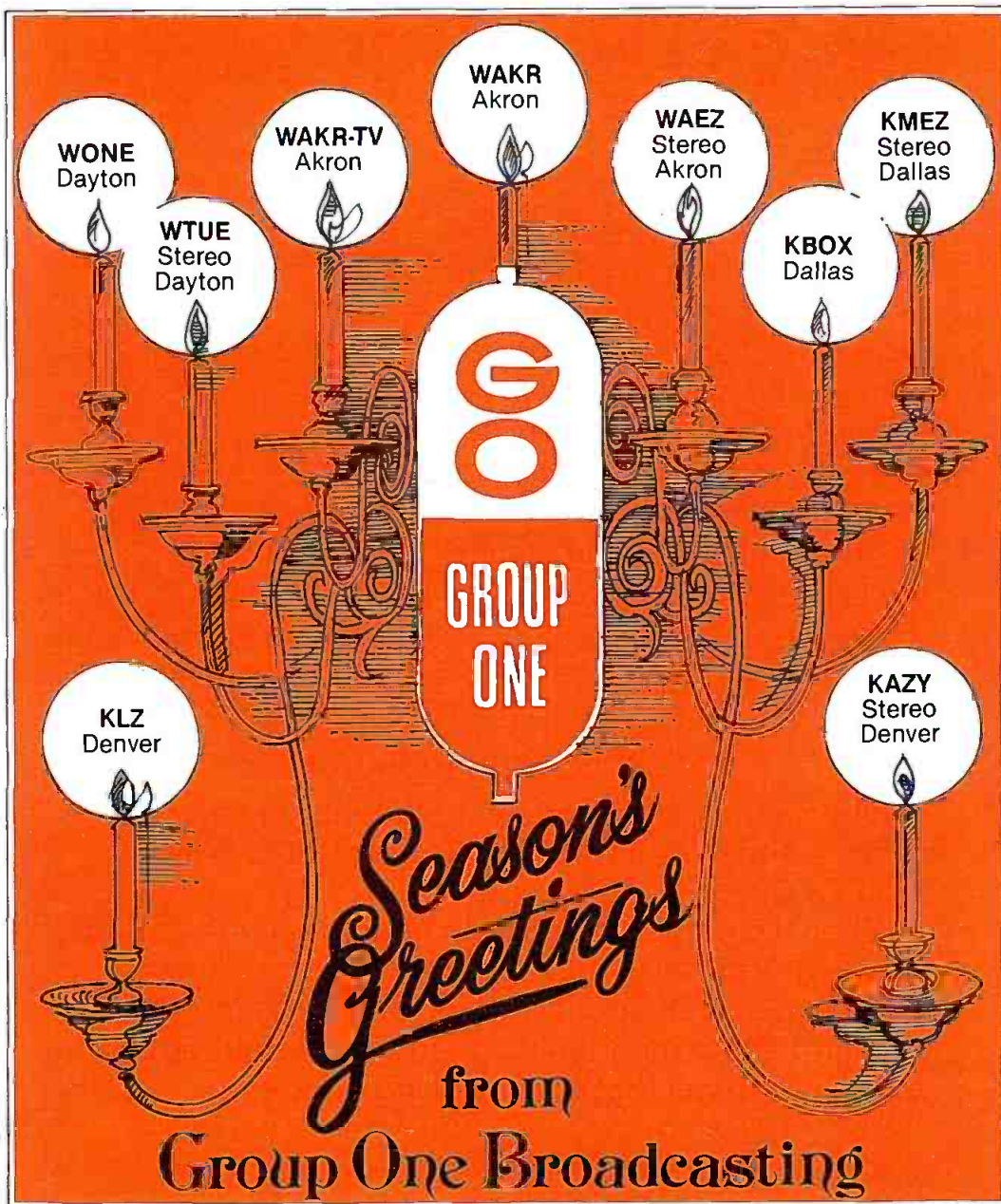


Western Cable and CTAM:  
Turning up the volume in cable programming

# Broadcasting Dec 15

The News Magazine of the Fifth Estate □ Established 1931

Our 50th Year □ 1980



11211RAB5184 1YK DEC/83  
ULIBRARY  
US AIR FORCE  
SERIAL ACQ SECTION  
MONTGOMERY AL 36112

The First  
**50**  
Years Of  
Broadcasting

1940

□  
PAGE 83

# Look who's handing you control of your market!

For three solid seasons "CHiPs" has compiled an amazing record of virtually equally distributed growth in every important demographic.

That means in late afternoon and early evening especially, when the viewing audience is most changeable, "CHiPs" all-family appeal will really work for you...at the expense of your competition.

And "CHiPs" makes perfect programming sense, always in control, no matter who controls the set.



## **It all comes down to this:**

When a show captures and holds onto the number one position in its time period, you've got to call it Number One.

When it continues to grow in household ratings and share every season, you've got to call it powerful.

And when it also pulls winning numbers among women 18-49...men 18-49...teens...and children... you've got to call that a "controlling interest"!

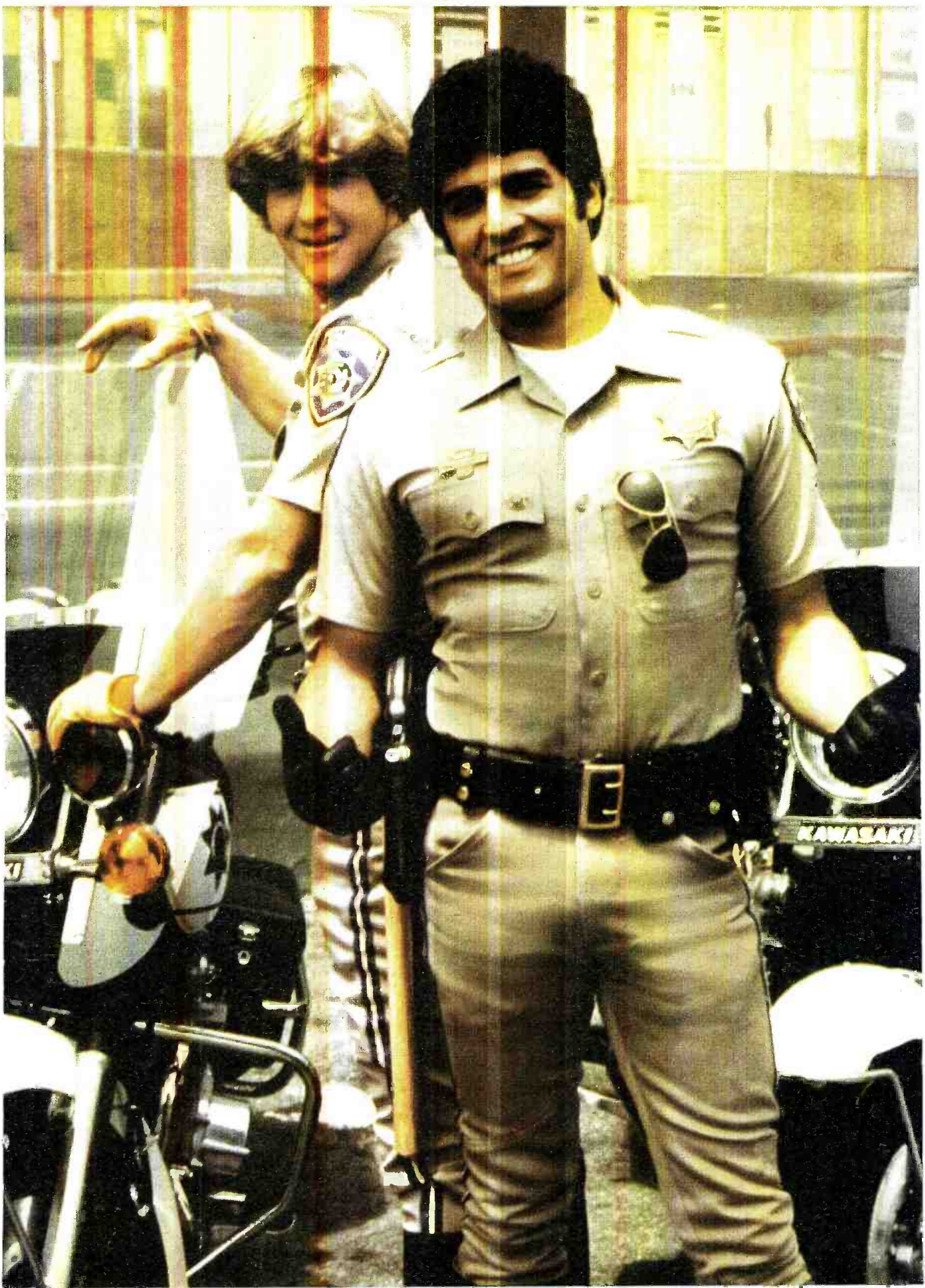
## **"CHiPs"\***



**MGM TELEVISION**

\*Or another appropriate title  
Source: NTI Nov. & Feb. 1977-80







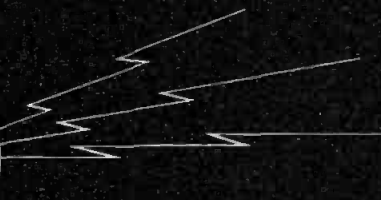
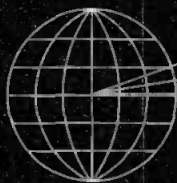


If a nation expects  
to be ignorant  
and free ...  
it expects what  
never was  
and never will be.

Thomas Jefferson

Honest reporting by all media, we think especially broadcasting,  
is the greatest safeguard against ignorance.

*Bonneville  
International  
Corporation*



WRFM, New York, N.Y. • KBIG, Los Angeles, Calif. • WCLR, Skokie-Chicago, Ill. • KOLT, San Francisco, Calif. • KAAM, KAFM, Dallas, Texas  
• KSEA, KIRO, KIRO-TV, Seattle, Washington • KMBR, KMBZ, Kansas City, Mo. • KSL, KSL-TV, Salt Lake City, Utah • Bonneville Productions, Salt Lake City, Utah  
• Bonneville Broadcast Consultants, Tenafly, New Jersey • Bonneville Data Systems, Salt Lake City, Utah • Bonneville Washington News Bureau, Washington, D.C.  
• BEI Productions, Encino, Calif. • Radio Data Systems, Salt Lake City, Utah • Torbet Radio

Our Strength is Our Service



# The Week in Brief

## TOP OF THE WEEK

**IT HAPPENED IN ANAHEIM** □ Innovative programs, more entrepreneurs and touches of controversy provide meld for Western Cable Show that is sell-out. **PAGE 27.**

**ARTHUR TAYLOR RESURFACES** □ Former CBS president unveils pay-cable venture in quality programming at California show. **PAGE 28.**

**TARTS AND DARTS** □ Ted Turner's breakfast talk at Western Cable Show combines goodies about his services and raps for networks. **PAGE 29.**

**REFINEMENTS** □ Anaheim exhibits offer no technical surprises, but come up with interesting technical twists. **PAGE 29.**

**CABLE COPYRIGHT** □ Valenti argues that terms should be renegotiated to give motion-picture producers better share. NCTA's Wheeler rebuts that Hollywood producers are OPEC of television. **PAGE 30.**

**MA BELL, GO HOME** □ Cable operators voice concern that AT&T will go after market they regard as their own. **PAGE 31.**

**TAKE YOUR LEADER TO ME** □ Organizers of Cable Television Bureau of Advertising put priority on finding president. **PAGE 31.**

**FCC IN TRANSITION** □ Republican leaders ask Ferris to hold off on major issues. **PAGE 33.** Chairman's decision on own status is key factor in guessing game about commission's future lineup. **PAGE 34.**

## LAW & REGULATION

**GOLDWATER PRIMES GUNS** □ Next Senate Communications Subcommittee chairman favors licenses in perpetuity in radio and for 10 years in TV. He says Hill should hold up action on AT&T until it gets guidance from courts. **PAGE 35.**

## JOURNALISM

**AND THAT'S THE WAY IT IS** □ CBS's Walter Cronkite,

delivering third annual Frank E. Gannett lecture, diagnoses "the journalistic body." He acknowledges shortcomings but maintains American press is best yet and getting better. **PAGE 50.**

## PROGRAMMING

**CABLE PROGRAMING ROUNDED UP** □ CTAM seminar offers chance for buyers and suppliers to exhibit product and offer answers. **PAGE 60.** List of cable programming suppliers and their services starts on **PAGE 62.**

## MEDIA

**BROADBAND'S FUTURE** □ At Annenberg-CTM conference, Ferris says networks should be allowed in cable game. Wiley sees Reagan finding replacements for Ferris, Brown, Lee and Washburn by '82. Wheeler cautions against telco entry into cable. **PAGE 71.**

## BUSINESS

**BUSINESS OUTLOOK** □ Paine Webber seminar assesses impact and economics of new media. Consensus is that emerging technologies will result in evolution and not revolution. **PAGE 76.**

## 1940

**THE 'BROADCASTING' YEARS** □ World War II overseas, domestic politics and escapist programming were main components of radio's sound. Government and broadcasting established organizations, regulations and codes to cope with worsening international situation. FCC's chain monopoly report and radio's growing reliance on BMI were major events in broadcasters' year. **PAGE 83.**

## FOR THE RECORD

**TV's '79 BOXSCORE** □ FCC releases further breakdowns of television's financial performance last year when revenues reached \$7.8 billion and pretax profits were \$1.7 billion. **PAGE 88.**

## PROFILE

**THE GREEN OF OTHER TURF** □ Dennis Fraser practically created broadcast division of NEC America in 1976 and has been responsible for its remarkable sales surge. But the vice president and general manager of division anticipates even bigger returns through diversification into new areas. **PAGE 113.**

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# The Network Connection!

33 ninety-minute and 52 two-hour movies.

All immediately available!

All pre-bought by the CBS O&O's!

Loaded with stars that make ratings climb—Larry Hagman, Jill Clayburgh, Walter Matthau, Angie Dickinson, Peter Falk, Henry Fonda, Barbara Eden, Kirk Douglas, Lee Remick!

**MCATV**

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# Closed Circuit®

Insider report: behind the scene, before the fact

## Here it comes

It may be that television industry—as Al Jolson used to say—“ain’t seen nothing yet” in effort that groups concerned about sexual content of television programs make to demonstrate their concern. National coalition of church and non-church groups and individuals of variety of backgrounds and political persuasions is reportedly being built to sponsor what spokesman says will be “sophisticated polling or monitoring effort; it won’t be a church-basement operation” to determine public’s attitudes toward network television. “It will be the biggest response ever to what the public sees on television,” according to Cal Thomas of Moral Majority.

