movies* takes 9-11 p.m. "for a period of weeks beginning Dec. 16" replacing *Nurse* and *Shannon*. *Nurse* moves to Thursday at 10 p.m. as of Dec. 17; *Shannon* goes "on hiatus" after Dec. 2 but CBS said production continues and show will be rescheduled. *Jessica Novak*, Thursday at 10 p.m., is canceled after Dec. 3 episode. Network also said new *Cagney & Lacey* hour series would premiere later in season in "time period to be announced." In meantime, network has scheduled specials *A Country Christmas* and *A Special Anne Murray Christmas* from 9-11 p.m. Wednesday, Dec. 9, and *Johnny Cash: Christmas in Scotland* at 10 p.m. Thursday, Dec. 10.

Viacom International is donating its WWRL(AM) New York to United Negro College Fund, subject to FCC approval. In turn, UNCF plans to sell station to National Black Network's Unity Broadcasting-New York Inc. National Black Network source estimated station was worth \$3 million-plus. UNCF Executive Director Christopher Edley called it largest property contribution in organization's history. Viacom acquired station in 1979 when it bought eight radio stations from Sonderling Broadcasting Co. for \$32 million (BROADCASTING, Nov. 12, 1979). National Black Network is New York-based black-oriented radio news and information network with 82 affiliates. Principally owned by Eugene D. Jackson, president, and Sydney L. Small, vice president, it also owns KATZ(AM) St. Louis, Mo., and WDAS-AM-FM Philadelphia. **Viacom is being challenged** on its license renewal of WWRL(AM)-WKHK(FM) New York by **National Black Media Coalition**. Another group has petitioned for denial of renewal of WKHK.

Satellite Syndicated Systems is urging fellow tenants on **Southern Pacific's Spacenet I** to adopt its plan for making **bird viable cable satellite**. Spacenet I is scheduled to fly in early 1984. Realizing that Spacenet transponders are only as valuable as number of earth stations looking at them, SSS is proposing that each cable programmer on bird buy 50 earth stations and give them away to select cable systems with stipulation they be pointed at Spacenet. Systems with most subscribers would receive free dishes first. According to SSS spokesman Bill Sullivan, SSS met with most of customers on sold-out satellite in Dallas two weeks ago and all expressed interest and four agreed to participate. Sullivan declined to name names. Besides SSS, Spacenet roll includes United Video, Cox Broadcasting, World Communications, Southern Baptist Convention, Bonnevill International, SIN Inc., Rainbow Communications and Landmark Communications. Because 12 of transponders have double bandwidth of normal transponders, 24-transponder satellite has equivalent of 36 transponders.

National Association of Broadcasters last week petitioned FCC to adopt rulemaking authorizing **across-the-board increase of nighttime power** for class IV AM stations operating on local channels from 250 w to 1 kw. Although NAB noted FCC had denied similar requests in past, rationales FCC used to deny requests no longer hold, it said. NAB also argued that ongoing Region 2 conference would probably approve new class C (domestic class IV) power limit of 1 kw during day and night. As result, FCC "now should initiate a rulemaking to provide for United States implementation of that international decision."



International Council of National Academy of Television Arts and Science last week presented **International Emmy Awards** in New York: documentary winner was *Chartres Pour L'Enfer* (France's TF1); drama, *A Town Like Alice* (Mariner Films/Channel 7 Australia); performing arts, *Sweeney Todd: Scenes from the Making of a Musical* (London Weekend Television); popular arts, *Vinicius Para Crianças Arca De Noe* (Brazil's TV Globo). Pictured: Founders Award went to **Roone Arledge** (l), ABC News and Sports president, and Shaun Sutton (r), executive director, BBC Shakespeare series. (Awards were presented by Thomas Leahy [c], executive vice president, CBS/Broadcast group.) Directorate Award went to Sir Huw Weldon, former managing director, BBC.

FCC continues to operate on fiscal year 1982 budget of \$76.9 million after Congress defied President Ronald Reagan's request for additional 12% spending cut and last week passed stopgap continuing resolution to fund government to Dec. 15. Congress also proposes maintaining present spending levels at **Federal Trade Commission**, in spite of controversial request by commissioners for 12% cutback. At **National Telecommunications and Information Administration**, funding levels proposed in appropriations bills exceed those requested by agency by over \$2 million. All three agencies are funded in same appropriations bill, now pending in both houses, but because Senate version carries rider permitting prayer in schools, passage of bill is considered unlikely. Final funding levels are expected to come in another last-minute continuing resolution. Stopgap measure vetoed by Reagan last Monday (Nov. 23) would have cut 4% from FCC budget, taken \$2 million from FTC and left NTIA budget untouched.

