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Broadcasting Dec 1

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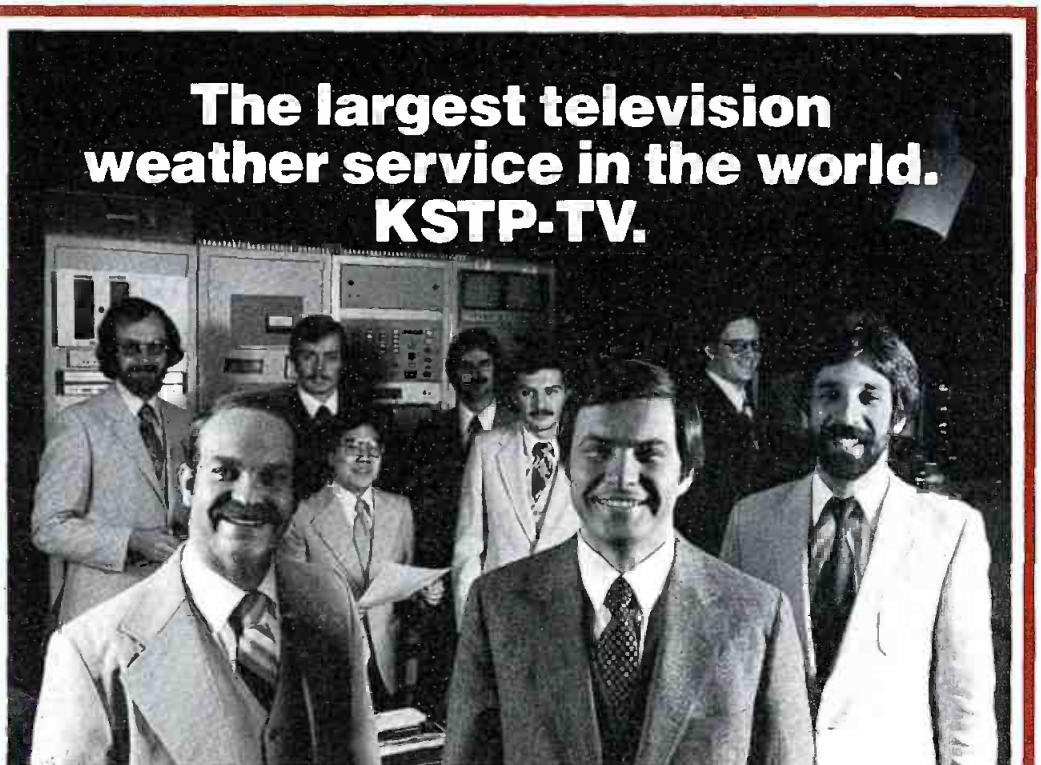

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The First 50 Years Of Broadcasting

1938

NOVEMBER WAS A

November was the inaugural month for the News Information Weekly Service. And in this first month our blue-chip lineup of subscribing stations received 77 stories and support materials that included a filing/retrieval

Nov. 3 Week	Nov. 10 Week
Five Part Exposé: KKK 1980—Return Of The Burning Cross	**Five Part Series: TRANSSEXUALISM**
Exclusive Interviews: Zbigniew Brzezinski Robert Strauss	**Victims of Agent Orange**
NIWSreel: Truman's Upset in '48	**Two Part Analysis: Is Our National Guard Prepared?**
Money: What Car Options To Avoid	***Carl T. Rowan interviews The Secretary of the Army on Homosexuality***
Entertainment: The Making of "Scared Straight"	**Dr. Art Ulene: Weight Loss Scams**
Environment: Mt. St. Helen's Latest Effects	**Sports: Frisbee Dogs**
Five Part Series: Dr. Art Ulene, Rx for Danger	**Money: Bob Rosefsky on The High Cost of Being Single**

ALREADY PART OF THE

WXIA-TV	Atlanta	KLAS-TV	Las Vegas
WVTM-TV	Birmingham	WKYT-TV	Lexington
WBTV	Charlotte	KARK-TV	Little Rock
WFAA-TV	Dallas-Ft. Worth	KTLA	Los Angeles
KBTV	Denver	WHAS-TV	Louisville
KVAL-TV	Eugene	WCKT	Miami
WEVU	Ft. Myers	KAUT	Oklahoma City
WHP-TV	Harrisburg	KPNX-TV	Phoenix

GOOD N·I·W·S MONTH

system, video promos, print ads and over 160 pages of rundowns, copy and localization tips.

Here is just some of the unduplicatable content that could have made your newscasts even better.

Nov. 17 Week	Nov. 24 Week
Five Part Series: LIFESAVER Heimlich Maneuvers to Prevent Choking	**Five Part Series: DOOMED DOGS: Exposé of Horrendous Puppy Mills**
Carl T. Rowan Interviews The President of The American Petroleum Institute	**Entertainment: Two Part Profile of Neil Simon with Goldie Hawn & Chevy Chase**
Entertainment: Behind The Scenes of "That's Incredible"	**Dr. Art Ulene: Saving Money with Generic Drugs**
Two Part Profile: Disco Economist	**Money: Should You Buy U.S. Savings Bonds?**
Public Military Schools: Can They Work?	Carl T. Rowan Interviews Carter Inflation Fighter Alfred Kahn
Miracle Discovery: Brain Glue Surgery	***Dr. Art Mollen: Women's Body Building***
Sports: A Wild And Crazy Beer Hawker	**Environment: Fireproof Trees**

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KTVI	St. Louis
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WDVM-TV	Washington, D.C.

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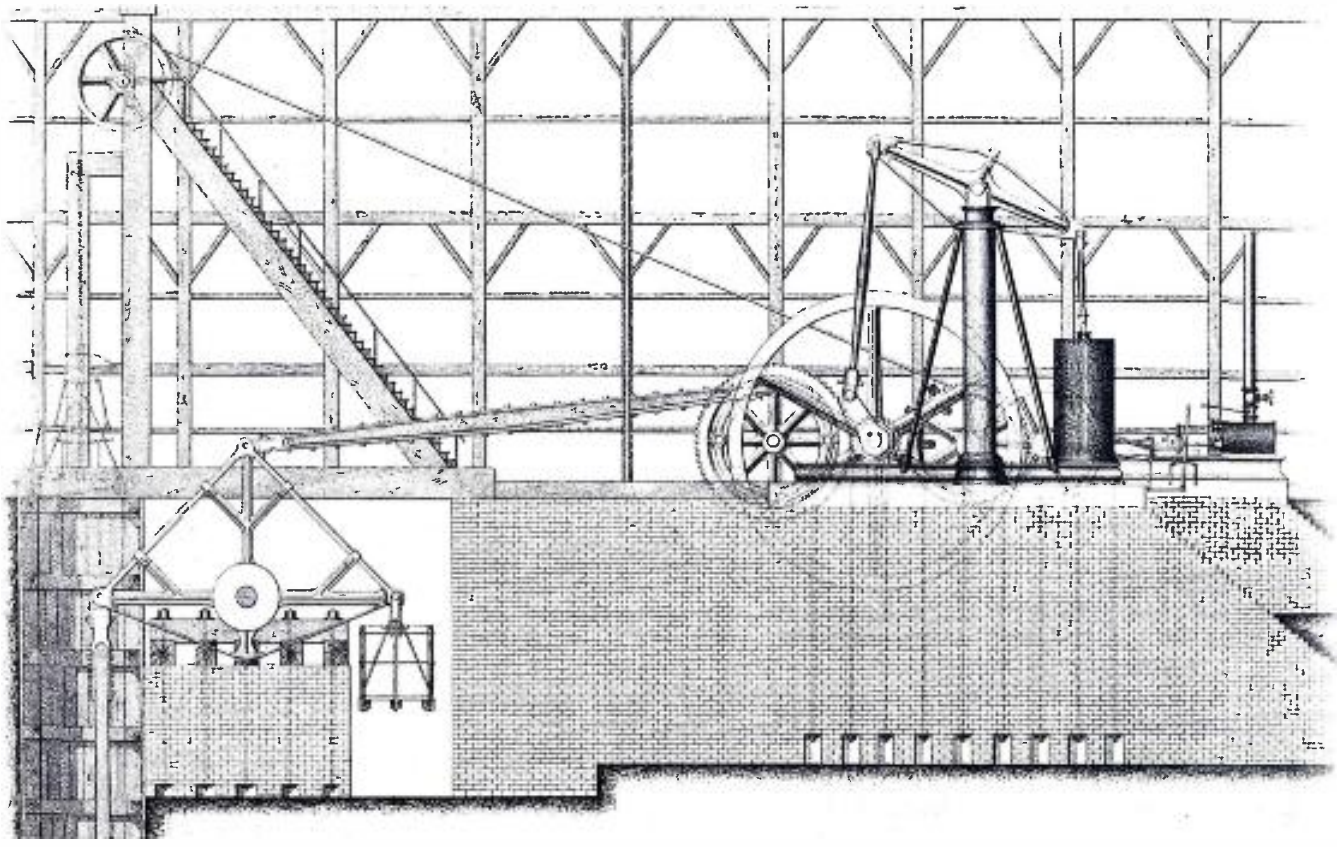
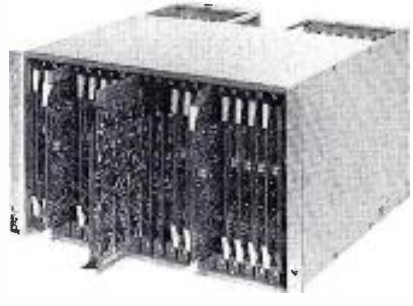
See Us At RTNDA Exhibit 70

Advancing Technology



The first quartz gold strike in Grass Valley came in 1850, just two years after the Sutter's Mill discovery gave the world gold fever. A major problem in the area's new hardrock mining technology was underground flooding, but the Cousin Jacks* who migrated to California gold fields solved it with the Cornish Pump, invented about 1800.

The first ones used in the Grass Valley/Nevada City mines were powered by woodburning steam engines. Water power was substituted for steam at the Empire Mine's pump in 1886, then a huge electric motor replaced the water wheel in 1891. Ultimately the Empire's Cornish Pump operated seven tandem underground pumps along its 2,700 feet of jointed wood-and-iron operating beam, *which weighed 135,000 pounds.*



440 Series Routing Switcher Frame

In 1909, after 54 years of operation, the Empire pump beam, with its eight-foot stroke/eight times a minute, ground to a halt. Another famous Cornish Pump, at the nearby North Star Mine, *operated continuously for 40 years.* But Cornish Pump technology had run its course, and they were largely replaced by systems of underground electric pumps during the first decade of the century.

Making Cornish Pumps and other heavy equipment was a local industry at the famous Miners' Foundry in Nevada City, in keeping with the 49er traditions of do-it-yourself and hard work. A hundred years later Grass Valley Group adopted those traditions, and learned the lesson of the Cornish Pump well; design for dependability, and your name will become famous worldwide.

*Miners from Cornwall, in the south of England.

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The Week in Brief

TOP OF THE WEEK

GETTING CLEARER ☐ Composition of Reagan FCC is beginning to take shape. It looks as if either Washburn or Lee will be named interim chairman shortly after Jan. 20. **PAGE 31.**

DUBUQUE DUST-UP ☐ Police get search warrant and seize tapes of brawl from KDUB-TV. *Stanford Daily* bill, which would prohibit such action, doesn't go into effect until October. **PAGE 32.**

SWIFT IN SENATE ☐ Commerce Committee will mark up crossownership bill that contains amendments by Hollings giving five-year licenses. Its chances of passage in House are seen as dim. **PAGE 33.**

FIRE EFFECTS ☐ Destruction of MGM Grand in Las Vegas will not affect NAB convention plans. Alternate arrangements have been made. NAB's Harwood, staying at hotel, escapes. **PAGE 35.**

BUSINESS

WHEELERS MEET DEALERS ☐ Goldman, Sachs seminar gives money managers chance to hear the thoughts of communications industry leaders. **PAGE 36.**

SPECIAL REPORT

STATE OF THE ART ☐ Electronic journalism—the media, men and machines—is assessed in this first year of 1980's. **PAGE 43.** How local TV is fine-tuning and enlarging its news output. **PAGE 44.** In conversation with BROADCASTING editors, CBS's Walter Cronkite shares reflections on his career and commentary on his craft. **PAGE 53.** In year marked by dramatic world happenings, network TV expands in dayparts other than conventional news slots. Networks also promise to embark on new tangents. **PAGE 62.** Radio news in 1980 is targeted more to demographics and with more reliance on satellites and solid-state electronics. **PAGE 68.** Trend in cable: Concentration on local news in smaller markets. **PAGE 78.** Ted Turner's new Cable News Network earns long pants in its six months of operation. **PAGE 87.** Status report on computers and other gear for electronic newsrooms. **PAGE 88.**

JOURNALISM

RTNDA HEADS FOR FLORIDA ☐ Convention this week will examine its place under news sun. Reagan may be telephone caller. Complete agenda is on **PAGE 93.** Exhibitor list begins on **PAGE 94.**

PROGRAMING

SIR ALEX FOR OPT ☐ Guinness will make American commercial debut in six-hour mini-series based on le Carre best seller. **PAGE 104.**

COST CRUNCH ☐ Lack of advertiser support to offset mounting production expenses is blamed by Mutual in announcing programing cutbacks. **PAGE 105.**

TECHNOLOGY

WARC-RELATED ISSUES ☐ FCC issues notices of inquiry on use of geostationary orbit, domestic implication of AM band expansion and HF utilization by fixed and mobile services. **PAGE 106.**

LAW & REGULATION

LIBEL STATUS ☐ Broadcast groups support Virginia newspaper's contention in Supreme Court that private consultants working for government are public figures and subject to aggressive examination by press. **PAGE 107.**

1938

THE 'BROADCASTING' YEARS ☐ Prospects for super power radio operations were dimmed by FCC, which also turned increasing attention to its study of so-called network monopoly. All this was against somber background of an approaching war in which radio journalists became listening posts for an anxious world. **PAGE 113.**

PROFILE

HOGAN'S HEROICS ☐ Stability is Jack Hogan's middle name. It's an attribute that promises dividends for the RTNDA when he takes over association's presidency this week and starts operating in its front trenches. **PAGE 137.**

Business Briefly	10	Editorials	138	Monday Memo	15	Playback	105
Changing Hands	109	Fates & Fortunes	131	Monitor	106	Stock Index	135
Closed Circuit	7	For the Record	118	News Beat	103	Washington Watch	108
Datebook	24	In Sync	107	Open Mike	26	Where Things Stand	18

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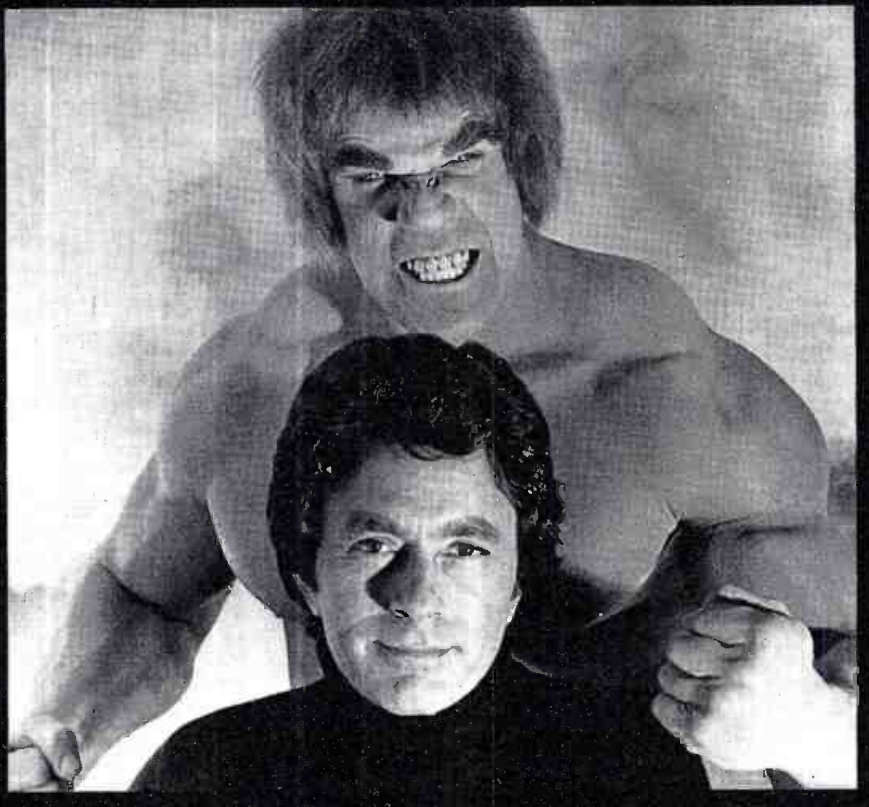
Index to advertisers ■ Accuracy In Media 58 ☐ Aetna Life & Casualty 64-65 ☐ American Bar Association 86 ☐ American Chiropractic Association 105 ☐ Ampex 20-21 ☐ Association of American Railroads 49 ☐ Audito Distributors 73 ☐ BIAS 85 ☐ Blackburn & Co. 108 ☐ Broadcast Electronics 80 ☐ Broadcast Personnel 131 ☐ Columbia Pictures 11 ☐ Columbia University Journalism Awards 48 ☐ Continental Electronics 119 ☐ Edison Electric 67, 95 ☐ Enstrom Helicopters 54 ☐ Fetzer Stations 88 ☐ GE 89 ☐ Gannett 42 ☐ Gilmore Broadcasting 55 ☐ Grass Valley 4 ☐ Greater Hartford Chamber of Commerce 99 ☐ Harris 51 ☐ Hayes Broadcasting 82 ☐ Heller-Oak 109 ☐ Home Theater 78 ☐ Howard University 103 ☐ International Tapetronics 120 ☐ JVC 59 ☐ KSTP-TV front cover ☐ Katz 112 ☐ MCA-TV 6 ☐ MGM-TV 8-9, 40-41 ☐ McDonnell Douglas 13 ☐ Metro Weather 90 ☐ Mortgage Bankers 84 ☐ Motor Vehicle Manufacturers Association 10 ☐ Mutual Broadcasting System 39 ☐ National Right to Work 97 ☐ National TV Log 22, 25, 87 ☐ O'Connor Creative Service 98 ☐ Omniflight Helicopter 119 ☐ Online Inc. 96 ☐ Osmond TV back cover ☐ Panasonic 60-61 ☐ Paramount 28-29 ☐ Precious Products 94 ☐ RFK Awards 12 ☐ RKO Radio Network 45 ☐ St. Joe Lead 81 ☐ Sono-Mag 60-61 ☐ Southern Company 66 ☐ State Farm 121 ☐ Joe Sullivan 72 ☐ Tandem 16-17 ☐ William B. Tanner 133 ☐ Telepictures inside front cover/page 3 ☐ Television News Support 101 ☐ Toshiba 79 ☐ 20th Century-Fox Sports 56-57 ☐ United Press International 69 ☐ United States Postal Service 91 ☐ Utility Tower 83 ☐ Vital Industries 14 ☐ WCCO-TV 30 ☐ WPIX-TV 47 ☐ WSB inside back cover ☐ Wall Street Journal 63 ☐ Warner Brothers 19 ☐ Mike Warren Sports 92 ☐ Weathermation 52 ☐ Western Union 74-75 ☐ Wold Communications 77 ☐ Worldvision 27 ☐ Youngs, Walker 118 ☐

ANOTHER SEASON. ANOTHER REASON.



Once again, The Hulk is delivering Incredible audiences as it moves into its 4th season on CBS-TV. Again, number one in its time period with shares well into the 30's.

Put this staying power to work for you!

THE INCREDIBLE HULK™

Once he's turned on, so are family audiences.

MCA TV

Source: NTI November 7, 14 & 21. All data subject to survey limitations. TM 1980. Marvel Comics Group. © 1980. Universal City Studios, Inc. All rights reserved.

Closed Circuit®

Insider report: behind the scene, before the fact

Exports hot

Overseas markets for U.S.-made TV programing are growing bigger and bigger. Sales sources estimate that in 1979 sales of series, mini-series, made-for-TV movies and theatrical films to foreign broadcasters reached $350 million, all-time high and some 23% above previous year's record of $285 million.

This year's sales are expected to approach 1979 level, though impact of past summer's production stoppage by actors' strike is said to be still unclear.

Ways out

Commission formed to suggest solution to question of how to eliminate chaos from presidential news conferences (BROADCASTING, Sept. 29) has completed its report, and plans to submit it to President-elect Reagan or his news secretary next week. Members of commission, which is headed by former NBC newsman Ray Scherer (now RCA Washington vice president) and former Virginia Governor Linwood Holton, are withholding details until report is turned in. But it is said to suggest effort at regularizing different kinds of meetings with press and to recommend that sessions not be limited to formal, televised events.

It is also believed to suggest various options, including one that would eliminate reporters' hand waving and shouting for President's attention; questioners' names would be drawn by lot in advance after reporters signed request sheet.

Reinventing wheel

Could so-called "90-minute wheel" be on its way back to network television? Universal TV has talked to major talent agency and is pitching networks for return to concept of rotating series under umbrella title. NBC-TV is no stranger to Universal's method, having gone with company's *Sunday Mystery Movie* that mixed *Columbo* with other detective series in 1970's. Same network also took Universal up on its *Bold Ones* alternatives.

Measurable audience

Cable News Network is getting more indications of size of its audience. Sammons Communications' Park Cities cable system, between Dallas and Fort Worth, is trying to sell viewer information gathered from its 4,500 subscribers to CNN. Gathering of data is made possible by system's two-way capability. According to CNN source, system reported on Nov. 4—election day—CNN received approximately 1.8 rating across all dayparts among subscribers. Highest rating came in late afternoon and highest share during early morning.

Family man

With RKO Television Advertising Representatives destined to cease operations with assignment of three of its major television stations to Blair Television (see page 38), reports are that James V. Marino, president of RTVR, is scheduled to join parent company, RKO General Inc., as executive vice president of television stations division and chief aide to Robert Glaser, president of division. Representation of RKO's fourth owned TV station, WHBQ-TV Memphis, is up for grabs.

Cash for competence

Seven FCC staff members in Senior Executive Service were awarded merit bonuses last week. Top award of $10,000 went to Tom Casey, of Common Carrier Bureau. Awards of $7,500 went to Richard Shiben, chief of Broadcast Bureau; Frank Washington, his deputy, and William Ginsberg, of Common Carrier Bureau. James McKinney, chief of Field Operations Bureau, was awarded $6,000, and awards of $5,000 went to Jerold L. Jacobs, former chief of Broadcast Facilities Division who is now on Review Board; Douglas Webbink, of Office of Plans and Policy, and Willard R. (Randy) Nichols, chief of Cable Television Bureau.

Jacobs, whose assignment to Review Board followed falling-out with former boss Shiben last month (BROADCASTING, Nov. 10), for time seemed to be out of running for award. Shiben, who had recommended him, attempted to remove him from list of candidates. But performance review board, composed of key staff members, and commissioners felt Jacobs was entitled to award.

People's choice

Dallas cable franchise award to Warner Amex now appears to be on way to voters' referendum in April. Despite reported irregularities in referendum petition (BROADCASTING, Nov. 17), city council did not challenge petition at last two meetings, and matter is not on calendar. Enough qualified signatures (500) were reportedly found among 2,500 on petition. Petition is accepted unless challenged, and referendum will be scheduled on April 7 ballot. Another city problem could affect referendum: Court challenges to redistricting in Dallas could cause postponement of election day.

Parking places

After examining 20 satellite applications for past eight months, FCC's Common Carrier Bureau is ready to take recommendations to FCC for orbital slot assignments to carriers. Slot assignment determines total coverage area and signal strength in specific areas. Recommendations will be presented to FCC at Thursday (Dec. 4) open meeting.

Two hotly contested slots are 83 degrees and 132 degrees, both west longitude. RCA wants them for Satcom III and Satcom IV, but Southern Pacific Communications and Western Union have also made bid for 83 degrees, and SPC and Hughes Communications have staked claim to 132 degrees. Only Common Carrier Bureau knows which carriers will be assigned these and other slots, but one FCC staffer said recommendations were based on FCC's stated policy of "open entry" and creation of "a multiplicity of suppliers." Such talk favors newcomers such as SPC and Hughes.

Flying high

Buoyancy of spot market is credited with helping to keep Metromedia's share price floating above $100 watermark, half again as high as that of any other broadcaster. Company's independent TV stations have secured healthy share of spot in markets where it's booming. While questions crop up about 1981 (What will be cost to turn around Metromedia Producers Corp.? How volatile is spot market?), in one analyst's words, "the $11 they'll earn [per share] this year is highly visible."

Insiders' insights

Stock of Columbia Pictures was trading at new high for year last Friday, over $41 per share, and some on Wall Street were pointing to two events outside company as likely causes. First was 20th Century-Fox announcement of possibility of its going private, move said to focus attention on undervalued condition of film libraries.

Second, somewhat macabre, influence could be MGM Grand hotel fire. Close to 50% of that company's stock is held by Kirk Kerkorian, financier who's engaged in legal maneuvers with Columbia, with take-over his assumed motive. Logic is that Kerkorian has downside influence on Columbia share price; market doesn't think he'll ever really swing deal. Current rumor is that companies with better potential to complete Columbia take-over are offering to pick up Kerkorian's interest in company, providing cash that would cover fire-incurred MGM losses. That possibility would fuel stock rise.

MGM has something

It's "MGM's That's Entertainment."

THAT'S ENTERTAINMENT • CAPTAIN NEMO AND THE UNDERWATER CITY • COMA • CORVETTE SUMMER • NETWORK • THE ROUNDERS • SHAFT'S BIG SCORE • SKYJACKED • THE SUPER COPS • TELEFON • TICK...

new to roar about!

What's Entertainment?

It's 20 great theatrical motion pictures. It's a well-balanced package of hard-hitting drama, action-adventure, passionate love, hilarious comedy—perfect for special Family and Holiday scheduling. It's programming flexibility. Most titles run 100 minutes or longer.

Entertainment Is: Charles Bronson, Omar Sharif, Julie Christie, Jane Fonda, Fred Astaire, Gene Kelly, William Holden, Faye Dunaway, Lee Remick, Peter Finch, Robert Duvall, Ryan O'Neal, Henry Fonda, Debbie Reynolds, Charlton Heston, Michael Douglas, Genevieve Bujold, Mark Hamill.

And it's available. 55% of these titles are ready for you right now. (After all, what's entertainment if you can't enjoy it?)

And it's applause—with a score of motion pictures that not only played to rave reviews in theatres all over the country but also rated at home with an impressive average network share.

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K...TICK • TORPEDO RUN • THE UNSINKABLE MOLLY BROWN • WILD ROVERS • THAT'S ENTERTAINMENT II

Business Briefly

TV ONLY

Proctor & Gamble □ Tide detergent. Begins Jan. 5 for 13 weeks in about 20 markets. Prime times. Agency: Compton Advertising, New York. Target: women, 25-49.

Remco Industries □ TV rentals. Begins Jan. 1 for 13 weeks in 29 markets. All day parts. Agency: Mediacomp, Houston. Target: adults, 25-54.

Simmons □ Beauty rest mattresses. Begins Jan. 5 for first quarter in 55 markets. Day, fringe and weekend times. Agency: McDonald & Little, Atlanta. Target: adults, 25-54.

Washington State Apple Commission □ Begins Jan. 12 for eight weeks in over 10 markets. Early fringe, prime access, prime, weekend and sports times. Agency: Cole & Weber, Seattle. Target: adults, 25-54.

First Federal Savings □ Banking. Begins Jan. 5 for five weeks in Detroit and Grand Rapids, Mich. All day parts. Agency: Campbell-Ewald, Warren, Mich. Target: adults, 25-49.

Nature's Organics □ Henna shampoo. Begins Jan. 12 for four weeks in about 20 markets. All dayparts. Agency: Nelson Stern Advertising, Pepper Pike, Ohio. Target: women, 18-49.

Curtice-Burns □ Comstock pie filling. Begins in December for three-to-four

weeks in about 25 markets. Agency: Hicks & Oriest, New York. Target: women, 25-49.

Chanel □ Chanel No. 5 fragrance. Begins this week for three weeks in about 50 markets. Fringe, prime access and news times. Agency: Altschuler, Reitzfeld, Jackson & Solwin/NCK, New York. Target: women, 25 and over.

Playboy Enterprises □ Gift subscriptions. Begins this week for three weeks in over 10 markets. All day parts. Agency: A. Eicoff & Co., Chicago. Target: men, 25-49.

Prolong □ Christmas Tree preservative. Begins this week for three weeks in over 35 markets. Day and fringe times. Agency: Joseph Pedott Advertising, San Francisco. Target: women, 25-54.

Union Home Loans □ Begins this week for three weeks in about 10 West Coast markets. Agency: Asher/Gould Advertising, Beverly Hills, Calif. Target: adults, 35 and over.

New Hampshire Department of Resources and Economic Development. □ Vacation travel. Begins Jan 5 for three weeks in Boston and Providence, R.I. Agency: Agrofiotis Associates, Manchester, N.H. Target: adults, 18-49.

Alberto-Culver □ Static Guard. Begins Dec. 8 for two weeks in about six markets. Fringe times. Agency: Draper Daniels Media Services, Chicago. Target: women, 18-49.

Elias Bros. Big Boy Restaurants □ Gift book promotion. Begins Dec. 10 for

Suzanne helps out. Spokeswoman for Ace Hardware, actress Suzanne Somers, is featured in first of new series of advertising for franchise. Using old-time movie techniques without dialogue and with piano music in background, TV network and spot campaign contains theme "Ace Hardware Theatre Presents." Spots are running in 29 markets and on ABC-TV through mid-December.

Why Didn't U.S. Manufacturers Build Small Cars Sooner?

Tough question?
Sure it is.
But it's just one of hundreds of tough questions fielded each year by the Communications staff of the Motor Vehicle Manufacturers Association.
As the national trade association for U.S. car, truck and bus makers, we have the resources to provide answers and information—quickly and reliably.
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HEAVEN HELP YOU IF THEY'RE NOT ON YOUR SIDE

Charlie's Angels show no mercy.

They're consistently #1 in their time period. They deliver the perfect audience distribution for success in any day part. They're the most talked about, highly publicized women in television history.

If you let the competition get them, you'll have the devil to pay.

CHARLIE'S ANGELS

A Spelling/Goldberg Production available Fall '81 from

COLUMBIA PICTURES TELEVISION

Source: NTI/NAD Nov.-Feb. '76-'80

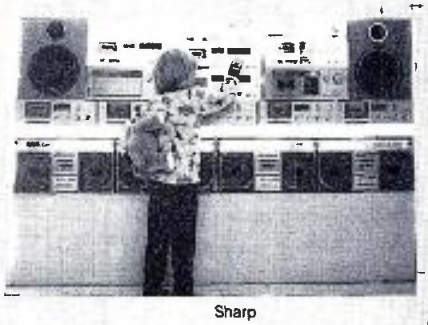
AdVantage

Sports interest. Dancer Fitzgerald Sample plans heavy sports sponsorship for Toyota in 1981. Featuring new "Starlet" car, Toyota will sponsor NFL football games carried over CBS-TV, college bowl games, plus national hockey, baseball and basketball games, including NBA defending champions, Los Angeles Lakers. In addition, spot TV and radio will be added later in year.

□

Going national. AT&T Long Lines announces major network TV and print campaign for Dial-It national sports information service. Network TV campaign, to run during late night and sports programing, spotlights athlete Bruce Jenner. Twenty-four hour service provides "up-to-the minute" reviews of national sports events and latest scores. Agency for AT&T is Cunningham & Walsh, New York.

Jenner


Sharp

Video promotes audio. Using "Close Encounters"-type setting, Sharp Electronics Corp. makes debut in TV advertising with network campaign for its line of audio products. Airing through mid-December, commercials are currently running on NBC's evening news. "We make computers that play music" is tag line for campaign created by Isidore, Lefkowitz & Elgort.

□

ABC agency. ABC Video Enterprises, New York, has chosen Hecht, Higgins, Petterson Inc., New York, as its first advertising agency. Billings were not disclosed.

RFK

The Thirteenth Annual

ROBERT F. KENNEDY JOURNALISM AWARDS FOR OUTSTANDING COVERAGE OF THE PROBLEMS OF THE DISADVANTAGED

CASH AWARDS: $1000 first prize for Radio coverage and $1000 first prize for Television coverage in 1980. Winners compete for additional $2000 Grand Prize. (Contest also open to print and photo coverage.)

DEADLINE: February 7, 1981. Information and entry blanks: Ms. Coates Redmon, Exec. Dir., 4014 49th St., N.W., Washington, D.C. 20016. 202/362-0515.

1979 BROADCAST WINNERS: **First Prize**, Radio, Greg Barron and David Felland, KSJN/Minnesota Public Radio, "The Way to 8-A" . . . **First Prize**, TV, Howard Husock, WGBH (Boston) "Community Disorder: Racial Violence in Boston"

. . . **Honorable Mention**, Radio, Mark Poindexter, KCUR-FM, Kansas City, Mo., "Missouri's Migrants" . . . **Honorable Mentions**, TV, Stephen Fleischman, Richard Richter, Pamela Hill, ABC, "Nobody's Children" . . . Philip Schleffler, CBS News, 60 Minutes, "In the Mainstream" . . . Dan Rather, Leslie Edwards, Don Hewitt, 60 Minutes, "Equal Justice."

AWARDS COMMITTEE: Paul Duke, Public Broadcasting Service, Chairman; Betty Cole Dukert, NBC News; Ed Guthman, **Philadelphia Inquirer**; Dorothy Gilliam, **Washington Post**; Frank Mankiewicz, National Public Radio; Ernest Holsendolph, **New York Times**.

two weeks in Michigan markets. All day parts. Agency: Simons Michelson Zieve, Troy, Mich. Target: adults, 25-49.

No Nonsense □ Pantyhose. Begins early in December for week in about 10 markets. All day parts. Agency: Mars Advertising, Southfield, Mich. Target: women, 18-49.

Dillards Department Stores □ Luggage. Begins Dec. 9 for one week in eight markets. Day, news, fringe and prime times. Agency: Faulkner & Associates, Little Rock, Ark. Target: adults, 25-49.

Zantigo □ Mexican fast food. Begins Dec. 7 for one week in Missouri markets. All day parts. Agency: Zimmer-McClaskey-Lewis, Louisville, Ky. Target: adults, 18-34.

RADIO ONLY

Western Union □ Mailgram. Network and spot campaign begins in January for 52 weeks in 16 markets. Agency: Corinthian Communications, New York. Target: men, 25-54; adults, 25-54.

Hardee's □ Fast food restaurants. Begins late December for first quarter in over 50 markets. Agency: Benton & Bowles, New York. Target: adults, 18-49.

Wallpapers To Go □ Begins Dec. 12 for eight weeks in Florida only. Morning drive times, plus weekends. Agency: Foote Cone & Belding/Honig, San Francisco. Target: women, 25-49; women, 18 and over.

I.C. Industries □ Bubble Up soft drink. Begins this week for three weeks in San Antonio, Tex. Morning drive and middays. Agency: Advanswers, St. Louis. Target: adults, 18-34.

RADIO AND TV

Alpha Beta □ Supermarkets. Campaign begins Feb. 2 for 52 weeks in 13 TV and over 20 radio markets in California and Arizona. Agency: Eisaman, Johns & Laws, Los Angeles. Target: women, 25-49.

RepReport

KAYO/AM Seattle: To Roslin Radio Sales from Lotus Representatives.

□

WZZK/FM Louisville, Ky.: To CBS-FM National Sales from Jack Masla & Co.

□

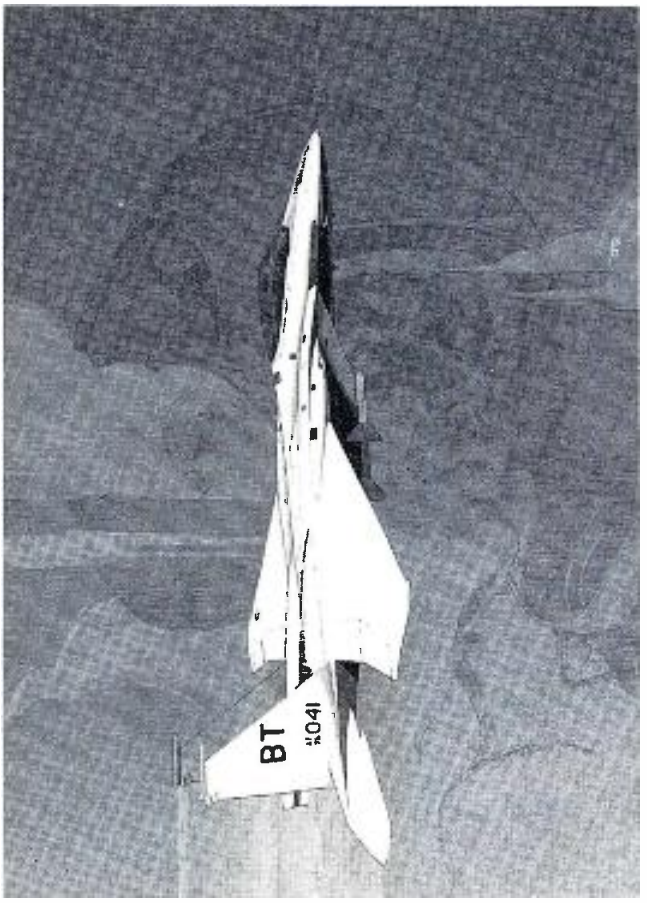
KRIB/AM Mason City, Iowa: To Torbet Radio from Jack Masla & Co.

□

WOCB/FM Barnstable, Mass.: To Torbet Radio (no previous national rep).

□

KAMX/AM-KFMG/FM Albuquerque, N.M.: To Bernard Howard & Co. (no previous rep).



IDEAS AT WORK FOR YOU IN DEFENSE.

Climb straight up faster than the speed of sound.

Feel the power as the earth retreats and the sky opens overhead.

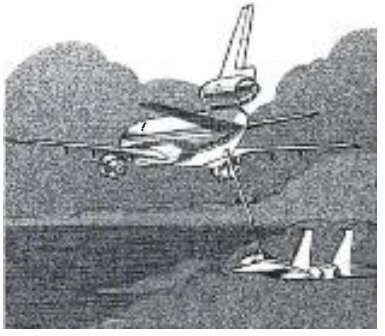
Climb to the stratosphere then roll smoothly toward the target, searching far ahead.

This is the Air Force's all-weather F-15 Eagle. The air superiority fighter for defense of the skies. An aircraft for strike and reconnaissance to protect our men on the ground.

For defending the skies, no plane can match its combination of range, armament, speed and maneuverability. For combat, the Eagle's advanced electronic systems, long range radar, and mix of missiles, bombloads and gun give Eagle pilots the advantage over any threat they may face. Whatever the need, whatever the mission, McDonnell Douglas has the ideas, and the planes, to do the job.

Refueling and airlift all in one plane.

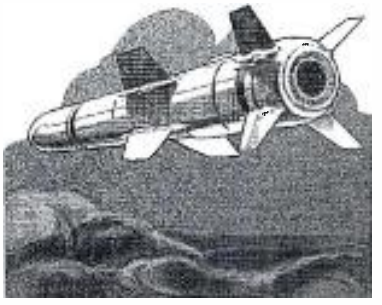
A version of our DC-10 jetliner, the KC-10, has been selected by the U.S. Air Force for tanker and cargo missions. The KC-10 can refuel fighters or other cargo planes far out over the Atlantic



and then fly home. Or it can carry up to 85 tons of cargo to bases in distant lands. With the KC-10, the U.S. will be able to send planes and their support crews and equipment just about anywhere on earth, whenever and wherever they are needed for Free World defense.

Keeping the sea lanes free lanes.

We're building the Harpoon sea defense missile so that it can be launched from submarines, ships, or aircraft. A single ship equipped with Harpoons can continuously defend 8,000 square miles (20,000 square kilometers) of ocean. Day or night, in any weather or sea condition, Harpoon now stands guard with the U.S. Navy and with several Allied nations.



Harpoon—one missile for many services but with one mission—to keep the sea lanes free.

If you would like more information about our products for defense, and about what we do in energy, health care, air transport and communications, send for our colorful and informative folder. Write "What We Do," McDonnell Douglas, Box 14526, St. Louis, MO 63178.

MCDONNELL DOUGLAS

DID YOU KNOW...

Vital Industries manufactures the SQUEEZOOM ... the only multiple channel video manipulation unit in use throughout the world?

We can deliver a multi-channel SQUEEZOOM immediately?

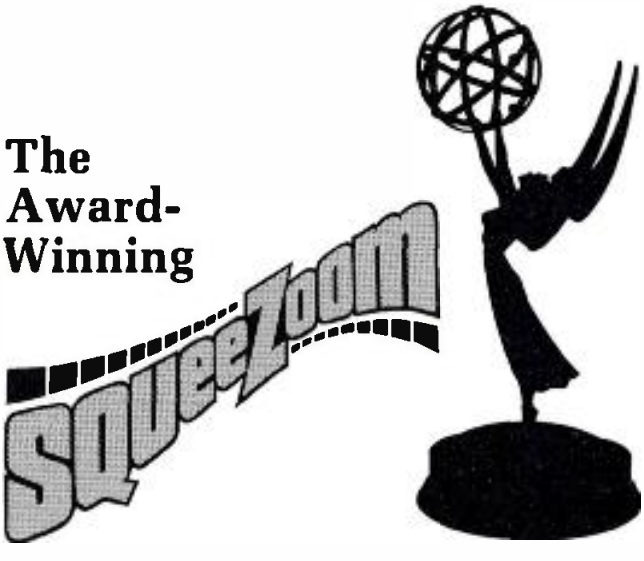
The SQUEEZOOM is the easiest VMU to operate in live production?

SQUEEZOOM has been in operation for 3 years with over 100 units delivered world-wide?

Vital Industries also manufactures television production and master control switchers, automation systems and a full line of terminal equipment?

If you are interested in purchasing Vital equipment, write for PRICES and be surprised. Please include your title and name of company.

The Award-Winning



HI TECHNOLOGY PRODUCT INNOVATORS

VITAL

VITAL INDUSTRIES, INC.

MAIN OFFICE:
3700 NE 53rd Ave. Gainesville, FL 32601

PHONE: 904/378-1581
TWX: 810-825-2370 TLX: 80-8572-Vital-A-Gain

Monday Memo®

A broadcast advertising commentary from H. Lloyd Taylor, director, marketing communications, Du Pont Co., Wilmington, Del.

Co-existing: corporate ads and broadcasting

Question: Can big business and the fairness doctrine live happily ever after?

Answer: Not happily, and, we all hope, not forever, but things are better than they seem.

After walking through the fairness doctrine forest for a good many years, my conclusions can be stated in two sentences: The doctrine is neither truly fair nor really necessary—but can be lived with (at a price). It does not silence the communication of accurate, issue-related information in paid time on network television—and advertisers need not, and should not, turn away in despair.

Advertisers who seek to live in peace with the fairness doctrine are well advised to remember its roots. The doctrine is rooted in the historical scarcity of broadcast frequencies, and in days past, when there were only a few TV channels, it made a certain degree of sense to prevent any class of advocates from dominating the airwaves. It also made sense to keep the government out of the censorship business, by requiring the broadcaster to provide both adequate coverage of important public issues, and a fair and balanced presentation of opposing viewpoints.

So far, so good. No reasonable person can argue greatly with the historical rationale of the doctrine. At any rate, I can't.

However, recent technological advances have multiplied available channels to the point where "dominance" is becoming almost as difficult to obtain on TV as it is in print. Cable television, UHF and satellite relays have vastly increased the available "air space." The 20-30 channel market will soon be commonplace, and for this reason alone, a consensus appears to be developing that partial deregulation of the broadcasting industry—including liberalization of fairness doctrine standards—is feasible and desirable. To the degree that federal scrutiny may once have been justified by the scarcity of channels, that justification is fading. The new realities suggest that the spirit of the First Amendment to the Constitution would be well served by loosening the reins.

My own view is that the doctrine has outlived its usefulness. But, whatever the future may hold, today's advertisers must take the world as we find it—and we find ourselves in a difficult, overregulated, but far-from-impossible position.

In common with virtually every other corporation, Du Pont holds strong opinions on a variety of public issues and would like to advocate those views in strong and effective ways. In short, we would like to engage in "advocacy advertising" on network television—but do not, because the administrative complexities of the fairness doctrine effectively rule it out.

H. Lloyd Taylor, director of the Du Pont Co.'s Marketing Communications Department, joined Du Pont in 1950 as a senior advertising assistant on the *Cavalcade of America* radio program. From 1953 to 1957 he was advertising manager for Dacron polyester fiber and, later, for all Du Pont fibers used in men's wear. In the years following, he was made responsible for the advertising and promotion of additional industrial product lines, for consumer products, and for corporate advertising. He also supervised a large marketing research and communications research activity. He was appointed to his present position in May 1962.

It leaves us with what is best described as issue-relevant informational advertising—messages that advocate nothing, but communicate information that illuminates public issues in a nonpolitical and nonargumentative manner. The content is totally factual, balanced, and relevant to the quality of Du Pont's economic role as a producer of goods and services—and is not "advocacy" advertising because it seeks only to inform, not to convert. Yes, the informational content has direct bearing on major national concerns—worker safety, transportation of hazardous materials, and environmental protection—but in today's society almost all advertising is issue-relevant to some extent. (For example, safe and fuel-efficient automobiles are a major national issue, and these product characteristics are advertised routinely.) The information in Du Pont commercials simultaneously equips people to be better-informed consumers and better-informed citizens—but that does not constitute "advocacy."

In sum, living with the fairness doctrine is a matter of intent and technique. Our intent is only to inform. Our technique is fairness, balance, and persistence. Approached in this spirit, the fairness doctrine can be lived with—if the advertiser is willing to pay the price.

The price is heavy, both in time and money, and the side effects are ironic. One irony is that the high cost of producing informational advertising that is acceptable under the fairness doctrine limits the advertiser's ability to give that advertising maximum circulation. Money that would otherwise be used to buy time is channeled into negotiation and alteration. However, acceptable results can be achieved.

What is required to obtain such results? First, a commitment to inform—not advocate.

Second, a commitment to factual accuracy and full substantiation of statements and claims. This requires an elaborate system, including in-house technical and legal experts.

Third, the advertiser must go to the networks early, negotiate seriously, respond substantively and persevere.

Du Pont carries proposed commercials to the networks in storyboard form at the earliest possible moment. For practical purposes, that means that we often seek fairness doctrine clearance on the very first day that we feel the storyboard is ready for production.

Without exception, we have received a fair hearing. Network personnel are intelligent people, skilled in the art of anticipating public understanding of, and reaction to, the proposed message. However, they rarely have technical backgrounds and usually lack detailed information on the subject at hand. Being reasonable people, they are open to persuasion—but they are interested in facts, not argumentation.

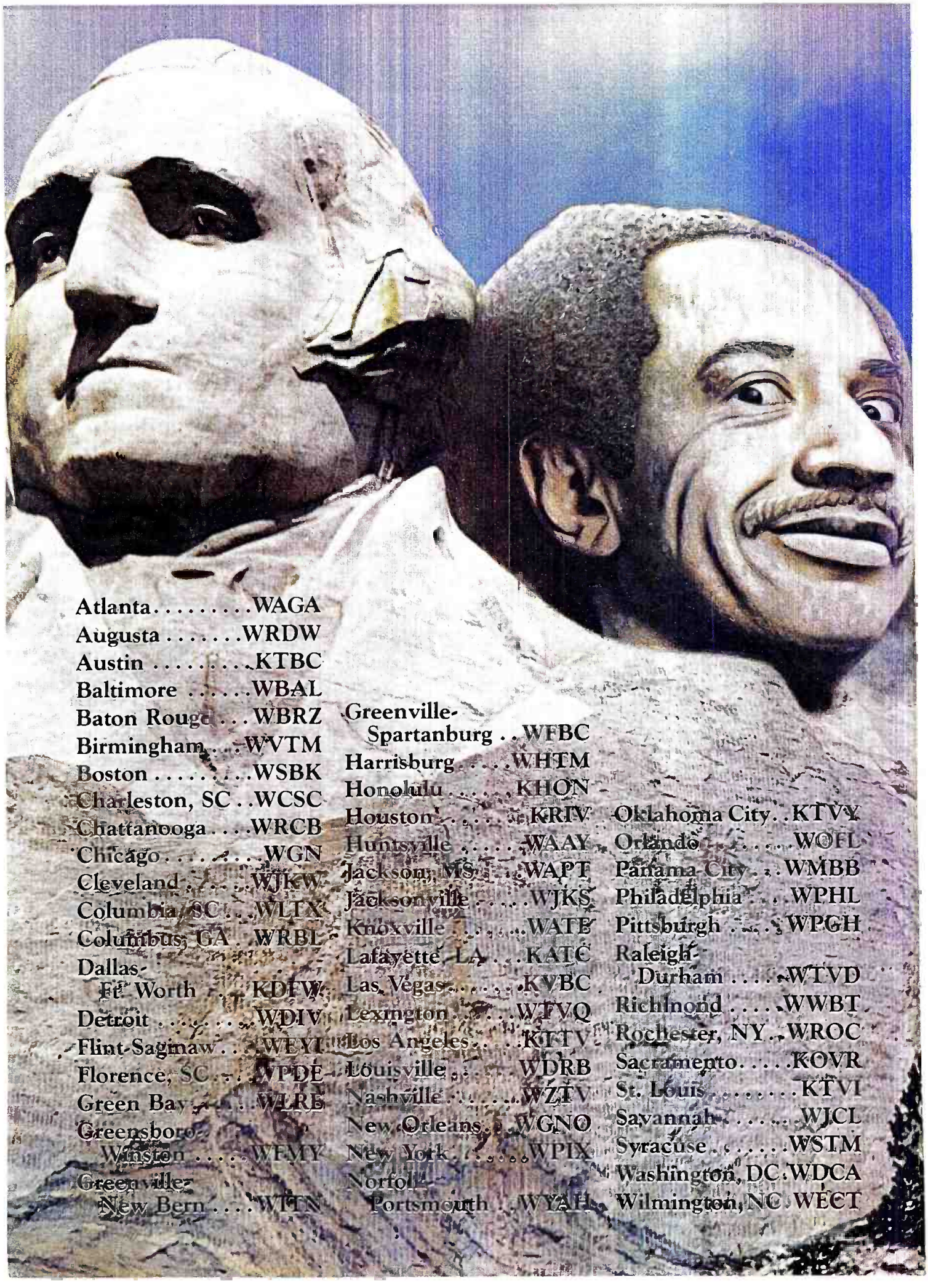
Fourth, after delivering the storyboard, we ask that a face-to-face meeting be scheduled as soon as possible.

Fifth, when that meeting takes place, we press hard to get the network people to express *all* of their concerns, in detail.

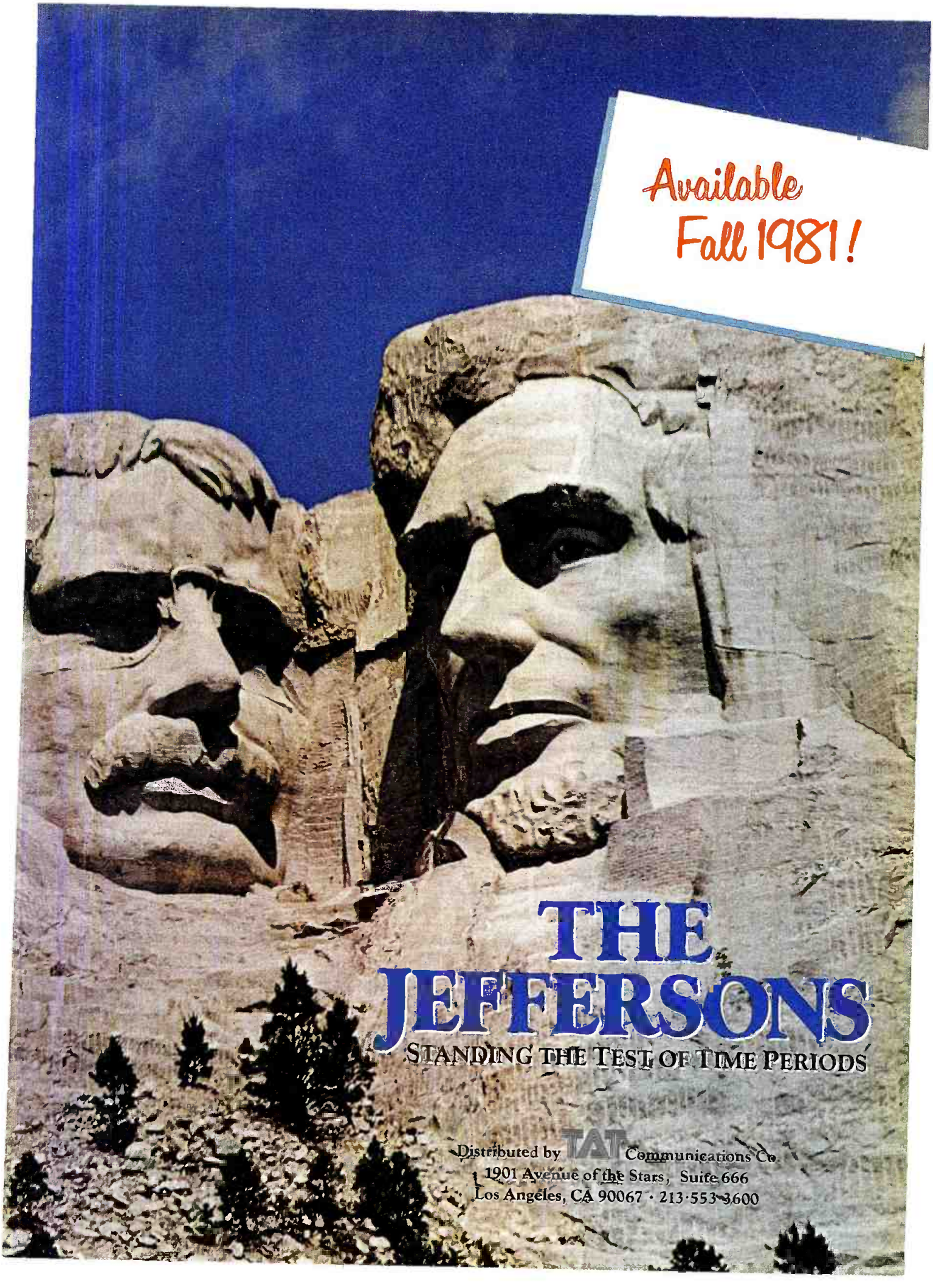
Sixth, in return for that courtesy, we *listen* and take action. Invariably, we make adjustments in commercial content that are designed to respond to all of the network's concerns. We do not resubmit the storyboard until we are convinced that we have been fully responsive.

Seventh, we go through the process as many times as it takes.

What emerges from this process? A weak, watered-down, lukewarm product? We don't think so. It is not always quite the same message that we started out with, but the end result is issue-related information that is totally accurate, important to the interests of the viewer, and directly related to the advertiser's performance as a producer of goods and services.



Atlanta . . . . . WAGA
Augusta . . . . . WRDW
Austin . . . . . KTBC
Baltimore . . . . . WBAL
Baton Rouge . . . WBRZ
Birmingham . . . WVTM
Boston . . . . . WSBK
Charleston, SC . . WCSC
Chattanooga . . . WRCB
Chicago . . . . . WGN
Cleveland . . . . WJKW
Columbia, SC . . . WLTX
Columbus, GA . . WRBL
Dallas-
Ft. Worth . . . KDFW
Detroit . . . . . WDIV
Flint-Saginaw . . . WEYI
Florence, SC . . . WPDE
Green Bay . . . . WLRE
Greensboro-
Winston . . . . WFMY
Greenville-
New Bern . . . . WITN
Greenville-
Spartanburg . . WFBC
Harrisburg . . . . WHTM
Honolulu . . . . . KHON
Houston . . . . . KRIV
Huntsville . . . . . WAAY
Jackson, MS . . . WAPT
Jacksonville . . . . WJKS
Knoxville . . . . . WATE
Lafayette, LA . . . KATC
Las Vegas . . . . . KVBC
Lexington . . . . WTVQ
Los Angeles . . . . KTTV
Louisville . . . . . WDRB
Nashville . . . . . WZTV
New Orleans . . . WGNO
New York . . . . . WPIX
Norfolk-
Portsmouth . . WYAH
Oklahoma City . . KTVY
Orlando . . . . . WOFL
Panama City . . . WMBB
Philadelphia . . . WPHL
Pittsburgh . . . . WPGH
Raleigh-
Durham . . . . WTVD
Richmond . . . . WWBT
Rochester, NY . . WROC
Sacramento . . . . KOVR
St. Louis . . . . . KTVI
Savannah . . . . . WJCL
Syracuse . . . . . WSTM
Washington, DC . WDCA
Wilmington, NC . WECT


Available
Fall 1981!
THE
JEFFERSONS
STANDING THE TEST OF TIME PERIODS
Distributed by TAT Communications Co.
1901 Avenue of the Stars, Suite 666
Los Angeles, CA 90067 · 213-553-3600

Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

Copyright 1980 Broadcasting Publications Inc. May be quoted with credit.

□

AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29). Commission also has under consideration other means of increasing number of radio facilities, including National Telecommunications and Information Administration proposal to reduce AM channel spacing from 10 khz to 9; U.S. submitted that idea at Region 2 (western hemisphere) conference that ended March 28 in Buenos Aires, but conference was unable to reach consensus on issue and postponed decision until its next session in November 1981 (BROADCASTING, March 31). With U.S. having trouble meeting deadlines in preparation for second session, National Association of Broadcasters was leading effort to persuade State Department to seek postponement of November starting date (BROADCASTING, Nov. 24). Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3). NTIA has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. In light of all these actions, NAB urged commission to institute government-industry advisory committee to assist in devising comprehensive plan for all radio channel assignments. Commission met NAB part way, expanding advisory committee already in place and working on Region 2 conference on AM broadcasting to include all AM and FM allocations proposals.

□

AM stereo. FCC has backed off from April 9 tentative decision to adopt Magnavox system as standard for AM stereo and issued further notice of rulemaking on matter, raising possibility that system other than Magnavox's may ultimately be adopted (BROADCASTING, Aug. 4). In fact, notice indicates that Motorola has inside track on winning approval (BROADCASTING, Sept. 22). Other system proponents are Belar, Harris and Kahn. Comment deadline on notice was set for Dec. 9, but Motorola has asked for extension to Jan. 9, 1981. FCC has yet to act on request.

□

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlements with all three. Agreement with NBC was approved by presiding judge in case (BROADCASTING, Dec. 5, 1977); CBS negotiated essentially same agreement, which imposes number of restrictions on networks in program ownership (BROADCASTING, May 12). Some restrictions are not effective, however, until agreement reached with ABC is approved by judge in case (BROADCASTING, Aug. 25).

□

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of television tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. In June 1979, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation (BROADCASTING, June 18, 1979). Comments were filed late last year, majority supporting more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed year ago to "identify problem areas and recommend corrective action" to FCC.

□

Cable copyright. Copyright Royalty Tribunal has issued final formula on how to divide $14.6 million paid in royalties in 1978 by cable companies (BROADCASTING, Sept. 29). Under terms of formula, U.S. and Canadian TV broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Tribunal will not distribute copyright fees until appeals filed in Washington appeals court are resolved. These groups have appealed fee disbursal order: NAB, American Society of Composers, Authors and Publishers, Canadian Broadcasting Corp., National Public Radio, and various professional sports leagues. Motion Picture Association of America has petitioned CRT to disburse 50% of the cable fee proceeds to it immediately. MPAA justifies request on grounds that no party in case has contested that MPAA is entitled to at least that much of cable copyright fee pie.

□

Cable deregulation. FCC on July 24 lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28). National Association of Broadcasters filed motion to intervene on Malrite's behalf and filed petition for stay of order at FCC. FCC denied petition, but appeals court granted stay pending its decision in appeal (BROADCASTING, Nov. 24). National Cable Television Association has taken FCC's side in court appeal (BROADCASTING, Aug. 25). In another development, Ted Turner has asked commission to repeal "must carry" rules (BROADCASTING, Oct. 20).

□

Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as insufficient volume of children's instructional and educational programing on commercial television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June on what's available in children's programing and on how to better it. Regulatory proposals, however, were chief topics of concern (BROADCASTING, June 30). On Oct. 15-16 commission held panel discussions on subject. Public interest groups strongly urged implementation of mandatory children's programing requirements, citing lack of self motivation on industry's part. Broadcasters opposed idea, citing First Amendment concerns, and resulting lack of quality in children's programing. Chairman Charles Ferris has indicated he wants to act on children's television issue before end of year.

□

Closed captioning. ABC-TV, NBC-TV and Public Broadcasting Service are participating in captioning project for benefit of hearing impaired, which began March 15 (BROADCASTING, March 24). National Captioning Institute is captioning average of five hours of ABC and NBC television per week (in prime time) and PBS more than 10 hours. It also captions two-and-a-half hours per week of syndicated programing and commercials of 25 major advertisers. Sears, Roebuck & Co. is manufacturing and distributing decoding equipment for home sets. Adapter for set costs $250, while 19-inch color set with adapter built in sells for about $500. NCI says over 24,000 adapters and about 1,000 sets have been sold. CBS, which declined to participate in three-network captioning project, announced last month (BROADCASTING, Nov. 17) it would begin closed-captioning of CBS programs over its KNXT(TV) Los Angeles as part of its test of its Antiope-based teletext system (see Teletext). Captioning will be done by Los Angeles office of The Caption Center, part of WGBH(TV) Boston.

□

Communications Act. Congress has repealed Lea Act, 34-year-old amendment that halted union efforts to require broadcasters to keep staff musicians they didn't need. Only other communications legislation with chance of passage by 96th Congress is Swift bill H.R. 6228, which would codify existing FCC crossownership rules and protect multimedia licenses from challenges on ownership grounds. House passed bill on Nov. 21. Senate Commerce Committee is expected to mark up bill this week. H.R. 6121, amending common carrier provisions of 1934 act, was passed by House Commerce Committee, but reported "adversely without prejudice" by Judiciary Committee (BROADCASTING, Oct. 6). Judiciary

ALICE

THE NUMBER ONE SITUATION COMEDY SERIES IN TOTAL WOMEN, TOTAL MEN AND TOTAL ADULTS DURING THE 1979-80 SEASON

Network Situation Comedy Ranking By Total Adults

		Total Women (000)	Total Men (000)	Total Adults (000)
1.	ALICE	17,382	12,460	29,842
2.	Jeffersons	16,422	12,151	28,573
3.	Three's Company	16,727	11,783	28,510
4.	M*A*S*H	15,766	11,766	27,532
5.	Archie Bunker's Place	15,134	12,284	27,418
6.	One Day At A Time	15,023	11,390	26,413
7.	Taxi	14,696	10,626	25,322
8.	House Calls	14,237	10,115	24,352
9.	Mork and Mindy	12,917	10,052	22,969
10.	Benson	12,944	9,724	22,668

...NOW BEING SOLD FOR 1982

Source: Nielsen National (NTI) viewers computed from 1979-80 average audience composition figures for first-run season of each program, fall premiere thru 2nd April 1980 report interval. Subject to qualifications which will be supplied upon request.

Warner Bros. Television Distribution A Warner Communications Company

AT $200,000 AVA FROM AMPEX IS A SMART INVESTMENT FOR PROFIT-ORIENTED BROADCASTERS.

AVA is a new, computerized video art system that will change the look of TV graphics. At $200,000 it represents a major buying decision. So we've asked ourselves the same question that you will ask. Why should I invest that kind of money in a new concept?

Local News. It's a way to own the market. If ratings are good for the 6:00 news, then the stage is set for the following programming.

With AVA, you'll open a new world of possibilities in news presentations. That unique "look" that means so much in the ratings race can belong to your station.

AVA allows the TV artist to "stretch out" with new, innovative techniques and allows him to perform a full range of video art tasks that, up until now, were extremely time consuming or just not practical for TV productions!

Furthermore, AVA lets the artist work entirely in the TV medium. With all graphic tie-ins—maps, symbols, prominent people, free hand compositions, any original art—your news department will realize greatly improved turnaround time.

Fast-breaking news stories will not be a problem. If necessary, original art can be turned out in minutes and fed immediately to your news program.

Local Commercials Are Bread and Butter. AVA has some nice tricks in store for your commercial and program producer. As the artist creates on the AVA screen, a computer remembers each stroke of the "brush." That means AVA can recall each action created and replay the creation of that picture in an animated fashion.