But this won’t be Moral Majority show. Although Reverend Jerry Falwell’s group had planned such effort on its own, it is now working instead to put together coalition, whose chief spokesman will be Reverend Donald Wildmon, head of National Federation for Decency, based in Tupelo, Miss. Full details of project will be announced at news conference in Washington in February. Until then, those involved won’t say whether boycott is in store for products of sponsors of programs found to be undesirable. But Wildmon, whose NFD supports boycotts to attain its ends, told BROADCASTING: “If I was an advertiser, I’d look very carefully at my plans for television programing in the spring.”

## Who’s in charge?

Senator Bob Packwood (R-Ore.), incoming chairman of Senate Commerce Committee, may hold hearings on communications bills in main committee next year, instead of letting Communications Subcommittee run show. Reason: Legislative markups are reserved for main committee where some members have in past protested unfamiliarity with measures that had been heard in subcommittee. If communications bills go to hearing in Commerce, question is: Who will be in chair, Packwood or Barry Goldwater, chairman of Communications Subcommittee?

## Hard winter

Cost-cutting is big agenda item at all three TV network companies. ABC sources say they’re reviewing budgets, cutting back on travel, cutting back if not cutting out new hirings, even curtailing or eliminating Christmas parties for employees. CBS officials say full extent can’t be known till budget process is completed in late

January or early February, but that “expenses are being questioned right and left” and, though no lid’s been put on hiring yet, one probably will be.

Economy also may have figured in CBS board of directors’ decision, announced last week, to reject November agreement in principle to buy *Sport* magazine from Charter Publishing: *Sport*’s said to be losing \$2 million per year. At NBC, belt-tightening was reported earlier (BROADCASTING, Nov. 24, et seq.) in reviews and redeployment of some personnel. But NBC sources deny reports that its radio network operations may be sold or The Source radio network disbanded.

## Price tags

When Charles D. Ferris yields FCC chairmanship to successor (see page 34), he’ll be stepping down in salary as well as rank. As chairman he’s paid \$55,387 a year. As commissioner he’ll be paid \$52,750. If Bob Lee or Abbott Washburn is named interim chairman, he’ll be entitled to raise plus extra staff and other perks during incumbency.

## Sign of times

Broadcast Advertisers Reports, which has been monitoring advertising on commercial TV for 27 years, is testing cable waters. It’s currently monitoring commercials on Cable News Network, ESPN, SPN and USA networks to get feel for techniques that should be used and to learn differences and similarities between cable and broadcast TV monitoring.

BAR officials say they’ll probably publish some findings next year just to let people know how much cable advertising is going on. They’ve made no decision on when to launch full-scale service but say they will start whenever they feel time is right. Current tests may provide clues to when that will be.

## Added attraction

There’s movement within National Association of Broadcasters board of directors to institute substantial “honorarium” for joint board chairman, whose duties require weeks away from home office each year, at considerable cost in time and impact on personal business—sacrifice felt most severely by small-station operators. Figure as large as \$50,000 per year is being mentioned.

But there’s countermovement as well, and prospect that resolution opposing idea will be put before joint board meeting in Scottsdale, Ariz., next month. Opponents argue that putting price on job would take away from voluntary nature of NAB

service and might, in some instances, invite competition for “honorarium” as well as honor. All out-of-pocket expenses of joint board chairman are paid now, of course, by NAB—\$20,000 to \$30,000 annually.

## Inflation everywhere

NAB’s overall expenses are upward bound as well. Executive committee will meet in Washington Jan. 6-7 to go over budget for fiscal year 1981 (April to April) approaching \$8 million. NAB’s budget for 1980 was \$6,967,633, 13.4% increase over preceding year. Actual expenditures for year were even greater, and NAB planners expect 1981 budget to be 6%-7% over 1980 actual—in general range of \$7.8 million or \$7.9 million. Executive committee will take finished budget to Scottsdale for joint board approval later in month.

## Same place, same season

Signs of spring: TV networks say they’re squared away on dates for annual meetings with affiliates, all again at Century Plaza in Los Angeles, all again in May. It’s ABC May 4-7; CBS May 10-13; NBC May 17-19.

## Lights out

Christmas tree in Rockefeller Center was lighted last week, reminding some onlookers that little over year ago Fred Silverman, trying to pry NBC-TV out of ratings morass, was given miniature Christmas tree at affiliates board meeting as symbol of his predictions that NBC’s ratings fortunes would be restored by Christmas 1980 (BROADCASTING, Dec. 3, 1979). (NBC’s prime-time season-to-date rating then was 18.4, and Silverman promised “a much bigger tree next year.”) There’s been no such talk lately—none heard, in fact, since before NBC lost Olympics and all three networks, through actors’ strike, lost programing needed to start new season with usual gusto in September. But Silverman could still be proved right, or almost right—if new season is defined, as NBC defines it, as having started Sept. 15.

From that date through Dec. 7, latest for which ratings are available, NBC’s prime-time average was 18.5, two-tenths of point ahead of CBS and four-tenths ahead of ABC. But other networks count season from Oct. 27, when new episodes began to become available in some quantity, and from that start it’s CBS 20.5, ABC 19.1, NBC 16.3. NBC has not, in fact, won week since one ended Oct. 26, which included its coverage of rousing last game of World Series.

# Business Briefly

TV ONLY

**Ralston-Purina** □ Waffle-O's. Begins Jan. 5 for 13 weeks in 41 markets. Children's programming. Agency: CPM Inc., Chicago. Target: total children.

**Kellogg Co.** □ Eggo waffles. Begins Jan. 5 for 12 weeks in about 40 markets. Children's programming. Agency: Leo Burnett Co., Chicago. Target: total children.

**Jeno's** □ Frozen pizza. Begins Jan. 1 for first quarter in about 50 markets. Fringe and news times. Agency: Independent Media, New York. Target: women, 25-54.

**Handleman Co.** □ K-Mart records. Begins this week for two weeks in Milwaukee and Chicago. Day, fringe and weekend times. Agency: Smith, Badofsky & Raffel, Chicago. Target: adults, 18-34; total teen-agers.

**U.S. General Supply** □ Tool catalogue.

Begins Dec. 29 for one to three weeks in 96 markets. Day, fringe and weekend times. Agency: A. Eicoff & Co., Chicago. Target: men, 25-49.

**Frito-Lay** □ Cookies. Begins Dec. 29 for 12 weeks in over 20 Southwestern markets. Day and prime times. Agency: Foote, Cone & Belding, New York. Target: women, 25-49.

**Consumer Union** □ *Consumer Reports* magazine. Begins Dec. 29 for 13 weeks in over 10 markets. Agency: Rapp & Collins, New York. Target: adults, 25-54.

**Burmah-Castrol** □ Motor oil. Begins Dec. 29 for 13 weeks in about 10 markets. Agency: Ed Libov Associates, New York. Target: adults, 18-49.

**Doctor's Hospital** □ Day surgery. Begins Jan. 5 for two weeks in Phoenix. All day parts. Agency: Fry/Hammond/Barr

Inc., Orlando, Fla. Target: adults, 25-54.

**Genessee Brewing Co.** □ Beer. Begins Jan. 19 for three weeks in 29 markets. Early fringe and day times. Agency: William Esty Co., New York. Target: men, 18-49.

**Nissan Motors** □ Datsun cars. Begins Jan. 19 for 10 weeks in over 50 markets. Prime, fringe and weekend times. Agency: William Esty Co., New York. Target: adults, 18-49.

**Swift** □ Soap Starter. Begins Jan. 5 for four weeks in 26 markets. Day, early fringe and late fringe times. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

**Gillette** □ Heat Wrap. Begins Jan. 19 for two weeks in about 35 markets. Early and late fringe, day, prime access and weekend times. Agency: SMI Inc., Chicago. Target: men, 18-49.

**Curtis Mathes** □ Corporate. Begins Dec. 26 for varying flights in over 120 markets. Fringe, news, prime and sports times. Agency: Young & Rubicam, Chicago. Target: total adults.

**Merrill-Lynch** □ Realty. Begins Jan. 12 for two weeks in Phoenix and Tucson, Ariz. Agency: Young & Rubicam, New York. Target: adults, 18-49.

**Creamette** □ Macaroni. Begins Feb. 16 for six weeks in six markets. All day parts. Agency: Martin-Williams Inc., Minneapolis. Target: total women.


**Niagara** □ Adjustable beds. Begins Dec. 29 for 13 weeks in 32 markets. Day, fringe and weekend times. Agency: Joel Douglas Advertising, Santa Monica, Calif. Target: adults, 18-34; adults, 35 and over.

**Jean Pierre** □ Cosmetics. Begins Jan. 12 for five weeks in Phoenix, and Jan. 19 for seven weeks in Los Angeles. Day times. Agency: Barritt, Larson, Peck & Farnell, Encino, Calif. Target: women, 18-49.

**Pioneer Hi-bred International** □ Seeds. Begins Jan. 8 for one week in Texas markets. Late fringe times. Agency: McCormick Advertising, Amarillo, Tex. Target: men, 25-54.

**Riviana Foods** □ Mahatma/Watermaid

# HUNK



Brad's got what it takes to  
get what he wants...and he  
wants it all, now!

*Young Love*

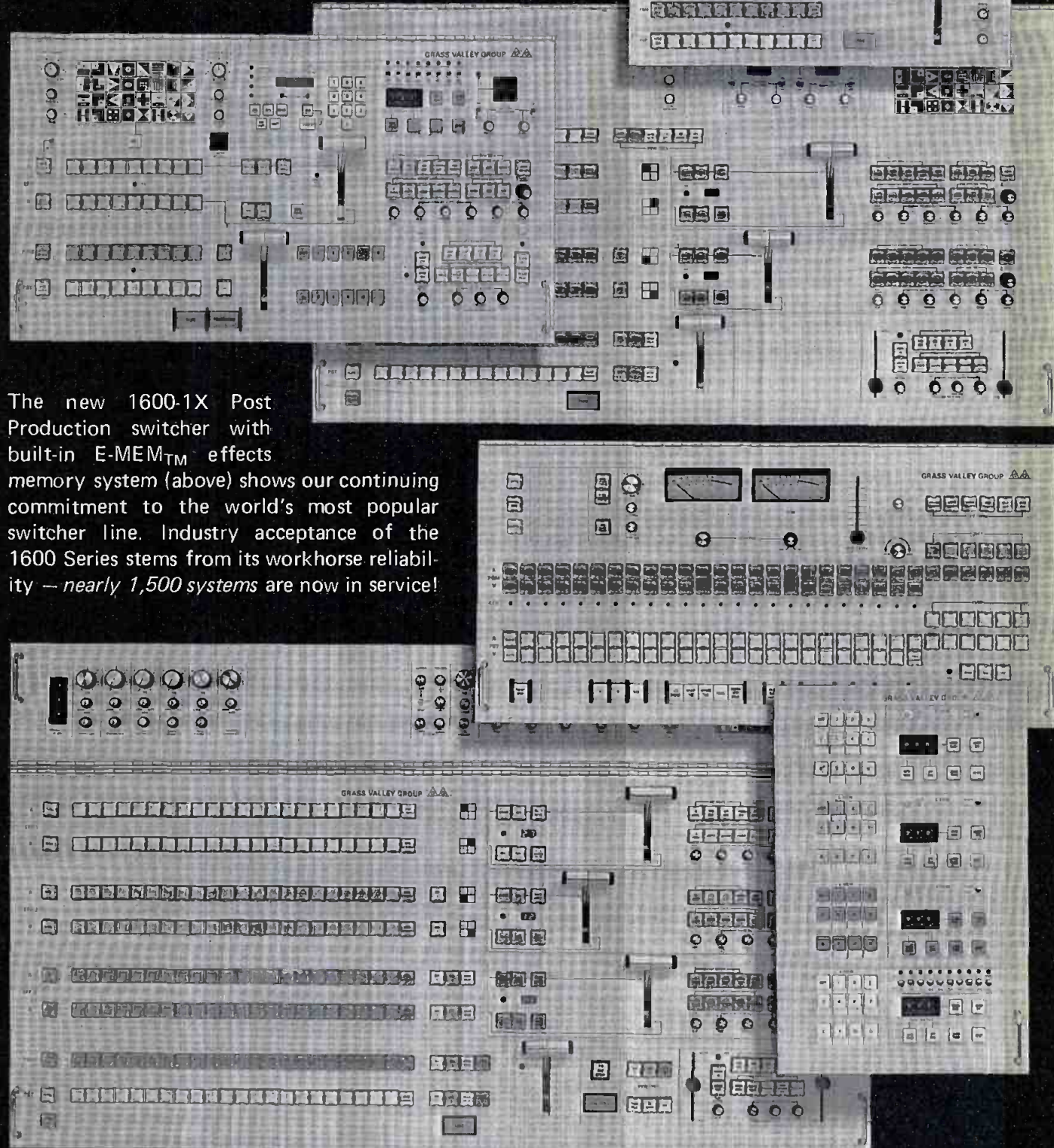
The new daily, 30 minute  
serial drama with a young  
provocative slant.  
The one from  
Post-Newsweek Productions  
The one for '81.

**Contact:**  
Post-Newsweek Distribution  
Carl Menk, President  
Madelyn Goldberg, Executive V.P.  
2049 Century Park East,  
Suite 3470  
Los Angeles, California 90067  
(213) 557-0321

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# THE GVG™ 1600 SERIES INDUSTRY STANDARD SWITCHER LINE CONTINUES TO GROW!



The new 1600-1X Post Production switcher with built-in E-MEM™ effects memory system (above) shows our continuing commitment to the world's most popular switcher line. Industry acceptance of the 1600 Series stems from its workhorse reliability — *nearly 1,500 systems* are now in service!

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## AdVantage

**Ever expanding.** D'Arcy-MacManus & Masius Worldwide has acquired five full-service agencies and has opened new office in Rome, bringing total number of facilities owned to 43 in 23 countries. Four of newly acquired offices are in Spain, and fifth is in Zimbabwe. DM&M which claims to rank among 10 largest advertising agencies in world, expects 1980 billings to reach \$1 billion.

**Competition brewing.** On Dec. 28, Schlitz Brewing Co. will sponsor live televised taste-test between Schlitz beer and Budweiser before second half of American Football Conference playoff game on NBC-TV. Panelists will be 100 regular Budweiser beer drinkers who will taste both brews simultaneously in 90-second event and state their preference. Another taste-test in works pits Miller beer against Schlitz.