FCC shut down shop at 2 p.m. last Monday (Nov. 23) after President Reagan vetoed budget. Edward Minkel, FCC managing director, said shut-down went as smoothly as could be expected. Minkel said about 50 employees remained on duty at FCC headquarters, field offices and monitoring stations to man some essential operations, but others took afternoon off without major event. According to Minkel, only major meeting affected by shut-down was that of Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, which shifted base of operations to National Association of Broadcasters headquarters after lunch. Minkel said FCC had decided to pay employees for hours missed.

FCC has granted American Cable Television permission to modify construction permit for cable television relay service (CARS) at Fountain Hills, Ariz., but has also **fined it \$20,000** for operating on unauthorized frequencies and operating without license. At open commission meeting last week, FCC agreed unanimously to impose maximum fine because ACT had "egregiously" flouted FCC rules. FCC said grant for CP modification was subject to condition that subsequent applications for CARS station would be good for one year. If FCC determined that ACT had complied with FCC rules, grants

would be extended for full five-year CARS license term. Although FCC said ACT's behavior displayed "careless and cavalier" attitude toward FCC rules, FCC said it didn't disqualify ACT as licensee because public benefit from improved facility outweighed ACT's other activity.

Charging that **Prince George's county** council made its **franchise awards** to Storer Cable and MetroVision two weeks ago based on political considerations rather than relative merits of franchise applicants (BROADCASTING, Nov. 23), County Executive Lawrence Hogan last Tuesday vetoed both awards. But by end of day, 11-member council was able to come up with eight votes necessary to override vetoes. Council easily overrode veto of MetroVision award for southern franchise by vote of 8 to 2 with one abstention. But vote to uphold Storer's award for northern franchise was struggle. On first vote, council failed to override, but after backroom caucusing one councilman changed his mind and supplied necessary eighth vote. Opponents of awards have threatened to place them on November 1982 ballot for countywide referendum.

National Radio Broadcasters Association will join National Association of Broadcasters in supporting **elimination of FCC financial reporting** form 324. ABC will propose revision of form with requirement to file total revenues, network revenues, national/regional revenues and local revenues only. Comments are due today (Nov. 30).

Bryant Gumbel, sports reporter on NBC-TV's *Today* and other network programs, becomes co-anchor of *Today* on Jan. 5, joining Jane Pauley. NBC News plans to add Washington anchor to program, and speculation is that NBC News correspondent **Chris Wallace** will be tapped for that assignment. Tom Brokaw, who has been co-anchor of *Today* since 1976, leaves on Dec. 18 to become co-anchor of *NBC Nightly News* (with Roger Mudd) next April 5.

Former CBS news anchor, **Walter Cronkite**, and former NBC-TV chairman, **Julian Goodman**, have been named recipients of 1981 Common Wealth Awards for "outstanding contributions to the field of mass communications," sponsored by Bank of Delaware under will of former bank director and Coca-Cola executive, Ralph Hayes. Both men will receive \$11,000 and commemorative sculpture. Awards will be presented at luncheon Wednesday (Dec. 2) at Four Seasons hotel, Washington.

Jack Albertson, 74, veteran actor and dancer in television, movies and theater, died Nov. 25, of cancer, at his home in Hollywood Hills, Calif. Albertson won Oscar and Tony for role in "The Subject Was Roses," and Emmies for guest appearance on Cher special, and role in NBC's *Chico and the Man*. He is survived by his wife.

UpComing

On Capitol Hill: House Subcommittee on Government Information and Individual Rights will hold hearing on international communications policy management in room 2247 Rayburn House Office building at 9:30 a.m., Wednesday. Also in **Washington:** FCC Commissioner Mimi Dawson will address luncheon meeting of Communications Task Force of National Conference of Black Lawyers at Washington Marriott hotel Tuesday. In **Maui, Hawaii:** ABC-TV affiliates board meeting starts today. In **Anaheim, Calif.:** Western Cable Show opens at Convention Center Wednesday (see page 31). In **Los Angeles:** RCTV's Arthur Taylor, Representative Timothy Wirth (D-Colo.) and CNN's Ted Turner are among speakers at Communications Technology Management and Annenberg School of Communications "Telecommunications for the 80's" conference starting today at University of Southern California.

Editorials

Diplomacy needed

It was probably unrealistic to hope that broadcasters, cable operators and motion picture interests could reach a compromise on copyright legislation without the kind of divisive infighting that is going on now, especially in the cable industry. Tom Wheeler, president of the National Cable Television Association, went before his board in search of a vote of confidence in the tripartite agreement that had been drafted. He came away with a 15-to-11 vote for changes that are yet to be resolved. Some members of the National Association of Broadcasters are picking at parts of the agreement that they think imperil their positions.