Add to this the ability to introduce almost any visual effect into your commercial production, and you'll begin to see profit potential. Your sales staff will have an unbeatable sales tool, as well. AVA can produce hard copies of any art work desired. Thus, your sales people can make custom presentations to potential clients.

Station promos. How good should they be? Your creative people will love the possibilities AVA brings to promotions. That unique, quality look AVA brings to news and commercials will also bring a new, fresh look to promotion.

Since AVA opens up creative possibilities, you'll find your staff eager to produce exciting new video art for station promotion.

AVA will reduce costly mistakes. Video art slides have been known to disappear moments before air time. And a last minute search of the art files often turns up an original graphic that, to put it kindly, is a mess. AVA's computer storage system will reduce those types of error.

Recall of often-used graphics is built-in with the AVA system. The operator simply recalls the desired art work by selecting the name or number assigned. When the recalled artwork appears on the AVA screen, it can be broadcast as shown, or last minute changes made!

With AVA your image is consistent and always professional.

AVA lets people do their best. Getting the most out of your best people can make the difference between mediocrity and success; between profit or loss!

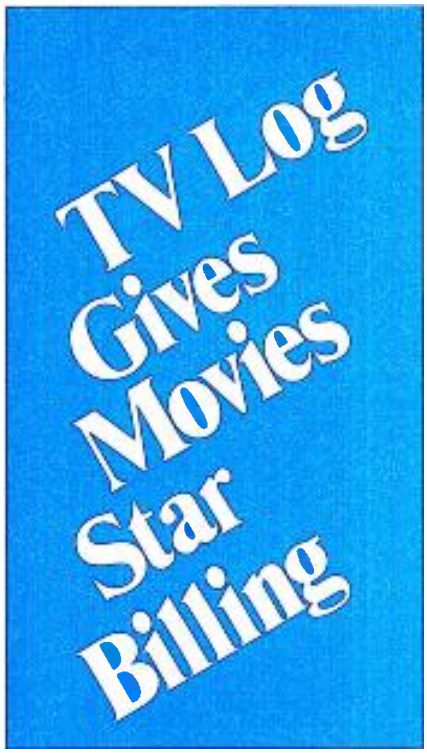
With AVA you'll be able to produce more work, increase the quality of that work, and do it with a staff that's excited by the opportunities.

In short, AVA will increase your people power.

We've given you just a few reasons why the smart broadcaster will invest in AVA from Ampex. The full AVA story is available to you. We've produced an informative videotape that we'd like to show you at your convenience. Call your Ampex Sales Representative or Ampex Headquarters today at 415-367-2911 or write Ampex Corporation Audio-Video Systems Division 401 Broadway, Redwood City, CA 94063

GET THE AMPEX EDGE

AMPEX



UNTOUCHABLES.....44

10:30 TONIGHT SHOW.....6
Johnny hosts Charles Nelson Reilly and Norman Fell.

★ 8 **Holden & Niven star—**
Preminger directs—
THE MOON IS BLUE
Saucy, sexy comedy

MOVIE.....8
"The Moon Is Blue" (See Movie Guide)
NEWS.....9

TV LOG boldface listings influence viewers' decisions. They appear right within the TV listings of your local newspapers and cost only pennies per thousand. Your movie ratings will climb with TV LOG.

Write or phone for more information

New York
200 Park Ave. 212/687-0660

Chicago
One East Wacker 312/644-1655

Los Angeles
1717 N. Highland 213/466-5375

TV LOG

had reviewed bill for possible impact on Justice Dept.'s antitrust suit against AT&T. Commerce Committee has not called for vote by full house on bill because prospects for action by Senate, if bill is passed by House, are considered not good. In Senate, S. 2827, bipartisan bill dealing with common carrier and broadcast issues, stalled last July when Commerce Committee chairman, Howard Cannon (D-Nev.), and Communications Subcommittee chairman, Ernest Hollings (D-S.C.), requested comprehensive hearings on cable and other provisions of bill.

□

Comsat. Following adoption of staff report last April (BROADCASTING, April 28), FCC adopted rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congressionally mandated international ones. Commission has also put out for public comment a request by Comsat to allow it to offset losses from its participation in INMARSAT with revenues from INTELSAT—a request commission seems dubious about granting.

□

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation or acquisition of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreement; seven have been freed from divestiture order because of entry of competition in market, and one has won reversal of divestiture order in appeals court. Of three remaining cases, one has given up fight and decided to sell its television station in compliance with order (BROADCASTING, Jan. 7), and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3).

□

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC on June 25 adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30).

□

Crossownership (telephone company-cable TV). FCC has directed staff to draw up two instruments: (1) rulemaking looking into telephone company ownership of cable systems in sparsely populated rural areas; (2) inquiry into possible repeal of all restrictions on telephone company ownership of cable systems in metropolitan areas (BROADCASTING, Oct. 20). Commission has also directed its Office of Plans and Policy to undertake comprehensive study of structure and ownership of cable industry (BROADCASTING, Oct. 27). Current rules prohibit telephone company from owning cable system within its service area.

Direct broadcast satellites. Communications Satellite Corp. surprised television world with announcement of its plans for transmitting as many as six channels of pay TV programing via high-powered satellites direct to homes equipped with small rooftop antennas (BROADCASTING, Aug. 6, 1979). Filing, containing details of plans, was to have been submitted to FCC in first quarter of 1980, but failure of joint-venture talks with Sears caused filing date to slip indefinitely. Meanwhile, FCC is taking broad look at DBS in two separate dockets. Industry filed comments on inquiry aimed at formulating U.S. position from 1983 Regional Administrative Radio Conference on DBS (BROADCASTING, Oct. 13). Among comments was CBS's proposal that DBS be used as catalyst for development of high-resolution television. In reply comments, received at FCC on Nov. 7, Comsat said development of high-resolution system compatible with existing NTSC system as suggested by CBS was unlikely. FCC also initiated inquiry on policy question arising from advent of DBS. Focus of inquiry is report of Office of Plans and Policy which advocates nonregulation of direct broadcasting satellites (BROADCASTING, Oct. 6).

□

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority to lay out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission has voted to tighten equal-employment guidelines for stations, effective April 1. Stations with five to 10 employes are required to have 50% parity overall with available work force, and 25% in top four job categories. Stations with more than 10 employes must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employes will receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. In June, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employes (BROADCASTING, June 9). Comments were due Oct. 24. NAB has asked FCC to suspend reply comment date and issue further notice that would take into consideration mandates of Regulatory Flexibility Act—which goes into effect in January and directs federal regulatory agencies initiating new rules to consider all alternatives to lessen regulatory burden on small businesses.

□

Federal Trade Commission. After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26). Under provisions of bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of proposed new rule would have to be published in advance, however, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission has

directed staff to prepare recommendations on possible courses of action, including text of proposed rule. Oct. 15 deadline for recommendations or status report from staff has been extended to Feb. 15. Commission will then solicit public comment and decide whether to proceed with inquiry.

□

Format changes. FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Supreme Court agreed to review case and heard oral argument last month (BROADCASTING, Nov. 10).

□

License renewal forms. FCC adopted notice of proposed rulemaking that, if approved, would shorten renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5%, however, would have to submit longer form or go through field audit (BROADCASTING, June 9). Broadcasters and public interest groups are against proposal in its current form (BROADCASTING, Nov. 10). NAB has petitioned commission to rewrite proposal taking into consideration Regulatory Flexibility Act scheduled to take effect in January (see EEO).

□

Minority ownership. Carter administration, which announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979), reviewed results of effort before group of black broadcasters (BROADCASTING, Sept. 15). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about $10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29]), through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Sam Ewing, president of fund, says its subsidiary MESBIC (Minority Enterprise Small Business Investment Corp.) will begin making investments "by the end of the year" (BROADCASTING, Nov. 10). National Radio Broadcasters Association is matching minority license applicants with broadcasters who advise on obtaining license and getting facility into operation.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per-use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with District Court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9). It has appealed to Supreme Court.

□

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. Network inquiry staff's final report was presented to commission on Oct. 20. Staff suggested to commission that best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to many more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10).

□

Network standings. Prime-time TV rating averages, Sept. 15-Nov. 23: NBC 19.0, CBS 18.1, ABC 17.9.

□

Operator licensing. FCC has proposed dropping first-class operator licenses (BROADCASTING, Aug. 4). Proposal would delete examination requirements for operators who install, service, maintain and adjust transmitting equipment at all types of stations. Reaction to proposal is varied: engineers and National Public Radio want tougher standards while National Association of Broadcasters, National Radio Broadcasters Association and ABC Inc. agree with plan to eliminate them (BROADCASTING, Nov. 24). FCC had abolished third-class operator permit after concluding that almost all 53,000 third-class permits it is now issuing annually are unnecessary, largely as result of other radio deregulation actions (BROADCASTING, July 28). FCC issued second report and order Nov. 9 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979.

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programing (BROADCASTING, March 28, 1977), and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). World of pay cable was shaken April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture, Premiere, to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (BROADCASTING, April 28). Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. Justice Department has attacked Premiere as antitrust violation. FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979). Board of Public Broadcasting Service decided to develop pay programing to be distributed by cable, STV, MDS, videodisks and cassettes (BROADCASTING, Nov. 24).

□

Public broadcasting. Corporation for Public Broadcasting has liberalized criteria stations use in calculating nonfederal financial support. This is in reaction to general decrease in federal matching funds and in grants from private underwriters. Public Broadcasting Service's board of directors is continuing efforts to develop pay programing and collateral services that would provide new sources of funds and forge alliance between public broadcasting and cultural institutions. Stage I of project development, study of options available to PBS, ends in December. Stage II, project implementation, begins after PBS board has approved report on Stage I. PBS board has resolved to make programs available to nonmember stations willing to share in financing those programs.

□

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Proposals being considered are elimination of formal ascertainment requirements, program logs, nonentertainment programing guidelines and commercial time restrictions. Comments have been filed (BROADCASTING, March 31). FCC held two days of panel discussions on issue Sept. 15 and 16, with representatives of both industry and public interest groups commenting.

□

Shield legislation. Supreme Court's ruling in *Stanford Daily* case (which held that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of *New York Times* reporter M.A. Farber (for refusal to turn over notes to New

Jersey court) resulted in October in Congress passing, and President Carter signing, bill to protect press from such searches. Police, at least in most cases, are now required to obtain subpoenas—which can be opposed in court—before entering newsrooms to seek evidence (BROADCASTING, Oct. 6).

□

Teletext. CBS broke ranks with Electronic Industries Association subcommittee attempting to work out industrywide teletext standards and submitted to FCC proposal based on French Antiope system (BROADCASTING, Aug. 4). Comments filed at FCC in response to CBS filing show pervasive interest in teletext. Although most commenters urged initiation of teletext proceeding, some, including EIA teletext subcommittee, felt any proceeding at this time would be premature (BROADCASTING, Oct 20). CBS launched effort "to explore and develop new broadcast video services using teletext" at its KNXT(TV) and at noncommercial KCET(TV), both Los Angeles (BROADCASTING, Nov. 17).

□

TV allocations. FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8) and Johnstown, Pa. (ch. 8)—and proposed the creation of 139 more (BROADCASTING, Sept. 15 and Sept. 22). Comments on four specific drop-ins, most of them negative from broadcasters, were received at FCC nearly three years ago (BROADCASTING, Dec. 19, 1977). Drop-ins would be subject to same regulations as existing full-service stations and would be required to provide "equivalent protection" from interference to existing full service stations. Association of Maximum Service Telecasters has submitted Freedom of Information Act request for staff documents used in developing generic VHF drop-in rulemaking proposal and simultaneously requested extension of comment date (currently Dec. 15) until 120 days after items sought in FOIA request are made available (BROADCASTING, Nov. 24). Low-power stations, also proposed by FCC, would have vastly simpler rules governing start-up, programing and operation (BROADCASTING, Sept. 15). Low-power stations would be authorized on any VHF or UHF television channel from 2 through 69. VHF's would have 10-watt limit and UHF's 1 kw limit outside existing table of assignments. National Association of Broadcasters and Corporation for Public Broadcasting have asked FCC to revise policy on interim processing of low-power applications—NAB citing illegalities within policy while CPB contends noncommercial interests won't get fair share (BROADCASTING, Nov. 24).

□

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Last year, it set up new task force to work toward UHF comparability, and made plans to spend up to $610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released in March, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10). Subsequent report, "Comparability for UHF Television," released in September, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22). Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some of technical rules regarding UHF television. Comments due Jan. 5, 1981, replies Feb. 19, 1981.

□

WARC. White House will send to Senate for ratification early next year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva last December. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing betweeen 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

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■ Indicates new or revised listing

This week

Nov. 30-Dec. 3—*National Association of Broadcasters* joint board meeting with Canadian and Mexican broadcasters. Williamsburg Inn, Williamsburg, Va.

Nov. 30-Dec. 4—*Institute of Electrical and Electronics Engineers* National Telecommunications Conference on "Telecommunications in a New Decade." Shamrock Hilton hotel, Houston.

Dec. 2—*Advertising, Broadcasting and Communications Industries Division of Anti-Defamation League* dinner honoring John A. Murphy, group executive vice president of Philip Morris Inc., for distinguished public service. Samuel Dalsimer Human Relations award will be presented to Sidney Darion, executive producer of ABC-TV's *Directions*, and manager, cultural affairs, ABC-TV, New York. St. Regis Roof, New York.

Dec. 2-3—FCC minority telecommunications enterprises conference. FCC, Washington. Information: Ed Cardona or Barbara Moran, (202) 634-1770, or EEO/Minority Enterprise Division, FCC, Room 652, 1919 M Street, N.W., Washington, D.C. 20554.

Dec. 2 and 6—*Radio-Television News Directors Association* board meeting. The Diplomat hotel, Hollywood, Fla.

Dec. 3-4—*Advertising Research Foundation's* second Western conference and research fair. Los Angeles Biltmore.

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

Dec. 4—*Federal Communications Bar Association* luncheon. Speaker: Jack Valenti, president, Motion Picture Association of America. Touchdown Club, Washington. Information: (202) 857-6031.

Dec. 5-6—*Council of Communication Societies* annual seminar. Crystal City Marriott hotel, Arlington, Va. Information: Dr. Vernon Root, Applied Physics Laboratory, Johns Hopkins Road, Laurel, Md. 20810, (301) 953-7100.

Also in December

Dec. 9—Walter Cronkite, CBS News anchor, will deliver third annual *Frank E. Gannett lecture* at 8 p.m., Presidential ballroom, Capital Hilton hotel, Washington.

Dec. 9—Deadline for comments on *FCC's* further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

Dec. 9—*Cable Television Administration and Marketing Society* cable operators programing seminar. Disneyland hotel, Anaheim, Calif. Information: (202) 296-4219.

Dec. 10—Third in series of luncheon meetings between representatives of business and journalists to discuss concerns about business/media relationships. Sponsor is *The Media Institute*. Guest speaker is Ford Rowan, Independent Network News Washington correspondent. The University Club, Washington.

Dec. 10—*FCC* deadline for comments on its proposed rulemaking on FM quadraphonic broadcasting. Reply deadline, Feb. 9.

Dec. 10-13—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

Dec. 12—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria hotel, New York.

Dec. 12—*Washington Area Chapter of Broadcast Pioneers* awards dinner. Kenwood Country Club, Bethesda, Md. Benefit for Broadcast Pioneers Library, Washington.

Dec. 15—*FCC* deadline for comments on notice of proposed rulemaking on VHF generic drop-ins (Doc. 21418). Replies due Feb. 15. FCC, Washington.

Dec. 15—*FCC* deadline for reply comments on notice of proposed rulemaking on deletion of first-class operators licenses (Doc. 20817). FCC, Washington.

Dec. 15-16—*Broadcast Financial Management/*

Errata

Charles Novitz is managing director for Independent Television News Association in New York, not senior producer, as stated in Nov. 24 "Fates & Fortunes" item.

□

Story on **Tom Madden**'s resignation by mutual agreement as vice president, program department, liaison, NBC-TV (BROADCASTING, Nov. 24), misspelled his last name.

Broadcast Credit Association board of directors meeting. Diplomat hotel, Hollywood, Fla.

Dec. 15-18—10th annual Conference for Journalists sponsored by *Washington Journalism Center:* "The Economic Outlook for 1981." Watergate hotel, Washington.

January 1981

Jan. 7—*Maryland-District of Columbia-Delaware Broadcasters Association* renewal seminar. Shoreham hotel, Washington.

Jan. 8—Deadline for reply comments on *FCC's* further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

■ **Jan. 9-10**—*National Federation of Local Cable Programers* regional conference. Baltimore.

Jan. 11-13—*California Broadcasters Association* winter convention. Spa hotel, Palm Springs, Calif.

Jan. 12-14—Pacific telecommunications conference, sponsored by *Pacific Telecommunications Conference,* independent, voluntary membership organization. Ilikai hotel, Honolulu.

Jan. 14—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 14—*New England Cable Television Association* winter meeting. Sonesta hotel, Boston. Information: NECTA, 8 1/2 North State Street, Concord, N.H. 03301, (603) 224-3373.

Jan. 15—*FCC* deadline for comments on notice of proposed rulemaking on low-power television (Doc. 78-253). Replies due March 1. FCC, Washington.

Jan. 15-16—*Virginia Association of Broadcasters* winter meeting. Richmond, Va., Hyatt.

Jan. 15-18—*Alabama Broadcasters Association* annual winter conference. Opryland hotel, Nashville.

Jan. 16—*Utah Broadcasters Association* convention. Airport Hilton, Salt Lake City.

Jan. 18-20—*Louisiana Association of Broadcasters* winter convention. Royal Sonesta hotel, New Orleans.

Jan. 18-21—*Association of Independent Television Stations* (INTV) convention. Century Plaza, Los Angeles.

■ **Jan. 18-21**—*Ohio Association of Broadcasters* executive conference. Sonesta Beach, Key Biscayne, Fla.

Jan. 21-23—*Colorado Broadcasters Association* annual winter convention. Four Seasons Motor Inn, Colorado Springs.

Jan. 25-28—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals.* Sheraton Washington hotel, Washington.

Jan. 26-29—*National Association of Broadcasters* joint board meeting, Scottsdale, Ariz.

Jan. 27-29—*South Carolina Broadcasters* winter convention. Carolina Inn, Columbia.

Jan. 30-31—*Broadcasters Promotion Association* board meeting. Caesar's Palace, Las Vegas.

Jan. 31-Feb. 3—*Radio Advertising Bureau's* first managing sales conference, for radio station managers and sales managers. Keynote speaker: Sam Cooke Digges, retiring president, CBS Radio. Amfac hotel, Dallas.

February 1981

Feb. 3—*Broadcasters Foundation Inc.* Mike Award dinner. Hotel Pierre, New York.

Feb. 4-6—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center.

Major Meetings

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla.; Dec. 3-5, 1984, San Antonio, Tex.

Dec. 10-13—*Western Cable Show.* Disneyland hotel, Anaheim, Calif.

Jan. 18-21, 1981—*Association of Independent Television Stations* (INTV) convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Jan. 25-28, 1981—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals.* Sheraton Washington hotel, Washington.

March 13-18, 1981—*National Association of Television Program Executives* 18th annual conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 12-15, 1981—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; 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; Las Vegas, April 10-13, 1988.

April 24-30, 1981—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

May 3-7, 1981—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

May 5-9, 1981—30th annual convention, *American Women in Radio and Television.* Sheraton Washington hotel, Washington.

May 29-June 3, 1981—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1983, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Las Vegas; 1986, Las Vegas.

May 30-June 4, 1981—12th *Montreux International Television Symposium and Technical Exhibition.* Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriastr. 21, CH-3030, Berne, Switzerland.

June 6-10, 1981—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

June 10-14, 1981—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

Aug. 16-19, 1981—*National Association of Broadcasters* annual radio programing conference. Hyatt Regency, Chicago.

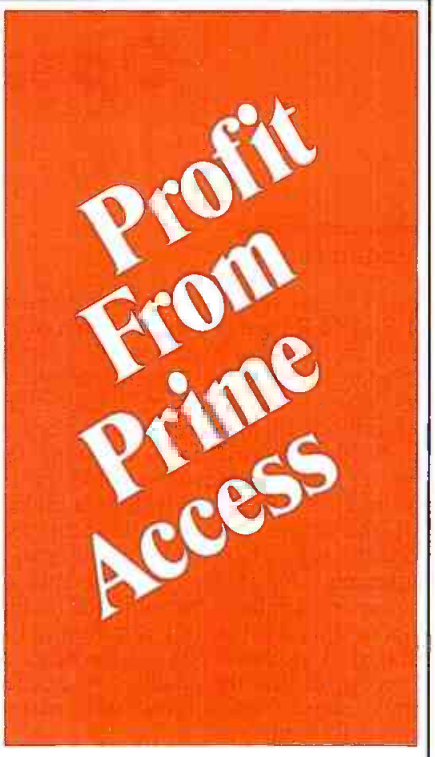
Sept. 20-23, 1981—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

Sept. 20-23, 1981—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

Oct. 25-30, 1981—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

Nov. 9, 1981—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

Nov. 9-11, 1981—*Television Bureau of Advertising* 27th annual meeting. Fontainbleau Hilton, Miami.



2 **Newlywed Game.** Host Bob Eubanks.
4 11 **Joker's Wild.** Game show.
7 **Family Feud.** Game program.

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7 Love & Laughter!
Richard Dawson Hosts
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9 **Carol Burnett.*** With Harvey Korman.
13 **Tic Tac Dough.** Game program.
20 **Rhoda.*** "Pajama Party Bingo."

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Reagan rooter

EDITOR: Your report in the Nov. 10 issue [of Ronald Reagan's positions on a number of broadcasting issues] recalled part of my address, years ago, when I served as president of the Television Broadcasters Association. In my acceptance speech at the Waldorf Astoria hotel, I commented that the power of television would, in the future, elect a President within its ranks.

It has come to pass. President-elect Ronald Reagan has all the qualities of a communication leader. The contents of your article confirm the values of leadership so important to our communication industry. It took over 30 years for America to recognize that the qualities we needed should come from a broadcaster named Ronald Reagan.

Mr. Reagan has confirmed my prediction. He needs the support of electronics.—*J.R. Poppele, Tele-Measurements Inc., Clifton, N.J.*

Questions coverage

EDITOR: I would like to express my concern over the recent coverage of the presidential election by the major networks and news services. To me, it shows an extreme lack of good judgment and common sense to project that a certain candidate will win by a substantial margin, three and three-quarter hours before the polls close in the Western states.

I realize that not everyone agrees this could affect voting in the West, but you would have a hard time convincing the secretaries of state of Washington, California and Oregon that it doesn't. Washington's secretary of state, Bruce Chapman, believes that voter turnout in that state may have dropped almost 10% because of the extremely early projections, and Carter's early concession. Oregon's secretary of state, Norma Paulus, is so incensed that she is asking Senator Mark Hatfield (he's agreed to do it), the new Appropriations Committee chairman, to introduce federal legislation that would forbid election officials from releasing results until all the polls in the country are closed. This may be an extreme step, but try to tell that to a local administrator who says his levy was defeated because not enough registered voters cast their ballots. Specifically because not many people bothered to vote after 5 or 6 o'clock. They knew their votes would make no difference. CBS and NBC both claim that their national election studies (NBC 1968, CBS 1972) show that there is no measurable effect on the great body of voters, by election projections. However, it is not clear that local issues and elections are unaffected.

I'm asking all of you to be cognizant of taking actions that could adversely affect voter turnout. I realize that I'm not offering any solutions, just pointing out some problems. I don't feel that government regulation of the networks is the answer. The solution must come voluntarily from the networks. I realize that those critical of this letter will point out that my station probably broadcast the projections as early as everyone else. That's true. It's impossible to censor a network newscast. I wouldn't want to. I just wish that the major networks and news services would be aware of the special problems that the Western states face in a nationwide election, as a result of the different time zones.—*Russ Neff, news director,* KIHR-AM-FM *Hood River, Ore.*

Format minded

EDITOR: Although the application of old regulatory schemes to new technologies is less than perfect, the FCC is not, as some suggest, obsolete. I submit that only their thinking is. In 1934, facing a "resource of scarcity," the FCC would never have left technical matters such as frequency assignment or power to free market forces. In 1980, during a so-called "age of information," when there is an ever increasing diversity of programing (which should be encouraged), I am concerned that the FCC is assuming a hands-off position regarding format consideration.

The profit motive, to a great extent, ignores minority or individual interests; and, endangered formats are, in fact, a reality of modern times. It is personally obvious that determinations of public interest demand, at least in part, programing scrutiny.—*Barry (Vaughn) Skidelsky, program director,* WFAS(AM)-WWYD(FM) *White Plains, N.Y.*

Loud and clear

EDITOR: That was a grand story in the Nov. 17 issue on state-of-the-art equipment for radio, "Radio: the louder and the better." And it ends with immortal words by consultant Eric Small: "For radio to compete . . . it's got to remember it's not just in the radio business; it's in the *audio business.*" (My emphasis.)

And that's why we can't let them louse it up with 9 khz separation on the AM band!—*Arnold Hartley, Key Broadcast Management, New York.*

Broadcasting Publications Inc.

Sol Taishoff, *chairman.*
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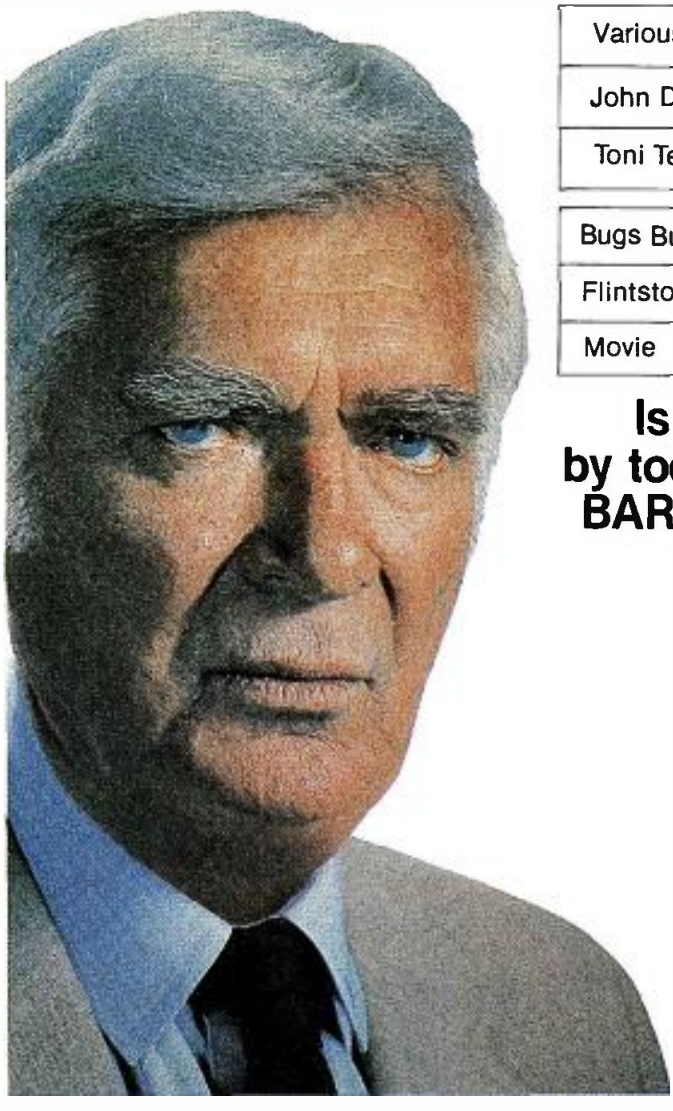
Movie	KHJ	3.0	11



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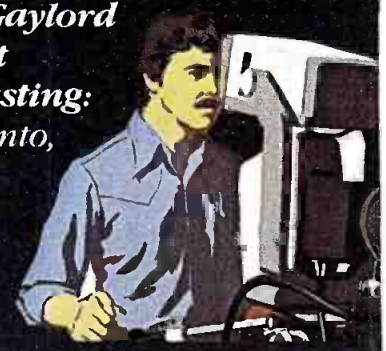

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When the October Arbitron ratings came out on November 10th, they showed something new. WCCO-TV News was rated number one at 5, 6, and 10. For the first time in six years, they'd swept the month.

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TOP OF THE WEEK

First outlines of Reagan FCC come into focus

It's now virtually certain that new President will name interim chairman at start of new administration; Washburn and Lee favored

Washburn and Lee. Contenders for the interimship.

It is still too early to speak about the making of the Reagan FCC, but it's not too early to begin talking about the breakup of the Ferris FCC. For even if Chairman Charles D. Ferris does not leave office by the time Ronald Reagan is sworn in as President on Jan. 20, it is virtually certain he would be serving under an "interim" chairman selected from among the three present Republican members.

Equally significant, Reagan's FCC transition team leaders are looking forward with great anticipation to the possibility of the Reagan White House being able to name four commissioners by June 30. As one of them put it, "The whole complexion of the commission can be set" by that date.

Ferris, who assumed the chairmanship in October 1977 and has about three and a half years left in his term, is not announcing any departure date. A *New York Times* report last week that he "expects to leave the agency on Jan. 20" was not, he said, "a statement of mine." He told BROADCASTING Friday that he is "not operating under any compulsion or deadline to do anything." He would not even rule out serving under the Reagan administration. But leaving in the foreseeable future is clearly an option; he said he hoped to provide a smooth transition—"I want to behave in a positive and constructive way." And Ferris noted he had received "flattering" job offers, and added, "If I conclude I want to do anything immediately, I'll pick out a date."

The job offers include some to practice law. If Ferris accepts one, it would mark his first venture as a private attorney since graduating from Boston College law school in 1961. He spent the next two years as a Justice Department attorney, then served 14 years on Capitol Hill as a top aide to Democratic leaders in the Senate and House. The chairmanship of the Democratic National Committee also seems to be a possibility; at least, Ferris did little to scotch speculation he is under consideration for the post that John White, President Carter's selection, is expected to leave. "I'm a Democrat and would do whatever I can to help the party," he said.

Whatever Ferris's own plans, the transition team is thinking ahead to a commission shaped to fit into the Reagan administration. Michael Gardner, who heads the team, said last week he expects Reagan, in an early action as President, to name an "interim" chairman. That would probably be the case even if Ferris resigned before Jan. 20—as Gardner and most other observers expect—since it would take weeks, and more likely months, for a successor to be appointed and then confirmed by the Senate.

Ferris. No deadline.

Gardner and his key advisers will play a prominent role in the selection of an interim chairman. Gardner said they will "lay out the options available to the new President, and will make a recommendation." He indicated no thought is being given to naming a sitting commissioner as chairman on a permanent basis. "We're looking at an interim chairmanship," he said.

At the moment, it would appear that the team's recommendation would be made between Commissioner Abbott Washburn and Robert E. Lee. Although he quickly added that he was not denigrating the abilities of the third Republican member, Anne Jones, Gardner referred to Washburn and Lee, in that order, as "the senior fellows who make impressive interim candidates." Washburn has been a commissioner since July 10, 1974; his term ends June 30, 1982. Lee has become the most senior member in the commission's history; he joined the agency on Oct. 6, 1953, and plans to retire at the end of his present term, on June 30, 1981—a

circumstance that some, including Lee, think would make his appointment as interim chairman appropriate. Washburn has refused to speculate on the chairmanship matter.

The transition team is not limiting its personnel musings to the chairmanship. Gardner noted that the term of Democrat James H. Quello expired last June and that Quello could be either replaced or (if Ferris resigns) reappointed. Then, too, he is aware of reports that Democratic Commissioner Tyrone Brown, whose term runs until June 30, 1986, is expected to follow Ferris out of the FCC (BROADCASTING, Nov. 10). Thus, with the Lee seat coming vacant next June, Reagan could have as many as four seats to fill—and, as Gardner noted, change the entire complexion of the commission. "That's why we're taking a hard look, making a comprehensive survey and an identification of issues," he said.

Although the reports that Gardner is supplying to President-elect Reagan will be kept confidential, Gardner last week disclosed one point that will be stressed: "Congress expects the FCC to be more cooperative and more sensitive to its intent." Gardner said the need for such cooperation was hammered home to him in a visit to Capitol Hill. He had met with Senator Harrison Schmitt (R-N.M.) and Representative James T. Broyhill (R-N.C.), key members, respectively, of the Senate and House Communications Subcommittees, and with Republican counsel to those panels, Raymond Strassburger and Bernard Wonder. "There is a sense of frustration regarding the Ferris commission," Gardner said.

The Republicans in Congress, incidentally, are not interested only in the FCC's cooperation. Gardner said they also are looking to the new Reagan administration for support in efforts to win congressional approval of stalled Communications Act rewrite legislation.

Meanwhile, other aspects of the transition were going forward. Team members met with FCC Executive Director R. Donald Lichtwardt and Associate Executive Director Tom Campbell, on the commission budget. The team members, whose names had not been reported earlier, are James Hobson, a former chief of the commission's Cable Television Bureau; Morgan O'Brien, a former member of the commission's Private Radio Bureau staff, and Peter Fannon, a former member of the Office of Management and Budget staff who oversaw commission budget requests. Hobson and O'Brien are now in private practice; Fannon is on the staff of the Association for Public Broadcasting stations.

The names of two more members of still another FCC transition team surfaced last week. One is Jack Cole of Cole, Zylstra & Raywid. The other is Harold Kassens, former deputy chief of the FCC's Broadcast Bureau, who is now a consulting engineer with Washington-based A.D. Ring & Associates. That brings to 26 the number of known members.

Big brawl in Dubuque

It began with a fight outside the station's window, and may end up in court after county seizes KDUB-TV tapes; no help yet from 'Stanford Daily' bill, not in effect

The *Stanford Daily* bill, signed into law six weeks ago by President Carter (BROADCASTING, Oct. 20), has been hailed by representatives of the press and the outgoing Carter administration as a vital protection against newsroom searches by police. But it was no help last week to KDUB-TV (ch. 40) Dubuque, Iowa. Police, armed with a search warrant signed by a judge of the Iowa district court, seized two videotape cassettes of a brawl involving police and members of a wedding party.

Luckily for the station, the brawl had occurred on the street below KDUB-TV's ninth floor office. The disturbance provided dramatic pictures. Luckily for the county attorney, who wanted the tapes, the *Stanford Daily* bill, which in most cases requires law enforcement officials to obtain subpoenas in order to search newsrooms, does not become effective on a state level until Oct. 13, 1981. The advantage of the law to the press is that subpoenas can be contested in court.

The brawl—which sent several policemen and members of the wedding party to the hospital and attracted a crowd of some 200 spectators—was touched off on Saturday afternoon, Nov. 22, when police served an arrest warrant on the groom, who was wanted for burglary, during the wedding reception. The action allegedly broke an agreement to hold off service until the party was over.

In any event, a KDUB-TV cameraman who poked a camera out the window captured on tape up to seven minutes of police swinging at guests and of guests swinging at police and of both sides landing punches. The tape provided material for a 45-second piece on the Saturday night news and for pieces of up to three minutes on Sunday and Monday nights.

The pieces attracted the professional interest of county attorney Mike McCauley. On Monday morning, his office, as he phrased it, had been "invaded" by members of the wedding who spent five hours complaining of "police brutality." On the other hand, as he noted, two policemen were among those hospitalized after the fight; one was still in the hospital at midweek with facial injuries. McCauley had received reports from the sheriff's office and the police on the incident but felt, after seeing the edited pieces, the unedited tapes might provide evidence on which charges could be based.

So he asked the station for the unedited tapes, and was rebuffed. At that point, he obtained the search warrant from Judge Alan A. Pearson of the Iowa district court, and it was served on the station on Tuesday by a sheriff's deputy and an assistant county attorney—in an action a KDUB-TV cameraman captured on tape for showing on the evening news. McCauley said he would make a decision on returning the tapes after viewing them to determine their value as evidence.

Handing over. KDUB-TV news director John Barton surrenders videotapes to deputy sheriff James Sawvell.

But the station, whose officials have been in touch with lawyers for the Iowa Freedom of Information Council and the *Des Moines Register*, as well as the National Association of Broadcasters, is not letting the matter rest. Chuck Cyberski, KDUB-TV manager, said the station's lawyer on Wednesday had filed papers asking the district court—where the tapes are being held—for return of the "seized property." If that move doesn't work, he said, the station plans to sue the officials involved for violation of civil rights.

Steve Nevas, the NAB's First Amendment counsel, said the seizure of the tapes ignores a "clear policy statement of Congress," which in passing the *Stanford Daily* bill, he added, intended to protect the press against such actions. He noted that the Oct. 13, 1981, effective date was adopted to give states that needed it time to provide officials with subpoena power.

Bid to postpone second session of Region 2 goes before FCC

Broadcast Bureau is still framing its recommendation, but State Department isn't sanguine that others in hemisphere will agree; NAB hopes for help from Reagan

The FCC will meet this week to consider a broadcast industry request that it urge the State Department to seek postponement of the second session of the Region 2 conference on AM broadcasting, now scheduled to start in November 1981. But

whether the commission makes the request or not, chances for a delay—which some in the industry regard as possibly the last hope of derailing the movement to reduce AM channel spacing from 10 to 9 khz—appeared anything but good.

The commission's Broadcast Bureau last week was preparing its recommendations, which the FCC will consider in closed session. And although bureau chief Richard Shiben has said he is "leaning toward" a recommendation that the agency seek delay because of what he said was the heavy burden of preparation (BROADCASTING, Nov. 24), staffers instead talked of concern over serious international implications of such a request.

The State Department had taken informal soundings among representatives of countries in the western hemisphere, and, they seemed to confirm the department's worst fears—that most countries would refuse to agree to a postponement. Many feel an urgent need for prompt development of an AM plan to ease serious radio interference problems in the region. Indeed, some commission officials fear the mere request might make negotiations on technical matters more difficult.

Even apart from the international political considerations, there seemed reason to believe the commission would not seek a delay. Some officials sounded more sanguine than had Shiben about the U.S.'s ability to prepare in time for the conference.

Actually, speculation over a postponement has been focusing more on a meeting of a so-called panel of experts and the International Frequency Registration Board in Rio de Janeiro to be held in January than on the November start of the second session. That's because the panel and the IFRB will make final arrangements in January for a comparative study of the 10 and 9 khz systems. In recent months, a question has arisen as to whether the U.S. should continue to back its 9 khz plan or to support one advocated by Canada. And the FCC's contractor on the project will be unable to complete a study of the costs of the Canadian plan until April. The U.S. plan would require some stations to shift frequency a maximum of 4 khz; the Canadian plan, 9 khz. But the Canadian plan reportedly would permit the addition of more stations in major markets.

Industry representatives are not giving up hope of gaining a postponement of the Region 2 conference. The National Association of Broadcasters, which has taken the lead in arguing that the U.S. lacks the information on which to urge a channel-spacing reduction, is, as one official put it, "taking it one step at a time." He indicated the association is hoping for help from a source not yet fully engaged. "A lot of things can happen," he said, noting that "a new administration is coming in." Two members of the Reagan FCC transition team—Wallace Johnson and Vincent Pepper—have participated in meetings of industry representatives mapping strategy for securing a postponement.

Swift bill up for mark-up in Senate

With amendments by Hollings to add five-year license and other broadcaster protection, measure is felt to have little chance for passage by House

The Senate Committee on Commerce, Science and Transportation will meet tomorrow (Dec. 2) to mark up a communications crossownership bill. Introduced by Representative Al Swift (D-Wash.), H.R. 6228 was passed by the House in late September (BROADCASTING, Oct. 6).

On Nov. 21, Senator Ernest Hollings (D-S.C.), present chairman of the Communications Subcommittee, moved toward bringing his version of the bill to a vote in the Senate ("In Brief," Nov. 24). In a letter to Senator Howard Cannon (D-Nev.), who chairs the full Commerce Committee, Hollings recommended his changes in the bill, and suggested it could be brought to a final vote before Thanksgiving.

As passed by the House, H.R. 6228 would codify existing FCC multiple ownership and crossownership rules. It also would remove crossownership and the extent to which station owners participate in day-to-day operation of stations, as criteria for the FCC's consideration in license renewals.

As amended by Hollings, the bill would omit ownership standards. "With the rapid changes in technologies and services," said Hollings in his letter to Cannon, "I think it would be unduly inflexible to lock these rules in by statute." Hollings said in his letter that although he recommends not codifying the rules, he will leave the decision on whether to do so up to the full committee.

Hollings's amendments would adopt five-year license renewal terms and would allow the FCC to set different procedures and criteria in renewal proceedings and initial licensing cases.

There was talk among subcommittee members last week of adding other amendments to the bill, among them one from Senator Daniel Inouye (D-Hawaii) to make Hawaii a domestic point, allowing, among other things, lower rates for telephone and telegraph service. A less likely but possible addition to the bill is an amendment that would forbid telephone companies from owning cable systems.

House Communications Subcommittee staff members believe any amendments added by the Senate will kill the Swift bill. After it was first introduced in the House a year ago, the measure had a history of attracting too many amendments that obstructed its passage.

■ The Senate on Nov. 21 voted to repeal the Lea Act; the House had done so (by passing H.R. 4892) at the same time that it approved the Swift bill in September. The Lea Act, a 34-year-old amendment to the Communications Act (Section 506), had prevented unions from coercing broadcasters to hire and maintain staff they did not need. It was originally added to the Communications Act in 1946 in reaction to alleged featherbedding demanded by James Petrillo, then president of the American Federation of Musicians. It was felt that labor and anti-racketeering legislation enacted since passage of the Lea Act rendered it largely unnecessary. The late Representative John Slack (D-W. Va.) initiated legislation to repeal the act, and several other congressmen continued the efforts after his death.

■ Reacting to last week's movements on Capitol Hill, David Markey, National Association of Broadcasters vice president for Congressional liaison, said: "We'd like to see the Swift bill passed. We favor Senator Hollings's proposals, but at this late date any changes in the language of the bill have a slim chance of passing in the House."

Although the NAB worked against repeal of the Lea Act, Markey did not feel loss of the amendment would have much of an impact on broadcasters.

Reagan claims instant replay

President-elect tells CBS Sports about his early days as radio sportscaster

Was President-elect Ronald Reagan, in his sports announcing days, the first to come up with an instant replay? He thinks so—and on radio no less.

Reminiscing about his baseball, football and track announcing from 1932-37 for co-owned WOC(AM) Davenport, Iowa, and WHO(AM) Des Moines, Reagan told CBS Sports' Vin Scully, laughingly, "I think I did the first instant replay." As he explained, it was a quick cover for his not having described the event as it occurred.

The Reagan interview, taped at the President-elect's Pacific Palisades, Calif., home last Monday, was aired at halftime during the Detroit Lions-Chicago Bears football game on CBS Thanksgiving Day.

The "instant replay" came right after a Drake University relay race. Reagan recalled:

"All day long I had been telling the audience that this quarter mile was going to be the greatest event. And just between events, a public relations man brought the president of Drake University into the broadcasting booth to say a few words to the audience and I sat there and listened to him speak into our microphone while I watched the quarter-mile event I'd been talking about all day go by.

"And when he signed off and I thanked him for coming in and so forth and the press box door closed, I just couldn't tell the audience it was all over so I just said,

'We're just in time for that event I've been telling you about . . ."

Reagan said that he recreated the runners going around the track "in about the required time," and gave the winning finishes. To make up for the expected roar of the crowd, he "explained that that was because they were stunned by the sheer drama. . . ."

Reagan reminded that the stories he was recalling were "a few incidentals" and his five-year sports announcing career wasn't all "great adventures."

Another "incidental," however—to take on significance only in later years—came when Reagan was announcing an Iowa versus Michigan football game. "Michigan had a center by the name of Gerald Ford," Reagan said, "I didn't particularly pay much attention to that then. I have since; we've talked about it a lot."

Since Michigan refused to allow broadcasting from the field, the same game was "the first time I had ever done a football game by telegraphic report."

There was another reason to make that game memorable to the President-elect. To make sense of the reports and "liven up the game a little bit," Reagan said he made up a play and ended up being "scared to death" when it showed up in the newspapers. When he saw the game in the newsreels later that week, he realized "that what I had described and invented had actually happened." But, he added, "It kind of curbed my appetite for making things up for a while."

It was a scenario that CBS's Scully clearly appreciated. As Scully said: "Anybody who ever recreated baseball or football, welcome to the club. That scary feeling belongs to all of us."

Reagan said: "I loved that job in those days." And he added: "I think I liked doing . . . radio better than television because the audience had to depend on you for the picture."

Slow going in Premiere case

Judge lengthens court day to speed up the process

If the wheels of justice grind slowly, it's not for want of trying to grind fast—at least in the Justice Department's attempt to secure an injunction against the Premiere pay cable service. While court process may suggest giants trying to slay each other with butter knives, or some other action of measuredly deadly intent, lawyers for both the government and the motion picture company defendants, as well as Judge Gerard Goettel, seem to be doing what they can to speed up the hearing in Federal District Court in New York. In fact, they've agreed to extend the court day as of today (Monday) to run an extra two hours—until 8 p.m. with a dinner break.

So far, the court has heard testimony from three of the government's witnesses: John Schneider of Warner Amex Satellite Communications Corp., Nick Nicholas of Home Box Office and Teleprompter's Russell Karp. The hottest action, as might be expected, came when the witnesses were under cross-examination by defense counsel. And their biggest guns so far seem to have been trained on HBO's Nicholas. Up against a government contention that Premiere will severely damage the pay cable market, the defense trotted out two HBO documents that it suggested show that firm not only had devised scheduling plans that would permit it to continue to function post-Premiere, but at a saving of some $30 million.

Nicholas, who had already testified to having told his Time Inc. bosses that Premiere would "destroy HBO," downplayed the importance of the documents, calling them "myopic" and "hypothetical"—"musings of young people" within the HBO organization. That despite one's having been prepared for HBO "top management" and the other for Nicholas in advance of the National Cable Television Association convention (at which Premiere was announced). Nicholas said he hadn't seen the former before preparing for his deposition, that he'd only skimmed

In Brief

National Association of Broadcasters' executive committee and key staff members are **meeting in Williamsburg, Va.,** today (Dec. 1) and tomorrow **with opposite numbers from Canada and Mexico** on matters of mutual interest. Agenda includes 9 khz channel spacing, use of Class IA clear channels, copyright, communications satellites (including direct broadcast), Canadian law denying tax break to advertisers buying time on U.S. stations, and U.S. daytimers' interest in gaining permission to operate after sunset on Canadian channels. Meeting breaks ground in that it is first time in recent memory NAB representatives have met with Mexican broadcasters. Purpose of meeting primarily is to exchange information and, if possible, to hammer out common policy on certain issues—9 khz spacing is one mentioned particularly by NAB members. NAB executive committee will conclude Williamsburg session with its own meeting Tuesday afternoon and Wednesday.

□

Cable News Network has new lease on life. FCC granted it authority last week to lease transponder of **Satcom I** through Southern Satellite Systems for another six months. CNN muscled way on to bird last May using 1976 contract Ted Turner, CNN's owner, has with RCA. CNN was given six-month ride on Satcom I, primary cable satellite, in return for agreement not to press suit. Last week's extension moves CNN closer to next fall when CNN will be assigned permanent home on Satcom III.

□

Lloyd Cutler, partner in Wilmer, Cutler & Pickering until he joined **White House** staff as its **counsel,** on Oct. 1, 1979, **has resigned that post.** President Carter said he accepted Cutler's resignation "with deep appreciation to you for having performed your difficult tasks so superbly and for having helped me so much during some trying times." Cutler, who will continue to serve White House as unpaid consultant on several matters, including legal questions involved in securing return of American hostages in Iran, is expected to resume private law practice. There was no word last week on whether he will return to former firm, which has changed its name to Wilmer & Pickering, but in past, neither he nor former colleagues ruled out his return.

□

Ratings for last few days of **November sweeps** were not available by last Friday (Nov. 28) but there seemed **little chance that CBS-TV could be kept from victory.** Through last full week of ratings ended Nov. 23 (25 days into Nielsen's period and 26 into Arbitron's), both sweeps showed CBS far ahead with 21.2 rating to ABC-TV's 19.0 and NBC-TV's 16.3.

□

20th Century-Fox Film Corp. announced last week it was **considering plan to go private,** though details were sketchy and company wasn't filling in any blanks. Fox said it might propose giving shareholders cash and interest in "certain" unspecified assets, with other assets to be purchased by new company composed largely of Fox insiders. Speculation is that company's film assets would be those ending up in private hands, with bottling, recreation and other assets going to public investors. Where television interests might fall is uncertain. Plan, or at least its announcement, is viewed as effort to stave off perceived takeover attempts on part of Chris-Craft Industries, largest shareholder, and Tandem Productions, which has secured 5.2% Fox holding and says it has investigated takeover attempt.

□

Senate adjourned last Tuesday **without taking action on appropriations bill that would have approved FCC move to Rosslyn, Va.** H.R. 7584, which authorizes fiscal 1982 budgets for several federal agencies, was passed by the House on Friday, Nov. 21. It did not go before Senate last week because of strong objections to language in bill that would have prevented Justice Department from entering litigation to enforce school desegregation laws through bussing. Senator Lowell Weicker (R-Conn.) led opposition to that language. Bill may go before Senate this week, but if it passes, it is expected to draw veto from President Carter, who also objects to anti-bussing language.

□

Hazeltine Corp., which has stake in Kahn Communications **AM stereo system,** has responded to Motorola's request for extension of

the latter, and generally contended that neither made any difference since he knew HBO couldn't survive Premiere.

Among the nuggets of information that came to the surface during last week's prospecting: that first nine months' 1980 net earnings for the joint venture between Warner Communications and American Express were over $9.5 million (Warner's second-quarter statement had called its equity in the ventures' earnings for the first half "not material"), and that Warner estimates the cost of building recently awarded cable franchises at $262 million.

A defense contention is that HBO is in such a strong financial position that its survival isn't in question. In that connection, counsel introduced HBO's five-year plan for 1981 through 1985. Defense avoided mentioning specific figures in open court in recognition of HBO's claim of confidentiality, but Nicholas himself, defining the term operating margin, noted that HBO's is 25.8%. And the defense counsel who presented the opening statement put HBO's return on assets "about 70% per annum."

The government has been attempting to demonstrate the importance of the defendant's product to pay cable. On HBO, for example, over the last three years, Premiere companies provided 31.5% of first run movies, while receiving 49.5% of first run movie expenditures.

Teleprompter's Karp is expected to finish his testimony today (Dec. 1), which so far has largely been directed to providing a cable operator's perspective on the issue. The next witness scheduled to be called is Showtime's senior vice president of programing and operations, Jules Haimovitz. Indications are that the defense will be drawing up the heavy artillery once again when it cross examines him.

Against the background of the judicial proceedings, there was also a bizarre event that had the Premiere principals concerned. Sometime during the weekend of Nov. 22, the Premiere offices in Los Angeles were broken into, although no materials or documents have as yet been identified as having been stolen.

NAB arranges for alternate hotel space in Las Vegas after MGM Grand fire; Harwood survives

The Nov. 21 fire at the MGM Grand hotel in Las Vegas will change the face of the National Association of Broadcasters' 1981 convention, scheduled for that city's convention center April 12-15.

The MGM Grand usually serves as TV headquarters for NAB conventions in Las Vegas. NAB had reserved space of 80 hospitality suites and 1,500 rooms at the hotel for next year's convention.

By last Tuesday, Nov. 25, NAB convention planners had reserved space in other hotels that would compensate for more than two-thirds of the suites lost in the MGM hotel fire. Next year's TV headquarters will be at the Dunes, Caesars Palace and Alladin hotels, all of which, according to the NAB, are in close proximity to one another.

The Las Vegas Convention Bureau is assisting the NAB staff in finding space in other hotels for sleeping rooms requested for the MGM Grand.

There are no other large broadcast conventions scheduled for Las Vegas, or meetings scheduled for the MGM Grand itself, known to be taking place before the hotel is scheduled to reopen in July 1981.

□

Mike Harwood, National Association of Broadcasters secretary-treasurer, was one of 500 people injured in the catastrophic fire at the MGM Grand hotel in Las Vegas. He is the only broadcasting figure known to have been involved, and he escaped without serious injury.

Harwood was attending a meeting that NAB holds annually with companies planning to exhibit at its annual convention. Ed Gayou, NAB exhibit director, Mark Smith of KLAS-TV Las Vegas, vice chairman of the NAB TV board, Harwood and representatives of 75 exhibiting companies.

AM stereo rulemaking deadline (BROADCASTING, Nov. 10, by **urging FCC to consider "marketplace solution"**—approval of all five systems. It called matrix analysis FCC is using to determine which of five is best "complicated and controversial." It said marketplace solution should be first consideration. "If [it] is rejected, there will be ample time to proceed" with matrix analysis. Filing contained many of same arguments for marketplace concept espoused earlier by Leonard Kahn, president of Kahn Communications. It concluded that in picking single system FCC is prejudging which "system will provide the greatest satisfaction to listeners and broadcasters."

□

In terms of **TV violence,** NBC and American Cyanamid Co. are number one in prime time, and CBS and General Mills are tops on Saturday mornings, according to **rankings** released last week by **National Coalition on Television Violence.** NCTV said three months of monitoring showed NBC's prime-time programing averaged 7.5 violent acts per hour (to 5.1 for ABC, 4.9 for CBS), while CBS's on Saturday morning averaged 31.1 (to 21.5 for ABC and 18.9 for NBC). Report said 63% of American Cyanamid's prime-time commercials were in "consistently high violence" programs, and 78% of General Mills' on Saturday morning were in same category. (General Foods, which has frequently spoken out against TV violence, was ranked second on Saturday morning with 76% of its commercials said to be in high-violence shows.) NCTV described itself as "new organization formed to reduce violence on television." Its board includes representatives of National Citizens Committee for Broadcasting, National Parent-Teacher Association, Washington Association for Television and Children, and United Methodist Media Action. Headquarters are in Washington and Decatur, Ill.

□

NBC has mandated belt-tightening operations in television and radio divisions but denied there would be additional staff reductions beyond resignations and dismissals recently of some middle-management employes (BROADCASTING, Nov. 24). Spokesman said that in all areas, including TV operations and technical services, there will be redeployment of personnel when necessary but nodismissals are contemplated. NBC official said these decisions follow periodic review of staff employment with view toward using workers more productively.

□

Whopping 53.3 rating and 76 share for **Nov. 21 episode of CBS-TV's "Dallas" set ratings record** (see page 104)—**but by modern-day standards.** Just one example of even higher numbers in early days of TV was CBS's *I Love Lucy* episode on Jan. 5, 1953. A.C. Nielsen records show *Lucy* with 71.7 rating and 90.9 share against NBC-TV's *Hollywood Opening Night* and nothing on either ABC-TV or old DuMont network. TV penetration then was 44%, less than half what it is today, and Nielsen had different method of ratings computation.

□

Price to be paid by 20th Century-Fox **for WBRT(TV) Baton Rouge, La.**—reported to be in $13 million range earlier in week—is now confirmed to be **$14.5 million** (see "Changing Hands," page 109).

□

Nancy C. Widmann, VP/general manager, CBS Radio Spot Sales, named VP/general manager of CBS-owned WCBS-FM New York, replacing **James McQuade,** who was appointed VP/general manager of WCBS(AM) New York (BROADCASTING, Nov. 24). Succeeding Widmann as VP/general manager of CBS Radio Spot Sales is **Michael R. Ewing,** who has been New York sales manager of that unit.

□

William K. McDaniel, 62, executive VP in charge of NBC Radio network from 1960 to 1965, later broadcast consultant, **died** at home in Vero Beach, Fla., last week of cancer.

UpComing

In Washington: Senate Commerce Committee is to mark up Hollings version of Swift crossownership bill (H.R. 6228) Tuesday. Jack Valenti, president of Motion Picture Association of America, will address Thursday luncheon meeting of Federal Communications Bar Association at Touchdown Club. **In Hollywood, Fla.:** Radio-Television News Directors Association opens its annual convention Wednesday (see page 93).

met Nov. 20, the day before the fire, for a briefing on costs and demands expected for next year's convention.

Although Harwood stayed at the MGM Grand, Gayou and the exhibitors stayed and met at the Riviera hotel. Gayou, who lives in Las Vegas, was returning from the airport where he had taken departing exhibitors Friday at 7 a.m. when he encountered fire engines racing toward the MGM Grand.

Gayou spent the next four hours outside the flaming hotel looking for Harwood, who was trapped on a 24th floor balcony from 7:30 a.m. to 11 a.m.

Harwood awoke Friday morning to find his room filling with smoke. "I was one of the lucky ones who had a balcony outside my room," he said.

After three hours on the balcony Harwood heard fire fighters announce they had the fire under control. Half an hour later, a fireman appeared on the balcony above Harwood's, and shortly after, led him down the stairs to safety.

Harwood was hospitalized Friday night and Saturday for smoke inhalation. He returned to work at the NAB Tuesday morning.

Sears network. Neighborhood TV Co.—financed by Allstate Insurance Co., and a Sears, Roebuck & Co. subsidiary (BROADCASTING, Oct. 13)—has filed applications with the FCC for 141 low-power UHF television stations. Listed below—in the order that they have been filed—are the cities for which Neighborhood has applied:

Honolulu; St. Petersburg, Fla.; Omaha; Allentown, Pa.; Bridgeport, Conn.; Los Angeles; Detroit; San Diego; Pittsburgh; Concord, N.H.; Evanston, Ill.; Seattle; Hauppauge, N.Y.; Atlanta; Indianapolis; Fort Lauderdale, Fla.; Mobile, Ala.; Youngstown, Ohio; Hempstead, N.Y.; Albany, N.Y.; Baton Rouge; Columbus, Ohio; Des Moines, Iowa; Peoria, Ill.; West Palm Beach, Fla.; Toledo, Ohio; Grand Rapids, Mich.; Oxnard, Calif.; Birmingham, Ala.; Orlando, Fla.; Davenport, Iowa; Worchester, Mass.; Tulsa, Okla.; Boston; El Paso, Tex.; Oklahoma City; Cleveland; Wichita, Kan.; Pasadena, Calif.; San Francisco; Buffalo, N.Y.; Sacramento, Calif.; Syracuse, N.Y.; Palo Alto, Calif.; Tucson, Ariz.; Miami; New York; Mesa, Ariz.; Salt Lake City; Austin, Tex.; Nashville; Tampa, Fla.; Rochester, N.Y.; Jacksonville, Fla.; Fort Worth; Memphis; Dallas; San Antonio, Tex.; Houston; Denver; Portland, Ore.; Kansas City, Mo.; Louisville, Ky.; Milwaukee; Norfolk, Va.; Phoenix; New Orleans; St. Paul; St. Louis; Waterbury, Conn.; Flint, Mich.; Richmond, Va.; Columbia, S.C.; Springfield, Mass.; Albuquerque, N.M.; Newport News, Va.; South Bend, Ind.; San Jose, Calif.; Tacoma, Wash.; Lincoln, Neb.; Spokane, Wash.; Las Vegas; Aurora, Ill.; Madison, Wis.; Melbourne, Fla.; Savannah, Ga.; Charlotte, N.C.; Shreveport, La.; Lansing, Mich.; Jackson, Miss.; Charleston, S.C.; Rockford, Ill.; Columbus, Ga.; Fort Wayne, Ind.; Little Rock, Ark.; Chattanooga; Corpus Christi, Tex.; Dayton, Ohio; Stockton, Calif.; Knoxville, Tenn.; Lubbock, Tex.; Scranton, Pa.; Greensboro, N.C.; Joliet, Ill.; Winston-Salem, N.C.; Greenville, S.C.; Cedar Rapids, Iowa; Bakersfield, Calif.; Topeka, Kan.; Montgomery, Ala.; Utica, N.Y.; Brockton, Mass.; Kalamazoo, Mich.; Fresno, Calif.; Binghamton, N.Y.; Saginaw, Mich.; Pensacola, Fla.; Ann Arbor, Mich.; Huntsville, Ala.; Charleston, W.Va.; New London, Conn.; Duluth, Minn.; Atlantic City, N.J.; Sarasota, Fla.; Ogden, Utah; Huntington, W.Va.; Cincinnati; Augusta, Ga.; Raleigh, N.C.; New Bedford, Mass.; Colorado Springs; Lawrence, Mass.; Evansville, Ind.; Fayetteville, N.C.; Lexington, Ky.; Wilkes-Barre, Pa.; Roanoke, Va.; Lorain/Elyria, Ohio; Harrisburg, Pa.; Erie, Pa.; Eugene, Ore.

Business

The wheelers tell the dealers

Goldman, Sachs seminar covers media investment waterfront, with politics for a chaser

A rare opportunity for a glimpse of the business strategies of communications industry leaders was provided during an investment seminar held in New York by Goldman, Sachs & Co. and hosted by its media analyst, Ellen Sachar. The audience, largely composed of money managers of major financial institutions, heard (among other things) media entrepreneur Karl Eller say where he thinks true investment opportunity currently lies, and cable investment pioneer Irving Kahn describe how to lose money in CATV, and Washington insider Richard Wiley speculate on what the Reagan FCC might be like.

The morning session of the all-day seminar presented a panel discussion of media property values, with Eller, Donald Pels of LIN Broadcasting, Wilson Wearn of Multimedia and Thomas Murphy of Capital Cities providing the "buyers" perspective and Ted Hepburn of The Ted Hepburn Co., Lee Dirks of Lee Dirks Associates and John Saeman of Daniels & Associates representing the "sellers."

The workers initiated the discussion by reviewing historical trends in property multiples and how they're calculated. Hepburn noted that TV multiples have remained "farily consistent" at 10 to 11 times operating profit while AM multiples over the last 10 years have eroded perhaps 25%—from eight times down to six times operating profit. There simply was no multiple for FM 10 years ago, he said, and a successful AM-FM pair today would cost between six and eight times operating profit, depending on the circumstances. Now, an FM stand-alone in a major market with a good signal would command "a TV-type multiple."

Saeman, discussing cable multiples, said that while 10 times cash flow has remained a constant for most of the last decade, it's the per-subscriber values that have jumped, with systems now going for between $600 and $1,000 per head.

Eller, whom Sachar noted was someone often considered to have "broken the rules on prices," took analysts to task as people who "don't understand the media business." He echoed Hepburn in downplaying conventional multiples, arguing that it's "what you can do with a property," projected over five years, that a buyer uses to set a price.

The dialogue between audience and panel that occupied the bulk of the three-hour session yielded such further items as an admission by Capcities' Murphy that "if we had been smarter we would have gone into cable three or four years ago, once the satellite went up," rather than wait for the just-arranged buy of Cablecom General. "We should have owned some cable to know what was going on," to get a feel for what the public likes and will pay for, he said.

Eller, asked how he'd invest $400 million if it were handed to him today, started by mentioning cable and satellite technology, and concluded by saying he'd "concentrate on programing" because it offers "the biggest and fastest return on your dollar." The panelists were generally vague about what could be expected from media investments, but Wearn offered the comment that "if over 10 years it hasn't averaged at least 15%, you've made a bad investment."

Kahn, of Broadband Communications, cautioned investors against getting "a stake in a buggy-whip company in an age of jet travel." Fiber optics, and AT&T's determination to utilize that technology, threaten to make many cable systems obsolete, said Kahn (who himself is involved in a privately held fiber optics company). And that, he says, goes for systems that aren't yet built but propose to construct with coaxial cable which, he claimed, would be outmoded by the time they were finally wired.

In that vein, he singled out Warner's Qube system as "a good idea built with

All business. The Goldman Sachs seminar featured these industry executives discussing current financial trends (l to r): Donald Pels, LIN Broadcasting; Wilson Wearn, Multimedia; Tom Murphy, Capital Cities Communications; Karl Eller, entrepreneur; Ellen B. Sachar, Goldman, Sachs; John Saeman, Daniels & Associates; Lee Dirks, Lee Dirks Associates; Ted Hepburn, Ted Hepburn Co.

1968 technology." And Kahn claimed that if Warner is "successful in building these franchises [all its recent awards, including Pittsburgh, Dallas and Cincinnati] they're dead," because if nothing else, the cost of Qube's technology will be prohibitive.

Cautious investors, Kahn argued, need to stop looking merely at prices per subscriber and develop a system for determining what he called the real worth of the different classes of subscribers in the various systems that make up an MSO. What's important, he said, is the "RGP" (revenue generating potential) of each system, determined by quality of plant, ability to add services, management, "smarts" and the economic potential of the franchise area.

Taking a look at new technologies, Paul Bortz, a former deputy assistant secretary of the National Telecommunications and Information Administration, now managing partner of Browne, Bortz & Coddington, decried a concentration on multiples that he said is fostered by the trade press. Investors, he said, need to "get off hype and start thinking new businesses."