**Growing pie.** This year, just four services available on cable—"superstation" WTBS(TV) Atlanta, Cable News Network, Entertainment and Sports Programming Network and USA Network—will generate \$47 million and next year advertising on national basic-cable services could go to \$89 million, if not higher, according to Gerald Hogan, vice president and general sales manager, WTBS. Hogan, panelist last week at Paine Webber Mitchell Hutchins "Outlook for the Media" conference in New York, said Turner Broadcasting itself (owner of WTBS and CNN) expects to generate \$500 million by 1985, predicting \$1 billion basic-cable revenues.

rice. Begins Jan. 12 for 12 weeks in over 15 markets. Day and fringe times. Agency: Bloom Advertising, Dallas. Target: women, 25-54.

**Krystal Restaurants** □ Begins Jan. 5 for six weeks in 16 markets. Fringe, prime and prime access times. Agency: Cargill,

Wilson & Acree, Atlanta. Target: adults, 18-49.

**FMC Inc.** □ Agricultural chemicals. Begins Jan. 12 for six weeks in over 10 markets. All day parts. Agency: Marsteller Special Markets, Chicago. Target: men, 25-54.

**Yardley of London** □ Liquid soaps.

Begins Jan. 12 for four weeks in Cincinnati; Columbus, Ohio; Detroit, and Miami. All day parts. Agency: Bozell & Jacobs, Chicago. Target: women, 25-54.

**Plastimo** □ PVC rain gutters. Begins in early February for two weeks in over 12 markets. Early fringe, late fringe, news and sports times. Agency: Thorwald & Haresnape Advertising, Eugene, Ore. Target: men, 25-49.

### RADIO ONLY

**Happy Chef Systems Inc.** □ Happy Chef restaurants. Begins Jan. 7 for 26 weeks in 31 Midwestern markets including Minneapolis-St. Paul; Des Moines, Iowa, and Omaha. Agency: Jim Ramsburg Media Services, Minneapolis. Target: adults, 25-54.

**Knudsen Corp.** □ Yogurt. Begins Jan. 12 for four weeks in about eight California markets. Agency: Dailey & Associates, Los Angeles. Target: teen-agers, 12-17; women, 18-49.

**National Pork Producers Council** □ Begins in February for 28 weeks in over 25 markets. Agency: Lord, Sullivan & Yoder, Inc., West Des Moines, Iowa. Target: women, 18-49.

**Sears, Roebuck (Pittsburgh group)** □ Begins in January for about one week in Pittsburgh, and Youngstown and Steubenville, both Ohio. Agency: Marc & Co., Pittsburgh. Targets: adults, 18-49.

# FOXY



Beautiful Rachel. Spoiled,  
sexy, rich and rotten  
She's 15 going on 29.

*Young Lives*

The new daily, 30 minute  
serial drama with a young  
provocative slant.

The one from  
Post-Newsweek Productions  
The one for '81.

Contact:  
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Carl Menk, President  
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Los Angeles, California 90067  
(213) 557-0321

**POST-NEWSWEEK PRODUCTIONS**  
"We're producing results"

## RepReport

KTZO(TV) San Francisco: To Adam Young Inc. (no previous rep).

KTVB(TV) Boise, Idaho: To Blair Television (national) and Northwest Television Sales (regional) from Avery-Knodel.

WCOV-TV Montgomery, Ala.: To Adam Young Television from Meeker Co.

WAFF-TV Huntsville, Ala.: To Blair Television from Peters, Griffin, Woodward.

WLEX-TV Lexington, Ky.: To Blair Television from Meeker Television.

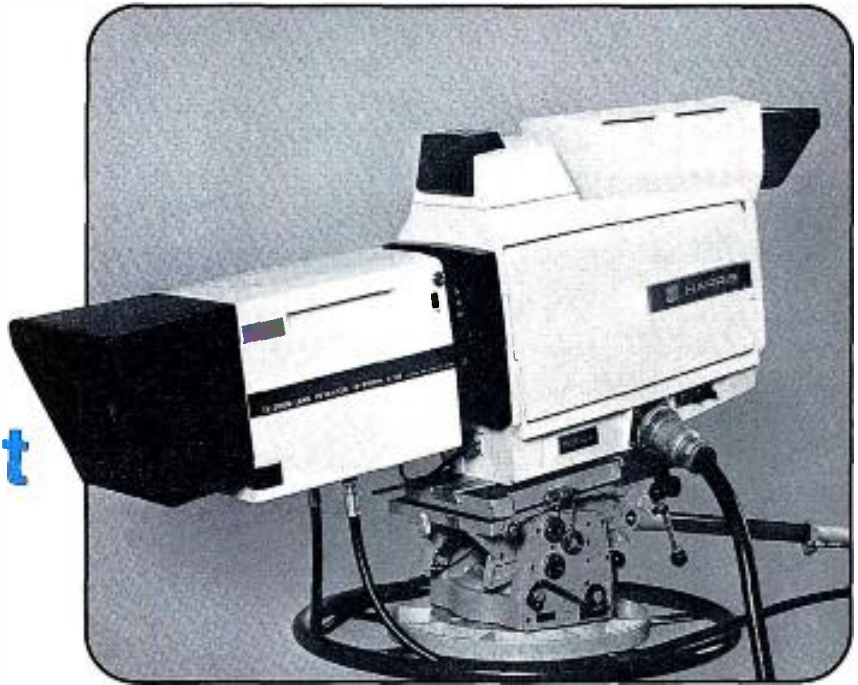
WJBF(TV) Augusta and co-owned WTVM(TV) Columbus, both Georgia: To Avery-Knodel Television from HR Television.

WLCF(AM) Wilmington, N.C.: To H-R Stone from Savalli-Schutz.

New address for Eastman Radio's San Francisco office: 425 Battery Street, San Francisco, Calif. 94111, (415) 956-3994.



# Will tomorrow's technology obsolete your present TV camera?



Not if you own a Harris TC-80A! This is the camera that's designed to keep pace with developments in video technology, to keep you ahead of the competition. Our TC-80 customers can be as current now as they were when they bought their cameras—for as new technology has been introduced, it has been made available for every TC-80. For instance:

- The Harris TC-80A was one of the first cameras designed to accommodate Diode Gun Plumbicon® pick-up tubes....yet this did not obsolete older TC-80s. A single plug-in PC board allows quick conversion.
- The TC-80A introduced Highlight Handling to the industry...without obsoleting older TC-80s. An adaptor kit adds this feature.
- The TC-80A triaxial cable system is optional. It can be bought with the camera, or added later to any TC-80.

- Now Harris' TC-80A is available with full automatic computer set-up that controls all automatic camera functions, and sets up according to parameters preset in the computer at the factory or by the customer. Each camera is provided with its own microprocessor, allowing optimum performance from each TC-80A. Again, this does not obsolete previous TC-80s. The computer set-up system is designed for use with any TC-80.

If you want to keep up with advances in camera technology, look to the Harris TC-80A. It will provide top performance today, and for years to come. Contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, IL 62301. 217/222/8200.



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COMMUNICATION AND  
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**OFFERING SUPERIOR RATING POWER, PROGRAM QUALITY  
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*...to be scheduled in over 100 markets covering over 90%  
of all U.S. TV households*

**FEBRUARY 1981**

**STAR-STUDED MUSIC/VARIETY**

## THE WAY THEY WERE

**2 hours**— produced by Bob Banner  
Associates and distributed by Paramount  
Television Distribution.

This very special 2-hour extravaganza features a glittering galaxy of stars returning to their alma mater, Northwestern University, and recreating the early performances that set them on the road to stardom.

Fashioned with the *solid gold* touch of Northwestern's own Bob Banner, **THE WAY THEY WERE** features all the singing, dancing, comedy and drama that makes this the reunion to end all reunions. The result is a variety marathon where each performer is a multi-talented star of the world of entertainment.

Claude Akins • Ann-Margret • Richard Benjamin • Candice Bergen • Robert Conrad • Peggy Dow • Nancy Dussault • Penny Fuller • Sheldon Harnick • Charlton Heston • Ron Husmann • Martha Hyer • Carol Lawrence • Cloris Leachman • Sherrill Milnes • Patricia Neal • Jerry Orbach • Paula Prentiss • Charlotte Rae • Robert Reed • Tony Roberts • McLean Stevenson • Peter Strauss

**MAY 1981**

**FANTASY/COMEDY/ADVENTURE**

## THE GIRL, THE GOLD WATCH & DYNAMITE

**2 hours**— Terry Keegan and Arthur Fellows are executive producers for Paramount Television. To be distributed by Paramount Television Distribution.

OPT's original presentation of this zany John D. MacDonald sci-fi farce proved to be one of its biggest rating hits ever! **THE GIRL, THE GOLD WATCH & EVERYTHING** racked up a 19 rating nationally, which would rank it among Nielsen's top 10-rated network shows in the NTI report ending May 25, 1980. In 3 of the 4 metered overnight markets, "THE GIRL, THE GOLD WATCH..." ranked first in its prime time period—outpulling the stations' regular May '80 time period averages by 150% to 275%! Paramount's 2-hour sequel in May '81 thus has the further advantage of being pre-sold to an enthusiastic audience. Clearly the viewing public voted for an encore. **THE GIRL, THE GOLD WATCH & DYNAMITE** has been designed as a pilot for a future series.





# SPECIALS FOR 1981-82

*Operation Prime Time, with an unparalleled four-year track record of out-rating the networks, is now proud to offer the most impressive list of specials in its history.*

**NOVEMBER 1981**

**SPECTACULAR SCIENCE FICTION**

## GOLIATH AWAITS

**4 hours**—Columbia Pictures Television

Carrying "The Poseidon Adventure" one step further, GOLIATH AWAITS will be one of the most fascinating original television spectacles ever aired. A giant passenger ship is sunk by U-boats in the South Atlantic at the beginning of WWII, carrying more than 800 passengers and a rich cargo including gold. 40 years later an oceanographic exploration team discovers the ship and prepares to investigate. They find to their astonishment some 400 people still living underwater in an airtight portion of the giant liner. To be rescued or not!

"The Poseidon Adventure" amassed an enormous 30 rating when it premiered on network television. GOLIATH AWAITS takes a similar story to a fascinating conclusion that will generate as much audience interest, and perhaps even more.

**MAY 1982**

**EPIC BIOGRAPHICAL DRAMA**

## GOLDA

**4-hour mini-series**—Produced by Paramount Television and distributed by Paramount Television Distribution.

Starring a major actress in the title role, GOLDA will unquestionably be one of the most important television events of 1981, with potential for many awards! Rating research documents the powerful audience attraction to dramatized life stories of history's great women on national television.

In GOLDA, OPT presents one of the most unique women of this or any other time—first a revolutionary, and then a world leader who met with historical figures like Roosevelt, Truman and Kennedy. But most intriguing, especially to American audiences, is the compelling personal story of the American school teacher who sacrificed all she held dear to achieve her dream—and who became a world renowned head of state.

**NOVEMBER 1982**

**LE CARRÉ SPY ADVENTURE**

## SMILEY'S PEOPLE

**6 hours**—A co-production of the BBC and Paramount Television. Distributed Paramount Television Distribution.

Starring **Sir Alec Guinness**

A performance by Alec Guinness is always a memorable experience. He recently played the veteran super agent, Smiley, in the PBS production of le Carré's *Tinker, Tailor, Soldier, Spy*. It drew widespread critical acclaim plus ratings 2 and 3 times higher than PBS normally achieves!

SMILEY'S PEOPLE was a smashing success when it was published in January 1979. This sequel to "Tinker, Tailor..." was a Book-of-the-Month-Club Selection and an immediate national bestseller. It tells the intriguing story of the confrontation between Smiley and Karla, his mortal enemy and opposite number inside the Soviet Union. The spy drama is set in Paris, London, Germany and Switzerland, and weaves an intricate, exciting story filled with suspense, mystery and explosive human drama.

**"Abounds in breathstopping scenes."**—Newsweek

**"Masterly...Ranks among the finest of our time."**

—Washington Star

FOR FURTHER INFORMATION ON OPT V CALL:

• BILL ANDREWS • RICK LEVY • BOB SCHNEIDER  
(212) 935-7264 (212) 759-8787

Television Program Enterprises • 919 Third Avenue • New York, N.Y. 10022

SOURCES: National rating based on special Nielsen NTI surveys taken for OPT on all specials (12) aired between May '77 and July '80. All OPT ratings are on a Program Station Basis (PSB). OPT ratings include double-run of episodes wherever scheduled. Overnight ratings based on Nielsen metered measurements in New York—June 13, 1980; Los Angeles—May 20, 1980; Chicago—June 23, 1980; San Francisco—July 14, 1980. Audience data are estimates based on indicated sources, subject to qualifications available on request.

OPERATION PRIME TIME  
**OPT**  
FOR BETTER PROGRAMMING

# Monday Memo®

A broadcast advertising commentary from Charles Abrams, VP-marketing services, Kelly, Scott & Madison, Chicago

## How much is enough for an ad budget?

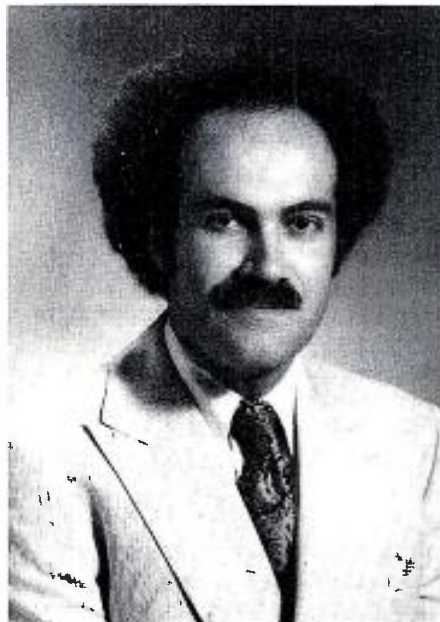
Reading several industry publications recently, I came across numerous articles describing advertising expenditure levels of different advertisers. One related how Toro, a major snow-thrasher manufacturer, was planning a \$3-million TV push this fall. Another mentioned that Magnavox, RCA and U.S. Pioneer Electronics collectively were planning to spend over \$30 million, mostly in broadcast, from late 1980 through 1981 to promote their videodisk products. Still another article described how the leading liquid soap manufacturer, Minnetonka, will double its ad budget to \$15 million for Softsoap in 1981.

These articles (and others like them) reminded me of questions clients often ask: "How much is enough?" "How much television or radio do we need?" "How much should we be spending?" "Are we spending too much?"

What's the answer? Recently, one corporate comment was expressed by Ward S. Hagan, chairman and chief executive of Warner Lambert, whose company's various brands spent over \$90 million in advertising and more than \$87 million in broadcast advertising in 1979. His answer, "We'll spend what we need to keep market shares."