The divisions among cable operators were articulated later when Wheeler exposed himself to a telephone-talk appearance on the Appalachian Community Service Network (see story this issue). In response to Wheeler's patient explanation that political realities had dictated the acceptance of a compromise, he got mostly abuse. Obviously a good many people in the cable business think it possible to keep the law just as it is—and just as they want it to remain forever. They cling to that belief in the face of advice to the contrary from two authorities who were with Wheeler on the call-in program, the chairman of the House subcommittee that originates copyright legislation, Robert W. Kastenmeier (D-Wis.), and the ranking minority member of the subcommittee, Thomas Railsback (R-Ill.).

Ted Turner, proprietor of the superstation, WTBS(TV) Atlanta, is another Wheeler adversary. Turner has vowed to "fight this to the death," and he is busy recruiting others for his mission.

There isn't any question that superstations, or their carriers, would be discommoded if the copyright compromise in what seems to be its present form became law. Nor is there any question that the present law and the FCC's repeal of its distant-signal and syndicated exclusivity rules have given superstations a license to poach in territories where other stations have presumably bought program exclusivity. A balancing of rights is overdue.

Turner is entitled to be heard at the forthcoming Kastenmeier hearings, and no doubt will be, at the top of his voice. So are the other parties who are for or against the compromise. The guess here is that the 1976 law will be changed. Cooler heads will hope it is changed to reflect a compromise giving reasonable concessions to all major interests.

One of the few callers on Wheeler's call-in show who showed compassion for the compromise observed: "It's time to put copyright behind us." Not bad advice.

Risky business

Television's new prime-time season is beginning to take on familiar characteristics. Some new shows are being canceled; others are being put "on hiatus"—whether that's a fancy term for canceled we'll have to wait and see—while others are being shuffled around, and still others, temporarily untouched, simply lie there in the lower regions of the ratings.

Thus Erma Bombeck's *Maggie* is being suspended by ABC-TV, presumably in hope that the grass will be greener somewhere else later on. On NBC-TV, *Nashville Palace*, a replacement itself, is being terminated. On CBS-TV, *Shannon* is being put on hiatus, and *Jessica Novak* is being flat-out canceled. The list can—and will—go on. It always does.

This disappointing sequence of events surprises no one, of course. Even the least charitable critics will concede that nobody ever sets out to produce a bad program. But good intentions are never enough. Failed and failing programs offer never-ending

proof that nobody knows with any certainty what viewers will like, dislike or simply shrug at.

Like good intentions, patience can be a virtue, too. *All in the Family* was a real ratings loser for a long time. Last year, NBC kept *Hill Street Blues* on its schedule despite ratings that would have been terminal for most series; this year—thus far, at any rate—NBC's patience is paying off. There are other examples of viewers gradually changing their minds and tuning habits. But there are examples, too, of patience that failed. CBS-TV kept the critically acclaimed *Beacon Hill* going for week after failing week, and its ratings never approached the survival level.

If there's anything to be learned from all this, it was learned a long time ago: Broadcasting's programmers will never please their viewers every time, but they can never afford to stop trying.

One that could be won

It has been nearly two months since Thomas H. Wyman, president of CBS Inc., urged in a major address that broadcasters revive the proposal for a common, 24-hour voting day in national elections. "There are great advantages to voters in such a system," Wyman said. "It would make the polls more accessible to all. . . . And it would eliminate questions of early reports influencing voters while the polls were still open."

If broadcasters have responded to the call, they have done so out of sight. Yet Wyman has given them a cause that is at once tailored to their own and the public's interests.

After last year's election, readers will recall, there were outbursts of criticism of broadcast coverage. Projections of a Reagan victory while polls were still open in the West were said to have kept voters at home. The critics chose to ignore or de-emphasize Jimmy Carter's concession while people were voting. No, it was all the broadcasters' fault.

The criticism will not abate as long as journalism is allowed to function as the First Amendment intended it to function and as long as poll closings follow time zones across the country. In an era of proliferating media, there is no way to seal off sections of the country from breaking news unless a police state replaces the American government.

The 24-hour voting day was advocated by Wyman's predecessor twice or thrice or so removed, Frank Stanton. The idea was good then, and it is just as good now. It would benefit the voters and probably increase the vote. It would eliminate the quadrennial maligning of broadcast journalism. It is a cause that deserves a constituency, not to mention leadership.



Drawn for BROADCASTING by Jack Schmidt

"I suppose this means we're going country and western."



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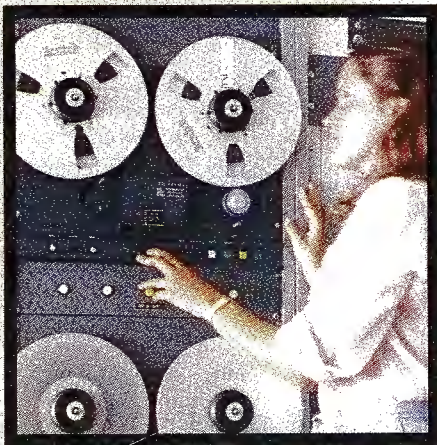
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