In the near term, with the wiring of urban areas the primary development in the cable field, investors should look at "management, not multiple," in considering a company, Bortz advised. His firm's studies of costs indicate that the critical factor in urban cable will be the cost of operation, and "only the best managed companies even have a chance to avoid problems."

Bortz seconded Kahn's view of Qube, calling it a "technological dinosaur," but differed as to cable's ability to adapt to interactive technology. He suggested that what cable operators may well do for two-way operations is lease channels to someone better able to handle such business. Bortz had kind words for MDS as opposed to STV, saying there aren't many communities where MDS couldn't be a profitable business, although STV would find a tough road.

High-resolution television is an area for which Bortz holds great enthusiasm. It's something that will make current television "look old-fashioned" and will have powerful market appeal, he believes. But it's still too early to tell what high resolution might be "in a business sense," he said.

Former FCC Chairman Wiley, although emphasizing that he "doesn't know what Reagan thinks," nevertheless shared some thoughts on likely directions for a Republican-led FCC and some regulatory matters he thinks need attention.

Wiley doesn't see the FCC changing its heading in the direction of deregulation but suggested there might be more "actual" deregulation. He also believes there will be more evaluation of technical aspects of such proposals as low-power television, and "a more even-handed approach to broadcasting." He suggested there may be a more active approach to relieving the "burden of regulation" facing broadcasters in such areas as formal ascertainment and processing guidelines on noninformation programs.

Wiley spoke disparagingly of equal time and fairness doctrine strictures in cable and in broadcasting, and of the comparative hearing process ("one of the worst government procedures we have"). The present commission's moves regarding children's television, Wiley said, are the complete opposite of deregulation.

While generally praising the commission's actions on cable deregulation, Wiley said that removal of the syndicated exclusivity rule "does focus on whether we have a fair copyright law."

Financial huddle. Irving Kahn of Broadband Communications and seminar leader Ellen Sachar of Goldman, Sachs.

CRT lifts block to royalty payments

It removes prohibition against distribution of some of 1978 monies; delays action on '79 funds for at least three months

The Copyright Royalty Tribunal last week opened the door to a partial distribution of the cable copyright fees collected in 1978 and delayed for three months the start of a proceeding on how the fees collected in 1979 should be divided.

The CRT decided last July (BROADCASTING, July 14) how the 1978 fees, collected from cable operators for their retransmission of broadcast signals, should be divided among numerous claimants, but the CRT distribution plan was challenged in the U.S. Court of Appeals by the National Association of Broadcasters and others who felt their share was less than it should be. In an action that became effective Oct. 29, the CRT prohibited 1978 fees disbursal until the appeal is resolved.

But the CRT voted last week first to reconsider and then to rescind the Oct. 29 prohibition. According to Tribunal Commissioner Thomas Brennan, "There is no legal obstacle now preventing a majority of the CRT voting at some point for partial distribution." Both actions passed by 3-to-2 votes with Brennan and Chairman Mary Lou Burg in the minority.

One of the groups pushing for partial distribution is the Motion Picture Association of America. It submitted a motion calling for the immediate distribution of half the fees to MPAA and to the syndicated programers, arguing that since all the claimants recognized that those two groups deserved at least half the copyright pie, there was no harm in disbursing that much to them. (The total amount, which has been collecting interest since 1978, now stands at $14.7 million.) MPAA's motion was not brought before the CRT for a vote, and a similar, more sweeping motion by Commissioner Frances Garcia was rejected by a 3-to-2 vote with Commissioner Clarence James joining Burg and Brennan.

Brennan said he voted against the lifting

of the prohibition because he feared that one of the groups against the lifting might go to court seeking to reimpose it. Indeed, Erwin Krasnow, NAB's general counsel, said his group "is considering an immediate appeal to the court."

Based on the continuing problems the CRT has had in disposing of the 1978 fees, it decided unanimously that a "controversy" exists among claimants on how the 1979 fees—a bank account that now amounts to $16.1 million—should be divided. But it delayed the start of proceedings with the technicality of ordering that its action declaring the controversy not be published until March 2, 1981.

In making the declaration, the CRT agreed with the MPAA and the joint sports claimants that the CRT had limited discretion in the matter under the Copyright Act. As Brennan put it: "Everybody is in agreement that there is a controversy." Nonetheless, the NAB, Public Broadcasting Service and National Public Radio argued to no avail that the CRT should do nothing regarding the 1979 fees until the court makes its determination on the 1978 fees.

Brennan cited two reasons for the CRT delaying the effective date of its declaration. First, he said, the CRT hoped the delay would "encourage those who may try to expedite the progress" of the 1978 fee appeal. He explained that with a firm date now set for the start of proceedings, parties in that case can now argue for expedited action. The court, he added, has the power to take a case out of sequence. Brennan also said the delay would take some of the pressure off the CRT, which is now operating under a heavy workload and which is obligated under law to complete all proceedings within a year.

September sums. Network television billings in September rose 5.6% above those of September 1979, reaching $428.1 million and bringing the total for the first nine months of 1980 to $3.6 billion, up 13.5% from the comparable period last year. The figures, released last week by the Television Bureau of Advertising from estimates compiled by Broadcast Advertisers Reports, showed that for the nine-month period the greatest gains were in weekday daytime, up 17.7%, and in nighttime, up 13.3%. Saturday and Sunday daytime was up 5.8% for the nine months but was off 10.3% in September, which had two fewer weekend days than September 1979.

ABC-TV led in billings for the nine months with a total of $1,345,925,400, followed by CBS-TV with $1,194,070,400 and NBC-TV with $1,088,086,500.

September

	1979	1980	% chg.
Daytime	$140,581,600	$147,086,900	+ 4.6
Mon.-Fri.	76,489,500	89,610,800	+17.2
Sat.-Sun.	64,092,100	57,476,100	−10.3*
Nighttime	264,861,200	281,051,400	+ 6.1
Total	$405,442,800	$428,138,300	+5.6

January-September

	1979	1980	% chg.
Daytime	$1,087,560,500	$1,237,315,700	+13.8
Mon.-Fri.	726,441,500	855,260,900	+17.7
Sat.-Sun.	361,119,000	382,054,800	+ 5.8
Nighttime	2,109,886,000	2,390,766,700	+13.3
Total	$3,197,447,300	$3,628,082,400	+13.5

Quarterly

	ABC	CBS	NBC	Total
Jan.-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700
April-June	473,396,000	428,389,400	381,727,800	1,283,513,200
July-Sept.	395,999,700	370,316,800	346,173,000	1,112,489,500
Year-to-date	$1,345,925,400	$1,194,070,500	$1,088,086,500	$3,628,082,400

Knight-Ridder on cable prowl

Newspaper-based group broadcast owner is looking for buy; company displays Viewtron system at meeting with security analysts

When Knight-Ridder Newspaper's president, Alvah H. Chapman Jr., told securities analysts in New York recently that his company "hoped to make a significant cable acquisition within the next year," he didn't exactly shock the members of his audience. Knight-Ridder, depending on whom you talk to, was either rumored or definitely known to have been shopping for a cable company, and is particularly mentioned, along with Gannett, as one of those unsuccessfully in pursuit of UA Columbia Cablevision.

But at the same time, there are analysts who attribute to Chapman's remark the subsequent run-up in cable stocks. United Cable, for example, was up 4 1/2 by last Tuesday from the day before the meeting. Heritage was up 1 3/4, Comcast up 3/4 and Telecommunications no change. UA Columbia, however, breaking with the trend, was down 2 3/4. The market, according to theory, sees in this statement, and Chapman's later admission to an inquiring analyst that the company was willing to accept earnings dilution to achieve a purchase, a determination to get into cable despite current prices. That is taken as an example, says one analyst, that in the cable field "there's unlimited money chasing a very few stocks."

A highlight of the session was a demonstration for the analysts of Knight-Ridder's Viewtron system, the interactive video information system with which the company has been experimenting in Coral Gables, Fla. The company indicated it has not yet decided to proceed with a test of a commercial version of Viewtron—at present the service is provided free to a sample population of 160. However, some users are said to log up to 1.5 hours a day on the devices.

Knight-Ridder is expecting a "significant" increase in fourth-quarter earnings, which Chapman said will help the company achieve improved earnings for the year, despite downturns in the two previous quarters.

RKO to drop its representative arm

Blair will pick up New York, L.A. and Boston stations, others are up for grabs

RKO General Inc., New York, has decided to disband its television representative firm, RKO Television Representatives, and assign three of its owned television stations to Blair Television New York.

An RKO official explained that the only way a representative firm can flourish in today's environment is to grow constantly, and he said RKO was inhibited in its quest for new stations because of the FCC problems in which RKO General and its parent company, General Tire & Rubber Co., are enmeshed.

Effective early in 1981, WOR-TV New York, KHJ-TV Los Angeles and WNAC-TV Boston will be handled by Blair. The FCC's refusal to renew those three licenses has been stayed pending outcome of a court appeal. The fourth RKO station, WHBQ-TV Memphis, is open for solicitation from other representatives, and, according to an RKO spokesman, "we've been deluged with calls."

RKO Television Representatives also had three non-RKO stations on its roster—WTTV(TV) Indianapolis, WDRB-TV Louisville, Ky., and KMPH(TV) Fresno, Calif. They will be seeking other representation.

Blair is acquiring the three RKO TV stations through a "buyout," but neither Blair nor RKO General would reveal the terms of the transaction. An RKO official estimated that the house rep firm is billing $60 million and acknowledged that the overwhelming portion accrued from WOR-TV, KHJ-TV and WNAC-TV.

It is understood that a number of RKO Television Representatives employes will be absorbed by Blair, and others will be integrated into RKO General stations.

A letter of intent has been signed by Blair and RKO General but the proposal is subject to a definitive agreement.

Radio is our only business. That's why we're better at radio news than anyone else.

News is the heartbeat of Mutual. That's why we're at the heart of the news, Washington, D.C. Mutual is the only commercial radio network headquartered in the Nation's Capital, and that makes a big difference in getting the news and getting it out faster.

And we get the news in faster. With 950 affiliates, we have 950 news sources, literally, covering the nation. Add to that our resident correspondents in every major world capital and the big news is that Mutual is the largest single radio news network.

Because radio is our only business, our network reporters and correspondents are a special breed of journalists. Radio only journalists. They are strictly in the news business, not show business. They deliver meaningful news in a meaningful way, the way a radio audience wants it.

One of the key dimensions of our news coverage this year has been the race for the Presidency. We began with the primaries, then reported from the summer conventions as the only commercial radio network with gavel-to-gavel coverage. And we followed the candidates down to the wire. On the campaign trail, Mutual didn't miss a step.

Because radio is our only business, Mutual is the first and last word in radio news.

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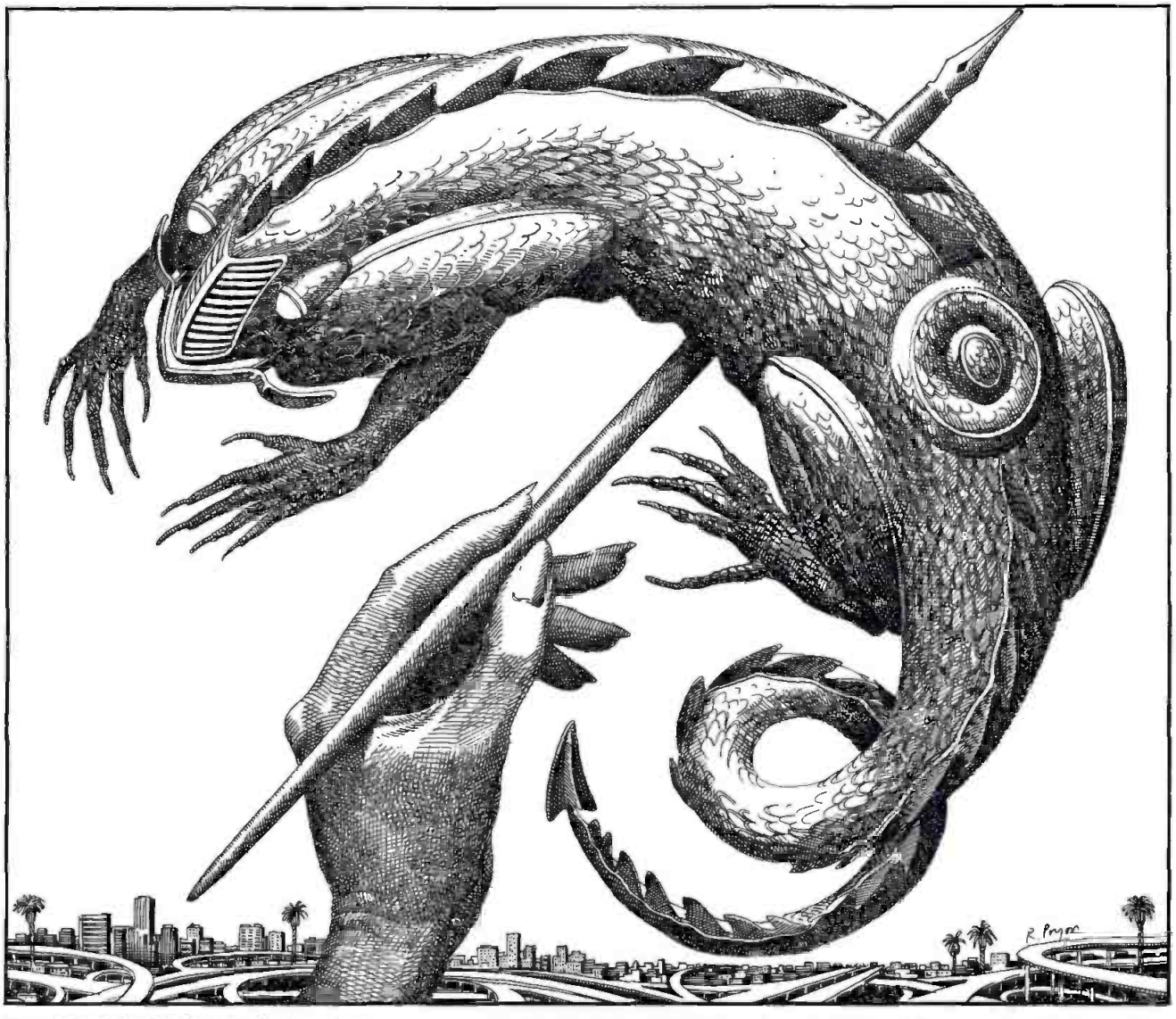

DRIVING AUTO INSURANCE FRAUD OUT OF BUSINESS

LOS ANGELES—Hundreds of unsuspecting drivers on the freeways of Los Angeles have been victims of accidents staged to defraud insurance companies.

This pattern of deceit was disclosed by reporter Lori Lerner in a six-part investigative series on KIIS, a Gannett radio station.

Lerner described the activities of one gang of defrauders blamed for 700 accidents. They forced innocent drivers into collisions with vehicles driven by their accomplices, who padded injury and repair bills that grossly overstated monetary damages.

These conspirators helped make auto insurance fraud a $500-million business in Southern California. And motorists are paying for it in higher insurance premiums.

The KIIS radio series revealed that the accident ring carefully kept each claim under $5,000, to avoid calling their fraud to the attention of the insurance companies.

As a result of the KIIS investigation, public awareness of the illegal practice has risen. The District Attorney of Los Angeles reports it has helped close doors once open for auto insurance fraud. The California State Bar Association and the California State Board of Medical Quality Assurance are probing violations of professional conduct. The courts are handing down tougher sentences to convicted defrauders.

And Lori Lerner and KIIS radio won the Golden Mike award for the best radio news documentary in Southern California.

Gannett believes in the freedom of the people to know, and pursues that freedom in every communications form we are in, whether it is newspaper, television, radio, outdoor advertising, film production, magazine or public opinion research.

That freedom rings throughout Gannett, from Tampa to Tucson, from San Diego to St. Louis, from Burlington to Boise. It rings in news coverage, in commentary, in community service. Each member serves its own audience in its own way.

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WVON, WGCI-FM Chicago	WPTA-TV Fort Wayne	WLKY-TV Louisville	WCZY-FM, WLQV Detroit	KSD AM-FM St. Louis	WWWE, WDOK-FM Cleveland	KOCO-TV Oklahoma City

STATE OF THE ART

JOURNALISM

Perhaps more than any other element of the Fifth Estate, the practice of its journalism is undergoing revolutionary change. Technology has been a spur, of course, but there's something even more basic involved: the simultaneous upward curves of ambition (and skill) on the part of those who work at that profession and of demand on the part of those who watch and listen to its output. The result is reshaping all the contours of the electronic media, as information-based programing occupies ever-greater portions of the broadcast (and cablecast) days and nights. Across the country, and across the board, this is the state of that art.

News helicopter in action for WEWS(TV) Cleveland

Local TV news: the emphasis is on content

Technological advances are still welcome in today's television journalism, but primarily as a means of improving the product, not just delivering more visuals

Local television journalism has reached a new stage of evolution: It is integrating new technologies while contemplating even more sophisticated gear, and it is fine-tuning its product and enlarging it at the same time.

The move to electronic news gathering (ENG) is well advanced, the booming trend to the use of helicopters is still booming and the computerized newsroom is beginning to appear. But the day of gadgets for the sake of gadgets is largely gone. Gadgetry is being put to work to improve the newscast more often than to show off for the public and get a publicity edge over the competition.

Yet the new equipment is combining with several other factors to affect coverage in a variety of ways. A sampling of news directors, consultants and other specialists across the country found a number of trends, some evident earlier, some just beginning to emerge. Among them:

- More live coverage.
- More coverage outside the studio.
- Continuing emphasis on substance rather than cosmetics or gimmickry.
- An increase in the number of news magazine programs.
- More programs produced by news departments for prime-access periods—chiefly evident in, say, the top 20 markets now, but expected to spread to others.
- Continued growth in size of news staffs—to the point that some experts say "divided managements," with the news director running operations and someone else to handle other administration, may be one of the next big trends.
- An accelerating trend toward more investigative reporting, more consumer-oriented reports, more staff specialization.

News operations have grown to the point that they are now among the biggest departments at many stations and are the biggest at some. This growth stems from recognition of news as both a major profit center and the shaper, to a large extent, of a station's image in the community. And BROADCASTING's sampling indicated that while the current economic recession may have caused some managements to keep a sharper eye on news department budgets, it has not as a rule caused them to cut those budgets. In many cases the budgets have kept going up.

□

One thing they're spending money on is helicopters. Some sources estimate that as many as 30% of U.S. TV stations, if not more, have committed to the purchase or leasing of the craft. And they're still spending on ENG. Other sources estimate that close to 90% have some ENG capability and that perhaps 25%-30% have gone all the way, to the point of replacing film with tape.

Another thing that some are buying is more meteorological equipment. Frank Magid of Frank Magid Associates, a research and consulting firm, sees the makings of a trend at KSTP-TV Minneapolis-St. Paul, which has a staff of nine meteorologists (six full time, three part time) and which last month acquired an airborne weather radar system to complement its regular radar.

"Weather is a big thing here," says Stan Turner, KSTP-TV's news director. "It's unpredictable, and it's erratic. Storms develop quickly and can be very destructive. This is agricultural country, and much of the business is agribusiness, so the weather is important to just about everyone. With our meteorology staff and this equipment, we can scramble out there any time—a plane is available 24 hours a day—and check the storms close up and let our viewers know."

KSTP-TV meteorologist Gene Rubin estimates that the equipment alone—not counting the plane—is worth about $500,000. He said the station also expects to acquire in late winter or early spring a Doppler radar whose ability to "see" winds could give up to 20 minutes' advance warning of destructive storms.

Ed Bewley, president of the Media Associates consulting firm, is doing his best to make what he calls the "weather center concept" into a booming trend. It's what viewers want, Bewley asserts.

"Our research," he says, "shows that weather has become probably the most important thing—certainly one of the most important things—that television is providing viewers these days. This was not true five years ago, but weather patterns have changed so much that weather is the most important service that stations can provide.

"In a number of our markets, people are turning to television rather than radio, to see first-hand what is happening—and they're getting it from somebody who knows what's happening, an expert they have come to respect."

Among stations that have embarked on this path in the last couple of years, Bewley says, are KJRH(TV) Tulsa, Okla., KETV(TV) Omaha and WLNE(TV) Providence, R.I. And WCCO-TV Minneapolis-St. Paul, he notes, is setting up a meteorology department that ultimately will rank among the biggest and best in the country.

Ron Handberg, WCCO-TV's news director, says a joint WCCO-AM-TV weather center is the objective. The department currently has three meteorologists and two

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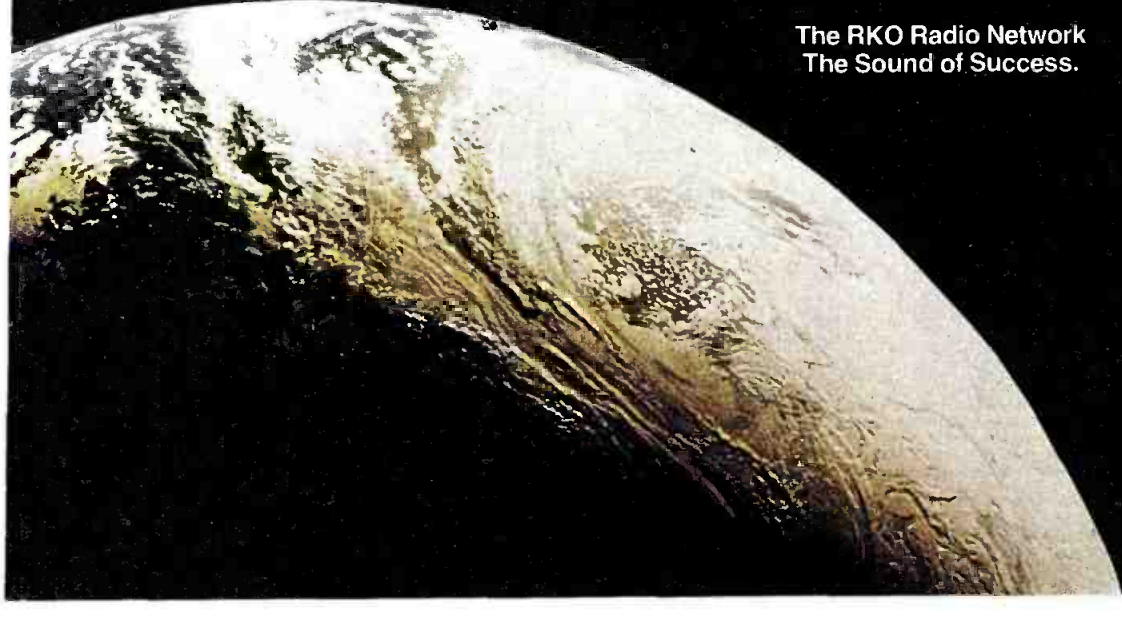

other weather reporters, Handberg says, "and a great deal of technical equipment, all the bells and whistles," and management hopes to have five to seven meteorologists on staff by about the first of 1981.

If weather is an up-and-coming trend, it is only one of many that are seen by specialists whose business is to keep close tabs on what goes on in newsrooms and on newscasts across the country.

Peter Hoffman of McHugh & Hoffman says one primary move is toward "local identity"—programing like *PM Magazine* or a local spin-off from that series; investigative reporting, which he finds still strong at all market levels, and growing emphasis on news about consumer issues and health.

In large markets, Hoffman says, there's a move toward hiring experts to deal with consumer and health subjects, and in other markets there's a growing tendency for reporters to develop expertise in such subjects.

"Television is no longer just a headline service," Hoffman says. "The audience not only wants to know what's going on, but what it means."

Frank Magid thinks the trend to reporting from the field—not just the news but weather and sports, too—will continue to increase because "I think [news] people are becoming more used to the technology and feel more comfortable with it."

He also finds gains in reportorial skills, and he thinks the popularity of news magazines will have an effect on news content by generating interest in new subjects that viewers will want to know more about. And he suggests that there will be "striking changes" in the way sports, consumer and health news are treated after he releases results of new studies to his clients after the first of the year. For competitive reasons, he isn't saying what tack those changes may take.

Harvey Gersin of Reymer & Gersin finds stations making "changes in style"—probing more deeply, explaining the meaning of the news and "letting [viewers] know there'll be a tomorrow."

That last, Gersin says, is very important. His company's research, he explains, shows that viewers have emotional as well as intellectual or informational needs.

"They want to be reassured," he says, "that the world is not coming to an end—that there will be a tomorrow."

Reymer & Gersin, he adds, is preparing "a complete marketing plan" based on attitudinal and motivational research among viewers, to help stations strengthen their reporting along those lines and to help them promote and market it as well.

Jim Ritter, NBC vice president, affiliate services, finds station news crews doing more traveling and news departments stepping up their investigative work, beginning to hire specialists for health and consumer reporting—and, in some cases, working with news departments of other stations in informal cooperatives to develop special reports.

He cites a report on the Interferon cancer drug—or, more accurately, five different reports on Interferon—developed in a project that he said evolved when NBC-owned WMAQ-TV Chicago wanted to do the report but found it needed shooting in four other cities as well.

He says WMAQ-TV, coordinating the project, provided the basic research and enlisted the help of stations in the other cities—WTMJ-TV Milwaukee, KPRC-TV Houston, KRON(TV) San Francisco and WGR-TV Buffalo, N.Y.

"Each station shot the raw footage that was needed," Ritter says, "and this was duplicated four times, with a print to each of the other stations. Then each station worked with its own producer and own correspondent to do its own show. Most of the stations used it as a five-part series . . .

"If any of these stations had tried to do the job individually, the transportation costs alone would have been very high. This way, each one got a series and retained editorial control."

The concept, he says, has been used several times since then, not always with the same group of stations.

Peter Jacobus, ABC-TV vice president, news advisory service, says that "I look at

Eyewitnesses to local TV's latest escalation in reach and comprehensiveness

Magid

Bewley

Handberg

Hoffman

Gersin

Ritter

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If your market is still available, and you want Independent Network News for your station, call John Corporon, WPIX Vice President, News, at (212) 949-2430.

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205 stations, soon to be 207, and I see much more enterprise reporting." This is happening, he says, not only in major markets but in smaller ones as well. More and more, he adds, "they're not just taking news releases—they have their people out there looking for news."

"There have always been some great television news stations," he adds. "Now I think there are more of them."

Jacobus also sees a problem: "There are not enough qualified people around—not only on-air talent, but producers, directors, assignment people and the rest. It's always been this way, and I guess it will continue to be.

"It probably has something to do with the way they're trained. I think [that in school] they should get more exposure to the real world. Too many have to learn on the job."

Peter Herford, director of affiliate services, CBS News, says the recession is definitely having an effect on news department budgets. "There's no retrenchment yet," he says, "but budgets are definitely leveling off."

Nevertheless, Herford says, the trend "to travel the story away from the home market" remains strong and, if anything, is growing. "Dozens and dozens of stations—probably as many as 50" will send crews to Europe when the American hostages in Iran are released, he predicts, and that's just one example. It's "very common" for stations to send crews to Washington to cover developments of local interest, he notes, and not unusual to send them to other continents.

For President-elect Reagan's inauguration in January, Herford says, "if fewer than 100 stations send people to cover it, I'll be surprised."

Alan Bennett, vice president and director of programing for the Katz Agency, says news departments have grown so large that "a lot" of stations are thinking about installing "divided managements," meaning an administrative executive working in tandem with the news director.

But the really stand-out trend of the last few years, in Bennett's view, has been "to beef up the content of news," with particular emphasis on consumer news and investigative reporting.

□

One trend that might have been, and may develop yet, is the computerized newsroom. A few stations have tried it, but at least two, WQAD-TV Moline, Ill., and KSL-TV Salt Lake City, are going back to the old ways of doing business after six-month trials.

Michael Bille, WQAD-TV news director, said the computer gear, from Station Business Systems, was taken out two weeks ago because "we figured out what it cost and what it would do for us, and we decided it was not going to help us get a story or get it first." Spencer Kinard, KSL-TV's news director, said the system there, also from SBS, "just didn't do the job we wanted."

But Bill Ballard, news and information

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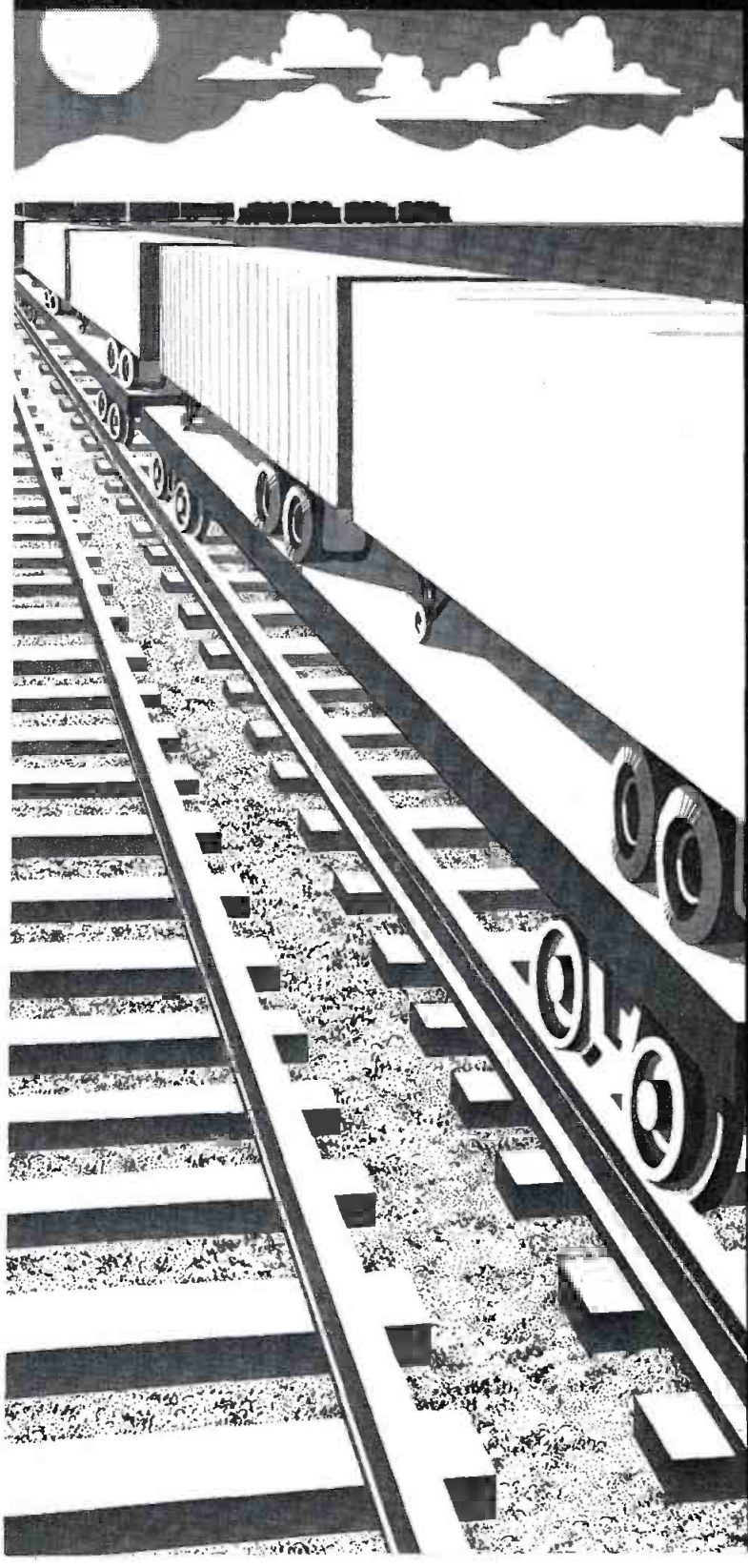
Myth:

Truck trailers on the public highways move freight most efficiently.



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manager of WBTV(TV) Charlotte, N.C., says he's "almost evangelistic" about another system, from co-owned Jefferson Data Systems, that's in use at WBTV. "The newsroom is crazy about it," he says. And the consensus seems to be that electronic newsrooms will become a genuine trend within a few years (see story, page 88).

While they're waiting to be made paperless by the computer, newsrooms and the way they do business have been changed in many ways by other new equipment. ENG, satellites and helicopters in particular are expanding horizons to wherever the story is. And stations in more and more instances are providing coverage that used to be left to the networks—or could only have been done by networks.

The dozen or so stations that used satellites to send back coverage of their local and state delegations represented one of the major media stores of this year's Republican and Democratic national conventions. And although it's by no means an every-day or every-station affair, the practice of sending news teams abroad occurs much more frequently than it used to. Examples: A KSL-TV team recently completed a 15-day trip to the Far East, covering a tour by leaders of the Mormon Church (and picking up sidebar reports along the way). KRON(TV) San Francisco sent a team to Japan during the September week when *Shogun* was running up ratings on NBC. And WTAE(TV) Pittsburgh is one of those that plan to send crews to Europe when Iran releases the American hostages.

On a more modest scale, the move to get more reporting from the field has been apparent for some time, in small as well as large markets, but helicopters have enlarged both the range and the extent. Stations are using helicopters to get crews to news events in areas beyond the range of ground transportation and, when the craft are equipped for live transmission, they're using them as communications satellites to send back land-based coverage.

Typical examples:

Jim Hefner, assistant news director of WRAL-TV Raleigh, N.C., says that during the closing two weeks of last month's murder trial of six Ku Klux Klan and Nazi party members at Greensboro, N.C., 80 miles away, WRAL-TV used its helicopter to relay reports from the courthouse nightly for live inserts in the station's 6 p.m. newscast. WRAL-TV has had the helicopter for a year and a half, Hefner says, and uses it daily, both for transportation and for coverage. "It's hard to cover a news conference from a helicopter," he says, "but it can cover a drought nicely."

Bob Howick, news director of WPTV(TV) West Palm Beach, Fla., finds his station's helicopter, acquired in August, a boon for covering events in and around the state's swamplands. "We use it," says Howick, "to reach and cover areas that we couldn't reach by ground transportation, or couldn't have reached in time to get back for the evening news. A helicopter is one of the better tools, especially in areas like this."

Bob Feldman, assistant news director of WPVI-TV Philadelphia, says his station's newsmen regularly send back live reports from distances of 70 to 80 miles, using their helicopter as "a floating relay station."

□

While aircraft are expanding the range and speed of coverage, many stations are expanding the amount of time given news departments to fill.

Some are lengthening their early-evening newscasts, as WTAE(TV) Pittsburgh plans to do, going to an hour from a half-hour within "the next few weeks," because, as news director Joe Rovitto puts it, "we've just got so much stuff, and we think good stuff, that we need the extra time."

Some are producing for access periods, and although this is currently happening mostly in major markets, many feel the trend will make headway into other markets—if only because, as ABC's Peter Jacobus puts it, "syndicated entertainment programing is so expensive." Others are producing magazine type shows for other periods, like WQAD-TV Moline, which news director Bille says is turning out a half-hour magazine show seven days a week, leading into the evening news. Still others are accelerating their output of occasional documentaries and specials.

Stations also are fine-tuning their output. Some have hired professionals in other fields to provide expert reports. KENS-TV San Antonio, Tex., for example, is one of those with a medical doctor on staff—or was, according to news director Bob Rogers, until the Cable News Network hired him away. (Rogers says the local medical society, which originally opposed KENS-TV's hiring of the doctor, is now urging—and helping—him to find a replacement doctor.)

Many more are relying on their own reporters, assigning them to specific fields, such as health and medicine, energy, the economy, the environment, recreation and leisure, telling them to cover these fields the way they used to cover city hall. The net result is that on many stations there is, in Michael Bille's words, "hardly a newscast without some kind of report for consumers."

Investigative reporting is still on the rise, with stations sending out teams ranging from one reporter to a half-dozen or more, and increasingly they're aiming their probes at substantial targets—what WTAE's Rovitto calls "something besides ground beef." And by most accounts the quality of reporting is improving at all levels.

What it boils down to is that serious newsrooms across the country are making serious efforts to tell their viewers what they need to know, want to know or would like to know—and to do it as professionally as they can and as fully as TV's time constraints will allow. They have a lot of sophisticated gadgetry and they're using it, but for the most part they are using it to improve content, not as a substitute. They don't succeed every time or in every case. But they're getting better at it.

Enter INN. A regularly scheduled prime-time newscast still may be a TV pipedream for those in the journalistic ranks at ABC, CBS and NBC. But for the independent-TV sector, the breakthrough came on June 9, with 27 affiliates airing WPIX(TV) New York's Monday-through-Friday half-hour Independent Network News. With it, local anchors (above l-r) Pat Harper, Steve Bosh and Bill Jergenson went national.

During the first weekend in October, Saturday and Sunday feeds were added and by last week, INN counted 40 affiliates and was verging on clearance of 60% of the country. Of the top-10 markets, all but Cleveland are represented. Costs for the start-up year—production, staff, news services, satellite time and all else making up a daily national and international news broadcast—are expected to run some $5-6 million.

A "surprise," according to John Corporan, WPIX vice president for news and INN executive producer, "is that we expanded faster than we thought." Still more expansion may be in store. Now being explored is the possibility of a midday report that could begin in January. Feelers are being put out to affiliates.

With INN, Corporan makes no claims of being able to do one better than the networks; he hasn't anywhere near the resources of an ABC, CBS or NBC. What is offered is a TV news broadcast "where [network] news didn't exist before"—in prime time with most INN affiliates airing the feed at 10 p.m. (NYT).

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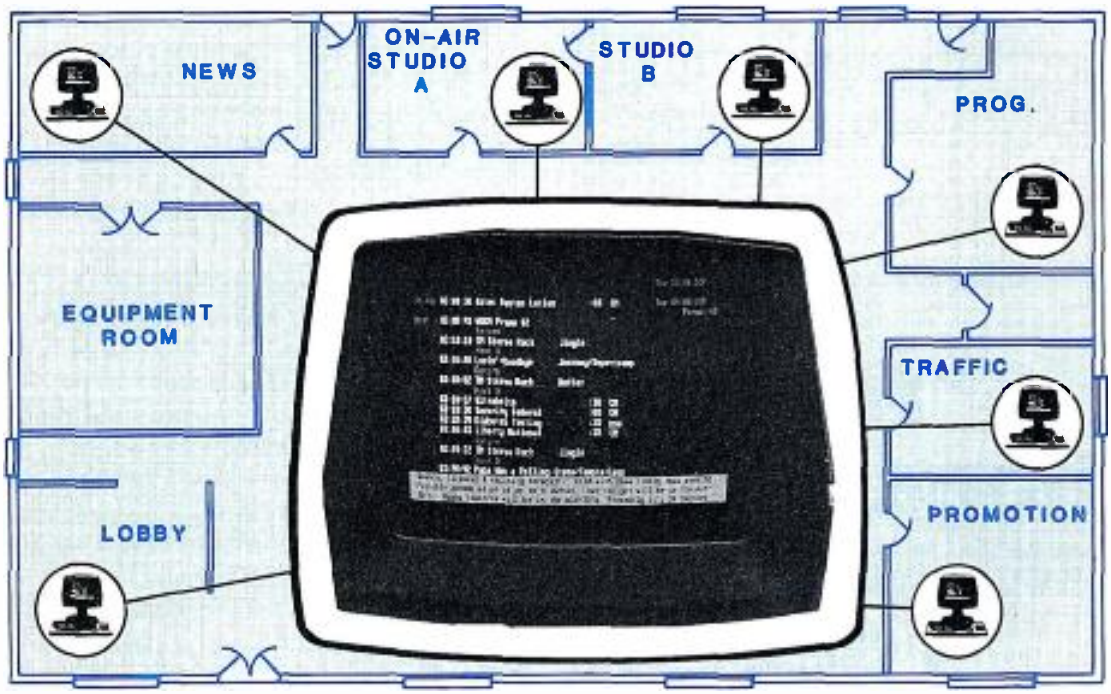

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KSTP Channel 5, Minneapolis

"And that's the way it was"

Walter Cronkite has been in journalistic harness since 1936, a full-time broadcast journalist since 1948 and anchor of the CBS Evening News *since April 16, 1962. In recent years he has become known not only as the most successful newsman in the most powerful of news media, but also as the most trusted single individual in America. Early next year, at 64, he will yield his chair to Dan Rather, although he plans to keep an active hand in journalism. Two weeks ago, in this coversation with* BROADCASTING *editors in New York, he offered these reflections on his career and on the state of his profession.*

Broadcasting At Large

Do you have any valedictory?

None that I think is summarized in a sentence or two. Certainly I think that television journalism is still severely handicapped, and always will be, by time restraints. While I feel we could do a considerably better job with an hour than we do with a half-hour, there probably is no amount of time that would be adequate to really cover all the news of the day and expect anybody to have the tolerance to sit and listen and watch it. Therefore, it's always going to be somewhat truncated, abbreviated, predigested. And those are advantages as far as getting a maximum amount of information across to people in a minimum amount of time; television has a high impact, as we know, in that area.

On the other hand, it is never going to be adequate for people to be really well-informed and as well-informed as they probably should be to exercise their franchise in a democracy. So I think we have a problem.

The medium is obviously highly acceptable to the public—interesting to the public. I eschew the word "entertaining" but people *are* going to watch it more and more—indeed, as we get better and technical facilities improve, as they constantly do, more and more people are going to watch it. Polls indicate more and more people are getting most of their information from television and more and more of that percentage are getting *all* their news from television. And that's got to create a problem in the country since I do feel people need more information than we can give them.

This becomes particularly acute during an election year, such as this one we've just been through. We got charged with a responsibility that we can't possibly discharge. People rush to an assumption that somehow, there on the *CBS Evening News*, and the NBC and ABC nightly news programs, we are going to be able to cover the issues in depth and all of the candidates and all of their positions on all the issues. And we're not going to be able to do that, ever, in the 23 or 24 minutes allotted to us. We can hit the highlights of the issues and I think we have done that, much better than we did 10 or 15 years ago. In the last two presidential elections, over the last eight years, we have vastly improved our means of presenting the issues. You saw it this year—all three of us did the back-to-back interviews with the two principal presidential candidates, gave that part of the public that doesn't read, will not read the newspaper, gave them a much better picture of what these people stood for. But still, there's a pretty tight little package when you get through with them.

Do you agree with spending all that news money on the one election night or if you had your way would you spread it around?

I haven't really attacked it from that point of view before. I don't know. I think that what we do on election night needs to be done. I don't know whether there is any fat in that, whether there's a way to do what we do perhaps with the expenditure of a little less money. There may be. I'm constantly appalled at the budgets in this business. It always just dumbfounds me to try to create a little set from which we can do a remote anchor position somewhere suddenly gets up in the tens of thousands of dollars. I can't believe it; I don't understand why. Looks to me like we could go in any hotel room and put in a microphone and camera and go to work. It never seems to quite work that way.

So I don't know where all the money goes in the business. That's not my department, never has been. I'd probably be pretty poor at it if anybody asked me to. If balancing my own checkbook is any indication, I couldn't handle it.

But I would like to see money spread a little differently than it is in the business, I think. I think one of the major problems we've got in television news is that we are not really news gatherers as much as we're news purveyors. We're sort of in the retail end and not in the wholesale end or the manufacturing end. Not that we manufacture news; that's a poor simile. But we have to depend on the press services for so much of our original reporting, the first-step reporting. And yet here we are, presumably the world's greatest news distributors because we go to more people than any other single source of news, and yet we don't do much of the collecting ourselves.

But I recognize the economics of that; that's how I got into this. There's just no way you can do that, there's no way at all we can do it. You can't put a bureau in Kansas City when Kansas City contributes maybe one story a year to the report. So we are going to always be dependent on the other sources for the prime news.

How different do you think the Dan Rather news will be from the Walter Cronkite news?

I think you're going to have to ask Dan what the differences might be; he hasn't shared any thoughts with me on that. I would assume that Dan is going to come to the broadcasts with some new and fresh ideas, and that's wonderful. Although, when people come to me and say, how would you change the *Evening News* and what great ideas could you put forward for the *Evening News*, there really aren't any or we'd do it. And I think that's rather true across the spectrum. If anybody really had a better way of doing it, I think we'd see it on the air—we'd all be copying it rather instantly if we hadn't originated it. And we all do about the same thing.

Therefore, I really can't see through the problems and suggest a difference. I don't think there will be very much. But I could be wrong—it might be radically different. He might have something in the back of his mind that would really change it.

I think he has in mind getting out more on assignments, getting out where the news is breaking. And I wish him well. But as the old man I can say that's my idea, too, and it doesn't work that easily. It's very hard to do. There's an awful lot to be done here if you're going to keep your hands in the broadcast. To get out, if you want to get out and be on the scene, then you just can't also run the *CBS Evening News* or have a major input. You get out of the swim.

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Apart from the lack of time, what is wrong with broadcast news?

I think the primary thing that needs to be improved is, again, getting back to your question today about assignment of resources, I think we need more personnel, bigger budget—which is hard to ask for because we're getting an awful lot in budget now. But I feel that our reporting is open to superficiality. I'm not saying it is because we fight very hard to keep it from being, but it certainly is subject to it. And with those who are not trying as hard as perhaps we are, I think it does get into the superficial.

I'm talking about the time given to a reporter or a reporter-camera team, producer team in our case, on a given story. Arriving at the scene, shooting something, stand-upper—we're doing the whole reporting job in a half hour and getting out, going to another story. That isn't really the way to cover news. The reporter ought to have an opportunity to spend the time that's necessary to understand and develop the story and not just grab what can be reported in a very short order of time.

I think this is particularly true in local station coverage. Most local stations that I know of do not have beat reporters. They don't have anybody regularly at city hall, regularly at county courts, regularly at the whatever, the state house. They ought to.

What ought to be done is that the camera crew comes and the reporter has been covering the story all week, all month, whatever. When the story's ready to be done, then the camera crew arrives and the guy does the story or the girl does the story on the spot, with full knowledge of the story.

That bothers me, I think, more than anything.

What about the whole area of First Amendment rights?

I don't think there's any contest about it; it's worrisome. I feel, certainly, that broadcast news ought to be out from under any suspicion that the FCC could control it by pressure, as we saw during the Nixon administration. Even the suggestion that they might use such pressure is in itself frightening. And perhaps, to use a key word, chilling.

That ought to be changed. We should be in the same position as the printed press, fighting to maintain these First Amendment rights—which are going to be constantly under assault as long as we have a democracy, I suppose. There are always people who are going to take advantage of those who don't understand the role of the free press, special interests who would like to suppress its complete freedom. We're going to have to be alert. We're always going to be fighting it.

Who is better fighting it, the newsmen or the management?

It's got to be both. You know, I've had kind of a long-running attitude around here about stepping out of the role of the totally impartial newscaster and doing any sort of commentary, of any nature. But there's only one place where that is always acceptable and that's the freedom of the press issues. My attitude is, if we don't fight the battle, nobody else will.

So we've got to be in a position of picking up that cudget anytime a challenge is laid down to us. And in that regard, on a free press issue, I'll kind of step out of my role here in the evening and say a personal word. I think that's important. I think we all ought to take that attitude toward this one thing.

And the hardest thing is to get across to the public, of course, is that freedom of the press is their freedom, not ours. It's not some great advantage that we want beyond what we're entitled to in some way, you know, a special privilege. It's a special privilege of the public, a privilege of a democracy. And an essential for democracy. We've all said that so darn often it sounds like cliches. We haven't found a new way to say it.

How optimistic are you about First Amendment rights in the future?

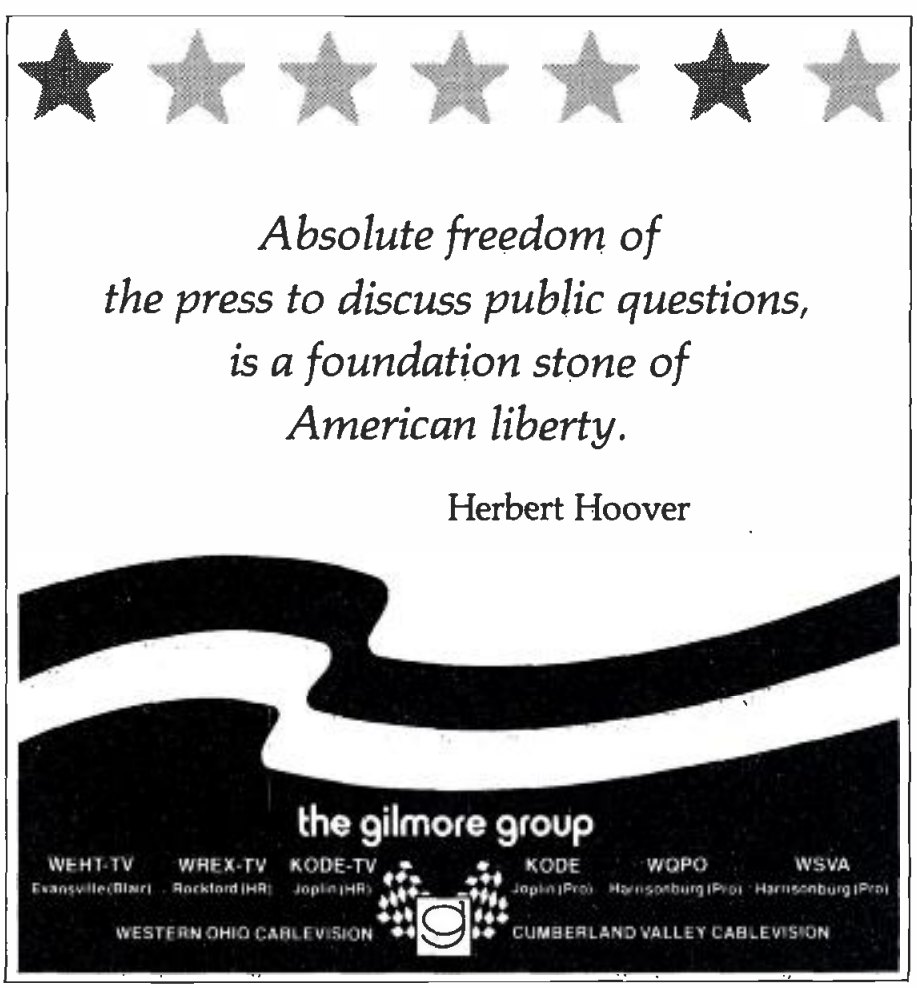
On press freedoms? I think I'm optimistic. It seems to me that the pendulum swung pretty far with the Burger court. And we saw all these almost disastrous decisions coming down. And yet it seems to me in the last year the Supreme Court itself—and even the chief justice himself, possibly thanks to the press rising and the editorializing and so forth we've done on this—has come around with a little different view. And I think it's come to the view of some that things might have gone too far. And I've seen, in the last couple of decisions, an indication of a much more moderate view. And certainly the lower courts have shown great understanding of the issue of the free press.

So I think we're probably in pretty good shape. At the same time that some lower courts are using the recent decision to close court proceedings, particularly pretrial proceedings, at the same time they're doing that, more courts are opening themselves up to cameras and opening up the process of the trial. So I don't think, on balance, we're doing too badly right at the moment.

Once you did step out of your role as a newscaster, and that involved the Vietnam War. Was that a tough decision?

Yes, it was. It was a studied decision, it wasn't done lightly. Dick Salant [then the president of CBS News, now vice chairman of NBC] and I discussed it before I went to Vietnam. I went with the purpose of very possibly doing just the kind of reports I did. Not with the preconceived notion that I was going to come down hard against the war, but with the preconceived notion that I would come out with some positions, some personal look at it. That was the whole idea. The country was so confused and had been told, the war's nearly over, light at the end of the tunnel, all that business. And then the Tet offensive proved that the Viet Cong were stronger than ever. So we were so confused.

It was necessary, we decided, that maybe, taking this role of trust and understanding, maybe I could be helpful, in some way, to the country. It's certainly an egotistic, I suppose, position. But still, the thought was maybe I could be helpful in trying to put this into some sort of focus. And we thought at the time, when one does that, one certainly is dropping the role of impartiality. No questions about that. And it's a calculated risk. And I



suppose we must have lost some viewers, or at least we created some doubts in the minds of some—a considerable number, perhaps, of viewers—as to how impartial I really was.

There's a reason why I had never gone into doing a two-minute analysis package at the end of the broadcasts, despite the urgings of some people. When Fred Friendly was president of CBS News he very much wanted me to do that and thought it would be a very valuable contribution to the broadcast. I doubted the value of it but I found it kind of an intriguing idea, but rejected it because my feeling is that while we people in the business, in the profession, we certainly know that it is possible to wear a number of hats—we know that you can turn around here and write a commentary, an analysis, editorial, and you can go over here to the news desk and do just as unbiased, unprejudiced a job as you could ever do. If you're a really good journalist, you can set your biases and your prejudices aside and you recognize it; that's part of the professionalism of our business. If there's anything that marks us as professionals rather than artisans or trades-people or something, it's that ethical judgment that we can make and know that we must hew to this line. We know that we've got a pressure of our own prejudices over here so we've got to balance it over here when we report and write and edit. We know that we can do that.

But you can't ask the public to be that sophisticated. I wouldn't demand that of anybody. Intellectuals in a college can't accept that, nor can the man on the street accept it. If they hear you every night take two minutes of the broadcast, analyze something and comment on it, they've got to begin to pigeonhole you. And if they do, they're going to assume that because you have proved yourself to be a right-wing conservative or a left-wing radical, that's the way you're going to tackle the news, as well.

It's not true. But that's the way they would view it. And I understand why they would. Therefore, I didn't want to do it.

So getting back to Vietnam, it was quite a departure to do that, but we did it. I agonized, in other words, if that's what you're asking.

At the time you interviewed Begin and Sadat you said you were just asking questions. Where's the line drawn between asking questions and developing questions?

I don't think there is any line there. I mean, you report it. Ask the questions, report the results, and then the chips fall where they may. I would abhor deliberate diplomacy by television and government by television and anything else by television—I mean by television news, by the *Evening News* broadcast. That's not our role, in any way, and cannot be our role.

But the print press, since the time of the modern newspaper, has floated trial balloons in the sense of reporting the position of a government in an interview. That's the way a lot of things got done over the last 150 years or so, and while we weren't floating any trial balloons with the Begin and Sadat interview, the interview had the effect of bringing them together simply by pressing the questions as we did in the interview.

When I started out with that, you know, I expected just the opposite result. I thought when I went to Sadat Monday morning on the two-way, I expected him to say—when I said: "What are the conditions for going"—I expected him to say, as he'd said to me several times in the past, that he would go to Jerusalem just as soon as there was peace. And then when he said there were no conditions, I realized we had a story.

We had no intention of going to Begin that morning when we started out. I expected Sadat to put a finish to the whole thing. When he said he had no conditions, then when I said: "Well, how soon?" He said he'd go any time. I said: "Could you go this week?" He said: "Well, you said that." I said: "No, would you say it?" He said: "Well, yes, I'll say I could go this week."

So then, of course, we got Begin, and said: "Hey, look, Sadat says he has no conditions." Begin: "He said that?" "Yes. He said all he needs is a formal invitation." He said: "He's got one." I said: "Well, it's got to be more than that, you apparently have to do something." "Well, I'll do it, I'll send a message." I said: "Furthermore, he said he could come this week." He said: "This week? I'm supposed to go to London this week. I'm supposed to see Callaghan this week." The prime minister. And then he said: "Forget it. Tell him to come."

But we didn't start out to do that. I've been offered plaques and awards by all kinds of organizations, mostly Jewish organizations, for being the architect of the thing. I turn them all down. I wouldn't think of appearing anywhere and taking credit for the peace talks because I didn't start out to do that. It was a fallout from a perfectly legitimate journalistic exercise.

Have you ever felt that you succeeded all too well? For instance that your celebrity status and influence interfered with your role as a journalist? Special things seem to happen when you show up to cover a news event.

Well, they make it as easy as possible. Certainly I don't have the problems that the guy on the beat has. But that's also not entirely new to journalism. Sulzberger [of the *New York Times*] goes abroad and obviously he sees people, that kind of thing. And that's all that's happened.

My gosh, as a young United Press reporter, I remember taking the president of United Press around and suddenly I was going into prime ministers' quarters that I'd never seen. Although I knew the prime minister and covered the story I'd never been in his home or been in his inner office and suddenly, with the president of United Press, here we are.

That's going to happen. What is more to the point of what you're saying, I think, is that there's a danger of people putting too much faith in an anchorperson on a news broadcast. My gosh, we're just as fallible as anybody else. There are no special qualities that are suddenly bestowed on a person through longevity on an evening news broadcast. I think it's kind of dangerous for people to get too confident in any individual.

The parallel is in politics and government—the man on the white horse. I mean, you just don't follow somebody because they're there and they've been there a long time or you see some kind of strange and charismatic quality in them. That's not the way it ought to work. And I'm concerned about that. It is bothersome.

I don't know what you *do* about it. It's the very quality you're trying to create over a period of years—trust in your reporting and your editing. But then when you succeed, it seems to me you almost succeed too well. But that's the nature of national television.

Modesty aside, why have you succeeded to the extent you have?

If I knew, I'd write a book and I'd hold classes

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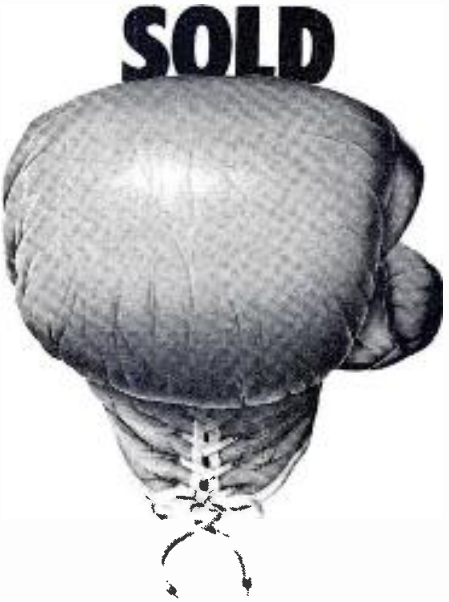

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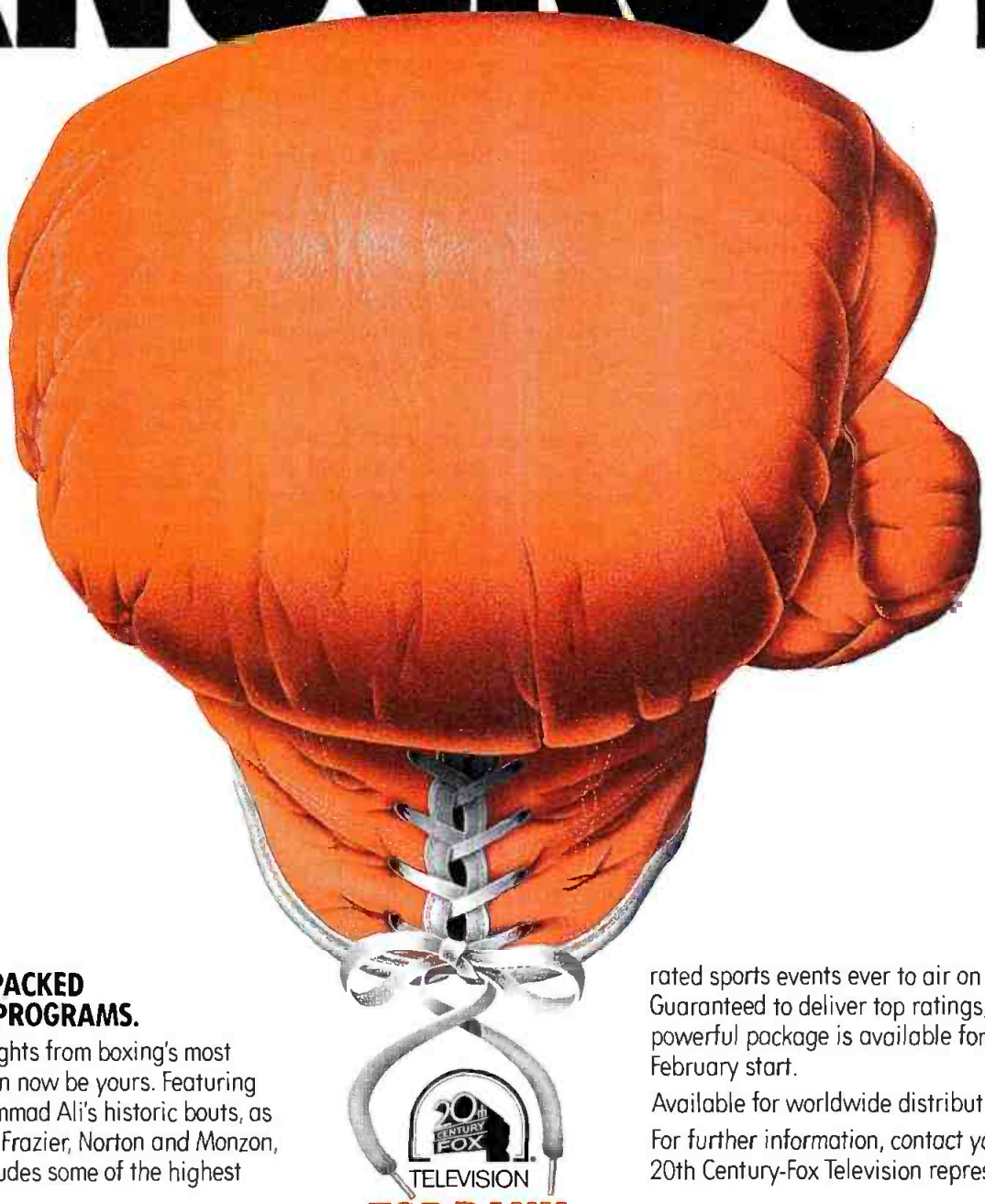

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MEDIA MONITOR

Free The Spies; Punish The FBI

By Reed Irvine and Cliff Kincaid

In 1978 and 1979, the Justice Department was going full steam ahead with the prosecution of two former top FBI officials who had authorized searches without warrants in an effort to track down a group of dangerous terrorists. At the same time, it was pressing for the dismissal of indictments against two Americans who had been caught spying for the Soviet Union and who had fled to Eastern Europe to avoid going to jail.

FBI files released to Accuracy in Media in response to a Freedom of Information request reveal that the Justice Department disregarded the advice of both the FBI and the U.S. Attorney in New York City in recommending that indictments against Alfred Stern and Martha Dodd Stern be dropped unconditionally. The Sterns were a wealthy and socially prominent couple who headed an extensive Soviet spy ring back in the 1950s. The FBI got the goods on them in 1957, and they fled to Mexico shortly before the indictments were handed down. They have since lived in Cuba and Czechoslovakia.

The Sterns apparently started to get homesick in 1971, and initiated moves to get back to the United States without running the risk of going to jail. At that time and for several years after, the Justice Department, the U.S. Attorney's office in New York, and the FBI all agreed that the Sterns would have to answer a lot of questions about their spying activities and those who worked with them. They were willing to drop prosecution if the Sterns would cooperate fully with the FBI.

That was the position of the U.S. government until the Carter Administration took over. Benjamin Civiletti, who was the head of the Criminal Division of the Justice Department, decided that the longstanding charges against the Sterns should be dropped. The FBI objected, saying that it was important that the Sterns agree to answer their questions before the indictments were dismissed. The U.S. Attorney's office agreed with the FBI.

After a few months of sparring, the FBI and the U.S. Attorney gave up the fight and the Justice Department got its way. The indictments were dismissed unconditionally on March 22, 1979. The files reveal that the Justice Department abandoned the demand that the Soviet spies submit to questioning by the FBI simply because the Sterns had rejected that proposal in the past. The Department also argued that the evidence against the Sterns was weak, although it had obviously been strong enough to cause them to flee to an Iron Curtain country and remain there for over 20 years.

The news media reported the quashing of the indictments last year, but they failed to probe deeply enough to discover that the Carterites had for no good reason scuttled the hardline position that might have eventually produced valuable intelligence information. Nor did the media think to contrast the Department's compassion for two people who had betrayed their country with its unrelenting prosecution of Mark Felt and Ed Miller, the two FBI officials who, in Miller's words, "tried to keep the government from being overthrown and got caught."

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and make a fortune. I really don't have the answer to that. I don't want to sound falsely modest because I'm not.

I do think really, primarily, there are three things that perhaps have contributed. One is that I do have the good fortune to be the front man for an organization of great integrity, CBS News. Whenever we seem to step a little bit beyond the bounds of what I would think was right and proper and in good taste, everybody is just as upset about it as I am, or more so. And with that kind of a reputation, that kind of constant attention to that very thing, integrity, and I being the front guy, I'm naturally getting the benefit.

The second thing is longevity. If you don't make any major boo-boos, and if you are acceptable in the first place and the company goes along with you and lets you stay there long enough, I think it develops, this kind of thing, just by being there. It's the old, familiar face.