My answer to this question is always the same—"If I knew, I would be a millionaire ... because I could walk into Procter & Gamble or General Foods or General Motors or Warner Lambert and tell them exactly what they should be spending (the creative message aside) to promote any of their products. For this advice, I would be paid a handsome fee." My response is not meant to be sarcastic or flippant, but rather realistic, for there is no one who really knows exactly how much is enough. Consumer behavior, which advertising attempts to direct, influence and alter, is not precisely predictable, despite constant attempts to research, monitor and analyze it. What client would not like to know it could reduce its advertising expenditure by 25% and still achieve the same marketing goals? Or increase its advertising budget by 25% and attain a sales increase of greater proportion?

True, we can predict reach and frequency levels of a broadcast schedule with considerable accuracy, or simulate consumer awareness levels with different amounts of advertising pressure via computer models and even forecast levels of trial and repeat purchase for new products. But all of these predictions are estimates of individual behavior on a mass response basis. If we were absolutely sure of our predictions, we



Charles Abrams, vice president, marketing services, Kelly, Scott & Madison Inc., Chicago, joined the media buying and planning service in 1979 as vice president, media/marketing. He has extensive background in media and in account management with such agencies as Tatham-Laird & Kudner, Lee King & Partners, Kenyon & Eckhardt and Leo Burnett Co.

would never experience sales changes on established brands or suffer the frustration of new product failure. Yet every year changes occur in established brands, and most new products never make it beyond test market. The recent election results demonstrate how accurate estimates of behavior can be.

So where does this all lead? Clients still ask the question and expect an answer because most view media planning and buying—especially broadcast—as a science. In reality, it's an activity that's only half science and half art. The science is all the numbers, ratings, projections of audience, etc. The art is in using the science to attain the desired consumer behavior. Thus, we recommend to clients that they review several factors that in combination may help determine "how much is enough." Let's look at some of the factors:

- Size and growth rate of market. Every product or service competes in a market arena for customers. How big is that market, expressed in dollar sales, unit sales, users? Is the market growing or declining and at what rate?

- Position in the market. Where does your brand rank in the market? Do you command the leading position with the largest share, are you somewhere at the

bottom looking up, or in the great middle? What has been the recent trend of where you are? Is your share increasing or decreasing?

- Objectives. What are the brand's marketing objectives—short and long term? Are we trying to increase share, accelerate case volume, minimize share erosion? Re-position the brand? Introduce a new brand or line extension?

- Target audience. Who is our target audience? Have we defined it properly? Is there a secondary target audience?

- Seasonality. Is there a strong seasonality to product consumption? Are we attempting to lead the season, extend it or stimulate sales during nonseasonal periods?

- Geography. Are we truly advertising a national brand or do we have nationally available distribution, but only 35% of the U.S. accounting for 75% of our volume.

- Product velocity. Is our product in a high-velocity category, being purchased at least once a week (even more frequently) or are we in a much slower moving category?

- Product nature. Are we selling an impulse product or a considered purchase product?

- Margins. Are profit margins sufficient to support the recommended/needed media effort? Will it require investment spending? Will price increases have to be considered to build up proper margins?

- Competition. Who are our major competitors and how much are they spending, where and when? Are they increasing or decreasing their spending?

- Experience and judgment. What is our past experience in advertising this brand or category? What has worked and is it still appropriate? Is a new direction needed?

There are other questions to be considered, but these certainly form the basis. Without a clear perspective of the marketing situation, it is difficult for the client or media planner to determine and evaluate how much is enough.

In the final analysis, however, most advertisers have to live with a budget based upon the attainment of a specific sales volume. From this budget, media alternatives are developed ... but is it enough or too much?

Years ago, John Wanamaker is credited with saying, "Half the money I spend on advertising is wasted. The trouble is I don't know which half." Today, we are certainly more sophisticated in our approaches with computer models, optimization formulas and trial and error experience to reduce that unknown margin, but there still remains a large grey area of just how much is enough.



THE THIRD HIGHEST RATED NETWORK PROGRAM  
AND THE NUMBER ONE COMEDY  
DURING THE NOVEMBER 1980 SURVEY PERIOD



# ALICE

AVAILABLE IN 1982

Source: NTI Fast Weekly Household Audiences Reports for November 1980, averages for regularly scheduled prime-time programs. Subject to qualifications which will be supplied upon request.

Warner Bros. Television Distribution



A Warner Communications Company

■ Indicates new or revised listing

## This week

**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**—*Women in Film and Video Inc.* program featuring Mirra Bank, New York independent filmmaker. Screening room of American Film Institute, Kennedy Center, Washington.

**Dec. 15-16**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Diplomat hotel, Hollywood, Fla.

**Dec. 15-17**—*Arbitron Radio Advisory Council* meeting. The Breakers hotel, West Palm Beach, Fla.

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

■ **Dec. 16**—*Public Relations Society of America*, National Capital Chapter, meeting. Speakers: Sam

Donaldson, ABC-TV; Bill Monroe, NBC-TV, and George Herman, CBS-TV. National Press Club, Washington.

■ **Dec. 19**—Deadline for television and radio entries for 1981 Andy Awards sponsored by *The Advertising Club of New York*. Information: The Andy Awards, Room 501, 3 West 51st Street, New York, N.Y., 10019, (212) 245-1781.

## January 1981

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

**Jan. 7-9**—*Arbitron Television Advisory Council* meeting. The Canyon hotel, Palm Springs, Calif.

■ **Jan. 8**—New deadline for comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 20423). FCC, 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 Programmers* 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. 13**—*Federal Communications Bar Association* luncheon. Speaker: Lawrence Grossman, president, Public Broadcasting Service. Touchdown Club, Washington.

■ **Jan. 13-15**—*Communication Networks* first national conference and exposition. General chairman, Richard E. Wiley, managing partner in Washington law firm of Kirkland & Ellis. Albert Thomas Convention Center, Houston. Information: Communication Networks '81, Registration Department, 375 Cochituate Road, Framingham, Mass., 01701, (800) 225-4698; in Massachusetts (617) 879-0700.

**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)* eighth annual convention. Century Plaza, Los Angeles.

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

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

**Jan. 24**—*Mississippi Broadcasters Association* mid-winter sales seminar. Sheraton hotel, Jackson, Miss.

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

■ **Jan. 26-27**—*Public Radio in Mid-America* board of directors and membership meeting. King's Airport Inn, St. Louis, Mo. Information: Thomas Hunt, Central Michigan University, noncommercial WC/MU-FM Mount Pleasant, Mich. 48859, (517) 774-3105.

**Jan. 28-29**—*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. Caesars Palace, Las Vegas.

■ **Jan. 30-Feb. 1**—Television Lighting Workshop sponsored by *National Association of Educational Broadcasters Public Telecommunications Institute* and noncommercial KLVX(TV) Las Vegas. Studios of KLVX Las Vegas.

**Jan. 31**—Deadline for entries in *National Press Photographers Association* annual television news photography competition. Sponsors are NPPA, Department of Journalism and Telecommunications at Arizona State University, Eastman Kodak Co. and Cinema Products Corp. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355, (805) 259-1136.

**Jan. 31-Feb. 3**—*Radio Advertising Bureau's* first managing sales conference, for radio station managers and sales managers. Keynote speaker: Sam

## Major Meetings

**Jan. 18-21, 1981**—*Association of Independent Television Stations (INTV)* 8th annual 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 and Sheraton Centre. 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 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

Switzerland.

**June 8-10, 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 programming conference. Hyatt Regency, Chicago.

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

**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. Fontainebleau Hilton, Miami.

**Nov. 11-14, 1981**—*Society of Professional Journalists*, Sigma Delta Chi national convention. Washington.



# GOOD NEWS FOR SMALL STATIONS.

No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere.

It's as simple as affiliating with AP Broadcast Services.

Our Radio Wire gives your station all the world's news, fully scripted and ready to air. In addition to National and International news you get regional and state coverage plus special events, sports, Wall Street, politics, Ag reports, the economy and much more.

AP Radio Wire features are produced on a regular schedule, so you can strip program. And, it's all highly saleable to scatter plan or participating advertisers. There are over 1,000 in-program spots and adjacencies each and every week.

Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank



Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats—from Rock to Bach—a common thread of listeners of all formats is their interest in news.

Want more information? Send in the coupon and one of our broadcast representatives will show you this important report and how your station can profit from affiliation. We think you'll agree—it's the best news ever for a small station.

Associated Press Broadcast Services  
50 Rockefeller Plaza New York, N.Y. 10020

I want to know more about how radio audiences listen to news programming.

Name \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

**AP Broadcast Services**

*INNOVATION for better news programming*

Associated Press Broadcast Services: AP Radio Wire AP TV Wire AP Radio Network AP Newscable AP PhotoColor AP LaserPhoto





# SS8800

## A new console concept for the 80's

The SS8800, a compact, fully modular, desk mounting 8 mixer stereo console providing full broadcast facilities in a functionally styled package utilizing professional quality circuitry of proven reliability is now available for the unusually attractive price of \$9,500.00.

The engineering expertise of McCurdy Radio, now into their 4th decade of providing audio equipment to the broadcast industry, ensures that the SS8800 incorporates all the features expected in a modern console and is fully systems compatible.

The SS8800, also obtainable in 16 mixer form, is available with a full range of prewired options and as an integral part of complete packaged systems custom tailored to your requirements.



**MCCURDY RADIO INDUSTRIES • TORONTO (416) 751-6262 • CHICAGO (312) 640-7077**



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.

**Feb. 4-9—International Radio and Television Society** faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 6—Deadline** for submission of entries for *Overseas Press Club* 1981 awards competition. Presentation of prizes will be made at annual awards dinner at Waldorf Astoria hotel, New York, April 29. Information: OPC Office, 52 E. 41st St., New York, N.Y. 10017, (212) 679-9650.

**Feb. 6-7—Society of Motion Picture and Television Engineers** annual television conference. St. Francis hotel, San Francisco.

**Feb. 7—Florida Association of Broadcasters** mid-winter conference. Jupiter Beach Hilton, north of Palm Beach, Fla.

■ **Feb. 6—New deadline** for reply comments on FCC's cable-broadcast crossownership proceeding (Doc. 20423). FCC, Washington.

■ **Feb. 10—Federal Communications Bar Association** luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association. Touchdown Club, Washington.

■ **Feb. 10-11—Wisconsin Broadcasters Association** annual winter meeting. Concourse hotel, Madison, Wis.

**Feb. 10-11—Arizona Cable Television Association** annual meeting. Adams hotel, Phoenix.

**Feb. 12—Southern Baptist Radio and Television Commission's** 12th annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

**Feb. 12—Maryland-District of Columbia-Delaware Broadcasters Association** annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes's staff. Harbour House, Annapolis, Md.

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

**Feb. 20-21—University of California School of Law** communications law symposium on regulation and deregulation of new video technologies. Bonaventure hotel, Los Angeles.

**Feb. 20-22—San Diego** conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

**Feb. 23-25—Advertising Research Foundation** 27th annual conference and research exposition. New York Hilton.

■ **Feb. 25—Deadline** for entries for annual Commendation awards presented by *American Women in Radio and Television*. Information: Joan Berlin, A.W.R.T., 1321 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 296-0009.

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

**Feb. 26—Association of National Advertisers** media workshop. Plaza hotel, New York.

■ **Feb. 27-28—National** conference on consumer and cable television, to be sponsored by *National Citizens Committee for Broadcasting and National Federation of Local Cable Programers* and partially funded by Federal Trade Commission. Kennedy Center, Washington.

## March 1981

**March 2—International Radio and Television Society** anniversary banquet and Gold Medal award. Waldorf-Astoria hotel, New York.

**March 3—Florida Association of Broadcasters** reception for Florida delegation. Florida House, Washington.

**March 12—International Radio and Television Society** newsmaker luncheon. Waldorf-Astoria hotel, New York.

**March 13-14—Country Radio** seminar. Hyatt Regency, Nashville. For information: (615) 329-4487.

**March 13-16—National Association of Television Program Executives** conference. New York Hilton and Sheraton Centre.

**March 15-17—North Central Cable Television Association** meeting. Holiday Inn, Fargo, N.D.

**March 16-17—Society of Cable Television Engineers** annual spring engineering conference. Opryland hotel, Nashville.

**March 19-20—Broadcast Financial Management/Broadcast Credit Association** board of directors meeting. Fairmont hotel, Denver.

**March 22-29—INPUT '81**, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, D.C., (202) 293-6160.

**March 24—New York State Broadcasters Association** annual meeting. Essex House, New York.

**March 24-25—Ohio Broadcasters** salute to Congress. Hyatt Regency and Four Seasons hotels, Washington.

**March 26-29—Alpha Epsilon Rho**, national honorary broadcasting society, annual convention. Opryland hotel, Nashville.

**March 28-April 1—Illinois-Indiana Cable Television Association** annual convention. Hyatt Regency hotel, Indianapolis.

## April 1981

■ **April 1-2—Communications in the 21st Century** symposium, sponsored by The Colgate Darden Graduate School of Business Administration at University of Virginia in cooperation with Annenberg School of Communications of University of Pennsylvania and University of Southern California. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

**April 8—International Radio and Television Society** newsmaker luncheon. Waldorf-Astoria hotel, New York.

**April 12-15—National Association of Broadcasters** 59th annual convention. Las Vegas Convention Center.

**April 14—Annual Broadcast Pioneers** breakfast. Las Vegas Hilton, Las Vegas.

**April 15-16—Maryland/Delaware Cable Television Association** spring meeting. International hotel, Baltimore-Washington International Airport.

**April 23-24—Oklahoma AP Broadcasters** convention. Holiday, Oklahoma City.

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

**April 27—Broadcasting Day** at University of Florida, College of Journalism and Communications, sponsored by *Florida Association of Broadcasters*. Gainesville, Fla.

**April 29-May 1—Indiana Broadcasters Association** spring conference. Sheraton-West, near Indianapolis International Airport.

## May 1981

**May 1-3—Texas AP Broadcasters** convention. Marriott North, Dallas.

**May 3—Public Radio in Mid-America** board of directors and membership meeting. Phoenix. Information: Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich., 48859, (517) 774-3105.

**May 3-7—National Public Radio** annual conference. Phoenix.

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

**May 6—George Foster Peabody** awards luncheon, sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

**May 11-14—Canadian Cable Television Association** annual convention and trade show. Quebec City.

**May 20-22—Videotex '81**, international videotext conference and exhibition. Royal York hotel, Toronto, and Canadian National Exhibition grounds.

**May 21—International Radio and Television Society** annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.

**May 26-28—Electronic Industries Association** Hyannis, Mass., conference: "Telecommunications—Trends and Directions." Sponsored by EIA's communications division, conference is primarily directed to financial community. Dunfey's hotel, Hyannis, Mass.

**May 27-30—International Television Association** annual conference. Peachtree Plaza hotel, Atlanta. Information: Dick Triche, Tricom Inc., 10175 Harwin Drive, Suite 103, Houston, Tex. 77036, (713) 776-0725.

**May 28-29—Ohio Association of Broadcasters** spring convention. Marriott, I-71, North Royalton, Ohio.

**May 29-June 4—National Cable Television Association** annual convention. Los Angeles Convention Center.

**May 30-June 4—12th Montreux International Television Symposium and Technical Exhibition**. Montreux, Switzerland.

## June 1981

**June 4-6—Associated Press Broadcasters** annual convention. Washington Hilton.

■ **June 10-12—Oregon Association of Broadcasters** spring meeting. Agate Beach Hilton, Newport, Oregon.

**June 10-12—Iowa Broadcasters Association** annual convention. Sioux City.

**June 11-12—Broadcast Financial Management/Broadcast Credit Association** board of directors meeting. Riviera hotel, Las Vegas.

■ **June 11-13—South Dakota Broadcasters Association** annual convention. Howard Johnson motel, Rapid City, S.D.

**June 11-14—Missouri Broadcasters Association** spring meeting. Rock Lane Lodge on Table Rock Lane near Branson, Mo.

**June 12-14—Mississippi Broadcasters Association** annual convention. Royal d'Iberville, Biloxi, Miss.

**June 14-17—International Conference on Communications**, sponsored by *Denver section and Communications Society of Institute of Electrical and Electronic Engineers*. Denver Hilton hotel. For information: ICC '81, P.O. Box 21291, Denver, Colo. 80221.

**June 21-24—Virginia Association of Broadcasters** summer meeting. Cavalier hotel, Virginia Beach, Va.

**June 24-27—Maryland-District of Columbia-Delaware Broadcasters Association** annual convention. Sheraton Fontainebleau Inn. Ocean City, Md.

**June 24-27—Florida Association of Broadcasters** annual convention. Amelia Island Plantation, north of Jacksonville, Fla.

## July 1981

**July 12-15—New York State Broadcasters Association** 20th executive conference. Otesaga hotel, Cooperstown, N.Y.

**July 15-18—Colorado Broadcasters Association** annual summer convention. Sheraton/Steamboat, Steamboat Springs.

**July 17-19, 1981—Society of Radio Personalities and Programers** convention. Cincinnati Plaza hotel. Information: (816) 444-3500.

## Errata

**Sebastian Lasher**, of office of business planning, Intelsat, has not been named to Ronald Reagan's FCC transition team as reported in Dec. 8 issue. He was offered position, but declined.



## A black and white photograph of a modern stool. The stool has a white, oval-shaped seat and a dark, possibly black, metal frame with four legs and a cross-brace. A pen is resting on the seat. The background is dark and out of focus.

Fact is, WJXK-TV, Shaver's station for Detroit and a big part, it was the number one station for the country in total viewership.

WJXK-TV's second owners' pledge of \$2,832,135 represented seven percent of the national total of \$39,074,405.

But WKYC-TV wasn't the only station involved in the Jerry Lewis Telethon. WKYC-TV in Cleveland, WSPD-TV in Spencer, WAGA-TV in Atlanta, WTTJ-TV in Miami and others were all in there doing their part, as well.

The Jerry Lewis Telethon is another way Showers Stations get involved in serving their

But the way we see it, the more effective we are in our community, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

**STORER**  
STORER BROADCASTING COMPANY

[illegible]

Last year, the Globe Theatre—on 4th San Diego boulevard—was completely destroyed by fire. It burned to the ground.

And thanks to San Diego's commitment to live-theater and KCSTV's commitment to the community, the drive is well underway. Because the Shores station in San Diego, KCSTV, held a four-hour Telethon and raised over \$350,000 toward rebuilding the old Shores.

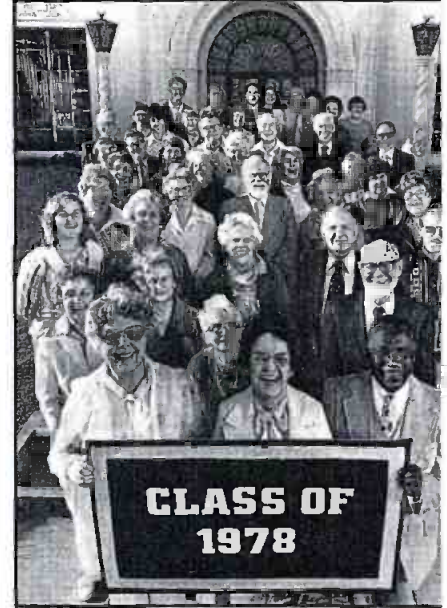
Star of ABC's "Happy Days"—who first performed at the Old Globe in 1946 and actor Minor Berns who first appeared at the Globe in 1936.

The "Old Globe Theatre" is just another way Stoner Shalom got involved with their

But this way we see it, the most effective we are in our communities, the more effective we can be for our advertisers and the more effective we can be for ourselves.

# STORER

STORER BROADCASTING COMPANY

[illegible]

When heavy snow and cold temperatures froze Milwaukee in the weeks last winter, Milwaukee turned to WITI-TV. And by the time it was over, WITI-TV, the Show station in Milwaukee, had seen it that more than 100 elderly and infirm had been helped. Lots of people showed up. Hundreds of friends, too, and who knows how many friendships formed.

Over 20,000 viewers last year asked Combs a lot help, and all 20,000 were followed up by personal contact, phone or letter.

With TV's Tom Hopper joining the Caudill program with the aid of two assistants, their energy and persuasion not only turned a cold spell into a warm spell, but solved many other problems as well.

Some have led to investigations and issuance of charges by the State Attorney General's Office of Consumer Protection, others have led to action by the Milwaukee County Council and even by the Wisconsin State

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is to educate and the other is to entertain.

# STORER

**STORER**  
STORER BROADCASTING COMPANY





# How come good kids aren't good news?

[illegible]

The magazine was circulating, too. After a Chicago article on OJ Simpson, readership nearly equaled that of a national title. Many editors were stunned and had to conduct their own press runs. Some even urged rapid reprints. In fact, it was something very good that got published, not necessarily. Another factor distanced that got credited to saving their investments.

Anyway, the magazine is a 100-page monthly with 100,000 circulation, 100,000 subscribers, 100,000 back-page subscribers, and 100,000 editorial members. It's called the magazine.

# STORER

STORER MAGAZINE, A LITTLE MORE THAN 100 YEARS OLD

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## Broken contract?

EDITOR: Will a move by the FCC to the Virginia side of the Potomac river violate the representations made to the state of Maryland by the Congress of the United States under which it acquired from that state the land now known as "The City of Washington"?

By an act of Congress on March 3, 1791, authority was delegated to President George Washington to locate the boundary of the District of Columbia, not exceeding 10 square miles, for the permanent seat of the government of the United States. This legislation added:

"Provided, that nothing herein contained shall authorize the erection of the public buildings otherwise than on the Maryland side of the river Potomac, as required by the aforesaid act." (July 16, 1790, 1 Stat. 139, Ch. 28).

Apparently relying on this representation of the government of the United States, the General Assembly of Maryland ratified its Act of Cession (Md. Act, Dec.

23, 1788, Ch. 66) by an act of Dec. 19, 1791.

Has the United States unknowingly violated one of the conditions under which it obtained this land from the state of Maryland and will that violation be repeated, at least in spirit, by a move of the FCC to rented quarters in Rosslyn, Va.? — *Frederick W. Ford, Lovett Ford & Hennessy, Washington.*

**Editor's note.** Ford is a former chairman of the FCC.

## Past and present

EDITOR: Over the years, BROADCASTING magazine has done too many significant stories for me to even try to mention. But I do want to commend you for at least two of late: your Dec. 1, interview with Walter Cronkite and, of course, the series on "The First 50 Years of Broadcasting." — *Clifford Evans, vice president, RKO General Washington news bureau.*

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**It's happening all over. Getting tickets for Broadway shows is almost impossible. Isaac Stern's concerts are sold out weeks in advance. Attendance at dance recitals all over the country is climbing 20 percent a year. Musicians like Pinchas Zuckerman and Luciano Pavarotti are becoming matinee idols. Picasso at the Museum of Modern Art was the hottest ticket in New York. And prime time television audiences for this type of lively arts programming have grown 32 percent over last year.\***

All this testifies to huge—and growing—public interest. And now CBS Cable can help you ride the crest of the new wave by providing the most exciting programming yet developed to meet this demand.

It includes superlative offerings like dance from



George Balanchine and Twyla Tharp. Drama from the innovative Joseph Papp (e.g., Meryl Streep and Raul Julia in "Kiss Me, Petruchio"). Jazz by the likes of Sarah Vaughan, Dizzy Gillespie and other greats. Leonard Bernstein conducting all nine Beethoven symphonies. The musical genius of Pinchas Zukerman, Yo-Yo Ma, Ravi Shankar. And much more!



Naturally, our commitment also involves a creative team of the unique caliber needed to produce such programming.

We have assembled that team.

It's headed by Jack Willis, Vice President of Programming, a seven-time Emmy Award winner ("The Great American Dream Machine," "The 51st State"); Merrill Brockway ("Camera Three," "Dance in America"); Roger Englander ("New York Philharmonic Young People's Concerts with Leonard Bernstein"); and Stephanie Sills ("Lovers and Other Strangers").



So CBS Cable has put together two spectacular pools of talent—one in front of the cameras and one behind them—to create a vibrant array of programming unique to cable. To capture the vast and untapped public interest in the lively arts. And to focus a new spotlight of audience attention on your system.



\*Source: Nielsen. PBS prime time weekly come audience; February/May 1980 vs. February/May 1979. These estimates subject to qualifications which CBS will supply on request.

Program ideas and personalities mentioned above are subject to change.

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In 88 cities across the United States, news staffers and executives at Gannett newspapers and broadcast stations strive for excellence in journalism 365 days of the year.

Their efforts to inform and serve their local communities are increasingly recognized by their peers, who have voted more than 900 awards to Gannett newspapers and broadcast stations so far in 1980. These range from state association awards to the 1980 Pulitzer Prize Gold Medal for Public Service, presented

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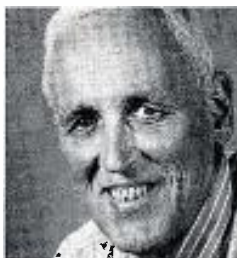
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# 'TIS THE SEASON TO BE CAREFUL

It's shopping time for stations across the country, the season to remind yourself that as important as high network ratings are, they alone won't guarantee that a network hit series will be an automatic syndication success. Past experience shows that picking genuine winners requires examining each new off-network series carefully. Because when the show gets on your air, network performance is just past history.

That's when you need clear answers to some complicated questions. Like which shows will deliver the key demographic groups essential for success, and will the network appeal of a show stay the same on your air? What's the necessary demographic balance for each program in the specific time period in which it will run? Why don't successful network hours perform as well or last in syndication, and will the hour you're considering really perform any differently? And why do some half-hours have longevity potential, while others don't?

Remember, the right price for the wrong show is no bargain. Nothing's as costly as lost audience—which is why you must be very careful when program shopping.

In short, what's vital to a station decision-maker is objective, in-depth information. We've been working on what works in syndication, so before you buy a series—ours or our competitors'—let us share our information with you. We'll give it to you straight—and spare you the tinsel and trimmings.



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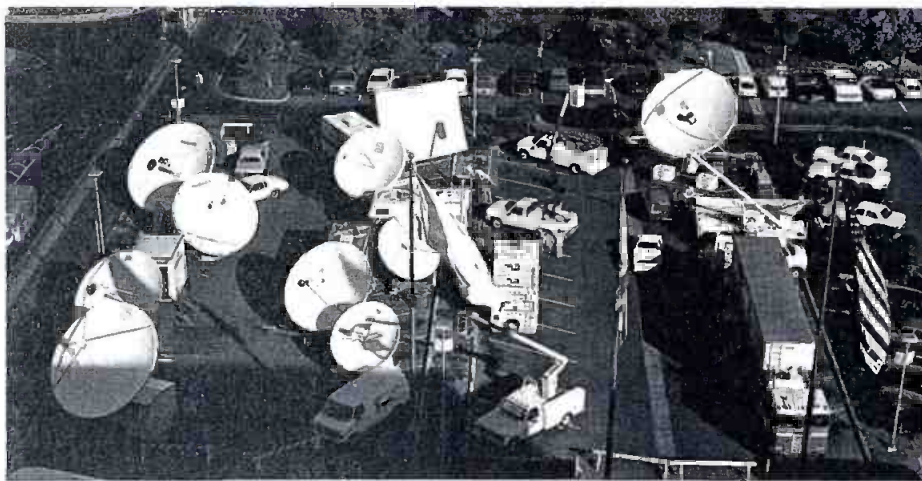
TOP OF THE WEEK

## SRO in cable programming at Western Show

Anaheim event attracts record number of both buyers and sellers; culture captures the attention if not the dollars of delegates; everything from Shakespeare to R-rated movies on hand

Last week's Western Cable Show in Anaheim may well be accorded a historical footnote as having significantly altered the face cable presents to the American viewer—particularly in regard to cultural programming—and for marking the entry into cable of two major United States broadcasting networks, as well as the beginning of a significant cable commitment by the BBC.

Programming sources and programming issues tended to dominate the show—which itself made history when on-site registrations pushed attendance well over the 6,000 mark. And the number of exhibitors reached 200, occupying over 52,000 square feet on the exhibit floor. Other activities in Anaheim last week further underscored that emphasis on programming; conspicuously, the all-day programming seminar held by the Cable Televi-



Earth stations in the Disneyland's front yard

sion Administration and Marketing Society (see page 60).

In the programming news, the lawsuit-beleaguered Premiere released its January schedule revolving around a concept of so-called "double features"—scheduling two films on a given night, and on the following evening reversing them. New double features are to be introduced Sundays, Tuesdays, Thursdays and Saturdays. One film will be run at both 8 p.m. ET and again near midnight; the double feature for the evening will start at 10 p.m. ET.

Three of the movies on Premiere's January schedule are ones that fall in the celebrated nine-month window (during

which they are withheld from other pay cable distributors): "Chapter Two," "The Jerk" and "The Last Married Couple in America."

There was also the announcement that CBS Cable had signed commitments with systems totaling 1.5 million subscribers, including systems belonging to Cablevision Systems, American Television & Communications, UA-Columbia, Times Mirror and Storer.

Although ABC had no specific announcements to make regarding its new Alpha service (sources indicate that's only a working title), the man who will be responsible for programming it, ABC Video Enterprises chief Herb Granath, was at both CTAM's seminar and the USC conference (see pages 60, 61). Interest in Alpha on the part of cable operators was running high, according to Warner Amex Satellite Entertainment, which will handle the marketing of the service (which shares time on its Nickelodeon transponder).