And the third thing is—the least modest of the possibilities—is that I do have a real, genuine feeling about the necessity for total propriety and total objectivity in the news report. And I'm terribly interested in it. I really do throw myself into that. I like working with raw news. I never thought of myself or wanted to be a pundit, I never wanted to be anything except managing editor. And quite honestly, although nobody believes this, I don't really expect them to, I'd be just as happy being managing editor of this broadcast and never being on the air. I think that is the highest calling. Being on the air is purely a little lagniappe.

When will be your last broadcast on the evening news?

It hasn't been set in concrete but I think it will be the middle of March. I'm almost certain, but it hasn't been absolutely firmed up. I'd really kind of like to get out a little earlier, to tell you the truth. I'd like to go shortly after the inaugural, just as kind of a nice, clean break at that point. But I don't think I'm going to.

Although I almost hate to go. I think this new period's going to be so fascinating in Washington.

What next?

Well, unfortunately—and I do say "unfortunately" because I've been looking forward to really quite a lot of relaxation—I'm afraid it's beginning to look like I'm going to be about as busy as ever. I'm almost certain to sign a long-term contract with CBS to stay on to do documentaries and specials, and other such things, that will provide a lot more time off than I get now but still keeps me awful busy—busier than I'd planned on being.

The only good thing about it is that it solves a lot of problems. I don't have to give answers to people, to the thousands of other propositions I'm getting. But they're all interesting; just deciding between them would be more than I'd really want to undertake. So it's easy to go along with CBS.

There's another thing. I do feel very strongly about the CBS family and about the integrity of the company. I have no worries. I know if I do a documentary for CBS, it's going to be done with all the attention to honesty as everything else we've done. You go with an independent outfit, and no matter how great they are and how marvelous it sounds over the luncheon table, you just don't know who you're working with. There's a constant fight to be sure to keep it right, clean. I know I don't have that problem here. ■

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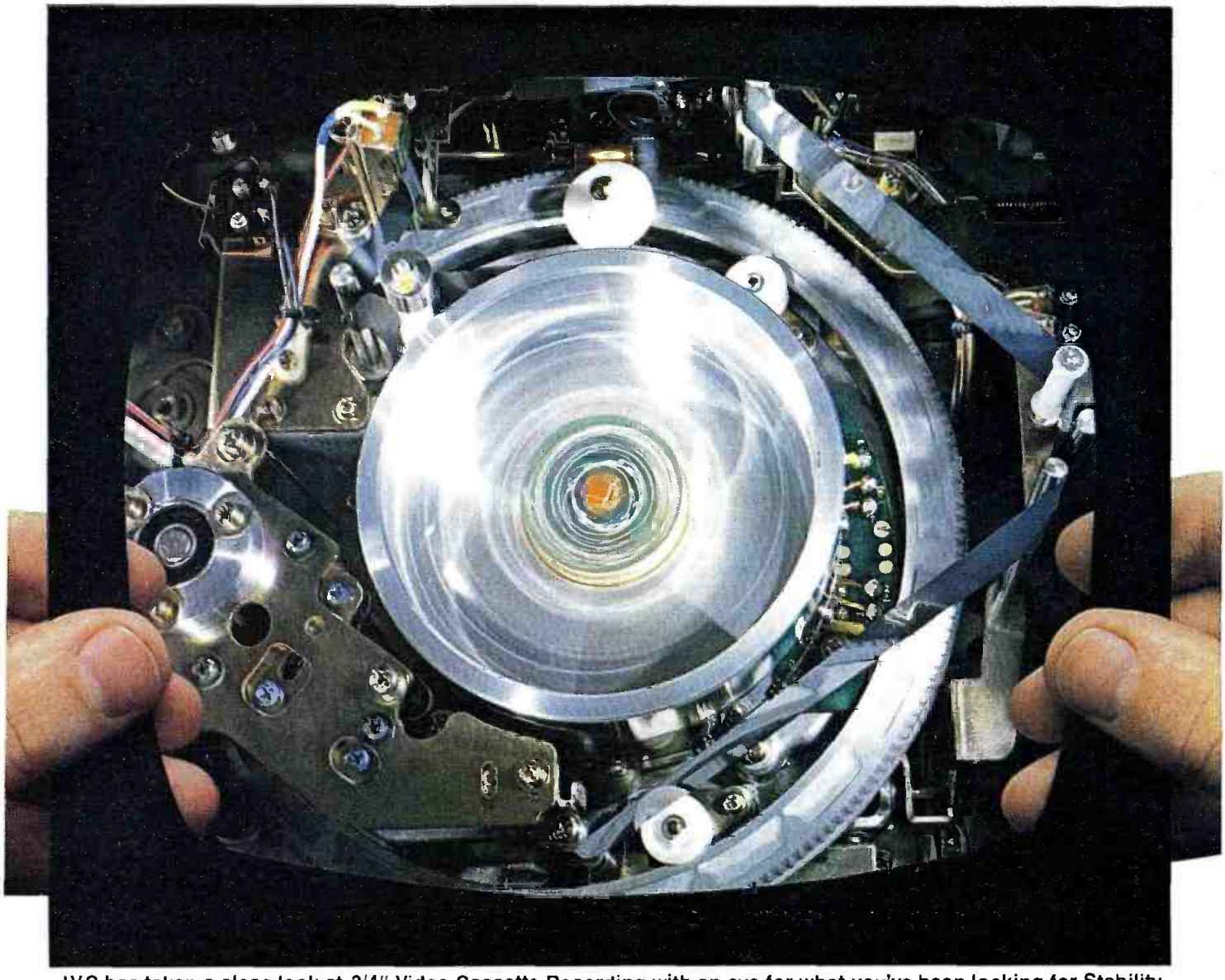

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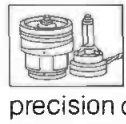

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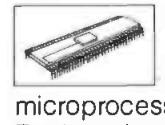

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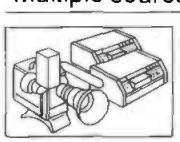

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Network TV news: The key word is "more"

And this past year it's gotten it with ABC's 'Nightline' and CBS's 'Sunday Morning'; elections and Iran have also kept crews busy

Current television realities, again in 1980, have kept the barrier up, dashing network news division hopes for an expansion of early-evening news. In other dayparts, however, roadblocks are falling. Or, if still standing, they are more easily hurdled.

With the Iran crisis continuing through the elections, network television viewers followed journalists through an extraordinarily heavy news year. The regularly scheduled network ration of news was beefed up considerably—ranging from news specials pre-empting entertainment fare to more and harder Iran and election reports in early-morning programing.

News commitment and competition, prompted by the unexpected hostage-taking in Iran and the quadrennial election process, necessitated more news hours. But even without these two key news stories, the news share of the full network schedules continues to grow. In a word, network news viewers can expect "more."

The strongest evidence of this came on March 24 at 11:30 p.m. (NYT) when ABC gave a permanent place on its late-night schedule to news. Taking the place of *The Iran Crisis: America Held Hostage* instant news specials, the transition to *Nightline* was particularly smooth. With Ted Koppel assigned to anchor a Monday-through-Thursday 20-minute broadcast, ABC made it clear that, Iran or not, news was in that time period to stay. And at last count, all but 10 ABC affiliates were carrying the broadcast.

While *Nightline* already has had considerable run-over leeway, formal expansion plans there are under way. In January, *Nightline* goes to 30 minutes, and in April, a Friday *Nightline* will be added.

Although the instant news specials late-night on ABC may have opened the door for the establishment of a news franchise at that time, Richard Wald, ABC News senior vice president, says, "We always knew it would come" and that there was a news "audience available at 11:30." The Iran coverage, he explains, proved "another step toward that end."

ABC now may be the only network to schedule news regularly in late night but it also is said to be easily attainable at CBS and NBC. Burton Benjamin, CBS's vice president and director of news, says that he can get it "almost automatically," with "absolutely no problem." William Small, NBC News president, explains that he often is the more conservative one, adding that NBC President Fred Silverman "if anything ... has been nudging us, asking: 'Doesn't it deserve an instant special?'"

While late-night is the most recent time period to be regularly programed with news, CBS on Jan. 28 of last year broke through elsewhere with *Sunday Morning*. The news program, with Charles Kuralt, began with 70 affiliates and now stands at 120. And this past Oct. 27, Kuralt took over CBS's weekday *Morning* program.

Unlike NBC News's *Today* and ABC's *Good Morning America* which offer two hours of news and information each weekday morning, from both entertainment and news divisions, CBS News has only an hour for *Morning*. It's "no secret," Benjamin notes, that the news division "wants it expanded." But, he adds, it is in the "hands of the network" (which has the veteran *Captain Kangaroo* from 8 to 9 a.m. [NYT] to consider).

Network news expansion also is in the hands of the affiliates. Attempts to stretch the *CBS Evening News* to 45 minutes this year not only were said to face "complex editorial, operational and scheduling problems," but also—and more important—affiliate opposition based on concerns about the impact on local news and prime-access time and compensation.

Clearly, however, the network sees an expanded broadcast eventually on the airwaves. James H. Rosenfield, president of the CBS Television Network, told affiliates in Los Angeles last May that "no action is imminent," but when asked by a reporter if it was inevitable, just a matter of time, his answer was "yes" (BROADCASTING, May 12). At other networks, there is similar optimism.

Expanded early-evening news may not be on the immediate horizon but more news in prime-time is. The next generation of newsmagazines in prime time now may well be science-oriented and on more than one network. What began with CBS's *60 Minutes*, followed by ABC's *20/20* and *NBC Magazine* with David Brinkley appears to be starting again with CBS's *Universe* with Walter Cronkite.

Several special *Universe* programs already have been aired, and for the 1980/81 season, CBS has scheduled 13 episodes of the science newsmagazine. And while Small reports no such plans for one at NBC, ABC is at work, developing a possible science magazine called *Quest*.

For a time it also seemed that the magazine format would give the news division a daily foothold on the daytime schedule at NBC. Plans changed and *It's Your World* was dropped from a place on the schedule but the female-oriented magazine and news division daily presence came closer than ever. (The newsmagazine itself wouldn't be new to daytime; CBS, for example, has its morning *Magazine*, the first Thursday of each month.)

Still another sign of growing news department strength in prime time will come next year with the *CBS Reports: In the Defense of the United States*. Unlike the typical one-shot documentary, CBS will air the multi-part effort on five consecutive nights in prime time.

With or without these new news-division domains, competition among the three networks seems never to have been fiercer.

The two years and $20 million spent by

Signs of the times. CBS News Correspondent Charles Kuralt (left), anchor of CBS-TV's *Sunday Morning* since its inception on Jan. 28, 1979, saw its network line-up grow from 70 to 120 stations, while he took on the additional role of anchor of the weekday *Morning* news in October this year. ABC News launched *Nightline*, with Correspondent Ted Koppel (top right), as a permanent late-night entry on ABC-TV on March 24, and plans to expand it early next year. At NBC News (bottom right), the elation of election-night reporting was heightened by a clear win over CBS and ABC in projecting Ronald Reagan's election.

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[2]Social 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!*

[3]Two-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.

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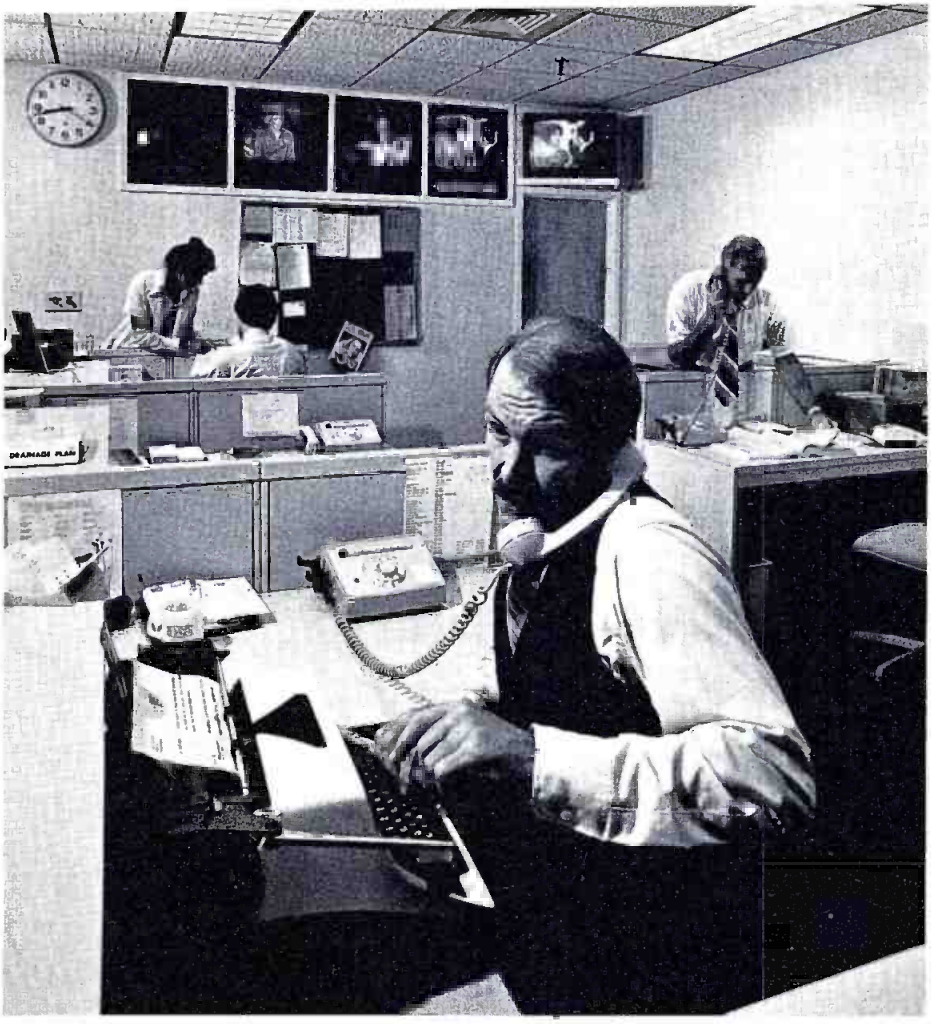

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ABC, CBS and NBC getting ready for election night tell that story. So does an NBC system that produced a formal projection of a Reagan victory by 8:15 p.m. (NYT) that evening.

Or take the Iran coverage. In early January, before being kicked out of the country, each of the three networks was claiming 20 or more people assigned there. At the time, an ABC executive estimated costs for that network were running $150,000 a week. And late last month, network officials privately were saying that the continuing stake-out of a U.S. military hospital in Frankfurt, Germany, where the hostages are expected to be sent if released had put news divisions considerably beyond the anticipated 1980 news budgets ("Closed Circuit," Nov. 24).

With Iran and the elections, budgets could not help but be strained. And to keep doing the job network news divisions are doing and to expand, it can only grow more costly. It seems almost an understatement when CBS's Benjamin says "it is becoming a very expensive business," citing inflation at home, the decline of the dollar abroad and the ever-growing costs of travel accommodations and even rental cars.

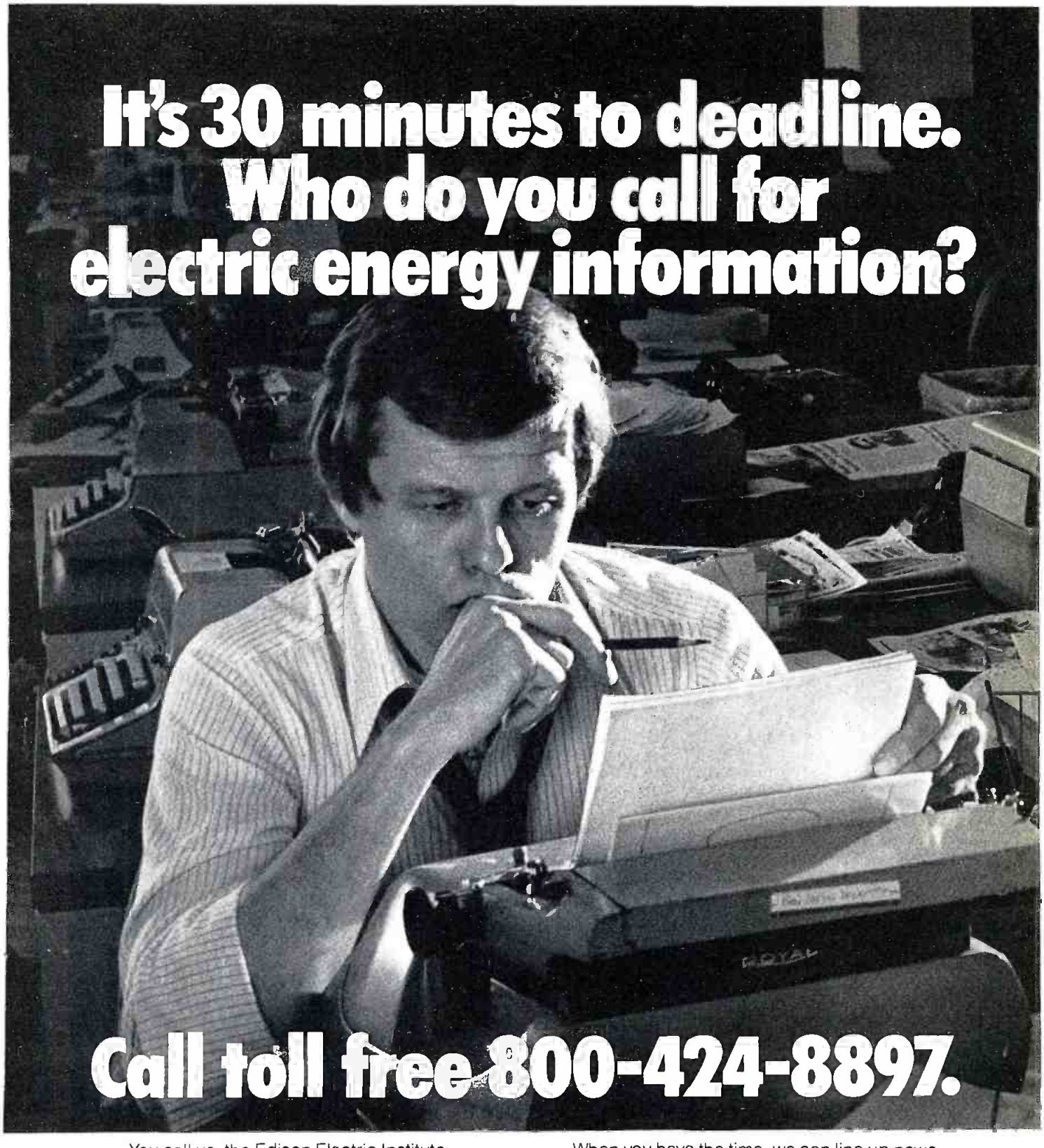
Money spent, however, not only can translate into more coverage for the public but also in a better financial position for a network through viewer and therefore advertiser acceptability. Assuming continued solid performance from its *Nightline* and *20/20,* ABC, which has been pouring in money to build its operation, expects it may be in the black for the first time next year.

ABC hasn't been the only one building and rebuilding. Most visible on that count over the past year has been NBC which now can claim former CBS veteran Roger Mudd as chief Washington correspondent, as well as brothers Marvin and Bernard Kalb also from CBS, among others. Small himself also came with CBS credits. In terms of producers, executives and those on-air, Small talks about 1980 as a year when the network "strengthened its newsgathering."

At CBS, Benjamin says that it follows that the network news division with the "best bench" would be the target. But he says he believes the defections are about over and that "among those that have left, not all of them do I miss." Mudd he cites as one he does. Benjamin maintains that CBS still has the best bench and is continuing to build it as well by "hiring young people, many with print experience."

On the state of the networks' journalistic art, ABC's Wald talks of a growing intensity, with more reporting behind stories and less of those that fall into the "smash and grab" category. Technological developments such as Quantel and Chyron digital effect and character generators, he adds, have also made "television stories" out of those subjects that had been difficult to understand and visually dry.

CBS's Benjamin also talks of the strides—demonstrated by the two-way re-



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ports from such Iranian cities as Tabriz and Qum that, he says, showed the stronger-than-ever "reflexes" of TV journalism with a "reach almost like radio." Whatever the technology, however, NBC's Small voices the common belief that "at the heart of it is still the reporter."

Today's reporting, more than ever, Wald says, treats the public as "intelligent," though "not yet informed" on a particular subject. *Nightline,* he contends, proved out ABC's belief that a late-night audience was there for that—wanting "quality and quantity." News divisions aren't likely to take over the network schedules. But with a new daypart carved out here or a series there, network news divisions will be continuing to try to prove the same thing.

SPECIAL REPORT

Radio news: Satellites and narrower demographics

Stations and networks are turning to technology to help make transmission faster, easier and less expensive while trying to carve an audience niche

As radio news moves into the 1980's, it is dominated by two major trends permeating nearly every market: an increasing emphasis on "demographic targeting," which results from greater competition for audiences, and wider use of advanced technologies, particularly satellites and solid state electronics.

"We are just beginning to become aware of how profound and sweeping may be the implications of the new technology for journalism and society," NBC Vice Chairman Richard S. Salant told members of the Radio-Television News Directors Association at last year's convention in Las Vegas. Noting the new technologies allow listeners and viewers to select and call up specialized information that meets only their interests, Salant warned "the new technology may well provide the ultimate in a la carte information, and the general press—particularly including broadcasting—which provides the common data base, may wither and die."

The notion of radio journalism's death seems decidedly premature, to hear outgoing RTNDA President Curtis Beckmann.

"We are steadily, consistently practicing the art of broadcast journalism pretty much as we always have," reports Beckmann, who is news director for WCCO(AM) Minneapolis-St. Paul. "I think the trends run in cycles. There have always been specialized services, for example, if a station wanted to use them. Nobody in this market has really gotten involved in the fads I've heard other news people talking about."

But stations like WCCO, which holds a large share of the audience in a broad geographic area and sticks to a traditional style of newsgathering and presentation, are becoming more and more the exception rather than the rule.

The new networks, RKO Radio Network and NBC's The Source, have nearly 200 stations each on their rosters. Using satellites, both provide a full range of news and feature programing oriented specifically to the 18-to-35-year-old audience. CBS and ABC, still using land lines, have also increased their use of targeted material. The Mutual Broadcasting System, which expects to be fully satellite-interconnected by June 1981, has introduced a *Lifestyle Reports* segment geared to a young audience. Meanwhile, the audio divisions of Associated Press and United Press International are reporting greater use of demographically selective material in their services, which are shifting to satellite transmission as well. A number of regional and specialized news networks have also developed in recent years, taking advantage of the high fidelity and low cost of "bird in the sky" distribution.

"We are moving from an industrial to an information society," predicts Jay Bowles, deputy director of broadcast services for AP. "There will be dramatic changes in the direction of broadcasting over the next five years as a result."

Bowles (who is leaving AP on Jan. 31 to join Blackburn & Co., station broker ["Closed Circuit," Nov. 24]) estimates there will be 900 radio stations equipped with AP-financed satellite receiving dishes by the end of 1981. Although the earth stations are intended for AP reception, he emphasizes that news directors are free to use them to pick up other services using the Westar III satellite.

"If a station wishes to subscribe to RKO, Enterprise, Dow Jones, or other networks using this satellite, it does not have to pay back AP or buy a separate dish," Bowles explains. "Eventually, a news director may be able to cherry-pick from 50 or 60 separate services. We are seeing an explosion of new sources of information."

> "We are moving . . . to an information society. There will be dramatic changes in the direction of broadcasting over the next five years as a result."
>
> —*Jay Bowles, AP*

Not all of the new satellite users meet the traditional network definition. Operating on a "shared" system with AP, Enterprise Radio was formed last April as a producer of sports programing. Stations are free to choose among the network's offerings of play-by-play, sports talk shows and features. In the past, a station would have had to make a major commitment involving phone line installation and program clearances for such a service.

"The cost of distribution has been the stumbling block," Bowles believes. "The only limitation [for news service development] is space on Westar III, which is very tight right now. But there are at least six new communications satellites now on the drawing boards."

Like AP, UPI is committed to a full transfer of its audio services to satellite interconnection over the next two years. Subscribers pay a flat fee of $1,500 for installation of the receiving dish, with the remaining $4,665 picked up by UPI.

"The competition between new networks and news services will be fierce," says Gordon Rice, UPI's vice president for broadcast services. "There will be a lot more interest in so-called 'demographic news' in the short run, but that may just be a pendulum swinging."

With that in mind, Rice reports UPI Audio has continued to upgrade its news and feature packages, and revamped its broadcast wire services earlier this year.

"We want to help stations make maximum use of their broadcast wire from a sales standpoint. We have introduced a feature for talk show hosts, a 'people' feature, and consumer reports. In the small markets, specific sales of these kinds of programs have never gone away," Rice says.

Both wire services plan to use uplinks to the satellite from major cities to provide high fidelity transfer of audio material or late-breaking reports to their New York studios. Sound quality is up to 8 khz.

One example of the satellite system's flexibility is the approach taken by Mutual in reporting from President-elect Reagan's "Western White House" after the Nov. 4 election. Mutual mounted a portable uplink on the roof of the Century Plaza hotel in Los Angeles, where Reagan's staff was located, for live broadcasts to the network's 900-odd affiliates.

According to Mutual's vice president for news, Tom O'Brien, his network has the advantage of being totally committed to radio.

"We don't have somebody looking over our shoulder from the TV department," he explains. "We are installing a smaller [six-foot], less expensive receiving dish than TV [usually 16-feet]. We can move

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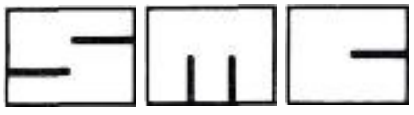

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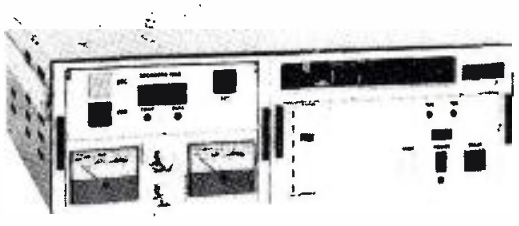

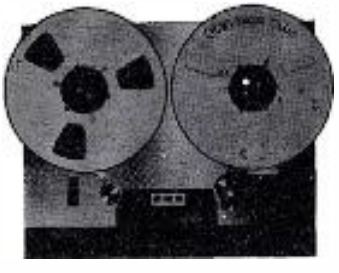

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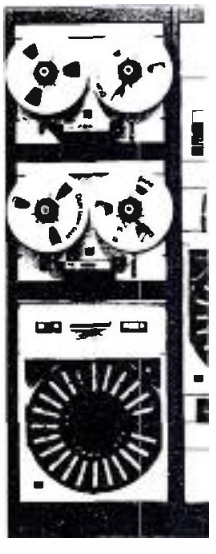

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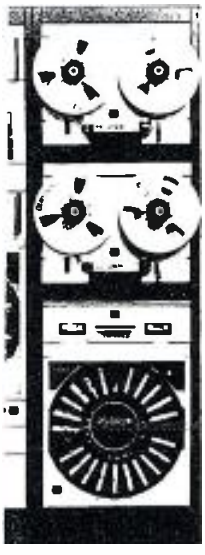

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O'Brien, who pioneered the demographic targeting approach at ABC Radio 12 years ago with the introduction of four separately programed news packages, sees today's diversification as a double-edged sword.

"Radio news operations are more like newspapers, which have always had more than one wire service to depend on. KTAR(AM) in Phoenix, for example, subscribes to Mutual, ABC and AP Radio. The audience gets a chance to evaluate the prowess of all the networks in covering events. I think it's a damn good thing [for the audience] that we're all so competitive."

On the other hand, O'Brien is "disturbed by the use of 'shelf pieces'—features that may be recorded in November and held until January. Radio has the advantage over television and newspapers of being immediate. Too often we are going on with a feature when we should be going on with something live. As the only network based in Washington, we are in a unique position to do that."

O'Brien labels Mutual's *Larry King Show,* an all-night talk program airing on 105 affiliates, an "all news show." As the show's executive producer, O'Brien guides the five-and-a-half hour program along strongly topical lines. There are frequent newsmakers on the show from the nation's capital.

A similar strategy is employed by NBC in its partial West Coast origination. The network launched its youth-oriented The Source feeds via RCA satellite in October 1979, including five newscasts a day from its Burbank studios.

"We serve rock FM stations and young people, for the most part," explains West Coast correspondent Mary Lyon, "and much of what we report about originates here. The recording and entertainment industries are mostly out here. So it makes sense to establish a presence here."

Lyon, who has worked for such rock outlets as KHJ(AM) and KLOS(FM) in Los Angeles, recalls "arguments I have had all my life with program directors about news being a tune-out. They have felt 'the less news, the better,' mostly because they always thought of newscasts in the traditional sense—which have been very formal in their presentation and have not dealt with young peoples' interests."

Insisting that newscasters and news programs are often proved audience builders, Lyon describes her approach as "conversational, highly produced, laid-back, and carefully tailored to audience concerns."

Lyon and other correspondents for The Source each week collectively assemble several hours of "life style" and documentary programing in addition to daily newscasts. They receive regular feedback from NBC researchers on what formats and topics are likely to go over best with the 18-34 target audience. Among the reports are interviews with rock stars, discussions of psychological problems, and behind-the-scenes investigations.

In New York, the director of news for the RKO Radio Network, Dave Cooke, echoes many of the concerns expressed by Mary Lyon.

"We're no longer hearing newscasters who are screaming or sound like they're reading from a newspaper. I think radio news is moving in a positive direction—we are becoming more relatable, talking about things people really care about, being more conversational."

For too long, Cooke believes, radio newscasters talked down to people, coming off as cold human beings.

RKO feeds 30 three-minute newscasts a day from its New York studios, and six separate "Life Sounds" features. These range from reports on sex hangups and UFO's, to family relations and record reviews. Rock personalities and money management tips are also highlighted. In hard news, Cooke cites a recent investigation of the toxic shock syndrome, extensive election coverage, and a one-year anniversary special on the hostages in Iran.

"We receive lots of interview material from the RKO stations and other affiliates, plus stringers throughout the country. These are all packaged in New York."

In January, the network plans to add weekend leisure and sports features.

Acknowledging that the new networks represent competition, ABC's assistant director of radio news, Peter Flannery, welcomes the trend.

"RKO and NBC are going into this thing for a reason. They can make a profit at it. We welcome them for one reason—because they widen the market for radio network advertising."

Flannery estimates that ABC Radio receives 48 cents out of every dollar now being spent on network radio advertising. With 1,700 affiliates served by its four subnetworks (Entertainment, Information, Contemporary and FM), the service is in an enviable position.

"Our profitability is high," says Flannery. "I don't think our network suffers from having a TV arm to compete with. As an organization, ABC News is very strong, which works to our benefit."

Flannery attributes the increased competition in radio news to more than increased technical capacity, however. He cites the increase in the number of stations on the air (double what it was less than 15 years ago) and cutbacks in coverage areas due to drop-ins and loss of clear channel protection.

"We're all trying to serve very different kinds of people," he continues. "We have fractionalization like crazy. Very few stations dominate their markets the way WABC in New York once did. KMOX, WCCO, and KGO still do; but ratings success is usually 5% or less of the audience share now."

In markets smaller than the Twin Cities, this is sometimes not yet a factor.

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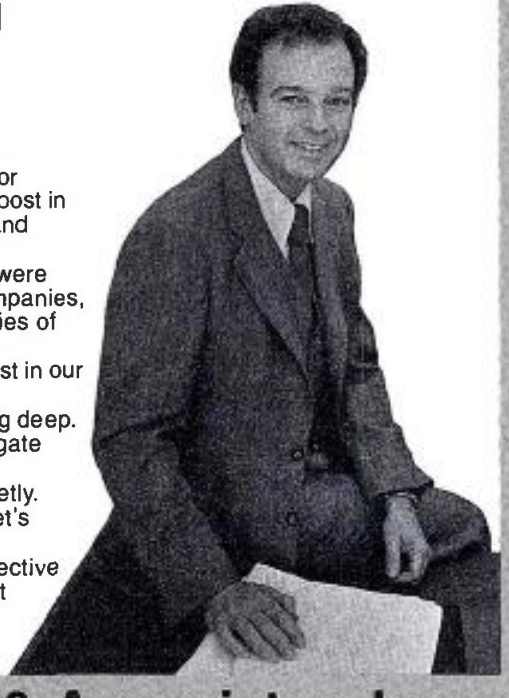

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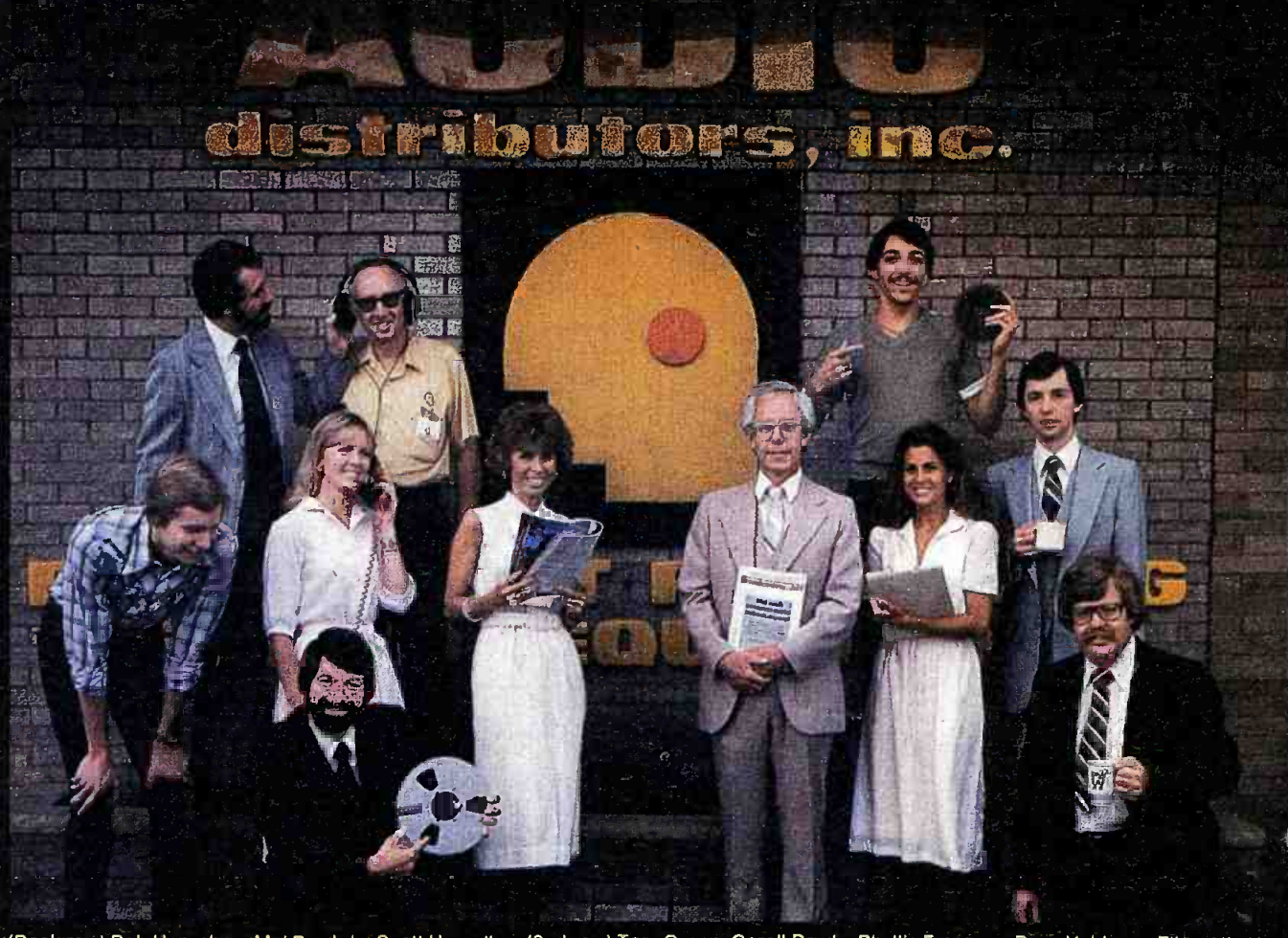

(Back row) Bob Hanrahan, Mel Borduin, Scott Homolka (2nd row) Tom Green, Caroll Drudy, Phyllis Freeman, Dave Veldsma, Ellen Alkema, Jack Kruer (Kneeling) Dave Howland, Bob Wohlfeil

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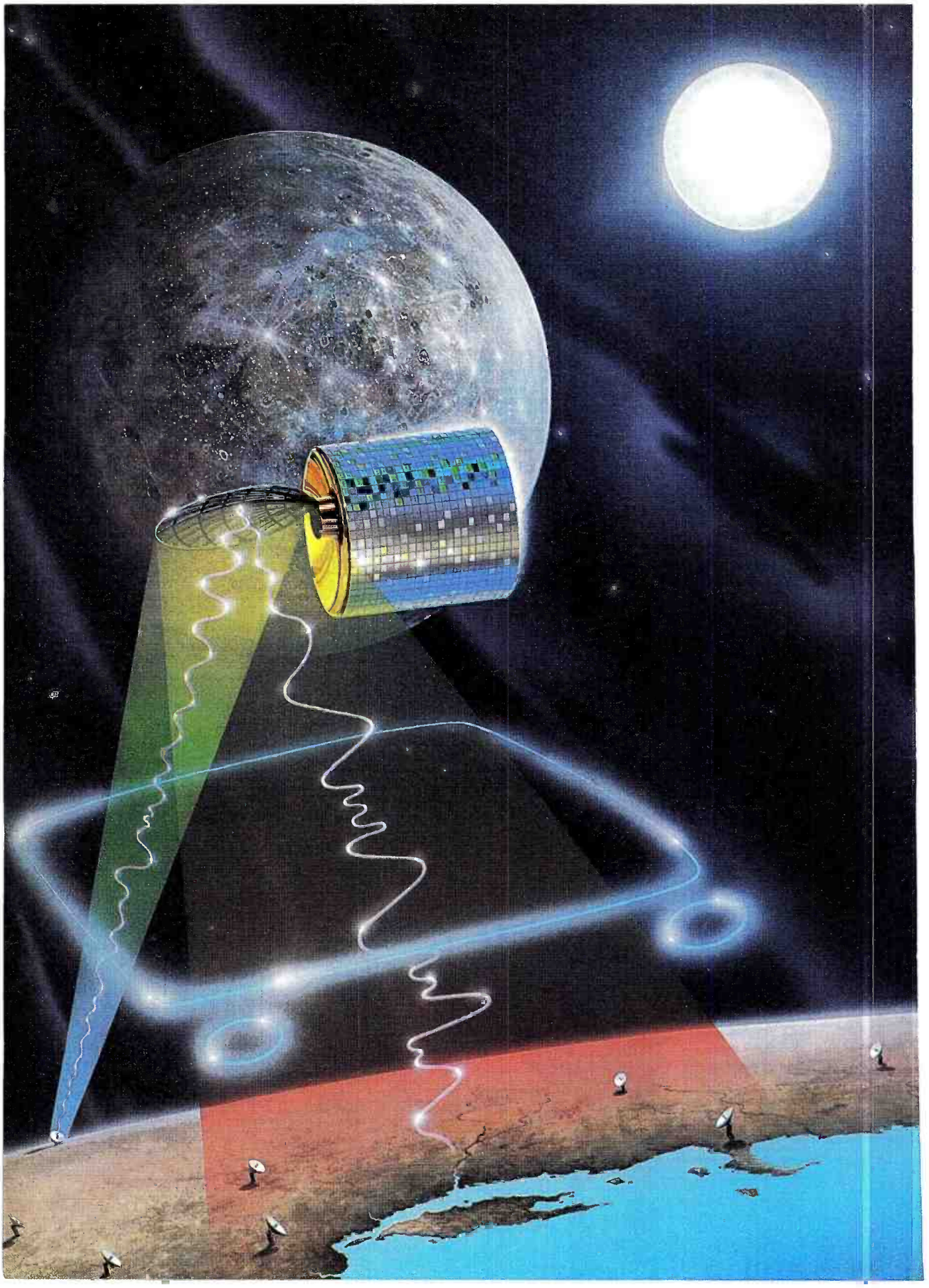

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Although there has been some fractionalizing of the audience as new stations have signed on the air and tried new formats, the city's oldest station is still the leader in news and information.

"WIBA's heavy emphasis on news is partly due to the desires of the owners, partly due to tradition, and partly due to our audience's expectations," explains news director Bob King. "There's nothing fancy about our presentation."

Nobody in the Madison market has installed a satellite dish except the local public radio outlet, and King perceives no great shift toward demographic targeting of news product.

"We are just starting a separate news operation for our FM side, which is a rock format aimed at the University of Wisconsin student audience. Until now we have used the same news product as the AM, middle-of-the-road station. The stories for FM will be shorter, less formal, and might use a different angle. Basically, it's a question of style."

WIBA produces 20 local newscasts a day, including three separate 15-minute reports. The station carries CBS newscasts and many network features, as well as a full complement of sports play-by-play from CBS and local sources.

The ability to go live is of vital importance to CBS owned-and-operated KNX(AM) in Los Angeles. With 83 stations, the market is considered one of the most competitive in the country. All-news KNX competes with KFWB(AM) for a share of the information-seeking audience.

"Remote reporting equipment is getting better all the time," says KNX news director Gregg Peterson. "We've recently installed some new repeaters for our remote pick-up gear and in most cases do not have to use the phone or drive back to the station. However, it's not changing the content of what we do, just making it more immediate and better sounding."

As a case in point, Peterson cites recent fires in the area, which broke out early on a Sunday morning. "From 4:30 a.m. until midnight we were almost continuously providing live fire coverage. We dumped many of the network's feeds and disregarded much of the other news of the day to concentrate on the fires, which broke out over a 60-mile stretch of rugged terrain.

"This is the kind of news reporting radio does best. Television has the technical capacity to do it, but it's economically not feasible for them," said Peterson.

The station used 15 of its 21 available reporters on the fire stories, and received more positive listener response than at any other time in recent KNX history, Peterson said.

Like WCCO's Beckmann, Peterson takes a no-nonsense approach to reporting. "We downplay personalities. They are really secondary to us. Our emphasis is very traditional, with a focus on extremely hard news and very few features."

Peterson points out that CBS's all-news stations have almost total autonomy in structuring their formats, which is why co-owned stations in Chicago, New York, Philadelphia and San Francisco have sharply different approaches.

Eventually, Peterson expects all the stations to install a type of video display terminal currently being used experimentally at CBS's KCBS(AM) in San Francisco. The VDT, similar to those used by newspapers, allows radio news writers to assemble scripts on a TV-like screen and anchors to read them directly off such a display in the studio. The KCBS system is directly linked via satellite to the AP newsroom in New York.

"It's as inevitable that VDT's will become a part of radio news as it was that they would become a part of print journalism," Peterson believes. "It's just a matter of time."

Ted Landphair, the executive editor at KNX's main competitor, says the accent at KFWB(AM) is highly localized.

"We lead with a local story whenever we're in a toss-up situation rather than report on some remote doings around the world. We very consciously focus on our local reporters as the jewels in our set," Landphair explains.

KFWB has nine field reporters assigned full-time to station mobile units. These are linked to the station via remote pick-up equipment and repeaters on three surrounding mountaintops. The station maintains bureaus throughout southern California, and is the only broadcast outlet from the area maintaining a full-time correspondent in Sacramento, the California capital.

Landphair is disturbed by the increasing specialization taking place in all media, including radio news formats.

"Information is critical to the individual's survival in the eighties. All-news stations are one of the last bastions of information about a lot of different things, if specialization is what's coming, I wonder how we will learn from each other in the future—it's an issue of vital importance."

Complementing KNX and KFWB in the Los Angeles market, top-ranked KABC(AM) uses an all-talk format in which hard news plays only a small part.

"Instead of having lots of news and few features, we have the opposite," explains KABC news director Wally Sherwin. The station relies on the ABC network and its own reporters for the short newscasts that punctuate its continuous talk-shows and information programing.

"Our news comes from the information we have on the air during the talk shows," Sherwin continues. "We often have a newsmaker on the air within minutes. We try to make the most of that feeling of immediacy."

KABC has made a practice of turning over its microphones to local and national celebrities when regular talk-show hosts are on vacation. These have included U.S. Senator Alan Cranston, Los Angeles Mayor Tom Bradley, actor Robert Vaughn and Los Angeles Police Chief Darryl Gates.

"In the future, we will probably use the satellite to conduct interviews live from cities like New York and Washington," says Sherwin. "We have done this in the past using land lines. We will be doing more remotes locally as well—we can broadcast live from the pitcher's mound at Dodger Stadium, and do so regularly."

KABC recently hired away from rival KMPC(AM) newsman Alex Paen, who made headlines last year as the delivery person for Christmas cards to the American hostages in Teheran. Paen is now a full-time foreign correspondent for KABC, reporting at least once a day to one of the station's talk show hosts.

Satellite transmission is also being eyed by one of the nation's oldest regional networks, the Texas State Network, founded in 1938.

According to TSN General Manager Gene Ashcroft, based in Dallas, the 130-station chain is negotiating for space on Westar III. "We're committed to going to satellite," Ashcroft maintains, "although we might wind up on Westar IV in January, 1982; for us it's a question not only of greater fidelity, but dependability. So many systems are presently involved in our interconnection that we sometimes have problems with that."

The network is linked primarily by phone lines, although it leases private microwave links to the Rio Grande Valley and western Texas. Metromedia purchased TSN last June and has made satellite usage a high priority.

Unlike some of the newer news services, the Texas State Network provides both national and international coverage in addition to state news. Many of its affiliates have no wire services of their own, and depend on TSN.

The first national Spanish-language network newscast is claimed by National Public Radio, which is also the first radio network (as of July 1, 1980) to be fully interconnected by satellite.

NPR distributes "Enfoque Nacional," a Spanish-language half-hour weekly news magazine produced at KPBS(FM) in San Diego. The network has installed an extensive uplink system which allows material originated in more than a dozen major U.S. cities to be fed live over the entire system, or to specific regions. ("Enfoque Nacional" is shipped to a Los Angeles uplink).

Barbara Cohen, manager of news for the NPR system, cites its provision of Spanish-language news as one attempt to reach a specialized audience. But she also is proud of the "downscaling" of the audience for NPR's two major news programs, the 90-minute *All Things Considered* and two-hour *Morning Edition*.

"Our audience is getting younger and more like the general population all the time," she says. "We are trying to get away from that image of having an exclusively upper income, white, mostly male audience."

Widely praised for its in-depth approach, NPR's evening news program reached an estimated five million people a week during the last survey period. Cohen estimates the size of its new morning program is even larger.

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an audience for serious news. I think our election coverage was as good if not better than any of the TV networks."

She mentions KSJN(AM) in St. Paul, one of the few AM noncommercial stations, as an example of public radio's growing commitment to news. The station joins WBFO(FM) Buffalo, N.Y. in attempting an all-news public radio format.

"What makes us different is we don't limit ourselves to an hourly newscast. We often take three or four minutes to tell a story or explain an issue. We keep the audience interested by paying a lot of attention to how we produce the piece. We may be very experimental. In one case we explained federal interest rates using a parody of an opera," Cohen recalls.

The NPR news programs have also introduced extensive coverage of the arts and sciences to its regular reporting. Through a contract with the BBC, it also receives exclusive material from that service's operations.

Back in Minneapolis, WCCO's Curtis Beckmann is asked what the state of the art for radio news is in his station's operations.

"I'm looking through the double glass into the newsroom right now," he replies over the telephone. "I see four or five people working as hard as they can to prepare reports for our next newscast. In this city the business of providing radio news and information is left largely to us—and that's what we're still trying to do."

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Cable TV: going after small markets

More and more systems in suburban and rural areas are starting serious efforts at local news

Cable television journalism is still in its infancy, but a growing number of systems are now producing regular local news shows with all the elements, if not the polish, of major-market broadcast news.

Most of these systems are turning out half-hour evening news shows every weekday. The places where the concept has taken root most readily are small towns and suburban areas, where cable can, for the first time, give television coverage to local events that would have been ignored by "local" broadcasting stations many miles away.

The future of cable news as a widespread and significant journalistic force hinges on whether it can make economic sense to the cable operator, either by generating advertising revenues or by proving it can attract and hold cable subscribers. Although the returns from cable news producers are still sketchy, indications are that cable news can make it at least in small towns that are unserved by local broadcasters.

But even in those places where cable news is the only truly local television news in town, survival is a struggle and news is a tight-budget operation. Consequently, cable operators have learned to economize. Most of the equipment used is not up to broadcasting standards, but it's adequate. Some operators stretch news budgets by sharing resources with local radio stations or newspapers or other cable programing ventures. Others have discovered the utility of volunteers and student interns.

In the larger towns and cities the feeling is that at least for the foreseeable future cable will have trouble competing with broadcasters for news, viewership and, most important, advertising revenue. But as Warner Amex in Columbus, Ohio, has found, there is a role cable can play in markets where news is extensively covered by broadcasters—cable can produce the news and features too soft or too long for broadcasters.

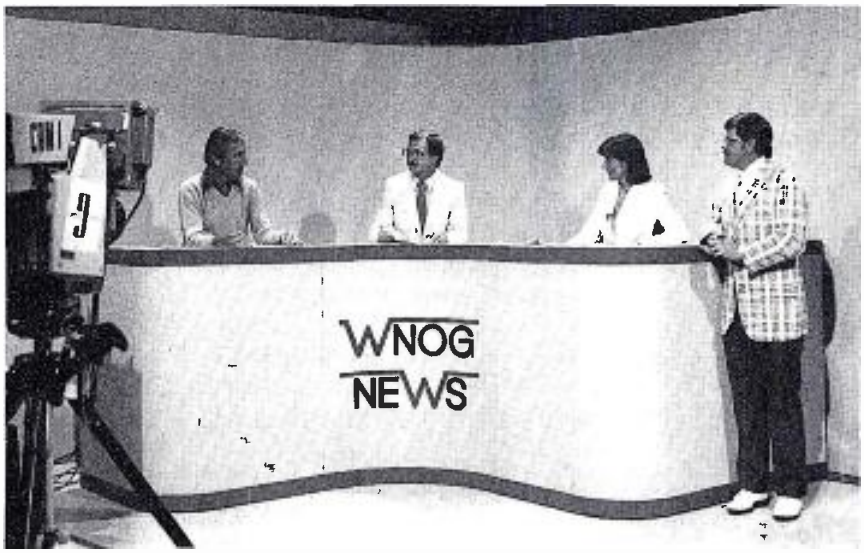
Palmer Broadcasting owns an AM-FM combination as well as the local cable system in Naples, Fla. By pooling the writing and production staffs of the three operations, it has been able to produce a half-hour evening cable news show five days a week and improve its radio news.

The television and radio operations share a meteorologist, three reporters, a sports director and three full-time and three part-time technicians. In addition, the television operation also has two fully equipped ENG crews at its service. "It's a big operation," said news director Ray McNally. "It's a challenge, but everybody pulls together and it comes off well. . . . We do it the same way the broadcasters do. We just transmit it a different way."

The television newscast is first "aired" at 6 p.m. and repeated—updates are inserted if necessary—at 8, 9, 10 and 11 p.m. Connie Pettit, production manager, who oversees the news and the production of 10 other half-hour "narrowcasting" programs each week, said the news has done well among its cable subscribers in Naples and nearby Marco Island. A Nielsen survey in April, she said, showed news attaining a 23 share, second only to the NBC affiliate in Fort Myers, WBBH-TV.

As for news, McNally said, "there is no way [the network affiliates] can compete with us. They concede the fact that we have Naples. . . . We are the only station that devotes a whole half hour to Naples."

To produce the news, Pettit said the sta-



Not radio. Not conventional TV. But cable. Palmer Broadcasting's production of local cable news at its system in Naples, Fla., is made possible by sharing resources and personnel with its two radio stations in town, WNOG(AM)-WCVU(FM). On set of cable news—"WNOG News"—are (l-r): Joe Klimas, sports director; Ray McNally, news director; Susan Gardner, news producer, and John Robinson, meteorologist. In addition to producing "WNOG News," they and seven others also produce news for the radio stations.

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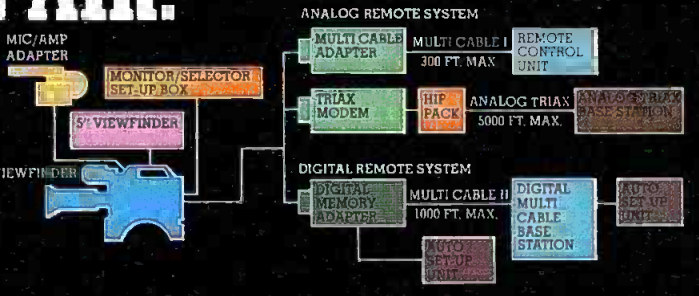

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tion has one TK-76, three low-cost Hitachi ENG cameras, two Norelco studio cameras and Sony three-quarter-inch recorders in the field. As the news becomes more sophisticated, Pettit expects her equipment to become more sophisticated too. "We are just getting our equipment upgraded to broadcast standards."

Winner of the 1980 National Cable Television Association ACE award for news, Guam Cable TV, Agana, Guam, provides the Pacific island with its only television news. Guam cable may also be distinguished by doing more news than any other cable operation. It does an hour news—Monday through Friday—at 6 p.m. and a half-hour news update at 10 p.m. The weekend news is abbreviated: The half-hour news at 6 p.m. is repeated at 10 p.m.

Reaching 70% of the people on the island, Guam Cable has been producing news for five years. It has six reporters and three ENG crews and a stringer on the neighboring island of Saipan. Tom Sanders is the news director.

Communications Services Inc., which serves Salina, Kan., produces a half-hour newscast Monday through Friday, which is aired at 6 p.m. and replayed at 10 p.m. with updates. Greg Echlin, sports director, said all the news is local, except for occasional regional stories, which come from broadcasters with whom CSI has exchange agreements.

The system has been doing news and other local programing for more than seven years and the size of its programing staff reflects its relative old age. The staff comprises four reporters, two technicians and a program director, who are, in addition to the news, responsible for production of local football games—two colleges and three high schools—and public affairs programing, for a total of about 30 hours of programing each week.

Although the news competes with the newscasts of several broadcasters in Wichita and Kansas City, both Kansas, Echlin said a recent survey showed that the CSI news pulled a 25 rating and a 34 share among the system's 13,500 cable subscribers.

CSI takes advantage of the advertising potential of its news ratings. Rich Weber, program director, said it sells 12 30-second spots during each half-hour newscast. The spots, he said, are sold as parts of long-term contracts, but he estimated the cost of a single spot to be $15 or $20.

Weber thinks CSI has one of the more elaborate cable studios, having taken over the facilities of a UHF station that lasted only three years in the early 1960's. It has, Weber said, two control rooms, one used primarily for production, the other for playback; four Sony 5000A color cameras, two time base correctors, and seven videocassette or videotape machines. It also has a portable Sony camera and JVC recorder for ENG.

Jones Intercable, Alton, Ill., has scheduled its news an hour earlier than CSI; the half-hour evening news runs at 5 p.m., is followed by a half-hour public affairs talk show and repeated at 6 p.m. The system serves 11,000 subscribers in several towns about 30 miles northeast of St. Louis. Mike Dreith, one of two reporters, said although the towns fall within the contours of the St. Louis stations, the cable news has carved out a niche for itself by providing news of special interest to the local residents. "We try to provide the type of coverage that the St. Louis stations can't provide for our area," he said. Despite the local emphasis, Dreith said the system transmits state and some national news from the UPI wire.

The system's news equipment is typically low-budget. ENG is done with "consumer-line" RCA half-inch equipment and low-cost Hitachi studio cameras. The system does, however, maintain a small weather station. Four full-time employes, including the two reporters, are on the staff to produce the news, as well as local sports events and talk shows.

Dreith said although the system sells advertising on the newscast, it is not self-supporting. Jones Intercable, a medium-sized MSO, subsidizes the news and sports productions because, Dreith said, they are "good selling points" helping the system sign subscribers.

South-Western Cable TV has been in operation only since January 1980, serving several suburban St. Louis communities around Maryville, Ill., but it is already talking about expanding its news from a weekly hour-and-15-minute "news round-up" to a daily half-hour newscast. South-

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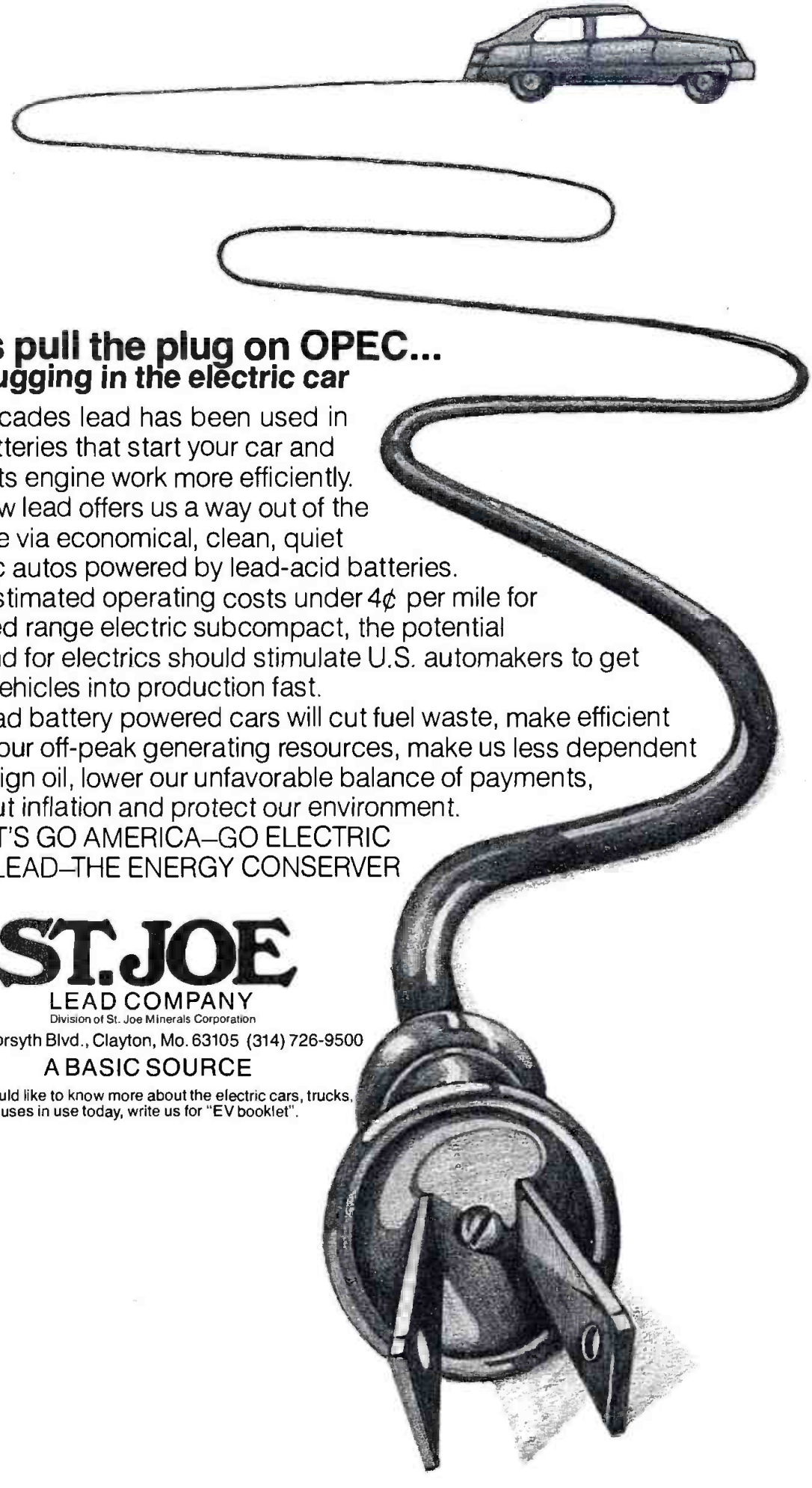

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Western, a joint venture of two Canadian firms, has made Maryville its headquarters and has built a local production studio more elaborate than most local systems. Mary Hildebrand, director of local programing, said should the daily newscasts be started, they will be produced in a "brand new 45-by-35-foot studio," including four color cameras and a telecine machine.

She hopes within two years to be producing a news show competitive with the St. Louis TV stations for viewers among the system's subscribers. She said the cable system will be able to cover the local stories that the St. Louis stations neglect. "All we get now is the last two minutes and its usually a rape or a bank robbery," she said.

As a demonstration of its capability, the system did three-and-a-half hours of election night coverage last month using a host of volunteers and student interns. Hildebrand expects to use the amateurs in her new operation too. "We could never afford to have a full-fledged staff the way the broadcasters do." Hildebrand believes the system can do news with a half professional, half volunteer staff.

Among the reasons Hildebrand cited for getting involved in news production were a promise in the franchise ordinance to do local programing and the expectation that news will one day be a "revenue generating service."

In the Massachusetts towns of New Bedford and Falls River there are as many as 50,000 Portuguese, many of whom immigrated to the towns during the last 10 years. To serve these people, Colony Communications, which holds the cable franchises for the towns, produces a half-hour Portuguese-language news show each weekday at 7:30 p.m. in cooperation with the local Portuguese-language newspaper. Joseph Langhan, director of community programing for Colony, said, "The newspaper supplies the talent, we supply the technicians, equipment and studio."

The news presented on the nightly show comes from the newspaper and from an unusual source: the Portuguese government. The government, Langhan explained, has great interest in its emigrants, who send money home to relatives, buy Portuguese products and vote in Portuguese election by absentee ballots. News comes from ANOP, the government news service, and videotapes of news and sports highlights from Portugal come from a production company hired by the government. A single ENG crew reports events in the local Portuguese community.

Langhan said the news is completely supported by advertising revenue. He said the balance sheet shows a profit, but added that it's not a "real profit" because of hidden costs. "The news," Langhan said, "is very popular with local advertisers. They find it's the most effective way to reach that market."

Most of the equipment used for the news and the other 25-odd hours of programing produced by the systems is, in Langhan's words, "low-end broadcast, or high-end industrial." It includes Philips Video 80 studio cameras and an Hitachi 1020 ENG camera. The exceptions are the two Sony BVU-200 three-quarter-inch machines in the studio and the Sony BVU-110 in the field, which are high-end broadcast gear.

Colony operates several other systems and has been considering local newscasts for them. The problem is economics. Langhan said to do a daily half-hour newscast, Monday through Friday, costs about $1,800 per week. It is important he said, that the news break even or close so that it doesn't put a financial strain on the local programing budget and detract from the quality of other productions. Colony sees one way around the cost dilemma by repeating its experiences in Massachusetts. Langhan said Colony has started discussions of cooperative efforts with newspapers and radio stations in communities served by Colony systems. And one system Langhan cited as being particularly fertile for news production was Hialeah, Fla., which has a large Spanish-speaking Cuban community.

Langhan, still unsure about the financial feasibility of local news, is sure about the benefits to be derived from it. News, he said, is "one of the most valuable services you can offer.... I don't think any cable systems can be embedded in the community until it does some news."

Although cable subscribers of Cox Ca-

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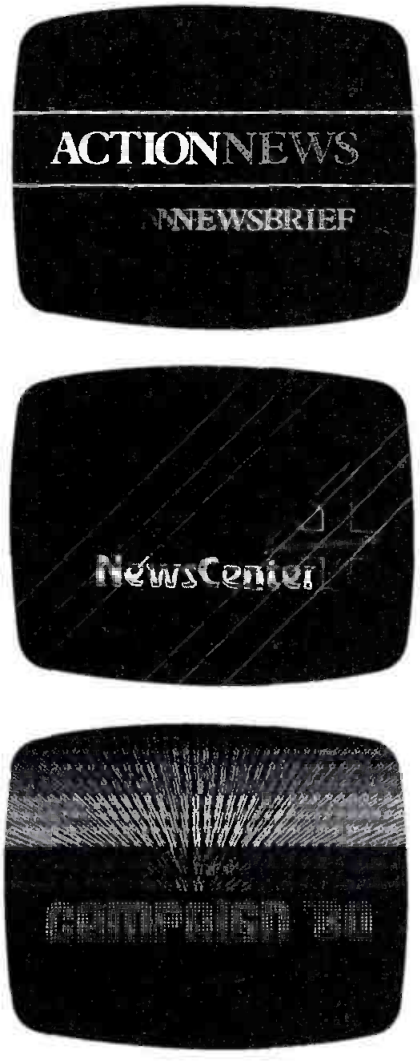

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ble's year-old system in Denton, Tex., receive news from the network affiliates in the Dallas-Fort Worth area, 40 miles to the south, Cox instituted two half-hour news programs last January to report exclusively the news of the 50,000-population Denton. Cox pre-empts the Cable News Network at noon and at 6:30 p.m. to transmit the newscast.