CBS, which at the National Cable Television Association meeting in May said it would use Anaheim to formally introduce CBS Cable, had several announcements to make regarding the programming it



**Shipshape.** CBS Cable took the honor for glamour at the Western Cable Show when it invited 900 guests to a black-tie event on the Queen Mary (permanently moored at Long Beach), using a fleet of chartered limousines and buses to get them to and from Anaheim. The principal hosts (l to r): Robert E. Shay, vice president and general manager of CBS Cable; Jack Willis, vice president-programing; Charlotte Schiff Jones, vice president-marketing, and Gene Jankowski, president of the CBS/Broadcast Group.

expects to begin in mid-1981 and who will produce it. John Musilli has joined the staff of CBS Cable as senior producer-drama and Stephanie Sills will be CBS Cable's West Coast drama producer. Specific programs announced for the service include performances of the nine Beethoven symphonies by the Vienna Philharmonic Orchestra, conducted by Leonard Bernstein, a five-year series on contemporary jazz, Joseph Papp's production of "The Taming of the Shrew," the adaptation of "Kiss Me, Petruchio" starring Raoul Julia and Meryl Streep, and Fellini's "Orchestra Rehearsal."

And Arthur Taylor made a big splash with his news that he'd be back on the television scene with a "quality" pay channel built upon a foundation of BBC releases (see below).

Those majors didn't have a monopoly on culture at the convention—the Bravo pay service also made its delayed debut last Monday (see page 66).

While the hottest news may have been generated by the promises of services to come, the established members of the field were making their own headlines. Showtime used the Anaheim show to announce an expansion of its weekend schedule to a full 24 hours beginning Jan. 9. It will then have a continuous feed from 3:30 p.m. Fridays through 3:30 a.m. Mondays. Showtime President Mike Weinblatt said the reason for the extension is to give viewers "a distinct alternative to the traditional late-night and early morning fare of broadcast television."

A string of major affiliation agreements also was announced by Showtime's senior vice president, marketing and affiliates, John Sie. They included Mission Cable of San Diego, the Cox Cable system that's the largest in the country, Theta Cable's Los Angeles system and an additional 150,000 subscribers worth of ATC systems (to be brought on in the next 18 months)—including Manhattan Cable in New York.

Times Mirror confirmed that it would initiate a pay cable service for its own subscribers. The service will include movies and specials from a number of different sources. It will be transmitted over Times Mirror's Comstar D-2 transponder during prime time and late night hours. During the day the transponder will carry Times Mirror's new shop-at-home service (see page 31).

HBO had no major press conference during the Anaheim show, reserving its efforts for marketing, particularly of its Cinemax service. Down on the convention floor, HBO officials said they were encouraged by the response the service has been getting from operators.

The story of the floor suggested an erratic pattern among attendees, with some reporting "superb" booth traffic, while others found the going slow.

The crowds were thickest at the booths of Satori, with its Private Screenings service, and Rainbow, which featured its new Escapade service. Both are R-rated movie

services, and not only were the focus of operator attention but also were at the heart of an issue for cable programmers—the question of standards, and the debate over the appropriateness of even more provocative X-rated fare that some suggest may be in cable's future.

The perception of floor traffic was no different at the booth of Warner Amex, where children's programming—in the form of Nickelodeon—was a major attraction. Warner's Movie Channel also was drawing heavy attention, according to the company's staffers, who said "honestly, we've run out of contracts."

"Fantastic" was the word Syndicable's vice president for marketing, Ralph Vissi, had for traffic at his booth. Unlike those services already mentioned, Syndicable, an arm of Television Syndication Group, distributes its 20 programs to operators on tapes for their own scheduling.

Home Theater Network is a mini-pay service whose G and PG films offer another contrast to the R-rated material carried by various programmers (the three major satellite movie services—HBO, Showtime and The Movie Channel—all offer some R-rated motion pictures). HTN indicated that a good deal of the questions being fielded at its booth concerned the Westinghouse deal for acquisition of HTN (see page 78).

Sports programmers USA Network and ESPN both were pleased with their booth traffic, and were said to be signing deals at the convention. ESPN, which claims an over-seven-million subscriber base, an-

nounced plans at the convention for the exploration of audience survey methods for cable.

USA, of course, also carries the children's service, Calliope, as well as making transponder time available to C-SPAN, Black Entertainment Network and the English Channel (another programmer offering "quality" product that relies heavily on British productions).

BET mounted an exhibition on the floor. Spanish International Network's two services, the basic SIN and pay Gala-Vision, were other minority-oriented services present in Anaheim.

The three superstations were well represented—WGN-TV Chicago by United Video, WOR-TV New York by Eastern Microwave, and WTBS Atlanta, by Turner Broadcasting. Turner's other service, Cable News Network, was being heavily touted by Ted Turner, in his address Thursday morning (see page 29).

The 24-hour advertiser-supported channels, Modern Satellite Network and Satellite Program Network, also were present. SPN's parent, Satellite Syndicated Systems, announced at Anaheim that it will make available to SPN affiliates a "mail-in" service for the production of inexpensive slow-scan commercials to fill local advertising availabilities. MSN took advantage of the Western show to announce its schedule for 1981.

Among other services seeking operator attention was the planned TeleMine, which will allow per-program payment over cable, thanks to a special converter.

## The moneyed return of Arthur Taylor

**Former CBS president goes public with news of pay cable venture in association with Rockefeller Center; star in crown will be first U.S. call on all BBC productions**

There's no easy way to keep a secret in the world of programming. Days before former CBS Inc. President Arthur Taylor flew from New York to California to "announce a development of importance to the cable industry," the rumor mill that followed the earth stations to Anaheim had plenty of grist to work with. So it was no great shock when, on Wednesday, Taylor announced establishment of what he called "the first pay cable program service offering diversified, high quality, entertainment programming." His firm, Arthur Taylor & Co., will develop the service for Rockefeller Center Inc. (of which he's a director.) The new venture is to be called RCTV. Central to it is a "long-term exclusive arrangement" with the BBC that gives RCTV first call in this country on all BBC programs and exclusivity for all pay and cable television.

It's a deal guaranteed to strike fear in the hearts of the Public Broadcasting Service and its affiliates that have relied on



BBC product for years.

But PBS seemed unconcerned. Senior Vice President Neil B. Mahrer said only about 4% of PBS programming now comes from the BBC. He said the company's emphasis has turned to American productions.

Less than half of RCTV's programming will come from the BBC. The bulk is to come from American sources and will run the gamut of program forms. It's "not art,



not cultural," Taylor explained. And while there won't be "product advertisements" or "commercial interruptions" RCTV is likely to carry "institutional messages" that Taylor said would not break the mood of the program.

The service isn't to start until January 1982, and although no firm arrangements have been made for transponder space, Taylor says he has three deals under discussion and that he views the transponder squeeze as only temporary. The arrangement with BBC is for a minimum of 10 years, and his first priority is programing, not transponder time. In any event, RCTV is "prepared to do and pay whatever is necessary" to secure a transponder. According to Taylor, the financial commitment Rockefeller Center is putting behind the project is in the "tens of millions of dollars" range.

As Taylor envisions the service, it will provide six hours a day of programs Monday through Thursday, eight hours on Friday, Saturday and Sunday. Its single monthly fee will be in competition with what other maxi pay services are then charging, which Taylor imagined might be around \$8 to \$10.

Although Taylor de-emphasized any cultural component to RCTV, he did confirm that the new program service has a "professional relationship" with John Gorman, producer of *Live From Lincoln Center*. Gorman put in an appearance at the press conference but was reluctant to discuss any details of the arrangement.

Also in attendance was Byron Parker, managing director of BBC Enterprises Ltd. Parker moved to blunt any suggestion that this pact might cut off programing from PBS or member stations like WGBH-TV Boston. He spoke of "strands of programs" that could continue into the future. But that would not be on a first-run basis, but only after a "reasonable window."

Taylor said exclusivity was necessary to establish the service's identity. He suggested that the "reasonable window" would be—at a minimum—"one season," if not two or possibly three for some programs.

RCTV won't be a duplicate of PBS, Taylor insisted, adding that by expanding the market for this sort of programing the new service might actually have some favorable influences on PBS. He spoke of discussions with public broadcasters on ways to combine interests, particularly in production areas.

The rationale behind RCTV is said to be tied to research Taylor's firm did for Rockefeller Center in the video entertainment field. Taylor said last week that he saw the typical viewer of RCTV as someone of "discrimination," a quality which he said knew no economic bounds. RCTV programing is supposed to offer these discriminating viewers "an alternative or additional service to those which now rely upon films produced for theatrical release."



## Breakfast with Turner hot ticket in Anaheim

**Over 1,000 show up to hear media maverick spiel for his superstation, his network and now his program channel; he calls CBS and ABC johnny-come-lately's in cable world**

In his inimitable style, Ted Turner entertained a breakfast audience at the Western Cable Show last Thursday, with barbs aimed at ABC and CBS while announcing the results of a 40-market survey of CNN viewership and a new video program guide service—and, of course, promoting his Cable News Network and superstation WTBS(TV) Atlanta.

According to Turner, the market survey among systems that carry CNN shows one out of every four cable viewers surveyed considers CNN his primary news source. (The survey was conducted in cable markets—a sampling provided by the A.C. Nielsen Co.—and involved 228 cable subscribers contacted by telephone by Elrick & Lavidge, an Atlanta market research firm.)

The survey also found, Turner said, that 71% were aware of CNN and that 52% were regular viewers. Of the regular viewers, 39% said their primary news source was ABC television affiliates, 33.8% said CNN, 24.7% said CBS affiliates, and 22.1% said NBC affiliates. Turner did not disclose the rankings of the four networks based on the total sampling or even of the 71% who said that they were aware of CNN.

Turner also mentioned that a survey conducted by a Pompano Beach, Fla., cable system, which Turner admitted had promoted CNN heavily, found that 90% of its subscribers were aware of CNN and that 88% were regular viewers.

The point of all the statistics was to convince those cable operators that have resisted signing up for CNN to do so. The

unconverted, Turner said, "are going to hate me worse than they hate anybody else.... The industry is going to be too small for the both of us."

Turner also pitched its latest cable service: The Cable Program Channel, a slow-scan video service (with voice-over) that will give subscribers "timely" information on what's on all the major television networks and satellite program networks. Turner asserted that the Cable Program Channel would get the job done better than printed program guides and local newspapers and at a lower cost to the operator. The operator shouldn't have to send paper into the homes of his subscribers when his cable system "is a much more efficient delivery system... the most efficient delivery system in the world," said Turner. (The service, slated for start-up next fall, will be transmitted over a sub-carrier of CNN's satellite transponder. Cost is four cents per subscriber per month if taken with CNN and WTBS, five cents if taken with either of those services, and six cents if taken with neither. Listings are to be repeated every 15 minutes.

Turner suggested sarcastically that ABC's and CBS's presence at the convention (both have recently announced plans to program for cable) was hypocritical. "They are," he said, "trying to get you to affiliate even though their public stance is still anti-cable at least officially." Turner told his audience the two networks have come to cable "mighty late" and that they were at the convention "because they are beat." And he added: "Where the hell were they when you needed them."

Turner ridiculed CBS Cable's plans to wine and dine 900 cable operators at a party on the Queen Mary in Long Beach that evening: "Be sure the guys from CBS Cable taste the food first. They might be trying to wipe you out." Turner apologized for not picking up the tab for the breakfast attended by over 1,000 convention delegates but said he hoped to "some day rent a boat and take you all on a trip around the world."

## Cable equipment: no surprises, just steady sales

**The technology on display at Western Cable included no bombshells like 400 mhz, but new ideas were in evidence with STV scramblers, security gear, institutional loops and teletext**

The day when the hardware manufacturers and equipment suppliers dominated a cable exhibition are long gone. It's been seven years since Home Box Office, Teleprompter and Scientific-Atlanta demonstrated the satellite distribution system that ultimately revolutionized the cable industry. During the past seven years, the presence of the programmers has grown to



### Joslin warns cable operators to protect their flanks close to home.

The cable regulatory battle of the eighties will be fought on the state—not the national—level, according to a keynote speaker at the Western Cable Show in Anaheim. "Every cable operator in the country has the responsibility to shape, not be shaped by, political decisions," he said.

The speaker was Raymond E. Joslin, president of the California Cable Television Association, in a Thursday luncheon address to over 1,000 conferees. Standing-in for President-elect Ronald Reagan, who was kept in Washington during the convention proceedings, Joslin emphasized that the new administration has a priority of referring many regulatory questions to the states and municipal jurisdictions, and cable is no exception.

"We have prospered almost at times in spite of ourselves," Joslin maintained. "We've taken a reactive, rather than active role in determining policy. We've rarely set the [legislative] agenda ourselves." He pointed out that a critical situation is developing in the franchising of cable systems, noting that in the coming year 400 franchises are up for renewal in California alone.

Joslin also warned against escalating public expectations about what cable and its ancillary services can deliver. "We've become very visible," said Joslin. "We're perceived by many people as already delivering our promises when we are just becoming capable of presenting results on some of them."

□

**Word from Washington.** Lionel Van Deerlin (D-Calif.) outgoing chairman of the House Communications Subcommittee, received the President's Award of the California Cable Television Association at the final banquet of the Western Cable Show Friday night. At lunch that day he had traced development of cable industry and its regulations, urging the industry to "challenge your competitors in the marketplace, not Washington's regulatory arena." Van Deerlin also said preservation of First Amendment rights is the most important unresolved communications issue.

the point where they are beginning to dominate cable shows. But it's apparently no cause for alarm. Speaking from the floor of the Western show, Sid Topol, chairman of S-A, a company that makes all the components of a cable system from earth stations to set-top converters, said: "We love programmers. The more programmers there are, the more equipment we sell."

There was nothing among the equipment exhibition to equal the sudden deluge of 400 mhz equipment that flooded the exhibit floor of the National Cable Television Association convention last May. It seems that every company that makes cable amplifiers now makes them to pass 400 mhz (54 channels of television) or plans to produce them in the near future. Most of the cable systems being built today, however, are 36-channel systems that demand 300 or 330 mhz amplifiers. The equipment manufacturers are doing their best to meet that demand. Larry Fry of Century III Electronics said Century is supplying "as many 300 mhz amps as it can produce" and that it is in the process of "doubling or tripling" its production capability to alleviate the strain on its current capability that is creating backlogs.

There was evidence on the floor of some of the new directions cable will be taking in the coming years. Many new cable systems are being built with institutional loops, secondary cable systems that connect office buildings, municipal buildings and other private and public institutions. Scientific-Atlanta was demonstrating a business cable distribution system. S-A's Topol said the system enables its users to send digital voice and data over the loop. And with the addition of an earth station to the system, the users can communicate digitally with offices linked to similar systems in other cities. S-A's first system will be installed next year in Atlanta for an unnamed customer, Topol said.

Oak Communications was selling STV equipment for the first time at a cable convention. Doug Lindquist, vice president, licensing, said Oak believes cable operators may acquire low-power television stations for STV. He was there to sell them scramblers. Oak displayed its STV-1 scrambler which costs between \$135 and \$150, depending on quantity. And, Lindquist said, it would make its STV-2, which cost \$25 more but is "absolutely theft proof," available next March.

Teletext, which is still being hotly debated by broadcasters, was a commercial, readily available product at the Western show. Southern Satellite Systems is using two lines of the vertical blanking interval of its transponder six on Satcom I for a multipurpose digital transmission service. Its first two customers, announced last September at the Southern cable show, were UPI Newswire and Reuters News Service. They are using the service instead of telephone lines to pipe their text news to some 40 or 50 cable affiliates.

Since the two cable services take up just

a small fraction of the transmission time available in the vertical blanking interval, SSS has expanded its service offerings by using addressable printers and multipage decoders that can store up to 16 teletext pages. With the additional equipment, information can be sent to specific subscribers, who can store the information. Sel Kremer of SSS said a subscriber could rent a multipage decoder for \$50 per month. The decoders used in the services are made by Zenith. The teletext system employed is a variation of the British Ceefax-Oracle system.

The Jerrold Division of the General Instrument Corp. announced at a Wednesday press conference that it would begin field trials of its new security system in January at Cablevision of Woodbury, which serves 112,000 subscribers in Woodbury, N.Y. Jerrold President Colin O'Brien said the field trial "will be to confirm the value of the features we have built into our system." O'Brien said the system would be ready for delivery in October 1981.

One of the things to look for on the exhibit floors of future conventions is production equipment. With so many franchise proposals promising elaborate local access and origination facilities, the demand for production gear—cameras, recorders, lights, switchers and everything else that goes into television studios—will certainly rise. The market, however, will be for lower grade and lower cost equipment, at least initially. As George Maier, of Farinon Video said: "Cable people aren't quite ready to admit they have the money yet, even though they do."

## Valenti, entering the lion's den, emerges alive but untriumphant

**Argument that cable should renegotiate copyright terms falls on deaf ears; Wheeler calls Hollywood producers OPEC of television industry**

The FCC came under harsh criticism from Motion Picture Association of America President Jack Valenti at a panel discussion on copyright issues at the Western Cable Show in Anaheim Thursday afternoon. Contending the agency has demonstrated a "meager understanding" of the cable TV marketplace, Valenti called for a reopening of cable and motion picture industry copyright agreements in order to give what Valenti called "a fairer share" of cable profits to motion picture producers.

"The future of cable is in advertising-supported, original, local programming," Valenti maintained. "It should not be subsidized by program suppliers. If you need a subsidy, you should go to the government, not us."

Valenti was reacting to comments made by an FCC administrator, L. Gregory Ballard, indicating the commission's



## Shop at home via cable, and satellite

**Times Mirror experiment with Comp-U-Card allows subscribers to compare products on screen and phone in orders**

The Times Mirror Satellite Programming Co. announced plans last week to bring a piece of cable "blue sky"—electronic shopping at home—down to earth. It plans to form a joint venture with Comp-U-Card of America Inc. and launch an experimental satellite-delivered shop-at-home video service beginning in mid-1981.

Speaking at an afternoon press conference at the Western Cable Show last week, John Cooke, TMSP senior vice president, said the service would enable a cable subscriber to compare the qualities and prices of thousands of products and order them over the telephone. The service will be tested at four or five systems of Times Mirror Cable Television, TMSP's parent and a major MSO (it serves

550,000 subscribers in 15 states).

Comp-U-Card, Stamford, Conn., is a seven-year-old telephone merchandising company that offers members—the membership fee is \$18 per year—discounts on a broad line of durable goods. As it now works, members shop about town to familiarize themselves with various products and their prices. They then call Comp-U-Card toll-free for its price and information on availability. If the Comp-U-Card price is cheaper, the member gives the Comp-U-Card operator his membership and credit card numbers and the merchandise is sent on its way.

As the new cable service is envisioned, price and product information will be sent to cable systems and subscribers via satellite. Since the service is not interactive, it is up to the subscriber to call Comp-U-Card to order. A frequently transmitted schedule alerts subscribers to times when different products are being

listed and discussed.

The service is supposed to be more than a "dry listing" of products. Harry Chandler, TMSP vice president, program development, said the six-hour-a-day, seven-day-a-week service will feature segments of consumer information hosted by television personalities. Chandler said the segments would provide products "without resorting to aggressive sales techniques." He is hoping the programming will be "intelligent, informative and at times entertaining." Chandler protested the suggestion of one reporter that the programming will be nothing more than advertisements for the products.

If the service proves feasible, Cooke said, it will be made available to cable systems at no cost. Everybody, including the cable operator will share in the sales revenues. A cable system, of course, will receive a percentage of the sales emanating from its subscribers. What that percentage will be, Cooke said, "will be worked out during the test period."

research had found no harm done to producers by past and current syndication copyright agreements. "The commission," said Ballard, "is not interested in reopening the copyright issue involving producers and cable."

The MPAA representative was taken to task by two cable industry spokesmen at the session. Irving S. Kahn of Broadband Communications, himself a former movie industry executive, called Valenti "a good lobbyist who does not want to be confused with the facts." In Kahn's view, Hollywood producers and cable operators "are on the same team" and should shift their attention from "petty differences" to other regulatory issues with more far-reaching implications. As an example, Kahn predicted that cable would not be able to "get a bill through Congress on our Bell [telephone] situation for several years" as a result of AT&T's existing political influence.

National Cable Television Association President Thomas E. Wheeler labeled Valenti's speech mere "table-pounding," contending the motion picture industry has not been hurt by the current copyright structure governing program syndication.

"Business [in the motion picture industry] is booming except when they want to get out of the MPAA/NCTA [copyright] agreement," said Wheeler. He described Hollywood producers as "the OPEC of the television industry," contending that for the FCC not to charge a frequency allocation fee for spectrum usage by program producers was "like the government giving the oil industry their own oil tankers."

Wheeler cited the Los Angeles county district attorney's recent investigation of the profit-sharing carried out in the *Charlie's Angels* TV series as an indication of how "creative accounting" by Hollywood producers is used to conceal profitability of current productions.

## AT&T specter shadows Western Cable panel

**Common carrier giant seen as ready to go after market cable operators consider their own; Schmidt welcomes new muscle from old enemies**

"It's a real war," warned cable operator Cliff Schrock, "and the phone company is ready [to wage it]. The question is 'Are we going to meet their challenge?'"

Schrock, whose CableBus Systems services only 78 cable subscribers, spoke for many small operators attending the Western Cable Show who expressed growing concern about the possible dominance of the industry by AT&T should the corporate giant be allowed to enter direct competition with them.

"Security systems, data transfer, energy monitoring and technical controls are all cable stepchildren that only mean something if we can make them work as a business," Schrock told his audience at a Thursday morning panel on "Auxiliary Services of Cable." He cited security in particular as a cable application that is technologically superior to what telephone systems have to offer, claiming it could easily generate \$4 a month in profit per subscriber for even small operators.

Schrock cautioned that the public has heard too many "blue sky promises" about cable's capabilities.

Moderator Bob Schmidt, president of Communications Technology Management, emphasized that cable operators "have an arena of interests in Washington on a collision course," naming them as AT&T, over-the-air pay TV, direct broadcast satellites and network TV.

"New ideas don't come from big companies," Schmidt contended. "Big com-

panies buy their ideas from small companies like yours."

Despite his criticism of AT&T, Schmidt stopped short of indicting corporate giants in general for their belated entry into the cable sweepstakes. He said that "new players will help us achieve our goals in the business. We need their economic horsepower."

Another panel participant, Joseph Soldewo of the *Yuma* (Ariz.) *Daily Sun*, stressed the potential for profitable partnerships between newspapers and cable operators. "Newspapers are awakening to these new markets," said Soldewo, describing his paper's development of a joint venture teletext agreement with Valley Telecasting of Yuma, a United Artists/Columbia subsidiary. The service went on-line last April serving 80% of the area's cable subscribers with a four-channel video text display. Research by the *Daily Sun* indicates that up to two-thirds of those receiving the teletext service watch it at least once a week.

## CTVB searches for a leader

**Cable Television Advertising Bureau elects executive committee, has start-up funds; begins looking for president**

The Cable Television Advertising Bureau (CTVB), which was conceived a year ago, elected its executive committee last week at a meeting during the Western Cable Show. It is now looking for a president.

The executive committee: chairman—William Ryan, vice president, Palmer Communications; vice chairman—Graham Moore, director of marketing, Tele-Communications Inc.; secretary—

Andrew Goldman, vice president of new service development, Teleprompter, and treasurer—Kay Koplovitz, president, USA Network.

In addition, Ed Taylor, president of Satellite Syndicated Systems, was appointed chairman of the membership committee and J. Leonard Reinsch, director of Warner Amex, was elected chairman of the CTVB steering committee.

According to Ryan, the idea for CTVB was first suggested at the 1979 Western show. Cable programmers and operators committed \$400,000 to its formation during the National Cable Television Association meeting last May. Ryan said last week that nearly all—\$379,000—of the initial industry commitment has been collected and is “in the bank and earning interest.”

The first order of business for the fledgling organization is to find a president, to set up an office in New York and run the organization. Ryan, who, along with Reinsch, Goldman and Koplovitz, is on the search committee, said they are looking for someone with multiple talents, someone who “understands the advertising and cable businesses and how to run an association.” It would also help if the person had some knowledge of local advertising sales, Ryan said.

Ryan said anybody interested in the president's job should let it be known before Jan. 15, 1981. The final selection of a president will be made at the next CTVB meeting scheduled for Feb. 2, 1981, in New York.

## Congressmen predict new copyright effort

**Danielson and Kastenmeier see new legislation coming; Rose thinks TV is coming to Senate**

Two members of the House judiciary committee told cable operators at the Western Cable Show last week what most of them already knew: There is pressure for new copyright legislation from broadcasters and program producers and once the dust settles from the November election legislation will probably be introduced.

“I can't believe that legislation is not going to be introduced,” Representative George Danielson (D-Calif.) told the Friday morning audience. “Prepare yourself . . . The issues are big enough, important enough and acute enough that the subject is going to come up for review again.”

Committee Chairman Robert Kastenmeier (D-Wis.) added that Congress has “felt increasing pressure to reopen the copyright law to compensate for what some consider is an advantage to cable . . . A coalition of interests will continue to press for some relief for what they see as the forced giveaway of their programming to competitors.”

The congressmen suggested the struggle over legislation could be avoided if the parties involved—the broadcasters and program producers on one side and the cable industry on the other—could get together and resolve the question of

copyright payments among themselves. Kastenmeier said he hoped the parties could agree “at a reasonable method” of lessening “the strain that the new technology has put on the copyright system.”

The congressmen also agreed that the election shake-up in Congress and the executive branch would affect copyright issues in a way that is impossible to determine. Kastenmeier added that the election might also result in an FCC with a “different view” of cable, but that it “is unlikely that deregulation would be reviewed.”

The congressmen shared the dais with Representative Charles Rose (D-N.C.), who predicted that the Senate will have television coverage as soon as Senator Howard Baker (R-Tenn.), designated majority leader, “can figure out the logistics.” Baker knows about “visual complications” and has already made inquiries about installing cameras in the Senate, Rose said.

Rose, who is given much of the credit for opening the House to cameras and installing its closed circuit television system, said congressmen will soon have more to watch than the proceedings on the House floor. The House accepted an offer of Ted Turner to install an earth station on Capitol Hill so that congressmen could watch his Cable News Network. Rose said a five-meter dish is now in place and that it is capable of receiving other cable programming. Rose hopes one day to outfit the earth station with a transmitter so that it could be used for teleconferencing.

## InBrief

As of late Friday, Senate and House hoped to wrap up 96th Congress that day or today (Dec. 15), leaving **slim chance for passage of H.R. 6228**—“Swift Bill.” Senator Bill Bradley (D-N.J.) has hold on bill in hopes of adding amendment that could provide VHF-TV station in New Jersey. House remains adamant against amendment for five-year license terms.

RCA has set March 22 as date for **introduction of its SelectaVision videodisk system** and put optional retail price on unit of \$499.95. Disks offer up to two hours of programming. Player weighs about 20 pounds. RCA disk catalog includes

feature films, sports, music, cultural, educational, children's and instructional programs. Disks will carry suggested retail price between \$15 and \$25. RCA said it will launch its largest advertising/promotion campaign starting March 16. Leo Burnett, Chicago, is agency.

**Warner Amex Cable Communications Inc.** became holder of largest **cable franchise in St. Louis county, Mo.**, last Thursday when county council awarded company two unincorporated prime growth areas embracing nearly half of 160,000 homes in five-franchise area. Company plans to offer three tiers of service including 54-channel Qube system and plans to be operating within two years.

**ABC Sports** has completed **agreement with China Central Television** for telecasting of international (one-hour) edition of *Wide World of Sports* in China, effective immediately. It's said to be first time that U.S.

series has been sold to China (individual episodes or segments of U.S. programs have been sold in past).

**Chris-Craft Industries, New York, has approved joint venture in cable TV** with Alda Group, Bridgeport, Conn., forming Alda Communications Corp. of Massachusetts. New firm has franchise applications pending in 20 municipalities in southern part of that state. This marks Chris-Craft's entry into cable. Alda Group and its affiliates are franchised for 23 municipalities in Connecticut, New Jersey and Pennsylvania, serve about 45,000 basic and 43,000 pay cable subscribers and pass about 250,000 homes.

**Beginning Jan. 12, Group W Television Stations Group** will start **one-hour satellite 'Newsfeed' service** to five company-owned stations and bring in sixth, wpcq-TV Charlotte, N.C., when its satellite facility is completed later in 1981. News will include reports from KYW-TV Philadelphia, WJZ-TV Baltimore, WBZ-TV Boston, KPIX(TV) San Francisco, KDKA-TV Pittsburgh and wpcq-TV. Anita Klever, producer of *Impact* on KYW-TV, has been appointed executive producer of *Newsfeed*, which will originate from KYW-TV.