"When we started out in news," said Paul Bean, production supervisor, "we knew the people were spoiled by the news from the affiliates in Dallas, so we've tried to maintain as much of that quality in our news as our budget allows."

That news features a different man-woman anchor team for each newscast. The four anchors are hired on a part-time basis to read the news prepared by the rest of the staff that includes two producer-director-reporters; a sports director, who doubles as the sportscaster; a news director and several people like Bean who work on all the system's 12-15 hours of weekly locally produced programing.

The news staff is also helped by an internship program the system has set up with the two local universities, Bean said.

The system is working on making the news and the other programing, mostly of the public affairs variety, self supporting through advertising, Bean said. The news currently manages to sell three 30-second spots that cost about $30 each. The system also runs four to six minutes of promos on the news for its three tiers of pay services. It would like to replace the promos with paid advertising. Bean, who hopes to make the news and the entire programing department self sustaining "within six months to a year," said, "If we don't support ourselves we will have failed. So far we are pulling our weight but we are not breaking even."

One way the news operation economizes is by paying minimal attention to the weather, high-budget area for most broadcasters. Bean said the weather of Denton is not that much different from that of Dallas. What weather the system does report is ripped from the NOAH weather wire and a small weather station.

The news produced by the system is Denton news, gathered by its reporters and two ENG crews. "Sometimes we can't fill the half-hour with hard news," Bean said. "Then we just fill in with lighter-side features of which we have an endless supply from the universities." The news and other local programs are produced with three Hitachi FP-20S cameras, convertible to studio or field use; one JVC 85U three-quarter-inch editing system, and two JVC 4400 portable recorders.

Bean believes that if cable news is going to succeed anywhere it will in the small towns where there are no broadcasters.

In major markets, like Dallas, Bean said a cable system probably couldn't compete with broadcasters that have news budgets in the millions. "It is most appropriate," he said, "in the small towns where the people can't get local news from anywhere else."

Warner Amex in Columbus, Ohio, produces an hour—sometimes an hour and a half—news magazine each weekday night at 7 p.m. According to David Feingold, senior producer of public affairs, *Columbus Alive* features five to eight stories each evening, which he describes as "comfortable and local" and which he would "put up against any other news-slash-feature programing done by any local broadcasters." The stories come in from all over the Columbus area—sometimes live—from two roving microwave vans, equipped with top-of-the-line RCA TK-76 cameras and portable Sony recorders. Warner also has a fully equipped electronic field production van which can be used for live production if used in tandem with a microwave truck or a dedicated microwave link.

Despite the growing number of cable systems producing news in the conventional anchor format of broadcasters, hundreds will continue to satisfy the demand for local news with automated channels. According to a National Cable Television Association 1979-1980 survey of 1,167 cable systems, automated local news was carried by systems serving a combined subscribership of 1.3 million homes. A total of 709 of the responding systems, the survey found, have time/weather channels: 396 offer message service; 167 provide stock market reports; 123 have sports news roundups and 123 carry television listings.

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- I. 200,000 or less
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Theater

Books

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- II. *Syndicated*—Programs carried on more than one commercial station
- III. *Local and/or Independent Productions*—Non-syndicated programs telecast on commercial stations in the *top 10 markets*
- IV. *Local and/or Independent Productions*—Non-syndicated programs telecast or commercial stations, *markets 11-50*
- V. *Local and/or Independent Productions*—Non-syndicated programs telecast on commercial stations, *markets over 50*
- VI. *Local Non-Commercial*—Programs produced by a non-commercial, individual station even if carried by more than one station
- VII. *Cable*—local

* Material to be submitted may include, but not be limited to, documentaries, educational programs, news, interviews and editorials.

** Programs produced by one or more non-commercial station(s), offered to the stations of the Public Broadcasting System and broadcast by three or more stations in three or more states will be placed in this category.

Radio*
- I. *Network*—Programs broadcast by a commercial network or public broadcasting**
- II. *Syndicated*—Programs carried on more than one commercial station
- III. *Local and/or Independent Productions*—Non-syndicated programs broadcast on commercial stations in the *top 10 metro areas*
- IV. *Local and/or Independent Productions*—Non-syndicated programs broadcast on commercial stations in *metro areas 11-50*
- V. *Local and/or Independent Productions*—Non-syndicated programs broadcast in *metro areas 51* or over
- VI. *Local Non-Commercial*—Programs produced by a non-commercial, individual station even if carried by more than one station

* Material to be submitted may include, but not be limited to, documentaries, educational programs, dramatic programs, news, interviews and editorials.

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CNN: Settled in and scoring beats

Ted Turner's idea has grown into a full-blown network from on-the-spot coverage all over the globe to including Anderson in the Reagan-Carter debate

Six months ago the Cable News Network began transmitting its news and features 24 hours a day to 172 cable systems and around 2 million subscribers. Today, it's still 24 hours a day, but the other numbers have grown considerably: 550 systems serving 3.7 million subscribers now carry the novel news service. And equally important to CNN President Reese Schonfeld, the network has grown in stature.

From the moment the Atlanta-based network started June 1 with a story on the shooting of civil rights leader Vernon Jordan to its on-the-spot coverage of the earthquake aftermath in southern Italy last week, CNN has proved itself as a news operation. Schonfeld is confident CNN has "established its factual credibility" and "hasn't missed any big stories."

But CNN is a commercial venture as well as a news venture. Said Schonfeld: "We are competing on a 24-hour-a-day basis with every other television channel. We are competing for viewer attention and we have to gain the attention of as many viewers as we can for as long as we can if we are to succeed commercially." And according to Schonfeld, the prospects for success look good. Assuming that news costs don't rise and ratings stay up, the network, which needs $2.1 million a month to operate, could begin to break even in late 1981 when total subscribership is expected to reach between 8 million and 10 million, Schonfeld said.

Whether CNN can collect that many subscribers is the key to its future. The CNN marketing troops encountered unexpected resistance from cable operators reluctant to drop existing services to make room for CNN or to pay the 15 or 20 cents per-subscriber monthly charge for a service with no proved track record of attracting new subscribers or reducing churn.

But that resistance is beginning to break down. There is a track record, not a lengthy one, but one that can be used by CNN to prod wavering cable operators. According to Schonfeld, subscribers are being added to the CNN rolls at the rate of 10,000 a day.

If Ted Turner, the president of CNN's parent, Turner Broadcasting, can remain patient, CNN marketing problems could suddenly melt away. Rare is the cable franchise that doesn't propose to carry the Cable News Network. When the big cities begin to hook up to recently approved cable systems, the future of CNN will brighten considerably. But in the meantime, CNN's marketing job is not an easy one, if its goal is to have fully half the total number of cable homes in the United States on-line by January 1982.

For Schonfeld, the "Carter-Reagan-Anderson" presidential debate was the best and worst moment of the six months. On Oct. 28, the three major television networks passively carried the Carter-Reagan presidential debate, while CNN inserted the remarks of John Anderson, who had been excluded from the debate by the debate sponsors, into a delayed tape of the debate, effectively making Anderson a participant in the debate, at least for CNN viewers. Although Schonfeld rates the effort high on his list of accomplishments, the technical problems that disrupted the first 45 minutes of the show made him "want to start all over again."

Despite the Anderson foul-up and "a hundred minor embarrassments" Schonfeld said CNN has not made any mistakes of any "enormity" and he is pleased to see that newspapers have begun to quote CNN stories, final proof of CNN's credibility.

Schonfeld likes to tell the story of CNN's coverage of the Titan missile mishap in Damascus, Ark., last September. Washington correspondent Bernard Shaw, Schonfeld said, broke the news that the damaged missile contained a nuclear warhead "hours ahead of the wires." CNN stayed on top of the story by sending a

Anderson inserted. Independent candidate John Anderson participates in three-way presidential debate via Cable News Network set up.

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transportable uplink to Damascus, which "showed Air Force personnel looking for the lost warhead" after the Pentagon had said it was found. Attempts to block CNN's view of the search area with trucks were foiled by a "cherry picker" truck that CNN hired. Schonfeld said CNN had reports every half-hour from the site until Monday when the warhead was found and hauled away. Although CNN coverage was way out in front of everybody, Schonfeld said, "everything we said stood up."

Last week was atypical in the amount of hard news to cover and typical in the way CNN covered it. It started early on the morning of Nov. 21 with the fire at the MGM Grand hotel in Las Vegas that killed 83 persons. Through the cooperation of KLAS, its local broadcasting partner—CNN has 40 or 50 such partners now—CNN was able to do its first live report from the hotel at 2 p.m. (Pacific) in the afternoon. And Schonfeld said CNN reporter Mary Alice Williams broke the news last Tuesday that the MGM did not meet the fire code for sprinkler systems in effect at the time it was built. The earthquake in southern Italy and its tragic aftermath were the other big stories last week and, Schonfeld said, CNN received regular feeds from its Rome bureau on it. "We have had better coverage on the Italian stuff than any of the networks," Schonfeld said matter-of-factly.

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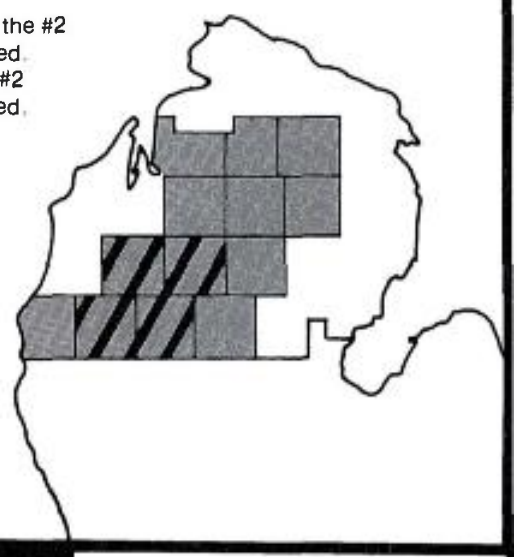

*Survey conducted by Professional Research Services, Tempe, Arizona (formerly National Radio Research) during 19 survey hours, 7 AM - 6 PM, Monday through Friday, Feb. 20 - Mar 9, 1978. Four county survey area included Wexford, Missaukee, Osceola and N.E. Lake. 1554 calls were attempted with 744 completed, a 51% completion factor.

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SPECIAL REPORT

Electronic TV newsroom update

They're on the way, but with all deliberate speed

Computer terminals—cathode ray tubes tied to keyboards—have become common features of the modern newspaper newsroom. They are the most evident elements of complex computer systems that expedite the transformation of information from reporters' notes to lines of justified type. The systems, which sweep away much of the paper that used to inundate newspaper offices, have proliferated rapidly since their introduction about 10 years ago.

Despite the computers' established presence and practicability at newspapers, broadcast newsrooms are only now beginning to take a serious look at them. At last year's meeting of the Radio-Television News Directors Association several companies proposed systems adapted to the peculiarities of a broadcast operation. But nearly a year has elapsed since they were first offered and so far there have been few takers.

The broadcasters' reluctance is due not only to the cost—which can run anywhere from $150,000 to $225,000—but also to their innate incredulity. As one system marketer said: "It's such a major new product that nobody's quite comfortable with it yet. The attitude of the broadcasters is: 'Let me see it work someplace first.' "

There are at least five companies that have designed and are now marketing electronic broadcast newsrooms: Basys, San Jose, Calif.; Station Business Systems, Greenwich, Conn.; Slyboom Inc., San Francisco; McInnis Skinner & Associates, Oklahoma City, and Jefferson Data Systems, Charlotte, N.C. Each would like to be the first to demonstrate a fully operational and acceptable system.

All the systems perform basic functions that fall within four categories: text editing, newsroom management, information retrieval and scanning of wire services. The text editing allows reporters to write and producers to edit stories on their CRT's so that when the stories are printed—or, in some cases, sent to the teleprompter—they are clean, without the messy corrections that can disrupt an anchor's reading. The management capabilities are many. Computers can be used to keep track of prepared stories, story assignments, the order and running times of stories and tapes set for airing, and any other job that requires a continually updated list. Information retrieval is a resource tool, allowing reporters or producers to recall old scripts at the push of a button or find a particular tape in the archives. Wire services are fed into the system to be called up on the CRT in a number of different ways, depending on the system.

Most of the systems are based on a common design concept. The terminals are

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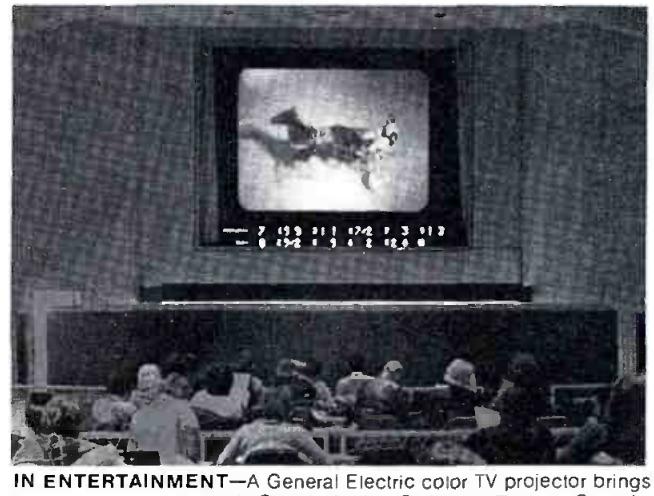

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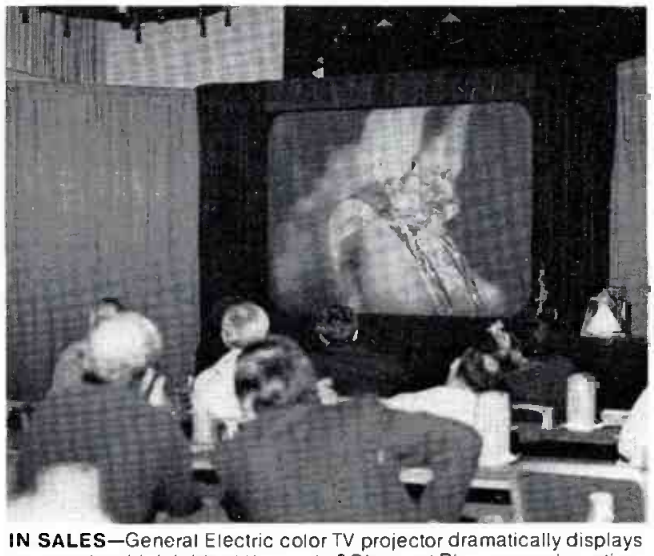

IN SALES—General Electric color TV projector dramatically displays new product highlights at Keepsake® Diamond Rings annual meeting.

IN THE BOARD ROOM—At Mellon Bank, N.A., Pittsburgh, General Electric color projector displays computer data, graphs and information.

GENERAL ELECTRIC

linked to large-capacity computers or central processing units (CPU's). The terminals are essentially remote control devices that work with the programs and information stored in the CPU. Although the equipment varies from system to system, the real differences among them are in the software—the carefully developed programs that describe the capability of the equipment.

An exception to this rule is the Newscom system of Station Business Systems, which uses intelligent terminals in a "distributed data processing system." Computing is done within the terminals or "work stations" themselves; the CPU serves as a "file processor," a repository for programs and data that are dumped into the work stations on command. According to George Pupala, director of sales, the system is expandable for use outside the newsroom—for accounting, trafficking and engineering. The SBS system uses Datapoint Corp. terminals, which are far more expensive than those used in the other systems. Pupala said that a 10-terminal system costs $170,000 and that each additional terminal tacks $7,000 to the price.

Newscom is coming to the end of a six-month trial at KSL-TV Salt Lake City, with mixed results. Spencer Kinard, the news director who has weighed the advantages and disadvantages of the system, said that when the trial ends, the SBS system will go. "It just does not seem to be the right program for a broadcast news operation," he said. The system has many "nice features," he said, but on the whole it is "too much, too complex."

Kinard is particularly concerned with the system's effect on the actual production of a news show, where, in his experience it has been more of a hindrance than a help, creating "extra time, effort and waste." The problem is that the show must be produced entirely within the system. "You have no control. The computer is running you," Kinard said.

On Oct. 4, Kinard said he was forced to postpone the evening news because the computer wouldn't "give up" the scripted news program stored in it. "It turned out to be a simple little glitch in the program," which SBS corrected, Kinard said. But the experience has made him wary. "To give the entire operation to a machine and trust it to give it back to you is too risky."

KSL-TV's experience with the SBS hasn't been all bad. The entire function of the assignment desk was handled successfully by the system and scanning of wire services also was facilitated. Also, two basic capabilities of the system—information archiving and equipment inventory—were not even used. Kinard said that since the systems was theirs temporarily, there was no sense in spending time to store information.

Kinard is still bullish on the applicability of computers in the broadcast newsroom, if not the SBS system. He suggested that KSL-TV might bring in computers gradually to perform specific chores, like text editing, assignment desk functions and information storage, and build a complete system that way.

Pupala said the KSL-TV experience has been beneficial. "The whole idea of installing Newscom as a prototype was to find out where the real problems were in operating a real-life environment. Kinard's comments have helped improve the system to operate more quickly, smoothly and simply."

WQAD-TV Moline, Ill., also tried the SBS system for six months and has had it taken out. Michael Bille, news director, says he found it "good for administration, record-keeping," but of little help "in finding a story, digging it out and writing it well—for those things you still need a mind and a typewriter."

The Basys system is growing within the television news environment of the Cable News Network. Robert Barnes, systems director at CNN, said the Basys system has been operational since CNN turned on June 1. Since that day the system has grown gradually. As initial system functions were debugged, new ones were added until today Barnes can say that "the place would fall apart" without the system.

It serves primarily, he said, as "an electronic bulletin board. With a few key strokes anybody can see what is going on. It reduces the number of people running into each other trying to find out what's going on." Specifically, the system keeps track of satellite feeds (CNN is a network, not a local news operation), Barnes said. It does "status reporting for the assignment desk," keeping track of stories and crew, and it generates the copy that rolls down the teleprompter for the anchors to read. Although Barnes believes these functions make the system invaluable, he also believes the system will not be complete until script editing and information retrieval are incorporated into it. First priority for Barnes is the script editing, which he said won't be practical until he and the Basys designers come up with a program for a split-screen, allowing producers and reporters to write on the bottom half of their CRT's from notes or wire copy on the top half.

Barnes acknowledges the limitations of the system but is fully confident that they will be overcome through continued work. Basys is a small company, he said, and contains "good thinkers ... they have a good grasp on how to make this machine jump through hoops.... By combining a lot of good thinking from Basys with the equipment of Data Media and Onyx [makers of the terminals and central processing unit, respectively] and our perspective we have come up with a product we think is a really good system," he said.

Laura Powell, director of marketing of Television News Support (TVNS), the electronic newsroom entry of Slyboom Inc., said one reason computerized newsrooms have not caught on is that "the bottom line results are not seen for a while." In newspapers, the computerization often results in the immediate reduction of personnel as the computer obviates the need for typesetters. In broadcasting, she said, the savings are not in money but in "fragments of time." Reporters, she said, "can do more research on stories and clerical people can be sent to other areas."

TVNS uses Data General equipment and can be configured in many ways, depending on the needs of the operator. And as the set-up can vary, so can the cost. Powell said a typical system can run from $175,000 to $200,000. She said a basic system would include five function-modules working off one or two central processing units.

McInnis Skinner & Associates is offering two basic newsroom systems. The smaller, with limited functions and just five CRT terminals, is suitable for small television stations and radio stations and costs around $100,000. MSA's most sophisticated system, featuring its Weathergraphics system (capable of analyzing weather data and creating and displaying weather and other types of graphics) and 15 terminals, costs $209,000. The heart of both systems is a Hewlett-Packard 1000. Software was developed by Hewlett-Packard and by MSA.

The higher priced system, in addition to such newsroom functions as story scheduling, script preparation and newscast preparation, also includes software for the tabulation and display of election results. Ron Hudson, marketing director of the system, said not until the

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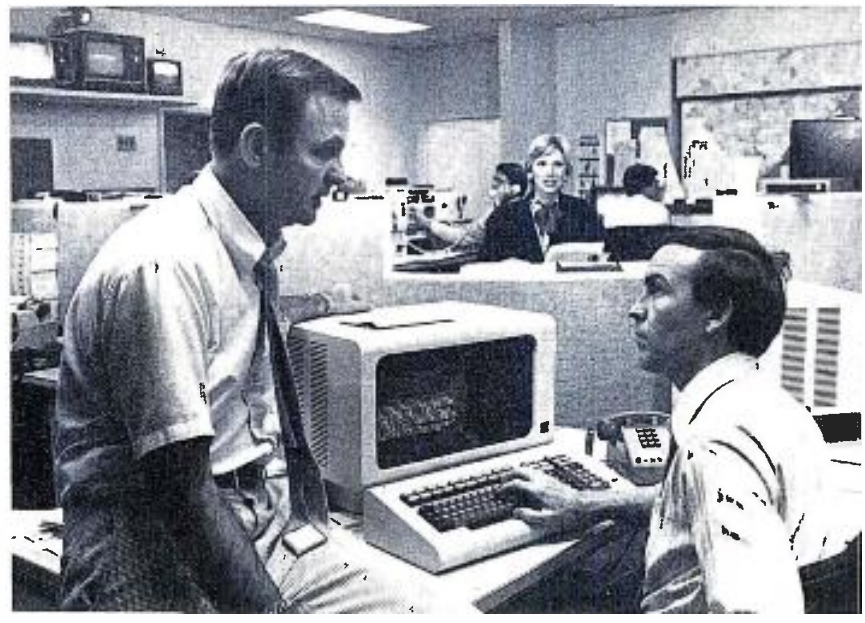
first system is installed will the system's limitations be known. But, he added, the graphics capability of the Weathergraphics feature is "a real plus."

The Electronic News Processing (ENP) system, developed by Jefferson Data, is typical of the breed. According to Paul Woidke, research and development manager, it features all the functions news directors would expect to find, plus some he wouldn't. News-Watch, for instance, automatically scans the wires being fed into the CPU for references to words or phrases pre-programed into the computer. The ENP system employs an IBM central processing unit and terminals. A typical 10-terminal system would cost around $120,000, Woidke said.

Jefferson Data is a division of Jefferson-Pilot Broadcasting; thus it is no surprise that one of the first customers of its ENP system is part of that broadcasting chain: WBTV(TV) Charlotte, N.C. William Ballard, the news director who has overseen the system since its installation early last summer, reports that it is working "very well." He notes not all of the functions promised by the system developers are yet available. He said the newswire, assignment desk and editing systems are in place and functioning properly, but that he must wait for other enhancements and capabilities. In early 1981, he said, the editing system will be linked to a teleprompter through an interface built by Beston Electronics Inc., making it possible for a story to go from reporter to teleprompter without recording on paper. Ballard, said, however, that regardless of how smoothly that system works, it is necessary to have hard news copy for use "in case the computer goes down."

The other function that Ballard is looking forward to adding to his system next year is the "library or information retrieval capability, what Jefferson Data calls News-File. Ballard said the system promises to store all scripts by subject, date, slug line and reporter for easy access.



ENP on the CRT. The first test of Jefferson Data's computerized newsroom system—electronic news processing—is taking place at WBTV(TV) Charlotte, N.C. Bill Ballard, news director, (left) discusses a news story being edited on one of the ENP's terminals with Bruce Powers, assignment editor. Text editing is just one of the system's many functions, designed to speed handling of news and aid in newsroom management.

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News under the sun

RTNDA meets in Hollywood, Fla., to learn from one another and hear criticism from business

More than 1,000 radio and television news directors and other broadcast journalists are gathering at the Diplomat hotel in Hollywood, Fla., this week to learn more about their craft—and, in a new departure, where its critics, including those from the business world, feel it has gone wrong.

The occasion is the 35th annual conference of the Radio-Television News Directors Association, which is to begin on Wednesday and run until Friday. And among those who may address the group is former syndicated radio commentator and current President-elect Ronald Reagan. RTNDA officials last week were awaiting his answer to an invitation to speak to the conference by telephone.

But for the most part, time will be filled in a more familiar manner. There will be nuts-and-bolts sessions on such matters as writing news for television and radio and on investigative journalism. A look at the future of presidential debates will be offered by Lee Hanna, the former NBC News executive who was in charge of the League of Women Voters debates project. News as the savior of AM radio will be discussed at one session. And management training sessions—because of their popularity at the conference last year—have been scheduled for most of Friday.

As usual, the conference will not be short on celebrities from electronic news. Reuven Frank, NBC's executive producer for special news programs, will deliver the keynote address on Wednesday. And he is expected to discourse on a subject that has long troubled him—the lack, as he sees it, of pictures in television news. ("TV news could be heard in the next room, and you wouldn't miss a thing," he said last week.)

Then in luncheon addresses on each of the three days, the state of the medium will be addressed by correspondents for CBS, ABC and Cable News Network—respectively, Dan Rather, Lynn Sherr and Daniel Schorr. The highlights of television network coverage of 1980—the hostage crisis and the election, among them—will be reviewed by Roone Arledge, president of ABC News and Sports; Burton Benjamin, vice president and director of news for CBS, and Bill Small, president of NBC News. Pauline Frederick, the former NBC and National Public Radio correspondent who is to become the first woman in the

Registration. Hours for RTNDA registration are 1-9 p.m. Tuesday, Dec. 2; 8 a.m.-5 p.m. Wednesday, Dec. 3.

Exhibit hours. The exhibit area will be open for a reception from 6:30-8 p.m. Tuesday Dec. 2. The exhibits are open from 10 a.m.-6 p.m. on Wednesday and Thursday, and 7:30 a.m.-2:30 p.m. on Friday.

Wednesday, Dec. 3

Continental breakfast. 7:30-8:30 a.m. Mezzanine Theater. Speaker: Merrilee Cox, UPI.

Business meeting. 8:30-10 a.m. Convention hall A. Convention report, president's report, treasurer's report, managing director's report and nominating committee report.

Keynote speech. 10-10:30 a.m. Convention hall A. Reuven Frank, NBC News.

FOI review. 10:30 a.m.-11:30 a.m. Convention hall A. Larry Scharff, RTNDA counsel; Jack Landau, Reporters Committee for Freedom of the Press.

Luncheon. Noon-2 p.m. Convention halls B and C. Speaker: Dan Rather, CBS News. Michele Clark media awards presentation.

Panel sessions. 2-3 p.m. Mezzanine Theater. *Writing for TV News.* (TV only) Moderator: Ed Bliss, former CBS news editor. *News: The Survival of AM Radio.* (Radio only) Moderator: Joe Gillespie, program manager, WIND(AM) Chicago. Panelists: Mike Joseph, Mike Joseph Associates; Vincent DiTingo, editor, Hall Radio Report; George Williams, VP and national program chairman, Southern Broadcasting.

3-4 p.m. Mezzanine Theater. *Writing for Radio News.* (Radio only) Moderator: Ed Bliss.

3-4:30 p.m. Convention hall A. *Investigative Reporting.* (TV only) Moderator: Lou Prato, WDTN-TV Dayton, Ohio. Panelists: Lea Thompson, WRC-TV Washington; Dave Nuell, WRC-TV Washington; Peter Kart, WLS-TV Chicago; John Spain, WBRZ-TV Baton Rouge.

4-5:30 p.m. Mezzanine Theater. *Everything You Always Wanted to Talk About at a Radio Workshop But Didn't Have Time to Ask.* (Radio only) Moderator: Paul McGonigle, KOY(AM) Phoenix.

4:30-5:30 p.m. Convention hall A. *The Great Presidential Debates—a Look at Their Future.* (TV only) Lee Hanna, director of presidential debates, League of Women Voters.

Thursday, Dec. 4

Continental breakfast. 7:30-8:30 a.m. Convention hall A.

Panel sessions. 8:30-10 a.m. Convention hall A. *Media Critics.* (Joint session) Moderator: Dr. Andrew Stern, University of California, Berkeley. Panelists: Hodding Carter, former assistant secretary of state; Jeff Greenfield, CBS News; Tom Shales, television critic, *Washington Post.*

10-11:30 a.m. Convention hall A. *Business Talks Back.* (Joint session) Moderator: Paul M. Davis, WGN-AM-TV Chicago. Panelists: Robert A. Beck, chairman of the board, Prudential Insurance; Brewster Atwater Jr., president and chief executive officer, General Mills; Ronald V. Rhody, corporate vice president for public relations and advertising, Kaiser Aluminum & Chemical.

Luncheon. 12:15-2 p.m. Speaker: Lynn Sherr, ABC News.

Business meeting. 2-3:30 p.m. Convention hall A. Election of officers.

Panel session. 3:30-5 p.m. Convention hall A. *TV network coverage of 1980 news highlights.*

Friday, Dec. 5

Continental breakfast. 7:30-8:30 a.m.

Management training sessions. 8:30-10 a.m. Mezzanine Theater. *Time Management.* Dr. Gerald Fisher and Joyce De Haan, Center for Organization Development, Rochester, N.Y. *Staying Ahead of the Recession.* Dr. Donald W. Hendon, professor of administration, Creighton University.

10-11:30 a.m. Convention hall A. *Handling On-air Talent.* Jim Topping, WABC-TV New York; Dr. William Wilkinsky, Athyn Group.

Luncheon. 12:30-2:30 p.m. Speaker: Daniel Schorr, Cable News Network.

Management training session. 2:30-4 p.m. Mezzanine Theater. *Stress and Change in the Newsroom.* Dr. Gerald Fisher and Joyce De Haan. *Motivation.* Bill Brower, Sterling Institute.

Affiliates meetings. 4-5 p.m.

Paul White Memorial Banquet. 8-10:30 p.m. Convention halls B and C. Presentation of Paul White award to Pauline Frederick of NPR.

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25-year history of the Paul White award to receive it will address the closing banquet.

So much for broadcast journalism from the journalists' perspective. On Thursday morning, those attending the conference will hear about it from the critics.

"Media Critics" will hold forth in a session to be moderated by Dr. Andrew Stern of the University of California at Berkeley. They are Hodding Carter, former chief spokesman for the State Department who beginning in the spring will be featured in a half-hour weekly news magazine program dealing with the press that will be seen on the Public Broadcasting Service (BROADCASTING, July 28); Jeff Greenfield, who comments on television on CBS's *Sunday Morning*, and Tom Shales, television critic of the *Washington Post*.

Perhaps even more interesting will be the following session, "Business Talks Back," which will be presided over by Paul M. Davis, WGN-AM-TV Chicago. The panelists will include men who feel that that kind of exercise is good for business and for the media.

One of the three is Ronald V. Rhody, corporate vice president for public relations and advertising of Kaiser Aluminum & Chemical Co., a major spokesman for business's right of reply. Last month, the company was given a four-minute spot in ABC's *20/20* for an unedited response to a report on Kaiser the company regarded as an unwarranted attack (BROADCASTING, Nov. 3).

The other two are Brewster Atwater Jr., president and chief executive officer of General Mills, and Robert A. Beck, chairman of the board of the Prudential Insurance Co. Both companies have had their share of attention from the press recently. General Mills has been heavily involved in the Federal Trade Commission and FCC proceedings looking to restrictions on children's advertising, and is one of four cereal companies being sued by the FTC on antitrust grounds. And Prudential feels it was treated unfairly by the press in connection with Labor Department charges of discrimination in the company's employment practices. Prudential was also miffed by coverage of the Federal Bureau of Investigation Brilab caper that included as gospel references to Prudential as having been involved when its name only had been part of the scam.

Officials of Hill & Knowlton, the public relations firm that obtained the services of Atwater and Beck for RTNDA's conference, said they were chosen not because of any particular complaint they might have about the press. Rather, they were said to be "articulate" spokesmen who could give an effective "overview" of the subject.

All told, RTNDA officials expect the number of participants at least to equal the 1,500 recorded last year, in Las Vegas. Besides the news directors and others who have registered, and those included some 30 from abroad—there will be more than 400 persons working in the 76 exhibit areas that will show everything from ENG cameras to automated newsroom systems and helicopters.

Exhibitors

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Buyer Beware, Making Ends Meet*, Corner*, Science Reports*, NFL Memorable Moments*, Maintenance Ms., You and Your Car, Sports Quiz, One Great Moment in Sports, Medical Report, Senior Report*, network graphics service. **Staff:** Frank Beazley, Jordon Schwartz, Diane Abramson, Frank Averna, Mark Smith.

American Heart Association 65
7320 Greenville Ave., Dallas 75231

Features, stock footage and half hour CPR program concerning cardiovascular topics. **Staff:** Gary Schwitzer.

Angenieux Corporation of America 21
120 Derry Rd., Hudson, N.H. 03051

ENG and 16mm cine lenses. **Staff:** Bern Levy.

Associated Press 11
50 Rockefeller Pl., New York 10020

APRadio wire, APTV, AP Laserphoto, AP radio network and automatic cart-labeling capacity device*. **Staff:** Roy Steinfort, Jay Bowles, George Otwell, Ed DeFontaine, Jim Hood, Lee Perryman, John Harris, Dick Shafer, Jim Williams, Don Blohowiak.

Association of American Railroads 56
1920 L. St., Washington 20036

Staff: (includes four rail companies): Richard E. Briggs, Lawrence H. Kaufman, Diane S. Liebman, Edwin E. Edel, Mark Sullivan, Michael Arakelian, Paul D. Howard, T.W. Howe Jr.

Atomic Industrial Forum 30
7101 Wisconsin Ave., Washington 20014

Information, slides, tape and films on nuclear power.

Basys 53
4960 Hamilton Ave., San Jose, Calif. 95130

News Fury—computer system for radio and television news production. **Staff:** Ed Grudzien, Peter Kolstad.

Beston Electronics 29
Box 106-A Olathe, Kan. 66061

Character generated data prompter with full captioning for hearing impaired*. **Staff:** Jim Sherry, B.J. Lipari, Rod Herring, Leo O'Brien, Don Leuders.

CBS Records 64
51 W. 52d St., New York 10019

CBS library of contemporary quotations. **Staff:** John M. Franks.

Champion International 14
1 Landmark Square Stamford, Conn. 06921

Media Awards program competition information. **Staff:** Jan B. Bent, Donald A. Bridges, Joseph L. Pokorny.

Cinema Products 35
2037 Granville Ave., Los Angeles 90025

MNC-81A Camraprompter*, GSMO 16mm film camera. **Staff:** Don Dunbar, Susan Lewis.

Colorgraphics Systems 68
Milwaukee

Color weather graphs.

Compact Video Sales 43
1104 W. Chestnut St., Burbank, Calif. 91506

Staff: Bob Manahan, Pat Hubbard, Stu Kravitz.

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equipment. **Staff:** John Cheney, Lynn Distler, Maurice Fitzgerald.

Conoco 50
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Staff: John Gehbauer, Ben Boldt, Art Mszanski, Tom DeCola, Larry Springer, Carlton Adams, Mark Flanagan.

Convergence Corp. 12
1641 McGaw Irvine, Calif. 92714

ECS-90 microprocessor-based videotape editing. **Staff:** Donald Thorkelson.

CQI Sportsticker 67
2 Overhill Rd., Scarsdale, N.Y. 10583

Sports wire service. **Staff:** Phil Hogan, Grace Gaffney.

Dow Jones/Wall Street Journal 41
200 W. Monroe, Chicago 60606

Staff: Arthur E. Pickens.

Dyna-Metrics 33
6420 Federal Blvd., Lemon Grove, Calif. 92045

News set design and construction. **Staff:** John Peterson, A.G. Thomas, Russell Norton, Susan Mason, Paul Whitman.

Eastman Kodak 38
343 State St., Rochester, N.Y. 14650

Motion picture films for recording news and documentary programs. **Staff:** R.K. Schafer, R.F. Crowley, F.J. Eberhardt, R.L. Dedell.

Edison Electric Institute 36
1111 19th St., Washington 20036

Information services, public utilities. **Staff:** Ann Maynard.

Eigen Video 3
Box 1027 Grass Valley, Calif. 95945

Color video disc recorder for electronic slides and slow motion instant replay. **Staff:** George Foster, James Hebb.

Electronic Applications 32
25 W. 54 St., New York 10019

Battery systems.

ENG Corp. 47
1009 Shary Circle Concord, Calif. 94518

Mobile news and production vehicles. **Staff:** Jack Harris, Ted Kendrick, Edna Harris, John Harris, Betty Harris.

Enterprise Electronics 18
Box 1216 Enterprise, Ala. 36331

Color weather radar system. **Staff:** C.P. Jeter, Rick Braswell.

Frezzolini Electronics 58
7 Valley St., Hawthorne, N.J. 07506

Nickel cadmium and sealed lead acid on board batteries*, portable lighting, battery packs and power belts for ENG cameras. **Staff:** Jim Crawford, Jack Frezzolini.

Fujinon Optical 40
672 White Plains Rd., Scarsdale, N.Y. 10583

Staff: John Newton.

Graphic Express 57
7969 Engineer Rd., Suite 201 San Diego 92111

Television image design production*, news environment design and construction, graphic animation, slide service and logo/print design and production. **Staff:** Byron Andrus, Robin Andrus, Dick Bunnell, Kate Hansen, Dave Hoogenakker, Lauren Davis.

Grinnell Communications/WDTN-TV 22
4595 S. Dixie Ave., Dayton, Ohio 45401

*The Butcher, Dr. Lendon Smith, Housecall, Paul Strassels Tax Inserts**. **Staff:** Ray W. Colie, Don Prijatel, Bob King.

Harris Corporation/Farinon Video 61
1680 Bayport Ave., San Carlos, Calif. 94070

FV2MP miniature portable microwave link, FV2CR central receiver and ENG microwave transmitters and receiver for helicopter installation. **Staff:** Jim Murray, Jorgen Bistrud, Cliff Fields, George Maier, Dave Northen.

Hughes Helicopters 59
Centenelia and Teale, Culver City, Calif. 90230

Helicopters for ENG. **Staff:** Clark Wirthlin, Bob Todd, Roger Schuster, Frank Huglin, George Garrett, Juan Martinez, Norm Jacobson, Dick Kirkland, Roger Scott, Dennis Mance, Dale Christman.

Ikegami Electronics 25
37 Brook Ave., Maywood, N.J. 07607

HL-79 and HL-78A cameras.

Information Processing Systems of California 13
70 Glenn Way Belmont Calif. 94002

Weather satellite recorder with color graphics system. **Staff:** Clarence Boice, Shirley Boice, Larry Niswander.

Independent Petroleum Assoc. of America 20
1101 16th St. N.W., Washington 20036

Staff: Peter Wellish, Martin Reilly.

Independent Television News Assoc. 16
205 E. 67th St., New York 10021

Daily feeds of news stories, weekly feature service*. **Staff:** Mark BvS. Monsky, Charles Novitz, Hal Levenson, Barry Cunningham, Toni King.

Jefferson Data Systems 44
501 Archdale Dr., Charlotte, N.C. 28210

Computer services, electronic news processing system. **Staff:** Mike Jones, Paul Woidke, Jim Eddings, Bruce Bowers, Jim Butts, Steve Shockley, John McDonald, Barbara Herron, John Reilly, Joe Abernathy, Miriam Sullivan, Clayton Gaskell, Lee Withers, Holly Holmes, Bill Navy.

Klein & 54
1111 S. Robertson Blvd., Los Angeles 90035

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Marti Electronics 17
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McInnis-Skinner & Assoc. Newscan 10
3317 N. Shartel Ave., Oklahoma City 73118

Complete automated newsroom system including library/archiving, weathergraphics and votescan. **Staff:** Marvin McInnis, Judy Skinner, Ron Hudson.

McInnis-Skinner & Assoc. Weatherscan 9
5100 N. Brookline, Suite 780 Oklahoma City 73112

Weatherscan data system service including weathergraphics and service options. **Staff:** Ross Dixon, Fred Norman, Bill Campbell.

Mead Data Central 63
135 S. LaSalle Chicago 60611

Nexis—Computer assisted news retrieval service. **Staff:** Jack Halloran, George Jacobsin, Henry Heilesen.

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Harry, who was born and grew up in LaPlata, Maryland, has worked for the telephone company for 20 years. He once belonged to the Communications Workers of America union, but resigned "because the CWA was totally impersonal to anyone except those at the top."

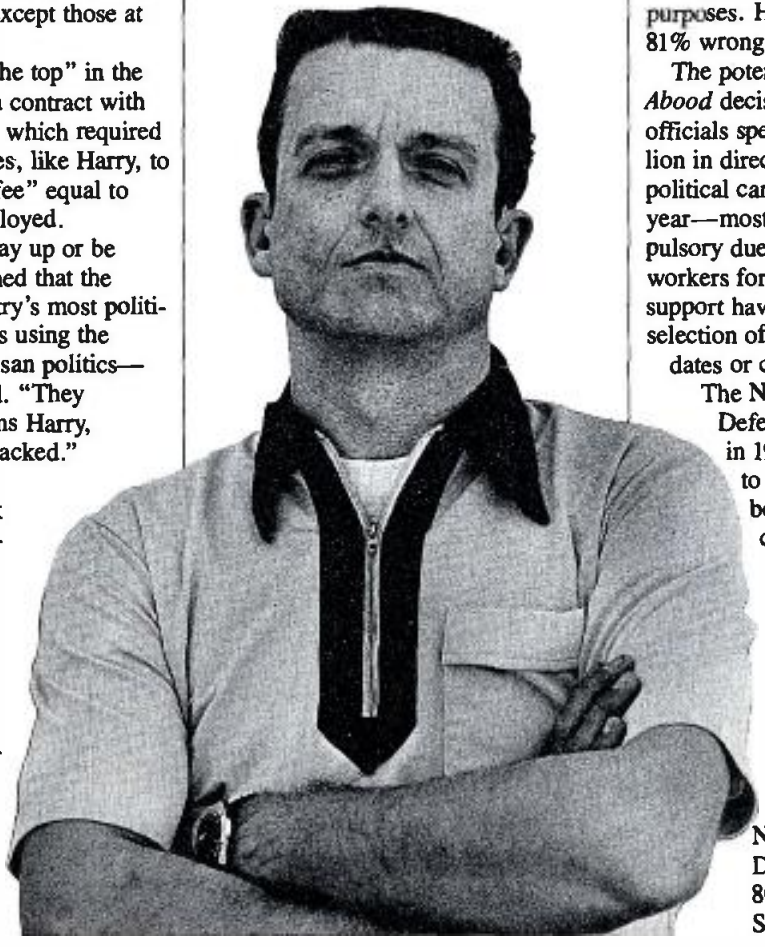
However, "those at the top" in the union then negotiated a contract with the telephone company which required all non-union employees, like Harry, to pay CWA an "agency fee" equal to union dues to stay employed.

Harry Beck had to pay up or be fired. But then he learned that the CWA, one of the country's most politically active unions, was using the "agency fees" for partisan politics—and that made him mad. "They backed people," explains Harry, "I just wouldn't have backed."

With the help of the National Right to Work Legal Defense Foundation, suit was brought against the CWA union by Harry and 19 other telephone company workers. And on March 16, 1979, in an historic decision, a Federal court ruled that a union's collecting or spending of compulsory fees for any purpose other than collective bargaining violates the Constitutional rights of employees who object.

It was the first time that a Federal court had declared that union political spending from mandatory "agency fees" is an infringement upon the rights to free speech and association enjoyed by private sector workers.

Similar protection was established for public employees in 1978 in the U.S. Supreme Court decision in *Abood v. Detroit Board of Education*—another case supported by the National Right to Work Legal Defense Foundation.



The Beck case acquired added significance in August 1980 when a Special Master, appointed by the court, found that the CWA had spent only 19% of the union's total dues income for legitimate collective bargaining purposes. He recommended that the 81% wrongly spent be refunded.

The potential impact of the *Beck* and *Abood* decisions is enormous. Union officials spend an estimated $100 million in direct and "in-kind" support on political campaigns in a single election year—most of it raised through compulsory dues or "agency fees." The workers forced to pay for this political support have rarely any voice in the selection of the union favored candidates or causes.

The National Right to Work Legal Defense Foundation, established in 1968, provides free legal aid to workers whose rights have been violated as a result of compulsory unionism. It is presently supporting more than 100 court cases involving the rights of employees across the nation.

If you'd like to help workers like Harry Beck, we'd like to hear from you.

National Right to Work Legal Defense Foundation
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Microwave Associates Communications 48
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Mighty Minute Programs 37
840 Battery St., San Francisco 94111

Joe Carcione the Greengrocer. **Staff:** David Meblin, Andrew Meblin.

National Right to Work Committee & Legal Defense Foundation 6
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Educational material, annual reports, news service. **Staff:** Carter L. Clews, Raymond Bowie, Kay Hearton.

News Information Weekly Service 70
291 S. La Cienega Blvd, Suite 107 Beverly Hills, Calif.

Syndicated news service. **Staff:** David E. Salzman, Don Ross, Michael Garin, Dick Robertson, Jody Shapiro, Jim McGillan, Grant Norlin, Scott Carlin.

Newsweek Broadcasting 51
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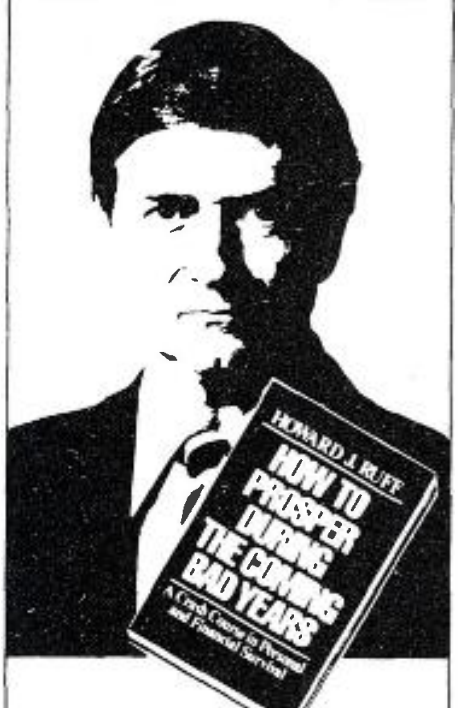

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Staff: Walker Merryman, William Toohey.

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News service.

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U.S. Energy Department 31
Washington

Solar Index. **Staff:** Andrea Brown, Joyce Falkenstein, Erich Parker.

Weathermation 1
190 N. State St., Suite 516 Chicago 60601

Staff: Bill Smith, Bob Muellner, Ed Anderson, Paul Post, Steve Rutkowski, Pete Saponos.

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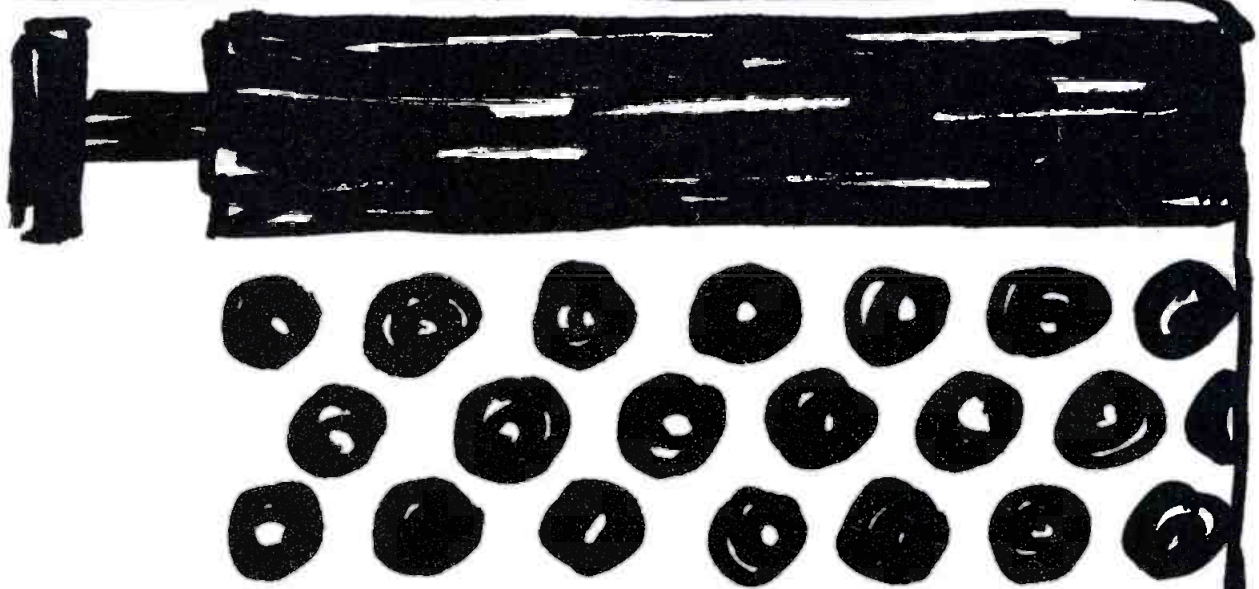

Annual Awards for Excellence in

Connecticut Business Journalism

AWARDS: $500 will be granted to writers or producers in each of eight categories for material published, broadcast or telecast in the 12-month period January 1, 1980-December 31, 1980. Recipients will be invited to attend a special awards presentation program in 1981.

OBJECTIVES: 1. to encourage the highest possible standards of responsibility, clarity, accuracy, and insight in the writing and implementation of business news. **2.** to reward the writers and media serving Connecticut for distinguished business and financial journalism, and for thoughtful appraisal and criticism of Connecticut business performance. **3.** to foster improved public understanding of Connecticut-based business and finance.

ELIGIBILITY: All entries must be about Connecticut business and industry. Material must have been published or broadcast in the 12-month period January 1-December 31, 1980. Entries are *not* limited to Connecticut media.

JUDGES: The School of Business Administration at the University of Connecticut is acting as the sole and independent administrator of the program. Ronald J. Patten, dean of the UConn School of Business Administration, will oversee the administration of the judging which will be conducted by a panel of judges including William B. Arthur, executive director, The National News Council; William J. Heffernan, associate dean, Graduate School of Business, Columbia University; G. Scott Hutchinson, executive editor, Harvard Business Review; Francis Pollock, proprietor, Kunkletown, PA, News Service; and Elizabeth S. Yamashita, chair, School of Journalism, Michigan State University.

1979 WINNERS: James E. Skowronski, *The Waterbury Republican;* Peter Bilodeau, New Haven *Journal-Courier;* Robert Chuvala, Danbury *News-Times;* Susan Hill, Stamford *Advocate;* Manchester *Journal-Inquirer;* Christine Janis, *Bridgeport Telegram;* Bill Williams, *Connecticut Magazine;* Peter B. Cawley, *New England Business;* David Morse, *Connecticut Magazine.*

DEADLINE: All entries must be postmarked no later than February 16, 1981. For entry blanks or for further information write to: Connecticut Business Journalism Awards, P.O. Box F, Hartford, CT 06103.

A program of the Greater Hartford Chamber of Commerce, funded by Connecticut business and industry.

SDX convention focuses on 1st Amendment

Convention of journalists hears speeches on effects of court cases; passes 12 resolutions, including support of full rights for broadcasters and radio-TV coverage of courtrooms

Press freedom was much on the minds of roughly 850 persons who gathered in Columbus, Ohio, Nov. 19 to 22 for the Society of Professional Journalists, Sigma Delta Chi 1980 national convention, and it was a subject on the lips of questioners who addressed the convention. Although the two luncheon speakers disagreed on the present state of press freedom—American Bar Association President-elect David R. Brink saying: "Let me shock you awake by saying that I believe the public's total right to information is in better health than ever before" and Washington Post Co. Chairman Katharine Graham asserting: "During the past few years an alarming number of court and government actions have sharply undermined the right of the news media to collect and publish the news"—both sounded a common note in identifying a possible source of future restrictions on the press.

The public, they suggested, is losing faith in journalists. Brink, noting that his profession has felt similar pressure in recent years, said there are signs journalism "may be subjected to a public demand for more enforceable standards and outside regulation." Past efforts in that direction have failed, he said, "but they may be backed next time by consumerism rather than Agnewism."

Brink, in arriving at his conclusion that "media rights have been enhanced rather than eroded by recent decisions," distinguished between "the near absolute right of the press not to be restrained or directed in publication of the news," which he said has been strengthened by such cases as *Pentagon Papers, Nebraska Press Association* and *Miami Herald Publishing Co.,* and access and newsgathering rights.

In the latter area, Brink said "much of the alarm" of journalists "rightly concerned over *Gannett*" has been "allayed by the decision in *Richmond Newspapers.*" Moving on to the subject of cameras in courtrooms, at issue now before the U.S. Supreme Court, Brink said lawyers were concerned "over the selective nature of video clips" and the effect on those in the courtroom. "They are perhaps less concerned about cameras in the appellate courts where the lawyers and judges could quickly become blase professional performers, than they are about trial courts, where the witnesses, jurors and parties are likely to be first-time amateurs afflicted with stage fright."

Both press and bar have "a proper concern for protection of materials and sources," according to Brink. He also suggested "that an area for greater concern is possible encroachment under court rules limiting access to materials obtained through discovery or statutory amendment of the Freedom of Information Act."

Taking some time to discuss concerns of lawyers in the general area of freedom of the press, Brink first supplied his opinion that "more and more, I find press coverage of legal matters to be accurate."

But lawyers also are concerned over "emphasis in the news," a concern arising from both "personal" and more general grounds. The personal aspect involves reporting on lawyer misconduct and a perception that favorable news about the legal profession receives little press attention.

The general observation Brinks had about the coverage of legal issues is that (citing a study by journalism professor F. Dennis Hall of Baylor) "in an equal number of freedom of press cases and freedom of speech cases not involving the press . . . the press issues were given far greater news coverage, gauged in terms of total reports, total inches, front page display and headlines. Editorial page coverage of the press issues also ran at least three to one."

In her address, Graham acknowledged "there were a couple of positive developments in recent months," noting the federal ban on surprise newsroom searches and the *Richmond* case. "But the *Gannett* decision, I regret to say, is still the operative law," she said, noting that three state Supreme Courts have since followed that decision's lead. Graham provided a box score of courtroom closing attempts since *Gannett*—300 efforts to close various proceedings, 175 successful, with 150 cases where prosecutors have not objected to the motions. And she also expressed concern "over the trend in the past few years in the libel area."

Graham did not limit her review to the judiciary, but also pointed to the Carter administration and prosecutors. She spoke of "a major push to cripple the law (the Freedom of Information Act)" over the past year. That push found 30 bills introduced in the past Congress, she said, to cut back on the act, in some cases proposing to extend an agency's reply time for an FOI request from 20 days to a year.

"Even more distressing have been [the administration's] efforts to improperly obtain information from us," Graham continued.

"I can only cite with alarm the Justice Department's decision in June to secretly subpoena six months of telephone records of the *New York Times* bureau in Atlanta—the first such seizure since the Nixon administration."

And Graham also took issue with "direct efforts by the government to forcibly enlist journalists in inappropriate functions."

"As of today, 19 reporters or news organizations are under court order to disclose information, or are in contempt for refusing," Graham said. It was her recounting of a recent incident at the *Washington Post* that led to her previously noted observations on the public's feelings about journalists. In the *Post* case, she said, the paper had an extraordinarily difficult time in attempting to explain to its readers the rationale for having a reporter refuse to divulge the sources of a story on heroin addiction of children.

In closing, Graham said "it is imperative that we strengthen public trust, and confidence in the media in the years ahead."

The concerns voiced by those speakers were also reflected in the resolutions proposed to the group for consideration at the convention. Fully a dozen of the 17 resolutions touched on issues involving freedom of the press—and the 12 were all adopted. Two were of particular concern to broadcasters: One urged "all journalists to promote the need for broadcasters and photojournalists to use the tools of their profession to fully inform the public"—a resolution aimed at getting video and still cameras into courtrooms; the other voiced support "for the concept of full First Amendment rights for broadcasters," and endorsed repeal of personal attack and political editorializing rules.

Professional journalists at the convention were also provided with some news about a growing element of video journalism—reporting on cable. The delegates heard from Cable News Network President Reese Schonfeld, who opened his remarks with a tribute to a type of journalist that has passed—the newsreel cameraman. Schonfeld described the growth of his new network, projecting a June 1982 subscriber count of 10 million. At that point, he said, with current ratings the service "will provide more than $30 million per year," the figure he called necessary to "provide a competent attractive news telecast 24 hours per day." And once CNN can cover its own expenses, Schonfeld declared, the network will be able to go on an expansion drive, adding equipment and people to the operation.

"We are trying to improve, not just to bring credit to ourselves, but so that we may bring credit to all the journalists who work in print and in television and radio, and in cable. When we bring more news to more people, we do the work of all of us—we bring cable into the brotherhood of professional journalists."

Schonfeld wasn't the only one at the convention to help put a focus on the journalistic efforts of cable. Warner Amex Cable Communications Chairman Gustave Hauser was on hand to participate in a panel on "New Journalism Technology." Meanwhile, crews from that company's Columbus Qube operation were putting theory into practice, actively covering the convention for their subscribers in that city.

The last formal address to the convention was that of NBC News president William Small. And he, like Brinks and Graham before him, touched on the public's perceptions of the media, referring to a Daniel Yankelovich poll for The Public Agenda Foundation that had also been cited by Graham. It showed, Small said, public support for "What I call journalism by slide rule—equal number of

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inches for the candidates on both sides."

What shocked Small most about the report, however, was that 22% favored the right of a president to close a newspaper, he said. And though the public rejected censorship, Small said it displayed support for a government role as media "traffic cop," because, quoting from the report, "for many Americans it is the media who may be the enemy of freedom of expression" as a result of their control of the editing function.

Small himself had some critical comments about media sensationalism (I expect to hear someday ... 'the world has ended. Film at 11.') and "the outbreak of gossip, which seems to be spreading."

But Small staunchly defended something for which his outfit has been recently criticized, the early call of the 1980 election. "The problem of geography is not an easy one," he admitted, but insisted "we in journalism are not in the business of sitting on news." As to arguments that NBC's action might have kept voters away from the polls, Small claimed "the 10 states this year that showed the largest percentage of voting turnout—nine of the 10 had polls still open when NBC did their dreadful thing." And Small also voiced his network's comfort with exit polls.

News is a station's most important asset

Mass. AP Broadcasters are told to concentrate on providing more and better information

Broadcasters' enemies aren't cable outlets or other new transmission forms but "conformity and apathy," according to a former ABC and Mutual radio network president, Robert Pauley.

Pauley, founder of the National Black Network and the Independent News Service and owner of WBVD(AM) Beverly, Mass., told the Massachusetts Associated Press Broadcasters annual fall meeting that effective station owners and managers should "act rather than react, constantly creating change not for its own sake but to keep up with society."

He called news, not entertainment or advertising, the key to broadcasting success.

"Information will even be a more critical commodity in the years to come," Pauley predicted, saying news was the sole reason for network radio's survival in the 1950's and is the best thing about television.

But neither form is doing all it can with news today, in Pauley's view: "The television networks are limiting themselves; they could deliver a full hour of news free to affiliates. And none but the all-news radio stations have caught on to radio as a medium of immediacy.

Two other radio executives called communication the key to good news/general manager relations. Al Primo, a former ABC news vice president who now owns WNVR(AM) Naugatuck, Conn., and Dick Wright, executive director of the Massachusetts Broadcasters Association and general manager of WTAG(AM) Worcester, Mass., said news directors should teach their sales-oriented bosses what broadcast journalism is all about.

Primo has found that a close working relationship with the general manager helps the news side get more air time, staffers and equipment. He agreed with Wright's comment that general managers like to hear about breaking stories, "to be on the inside." If there are problems covering an unflattering story about, say, a major advertiser, Wright advises talking them over with the general manager in advance, perhaps reminding the boss that if the station soft-pedals the story its image will suffer.

Everyone who spoke formally or informally at the conference seemed to agree that, in WRKO(AM) Boston news director Roger Allan's words, "the pay newspeople get stinks." But while Allan recalled that he once jumped to a New Hampshire station because $39 a week was $3 more than he was getting where he was, Wright (who started at $85 a week) told small market staffers that "you've got to pay your dues, and those dues will cost you. If you do a network quality job, there'll be bigger bucks down the road."

News Beat

Election returns. Thomas Wyman, president, CBS Inc.; Elton Rule, president, ABC Inc., and Fred Silverman, president, NBC, have received letter from Representative Robert Matsui (D-Calif.) member of House Communications Subcommittee, noting Congress has received "significant negative comment" on election coverage, with "principal focus of criticism being early projections" of results. Matsui suggested legislation recently proposed (BROADCASTING, Nov. 17) would not be necessary if networks "mutually agreed to withhold all national projections until polls closed on West Coast." He then asked for suggestions on how Congress and industry might address problem, and said he intends to pursue issue in next Congress.

□

Senate TV. Brian Lamb, president of C-SPAN, cable programer that carries proceedings of House of Representatives, has sent letter to 100 members of new Senate, encouraging them "to support opening the daily sessions of the U.S. Senate to television." He pledged C-SPAN's cooperation in any effort "to take the Senate's 'live' ... proceedings directly to your constituents via satellite and cable television." Meanwhile, "positive report" on impact of television cameras in House, based on survey last March of all 435 members, has been sent to House Speaker Thomas P. O'Neill (D-Mass.) and should be released soon.

□

First Amendment P/L. Sigma Delta Chi report indicates 1980 was good year for press in terms of gains made in courts and Congress. Report released at Society of Professional Journalists' annual convention said Supreme Court decision in Richmond Newspapers case, holding that Virginia judge had erred in closing criminal trial to press and public, was one of few times that court "discovered a new right in the Constitution." Major First Amendment case of 1981, according to report, is one involving question of whether cameras and microphones may be admitted to courtroom over objection of defendants. Decision in that case "could either reverse years of progress or expedite the trend," report says.

□

Warsaw desk. ABC News said it is completing negotiations with Poland and expects to establish bureau in Warsaw within month. Network claims it would be first of major American networks to have bureau in Eastern Europe and in Communist country aside from U.S.S.R. John McKenzie, London bureau chief for Canada's CTV network, is set to be ABC's chief in Warsaw.

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OPT captures 'Smiley' for '80-'81

le Carre novel starring Alec Guinness heads list of new programs for independents

A six-hour mini-series, *Smiley's People,* based on John le Carre best-selling spy novel and starring Sir Alec Guinness, will be among five specials to be offered by Operation Prime Time in 1981 and 1982, the OPT steering committee announced last week.

Smiley's People will be produced by Paramount in association with BBC-TV and is scheduled to run on the OPT consortium of stations in November-December 1982. OPT said Sir Alec Guinness will be making his American commercial debut in the mini-series. Earlier this year he was seen on PBS in the Smiley role in the BBC-TV production of le Carre's "Tinker, Tailor, Soldier, Spy."

OPT called its 1981-82 program line-up "by far the most impressive and varied" since the consortium was formed five years ago to produce quality prime-time programing for local TV use. The four other specials on the schedule are:

The Way They Were, described as a two-hour extravaganza featuring a long list of stars returning to their alma mater—Northwestern University—and recreating the performances that started them to stardom. Stars include Ann-Margaret, Charlton Heston, Tony Randall, Cloris Leachman, Patricia Neal, Claude Akins, Robert Conrad, McLean Stevenson, Carol Lawrence, Nancy Dussault, Jerry Orbach. To be produced by Bob Banner Associates for Paramount, for broadcast February/March 1981.

Further Adventures With the Gold Watch, two-hour sequel to the science-fiction farce, *The Girl, the Gold Watch and Everything,* which was one of OPT's highest-rated programs. To be produced by Paramount Television and scheduled in May/June 1981.

Golda, a four-hour mini-series based on the life and accomplishments of former Israeli Premier Golda Meir. To be produced by Paramount for showing in November 1981.

Goliath Awaits, a four-hour mini-series described as combining a large-scale disaster movie with a science-fiction tale, in which 400 passengers aboard a sunken liner are discovered—40 years later—still living in a portion of the ship. To be produced by Columbia Pictures for showing in May/June 1982.

Ratings Roundup

Kristin shot J.R. and CBS-TV's *Dallas* shot right into the record books when the Nov. 21 episode revealing the culprit scored the highest rating for any program in modern television history: a colossal 53.3 rating and 76 share.

That beat the record previously held by the final installment of ABC-TV's mini-series, *Roots,* which earned a 51.1/71 on Jan. 30, 1977. And it easily topped the Aug. 29, 1967, final broadcast of ABC's *The Fugitive* which had been first for a regularly scheduled series episode.

The *Dallas* score becomes even more impressive considering its play on Friday night, usually a low night for set usage. Lorimar, the production house that created all the suspense over "who shot J.R.," had been expecting a rating only "somewhere in the 40's" ("Closed Circuit," Nov. 17).

For the hour *Dallas* episode, there were an estimated 83 million viewers. The *Roots* conclusion—two hours in length—still claims the headcount record, with 99 million.

While the *Dallas* episode hit the ratings roof, CBS's over-all average in prime time for seven days ended Nov. 23 was par for the course of a winning week. CBS scored a 21.9/33 to ABC's 19.7/30 and NBC-TV's 17.1/26.

The First 20

Rank	Program	Network	Rating Share
1.	*Dallas*	CBS	53.3/76
2.	*Dukes of Hazzard*	CBS	32.0/48
3.	*60 Minutes*	CBS	29.8/45
4.	*Three's Company*	ABC	26.3/39
5.	*Alice*	CBS	26.1/36
6.	*Jeffersons*	CBS	26.1/36
7.	*One Day at a Time*	CBS	25.7/36
8.	*Happy Days*	ABC	25.4/37
9.	*Too Close for Comfort*	ABC	25.1/37
10.	*Love Boat*	ABC	25.0/39
11.	*Archie Bunker's Place*	CBS	24.7/36
	Laverne & Shirley	ABC	24.7/36
13.	*M*A*S*H*	CBS	23.8/33
	Little House on the Prairie	NBC	23.8/33
15.	*The Enforcer* (movie)	ABC	23.4/34
16.	*Skyward* (movie)	NBC	22.0/34
17.	*Trapper John M.D.* (premiere)	CBS	21.8/33
18.	*Hart to Hart*	ABC	21.7/34
19.	*Kenny Rogers Special*	CBS	21.5/33
20.	*NFL Monday Night Football* (Raiders v. Seahawks)	ABC	21.3/35

The Final Five

56.	*Those Amazing Animals*	ABC	14.2/21
	Tribute to the Juke Box Award Winners (special)	NBC	14.2/21
58.	*Daredevils* (special)	NBC	13.0/20
59.	"Convoy" (movie, competed with *Dallas*)	ABC	11.9/18
60.	*NBC Magazine* (competed with *Dallas*)	NBC	4.6/7

Syndicated shows ranked by Petry

Petry Television Inc.'s analysis of the October 1980 Nielsen syndication study shows that *M*A*S*H, All in the Family, Happy Days* and *Barney Miller* ranked highest among off-network series.

Petry focuses on 32 programs measured by Nielsen in 23 major markets and singles out *M*A*S*H* as the smash series with an 11.3 rating/26 share. It points out that the only off-network shows to give *M*A*S*H* some strong competition are *All in the Family* and *Happy Days.*

In the half-hour strip area, Petry tabs *To Tell the Truth* and *You Bet Your Life* as probable losers and *Face the Music* as a program having problems, both in clearances and audience delivery. *Family Feud,* in a new strip version, is picked as a winner with 12.2 rating, leading such popular and long-running strip programs as *Joker's Wild* and *Tic Tac Dough.*

According to Petry, *Donahue* is outstanding in the talk-variety field, with a 6.2

average rating and a 34% share. The rep firm says *Merv Griffin Show* and *Mike Douglas Show* are "surviving" with levels lower than expected, with *Griffin* scoring a 5.2 average rating and *Douglas* a 2.2. Two newcomers in the talk-variety field—*John Davidson Show* and *Tony Tennille*—are not performing up to earlier expectations, according to Petry.

Mutual to halt two radio features

Theater program and regional news offering set to go this month; increase in production costs are cited as reason for cancellation

Mutual Broadcasting System discontinued two of its features last week, claiming advertiser support has never reached sufficient levels to justify costs.

Mutual Radio Theatre, heard five nights a week on 320 stations, is scheduled to go off the air Dec. 19. Southwest Regional Network, offering Mutual's only regional news feeds, is scheduled to close shop on Dec. 27.

Terry Hourigan, vice president, programing, said a recent 10% increase in production costs for the radio theater contributed to the company's decision to

Play-Back

Record records. Weedeck Corp., Los Angeles, is offering *"1981 Edition of World's Record Records."* Year-end series includes 125 five-minute segments combining hit songs with related trivia. Records from 1980 are featured on 75 segments; all-time hits are featured on other 50. Program is produced in contemporary and country versions. Also from Weedeck: *Legend of Jesse James*, hour-long special based on A&M album of same name. Program is offered on barter basis and is scheduled to run early in December.

□

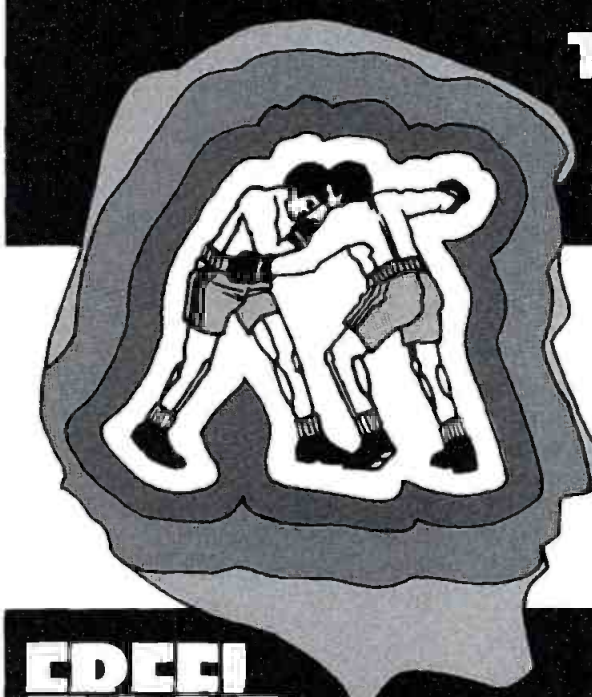
Old project completed. Among programs National Public Radio stations will air in December, January and February, is *First Person America*, six-part series produced by WGBH(FM) Boston. Program is based on book of same name by Anne Banks, who resurrected from Library of Congress volumes of interviews commissioned by Federal Writers' Project during great depression. Government had planned book on American laborers but never completed project because funding was discontinued.

□

Writing a book. Susan Stamberg, co-host of National Public Radio's *All Things Considered*, is taking leave of absence to compile and edit book based on daily news program. Book will be anthology of items aired in series, now nearly 10 years old. Stamberg will continue to provide reports and features to program on weekly basis. She will be replaced in daily capacities by Linda Wertheimer, NPR national political correspondent.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *Lady* by Kenny Rogers on United Artists; (2) *Woman In Love* by Barbra Streisand on Columbia; (3) *More Than I Can Say* by Leo Sayer on Warner Bros.; (4) *Hungry Heart* by Bruce Springsteen on Columbia; (5) *Dreaming* by Cliff Richard on EMI/America. The top five in **country radio airplay:** (1) *Smoky Mountain Rain* by Ronnie Milsap on RCA; (2) *One In a Million* by Johnny Lee on Asylum; (3) *Texas In My Rearview Mirror* by Mac Davis on Casablanca; (4) *That's All That Matters To Me* by Mickey Gilley on Epic; (5) *Lovers Live Longer* by Bellamy Brothers on Warner Bros.



There's a life-and-death battle going on inside you right now!

Most people put off important health check-ups until pain or serious disorders show up—and then it may be too late. They are victims of the human tendency to think that serious health problems only occur to other people. They erroneously believe that they will have fair warning before their well-being is in jeopardy.

This series of imaginative public service spots draws listeners' and viewers' attention to the battle going on within them—the conflict between their "responsible self" and their "put-off-until-tomorrow" personality. It is a strong call-to-action which dramatizes the need for preventive care.

HELP IN THE BIG FIGHT AGAINST DISEASE AND DISABLEMENT

FREE! FREE! FREE!

30 SECOND & 60 SECOND TELEVISION AND RADIO CAMPAIGN

TO: American Chiropractic Association 80-3
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Please send me copies of "BATTLE WITHIN YOU" public service spots for:
☐ Television (One 60-sec. & one 30-sec. Filmed Spots)
☐ Radio Six 60-sec. & Six 30-sec. Taped Spots)
I understand the spots will be sent without cost or obligation.
Public Service Director
Station
Street Address
City State Zip

Monitor

In the marketplace. *Sugar Ray Leonard's Golden Gloves* is new amateur boxing series being offered by MCA TV which hails it as "first time ever that national team boxing competition has been exclusively produced for TV." Twenty-six one-hour shows would have regional teams compete, leading up to championship. Trans World International is producer ... Worldvision Enterprises has claimed more than two dozen markets so far for *Little House on the Prairie* in syndication—among them, WXNE-TV Boston, KXTX-TV Dallas-Fort Worth, KPLR-TV St. Louis, WXIA-TV Atlanta and WNGE(TV) Nashville ... Abroad, Worldvision says, *Dallas* now has been bought in Holland and Brazil, joining line-up already ranging from Britian to Singapore...

□

Entertainment galore. Reports and interviews on various aspects of television, stage, motion pictures, night clubs and music form backbone of new daily, half-hour syndicated barter series that will be delivered live via satellite each weekday, starting in September 1981. Called *Entertainment Today*, series is intended for prime-time scheduling and also will provide special one-hour weekend program titled *This Week in Entertainment*. Program is from Paramount Television Distribution in association with Television Programs Enterprises, division of TeleRep Inc., Taft Broadcasting and Cox Broadcasting.

□

Grant's not amused. Actor Cary Grant has filed $10-million slander suit against comedian Chevy Chase for allegedly implying that Grant is homosexual. Suit, filed in Los Angeles Superior Court, contends that Chase referred to Grant as homosexual in Sept. 25, 1980, televised interview with Tom Snyder on *Tomorrow* show over NBC-TV. Suit claims Chase said "among other words," following: 'I understand he is a homo' and 'what a gal.' Besides holding up Grant to "shame, ridicule, and humiliation," suit states Chase's insinuations are "completely, totally, and absolutely false." Jasper Vance, Chase's agent, said comedian's official response is "no comment."

□

Top banana. As evidence of first-run network fare proving successful for local stations, *The New Planet of the Apes*, 20th Century-Fox series tailored by ABC-owned TV group, has brought flagship WABC-TV New York highest week of ratings ever for 4:30-6 p.m. movie slot. With 14 rating during sweeps period, five-day *Apes* beat all competition as well as previous high held by station's *Roots* reruns. *Apes* had been previously aired by CBS-TV but was tailored as five-day movie series; new wrap-around had Roddy McDowell recreating his *Apes* movie role. *The New Planet of the Apes* was also aired by ABC-owned KGO-TV San Francisco, which averaged a 7.8, and WXYZ-TV Detroit.

□

Branching out. Public station WNET(TV) New York, attempting to broaden its financial base, is becoming active in marketing some of its programs and outside properties to commercial stations and to cable television and home video fields.

cancel the series. Mutual stopped providing the radio theater before completing its second three-month series of original programs. The series has been in reruns since early October and, according to Hourigan, stopped 10 weeks short of its full cycle of three months of originals and three months of reruns.

Mutual spent close to a half-million dollars in producing its drama series, which featured five actors as permanent hosts one night of each week. Hosts were Loren Green, Vincent Price, Leonard Nimoy, Cicely Tyson and Andy Griffith.

International Emmys

Two programs from Britain and two from Canada won International Emmy Awards in ceremonies in New York last Monday night.

The presentations were witnessed by some 700 leaders of broadcasting and related fields at a black-tie gala of the International Council of the National Academy of Television Arts and Sciences.

The Emmy for documentaries went to the Canadian Broadcasting Corp.'s *Fighting Back;* for performing arts, to Societe Radio-Canada's *L'Oissau de Feu (The Firebird);* for drama, to Yorkshire Television's *A Rod of Iron,* and for popular arts, to the BBC-TV's *Not the Least of the Nine O'Clock News.* Dr. Frank Stanton, former president and vice chairman of CBS, and Lord Lew Grade, chairman of London-based Associated Communications Corp., received the council's directorate award, for outstanding contributions to the arts and sciences of international television over a period of time. *Muppets* creator Jim Henson also received an award.

Technology

FCC initiates inquiry notice on orbital and spectrum issues

Comments sought on satellite slots, AM band extension, opening HF to land mobile

The FCC has initiated three notices of inquiry (NOI) on World Administrative Radio Conference-related issues: use of the geostationary orbit; domestic implementation of the WARC-adopted proposal to expand the AM band, and the use of high-frequency spectrum (HF) by fixed and land mobile services.

The geostationary orbit is the path in space, approximately 22,300 miles above the earth, along which satellites can be placed in orbit at a speed which keeps them stationary in relation to the earth—it is the orbit used for all communications satellites. The NOI seeks comment on the development of the U.S. position on entry to the orbit in preparation for the International Telecommunications Union-sponsored "Space WARC" conference which convenes for a six-week period beginning in March 1984 and ends after a second six-week period in November 1985. The FCC must submit a proposal on the orbital entry to the State Department by March 1983.

Currently, entry into the geostationary orbit is guided by what is known as the flexible approach—an ITU entity wishing to place a geostationary satellite into orbit simply informs the ITU of its intention and then coordinates its plans with ITU entities having satellites in that orbit, to insure that no interference is caused by the new entrant.

Some ITU members argue that the flexible approach inherently places technologically advanced nations at an unfair advantage. These members would like to see a new approach adopted whereby orbital slots are "guaranteed" by reservation or some alternative.

The U.S. currently favors retention of the flexible approach.

Last December WARC adopted a proposal to expand the AM band from 1605 to 1705 khz. The commission's NOI on the issue looks toward domestic implementation of the WARC proposal, which was consistent with the U.S. position.

The high-frequency NOI looks at the rules which limit the use of fixed and land mobile services in the HF spectrum to international common carriers. In recent years these common carriers have been replacing HF circuits with cable and satellite circuits—opening up many allocations in the HF spectrum. The commission is proposing to permit private users—such as utility companies—to use the band provided they only use the new allocations for back-up circuits to high-technology circuits.

Fiber optic test system planned

The FCC has authorized AT&T and eight associated operating companies to construct the "first phase" of a planned fiber optic cable transmission system between Washington and Cambridge, Mass. The first phase consists of construction between Washington and New York.

Authorization to complete the system was delayed by the commission pending progress reports and performance in the Washington to New York section. It also required AT&T, and its manufacturing subsidiary, Western Electric, to submit information on revised procurement procedures used with general trade systems and component manufacturers.

Commissioner Joseph Fogarty raised objections to some of the language in the staff item drawn up by the Common Carrier Bureau.

In terms of economics, the staff described the plan as "a marginal project at best," which Fogarty said implied that AT&T did not have "the best interests of the public in mind."

Fogarty argued that if the commission sion authorized the project with that kind of language, it would be overturned easily in a court challenge by MCI Inc. MCI unsuccessfully petitioned the commission to deny authorization of the project on the grounds that AT&T had not proved that the project was economically viable or commensurate with the state of the art technology in fiber optics.

In Sync

It's a suny. Two British engineers have developed solar-powered television set for rural Third World areas where electricity is not available. Nine-inch black-and-white set is powered by battery that is inside set and recharged by solar panels. Invention is result of African trip by one of its inventors, Kurt Lewenhak of news service, Visnews. Aim is to produce set in Third World countries for less than $150.

□

More computers. Harris Corp. has expanded into radio business automation systems with purchase of radio division of Automation Electronics Inc., Lafayette, Ind., for undisclosed price. General business automation system division of company was bought by group of employes and moved to Indianapolis. Larry E. Zaiser, president of AEI, along with six other AEI employes, will join Harris and continue to work together on Autotron Star System, business automation system currently operating in about 85 radio stations. As director, automation sales, Zaiser will report to Eugene O. Edwards, Harris vice president of marketing.

□

Time squeeze. Time domain modifier equipment from Integrated Sound Systems, Long Island City, N.Y., available only on lease service basis for past year, is being offered for sale at $8,000 per unit. Device is used to increase or decrease speed of recorded voice or music, or as time compression alternative to video editing. Lease fees had been $500 per processed audio minute, $1,500 per videotape minute.

□

Adding power. KSTW(TV) Tacoma, Wash., is acquiring new model RCA Tétra Coil antenna, enabling station to begin circularly polarized broadcasting next year. New antenna will operate in conjunction with RCA 75-kw transmitter. According to RCA Broadcast Systems, antenna produces power gain of approximately five times in each polarization.

□

Video evangelism. National Christian Network is using videotape and film systems from RCA Broadcast Systems in building program production and distribution center in Cocoa, Fla. Distribution will be by satellite, with facility uplink feed through RCA-designed master control panel. RCA is also designing and installing production center, which is to provide religious programers with studio and remote production capabilities.

□

Investing in future. Communications Investment Corp., Salt Lake City radio group owner, has purchased three AM solid-state 5 kw transmitters and one 20 kw FM unit from RCA Broadcast Systems. CIC stations to get new transmitters are KGHL(AM) Billings, Mont.; KALL-AM-FM Salt Lake City; KVEL(AM) Vernal, Utah.

Law & Regulation

Supreme Court asked to consider libel status of consultants

Petition by Virginia newspaper to consider government contractors as public figures is backed by groups including NAB, RTNDA

Consultants working for the government occupy an uncertain territory as far as libel law is concerned. Are they public figures or officials, and thus subject to the same kind of aggressive examination by the press as, say, mayors and heads of federal agencies? Or are they private figures and thus riskier targets of press attention?

The U.S. Supreme Court is being asked to consider the question in a petition for review filed last week by the *Loudoun* (Va.) *Times-Mirror*. The issue is considered serious enough for nine media organizations, including the National Association of Broadcasters and the Radio-Television News Directors Association, to file a friend-of-the-court brief in support of the newspaper.

Consulting firms are doing an increasing amount of work for government at all levels on a contract basis. And if they are treated as public figures or officials, they can, under Supreme Court rulings, sue for defamation with any hope of success only if they can prove "actual malice." Otherwise, that high standard need not be met.

The *Times-Mirror* case involves a defamation suit brought against the newspaper by the Iroquois Research Institute, an archaeological consulting firm that had been retained by Fairfax county, Va. U.S. district Judge Albert V. Bryan agreed with the *Times-Mirror* that the company was to be regarded as a public figure, and granted the newspaper's request for summary judgment.

However, the U.S. Court of Appeals for the Fourth Circuit had a different view. It reversed Bryan's ruling, and sent the case back for trial. The court's opinion was written by Judge James Sprouse, who, the friend-of-the-court brief noted in a footnote, won a substantial libel judgment from the *Charleston* (W.Va.) *Mail* after an unsuccessful campaign as Democratic candidate for governor of West Virginia in 1968.

In urging the Supreme Court to review the case, the news media organizations' brief argues that "the First Amendment privilege in libel law encompasses criticism of all those responsible for performing the functions of government, not simply elected officials or full-time public employes." It also said the appeals court decision conflicts with other rulings and suggests that elected officials could "avoid public scrutiny or chill criticism simply by delegating their public responsibilities to contractors and consultants."

Washington Watch

Moving on 9 khz study. NAB has written letter to FCC Chairman Charles D. Ferris urging him to allocate additional personnel to work on commission study looking into costs of implementing Canadian 9 khz shift plan in U.S., so that study can be completed on date promised—Dec. 17. Letter noted that at Nov. 13 meeting of Advisory Committee on Radio Broadcasting, committee chairman, Gary Stanford, said study would be delayed due to manpower shortage until "early 1981." Letter urged expeditious completion of study because of rapidly approaching International Frequency Registration Board panel of experts meeting at Rio de Janeiro in January.

□

Hold the comment. FCC has denied NAB petition to suspend reply comment date for both EEO and short-form renewal rulemaking proposals and to issue further notices in each proceeding that would take into consideration mandates of Regulatory Flexibility Act which will take effect in January 1981. New act will require FCC and other federal agencies that initiate new rulemakings to consider all alternatives to lessen regulatory burdens on small businesses.

□

Spectrum alternatives. FCC's Office of Plans and Policy (OPP) has released "working paper" entitled "Frequency Spectrum Deregulation Alternatives," authored by Douglas Webbink, deputy chief, OPP. Among alternatives cited: allowing freer transferability of licenses; limiting use of petitions to deny; allowing more technical flexibility, and using auctions and lotteries instead of comparative hearings. Webbink also said that, "Of all the proposals [to deregulate spectrum space] the one that currently appears to be the most difficult to make workable is instituting spectrum fees."

□

Network program crossownership. CBS Inc. has asked FCC to revise its rule barring networks from acquiring financial interests in programs they do not produce and to allow networks to acquire right to nonbroadcast uses of TV programs. Comments due Dec. 22.

□

Prime-time Super Bowl. FCC has granted NBC waiver of prime-time access rule so that network may air Super Bowl, post-game show and another entertainment program from 6 to 11 p.m., Jan. 25, 1981.

Radio Stations KWWL and KFMW-FM
have been acquired by
Forward Communications, Inc.
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Black Hawk Broadcasting Company
for
$3,500,000

We are pleased to have served as broker
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12/1/80

Fight for 106

WBLI sues WKHK over use of frequency in station promotion

WBLI(FM) Patchogue, N.Y., is suing Riverside Broadcasting Co., operator of WKHK(FM) New York, for $2.5 million, alleging that WKHK has been falsely advertising and promoting its dial position as "106 FM" when that position actually belongs to WBLI.

In a complaint filed in the U.S. Eastern District Court of Brooklyn, N.Y., WBLI charged WKHK with "unfair and deceptive business practices" in violation of New York state laws and with violations of provisions of the Federal Communications Act. WBLI asked for a temporary and permanent injunction, and a hearing on the motion has been set for Dec. 5.

WBLI said it has been promoting itself as the occupant of the 106 mhz FM position for more than 10 years (it operates on 106.1 mhz). WKHK is on 106.7 mhz.

On or about Sept. 1, according to WBLI, WKHK (then WRVR) began to promote itself on the air as operating on 106 FM. It stopped this practice temporarily when WBLI protested, the plaintiff said, but resumed the advertising last Oct. 24 when its call letters were changed to WKHK. The plaintiff said it has sent letters of warning to WKHK but that the station "has continued to misidentify its frequency."

WBLI has also filed a complaint with the FCC asking the commission to issue a cease and desist order.

Riverside Broadcasting, licensee of WKHK, is owned by Viacom International. A spokesman for Viacom declined to comment on the suit.

Valenti calls for deregulation, new copyright act

MPAA president tells New York FCBA that new law should make cable companies compete with others for their programing

Jack Valenti, president of the Motion Picture Association of America, called upon Congress last week to "deregulate the basic cable industry from "its legally sheltered false and artificial advantage outside the competitive marketplace."

In a speech before the first luncheon meeting of the newly organized Federal Communications Bar Association of New York, Valenti said: "The winds of deregulation are blowing in Washington" and felt the new administration would respond to the changing mood.

"Let the Congress declare to basic cable, pay cable, videocassettes, videodisks, network television and individual stations: 'If you are going to compete for the eye and ear of family viewers, then you will all compete equally, with no one of you having an unfair advantage.' "

Valenti said this declaration, written into a revised Copyright Act, would make it clear that all profit-making enterprises "must bargain openly and competitively for the programs they choose to offer their customers."

Before offering his suggestion for Congressional action, Valenti blasted the current set-up under which basic cable systems pay what he called "a pittance"—an average of 1% of the system's gross subscriber revenues. He noted that the Copyright Act of 1976 gives systems a "compulsory license," under which they may take a TV station's signal off the air, sell a package of TV station programs to subscribers at about $8 per month—without permission and without negotiation with the copyright owner.

At one point Valenti noted that Thomas Wheeler, president of the National Cable Television Association, had been invited to debate him. Valenti said Wheeler had declined to appear. A NCTA spokesman said Wheeler could not accept because he had a previous commitment.

Roberts is among those new to Hill

Republican from Kansas, former radio newsman, is in favor of deregulating broadcasting

Freshmen in the 97th Congress who have had broadcast experience will include Pat Roberts (R-Kan.), who replaces retiring Representative Keith Sibelius, also a Republican. In addition to Roberts, two representatives and one senator joining Congress have worked in the industry (BROADCASTING, Nov. 17).

Roberts, 44, has spent the last 12 years in Washington, as administrative assistant to Sibelius. Prior to that he was administrative assistant for two years to another Republican representative from Kansas, Frank Carlson, who retired in 1967.

An ex-marine, Roberts is a graduate of Kansas State University where he majored in journalism and minored in radio and TV. After his discharge from the service in 1962, Roberts settled in Phoenix, where, in addition to reporting for the *Arizona Republic*, he read editorials at rock station KRUX(AM) Glendale (Phoenix).

"I'm a firm believer in radio's capacity to provide local news," he recalls, and that belief led him to his next radio job—as news director for KWBY(AM) (now KXAM) Scottsdale. Roberts created a local talk show at KWBY, *The Scottsdale Roundup*, and stayed their for 18 months.

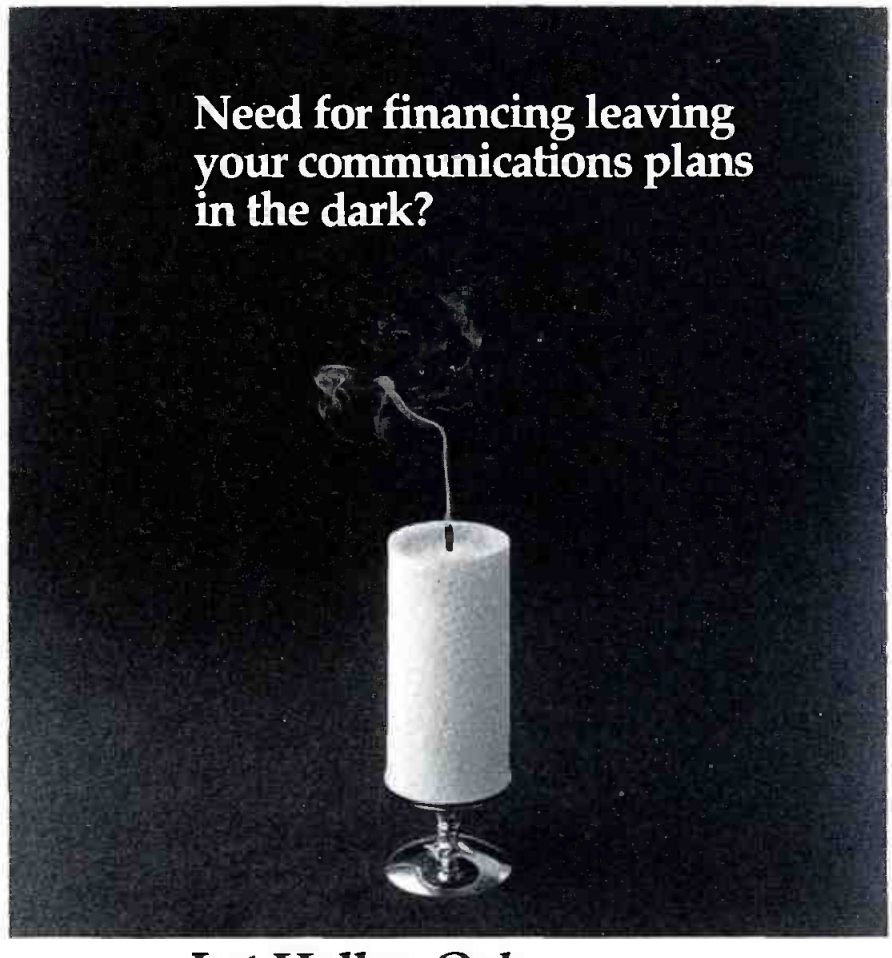
The congressman-elect's first choice for committee assignments is agriculture, and he has not yet decided what assignments to pursue beyond that. He asserts a "very strong interest" in broadcast issues and believes there is a need for deregulation of the industry. "There are 36 radio stations in my district," he said, "and every one of them is typical of the small town station for which the mass of rules and regulations is for the most part irrelevant."

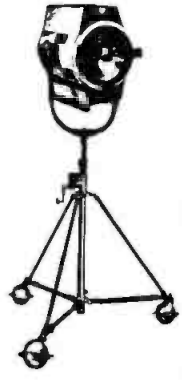
Changing Hands

PROPOSED

■ WRBT(TV) Baton Rouge: Sold by Cyril E. Vetter to United Television Inc. at unannounced price believed to be in $13-million range. Vetter has no other broadcast interests. Buyer is owned by 20th Century-Fox, Los Angeles-based publicly traded motion picture and television production company. It also owns KMSP(TV) Minneapolis; KTVX(TV) Salt Lake City, and KMOL-TV San Antonio, Tex. Donald E. Swartz is president of broadcast division. WRBT(TV) is NBC affiliate on ch. 33 with 871 kw visual, 174 kw aural and antenna 1,000 feet above average terrain.

■ KLMN-TV Fort Smith, Ark.: Sold by MCM Broadcasting Co. to Ozark Television Co. for $950,000 plus assumption of notes. New York Times Co. paid $17.5 million for VHF in same market (KFSM-TV) almost two years ago ("Closed Circuit," Jan. 22, 1979). Seller is owned by





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B.A. Conrad, John Cooper Jr., Gene George, Clark C. McClinton and son, David, William G. Underwood, S. Robson Walton and brother Jim (12% each) and Melvin Caldwell and George Perrin (2% each). Caldwell is vice president and 7% owner of WXVT(TV) Greenville, Miss., and 8.33% owner of applicant for ch. 14 at Tyler, Tex. (see "For the Record," page 118). Buyer is owned by Raymond G. Schindler and family. Schindler is president and principal owner of Houston wire fence manufacturing company. Schindlers own KVLG(AM)-KMUZ(FM) La Grange, Tex., and are applicants for new UHF's in Galveston and Nacogdoches and VHF in San Angelo, all Texas. KLMN-TV is CBS affiliate on ch. 24 with 2,510 kw visual, 251 kw aural and antenna height 1,040 feet above average terrain.

■ KWTC-AM-FM Barstow, Calif.: Sold by Mojave Valley Broadcasting Inc. to Inland Empire Broadcasters for $385,000. Seller is owned by Esther Brown (85%), Helen V. Long (10%) and Harris S. White (5%). They have no other broadcast interests. Buyer is owned principally by Howard N. Fisher who is also principal owner of KPRO(AM) Riverside, Calif. KWTC is on 1230 khz with 1 kw day and 250 w night. KWTC-FM is on 94.3 mhz with 3 kw and antenna 192 feet above average terrain. Broker: Blackburn & Co.

■ KTNM-AM-FM Tucumcari, N.M.: Sold by Tucumcari Broadcasting Co. Inc. to Wayne Marcy and Bob Roddy (50% each) for $337,500. Seller is owned by Elaine Houck McDavid and family who have no other broadcast interests. Buyers own and operate KPAG(AM) Pagosa Springs, Colo. In addition, Marcy owns 41.5% and Roddy 7.5% of KKBK(AM) Aztec, N.M. KTNM is on 1400 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

APPROVED

■ WTVW(TV) Evansville, Ind.: Sold by Fuqua Communications Inc. to Charles Woods for $21.5 million. ("In Brief," Dec. 24, 1979). Seller is owned by Fuqua Industries which has also sold WTVC(TV) Chattanooga (BROADCASTING, June 30) and WTVM(TV) Columbus, Ga. (BROADCASTING, July 21). Chairman of Fuqua, J.B. Fuqua, has also sold WJBF(TV) Augusta, Ga. (BROADCASTING, July 28). Buyer is owner of WTVY-AM-FM Dothan, Ala. WTVW is ABC affiliate on channel 7 with 316 kw visual, 63.1 kw aural and antenna 1,000 feet above average terrain.

■ KGAM(AM)-KGFM(FM) Bakersfield, Calif.: Sold by KGEE Inc. to Kern Broadcasting Corp. for $1.5 million. Seller is principally owned by Raymond O. Thompson who has no other broadcast interests. Buyer is owned by Cleaveland Outdoor Advertising, privately held company based in Fresno, Calif. Principals are Joe, Robert and Helen Zukin and Joseph Milan. Joe Zukin is president of Cleaveland Outdoor. His brother, Robert, is president of Los Angeles real estate developing company of which Helen (mother of Joe and Robert) is secretary. Joe Milan is vice president and general manager of Cleaveland Outdoor. They have 49% interest in KBLS(FM) Los Banos, Calif., and have purchased KAGO-AM-FM Klamath Falls, Ore. (BROADCASTING, Sept. 19). KGAM is on 1230 khz with 1 kw day and 250 w night. KGFM is on 101.5 mhz with 4.8 kw and antenna 1,280 feet above average terrain.

■ KGRI-AM-FM Henderson and KSPL-AM-FM Diboll, both Texas: Control (41%) sold by William L. Walling to Lynda M. Ruby and sisters, Marsha M. Shields and Connie M. McNab, already 49% stockholders, for $1 million. Walling has no other broadcast interests. He will retain 10% interest in stations. Buyers own auto insurance agency in San Antonio, Tex., and have oil and gas investments and real estate interests there as well. Each has 16.33% interest in station now. They are daughters of B.J. McCombs, 37.5% owner of WOAI-AM-FM San Antonio, KELP(AM) El Paso, and KPAC(AM)-KHYS(FM) Port Arthur, all Texas, and KXXO(AM)-KMOD(FM) Tulsa, Okla. KGRI is on 1000 khz with 250 w day. KGRI-FM is on 100.1 mhz with 3 kw and antenna 200 feet above average terrain. KSPL(AM) is 1 kw daytimer on 1260 khz. KSPL-FM is on 95.5 mhz with 6 kw and antenna 300 feet above average terrain.

■ KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California: Control (65%) sold by Charles R. Scott and wife, Betty, to Spectacolor Inc. for $950,000 plus $50,000 noncompete agreement. Scotts have no other broadcast interests. Gary Owens, station manager and 25% owner, will remain with stations in that role. James Mouyeos will retain vice presidency and 10% ownership. Buyer is owned by Lawrence Brandon, son, Anthony, and George Stonbely (one-third each). They own and operate Spectacolor, New York-based animated sign company. They also own WWWG(AM) Rochester, N.Y., and KERN(AM)-KMNG(FM) Bakersfield, Calif. KKAL is on 1280 khz with 5 kw day and 2.5 kw night. KZOZ is on 93.3 mhz with 29.5 kw and antenna 1430 feet above average terrain.

■ KNOR(AM) Norman, Okla.: Sold by stockholders to KNOR Radio Inc. for $575,000. Sellers are Hugh B. Garnet Jr. (31.5%), sister, Jean G. Moore (20.5%); George Wilburn (18%); Charles E. Moore (11%); Hugh B. Garnet and his wife, Glee (4.5% each), and Terrell C. King (10%). Hugh Garnet Sr. and wife are parents of Hugh Jr. and Jean Moore, who is wife of Charles. They also own KWHW-FM Altus and KWON(AM) Bartlesville, both Oklahoma. Buyer is owned by Robert L. Stephenson (70%), Monte Moore (10%) and four others. Stephenson is 50% owner of Oklahoma City oil exploration company. Moore is president and 50% owner of KTIP(AM)-KIOO(FM) Porterville, Calif. KNOR is on 1400 khz with 1 kw day and 250 w night.

■ Other approved station sales include: WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla., and WLEA(AM)-WCKR(FM) Hornell, N.Y. (see "For the Record," page 119).

CABLE

■ Cable systems serving Oxnard, Calif.: Sold by Oxnard Cablevision Inc. to Oak Industries for approximately $11.5 million. Seller is owned by William L. Davis and family. They have no other cable interests. Buyer is publicly traded electronic components manufacturer based in Rancho Bernardo (San Diego), Calif. It owns WKID(TV) Fort Lauderdale, Fla., 50% of KBSC-TV Los Angeles and 49% of WSNS(TV) Chicago. Oxnard system has 23,000 basic subscribers, 10,000 pay subscribers and passes 42,000 homes.

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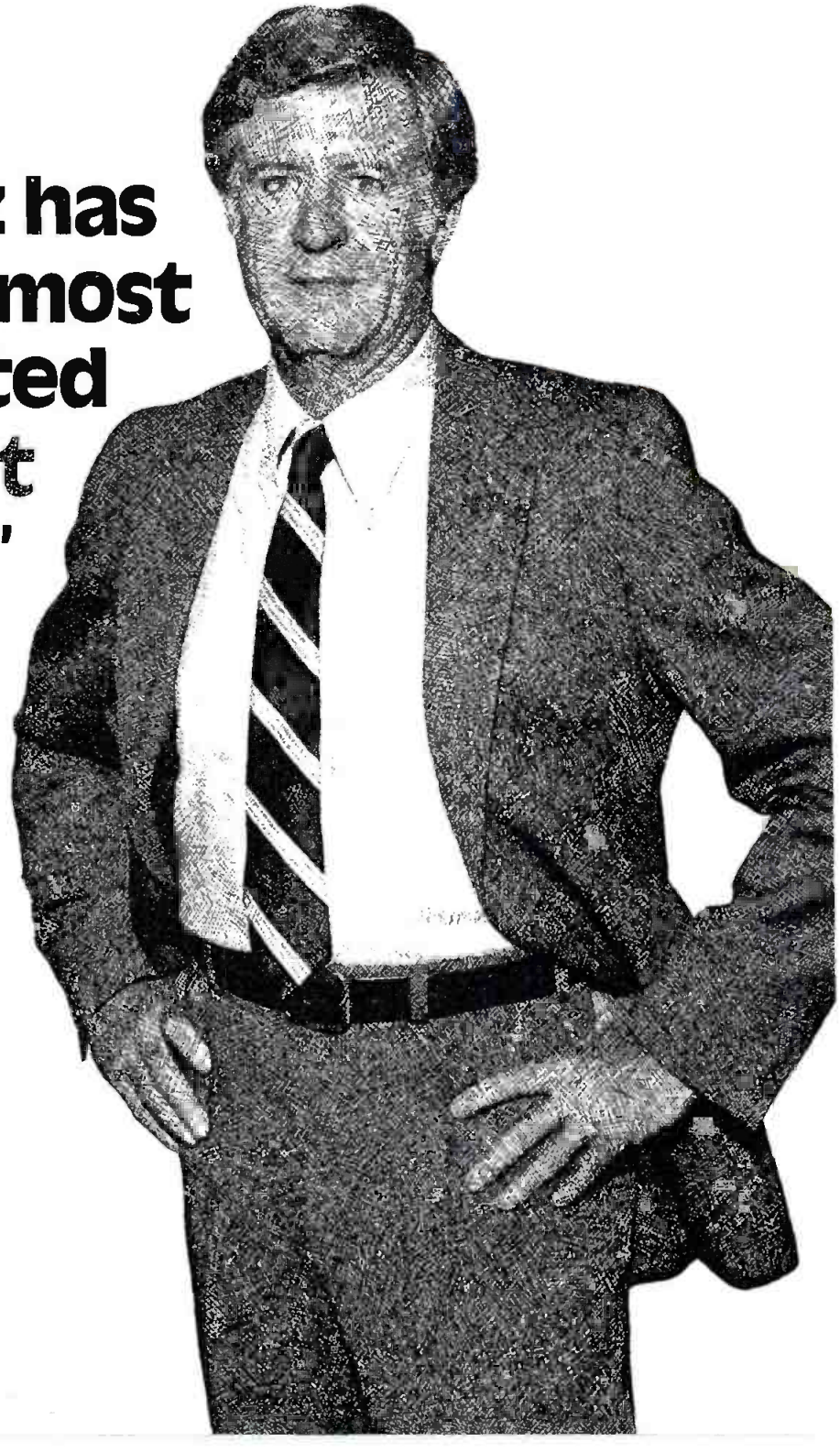


THE FIRST 50 YEARS

OF BROADCASTING

Alabama opened the New Year by losing 13-0 to California in the Rose Bowl. It set the tone for 1938 defeats. FDR was set back when he tried to intervene in the congressional primaries to defeat conservative Democrats who were drifting from the New Deal to the Republicans. Paramount Pictures and seven companies were losers when the government threw an antitrust suit at them. Things didn't even go right for Wrong Way Corrigan who wound up in Ireland—and eventually Hollywood—on the strength of his misdirected trans-Atlantic flight. One of 1938's few winners came out of a Broadway show, when Mary Martin (J.R.'s real-life mother) shed her ermine wrap and sang "My Heart Belongs to Daddy." And in BROADCASTING ....

Charlie McCarthy sassed Edgar Bergen and made the *Chase and Sanborn Hour* the most popular radio show in 1938. But the irrepressible dummy's exchanges with Mae West didn't make it a popular show with FCC Chairman Frank McNinch. The government official warmed a cold day in January 1938 with a blistering rebuke to NBC for a McCarthy-West "Adam and Eve" skit several weeks before.

Aside from that, broadcasting in that year succeeded in frightening America with fictional and factual news reporting.

One involved Orson Welles's too-realistic simulations on a *Mercury Theater of the Air* drama. It panicked some CBS listeners into believing Martians had landed in New Jersey.

The others were real-world network reports of Adolf Hitler's annexation of Austria and part of Czechoslovakia.

Radio, the voice of dialed fantasy and far-away fact, brought this and more to 82% of U.S. homes. Less apparent to the American public were Washington events that dealt with the business of broadcasting. Those included an FCC order for an investigation of the networks for purported monopolistic practices. Congress, however, rejected the resolution of Representative William P. Connery Jr. (D-Mass.) who had sought a probe of the networks (see "1937"). Capitol Hill did pass the Wheeler-Lea Act which gave jurisdiction of certain advertising claims to the Federal Trade Commission.

What was more apparent in early 1938 to the American public was that Europe was giving ground to a restless Hitler and that it needed radio's quick bulletins. When Hitler took over Austria in March, CBS, NBC and Mutual shot the news to Americans by shortwave, with the German chancellor himself screaming to the world. From March 11 to March 15, CBS carried 12 trans-Atlantic broadcasts and NBC nine. Paul White of CBS, who in later years was to be honored as one of the fathers of broadcast journalism, instituted the technique of positioning reporters in different countries where the war flames were breaking out and connecting the correspondents by shortwave to comment on their own and others' news reports.

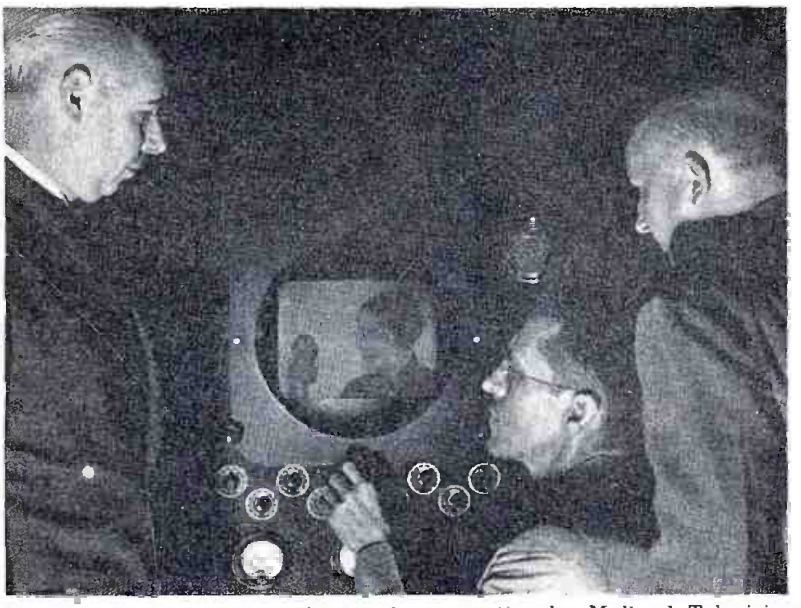
When Hitler took over part of Czechoslovakia in September, CBS broadcast 151 pick-ups, NBC 147 and MBS a lesser number in the 18 days preceding the Munich pact. (Under the agreement, England and France agreed to the take-over in exchange for Hitler's promise of peace.)

Many in the world were grateful for what they thought was a lasting peace, and in America the feeling was that radio had contributed to that effort. BROADCASTING, in an October editorial wrote: "'Radio,' so the saying went in Washington circles, 'and Roosevelt stopped Hitler,' as the news of resumed peace negotiations after the President's second message to Hitler heightened the world's hope there would be no war."

Neville Miller, president of the National Association of Broadcasters, declared that "Radio was really putting into effect what was the basis of the League of Nations—getting people around the table to talk things over. The speed with which we could get all the people around the table was a big factor in bringing about a peaceful settlement."

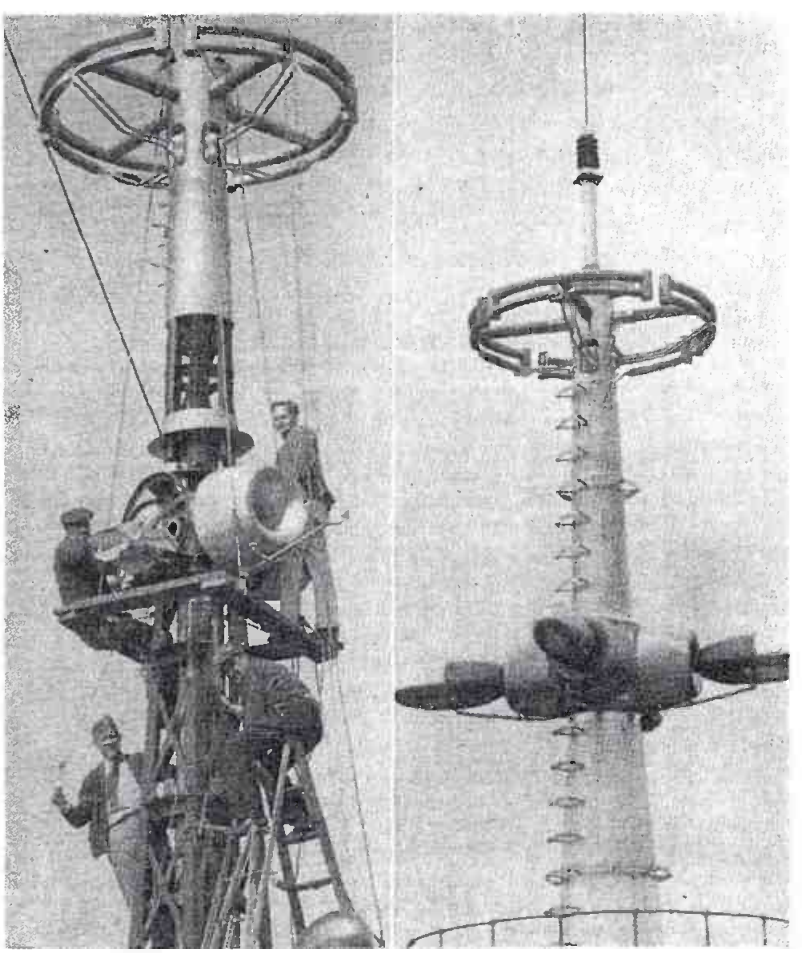
But if war came, the view prevailed that there would be little, if any, immediate effect upon broadcasting operations in the U.S. Although under war conditions the President possessed the authority to suspend or amend regulations "in order to preserve the neutrality of the United States," insiders assumed no change to be the rule of the future since America and its radio shared neutrality. In praise of that, BROADCASTING pointed out: "Any American listener who heard the propaganda-saturated 'news' reports from the government-owned radio stations abroad, particularly from the dictator countries, must upon reflection thank his lucky stars not only that he lives in a country far away from the strife and turmoil but that America maintains a democratic radio along with a free press."

If Americans felt secure in their distance from the turmoil broadcast to them from European eyewitness reports, many stateside listeners accepted the creatively contrived tale of a Martian invasion told in October by Orson Welles in a *Mercury Theater of the Air's* production of H. G. Wells's "War of the Worlds." Duped by the clever verisimilitude of the *Mercury Theater's* appropriation of the words and rhythms of news reporting, many listeners panicked about poison gas and Martian fires, called radio stations and the authorities. Some even



BEFORE the monitor panel at a demonstration by Midland Television Inc. at KMBC, Kansas City, Arthur B. Church (left), president of KMBC and a principal stockholder of Midland, J. R. Duncan, chief television engineer, and G. L. Taylor, president of the company, study the 441-line television image of Caroline Ellis, who begins *Caroline's Golden Store* for General Mills, Minneapolis, on WHO, Des Moines, Aug. 15.

—Broadcasting, Aug. 15



NEW TELEVISION antenna being built for operation by RCA-NBC atop the Empire State Bldg., New York. Left photo shows antenna being erected for test at the RCA Communications laboratories at Rocky Point, Long Island. Right photo shows how it will appear when installed.

—Broadcasting, Dec. 1

fled the "threatened" New Jersey area.

This happened despite CBS's warnings before, during, and after the Oct. 30 broadcast that the attack was fantasy. Afterward, W. B. Lewis, CBS vice president, expressed the network's regrets and assured listeners and the FCC that "in order that this may not happen again, the program department hereafter will not use the technique of a simulated news broadcast within a dramatization when the circumstances of the broadcast could cause immediate alarm to numbers of listeners."

Going even further, FCC Chairman McNinch called a meeting with NBC President Lenox R. Lohr, CBS President William S. Paley, and Alfred J. McCosker, chairman of the board of MBS, at which the networks agreed to limit the use of attention-getting terms like "flash" and "bulletin" in fictional situations.

Such tactics persuaded some broadcasters that the networks were appeasing the FCC and that the FCC was invading the area of private enterprise. In February the FCC set aside 25 channels (each 40 kc wide) in the 40-42 mc band for the exclusive use of noncommercial educational stations.

Next, the FCC, on March 18, issued "Order No. 37," opening a study of network broadcasting and the contractual relationships with affiliates. On March 25, the FCC adopted "Order No. 38," a request for complete fiscal information from all stations. And then, the FCC scheduled hearings on reallocations.

FCC investigations in 1938 probed the basics: the allotments for educators, the effects of superpower, the room for independents, the dealings of the networks, and the financial and programing freedoms of their affiliates.

The networks were a dominant force in broadcasting. By the end of 1938, the national networks had affiliations with 50 of 52 clear-channel stations, and ties with half the regional stations.

While the National Association of Regional Broadcast Stations and the National Independent Broadcasters fought superpower (500 kw) because of fears of economic ruin and technical interference for smaller stations, the clear-channel group argued for more than 50 kw power. The Senate precluded a lengthy battle between those forces when it adopted Senator Burton K. Wheeler's (D-Mont) "sense of the Senate" resolution that "... the operation of radio broadcast stations in the standard broadcast band with power in excess of 50 kw is definitely against the public interest, in that such operation would tend to concentrate political, social and economic power and influence in the hands of a very small group ... [and has] injurious economic effects on other stations operating with less power. ..." This statement was a resolution and not a law; while the FCC granted WLW Cincinnati the usual six-month license-renewal in August, the FCC superpower committee in October recommended that WLW's license for its high

power not be renewed.

With the superpower issue laid momentarily to rest, the FCC moved ahead with its "chain-monopoly" investigation. The data provided by "Order No. 38" would be of benefit "to all concerned in the progressive development of broadcasting," assured FCC Commissioner T. A. M. Craven, "particularly in the social and economic phases of the application of this relatively new invention to the service of the public."

The authority and effectiveness of a possible congressional or FCC investigation in the chain-monopoly inquiry were hotly disputed in Congress, until the House, in June, rejected by a 234-to-110 vote a resolution that called for a congressional investigation of radio monopolies. The task rested with the FCC despite charges of bias by several representatives.

The FCC delved into all phases of network operation, station contracts, program contents and network control. The FCC wondered, as Chairman McNinch put it, whether independent broadcasters have any "liberty left to them for local expression."

A look at the networks' reports was to show that NBC's gross time sales in 1938 amounted to $41,462,679, a 7.3% increase over 1937. CBS's gross time sales were $27,345,397, a 4.8% decrease from 1937, and MBS's $2,920,324, a 30.4% increase over the preceding year. The gross total sales for the industry climbed to a record $150,118,400, but the figure represented the smallest annual gain, 4%, of any year since dependable records had been kept.

The chain-monopoly inquiry changed into a full-scale investigation of all broadcasting, or what BROADCASTING called "a penetrating inquisition" because "How is it possible to survey the status of the networks without inquiry into affiliated stations, which really *are* the networks? But the notice goes far beyond that. The whole field of transcriptions is included. So are the fiscal relations of stations with networks, with advertisers, with their representatives, with agencies—and in fact every piece of the jigsaw that makes up broadcasting by the American plan."

Such scrutiny required months, and so

Names that made news in BROADCASTING's coverage of the NAB convention in Washington

LATEST STORY—Being recounted to Barry Bingham, WHAS, Louisville (center) and George Norton, WAVE, Louisville (right) by John J. Gillin Jr., WOW, Omaha.

—*Broadcasting, Feb. 15*

A POSEY FOR ELLIOTT — The son of the President of the United States, Elliott Roosevelt, now chief of all Hearst Radio enterprises, is snapped in a happy mood as Mutual's pretty flower girl pins a carnation on his lapel.

NEW NAB BOARD—Just prior to the first meeting of the new board of directors of the reorganized NAB Feb. 16, this exclusive photograph was made by BROADCASTING. Left to right (front row): Edwin W. Craig, WSM; W. Walter Tison, WFLA; Harold V. Hough, WBAP; John Shepard, 3d, Yankee Network; Walter J. Damm, WTMJ; Mark Ethridge, WHAS; John Elmer, WCBM. Middle row: C. W. Myers, KOIN-KALE; Frank M. Russell, NBC; Donald W. Thornburgh, CBS; Elliott Roosevelt, Hearst Radio; Herb Hollister, KANS; Edward A. Allen, WLVA; John E. Fetzer, WKZO; O. L. Taylor, KGNC. Back row: Earl H. Gammons, WCCO (CBS); Harry C. Wilder, WSYR; Clair R. McCollough, WDEL; Lambdin Kay, WSB; John J. Gillin, Jr., WOW; Ralph R. Brunton, KJBS. Absent were John A. Kennedy, WCHS, Gene O'Fallon, KFEL.

CBS Dedicates New Hollywood Center

Functional Needs Are Dominant in Big Radio Plant

By DAVID GLICKMAN

WITH radio executives from all parts of the West Coast and many [illegible] Union Trans-Lux ticker installed in the lobby of the building. The machine projects magnified messages on a screen.

The new CBS building, matching the Hollywood environment in beauty, and embodying all the technical improvements that years of experience and scientific research [illegible] offer, [illegible] which executives and production facilities; and, to the right, directly at the rear of the patio, the Columbia Square Playhouse, an auditorium theatre seating 1,050 persons. Fourth unit houses Columbia Management of California, the network's artists bureau, and other [illegible] also houses executive offices, has been equipped with two small studios intended for audition purposes only. They can also be used for broadcasting, equipment and wiring necessary for such purposes having been installed. CBS also has its own recording studios.

The master control, behind brilliantly lighted, soundproofed shadowless, double-glass windows 20 [illegible] is located [illegible] the foyer

—*Broadcasting, May 1*

the FCC and the networks, affiliates and independents piled specific data on specific data throughout the remainder of 1938 and into 1939. Meanwhile, the industry, via such voices as the NAB and RCA's David Sarnoff, repeatedly urged self-regulation in an effort to contain FCC and congressional probes. "If it accomplishes nothing else (and the prospects do not appear very bright)," BROADCASTING editorialized in December, "the FCC's network inquiry already has served a useful purpose. It has tended to focus industry attention on self-regulation and the development of voluntary program standards."

As *Fortune* magazine pointed out in a May article, "You cannot criticize the output of radio as a whole without criticizing the taste of the American public." With 91%, or 107,195,600 urban homes containing radios as of Jan. 1, 1938, and 69%, or 9,470,900 rural homes with radios, Americans listened to radio with increasing frequency, especially since 14.8%, or 3,954,041 homes contained two or more radios, and 17.4%, or 4,639,438 automobiles, contained radios.

Fortune declared that American listeners got what they wanted: "It may be distressing to be told that the chief entertainment of 129 million people is a ventriloquist's dummy, swing bands, Broadway wise guys, and . . . assorted fluff, gush, and drivel. . . . But there you are. When you challenge the right of the people to like it, you challenge democracy itself. And that it is healthier for a nation to listen to Charlie McCarthy from choice than to Adolf Hitler or any conceivable American prototype from necessity, few lovers of freedom would deny."

With the European war clouds always on the horizon, Americans turned to radio for news and entertainment. An FCC programing survey revealed that music constituted 53% of radio's program content, talks and dialogue 11%, drama 9%, variety 9%, news 9%, religion 5%, special events 2%, and miscellaneous 2%. During the survey period, 64% of shows were broadcast live, 21% from electrical transcriptions, and 12% from phonograph records.

On other fronts, the Wheeler-Lea Act, signed into law in March and effective in May, gave the FTC, instead of the Department of Agriculture, jurisdiction and new powers in dealing with false or misleading advertising of food, drugs and cosmetics, which remained the largest categories of the network sponsorship. The advertising of drugs and toilet goods in 1938 brought the national networks $19,413,860, while foods and beverages brought $21,784,263.

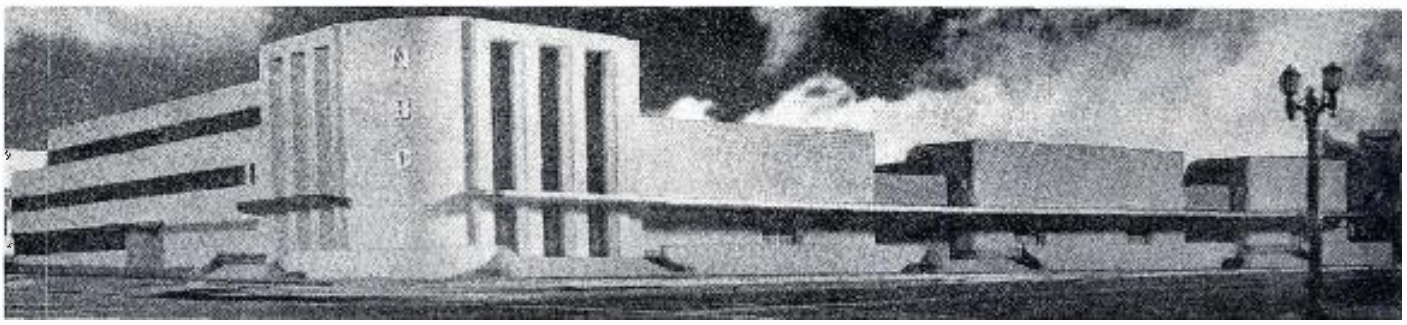
BROADCASTING analyzed the situation in an April 1 editorial: "The new law is strong . . . it affects directly . . . one-third of radio revenue. Broadcasters, along with other media owners, are exempted from liability because of false advertising provided they supply the FTC with information as to the identity and post-office address of the advertiser. . . . Assurances are given by the FTC that it will not embark upon any punitive spree with its newly acquired authority."

Senator Wheeler, decrying the power of the media and alleging monopoly, had proposed in 1936 and 1937 congressional investigation of the joint ownership of radio stations and newspapers, a suggestion that alternately found favor and dispute.

When the FCC, in March, approved the sale of WHBC Canton, Ohio, to the *Canton Repository*, it in effect meant the FCC had dropped its discrimination against the ownership of radio stations by newspapers. The anti-newspaper ownership crusade was briefly advanced again by Senator Sherman Minton (D-Ind.) in April when he argued that the federal licensing of stations "should be carefully studied in order to see that the 33-1/3% of the stations which are now owned by newspapers are cleaned up and the newspapers are put out of the radio business." However, with the FCC conducting a major inquiry of its own into radio, no congressional action materialized.

Despite the lessening of the old antipathy between newspapers and radio induced by shared ownership and profits, past stresses occasionally surfaced. According to a BROADCASTING editorial, the uproar produced by Orson Welles's "War of the Worlds" provided an interesting example: ". . . It is now apparent that most of the hysteria allegedly promoted by the 'Martian invasion' was actually headline-bred. First, the story 'broke' on a dull Sunday night in the newspaper shops. From the feature standpoint, it was a natural. . . . But in addition to that, it gave newspaper publishers a chance to give radio another swift kick. Even though many publishers now accept radio as a contemporary advertising medium, they almost unanimously

NBC's MAGNIFICENT NEW HOLLWOOD RADIO CITY



Canada Complete

RADIO COLLEGE OF CANADA. Toronto, starts a 15-minute transcription show about Nov. 1, which will gradually be placed on practically all Canadian stations, according to R. C. Smith & Son, Toronto, recently appointed advertising agency for the school, which formerly placed its advertising through Norris-Patterson, Toronto.

BROADCASTING facilities are incorporated in the Earl Carroll Theatre-Restaurant, being erected in Hollywood. Acoustical treatment similar to radio studios has been drawn into plans. A master control and an 80-foot revolving stage are included. Carroll is negotiating with both NB[illegible] the 1000 [illegible]

Hollywood Radio City Ideal Plant

(*Continued from Page 22*)

perse all unnecessary sound, insuring perfect broadcasting conditions. Studio walls have been built with "V'd" surfaces—a series of flat triangles which scatter sound and eliminate what is technically known as "discreet reflections". Studio ceilings have also been built with "V'd" surfaces which serve ingeniously as valances for lights and air-conditioning outlets.

All parallel surfaces which remain flat for acoustical efficiency were treated with a heavy layer [illegible]ntered by [illegible] are being sent. Visitors are able to "see" the sound waves of programs being transmitted. Shamel Electric Co., Los Angeles, installed all RCA broadcasting equipment and sound wiring for the studios.

Final note will be a mural, 25 feet high and 40 feet wide. It will cover a curved wall of the main foyer's interior. The dominant painting, executed by Ed Trumbull, Connecticut artist, portrays the far-flung activities of radio. It is [illegible] the gasoline generator is ready to take over the job.

Although there was no formal opening, it is expected that after the building is entirely completed NBC will hold open house for the trade, as great interest is being shown by Pacific Coast agency and radio executives in the many innovations incorporated. For the general public, NBC in late November will inaugurate a 40-cent tour of Hollywood Radio City.

Executive personnel in the new structure, besides Mr. Gilman include Lew Frost, assistant to the vice-president; Sydney Dixon, sales manager; John S[illegible]llow, progra[illegible] assi[illegible]

—*Broadcasting, Nov. 1*

resent it as a news competitor. So the swifter the kick, the better, from their point of view."

On the labor front in 1938, the American Federation of Radio Artists worked throughout the year on contracts for radio talent. The American Federation of Musicians negotiated a pact with the networks in February requiring double their staffs of musicians, and with independents in October providing higher salaries for musicians but giving stations the right to use recorded music without reprisals. Meanwhile, Bureau of Labor statistics revealed that radio's average weekly paycheck of $45.12 was the highest of all U.S. industries.

That old nemesis, the American Society of Composers, Authors and Publishers, remained on the minds of broadcasters, although the battles occupied fewer headlines since ASCAP contracts were in effect for two more years.

Even though the government's antitrust suit against ASCAP was still to be resolved (see "1935"), broadcasters sought to bring more pressure to bear. Neville Miller, who had become the first paid NAB president, asked the Senate Monopoly Committee to investigate the entire music copyright business, especially ASCAP. At a broadcasters' meeting in October, Miller argued for a united policy and "proper dealings" with organized labor, ASCAP and other copyright groups because, "... radio stations underestimate their great value. These stations are the most potent factor in the world today for good or evil, and the owners of our radio stations must fight for the right to do their job in the way it should be done."

Television in 1938 moved farther out of the laboratory. By June the Television Corp. of America and the Allen B. DuMont Laboratories were selling television sets to the public. By October, RCA announced its adoption of a standard—441 lines, 30 frames per second—and its near readiness to sell television sets to the public.

And in December, a patent for the iconoscope-kinescope tubes, the basis for electronic TV, was granted to Dr. Vladimir Zworykin after 15 years of litigation.

With the age of television still awaited, many felt that facsimile's time had come. BROADCASTING warned in February: "Facsimile has been pioneered by broadcasters. If it proves entirely feasible it will be an auxiliary broadcasting service. Broadcasters should protect their future interests as well as their present ones."

Facsimile stations organized into a group. BROADCASTING, in February, published the first facsimile newspaper for the NAB convention in Washington. WHO Des Moines, Iowa, started facsimile broadcasting on a regular basis in February. KSD St. Louis and the *St. Louis Post-Dispatch* in December inaugurated a collaborative publishing of a facsimile newspaper every afternoon.

While television and facsimile were capturing the fancy of some broadcasters, frequency modulation appealed to a few others as more imminent. Edward Armstrong received help for his invention from John Shepard III, president of the Yankee Network, who, in January, began construction of a $250,000, 50 kw FM station on Mount Wachusett in Princeton, Mass. Armstrong built his own 50 kw station at Alpine, N.J., and began low power tests in April. However, Armstrong remained relatively alone in the development of FM, which a good many AM broadcasters saw as an unwelcome competitor.

In 1938, as the age of innocence drew toward a close, *The Lone Ranger* and *The Green Hornet* appeared on the same air with H.V. Kaltenborn and Edward R. Murrow broadcasting stories of Hitler's secret police confiscating Jewish property. But the Martian fires still seemed more real than Hitler's threats. "Radio and Roosevelt" had stopped Hitler once. Surely they could do it again.

Stay Tuned

1. What provision in the NAB code created some problems with the Rev. Charles E. Coughlin and Elliott Roosevelt, among others?
2. Who replaced Frank R. McNinch as FCC chairman?
3. How many radio stations were on the air at the end of December 1939?
4. What regional network was attracted to Armstrong's FM system?
5. How many FM applications did the FCC have by fall?

The answers next week, in "1939."

For the Record®

As compiled by BROADCASTING, Nov. 17 through Nov. 21 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 applications

■ San Gabriel, Calif.—Life Broadcasting Inc. seeks 1430 khz, 5 kw-U. Address: 3250 Wilshire Blvd., Suite 202 Los Angeles 90010. Estimated construction costs: $357,000; first year revenue: $300,000. Format: Foreign language. Principals: John S. Lee (90%) and son John Jr. (10%). Senior Lee is Los Angeles land developer. Junior Lee is U.S. Army officer. They have no other broadcast interests. Ann. Nov. 18.

■ Willits, Calif.—The Henry Radio Co. seeks 1250 khz, 2.5 kw-D, 1 kw-N. Address: 2235 First Ave., Napa, Calif. 94558. Estimated construction costs: $40,-800; first quarter operating cost: $22,925; revenue: $108,000. Format: Adult contemporary. Principals: James B. Henry and family. Henry is Napa Calif., real estate investor with no other broadcast interests. Ann. Nov. 18.

■ Deer Trail, Colo.—Gold Bar Broadcasting and Communications Inc. seeks 1370 khz, 500 w-D. Address: Rural Route, Box 69, Deer Trail 80101. Estimated construction costs: $112,600; first-quarter operating cost $19,200; revenue $90,000. Format: CW. Principals: Johnny A. Turecek and his wife, Helen P. (50% each). They own several business properties in Deer Trail. They have no other broadcast interests. Ann. Oct. 30.

FM application

■ *Rhinelander, Wis.—White Pine Community Broadcasting Inc. seeks 91.7 mhz, 40 kw, HAAT: 1,515 ft. Address: Box 254, Rhinelander 54501. Estimated construction cost: $168,400; first-year operating cost: $80,000. Format: Public affairs/classical. Principals: Kurt H. Krahn, chairman of this nonprofit corporation. None of the other 10 principals have any other broadcast interests. Ann. Oct. 29.

TV applications

■ Orange Park, Fla.—Clay Television Inc. seeks ch. 25; ERP: 2061 kw vis., 206 kw aur., HAAT: 496 ft.; ant. height above ground: 549 ft. Address: P.O. Box 1431, Orange Park 32073. Estimated construction cost: $669,573; first-quarter operating cost: $102,900. Legal counsel: Thomas Root, Washington; consulting engineer: Kessler Associates, Gainesville, Fla. Principals: Napoleon Leano, William S. Bazley and W. Raleigh Thompson (25% each) and Richard C. Fellows and son Charles (12.5% each). They are all businessmen in Orange Park and vicinity. Ann. Nov. 20.

■ Lake Charles, La.—Holt-Robinson Television of Louisiana Inc. seeks ch. 29. Address: P.O. Box 2078 Hattiesburg, Miss., 39401. Estimated construction cost: $1.4 million; first year operating cost: $167,950. Legal counsel: M. Scott Johnson, Washington consulting engineer; L.R. du Treil, Washington. Principals: Charles W. Holt (70%), wife, Connie (10%) and Robert N. Robertson (20%). They own and operate WHSY-AM-FM Hattiesburg, Miss., WHHY-AM-FM Montgomery, Ala., and are applicants for ch. 40 of Tallahassee, Fla. Ann. Nov. 20.

■ *Dickinson, N.D.—Prairie Public Television Inc. seeks ch. 9; ERP: 265.5 kw vis., 53.1 kw aur., HAAT: 806 ft. Address: 4500 South University Dr., Fargo, N.D., 58103. Estimated construction cost: $700,800. First year operating cost: $45,050. Legal counsel: Robert A. Marmet, Washington. Consulting engineer: Don Geiken, director of engineering, Prairie Public Television. Principals: Prairie is state-funded nonprofit corporation. Dennis Falk is president. It is licensee of KFME(TV) Fargo of which proposed facility at Dickinson will be satellite. Ann. Nov. 20.

■ Arecibo, P.R.—Arecibo Video Corp. seeks ch. 54; ERP: 1.2 kw vis., .12 kw aur., HAAT: −219 ft.; ant. height above ground: 127 ft. Address: 3 St. No. G-39 Vista Azul, Arecibo 00612. Estimated construction cost: $75,714 first-quarter operating cost: $31,000; revenue: $120,000. Legal counsel: A. L. Stein, Washington; consulting engineer: Robert L. Purcell, Washington. Principals: Francisco Velazquez (88%) and three others. Velazquez is former manager of WNIK-AM-FM Arecibo. He has no other broadcast interests. Ann. Nov. 20.

■ San Juan, P.R.—JEM Communications Inc. seeks ch. 24; ERP: 4384 kw vis., 438.4 kw aur., HAAT: 1,161 ft.; ant. height above ground: 665 ft. Address: P.O. Box 386 Feeding Hills, Mass. 01030. Estimated construction cost: $2,079,000; first-quarter operating cost: $347,365. Legal counsel: Martin E. Firestone, Washington; consulting engineer: John A. Fergie, Feeding Hills, Mass. Principals: Multi Media Communications Inc. (89%) and Ronald Rosenbaum and wife Carolyn (11% jointly) Multimedia is owned by John A. Fergie, George Mitchell and Martin E. Firestone (25% each) and Vicent Messina and Elliot Cole (12.5% each). Fergie is Feeding Hills, Mass., broadcast consulting engineer. Mitchell is vice president and general manager WKEF(TV) Dayton, Ohio. Firestone is Washington communications attorney with firm of Stein, Halpert & Miller. Rosenbaum is San Juan attorney. Carolyn is assistant secretary of applicant. Messina and Cole are Washington attorneys. Fergie, Mitchell and Firestone each have less than 1% interest in Springfield Television Corp., licensee of WWLP(TV) Springfield, Mass. WKEF and permittee of KSTV(TV) Salt Lake City. They each have minor interest in applicant for ch. 15 at Mobile, Ala. In addition, Firestone is partner in applicant for FM allocation at Freeport, Tex. Ann. Nov. 20.

■ Irving, Tex.—CELA Inc. seeks ch. 49, ERP: 1277 kw vis., 127.7 kw aur., HAAT: 695 ft. ant. height above ground: 784 ft. Address: 8300 Douglas Ave., suite 681. Dallas 75225. Estimated construction cost: $89,750; first-quarter operating cost: $81,150; revenue: $650,-000. Legal counsel: Donald E. Ward, Washington; consulting engineer: E. Harold Munn, Jr. & Associates Inc., Coldwater, Mich. Principals: Eldred Thomas (100%) who is president and manager of *KVTT(FM) Dallas. Ann. Nov. 20.

■ Tyler, Tex.—East Texas Broadcasting Inc. seeks ch. 14; ERP: 839 kw vis., 126 kw aur. HAAT: 1124 ft., ant. height above ground: 999 ft. Address: 3030 One Main Place, Dallas, 75250. Estimated construction cost: $2,022,037; first quarter operating cost: $162,222; revenue: $700,000. Legal counsel: Wilner & Scheiner, Washington; consulting engineer: Smith and Powstenko, Washington. Principals: Lewis E. MacNaughton (33.34%), Terry S. Muncey [president] (16.67%), Melvin B. Caldwell (8.33%) and six others. MacNaughton is McKinney, Tex.-based investor. Muncey is owner of Dallas architect firm. Caldwell is vice president, general manager and 7% owner of WXVT(TV) Greenville, Miss. (not on air). He has 2% interest in KLMN(TV) Fort Smith, Ark., which has been sold subject to FCC approval (see "Changing Hands," page 109). MacNaughton is stockholder in Midwest Video Corp., cable MSO with systems in Texas, New Mexico, Mississippi and Missouri. Ann. Nov. 20.

■ Bellingham, Wash.—University of Washington seeks ch. 34; ERP: 1230 kw vis., 123 kw aur. HAAT: 2,376 ft. ant. height above ground: 280 ft. Address: 400

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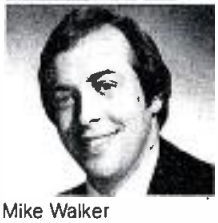

Mike Walker

Administration Bldg. A1-10 Seattle 98195. Estimated construction cost: $1.6 million; first-year operating cost: $117,160. Legal counsel: Dow, Lohnes & Albertson, Washington; consulting engineer: John F. X. Browne & Associates, Bloomfield Hills, Mich. Principals: Richard C. Oldham is director of telecommunications planning. Ann. Nov. 20.

AM action

■ Cave Junction, Ore.—Illinois Valley Radio granted CP for new AM station on 1400 khz, 1 kw-D 250 w-N (BP-791127AB). Action Nov. 12.

FM actions

■ Brush, Colo.—Ranchland Broadcasting Co. granted 107.1 mhz, 3 kw, HAAT: 91 ft. Address: 1516 Mill St., Brush 80723. Estimated construction cost $15,500; first quarter operating cost $4,842; revenue: $60,000. Format: Pop. Principals: Claud and Margaret Pettit (100% jointly). They own KCMP(AM) Brush. Claud Pettit is general manager and Margaret Pettit is program director. Action Oct. 31.

■ Palmyra, Mo.—Palmyra Broadcasting Co. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 314 N. Broadway St. Louis, 63102. Estimated construction cost: $78,000; first year operating cost: $60,000; revenue: $20,000. Format: Variety. Principals: St. Louis Suburban Newspapers (65%), James E. Janes (29%) and two others. St. Louis Suburban, publisher of weekly newspapers in St. Louis area, is owned by Bick brothers, Frank, John and James (one-third each). John owns kitchen equipment installation firm and James owns computer equipment installation firm. James is associated with St. Louis-based Sports Network as sales and programing specialist. Network is owned by St. Louis Suburban. They have no other broadcast interests. Action Nov. 7.

TV actions

■ Nampa, Idaho—Peyton Broadcasting Inc. granted CP for new TV on ch. 12; ERP: 166 kw vis., 18.2 kw aur.; HAAT: 2,720 ft.; TL: Deer Point Peak, 10.75 miles N. N.E. of Boise, SL: Nampa; Condition: aur. and vis. TPO shall be measured at output of diplexer. Action Nov. 6.

■ Tomah, Wis.—Tomah Television Co. granted ch. 43; ERP: 94.5 kw vis., 98.64 kw aur., HAAT: 660 ft.; ant. height above ground: 400 ft. Address: 1008 1/2 Superior Avenue, Tomah. Estimated construction cost: $101,950; first-year operating cost: $27,747. Consulting engineer Lyle Evans. Principals: Tomah-Mauston Broadcasting Co., licensee of WTMB(AM)/FM) Tomah. Hugh W. Dickies is president. Action Nov. 4.

Ownership Changes

Application

■ KLMN-TV Fort Smith, Ark. (TV: ch. 24; 2510 kw vis., 251 kw aur)—Seeks transfer of control of MCM Broadcasting Co. from stockholders (100% before; none after) to Ozark Television Co. (none before; 100% after). Consideration: $950,000 plus assumption of notes. Seller: B.A. Conrad, John Cooper Jr., Gene George, Clark C. McClinton, David McClinton, William G. Underwood, Jim C. Walton, S. Robson Walton (12% each) and Melvin Caldwell and George Perrin (2% each). Caldwell is vice president and 7% owner of WXVT(TV) Greenville, Miss., and 8.33% interest in applicant for ch. 14 at Tyler, Tex. (see "New Stations," above).

Actions

■ WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla. (AM: 1280 khz, 5 kw-D; FM: 103.1 mhz, 3 kw)—Granted assignment of license from Euchee Valley Broadcasting Co. to DeFuniak Communications Inc. for $300,000. Seller: Stampler Collins who has no other broadcast interests. Buyer: Robert Schumann (90%) and Arthur Dees and wife, Martha (10%) jointly. Schumann is investment counselor based in Binghamton, N.Y., Dees is general manager of WSKG(FM) Binghamton, N.Y. Martha is housewife. They have no other broadcast interests. Action Oct. 30.

■ WTVW(TV) Evansville, Ind. (TV: ch. 7: 316 kw vis., 63.1 kw aur.)—Granted assignment of license from Fuqua Industries to Charles Woods for $21.5 million. Fuqua has also sold WTVC(TV) Chattanooga, Tenn., (BROADCASTING, June 30) and WTVM(TV) Columbus, Ga. (BROADCASTING, July 21). Chairman of Fuqua, J.B. Fuqua has sold WJBF(TV) Augusta, Ga. (BROADCASTING, July 28). Woods owns WTVY-AM-FM Dothan, Ala. Action Nov. 17.

■ WLEA(AM)-WCKR(FM)[CP] Hornell, N.Y. (AM: 1480 khz, 2.5 kw-D, FM: 92.1 mhz, 8.3 kw)—Granted transfer of control from Kevin Doran to Channick Broadcasting Corp. for $156,000. Doran has no other broadcast interests. Buyer: Herbert Channick, Chicago attorney and real estate investor who has no other broadcast interests. Action Oct. 31.

■ KNOR(AM) Norman, Okla. (AM: 1400 khz, 1 kw-D, 250 w-N)—Granted transfer of control of station from transferees (100% before; none after) to KNOR Radio Inc. (none before; 100% after). Consideration: $575,000. Principals: Hugh B. Garnett Jr. (31.5%); sister, Jean G. Moore (20.5%); George Wilburn (18%); Charles E. Moore (11%); Glee Garnett and husband, Hugh B. Garnett (4.5% each), and Terrell C. King (10%). Glee and Hugh are parents of Hugh Jr. and Jean Moore. Jean and Charles Moore are married. They also own KWHW-FM Altus, and KWON(AM) Bartleville, both Oklahoma. Transferors: Robert L. Stephenson (70%), Monte Moore (10%) and four others. Stephenson is 50% owner of Oklahoma City Oil Exploration Company. Moore is president, director and 50% owner of KTIP(AM)-KIOO(FM) Porterville, Calif. Stephenson has no other broadcast interests. Action Nov. 19.

■ KGRI-AM-FM Henderson-KSPL-AM-FM Diboll, both Texas (KGRI[AM]: 1000 khz, 250 w-D; FM: 100.1 mhz, 3 kw; KSPL[AM]: 1260 khz, 1kw-D, FM: 95.5 mhz, 6 kw)—Granted transfer of control of KGRI Inc. and KSPL Inc. from William L. Walling (51%

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,567	3	2	4,572	118	4,690
Commercial FM	3,262	2	1	3,265	141	3,406
Educational FM	1,082	–	2	1,084	74	1,158
Total Radio	8,911	5	5	8,921	333	9,254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231					
Educational TV	–	–	231	90	321	
VHF						
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1,003	4	9	1,016	121	1,137
TV Translators	339	–	–	339	184	523
UHF						
VHF	2,567	–	–	2,567	259	2,826

*Special temporary authorization

**Includes off-air licenses

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before; 10% after) to Lynda M. Ruby, Marsha M. Shields and Connie M. McNab (49% before; 90% after). Consideration: $1 million. Principals: Walling has no other broadcast interests. Transferees are daughters of B.J. McCombs, 37.5% owner of WOAI-AM-FM San Antonio, KELP(AM) El Paso; KPAC(AM)-KHYS(FM) Port Arthur, all Texas, and KXXO(AM)-KMOD(FM) Tulsa, Okla. They own auto insurance agency in San Antonio and have oil and gas investments and real estate interests there as well. Action Nov. 19.

AM licenses

- KCTT(AM) Yellville, Ark.
- KLBA(AM) Albia, Iowa.
- WMUF(AM) Paris, Tenn.

FM licenses

- KDDA-FM Dumas, Ark.
- WVFK(FM) Key West, Fla.
- *WRAF(FM) Toccoa Falls, Ga.
- WAXT(FM) Alexandria, Ind.
- *KANZ(FM) Pierceville, Kan.
- KMMR(FM) Malta, Mont.
- *KNGX(FM) Claremore, Okla.
- *WPLS(FM) Greenville, S.C.
- KFLZ(FM) Bishop, Tex.
- KSNY-FM Snyder, Tex.
- WJSY(FM) Harrisonburg, Va.
- WHCE(FM) Highland Springs, Va.
- *WNSB(FM) Norfolk, Va.

Facilities Changes

AM applications.

- KNCO(AM) Grass Valley, Calif.—Seeks to increase daytime power from 500 w to 1 kw and make changes in ant. sys. Ann. Nov. 21.
- KITN(AM) Olympia, Wash.—Seeks CP to increase daytime power from 1kw to 5kw Ann. Nov. 21.
- WELC(AM) Welch, W. Va.—Seeks CP to increase power from 1 kw to 5kw and install new trans. Ann. Nov. 21.

AM actions

- KHOT(AM) Madera, Calif.—Granted CP to change hours of operation to unlimited by adding nighttime operation with 500 w, DA-N; and make changes in ant. sys. (BP-791129AA). Action Nov. 13.
- WMLB(AM) West Hartford, Conn.—Granted CP to increase day power 5 kw, add nighttime service with 2.5 kw; install DA-2 and change TL to south end of Hartford Reservoir No. 6 at Albany Ave., West Hartford; operate by remote control from 630 Oakwood Ave., West Hartford (BP-780829AE). Action Nov. 13.
- WFIV(AM) Kissimmee, Fla.—Granted CP to change TL to approximately 5.5 miles NE of Kissimmee; add nighttime power of 2.5 kw; increase daytime power to 10 kw; install DA-2; change hours of operation to unlimited (BP-21,246). Action Nov. 4.
- KZOO(AM)Honolulu—Granted CP to make changes in ant. sys.; change type trans and install new ant. (BP-801003AL). Action Nov. 6.
- WIFF(AM) Auburn, Ind.—Granted CP to increase power to 1 kw, make changes in ant. sys.; change trans. (BP-20,879). Action Nov. 5.
- WFCV(AM) Fort Wayne, Ind.—Granted CP to change city of license to New Haven, Ind.; add nighttime operation with 500 W; install DA-2; unlimited; TL northwest corner of Trentman and Thompson Roads, Fort Wayne (two site operation) (BP-21,074). Action Oct. 30.
- KKOJ(AM) Jackson, Minn.—Granted mod of CP to make changes in ant. sys. (BMP-800902AN). Action Nov. 6.
- KEX(AM) Portland, Ore.—Granted CP to specify new theoretical parameters; change TL to 9415 SE Lawnfield Road, Clackamas, Ore.; change SL to 4949 SW MacAdam, Portland (BP-791217AT). Action Nov. 12.
- WKOK(AM) Sunbury, Penn.—Granted CP to decrease height of tower to 230 ft. (BP-800721AS). Action Nov. 12.
- WMSO(AM) Collierville, Tenn.—Granted CP to change frequency to 1220 khz, and increase power to 2.5 kw (BP-800819AG). Action Nov. 4.
- WREC(AM) Memphis, Tenn.—Granted mod. of CP to add additional MEOV's to nighttime pattern (BMP-800411AH). Action Nov. 12.
- KTXJ(AM) Jasper, Tex.—Granted CP to increase power to 5 kw; make changes in ant. sys. (BP-800201AP). Action Nov. 6.
- WCLG(AM) Morgantown, W. Va.—Granted CP to increase power to 2.5 kw (BP-800110AF). Action Nov. 4.
- WELC(AM) Welch, W. Va.—Granted CP to increase power from 1 kw to 5 kw and install new trans. (BP-13,703). Action Nov. 4.

FM application

- KBRF-FM Fergus Falls, Minn.—Seeks CP to change TL: 3.8 miles east of Rothsay on No. 21, Fergus Falls; increase ERP: 100 kw; HAAT: 650 feet and make changes in ant. sys. Ann. Nov. 21.

FM actions

- KTKT(FM) Tucson, Ariz.—Granted CP to change TL to 2401 W. Zinnia Avenue, Tucson; change studio and remote control local to 2020 W. Grant Road, Tucson; increase ERP 93 kw, ant. height 90 ft.; and make changes in ant. sys. (BPH-800219AN). Action Nov. 7.
- *KUBO(FM) Chualar, Calif.—Granted mod. of CP to change SL and remote control location to 161 Main Street, Salinas, Calif. (BMPED-800919AH). Action Nov. 14.
- KPRI(FM) San Diego, Calif.—Granted CP to change TL to 56th and Highway 94, San Diego; ant. height 440 ft., and make changes in ant. s7'. (bEk800221AH). Action Nov. 7.
- KWIZ-FM Santa Ana, Calif.—Granted CP to increase ERP to 3.0 kw (H) 2.7 kw (V), ant. height 207 ft.; change TL to Bauer Hill, New Orange, Calif.; and make changes in ant. sys. (BPH-791204AB). Action Oct. 31.
- *WLCA(FM) Godfrey, Ill.—Granted CP to increase ERP 0.70 kw, ant height 180 ft.; install new ant.; and

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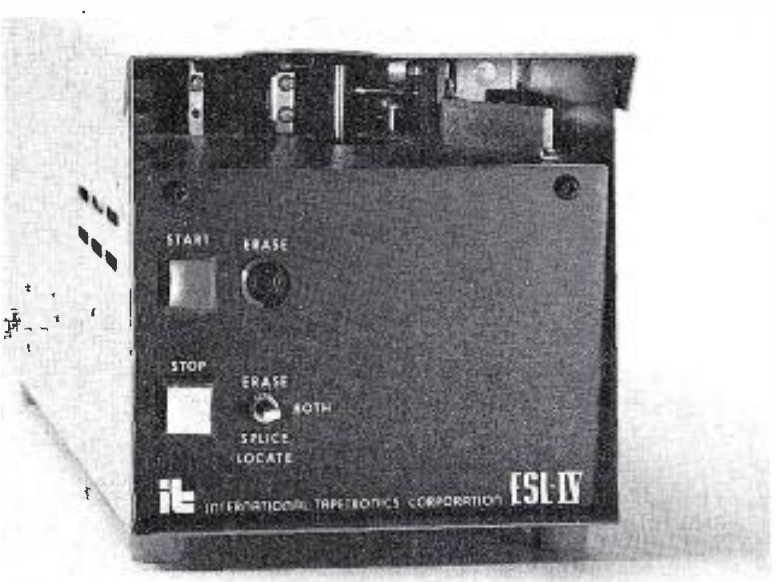

make changes in ant. sys. (BPED-790809AI). Action Nov. 6.

■ WILO-FM Frankfort, Ind.—Granted CP to increase ERP 50 kw, ant. height 460 ft.; change TL to 1 mile W. of Middlefork on State Route 26 new Middlefork, Ind.; and make changes in ant. sys. (BPH-800410AC). Action Oct. 31.

■ WBXB(FM) Edenton, N.C.—Granted CP to make changes in ant. sys. and decrease ERP 2.75 kw (BPH-800109AM). Action Nov. 7.

■ KNID(FM) Enid, Okla.—Granted CP to change TL ten miles NW of Enid on State Road 132; increase ERP 100 kw, ant. height 450 ft.; and make changes in ant. sys. (increase height) (BPH-800109AH). Action Nov. 7.

In Contest

Procedural rulings

■ Fort Valley, Ga. (Valcom Inc. and Fox Valley Broadcasting Corp.) **FM Proceeding:** ALJ Edward Luton granted joint request by applicants, approved settlement agreement which calls for reimbursement of $12,500 to Valcom, dismissed Valcom's application with prejudice, granted Fox Valley's application and terminated proceeding (BC Docket Nos. 80-409-10). Action Oct. 31.

■ Ocilla, Ga. (Irwin County Broadcasting Corp. and Gralean Broadcasting Co.) **FM Proceeding:** ALJ Joseph Stirmer granted motion by Irwin for partial summary decision and resolved financial and limited ascertainment issue specified against its application in its favor (BC Docket Nos. 80-263-64). Action Oct. 30.

FCC decision

■ Atlanta, Ga.—Broadcast Bureau approved agreements among applicants for new television station on ch. 69 at Atlanta; dismissed applications of ch. 69 of Georgia Inc., Telechoice of Georgia Inc., and CLW Communications Group; approved reimbursement of expenses of Telechoice and CLW Communications Group; granted CP and subscription television applications of Broadcast Corp. of Georgia (BPCT-780828IF, BSTV-780828IG, BPCT-781221LJ, BSTV-781221LK, BPCT-781220LN, BPCT781221LL, BSTV-781221LM). Action Aug. 19.

Allocations

Actions

■ Lakeport and Williams, both California—Broadcast Bureau assigned 98.3 mhz and 99.3 mhz to Lakeport, and assigned 107.5 mhz to Williams effective Jan. 2, 1981 (BC Docket No. 80-68). Action Nov. 18.

■ Bettendorf, Iowa—Broadcast Bureau assigned 93.5 mhz to Bettendorf as its first FM assignment, effective Dec. 26 (BC Docket No. 80-71). Action Nov. 10.

■ Spirit Lake, Iowa—Broadcast Bureau in response to petition by Paul C. Hedberg proposed assigning 103.9 mhz to Spirit Lake as its first FM assignment, comments due Jan. 13, replies Feb. 2 (BC Docket No. 80-733). Action Nov. 18.

■ Wiggins, Miss.—Broadcast Bureau in response to petition by Community Broadcasting Co., proposed assigning 95.3 mhz to Wiggins as its first FM assignment, comments due Jan. 13, replies Feb. 2, 1981. (BC Docket No. 80-731). Action Nov. 14.

■ Anaconda, Butte and Bozeman, all Montana—Broadcast Bureau reassigned VHF television ch. 7 from Butte to Bozeman, substituted VHF ch. 2 for VHF ch. 7 in Butte, and reserved channel for noncommercial educational use, and deleted VHF ch. 2 from Anaconda, effective Jan. 2 (BC Docket No. 80-13). Action Nov. 18.

■ Central City, Neb. and Yankton, S.D.—Broadcast Bureau reassigned 100.3 mhz to Central City from Yankton and substituted 93.1 mhz for 100.3 mhz at Yankton, effective Dec. 26 (BC Docket No. 80-73). Action Nov. 10.

■ Los Lunas, N.M.—Broadcast Bureau in response to petition by Freida Brasher, and Michael, Paul and Perkins Brasher proposed assigning 102.3 mhz to Los Lunas as its first FM assignment, comments due Dec. 30, replies Jan. 19 (BC Docket No. 80-725). Action Nov. 10.

■ Manchester, Vt.—Broadcast Bureau assigned 102.7 mhz to Manchester as its first FM assignment, effective Dec. 26 (BC Docket No. 80-147). Action Nov. 10.

Translators

UHF actions

■ Lake Charles, La.—Full Gospel Fellowship International granted CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 325 ft) to rebroadcast indirectly WJAN(TV) Canton, Ohio. Action Oct. 29.

■ W59AT Plainview and Hicksville, both New York—Bogner Broadcast Equipment Corp. granted CP for UHF TV translator station on ch. 59, rebroadcast signal of WVIA-TV Scranton, Penn. (BPTT-800519ID). Action Sept. 16.

Satellites

Actions

■ Memphis, Tenn.—Cylix Communications Network (E2312).

■ Sedalia, Mo.—Jones Intercable Cable TV Fund (E2401).

■ Ripley, Miss.—Ripley Video Cable Co. (E2587).

■ Lake Charles, La.—Full Gospel Business Men's Fellowship (K236).

■ Hartwell, Ga.—Hartwell Cable Co. (WT54).

Other

■ Office of Plans and Policy set Dec. 31 and Jan. 30 as due dates for filing comments and reply comments, respectively, in matter of improvements to UHF Television reception (Gen. Docket No. 78-391). Action Nov. 17.

■ Field Operations Bureau granted to limited extent request by Bob Johnson of Manhattan Beach, Calif., and extended to Dec. 5 and Jan. 5 time for filing comments and reply comments, respectively, in matter of inquiry relating to FCC's radio operator licensing program (Docket No. 20817). Action Nov. 14.

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The familiar voice of Gary Owens offers this advice along with other public service tips on keeping fire, burglars and other everyday hazards out of your listeners' lives. There are four 30-second and four 60-second audio tapes, all in the typically-light Owens style. And they're yours for the asking from State Farm Fire and Casualty Company. Mail the coupon or, if you're in a real hurry, call 309-662-6402.

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RADIO

HELP WANTED MANAGEMENT

Excellent management opportunity in medium-sized Michigan city. High salary and bonus combination. Experience in sales and management. Send confidential resume to: Box M-123.

Seeking highly qualified sales manager to lead surging California suburban daytimer to unprecedented billings heights. If you got it and can prove it, you're on your way to fat five figures. Box M-163.

Growing Group in South East needs General Sales Manager to go after big dollars with ideas... not spots or flights with numbers. 55K possible first year. EOE. Please reply to Box M-181.

Sales Manager wanted—major market, group owner, strong sales background to lead, train and motivate local sales staff. Midwest excellent opportunity. EEO employer. Send resume to Box M-189.

Sales Manager needed, small market SW Michigan. Ownership possible if you have what it takes. Must carry heavy list while directing entire sales effort. EOE-MF. Resume, salary history. WJOR, Box 405, South Haven, MI 49090.

General Manager for group owned North Carolina single station market. Sales experience a must—program experience helpful. Excellent incentives for performance, plus good salary. Could be the break you've been looking for. Call Paul Miller, 919—742-2135.

Sales Manager for Middle Atlantic Rock FM. Proven local producer will earn salary plus incentives. GM possibility. EOE. Send resume and phone number to Box M-69.

Are you the top biller in a small or medium market station? Are you ready for a management opportunity? GM/SM position open at successful central Minnesota station, excellent growth potential. Individuals billing in excess of $10,000 per month will be given first consideration. Box P-4.

Small Market expert needed for mid-west single radio station market. Manager needed with heavy sales ability, plus all phases of radio. First Phone. Send resume references, salary history. 18,000 plus to right operator. Equal opportunity employer. Box P-8.

Immediate Opening General Sales Manager. Medium regional Florida AM owner needs top right hand person to lead sales team. Good future; excellent potential. Equal Opportunity Employer. Send resume and earnings requirements to Box P-14.

General Sales Manager for Southern California Coastal AM/FM. Growing group broadcaster offers great future for highly motivated leader who can produce. Stations are rated no. 1 in highly competitive medium market. Excellent salary plus override and benefits. Person selected will move up to General Manager in very short time as we continue to expand. We seek a "street fighter" with proven record in retail sales. Account executives ready to move up encouraged. EEO Employer. Complete details in first letter. Box P-28.

Program Manager for 50,000 watt major market ABC Radio Information Network affiliate. Qualified applicants should have academic training in radio broadcasting and on-air and supervisory experience, including budget development and control. Will manage News and Public Affairs Departments. Supervise announcers and producers. Salary commensurate with experience. Send resume, references and salary requirement to Monty Grau, Station Manager, KOMO, 100—4th Avenue, No., Seattle, WA 98109. EEO Employer.

Take charge Sales Manager needed for major Southeast station. Excellent opportunity for well experienced sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately. EOE. Box P-26.

Experienced Sales Manager needed for medium southeastern AM/FM facility. Must have strong sales background, good with collections, able to handle national sales contacts and lead local team of experienced salespeople. Equal Opportunity Employer. Resume with salary history and references to Box M-66.

HELP WANTED SALES

Give yourself a $10,000 raise. If you're a goal oriented sales person with good creative and organizational skills, a good appearance and a college education, but only earning ten to fifteen thousands per year. One of our clients may be able to give you a $10,000 dollar raise. Send resume to: Continental Broadcast Consultants, 31113 Manchester Lane, Bay Village, OH 44140.

Staff opening in sales. If you are concientious, ambitious and a self-starter, we've got one of New Mexico's best opportunities for you. Sales experience a must. Call 505—863-4444, Gallup Broadcasting Co., only if you want to further your career in the energy-rich part of the Sunbelt. An EOE employer.

Illness of station manager/owner forces the need for sales help. If you're tired of traffic and big city life and want to settle in a small Pacific Northwest market, our daytimer in the Yakima Valley will pay top dollar for the right person. Send resumes to Al Wynn, P.O. Box 741, The Dalles, OR 97058. 503—296-2101.

$22.5K for experienced, aggressive street fighter. If you're good we'll move you, benefits, more. Top 100, MidWest, established station. Box M-162.

Own a piece of the action. This hot syndicated public affairs program needs an experienced closer with a proven track record who is interested in earning 6 figures. Experience in sales mandatory. Syndication experience helpful. Call or write Real Estate Action Line, 205 Worth Avenue, No. 220, Palm Beach, FL 33480. 305—832-2255.

Attn Money motivated sales people: Have we got a deal for you. You write your own ticket on how much you want per month. We'll start you out with an excellent draw against commissions. We'll provide you with all the tools necessary, a market in excess of 250,000, a well accepted rate card, your choice of either a highly rated AM country or an adult contemporary FM that is no. 1 with women 18 to 49. Both stations housed in a brand-new facility in central California. Your number for the good life is 209—883-0433 ask for the General Manager. Or, if you prefer, we're KCEY/KMIX-FM Box 979 in Modesto, CA 95354. Check us out. Equal Opportunity Employer.

Sales Manager Wanted for successful fulltime New England Suburban AM Station. Desire "street type" to do his or her own selling and guide sales staff. Excellent money and fringe benefits, great living and position leads within chain to Manager and ownership. Box M-178.

Wanted—experienced local Sales Manager and experienced radio account executive for Lynchburg, Virginia's No. 1 Arbitron rated station WJJS-FM and WLGM-AM. Excellent account list available. Good company benefits from regional communications and movie theater corporation. Send resumes to Ed Smith, General Manager, Penthouse Studios, Allied Arts Building, 8th and Church Streets, Lynchburg, VA 24504.

Experienced Salesperson needed now, at regional AM/FM. Join our progressive group with an established list. Top commissions, incentives, benefits, and work environment. Outstanding opportunity! Strong area economy and mild climate. Contact Scott Smith, KBUF, Box 798, Garden City, KS 67846. 316—275-2131.

Experienced Salesperson needed for new FM station in Southern New Mexico. Warm weather, top list. 20% commission, excellent opportunity for advancement. Call 505—434-1165.

KBEZ-FM, Tulsa's only beautiful music radio station is looking for an experienced radio or related media salesperson. Excellent guaranteed commission for aggressive, proven, professional. Send resume to KBEZ, 1120 East Skelly, Tulsa, OK 74105 or phone 918—749-9371 to set up interview. EOE.

Idaho—Progressive Rocky Mountain city with pleasant four-season climate. Popular 5 KW Modern Country station has opening for a sales pro with successful local sales record. $1200 month vs. 20%. EOE/MF. Resume to Sales, Greentree Group, Box 68, Moraga, CA 94556.

Top rated contemporary AM/FM in Wheeling, WV has immediate opening for sales manager. Excellent compensation, opportunity and growth with group broadcaster. If you think you are ready to work with a six person sales staff, contact Wanda Williamson, Personnel Manager, Community Service Broadcasting, PO Box 1209, Dept. W-SM, Mt. Vernon, IL 62864. EOE M/F.

Sales Manager. Group owner seeks experienced Sales Manager for AM/FM combo in top 50 Midwest market(s). Applications should include resume, salary history and compensation requirements. This is a growing group of stations offering rare opportunity for Sales Manager with proven track record. Equal opportunity employer. Please reply Box P-2.

HELP WANTED ANNOUNCERS

America's most aggressive broadcasting company is searching nationwide for candidates to fill two positions at its midwest facility. Top pay and benefits for news director and contemporary on-air personality. Equal opportunity employer. Females and minorities encouraged to apply in confidence. Box M-145.

Wanted dynamic talk personality for dominant Information-News-MOR Personality station. Top money for top people. Equal Opportunity Employer. Send information to Ken Gaines, KTOK Radio, P.O. Box 1000, Oklahoma City, OK 73101.

Country programmer and talk show host needed for excellent media market in South. Must have mature, conservative approach on air, and ability to think on feet. Quick sense of humor, within program dignity, a must. Excellent facilities and opportunity for a "pro." Resume and air sample to P.O. Box 8147, Charlottesville, VA 22906.

Classical Producer-Announcer: Produce and announce classical music programming. Strong background in classical music pronunciation, good vocal delivery. Send resume with 5 professional references, audition tape including classical pronunciation samples to Frank Thomas, Station Manager, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. AA/EOE 309—673-7100.

Wanted outstanding morning host or morning team for leading station in the Sun Belt. Must be a unique and entertaining personality that can relate on and off the phones. Background in news and information would be helpful. Money is no problem. Equal Opportunity Employer. Reply Box M-214.

Lake Tahoe needs early and mid-morning personality. No beginners. Contemporary country/cross over. Send tape and resume to: K102, P.O. Box 88, Kings Beach, CA 95719. No telephone calls please. EOE.

"Continental Radio," America's first wholesome music and news 24-hour satellite radio network, seeks top-notch on-air personalities and creative production person with multi-track experience to perform on both the network and its flagship station in Norfolk, VA. Experienced professional communicators with adult contemporary format experience only. Send tape and resume (no calls) to Personnel Department, CBN-Continental Broadcasting Network, Inc., CBN Center, Virginia Beach, VA 23463. CBN-Continental is a subsidiary of The Christian Broadcasting Network, Inc., and equal opportunity employer.

HELP WANTED ANNOUNCERS CONTINUED

Production Wiz. Great salary plus bonuses. Beautiful ski country. Send tape and resume to WOXO, Norway, ME 04268.

All night Country Jock. Midnite to 5:00 6 days a week. Must have knowledge of country music. No beginners. Good benefits. Tapes or resumes to Mike King, Box 709, Columbus, IN 47201, 812—372-4448. EOE Employer. Need somebody now!

HELP WANTED TECHNICAL

Chief Engineer needed for AM/FM facility in southeast. FCC 1st and experience with DA's automation and installation required. Strong maintenance background. FCC R&R and good record keeping. Doug McKay, WTVR 3314 Cutshaw Avenue, Richmond, VA 23230. 804—355-3217. Equal Opportunity Employer.

Group Assistant Chief based at Northeastern medium market AM/FM. Travel by auto to our other stations. Work closely with Group Chief. Salary 14 to 17K. Box M-187.

Chief Engineer with first ticket needed for group-owned Northwestern AM. Need self starter with some administrative and maintenance skills. Minimum three years station experience. EOE. Resume, with two references, to Box M-180.

Maintenance & Production engineer. Preferably with on-air experience in at least a competitive medium market. TV experience is also a plus. This is an exciting new project by an established professional firm. West Coast location. Resume (and tape?) along with salary requirements. M/F-EOE. Po Box 1502, Studio City, CA 91606.

Seeking experienced engineer. Growing broadcast group located in Sunbelt. Opportunity and excellent benefits. E.O.E. Contact: S. Lynch, P.O. Box 529, Laurinburg, NC 28352. 919—276-2911.

Chief Engineer: Must be able to handle 5 kw/1 kw DA AM, 100 kw FM, studio gear, Schaffer 901 experience helpful. State-of-art equipment, great staff, great benefits, salary depends on experience. Resume to R.S. Tucker, PD, Media West, Inc., P.O. Box 2128, Rock Springs, WY 82901. EOE/M-F.

Chief Engineer: Small but growing group has openings for two Chief Engineers, one in the Midwest and one in the Southwest. This is an excellent opportunity for a technically competent self-starter with AM-Directional and FM experience. We offer stability, excellent benefits, state of the art equipment, and a chance to grow professionally. An Equal Opportunity Employer. Send resume and salary requirements to Box M-169.

Maintenance Engineer for AM and FM. Studio and transmitter. Send resume, references and salary requirements to WROK, 1100 Tamarack Lane, Rockford, IL 61125.

Chief Engineer for growing radio station. Seeking an aggressive individual who knows good engineering practices and believes in preventive maintenance. We are satellite equipped, possible new studios, and planned new equipment. Exciting opportunity to be a part of a dynamic young management team. Salary: $16,000. Deadline December 8. Resume to: David Anderson, KWGS, 600 S. College, Tulsa, OK 74104. Equal Opportunity Employer.

Directional AM plus FM needs high quality chief engineer. 18M, vehicle. Assistant. Benefits. Great location. Good, new equipment. Write Box P-22.

HELP WANTED NEWS

Good opportunity to learn more about radio news. If you are dedicated to the news business and are hard working, we'll consider your application. Call News Director John McBreen, KGAK/KQNM Gallup, NM. 505—863-4444. An EOE employer.

"Continental Radio," exciting new wholesome satellite radio network, seeks top-notch News Director/Newscaster and three Editor Newscasters for new network and local flagship station News Department in Norfolk, VA. Experienced professionals with superior on-air delivery. Send tape and resume (no calls) to Personnel Department, CBS Center, Virginia Beach, VA 23463. CBN-Continental is a subsidiary of The Christian Broadcasting Network, Inc., an equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top notch production/programing chief wanted for new Class "B" FM in Virginia ... air date December 22. Will program modern country. Call Bill Neary, 804—845-4311 or write WCNV, PO Box 522, Amherst, VA 24521.

Jewish Radio Network which produces variety programs of news and music looking for an experienced announcer-producer with organizational skills. Competitive salary. Box P-5.

SITUATIONS WANTED MANAGEMENT

General Manager: Managing major market. Medium, small market experience. Thirty years broadcasting, nineteen management. Accomplished sales, programming, budgeting, FCC. If looking for stable, mature leadership, let's talk. Extensive experience, energy. Offer assurance for your investment. Box M-193.

New England owners: Broadcast professional available for radio/t.v./cable management. Successful background in radio ownership, management, sales, and revenue development plus working knowledge of video production. Salary $25,000 plus incentives. Available immediately. Call Mike Hassan, 413—584-0934.

If you need an honest, hardworking radio pro with a proven track record, I could be your man. Strong in sales/programming/administration/motivation. I have managed stations in markets 5,000 to 100,000. 10 years with current company. Desire to return and settle in native North Carolina area. Salary should be fair to both of us. Box M-167.

Result getting general manager. lengthy experience with exceptional record in Major and Medium markets, AM & FM, various formats, strong leader, excellent sales, sales management and marketing ability. Extensive experience in administration, planning and execution of policy. Bottom line oriented. Carefully looking for long term association with quality organization. Box M-112.

SITUATIONS WANTED SALES

Sales 5 yrs. experience. Aggressive Stanford graduate. Will relocate. Call C. Dorsey at 615—870-1964 after 5 pm.

Sales/Sports pro wants to return to midwest. 11 years experience, from D.J. to G.M. Call Dick at 209—935-1811 now, after December 15 call 317—474-2006.

SITUATIONS WANTED ANNOUNCERS

College grad with experience, currently working on Gulf Coast, desires position in Top 40 or adult contemporary. Prefer Texas, Southwest or Florida. Call Bruce, 512—991-7679 or 512—452-6536.

D.C. Hollywood. Dependable. Energetic. Creative. 3rd phone any shift. Format efficiency expert. Clarence Collins Jr., P.O. Box 97, Hammond, IN 46325. 219—931-9180.

I love jazz, but don't hear much commercially. Open up to a good jazz format. Own library, 32, 1st, 10 yrs comm'l radio. Currently Country Rock. Help! Box M-143.

Prior D.J., Radio sales, TV experience looking for small quiet station write: K.J. McAteer, 24 Mt. Vernon St., Providence, RI 02907.

Announcer looking for position in western U.S.A. Will relocate immediately. Tape and resume. Tim Bergl, 6 N. Tower Rd., Oakbrook, IL 60521.

Experienced and talented: 5 years commercial radio plus degree and first phone. Excellent production/copywriting. Will relocate for career advancement. Thom 817—836-4002.

5 years on first job: Its time to move. Experienced Jock needs Top 40/Adult Contemporary station. Experienced in many areas of radio. Will relocate. Call Randy evenings, 308—872-6681.

Small-town America—Experienced, responsible announcer returning to radio from business world. First phone, college grad. Call Carl, 213—243-0640 or 714—337-7704.

I've eliminated the scotch thus can offer your audience, a buoyant cheerful air delivery, with a crisp clarity, if interested please buzz John at 315—736-1538 before 2 PM or after 4 PM.

3 yrs all-round, excellent voice, references. 212—620-2200. G. Clissold.

Classical music announcer and program planner, presently hosting the top-rated concert series in sophisticated medium market with masters degree and extensive broadcasting background seeks challenging opportunity in major market or university environment. Box M-172.

Experienced. Experienced D.J. and talk show host. 1st class license, college, single looking for medium or small market spot. Currently working in Dallas market. Sick of the big city, make me an offer. Box P-9.

Multi-talented Communicator with eight years experience in major market, desires a position that requires diversity and creative imagination. Sense of humor and well-modulated voice with something to say. Telephone talk experience. Phone Bruce in Cleveland: 216—732-8383.

I Hate Radio, that's why I've been pounding pavement & skinning my knuckles knocking on doors trying to find a new position. I am 21 (male) former broadcasting school student, have interned at Boston's largest radio & cable TV stations. I am currently doing standup comedy at Boston's comedy clubs. I am ready to hustle & I don't mean dance! Will relocate. John Iozza, 24 Birch St., Everett, MA 02149. 617—387-9325.

Group-owned Midwest major market religious radio station looking for morning drive announcer with proven production ability. Two years experience needed. Knowledge of contemporary religious music vital. Opportunity to Box P-10.

Young announcer with one year experience longing to work in Wiconsin or Minnesota. For tape and resume, call Randy 605—845-2724.

A great job offer—recently, but because of death in family could not accept. Also 3 second place finishes and a part time offer since July. The point: I'm good enough to be working, but still need the job. A/C or AOR. Dan Sanders, 104 Charles Street, Box 368, Boston, MA 02114, 617—523-4012 after 4.

SITUATIONS WANTED TECHNICAL

1st phone; B.A. major speech comm., geography; prof. broadcast school; female, age 25 seeking entry level job. 1980 experience summer replacement engineer w/major N.Y.C. radio station. Tel. 609—466-0494. Reply Box P-11.

SITUATIONS WANTED NEWS

News-Sportscaster—available immediately—N.E., Southeast, Midwest. Station sold, Hank Holmes 617—679-6957.

Sportscaster-PBP. Currently own sports production company originating college football Midwest. Looking for sportscaster-PBP position medium-major market. 28, 7 years exp. M.S. Communications. Tom 316—231-9200. Box M-168.

I'm not just looking for a job. I am looking for a place to raise a family. A hard worker with a proven record, looking for a position that rewards such effort with a chance for advancement. Box P-18.

Experienced London-based network radio reporter available for organization wanting its own European correspondent. Fully set-up in central London office. Willing to travel for major breaking stories throughout the region. Box P-20.

Business Reporters and Anchors with major market and Wall Street news experience, seek station(s) wanting exciting new concept in business coverage. Interested? For details, write Box P-23.

If you are looking for an ex-jock to report sports, I'm not your man. If you are looking for a sports journalist with P-B-P and talk experience, I'm it. Background includes pro baseball and college football. Box P-25.

Journalism Grad, seeking sportscasting position, experienced, will relocate, call Kim Schultz, 608—837-5266, write 2042 Montana, Sun Prairie, WI 53590.

SITUATIONS WANTED NEWS CONTINUED

Major Markets. Seasoned journalist with awesome credentials. Winner of more prestigious national and regional awards for developing hard news, provocative talk and contemporary public affairs programing than any other broadcaster in "your" state. Guaranteed. Available early 1981. Box P-24.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

I'm a workaholic with 8 years experience including Top 25 Market Air Talent and Medium Market Programmer with proven ratings success. Box M-190.

Experienced PD. Strong on air skills, research, talent motivation and management. Gene Tognacci 602—242-9263.

Programming is a management position. Business oriented program director with 8 years experience, seeking longterm relationship with quality organization. Dependable/hardworking. Bill 803—226-1408 for resume, programming booklet, and station aircheck.

Experienced quality PD, talk-host, sports director. Burggraf, 517 Lucille, Sidney, NE 69162 or 308—254-7389.

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TELEVISION

HELP WANTED MANAGEMENT

Top ten affiliate seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

TV Station Manager: Top 30 market network affiliated located in North East seeks individual with heavy broadcast management experience, five years of which should be in sales management. An Equal Opportunity Employer. Send complete resume to Box M-188.

News Director. We're No. 1 Cable TV news, and looking for top flight News Director to lead our continuing climb. We won NCTA 1980 ACE award for best CATV news nationally, consistently sweep local press awards against Gannett paper. Net affiliate. Successful N.D. will bring winning track record of professional competence and managerial skill, plus desire to get totally involved in community at least three years. Compensation pkg. commensurate with experience and ability. Send resume and tape to Lee Holmes President, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910. Tel. 477-7304.

Promotion Manager. NBC affiliate in 41st market in Sunny South! Demands professional with both creative and administrative strengths to direct 4-person department and substantial advertising budget. Aggressive EOE and AAP Corporation. Resumes only to Neil Kuvin, Vice President and General Manager, WPTF-TV P.O. Box 2828, Raleigh, NC 27602.

Position with a future. Enthusiastic T.V. Manager wanted. Offering an opportunity to grow with Broadcasting firm, in one of the fastest expanding markets in the West. Requires Local TV Sales experience, recruiting, supervisory background, strong management. We are an Equal Opportunity Employer; Affirmative Action Program. Contact Box M-95.

T.V. News-Executive Producer. Person to assume responsibility for overall thrust of daily newscast and editorial control over content. Must be able to work with producers and writers on format and with assignment desk and reporters on planning stories. Must have demonstrated abilities as a show producer and management abilities for supervision of a large staff. College degree and 5 years experience preferred. An E.E.O. Employer. Send letter and resume to Box P-21.

General Manager Wanted. Small market Sunbelt television station seeks general manager now. New equipment. Enthusiastic staff. Receptive community. Contact Box M-197.

HELP WANTED SALES

Own a piece of the action. This hot syndicated public affairs program needs an experienced closer with a proven track record who is interested in earning 6 figures. Experience in sales mandatory. Syndication experience helpful. Call or write Real Estate Action Line, 205 Worth Avenue, no. 220, Palm Beach, FL 33480. 305—832-2255.

Sales Manager—South Texas dual network affiliate has real opportunity for aggressive and organized local sales manager. Should have at least 5 years experience in sales or combination sales-production. Send resume to T. Frank Smith, P.O. Box 840, Corpus Christi, TX 78403. EOE.

Sunbelt market, local sales, top station, established list, 3 years TV sales experience, or do not apply. Send resume and references to Box M-202.

Sales Coordinator opportunity. Handle day to day national spot. Work with KATZ—The Best, and for KTHV-Little Rock, Arkansas, CBS affiliate and Doer in one of Sun Belt's best markets. Contact Lonnie Gibbons, GSM. 501—376-1111.

HELP WANTED TECHNICAL

Chief Engineer for beautiful west coast VHF operation. Minimum 5 years administrative, five years maintenance background. EOE. Submit resume/references and salary history to Box K-91.

We're in the market for a qualified studio and transmitter maintenance technician. We're a growing CBS VHF station in sunny Texas with a commitment to engineering excellence. Send resume and salary requirements to John Schilberg, Chief Engineer, KFDA-TV, P.O. Box 1400, Amarillo, TX 79189. An Equal Employment Opportunity Employer.

Assistant Chief Engineer, Louisville independent UHF station, looking for an assistant chief engineer with heavy maintenance on RCA reel to reel, cart, studio cams, film chains and RCA UHF transmitters. Excellent opportunity to move up to a top 40 market in an all new broadcast facility. Please send resume and salary history to: Mr. Mark Dauer, Director of Engineering, WDRB-TV, Independence Square, Louisville, KY 40203. EEO Employer.

Translator Engineer—Maintain a 19-translator system, assist at TV and FM transmitters. First phone preferred. Salary $13,200. Send resume to John McMahon, WSKG, P.O. Box 97, Endwell, NY 13760 or call 607—754-4777. EOE/AA/M-F.

Video Maintenance Engineer. A west coast CBS affiliate is seeking a maintenance person with three years experience in studio maintenance. Digital and transmitter knowledge helpful. Contact Dennis Bornhoft, KCOY-TV, 805—922-0505. Equal opportunity employer.

Chief Engineer—Excellent opportunity south, university town of 100,000. Minimum 10 years experience. Hands on, excellent equipment, solid company. Confidential—Send resume and salary requirements to: KLFY-TV, P.O. Box 90665, Lafayette, LA 70509.

Chief Engineer for Long Island PTV. Duties: administer 15 member engineer dept, supervise equipment repair, maintenance and system planning; direct master control operations and production operations. Minimum five years supervisory experience. Position available immediately. Salary negotiable. Contact: R. Civiello, Director of Broadcasting, WLIW TV, 1425 Old Country Road, Plainview, NY 11803. Equal opportunity employer.

Are you the Assistant Chief Engineer we've been searching for? Do you have 5-10 years broadcast equipment maintenance experience? Would you want to work in an eastcoast major market television station/production company? Well then, what are you waiting for, send resumes to Box P-6.

TV Studio Maintenance Eng. Tired of the rat race? Like working days only? Federal holidays off? Know how to maintain 3/4" tape systems, color cameras, etc.? Must be able to work unsupervised at Twenty Nine Palms, CA. Audio Visions, Inc., 1835 Lockard St., Suite B, Chesapeake, VA 23320. 804—420-7960.

Aggressive Cable Television Company needs qualified broadcast technicians for innovative multichannel cable broadcast studio. Salary commensurate with ability and experience. Call or write: J.E. Brenneman, Citizens Cable Communications, Inc., 401 Broadway, New Haven, IN 46774 Ph: 219—493-3711.

Syracuse University seeks a Video Services Supervisor to manage the on-going operation of a television facility. Position is responsible for supervision of engineering staff, and the maintenance, operation, design, scheduling, and acquisition of television equipment and systems. Candidate should have a B.S. degree in a field related to television engineering (or an equivalent combination of education and experience), a minimum of three years experience in television engineering, some television production experience, and excellent inter-personal skills. A First Class Radio Telephone license or SBE certification is preferred. Salary is $20,000-$22,000 depending on experience. Syracuse University offers a liberal benefit package including four weeks paid vacation, tuition benefits for yourself and family, health plan and life insurance. Please send resumes before January 15, 1981 to: Richard M. Pitzeruse, Director, Audio & Visual Support Services, 490 Newhouse II, 215 University Place, Syracuse, NY 13210. Syracuse University is an equal opportunity and affirmative action employer.

HELP WANTED NEWS

Sports Director: Central California NBC affiliate is looking for an aggressive, talented and organized sports reporter. Broadcast journalism degree preferred. Must have extensive TV work history in one-air and field reporting of sports. 40-hour week, salary negotiable, depending on experience. Excellent fringe benefits. Send complete resume and tape to News Director, KMJ-TV, P.O. Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

Reporter/Anchor. Will anchor or co-anchor weekend newscast. Must be able to produce a show as well as report. Three days a week. Excellent opportunity for advancement with group. Deg. and exp. req. EOE. Send letter and resume to Box M-153.

Assignment Editor—who wants to be part of the management team. Organized, curious, creative. A planner, a people-person, and most of all, a journalist. Show us you have what it takes. We're a number one news operation, a network affiliate, in a major market. Please send resume to M-170.

Consumer Reporter: Aggressive news operation needs good reporter who believes in consumerism. Must be self starter, people oriented and experienced. Resume. EOE. Box M-175.

Photographer ... to join new Washington DC Bureau. Must have shooting and editing experience. EOE. If you're aggressive and want to work for the best network of stations around send info and salary req to Box M-220.

Director Position Open. We produce highly paced visual newscast. Experience req. EOE. If you're creative, work well with others and are looking for the opportunity to grow with us, send resume and salary requirement to Box M-157.

News Photographer—experienced in film, ENG and editing. Contact Buan Zelasko, Chief Photographer, WKBW IV, 7 Broadcast Pl., Buffalo, NY 14202. An EOE.

Anchor. We want someone who is an example-setter for what we would like the whole organization to represent: Aggressive, professional, no-nonsense, enthusiastic, first and accurate. This is a Monday through Friday position, so only proven winners should apply. If you are dynamic and can report and read with equal skill, contact Jim Cairo at WNGE TV 2 in Nashville, TN EOE.

Photojournalist with commercial experience in all phases of ENG photography. Degree preferred. Send tape and resume to Larry Hatteberg, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

HELP WANTED NEWS CONTINUED

Meteorologist Opening. Group seeks experienced, on air person, excellent future and benefits. Finest state of the art equipment. Deg and exp req. EOE. Send resume and letter to Box M-155.

Evening anchor for fast growing broadcast corporation. Must be experienced and mature. Equal opportunity employer. Send resume to Box M-200.

Co-anchor for noon newscast, will also report, top 100 market, experience required. Send tape and resume to John Adams, NTV Network, Box 220, Kearney, NE 68847. Equal Opportunity Employer.

Anchor-Producer. Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502. Equal Opportunity Employer.

Producer . . . Expanding news operation looking for talented individual who can produce. If you can put together a journalistically sound show and understand how to properly use visuals then you may have a bright future with a growing group. Deg/exp. EOE. Send resume and letter to Box M-221.

Immediate Weather Opening. Deg. and exp req. EOE. If you know how to present the facts clearly and concisely and want to work with the best equipment and news department in the midwest, send resume to Box M-156.

News Photographer experienced in ENG shooting and editing sought by NBC affiliate in low 30's market. One year minimum experience preferred. Send resume to Box P-12.

Meteorologist, for small station in SE. Beginners considered. Send resume to Box P-1.

General Assignment Reproter—Minimum one year experience. Send tapes and resume to the Personnel Director-Broadcasting, P.O. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Assignment Editor. Midwest medium market station with strong news commitment and talented staff looking for experienced leader and motivator. Box P-17.

Reporter Position open immediately. Individual must be thorough and thoughtful journalist. Only aggressive, capable people need apply. Deg. and exp. req. EOE. If you're the right person send resume and detailed letter of news philosophy to Box M-150.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

ENG Photographer/Editor for top rated prime time magazine in a top ten market. E.O.E. If you have a minimum of one year experience with highly-produced features, can work well with music, care about quality and have a tape to prove it, send your resume to Box M-57.

Wanted: Strong Producer/Director; minimum 2-3 years experience. Able to handle field and studio production; field, news and studio directing. EOE. Resume only-no calls please, to Executive Producer, KDKA-TV, One Gateway Center, Pgh., PA 15222.

Video production facility expanding into the Tampa, Florida, market needs experienced videotape editor. National clients and state-of-the-art equipment. Will consider creative film editor who wants to move to tape. Call 813—237-1200, or send resume to: Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603; Attn: Tony Kennedy.

South Florida group owned medium market network V.H.F. is looking for a director, capable of own switching, for its No. 1 newscast, commercial production, public affairs programs. Send resume, tape, and salary requirements to: Operations Director, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

PM Magazine, Videographers. We are now accepting applications from experienced videographers for PM Magazine. We are an ABC affiliate in the top 50 markets. Send resume including salary history and demo tapes to: Mr. John Stoddard, Office/Personnel Manager, WDTN TV2, P.O. Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F/H.

P.M. Magazine Co-Host—Seeking person to work with female co-host on established series. Top 50 market. Quality feature experience a must. Equal Opportunity employer. Reply Box M-183.

Top 30 Indy in S.E. area seeks Program Director. E.O.E. M/F Send Resume to Box M-205.

Head of Television Production. Northern Illinois University is seeking someone to be responsible for television materials production and evaluation, supervision of studio and remote production crews and the administration of a student intern program. Qualifications must include a Bachelor's in the field, with a Master's desired. Must have experience with color studio equipment, E.F.P., effects and character generators, and editing systems. Prior experience in an academic setting is preferred. Faculty position, with normal benefits. Salary open. Send resume before December 19, 1980, to Television Services, Northern Illinois University, DeKalb, IL 60115. An Equal Opportunity/Affirmative Action Employer.

Writer's Opportunity in Public AM/FM/TV: Aggressive middle market station offers perfect spot for promo writer now at a smaller station who is on his or her way up or as a lateral move to gain more exposure. We are looking for a bright, promotion-minded person who can write and produce promos for radio and TV. Send us samples of your sparkling copy immediately. Salary $9-$12,000, possibly more for outstanding experience. Reply in confidence to: Nina Sedita, WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Sales Service Representative. Must have experience in spot layout, copywriting and EFP. EOE employer. Box P-7.

A Producer/Animator is being sought by the Mississippi Authority for Educational Television. Extensive experience in film/video animation is required in addition to experience in television producing and directing. Master's degree in Radio/Television/Film or equivalent with two (2) years experience as a Producer/Director, one of which has been in film or video animation; or, a degree in Radio/Television/Film or equivalent and six (6) years as a Producer/Director with one year of film or video animation experience. PO Drawer 1101, Jackson, MS 38205.

Production Manager for WRBL-TV, Columbus, GA. Need creative, aggressive, hardworking individual with 3-4 years directing experience. Skilled in studio, field and news directing. EEO. Contact Operations Manager, WRBL-TV, Box 270, Columbus, GA 31994.

Producer/Director—Hollywood based production company seeks young, creative, short-feature producer/director. One camera style production. Convergence editing experience helpful, a sense of humor essential and practical creativity a must. TV News experience a plus. Reply with a 3/4" VTR to Michael Fierman, The Hill-Eubanks Group, 11331 Ventura Blvd. Suite No. 300, Studio City, CA 91604.

Producer/Director/Writer: We're seeking experience, talent, and enthusiasm—someone skilled in location and studio tape production. Whatever it takes to produce a selling commercial from concept to completion, you'll have the freedom to do your best! Join our staff of award-winning producers in a unique southeast medium market. Show us your resume. EOE. Box M-158.

SITUATIONS WANTED MANAGEMENT

Operations/Production—Nearly ten years experience. All phases of TV, operations, production, engineering, and sales. Available immediately. Willing to relocate. Excellent references. Call Stephen Schouten. 802—333-9663.

General Manager with outstanding credentials! Practicing TV since '52! Progressively-increasing managerial responsibility. Demonstrated expertise in administration, competitive-programming; sales-production (local, regional; national), promotion, news, community-involvement, etc. Large to medium markets. Highly effective everywhere! Leadership and motivational skills. Hands-on manager, accustomed to bottom-line responsibility and compensation based on performance. Produces spectacular ratings, sales and profits, plus prestige. Box P-19.

General Manager currently operating one of nation's top television stations seeking to re-locate. Looking for progressive company with incentive for future. A master at sales, personnel, P.R., promotion, news, production and administration. Will turn profits, ratings and image around for you. Box M-176.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813—868-2989.

Attractive, Black female, with major market summer relief experience, looking for full time job in TV. Sonya Davis 215—365-0673.

Facility design, construction, maintenance, field engineering services. Twenty years experience: TV, FM, AM, international shortwave. Will consider responsible permanent position. Jim Cason, POB 1254, New Bern, NC 28560. 919—638-5956 or leave message 919—745-3367.

SITUATIONS WANTED NEWS

Lead Anchor—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious T.V. news operation. Box K-182.

Young aggressive black woman seeks reporting position in small market. Willing to give long hours and hard work. Background international affairs strong journalism credentials. Reply Box M-165.

Television reporter & anchor with radio and print experience ready to work in larger market. Degree & graduate training. Spot news, politics, "people" features and weather. Box M-161.

Hustling, win-oriented sports anchor/reporter looking for new challenges. Five years sports reporting experience including PBP and telephone talk show. Call 605—996-4764.

Experienced Sports Anchor/Reporter seeks new challenge. If you're looking to fill a position with someone young, knowledgeable and energetic, then I'm your man. 305—763-1686 mornings.

Entry level reporter/writer. B.A. M.A. Phi Beta Kappa. Some film experience. Knows sports. Will relocate. VTR available. Box M-203.

Veteran news director with wide TV news background over two decades seeks change to aggressive, well-financed operation committed to journalism and to its community. Write P-3.

ENG Photographer/Editor—Dependable, energetic. 600 hours overtime in past year. Sprots and Live experience. BA Journalism. Will relocate. Paul Rodgers, 2770 Roosevelt Blvd., No. 2701, Clearwater, FL 33520. 813—535-1126 or 447-4032.

Experienced features reporter. Unique style: warm, literate, thoroughly professional. Must see tape to appreciate. Seeking quality-oriented top 50 ADI stations. Box P-13.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Young go getter, Don Martin school communications graduate, seeks entry level position, television operations. Contact Gregory Lichtenson 212—228-9029.

Children's program or Country and Western show. Singer and entertainer. Excellent background in TV kid shows, Country music, radio and records. Kenny Roberts, Hill, NH 03243. Phone 603—934-4309.

Producer/Director—3 years experience, late newscast, top 100 market, seek new opportunity, call Tim at 315—363-4386.

Small Market TV: I have BS degree in TV/Radio, 6+ years pro radio w/top audio skills and photography experience. Want start in TV. Daytime call Ken: 714—884-4879.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Newspersons with two to five years experience are invited to apply to the Kiplinger Program in Public Affairs Reporting, now in its eighth year at Ohio State University. Entry to the year-long program leading to a Master's Degree in Journalism is competitive. Teaching associateships and scholarships are available to successful candidates. The next group of fellows begins work Sept. 23, 1981. For information, write or call: Graduate Chairman, School of Journalism, The Ohio State University, 242 West 18th Ave., Columbus, OH 43210. Telephone 614—422-7438.

Established, accredited broadcasting school needs instructor. Five years broadcasting experience required. Full-time, good pay and benefits. Call L. Craft, 1—513—258-8251. International Broadcasting School, 6 S. Smithville Rd., Dayton, OH 45431.

Boston University invites applications for Assistant or Associate Professor Faculty Positions to begin September 1981. (Contingent upon funding.) Candidates for these positions should possess an advanced degree and/or demonstrated professional experience in a relevant field. Candidates with teaching or research experience preferred. Journalism: Positions in Print Journalism, Broadcast Journalism (emphasis on Radio or Documentary), and Science Communication. Send letter of application and resume to Professor David Klatell, Chairman, Journalism Department Search Committee. Communications: Positions in Communications, with emphasis on one or more of the following areas: Writing and Design for Print; Public Relations; Communications Theory and Research; TV & Film Production; Radio, TV & Film Industry Management and Regulation. Send letter of application and resume to Professor Norman Marcus, Chairman, Communications Department Search Committee. Deadline for application: Jan. 2, 1981. School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston, MA 02215. An Affirmative Action/Equal Opportunity Employer.

Ithaca College School of Communications seeks three tenure track positions in Television-Radio Department; assistant or associate professors; Ph.D. preferred; professional and teaching experience desirable. Teach combination of courses in (1) broadcast regulation, social responsibility, and research; (2) advertising, writing, and broadcast journalism; (3) audio and video production, management, and programming. Salary competitive. Apply by January 1, 1981. Contact Thomas Wickenden, Chairperson, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

The University of Maryland College of Journalism seeks three new faculty members for Fall, 1981: (1) a distinguished journalism professional and/or scholar for the rank of full professor; (2) a broadcast technician for the rank of instructor or lecturer, with a minimum B.A. degree, M.A. preferred with a first class FCC license preferred, and some professional experience in broadcasting and/or broadcast technology; (3) an advertising/public relations person (emphasis on advertising) for the rank of assistant or associate professor, with a minimum requirement of a Ph.D. and some professional experience. Highly attractive salaries. Affirmative action for equal opportunity employment is a major consideration in filling these positions. Applications should be address to Ben Holman, Acting Dean, College of Journalism, University of Maryland, College Park, MD 20742. Preferential consideration will be given to applications which are received prior to February 1, 1981.

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 TV Equipment: Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800—241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404—324-1271.)

Needing Hand Calculator for adding/subtracting hours, minutes, seconds (sexagesimal). Call Terri 817—457-1340.

Paul Schafer wants to buy: Good used Schafer 800T automation systems and good late model AM-FM transmitters. Please call Schafer International 714—454-1154.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713—776-0542.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215—379-6585.

1 KW AMS-RCA BTA 1R1, Collins 20V3, 1 1/2 yr. old CSI. Will guarantee. M. Cooper 215—379-6585.

5 KW FM-RCA BTF 5B, good working order w/versicount exciter. M. Cooper 215—379-6585.

5 KW AM Collins, 820 E1, 4 yrs. old, w/proof, many spares. Mint. M. Cooper 215—379-6585.

Used broadcst television equipment. Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213—641-2042.

GE TT-25 UHF-TV Transmitter, 2 ea $35,000.
RCA TT-10AL VHF Transmitter—$5,000.
RCA TT-35CC VHF Transmitter—$20,000.
RCA TT-50AH VHF Transmitter—$12,000.
Complete film island—$30,000.
Sharp XC-700 Color Cameras—$11,950 (New).
IVC 500A Color Cameras—ea. $7,500.
Panasonic AK920 Color Cameras—$15,000.
GE PE-350 Color Cameras—ea. $4,000.
GE PE-240 Film Camera—$8,000.
CVS 520 Time Base Corrector—$8,500.
CVS 504B Time Base Corrector—$5,500.
CDL VSE-741 Switcher—$2,500.
RCA TK-27A Film Camera—$12,000.
RCA TP-6 Projectors—$1,000.
Ampex 1200 A VTR's—ea. $22,000.
New Garrard Turntables, $100.
New Edutron CCD-2H Time Base Corrector—$5,800.
TR-22 RCA Hi-Band $16,000.
BUP-100 Sony New-Call.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800—241-7878. In GA call 404—324-1271. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

RCA TR-70Cs (2) for sale—with CAVEC, DOC, editor, auto tracking, B/W Monitor. Contact Bill Ebell, 201—767-1000.

FM Exciters—Versicount, 15 mos. old. Sparta 660 and Wilkinson FME 10. Also stereo generators. M. Cooper 215—379-6585.

Two Ampex AVR-2's each equipped with editor/editec, digital dropout compensator, autotracking, audio monitor stack, B&G air compressor, Conrac 9" b/w montitor, Tektronics 529 waveform monitor, monitor switching panel; common to both machines: one Conrac CYB-17 color monitor and one Emcor II equipment rack. Also for sale: two Tektronics R146 sync/color bar generators; one Tektronics service scope/spectrum analyzer system which includes 7504 90 mhz 4-slot mainframe w/CRT readout, 7A18 dual trace horizontal amplifier, 7B50 time base amplifier, 7B51 delaying time base amplifier, 7L5/L1 5 mhz spectrum analyzer, 204-2 scopemobile; one Sylvania rack mount flying spot scanner slide chain. All equipment has been excellently maintained. Available immediately. Call John Switzer, 303—455-1514.

DP 2 SMC Automation system, 5 carousels, 3 Scully 270's and much more. Contact Dave Smith, WOHO Toledo, OH 419—255-1470.

RCA 5 D 5KW FM Transmitter, 98.3 MHZ. WCCQ, Joliet, IL 815—729-3997.

Electrosound ES505 stereo tape recorder with cabinet, less than 1 year old, $2750. Ramco stereo console DC8MB excellent condition $1950. ITC cart machines, Schafer, IGM automation equipment, call Broadcast Automation 800—527-5959 or 214—934-2125.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for LA, Air Force.

"Comic Relief:" Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

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—438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

As little as a dollar a spot will buy the voicing of your copy by a semi-retired, long-time pro broadcast communicator! Free Information. Mandrake Productions. 149 West 88, New York City 10024. 212—787-4824.

FM frequency search $200 Larry D. Ellis, P.E., Box 22835, Denver, CO 80222.

Five volume production library jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit $1.00 (refundable) LA, Air Force, Box 944-B, Long Beach, CA 90801.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611 call collect 312—944-3700

RADIO PROGRAMING

"Photo Tips" radio feature. Five new 1½ minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800—547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

Nostalgia: 1920/1970—Music! Features! Events! $18.75 per week! "Demo" Tape: R.T.W.I.W. Box 174, Jacksonville, TX 75766.

Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312—579-9578.

Two ½ Hour Christmas Program Specials. "Christmas in the Air" features readings by James Mason, Claire Bloom, Alec Guinness. Beautiful exciting music. "Moods of Christmas" features a variety of music in an audio extravaganza. Compatible with any format. Call 213—939-3140 or write: Voxtel, 5670 Wilshire Blvd., Los Angeles, CA 90036.

Science Features. Each ten minutes or five minutes long. Directed toward high-school science students and nonscientist adults. Available for broadcast free on disk from Carnegie Institution, 1530 P Street, N.W., Washington, D.C. 20005. phone: 202-387-6411.

TV/Movie Reviews. Syndicated critic. Informative and witty reviews. Great listener response. Free demo cassette. Brian Rose Productions, 516 7th Street, Brooklyn, NY 11215.

Radio and TV Bingo. Serving over 1,000 stations. oldest promotion in the industry. World Wide Bingo—PO Box 2311, Littleton, CO 80160. 303—795-3288.

EMPLOYMENT SERVICES

Radio Jobs!!! Jobs!!! Jobs!!! "Anywhere in the U.S.," guarantee placement service write: NYMO Consultants, Box 852 Saco, ME 04072.

INSTRUCTION

Free booklets on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

INSTRUCTION CONTINUED

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! $9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813—955-6922.

San Francisco, FCC License 6 weeks 1/12/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415—392-0194.

KIIS Broadcasting Workshop in Hollywood Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top LA, radio-TV teaching broadcasters. Evenings or day sessions. KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 212—462-5600. "Where tomorrow's broadcasters are today."

RADIO

Help Wanted Management

GM-AM/FM and Group Executive

Growing medium market group needs solid, professional GM strong in developing people, administration, sales, programming and profits to fully develop *superior AM/FM facilities, presently dominant in fine* Midwestern market. Relate to university, business, government, and agriculture environment. Assist in group operations. Potential! Attractive arrangements. Box M-166.

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Looking for afternoon drive personality at highly rated adult contemporary station. This is the first day-time talent opening in 6 years. Excellent radio opportunity in a beautiful fast growing sunbelt market of 1½ million. Send tape and resume to Nat Stevens, Program Director, KOY, 840 N. Central, Phoenix, AZ 85004. EOE/MF.

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WPEN is a Sinatra/Bennett oriented MOR station emphasizing 35+ demographics. We need a warm, mature, creative entertainer for P.M. drive. Tape and resume to:

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Situations Wanted News

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Proven major league broadcaster seeking new situation—radio or television. Resume & tape available. Call 612—425-6734.

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Major market pro. Witty, knowledgeable, opinionated. Willing to consider medium and metro markets. Call Bill Douglas (Douglas Nagy) at 313—534-0251.

Situations Wanted Management

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Knowledgeable in all areas of radio administration. Long, successful track record in top markets with strong programming background. West Coast markets preferred, but will consider opportunities with groups. Box M-186.

TELEVISION

Help Wanted News

Miami's Number 1 news station is expanding its staff to prepare for additional news programing in 1981. Applications are invited for the following positions:

SPORTS ANCHOR/REPORTER
GENERAL ASSIGNMENT REPORTER (2)
INVESTIGATIVE REPORTER/PRODUCER
– CONSUMER REPORTER
– HUMAN INTEREST FEATURE REPORTER
ENG PHOTOGRAPHER/EDITOR

Letters, resumes and video cassettes may be submitted to:

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ASSISTANT NEWS DIRECTOR
WPLG TV
3900 BISCAYNE BLVD.
Miami, Florida 33137

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REPORTER

Top 20 market station seeking experienced reporter. Journalism degree preferred. Salary and fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box P-27. EEOE, m/f.

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Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

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E.O.E. M/F

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Situations Wanted News

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WDIV-TV, Post-Newsweek in Detroit, is looking for an experienced talk show producer. Our exciting new morning program will be hosted by Dr. Sonya Friedman. We're looking for someone with a creative track record and managerial ability to motivate and build a staff from the ground up.

Major market experience is a requirement for this position. If qualified, please send your resume and tape to Bill Pace, Executive Producer, WDIV-TV, 622 W. Lafayette Blvd., Detroit, Michigan 48231.

FILM MANAGER

Immediate opening—Independent Experience desired. Knowledge of film inventory, shipping, administration, editing, etc. Major group operator, top 50 market, southwest region. E.E.O. Reply to confidential Box M-173.

PRODUCER

Searching for news producer for fast-paced, highly visual newscast in twentieth market. You have all the latest state-of-the-art equipment with which to work, including several mobile microwave units, live helicopter and weather radar. We need an aggressive person who can motivate, push and produce. Journalism degree preferred plus two years commercial television production. EEO/MF. Box K-154.

Help Wanted Programing, Production, Others Continued

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If you have what it takes to deliver in one of the most competitive TV markets anywhere, you may be the person we're looking for.

Send resume outlining your experience to Personnel Department, RKO General Inc., WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.

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Class B FM and fulltime AM in beautiful music and country formats available for cash price of 2 1/2 times gross and approx. 8 1/2 times "cash flow". Please include financial qualifications with inquiry. Asking price $3,000,000. Box M-210.

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- **Sales oriented working partner to buy minority on terms in big town. FM in NW AL. $50,000.**
- **Ala. 1000 watt fulltime. $200,000. Terms**
- **1000 watt daytimer. SE KY. $300,000.**
- **1000 fulltimer. Tenn. Chattanooga area. $350,000.**
- **5,000 watt daytimer. E. Tenn. $340,000. $40,000 down.**
- **Fulltimer. West Virginia. $275,000.**
- **Daytimer. Middle Tenn. Medium size town. $290,000.**
- **Daytimer. Fort Worth powerhouse. $1,000,000.**
- **AM/FM Eastern Kentucky. $360,000.**
- **Daytimer, N.C. Missouri. $360,000.**
- **AM/FM in Northwest Mississippi. $360,000.**
- **Fulltimer near Charlotte, NC. $600,000. Terms.**
- **Daytimer. Good dial position. Central Florida. $280,000.**
- **UHF-TV-C.P., in the Deep South. At cost—$250,000.**
- **UHF-TV in Central Iowa. "Turn key job." $320,000.**
- **NW Florida. C.P.—$100,000 at cost.**
- **Atlanta area. 5,000 watts. $470,000.**
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- **Class C in single FM market. Montana. $510,000. Terms.**
- **AM/FM in NE Oklahoma. $1,100,000.**
- **Class C. Near city. Midwest. $700,000.**
- **250 watt daytimer. NE La. $250,000.**
- **Cable TV Southern Alaska. Small. $110,000. Terms.**
- **AM/FM. N.E. Louisiana. $25,000 down.**
- **500 watt daytimer. Single market station. CA resort area. $430,000.**
- **Fulltimer. Major market Idaho. $660,000 terms.**
- **Daytimer. NC. About 50 miles from coast. $240,000. Terms.**
- **Two AM's. CA. fulltimer and daytimer.**
- **AM/FM in No. Mich. $190,000.**
- **Louisville area daytimer. Terms. Small DP.**
- **Eastern Kentucky AM/FM. Bargain. $990,000. Terms.**
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W	Small	AM/FM	$500K	$145K	Ray Stanfield	(213) 363-5764
MW	Small	AM/FM	$550K	Terms	Peter Stromquist	(218) 728-3003
W	Small	AM/FM	$1060K	29%	Ray Stanfield	(213) 363-5764
S	Metro	AM/FM	$2500K	Terms	Bill Cate	(904) 893-6471
W	Major	Fulltime	$2610K	Terms	Corky Cartwright	(303) 741-1020

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MS	AM & FM	375K	Small
OH	FM	450K	Medium
MS	AM/FM	375K	Small
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
FL	Daytime AM	400K	Medium
CO	Daytime AM	300K	Small
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Fates & Fortunes

Media

Harry Smith, assistant to president of WFLA Inc., licensee of WFLA-AM-FM-TV Tampa, Fla., named VP-general manager. **John Alexander,** executive VP of WFLA Inc., retires after 23 years with company. **James Ashbery,** program director, WFLA(AM), named general manager for WFLA-AM-FM. **Scott Farrell,** program director, WFLA-FM, named station manager. **Edward Deichman Jr.,** assistant controller, WFLA Inc., named controller.

Smith

Busse

Lawrence Busse, general manager, WEAU-TV Eau Claire, WAYY(AM) Chippewa Falls and WAXX(FM) Eau Claire, all Wis., assumes same duties at co-owned WOKR(TV) Rochester, N.Y. **Clark Wideman,** general sales manager, WEAU-TV, succeeds Busse.

Darrell Davis, general manager, KLMN(TV) Fort Smith, Ark., named VP-general manager of Tierra Del Sol Broadcasting, Brownsville, Tex., permittee of new channel 23 under construction.

Larry Scott, production director, KSBY-TV San Luis Obispo, Calif., named operations manager.

Howard Meagle, Jr., station operations manager, KFVS-TV Cape Girardeau, Mo., named station manager.

D. Bradford Spear, former manager, noncommercial WPBH(FM) Hartford, Conn., joins noncommercial WGBH(FM) Boston as radio manager.

Jim Fleischer, sales manager, WGRD-AM-FM Grand Rapids, Mich., named general manager.

Clyde Bourke, account executive, KIKN(AM) Corpus Christi, Tex., joins KYOT(FM) Refigio, Tex., as general manager.

Richard F. Marangello, manager, cash management at U.S. Industries, Inc., joins CBS Inc., New York, as assistant treasurer. Marangello will be responsible for borrowing and investment of corporate funds and CBS Inc.'s cash management in U.S. and Canada.

Anna Hill, marketing representative, IBM's general systems division in Washington, joins NBC-TV, New York, as manager of news and special program sales.

Ty Benham, former general sales manager, KSKD(FM) Salem, Ore., joins KGMT(AM) Fairbury, Neb., as general manager.

Peter Newell, VP-general manager, KZLA(FM) Los Angeles, joins Omnicom of Michigan as systems manager of the Detroit-based cable television system. Both Omnicom and KZLA are Capital Cities subsidiaries.

Chuck Morgan, operations manager, WCSH(AM) Portland, Me., joins KQEO(AM)-KZZX(FM) Albuquerque, in same capacity.

Bob Curcuruto, accounting supervisor at Group W's New York headquarters, joins company's KYW-TV Philadelphia, as assistant controller.

Nicolina Riskin, bookkeeper, WPAT-AM-FM New York, named business manager.

Barbara Sitkin, general manager, Big Valley Cablevision, Stockton, Calif., named VP-general manager.

Victoria Barkan, former marketing coordinator, United Cable Television, Englewood, Colo., joins MetroVision, Atlanta, as marketing director. **Ronald Sumrow,** staff accountant, Deloitte, Haskins & Sells, Atlanta, joins MetroVision as business manager. **Roger Wells,** system engineer, MetroVision's Green Township, Ohio, cable system, named manager.

Robert Hoffman, cable TV marketing consultant, based in Boston, joins Falcon Communications, cable MSO, Los Angeles, as director of sales. **Richard Anderson,** former assistant to president and director of community relations, Times Mirror Co. there, joins Falcon as system manager for one-third of its southern California system. **Bob Kerstein,** former director of financial reporting, Warner Bros., Los Angeles, joins Falcon as controller.

William Price, former general manager of Taft Broadcasting's amusement park, Kings Island, near Cincinnati, named director of corporate projects.

David Fuchs, VP, communications, CBS/Broadcast Group, named member of National Association of Broadcasters Television Information Committee, replacing Gene Mater, VP and assistant to president, CBS/Broadcast Group.

Eric Smith, general counsel, and **Eric Sass,** director of development, Public Broadcasting Service, Washington, elected VP's.

Thomas Goodgame, VP-general manager, KTUL-TV Tulsa, Okla., resigns after 28 years of service with station's licensee, Leake Industries. Goodgame plans to open own syndication and consulting firm in Tulsa.

Advertising

Dick Murray, management supervisor, Needham, Harper & Steers Advertising, New York, named senior VP.

VP's appointed at Leo Burnett U.S.A., Chicago: **Dan Heagy,** creative director; **Rebecca Tomczyk** associate creative director; **Mike Malatak,** associate creative director, and **Thomas Reilly,** creative director.

John Kavalkovich and **Ian McGregor,** account supervisors, and **Cindy Kettler,** media programing services manager, McCann-Erickson, New York, elected VP's.

Robert Ovies, VP-associate creative director, Campbell-Ewald, Warren, Mich., named senior VP-executive creative director.

Frank DeFilippo, creative supervisor, **Leon Rosenbluth,** VP-research, and **Jon Williams,** account supervisor, NW Ayer, New York, elected VP's.

Jennifer Young, manager of TV programing, and **Dean Crebbin,** senior copywriter, Cunningham & Walsh, New York, named VP's.

Ramon Gaulke, former president of Marstellar Inc., New York, joins Intermarco Advertising there as chief executive officer and part owner.

Jay Duncan, VP-account supervisor for client services, Keller-Crescent, Evansville, Ind., advertising agency, named group VP. **Robert Gilbert,** VP-account services, K&G, Southfield, Mich., succeeds Duncan.

Murray Kremer, former VP-marketing, Gunn Associates, Boston-based graphic design studio, joins Stone & Manning Advertising, Boston, as executive VP and partner of agency.

Ted Schurdell, former president, Mills, Hall, Walborn & Schurdell, Cleveland advertising

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agency, joins Howard Swink Advertising, based in Marion, Ohio, as head of its new Cleveland division, Swink & Schurdell.

James Heeking III, VP-account supervisor, Kenyon & Eckhardt Advertising, New York, named management supervisor. **Abraham Dan,** account executive, K&E, named account supervisor.

Janet Shively, former assistant media buyer, William B. Tanner Co., Memphis, joins D'Arcy-MacManus & Masius, St. Louis, as media buyer.

Bob Belton, formerly with Tracy-Locke, Denver, named broadcast production manager at its Dallas office.

Shirley Martignetti and **David Edelberg,** assistant media planners, Rosenfeld, Sirowitz & Lawson, New York, named media planners.

Marcie Brogan, creative director, Nijgh Campbell-Ewald, Netherlands, joins W.B. Doner & Co., Detroit, as creative group supervisor.

James Nelson, former vice chairman, Chiat/Day/Hoefer, San Francisco, forms own consulting agency for creative development and corporate advertising. He will be based in Mill Valley, Calif.

Keith Johnson, former advertising manager, Allen Theaters, Farmington, N.M., joins American Advertising Federation, Washington, as manager of educational services.

Tom Barrett, sales manager, Katz TV Continental, Atlanta, and **Mike Gratz,** sales manager, Katz TV Continental, St. Louis, named divisional VP's. **Swan Burrus III,** sales manager, Katz TV, Memphis, and **Herb King,** sales manager, Katz TV, Jacksonville, Fla., named divisional VP's.

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Donald Brownstein, with Peters, Griffin, Woodward, Los Angeles, named sales manager of American-national sales team there. **Don Grubaugh,** from PGW's Chicago office, replaces Brownstein.

Harry Stecker, VP-sales, Arbitron Television, New York, joins Petry Television there as director of research.

Peter Fulton, account executive, Los Angeles NBC sales team, Blair Television, named assistant sales manager of team.

Joseph Frank Leoce Jr., group sales director, Torbet Radio, New York, joins Blair Radio there as account executive.

Thomas Johansen, general sales manager, WNJU-TV Linden, N.J., named VP-director of sales.

Marty Edelman, general sales manager KBHK-TV San Francisco, joins KPIX(TV) there as national sales manager.

Charles High, assistant general sales manager, WFLA-TV Tampa, Fla., named general sales manager.

Robert Lawson Jr., local sales manager, WPEC(TV) West Palm Beach, Fla, named general sales manager.

Tom Parrington, station and sales manager, KTVY(TV) Oklahoma City, retires today (Dec. 1) after 28 years of service.

Drew George, former general sales manager, KULF(AM)-KYND(FM) Houston, joins KZEW(FM) Dallas-Fort Worth in same capacity.

Howard Shrier and **Al Crounse,** with sales department, KETV(TV) Omaha, named national and local sales managers, respectively.

Jerry Johnson, general sales manager, KICT(FM) Wichita, Kan., joins KIOY(FM) Fresno, Calif., in same capacity.

Gary Scarbrough, former operations manager, WJZ-TV Baltimore, joins co-owned KYW-TV Philadelphia, as director of commercial operations. **Doug Gillen,** from PGW Television, New York, joins KYW-TV as account executive.

Steve Miller, KMAK(AM) Fresno, Calif., named VP-sales and VP of T&M Productions, affiliate responsible for station's promotion.

Dennis Vincenti, local sales, WGAR(AM) Cleveland, joins co-owned WNCI(FM) Columbus, Ohio, as general sales manager.

William Latz, former national and regional sales manager, WMEE(AM)-WMEF(FM) Fort Wayne, Ind., joins WOWO(AM) there as general sales manager.

Gregory Bell, former national sales manager, based in Los Angeles, for Sterling Recreation Organization, Bellevue, Wash. group owner, joins KFOX(FM) Redondo Beach, Calif., in same capacity.

Steve Cartwright, account executive, WGRD-AM-FM Grand Rapids, Mich., named sales manager.

David Lange, corporate director of public relations and special events for Brandeis Department Stores, Omaha, joins WOWT(TV) there as account executive. **Barbara Branco,** head traffic clerk, WOWT, named director of sales operations. **Kathy Phillips,** assistant traffic clerk, succeeds Branco. **Sandi Norland,** national sales secretary, WOWT, named national sales coordinator.

Programing

Dick Robertson, VP-marketing, Telepictures, New York, named senior VP-sales and marketing.

Melinda Fishman, manager, advertising, ABC-TV, New York, named manager, programs, East Coast, ABC Entertainment.

Ron Harrison, former general manager, Radio Arts, Los Angeles, joins Drake-Chenault there as VP-general sales manager for firm's format division.

Bob Lloyd, VP-national sales manager, Gold Key Media, Los Angeles, resigns to form own TV distribution company, Lloyd Enterprises there. Gold Key, according to its President Jerome Kurtz, has several candidates for Lloyd's post.

Gottlieb

Lawrence Gottlieb, VP and treasurer, Worldvision Enterprises, New York, named senior VP, finance, with responsibility for supervising financial accounting and reporting and coordination with financial management of Taft Broadcasting Co., Worldvision's parent company.

Al Shore, former sales manager, AIP/Filmways, Los Angeles, joins 20th Century-Fox Television, as sales manager for Southwestern division, based in Dallas.

Ronald Giles, executive producer-assistant program manager for WBZ-TV Boston, joins Warner Cable Corp. of Pittsburgh as programing manager.

Myrl Schreibman, freelance producer-director, joins Columbia Pictures Television, Los Angeles, as producer-director.

Sheryl Hardy, with MGM-TV's international administration, named manager.

Stephen Dessau, director of product management, CBS Records, New York, named director of account services, Warner Home Video, New York.

Richard Ross, manager of network operations, CBS-TV, named to new post of director of broadcast administration for USA Network, Glen Rock, N.J.-based cable program service. **Brent McKinley,** former marketing assistant, for Entertainment and Sports Programing Network, New York, joins USA Network as marketing coordinator.

Ron Sacks, general sales manager, special features division of Radio Arts, Los Angeles, named general sales manager for features and formats. **Greg Crawford,** operations manager, Radio Arts, named program-manager. **Teresa Schulte,** programing assistant, Radio Arts, named traffic manager.

Tom Bernard, from World-Northal Films, New York, joins United Artist there as director of special projects for video and special markets division.

Michael Brown, assistant story editor, Metromedia Producers, Los Angeles, named story editor.

Walter Calmette, Los Angeles branch man-

ager and head of marketing sales operation for Films Inc., Wilmette, Ill.-based producer-distributor, joins Avco Embassy Pictures in Los Angeles as director of nontheatrical sales.

Thomas Duncan, former account supervisor, Grey Advertising, New York, joins BBI Communications, Boston-based video software syndicator and producer, as marketing director.

Diane Judt, from A.C. Nielsen Co., Hollywood, Calif., joins Group W Productions there as market research-analyst.

Thomas Cerio, from Pierre Cardin of Swank Inc. and Biagi, New York, joins Filmways Enterprises as sales representative, Eastern division, based in New York.

Wolf Schneider, former producer for Westwood One, Los Angeles, joins Merv Griffin Radio Productions there as marketing manager.

Linda Leggiere, public relations coordinator, Kresser, Mazner & Robbins, Los Angeles, joins Premiere, recently formed cable programing network there, as advertising coordinator.

Hernan Rodriguez, chief accountant for BMT Commodity Corp., international import/export corporation, based in New York, joins GalaVision, New York, as controller. Rodriguez was also named controller of Magna Verde Productions, in closed-circuit television. Both are divisions of SIN.

Terry Climer, senior editor, Pacific Post Production Center, Los Angeles, joins STV, Nashville video production company and subsidiary of Scene 3, film production company, as chief editor.

Peter Weinberg, producer, noncommercial WNET(TV) Newark, N.J.-New York, named head of music performance programing.

Tanya Binder, former producer, Paramount Pictures, Miami, joins KWY-TV Philadelphia as associate producer of *AM/PM,* weekday talk show.

Janet Hughes, with KSBW-TV Salinas, Calif., named programing assistant. **Cynthia Boronda,** also with KSBW-TV, named traffic manager.

Bill Leer, recent graduate, Colorado State University, Denver, joins Rainbow Programing there as affiliate administrator.

News and Public Affairs

Fisher

Andrew Fisher, assistant news director, WBBM-TV Chicago, joins WAGA-TV Atlanta as news director.

Edwin Hart, news director, WROC-TV Rochester, N.Y., joins Post Corp.'s WOKR(TV) there as news director. **Chris Ostrowski,** corporate broadcast news director for Post Corp., based at WOKR, named news director for Post's WLUK-TV Green Bay, Wis. **Jim Roberts,** executive producer and anchor, WKZO-TV Kalamazoo, Mich., joins Post's WLUC-TV Marquette, Mich., as news director.

Frank Potter, news producer-anchor, KSBY-TV San Luis Obispo, Calif., named news director.

Bob Capps, news correspondent-anchor, NBC Radio Network, New York, joins WPAT-AM-FM Paterson, N.J., as news and community affairs director.

Mike Kavanagh, newscaster, WASH(FM) Washington, joins WJMD(FM) there as news and public affairs director.

James Brady, editor of *New York Post's* "Page Six," joins WABC-TV New York as on-air columnist for 6 p.m. news.

Richard Moseson, reporter-writer, AP national radio and television wires, New York, joins CBS News there as assistant producer of CBS-TV's *In the News,* weekend, two-and-half minute broadcasts for children.

Jan Ostrom, segment producer, KNBC(TV) Los Angeles, named staff associate director, responsible for local news and public affairs.

Terry Bynum, WNEP-TV Scranton, Pa., joins KTHV(TV) Little Rock as senior news producer.

Huell Howser, former host of WCBS-TV New York's *To Life,* joins Cable News Network as reporter based in Los Angeles.

Dan Weiser, former news reporter, WZZD(AM) Philadelphia, joins KYW-TV there as weekend assignment editor. **Allan Pietras,** former film and ENG editor, WJBK-TV Detroit, joins KYW-TV as ENG editor. **Steve Hall,** former cameraman-editor, WTVJ(TV) Miami, joins KYW-TV as ENG photographer.

Brad Cupples, former news and public affairs director for UA-Columbia Cablevision, Westchester, and WFAS(AM)-WWYD(FM) White Plains, both New York, joins WHEC-TV Rochester, N.Y., as assignment editor.

Michael O'Neil, morning anchor, UPI, New York, joins WINS(AM) there as anchor.

Bob Gamere, weekend sports anchor and *Sport's Sunday* host, WNAC-TV Boston, assumes additional duties at WITS(AM) there as sports anchor-reporter.

Mary Masulla, reporter, WDJX(FM) Xenia, Ohio, named news director-morning anchor.

Deborah Nolan, general executive in charge of promotion and meetings, UPI, New York, named regional executive for New Jersey.

Kevin McCullough, reporter, economics and business, KRON-TV San Francisco, named trustee of Economics News Broadcasters Association, Washington.

Bureau chief honored. Mary Alice Williams, 30, New York bureau chief, Cable News Network, was awarded the 1980 Achievement in Television Award by the National Council of Women of the United States Inc., recently, at its annual national meeting in New York. Comprised of 71 women's interest groups, the council, with a membership of roughly 2,000,000 worldwide, praised Williams as an achiever, calling her the "very symbol of the urgency of perpetual news." Williams has been with CNN since its inception. She began her news career as reporter for KSTP-TV Minneapolis and also worked for WNBC-TV New York as reporter-anchor.

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Technology

Robert Scrafford, director of Future Systems Inc., satellite communications consulting firm in Gaithersburg, Md., joins California Microwave, Sunnyvale, Calif., as VP-satellite systems for its satellite communications division. **Adam Norwood,** director-administration, California Microwave, named staff VP-administration.

Changes in technical operations area at NBC-TV Burbank, Calif.: **Rex Bagwell,** videotape supervisor, to manager, post-production and advertising promotion services. **Jack Gellman,** recording supervisor and on-air operations supervisor, to manager of recording services. **Ronella L. Liston,** supervisor, scheduling and studio assignments, to manager. **Robert M. Brown,** with NBC for 25 years in various broadcast engineering assignments, to manager, studio operations. **Ross J. Miller,** supervisor, technical operations, to manager, transmission and switching central. **Mel Harrison,** film services supervisor, to manager of program preparation for broadcast operations and technical services staff. **Robert Sobolewski,** with NBC-TV's library operations, to manager of library operations.

Robert F. Maddocks, staff VP, organization development and compensation planning RCA, New York, elected VP- organization and management resources, and **Francis L. McClure,** staff VP, personnel operations, elected VP, personnel operations, respectively. **Dirk Freeman,** manager of sales development and proposals, RCA Broadcast Systems, Hollywood, named manager of Western regional sales.

Charlie Toda, assistant general manager for sales planning, Panasonic, Secaucus, N.J., named general manager of its television division.

Donald Richardson, former systems manager for Raytheon's military ground communication projects in Burlington, Mass., joins Sintronic Corp., Lionville, Pa., manufacturer of FM-AM radio transmitters, as general manager.

John Bacon, general manager-video products division, Scientific-Atlanta, Atlanta, named general manager of its new Phoenix division, which manufactures coaxial cable for CATV and other communications applications.

Steurer

Fred Steurer, engineering supervisor, KSDK(TV) St. Louis, named chief engineer. **Robert Wilson** and **James Withers,** engineering supervisors, KSDK, named managers.

Leo Mahan, district manager for mid-Atlantic region, Sony Video Products, New York, named government manager responsible for interregional governmental marketing. **Dick Wheeler,** government sales manager, Sony Video Products, Atlanta, named regional manager of Southeast.

Dudley Mathers Jr., with General Cable, Greenwich, Conn., named area manager for its station products division, serving Arkansas, Louisiana, Oklahoma and Texas.

Michael Messerla, district sales manager in Midwest region, covering Missouri, Kansas and southern Illinois for professional video division of US JVC Corp., named national marketing development manager, based in Elmwood, N.J.

Technical honors. Maurice G. Lemoine (r), principal engineer for Ampex's audio-video systems division, receives the David Sarnoff Gold Medal for 1980, from the Society of Motion Picture and Television Engineers's President Robert Smith. Lemoine was feted recently at the SMPTE annual awards luncheon in New York City, where he was honored for his technical contributions to digital equipment design (BROADCASTING, Oct. 20).

Douglas Booth, Danmark Industries, Chatsworth, Calif., joins TDK Electronics, Irvine, Calif., as industrial-professional sales manager of Western district.

James Sopp, sales development and training manager, electronic division of Belden Corp., Richmond, Ind., named marketing manager. **Charles Schneidewind,** field sales representative, succeeds Sopp. **William Reid,** field sales representative based in Boston, and **Ronald Routson,** division accounting manager, Belden, named marketing specialists for electronics division.

P. Eric Dausman, studio supervisor, KSBY-TV San Luis Obispo, Calif., named chief engineer of co-owned KSBW-TV Salinas.

Promotion and PR

Leo Armatis, senior VP-director of public relations division of Creswell, Munsell, Fultz & Zirbel, Young & Rubicam Co., in Des Moines, Iowa, joins Meredith Corp. there as staff VP-corporate relations and director of public relations.

Barbara Meltzer, senior talent coordinator, creative services department of NBC Entertainment, Los Angeles, named manager of talent coordinators for talent relations and creative services.

Dana Redman, former VP of research for NBC Television Stations, New York, joins Entertainment and Sports Programing Network there as director of research and promotions.

Frank Lieberman, account executive, Rogers & Cowan, Los Angeles, joins Mike Douglas Productions there as director of creative services.

Marguerite Olsen, advertising coordinator, Universal Studios, Los Angeles, joins its subsidiary, MCA Videocassette, as director of advertising and promotion.

Anna Moraga, community public relations director for Catholic Big Brothers in Los Angeles, joins Falcon Communications there as public relations director. **John Kobara,** general manager for Falcon Cable TV in southern California, assumes additional duties as director-community relations.

Michael Schwager, executive VP, Michael Klepper Associates, New York, named president. **Susan O'Sullivan,** with Klepper Associates, named VP.

Carol Thieman, art director in marketing division at Continental Cablevision, Boston, named associate advertising and promotion manager.

Philip Rabin, VP-account supervisor, Henry J. Kaufman, Washington, joins InfoServices, public relations division of Earle Palmer Brown there, as senior account executive.

Suzanne Lowery Mims, account executive, public relations division of Henry J. Kaufman & Associates, Washington, named account supervisor.

Kalman Druck, 65, vice chairman and board member, Harshe-Rotman & Druck, based in New York, resigns effective Jan. 1. Druck, with public relations firm for 20 years, becomes senior consultant to company and plans to form own public affairs counseling company.

Tom Wetzel, account executive, Hill & Knowlton, Chicago, joins Harshe-Rotman & Druck there in same capacity.

Allied Fields

Al Maxwell, account executive, WRCG(AM)-WCGQ(FM) Columbus, Ga. and **Barbara Barnowitz,** sales assistant to Arbitron Radio's Western division manager in Los Angeles, named Arbitron Radio client service representatives, in Dallas and Los Angeles, respectively. **Katy Hodges,** senior broadcast buyer-market specialist, McCann-Erickson/MIS, Atlanta, and **Beth Miller,** media buyer, Leo Burnett, Chicago, join Arbitron as account executives for Southeastern radio station sales, Atlanta, and Midwestern television station sales, Chicago, respectively.

Marvin Schrager, credit manager, Blair Television and Blair Radio, New York, elected president of Broadcast Credit Association, subsidiary of Institute of Broadcasting Financial Management, succeeding **Bill Montuori,** Harrington, Righter & Parsons.

Gary Cain, marketing consultant, Concord, N.H., joins New England Cable Television Association there as director of operator services.

Ralph Smith, former director of communications programs, Technology & Economics, Cambridge, Mass.-based consulting firm, joins BC&A, Oakton, Va.-based consulting firm for cable, satellite and common carrier industries.

Walter Morgan, former senior staff scientist, Communications Satellite Corp., Washington, forms consulting service, Communications Center of Clarksburg, to aid broadcast industry in development of new businesses and services using combinations of terrestrial broadcasting and satellite communications. He will be based in Clarksburg, Md.

Chuck Rich, talk show producer and news editor, WTOP(AM) Washington, leaves to resume career as freelance writer for broadcast and print media there.

Stock Index

Exchange	Company	Closing Tues. Nov. 25	Closing Wed. Nov. 19	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
	BROADCASTING						
N	ABC	29 1/8	30 3/4	− 1 5/8	− 5.28	5	815
N	Capital Cities	62	62 3/4	− 3/4	− 1.19	13	816
N	CBS	50 7/8	51 1/4	− 3/8	− .73	7	1,417
N	Cox	52 3/4	55 1/2	− 2 3/4	− 4.95	8	712
A	Gross Telecasting	29 1/2	30 5/8	− 1 1/8	− 3.67	8	23
O	LIN	65	64 3/4	+ 1/4	+ .38	13	180
N	Metromedia	104 1/4	104 3/4	− 1/2	− .47	11	442
O	Mooney	8 3/4	8 1/2	+ 1/4	+ 2.94	12	3
O	Scripps-Howard	56	56			9	144
N	Storer	34 1/2	34	+ 1/2	+ 1.47	11	450
N	Taft	30 1/4	30 1/2	− 1/4	− .81	8	295
	BROADCASTING WITH OTHER MAJOR INTERESTS						
A	Adams-Russell	22	21 5/8	+ 3/8	+ 1.73	18	40
A	Affiliated Pubs.	28	28			12	144
N	American Family	7 3/8	7 5/8	− 1/4	− 3.27	3	77
N	John Blair	21 1/4	19 1/2	+ 1 3/4	+ 8.97	7	79
N	Charter Co.	24 3/4	23 3/4	+ 1	+ 4.21	1	676
N	Chris-Craft	35 1/2	28 3/8	+ 7 1/8	+25.11	17	95
N	Coca-Cola New York	9 1/8	6 3/4	+ 2 3/8	+35.18	21	160
N	Cowles	30 3/8	30 7/8	− 1/2	− 1.61	20	120
N	Dun & Bradstreet	58 1/2	58 1/2			18	1,631
N	Fairchild Ind.	29 3/4	30 3/4	− 1	− 3.25	9	339
N	Fuqua	15 7/8	14 5/8	+ 1 1/4	+ 8.54	3	202
N	Gannett Co.	52 1/2	53 1/2	− 1	− 1.86	14	1,847
N	General Tire	21	22 1/2	− 1 1/2	− 6.66	9	496
O	Gray Commun.	62	60	+ 2	+ 3.33	13	29
N	Harte-Hanks	32 3/4	35	− 2 1/4	− 6.42	15	309
O	Heritage Commun.	26 3/8	25	+ 1 3/8	+ 5.50	13	95
N	Insilco Corp	23	20 5/8	+ 2 3/8	+11.51	10	247
N	Jefferson-Pilot	24 1/4	24 3/8	− 1/8	− .51	5	531
O	Marvin Josephson	11 3/4	11 1/2	+ 1/4	+ 2.17	8	29
O	Kansas State Net.	31	31			25	58
N	Knight-Ridder	30	29 1/4	+ 3/4	+ 2.56	11	972
N	Lee Enterprises	26	26 1/2	− 1/2	− 1.88	12	186
N	Liberty	14 1/2	15	− 1/2	− 3.33	6	184
N	McGraw-Hill	42 1/4	41 7/8	+ 3/8	+ .89	13	1,048
A	Media General	31 1/2	32 1/8	− 5/8	− 1.94	9	224
N	Meredith	52 1/2	53	− 1/2	− .94	8	164
O	Multimedia	30	30			16	301
A	New York Times Co.	34	33 3/4	+ 1/4	+ .74	10	408
N	Outlet Co.	35 1/4	33 1/4	+ 2	+ 6.01	51	88
A	Post Corp.	16	15 7/8	+ 1/8	+ .78	8	29
N	Rollins	39 1/4	38 3/4	+ 1/2	+ 1.29	16	537
N	San Juan Racing	19 5/8	19 5/8			22	49
N	Schering-Plough	37 7/8	37 7/8			9	2,009
O	Stauffer Commun*	44	44			11	44
A	Tech Operations	18	17	+ 1	+ 5.88	19	25
N	Times Mirror Co.	41 1/4	42 1/4	− 1	− 2.36	10	1,400
O	Turner Bcstg*	15 3/4	15 3/4				157
A	Washington Post	23 1/2	24	− 1/2	− 2.08	9	331
N	Wometco	22 3/4	23 1/4	− 1/2	− 2.15	10	201
	CABLE						
A	Acton Corp.	17 3/4	17 5/8	+ 1/8	+ .70	12	53
N	American Express	34 5/8	36	− 1 3/8	− 3.81	7	2,468
O	Burnup & Sims	15 7/8	16 1/8	− 1/4	− 1.55	20	141
O	Can. Cablesystems	15	14 5/8	+ 3/8	+ 2.56	29	285
O	Comcast	30	29 1/4	+ 3/4	+ 2.56	34	76
O	Entron*	5	5			5	4
N	General Instrument	96 1/2	94 3/4	+ 1 3/4	+ 1.84	16	837
O	Geneve Corp.	57	54	+ 3	+ 5.55	40	63
O	Tele-Communications	27 7/8	27 1/8	+ 3/4	+ 2.76	27	642
N	Teleprompter	33 3/8	32 5/8	+ 3/4	+ 2.29	28	567
N	Time Inc.	56 7/8	57	− 1/8	− .21	11	1,599
O	TOCOM	17	15 3/4	+ 1 1/4	+ 7.93		50
O	UA-Columbia Cable	68 1/2	71 1/4	− 2 3/4	− 3.85	50	230
O	United Cable TV	56	51 1/2	+ 4 1/2	+ 8.73	39	226
N	Viacom	57	55 7/8	+ 1 1/8	+ 2.01	21	240
	PROGRAMING						
O	Chuck Barris Prods.	4 1/8	3 7/8	+ 1/4	+ 6.45	4	12
N	Columbia Pictures	38 5/8	38 1/4	+ 3/8	+ .98	11	389
N	Disney	51 3/8	48	+ 3 3/8	+ 7.03	13	1,669
N	Filmways	6 7/8	7 3/4	− 7/8	−11.19		43
O	Four Star	1 1/4	1 3/8	− 1/8	− 9.09	13	
N	Getty Oil Corp.	100	104 3/4	− 4 3/4	− 4.53	11	8,215
N	Gulf + Western	18 1/4	18	+ 1/4	+ 1.38	4	1,020
N	MCA	53	52 3/8	+ 5/8	+ 1.19	9	1,245
O	Medcom	6 7/8	7 3/8	− 1/2	− 6.77	25	11
N	MGM Film	8 7/8	7 3/4	+ 1 1/8	+14.51	6	287
O	Reeves Commun.	34 3/4	29 1/2	+ 5 1/4	+17.79	25	125
O	Telepictures	5 3/4	6 1/8	− 3/8	− 6.12	26	13
N	Transamerica	18 1/8	19	− 7/8	− 4.60	5	1,183
N	20th Century-Fox	46 1/2	43 1/4	+ 3 1/4	+ 7.51	8	489
O	Video Corp. of Amer.	17	16 1/2	+ 1/2	+ 3.03	35	16
N	Warner	72	67 3/8	+ 4 5/8	+ 6.86	18	2,049
A	Wrather	33	30	+ 3	+10.00		76
	SERVICE						
O	BBDO Inc.	43	42 3/4	+ 1/4	+ .58	9	106
O	Compact Video	23 3/8	25 1/8	− 1 3/4	− 6.96	22	60
N	Comsat	47 1/4	49 3/8	− 2 1/8	− 4.30	10	378
O	Doyle Dane Bernbach	41 1/4	41 1/2	− 1/4	− .60	11	108
N	Foote Cone & Belding	33	33 3/4	− 3/4	− 2.22	8	88
O	Grey Advertising	60 1/2	60 1/2			6	37
N	Interpublic Group	33	34	− 1	− 2.94	7	147
O	MCI Communications	13 5/8	13 3/8	+ 1/4	+ 1.86	68	491
A	Movielab	7 1/2	7 1/4	+ 1/4	+ 3.44	6	12
A	MPO Videotronics	5 1/2	5 5/8	− 1/8	− 2.22	15	3
O	A. C. Nielsen	34 1/2	34 1/4	+ 1/4	+ .72	14	379
O	Ogilvy & Mather	27 3/4	28 1/2	− 3/4	− 2.63	8	114
O	Telemation	2 1/2	2 1/2			15	2
O	TPC Communications	7	7 1/2	− 1/2	− 6.66	50	6
N	J. Walter Thompson	36	36 1/4	− 1/4	− .68	8	110
N	Western Union	27 3/4	27 3/4				421
	ELECTRONICS/MANUFACTURING						
O	AEL Industries	18 7/8	16 7/8	+ 2	+11.85		31
N	Ampex	34 1/2	32	+ 2 1/2	+ 7.81	17	396
N	Arvin Industries	14	14			7	109
A	Cetec	6	6 1/4	− 1/4	− 4.00	8	12
O	Chyron	14 1/4	13 1/2	+ 3/4	+ 5.55	23	17
A	Cohu	10 1/2	8 7/8	+ 1 5/8	+18.30	15	17
N	Conrac	19 5/8	18 5/8	+ 1	+ 5.36	8	41
N	Eastman Kodak	71	73	− 2	− 2.73	11	11,458
O	Elec Missle & Comm*.	7	7			88	19
N	General Electric	62 3/8	60 3/8	+ 2	+ 3.31	10	11,513
N	Harris Corp.	52 5/8	55 3/8	− 2 3/4	− 4.96		191,602
O	Intl. Video*	5/8	5/8				1
O	Microdyne	29 3/4	30 3/4	− 1	− 3.25	22	79
N	M/A Com, Inc.	33	29	+ 4	+13.79	29	1,101
N	3M	59 3/8	60 1/4	− 7/8	− 1.45	10	6,915
N	Motorola	80 3/4	79 1/2	+ 1 1/4	+ 1.57	15	2,304
O	Nippon Electric	66 1/2	65 3/4	+ 3/4	+ 1.14	51	2,183
N	N. American Philips	35 7/8	35 1/4	+ 5/8	+ 1.77	6	431
N	Oak Industries	47 1/4	49 1/8	− 1 7/8	− 3.81	16	253
A	Orrox Corp.	7 3/8	6 7/8	+ 1/2	+ 7.27	24	12
N	RCA	30 7/8	32	− 1 1/8	− 3.51	8	2,311
N	Rockwell Intl.	40 3/4	41 3/4	− 1	− 2.39	11	3,024
A	RSC Industries	4 7/8	5 1/8	− 1/4	− 4.87	12	11
N	Scientific-Atlanta	38 1/2	39 5/8	− 1 1/8	− 2.83	34	399
N	Sony Corp.	16 1/4	16	+ 1/4	+ 1.56	27	3,503
N	Tektronix	64 3/4	67 3/4	−	− 4.42	14	1,182
A	Texscan	21 3/8	21 3/8			42	22
N	Varian Associates	28 3/8	28	+ 3/8	+ 1.33	13	218
N	Westinghouse	31 3/8	31 7/8	− 1/2	− 1.56	8	2,661
N	Zenith	20 1/2	20 1/4	+ 1/4	+ 1.23	19	386
	Standard & Poor's 400 Industrial Average	160.30	160.74	− 0.44			

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhodes, 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. + Stock traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Dec 8 **Western Cable Show** et al. The six-day period from Dec. 7 through Dec. 12 will be one of the year's busiest for the cable TV business. BROADCASTING will advance it all in the Dec. 8 issue—and follow up with complete coverage Dec. 15.

Dec 22 **The top 100 records on contemporary radio playlists** in 1980, plus **the top 100 in country.** Just in time for yearend countdowns.

Jan 5 Annual double issue. Among the highlights: BROADCASTING's exclusive report and analysis of **the top 100 companies in electronic communications.**

Jan 19 The annual recap of **1980's big deals in radio, TV and cable,** drawn from BROADCASTING's weekly "Changing Hands" report, with analysis of the marketplace supplied by leading brokers.

Jan 26 BROADCASTING's **29th annual** accounting of **the top 50 advertising agencies** in broadcast billings.

Mar 9 **Pre-NATPE.** Getting ready, getting set and . . .

Mar 16 **NATPE** . . . going on the year's largest program marketplace. This year, in New York, March 13-18. More than 4,000 delegates from all over the world—and a full contingent from BROADCASTING—will be there.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Jack Hogan's two loves: TV news and RTNDA

Fourteen months ago, Jack Hogan slit open one of the congratulatory letters piled on his desk. It read: "Dear Jack: Congratulations on your selection as president-elect of the Radio-Television News Directors Association. It is a well deserved honor, and I am proud to know someone who can get elected to the high office of president . . ."

It was signed by the man who barely missed in his own presidential bid, Gerald Ford.

It typifies the respect of respected figures that Hogan has earned in more than 23 years in broadcasting. And there's a genuine right of stability in the fact that the last 18 of those years have been with WZZM-TV Grand Rapids, Mich., where he is news director of the Wometco-owned outlet.

Later this week, the RTNDA will feel that steady hand when Hogan takes over as association president at the close of the national convention in Hollywood, Fla. (see page 93).

As successor to Curtis Beckmann of WCCO(AM) Minneapolis, he initially plans to throw his weight behind campaigns and projects already undertaken by RTNDA.

"Essentially, I'm going to continue the things that have been done in the past," he explains. He adds: "That will include the fight for First Amendment rights. I'm going to emphasize on every podium I can that the issue is not just for schools of journalism . . . It is something that is part of the public, and not to be set apart."

Among the nuts-and-bolts efforts of RTNDA that Hogan promises will not rust is the association's project to prepare its members for even wider vistas. "We're going to continue management training sessions at every level we can for our members," he said. "It was easy at one point to say that the sales manager was the most important part of the company. But that has changed."

He has not deluded himself that the coming year will be anything less than demanding, but points out that since the very beginning of his RTNDA involvement he has made a full commitment to its goals. "I really believe in RTNDA, fully support all of its projects and will do whatever is required of the job," he said.

Hogan added that the chore is being made easier by Wometco and people back at WZZM-TV. "I have the full support of my general manager, George Lyons. You can't run a good news department and be a leader in the RTNDA without a manager's support. He backs me locally and he backs me nationally."

Hogan noted that Wometco is a regular contributor of presidents of major news associations: Ralph Renick of the company's WTVJ(TV) Miami is serving a two-year term as head of the AP Broadcasters.

John Lawrence Hogan—news director, WZZM-TV Grand Rapids, Mich., and president-elect of Radio-Television News Directors Association. b. April 18, 1933, Lorain, Ohio; BA in communications, Michigan State University, 1957; disk jockey, sports director and news director, WBCK(AM) Battle Creek, Mich., 1957-58; news and sports reporter, WKZO(AM) Kalamazoo, Mich., 1958-59; news director, WKAR(AM) East Lansing, Mich., 1959-62; appointed to present position, October 1962; m. Jacqueline Love, Oct. 7, 1960; children—Scott, 19; Rick 17; Kristen, 14.

Jack Hogan's interest in journalism and allegiance to Michigan State University are inherited. His father is a 1927 graduate of MSU's School of Journalism and worked for the *Lansing* (Mich.) *State Journal* before retirement in 1966.

During the younger Hogan's student days at MSU, he learned of auditions at the school's noncommercial WKAR(AM) East Lansing. He got an announcing job and held it for two years until graduation.

At WKAR, he was exposed for the first time to RTNDA. Rob Downey, the news director, was also long-time executive secretary of the association which dates back to 1946.

In the five years after graduation, Hogan didn't stray too far with jobs as disk jockey, sports director and news director in nearby cities. In 1962, when WZZM-TV Grand Rapids, Mich., was being established, he got the call to be its news and sports director. According to his peers, the competence and talents of Jack Hogan have been integral factors in the growth of that station.

Civic and professional involvements have always been part of his life. These include the United Fund, Cancer Society, March of Dimes and Muscular Dystrophy. And aside from his service to RTNDA, Hogan is past president of the western Michigan chapter of the Society of Professional Journalists, Sigma Delta Chi and for five years was freedom-of-information co-chairman for the Michigan Association of Broadcasters.

In between those undertakings Hogan has managed to sandwich in time for tennis and other activities with his family, including Boy Scout projects and trips.

RTNDA's president-elect has hopes that America's President-elect will foster good media relations. "I'm optimistic about Reagan in view of his track record in California," he remarked last week. "It seems to me, Reagan will have accessibility."

Hogan endorsed an assessment by CBS commentator Bill Plante that Reagan could be to TV what Franklin D. Roosevelt was to radio. "Reagan knows how to use TV—we will be dealing with a man who understands the communications process," he said.

Hogan recalled he initially got that impression when the President-elect, then governor of California, appeared at an RTNDA convention in Los Angeles that could well have been billed as a doubleheader of future Republican Presidents. Reagan spoke at lunch; House Minority leader Gerald Ford was banquet speaker.

So, Washington faces and places will not be unfamiliar to Hogan who associates them with cherished memories.

Foremost are anecdotes concerning Ford, whom Hogan has known since his Michigan State days. One was when Ford was sworn in as Vice President in 1974 and he called Hogan into his office to meet all of the Ford family and to be with them during the swearing-in ceremony.

The next time was when the Vice President took the oath of office as President. Hogan vividly recalls that day in August when he, along with the WZZM-TV team, was invited to the White House.

"Afterward, my political reporter, Jim Riekse, and I were invited to set aside our press badges and join the new President in the receiving line. We were introduced to the others and I stood between George Bush and General Alexander Haig."

Later Hogan watched from the west wing of the White House as Richard Nixon took off from the lawn in a helicopter to bring down the curtain on that part of an American political tragedy.

"We took the story back to our station and put it on—telling what it was like to be there when Jerry Ford became President," Hogan remarked.

But don't expect Jerry Ford to be in Florida when Jack Hogan becomes president. Even though, in that congratulatory note 14 months ago, Ford "pledged his full support for a successful regime."

Editorials

Progress report

A series of pieces elsewhere in this issue attempts to get a fix on the size and scope, and also to capture some of the flavor, of broadcast news, radio and television, 1980 style.

The first thing that is apparent is that, thanks to satellites and electronic news-gathering gear, the news assignment desk—in TV as well as radio—today has virtually no boundaries. At station after station after station, news crews are being dispatched to wherever the news is, even if that's halfway around the world.

It is also apparent that, on the whole, the quality of reporting in both TV and radio continues to improve. The stamp of professionalism is more often evident than it used to be. And in television, where stunting was once a tempting audience grabber, it seems clear that the emphasis is shifting from gadgetry to content. The gadgets are there, but more and more they're being used as tools, not toys.

It is true, of course, as Walter Cronkite says in an interview that is part of this special report, that broadcast news does not have all the air time that journalists think it needs, and never will have. But increasingly, and encouragingly, we think, broadcast newsmen are trying harder to make the most of what they have.

11th hour

Five-year license terms for radio and television stations.

Immunization of incumbent licensees against challenges on grounds of their multiple media holdings or integration of ownership and management.

No strings attached.

Those in essence are the ingredients of legislation that Senator Ernest F. Hollings (D-S.C.), chairman of the Communications Subcommittee, has suddenly given life. They are lifted literally from the wildest dreams of broadcasters. Then why are broadcasting's most sophisticated Washington operators looking for dark motives?

Conventional wisdom is that the Hollings legislation, with its five-year license term, has little chance of passage in the Senate and none in the House. Then why would an experienced senator decide to take up a lost cause as a last act before leaving the subcommittee chairmanship that will go to a Republican in the next Congress?

There are those who think this may be a devious way to kill the so-called Swift bill, which the House passed before the election recess and which awaits Senate action. That bill, named after Representative Al Swift (D-Wash.), also provides the immunity against challenges based on multimedia ownerships or ownership and management integration. Additionally, it would codify the FCC's ownership rules into law. The Swift bill has the support of some multimedia owners who have feared that a Ferris FCC would tighten ownership rules under its present authority and who were willing to settle for existing limitations safely embedded in the Communications Act.

Hollings's proposal to remove the ownership limits from the Swift bill and add the five-year license term is seen as the kiss of death. But could conventional wisdom be wrong? Is it possible that no legislative murder is being plotted and that something is salvageable in this week's mark-up of the draft?

As has been noted here before, a questionable refuge is promised by the conversion of FCC ownership rules into law. True, the FCC would be prevented from reducing the size of portfolios and breaking up co-located crossownerships. But no relaxation of present standards would be possible without an act of Congress and all the difficulties that entails. With the competitive environment changing rapidly, even government regulators may soon recognize less need for arbitrary ownership controls. Do broadcasters really want the present limits to be engraved in the Al Swift Act of 1980?

As to the five-year license term, could it not be used as a bargaining chip in pursuit of the principal ingredient in this legislative package—stability in license renewal for media groups? Much as the longer license may be wanted by some broadcasters, it would provide only illusory relief as long as the government continued close surveillance of the renewal process.

The preferred choice here is to assume innocence unless guilt is proved in this late revival of corrective legislation. If there is any chance at all for a bill to restore renewal stability, the chance ought not to be ignored.

A little late but . . .

The FCC's practice of collecting annual financial reports from broadcast licensees, initiated more than 40 years ago, is being belatedly but seriously questioned. In comments filed in response to the FCC's proposal to amend its annual reporting form (BROADCASTING, Nov. 24), the commission's authority to circulate any such form was put into dispute. Some licensees are threatening an ultimate court test if the commission continues asking for the data.

The National Association of Broadcasters and other organizations that expressed similar views have a point that ought to be pursued. There is no demonstrable regulatory need for the annual assembly of industrywide figures by the government. Absent such need, there is no reason for licensees to spend the money to submit the information and the government to spend taxes to collate and analyze it.

Beyond that, the reports produced in recent years by the FCC have come too late to be of much use to anybody. Some of the 1979 television figures became available only two weeks ago. The rest and the 1979 radio figures are yet to emerge from the agency.

If the FCC were to go out of the business of supplying annual financial reports, no doubt an alternative source would appear; analysts need that kind of data. Indeed a private agency would undoubtedly provide faster service than the government provides. And the taxpayers would be spared a bill they ought not to be paying anyway.

Drawn for BROADCASTING by Jack Schmidt

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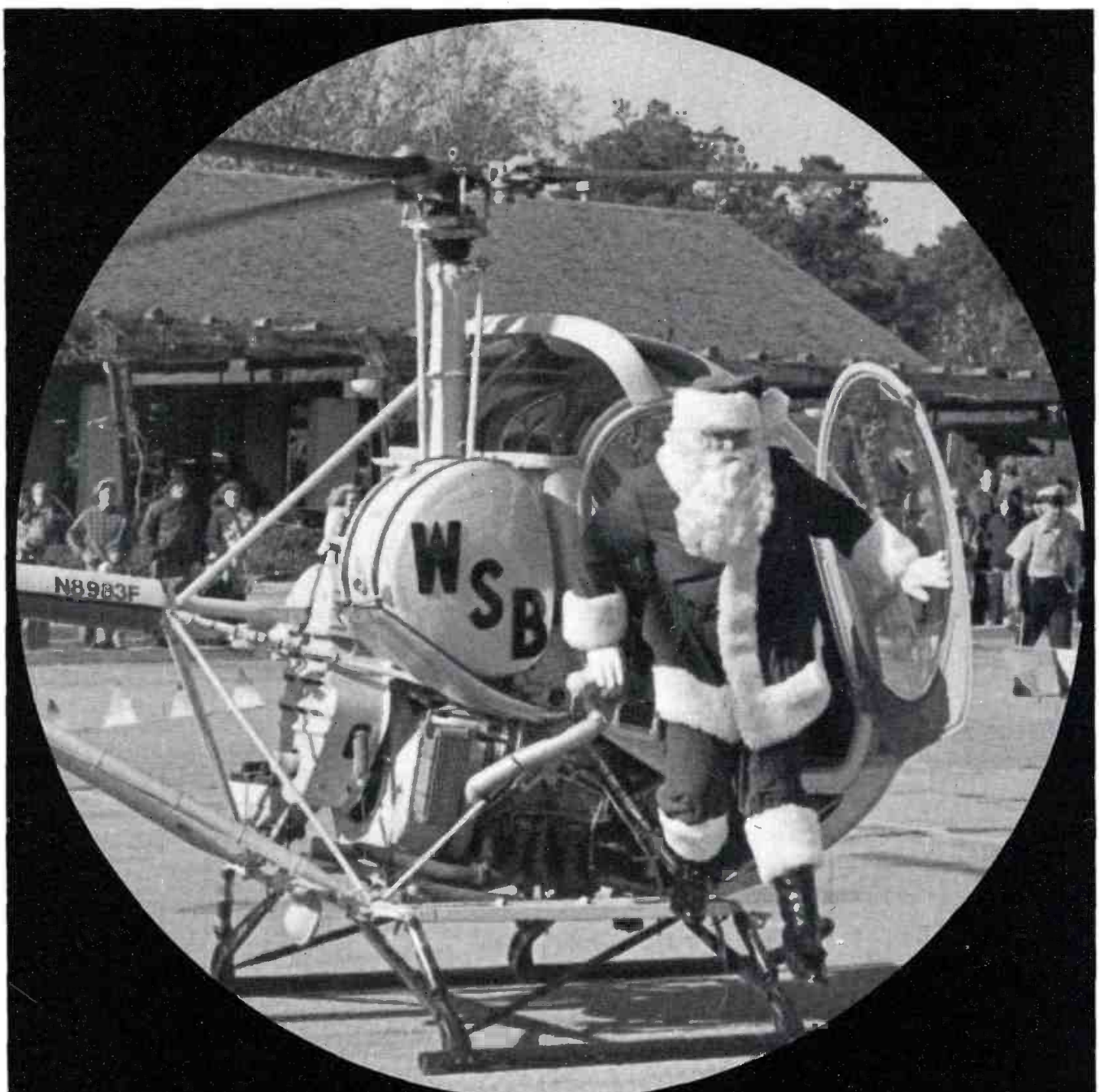

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