**Copyright Royalty Tribunal** has adopted resolution calling for **adjustment of copyright fees** paid by cable operators to **account for inflation**. No specific price tag was mentioned in resolution but adjustments will be tied to consumer price index and increase in total fees paid is expected to be about 20%. Cable copyright fees currently run about \$14 million annually. Adjustments will be made on industrywide basis and will take effect as of first semiannual accounting period (January-July 1981). Gross receipts ceilings for three income categories which cable systems are placed in (below \$80,000; \$80,000-\$160,000, and over \$160,000) to determine how much individual systems will pay will also be raised, by as much as 35%. Comments by copyright owners and cable industry on how to implement tribunal's resolution are due today (Dec. 15).





## Challenges of the 1980's

### Communications Subcommittee members view copyright and deregulation as main issues

Deregulation and copyright were the principal issues addressed by four congressmen from the House Communications Subcommittee at the Friday morning session on federal communications policy in the 1980's at the Western Cable Show.

Each presented his views on changes in regulatory direction likely to evolve from a Reagan administration, and discussed regulatory areas of particular concern to themselves.

The sole Republican on the panel, Carlos Moorhead of California, who also sits on the copyright subcommittee, posed some challenges in his remarks. He told the cable operators that the growing strength of the cable industry would have a profound impact on the course of legislation. He focused on the copyright issue, saying his representation of an area with heavy cable and film company activity made him well aware of the conflicts on both sides. Unless, producers get adequate payment for product, Moorhead stated, production quality will decline. He claimed that "the few dollars going into the royalty fund are too small," and that "something is going to have to be done" to alter that.

Moorhead also touched on the subject of programing standards, saying that

operators should be trying to work on them themselves, or else they'd find themselves faced with pressure from religious and other groups who will push for federal censorship.

Congressman Henry Waxman (D-Calif.), had more encouraging words. He praised the FCC for its deregulatory moves, and spoke of the industry's indebtedness to departing chairman Charles Ferris. His view of the copyright controversy is that the Royalty Tribunal provides an objective forum for the review of any perceived inequity in current arrangements, and which should be settled prior to legislative action. Still, copyright revision will be faced by Congress, Waxman said, adding that it might well be the Senate which first pursues the matters. The challenge for legislators in the '80's, in Waxman's view, will be to draft legislation flexible enough to adapt to technological developments.

Allen Swift (D-Wash.) reviewed some of the difficulties that might stand in the way of meeting that challenge. The issues involved in telecommunications are just "not very sexy" for politicians because they "have no political payoff."

The "bottom line" for the immediate future, as Swift sees it, is that the incoming administration will work to reduce the FCC's power, with the Senate going along with that thrust (he'll be keeping his eye on the interaction between Senators Packwood and Goldwater), with the House perhaps making some efforts in the direction of protecting consumer interests.

## Congressional leaders ask Ferris to hold off

Republican leaders of both the Senate and House Commerce Committees have written to FCC Chairman Charles Ferris, asking him not to take action on any major issues before the Reagan administration is in place. In a separate action, Democratic and Republican leaders of the House Commerce Committee wrote to Ferris strongly urging him to defer any decision on the FCC's planned move to Rosslyn, Va. (story page 38).

Responding to the first set of letters, one of them from Senator Bob Packwood (R-Ore.) and another co-authored by Representatives James Broyhill (R-N.C.) and James Collins (R-Tex.), Ferris replied: "I am aware of President Carter's directive that all executive branch agencies avoid major policy decisions until after Jan. 20 [but] we are an agency independent of the executive and must therefore exercise our own judgment."

Ferris also said that "the public interest responsibilities of the commission, which has as its purpose, mandate and design the nonpartisan regulation of telecommunications, require it, by and large, to conduct its business as that business is presented to it. The decision by a collegial independent regulatory agency to defer any action because of an expected change in partisan leadership is inescapably a policy action of potential controversy."

Ferris included in his letter to Packwood

**William A. Schwartz**, corporate VP, Cox Broadcasting and president of its broadcasting division, Atlanta, and **Robert C. Wright**, president of Cox Cable Communications there, elected executive VP's by Cox board of directors.

**Radio Advertising Bureau's** first-of-a-kind **Managing Sales Conference**, to be held in Dallas Jan. 31 to Feb. 3 for general managers and sales managers, **appears headed for early sell-out**. That's word from RAB officials, who say 265 of 400 available places have been taken by registrations in three weeks since notices were sent out. They think there's good chance new registration will take care of remaining 135 seats by Jan. 1, when higher registration fee goes into effect. Until then, it's \$195 per person; from then on, \$250.

**Presidential inaugural** committee has **major gala** ready for broadcasting in prime time on Jan. 19—but, as of Friday, **no one to broadcast it**. Committee executives have been meeting with representatives of three networks, so far, without results. Network that picks up gala—which is being produced and directed by Frank Sinatra and will feature Johnny Carson as master of ceremonies—would pay fee to help pay off \$6 million bill inaugural activities are expected to run up. But money is not only—or perhaps even principal—thing causing networks to think hard about offer. Another is reluctance to pre-empt regular Monday night programing. For whatever reason, ABC and CBS seemed uninterested in carrying event. Word in New York was that NBC "might" be interested, but that could not be confirmed at network. In fact, NBC is scheduled to broadcast two-hour Bob Hope special at time of gala.

**FCC letter rejecting request that commission seek postponement of November start of second session of Region 2** (western hemisphere) conference on AM broadcasting (BROADCASTING, Dec. 8) simply "underscores" U.S.'s need for time to prepare, according to Erwin Krasnow, general counsel of National Association of Broadcasters.

FCC Chairman Charles D. Ferris, in letter to Krasnow conveying commission's rejection of request of Advisory Committee on Radio Broadcasting, said commission, in view of "need for spectrum space for resolving incompatibilities and providing for future U.S. station requirements," does not believe delay of key channel-spacing issue—whether to reduce channel spacing from 10 to 9 khz—is in best interests of U.S. But he also acknowledged U.S. will not have completed critical comparative-cost study on that issue in time for preliminary meeting in Rio de Janeiro, in January. Such studies will not be done until early in second quarter of 1981, he said. Krasnow's comment: "**We think U.S. is woefully unprepared.**" NAB will present several studies of its own on channel-spacing issue at advisory committee this week.

**Federal district judge in New York has certified antitrust suit** brought by five members of All-Industry Television Stations Music License Committee **against two major music-licensing organizations** (BROADCASTING, Dec. 4, 1978, et seq.) as class action. All TV stations will be treated as members of class (except any that specifically opt out), and will be entitled to whatever injunctive relief plaintiffs may win, if any, according to committee representatives. They said if plaintiffs win and damages are awarded, separate trial will be held to determine damages. Judge L.P. Gagliardi issued decision, dated Dec. 5. Suit charges that blanket music licenses issued to stations by ASCAP and BMI are illegal under antitrust laws.

**Congressional Radio-Television Correspondents' Association elected executive committee members** to two-year terms last week. They are: Carole Simpson, NBC News; Joe Tomko, Evening News Broadcasting, and Helen Kim Whelan, Capitol News Reports. National Public Radio's Cokie Roberts assumes chairmanship, replacing Marya McLaughlin, CBS News.

a list, requested by the senator, of all actions scheduled for undertaking before Jan. 20, including the letting of contracts.

In a letter expressing concern about the move to Rosslyn, Representatives John Dingell (D-Mich.), Lionel Van Deerlin (D-Calif.), Broyhill and Collins said: "Your legislative efforts to put the commission in a position to make such a move have completely circumvented the Committee on Interstate and Foreign Commerce and its Subcommittee on Communications. By taking your case directly

to the Appropriations Committee without the slightest consultation with our committee has put us in a position of not being able to evaluate the consequences of this action." Ferris's response was reported to be similar to that given to the other congressional requests. He also conferred with members, including Broyhill and Collins, and with at least one member of the Communications Subcommittee staff.

FCC staff members briefed staff members of both the Senate and House Commerce Committees last week on details of

the move and supplied written summaries of present and prospective leasing arrangements. According to members of both committee staffs, members may find they do not oppose the move, once they have studied the facts, but they object strongly to not having been consulted in advance.

As of last Friday, House and Senate Commerce Committee staffs were conferring with members on further action to be taken on the matter. Indications were that it would be in the form of recommendations rather than legislation.

## Playing the transition game

**Trying to outguess Ferris; the Lee vs. Washburn dilemma; better odds on Quello**

One of the most intriguing games being played in Washington during this transition season is guessing when FCC Chairman Charles D. Ferris will leave the commission. Democrat Ferris could add another twist to the question by making the operative adverb "whether." Indeed, one somewhat exasperated Republican observer said, "I think he's playing games."

There were several developments last week, however, that indicated Ferris wasn't kidding when he said he might stay on as a commissioner—after being relieved of the chairmanship by incoming President Reagan—for a period of time (BROADCASTING, Dec. 1). One was the disclosure that he has exhibited interest in the details of what it would take for him to qualify for a government pension. The answer is that he needs three months beyond the Jan. 20 inauguration date to qualify for an annual annuity "in excess of \$25,000," as one source put it. He will have accumulated 25 years of government service—including five in the Navy—by April.

□

However long Ferris remains with the commission—and his term has three and a half years to run—the agenda, after Jan. 20, won't be his. The new Republican President is expected to move quickly to choose an interim chairman from between Commissioners Robert E. Lee and Abbott Washburn. The third Republican commissioner, Anne Jones, appears to be out of the running—according to some because she is not acceptable to broadcasters, primarily because she is perceived as too tight with Ferris and has voted with the Democrats on key votes—conspicuously, the RKO decision. One Republican also pointed out that Jones is junior to Lee and Washburn and was appointed by President Carter. "Other than that," he said, "she's fine." Asked Thursday night, after a speech to the Capital Press Club, about her chances for the chairmanship, Jones responded: "Anybody got a dime?"

□

The choice between Lee and Washburn, by the way, might not be Reagan's most momentous as President, but it won't be without its difficulties. His 27 years on the commission make Lee the most senior member in the agency's history, his term expires on June 30, and he has advertised his desire to close out his career as chairman. A refusal to grant the wish would seem an affront, and Lee is not without friends, in Congress and in the communications industries. What's more, a Lee who felt abandoned might not be inclined to turn a cold shoulder to Ferris in the time remaining to both.

On the other hand, Lee is regarded by some broadcasters as having been too supportive of Ferris already. So naming him interim chairman might not be the right thing to do, "symbolically," as one source put it. Besides, Washburn is seen as a loyal stalwart for the "minority" point of view—"a spear carrier," in the words of one Republican, and one likely to keep

controversial issues from a vote until he has a safe majority at his side. Another saw an additional advantage in naming Washburn: Ferris would likely find life under a Washburn chairmanship so uncongenial he would leave at the earliest possible moment; he would be more comfortable under Lee—or so the speculation goes. Lee, incidentally, regards talk of his being too close to Ferris "a whispering campaign" and "dirty." He admits to a fondness for the chairman, but says the record shows "I've given him fits on broadcasting matters."

□

Speaking of speculation, it is rife where Democratic Commissioner James H. Quello's chances of reappointment are concerned. They seem much better under the incoming Republican administration than they did under President Carter. Former FCC Chairman Richard E. Wiley, who is now a senior adviser to the FCC transition team, last week predicted that Quello, whose term expired in June, would be reappointed (see page 71). And it went beyond Wiley. Others close to the transition team last week were speaking highly of the broadcaster-turned-commissioner. One said he could be reappointed even if Ferris did not resign and the Democrats retained four members on the FCC. Regardless of the party count, according to that scenario, the Republicans would have a "constructive majority." One GOP partisan who said he found no fault with Quello's voting record said, "If you remove Quello for a Republican, you haven't gained anything."

Granted, it might seem to be odd for a Republican White House to appear to set up an FCC dominated by Democrats, even if only temporarily. But deft personnel work might be able to deal with the public relations problem involved. One influential Republican said the White House could, in a single announcement, reappoint Quello, name an interim chairman and appoint a permanent chairman who would take office at the latest when Lee leaves the commission and sooner if Ferris quits earlier. The impression left with the public would simply be that the White House had named a Republican chairman, according to the author of that suggestion.

□

The pressures generated by all of the conflicting ambitions, hopes and fears among the players seem to be having an effect on the conduct of business. At one closed meeting on personnel matters, Commissioners Lee, Washburn and Quello seemed determined to distance themselves as much as possible from Ferris. But Commissioner Jones, who reportedly argued that the merits if not the politics lay with Ferris's position, provided him with the fourth vote in three controversial appointments.

□

Meanwhile, the work of the FCC transition team was "going very well," according to team captain Michael Gardner. He said it submitted its second—or interim—report on Monday (Dec. 8), and is on schedule in preparing the final report, due Dec. 22. It will present President-elect Reagan with a survey of commission programs, budget, personnel and legislative initiatives, and options for acting in those areas.



## The Goldwater perspective on telecommunications legislation

**New leader of Communications Subcommittee plans forceful approach; favors licenses in perpetuity for radio, 10-year terms for TV; expects congressional veto over regulation by FCC**

Senator Barry Goldwater (R-Ariz.), who will head the next Communications Subcommittee, is getting ready for action on communications legislation next year. The starting point will be S. 2827, the compromise bill introduced early last summer by Senator Ernest Hollings (D-S.C.), incumbent subcommittee chairman, and co-sponsored by Goldwater and Senators Howard Cannon (D-Nev.), Harrison Schmitt (R-N.M.) and Bob Packwood (R-Ore.). Packwood will be chairman of the parent Commerce Committee in the next Congress.

"S. 2827 is the paper from which we'll work," Goldwater said last week. "It represents more than 190 hours of hearings and is good as any bill we could come up with in this Congress."

At its introduction, S. 2827 attracted support from cable television interests but opposition from broadcasters for some of its provisions, including what was seen as an invitation to the FCC to set high license fees (BROADCASTING, June 16, 23). The broadcasting provisions are not seen by Goldwater as sticking points in future consideration. Newer technologies present bigger legislative problems, he said.

"We know very little about cable TV and direct satellite broadcasting," he said. Between now and the beginning of the next Congress, subcommittee staff members will be "talking to people who know about those industries and the cable industry's relationship to the telephone companies," Senator Goldwater said.

Goldwater thinks the subcommittee should defer action on cable-telephone company crossownership until the Justice Department's suit against AT&T has been resolved, a development he believes will happen some time next year. "Until we receive guidance from the court on

whether AT&T is a monopoly, it is difficult to work on legislation that could affect that decision," he said.

On direct broadcast satellites, Goldwater, who is an amateur radio buff, said: "I'm building my own receiving antenna. It's not hard to do, but is it legal to use it, and if it is, is it legal to tape what I receive?"

For that matter, he continued, "is what Ted Turner is doing in Atlanta legal? I think so, but others don't. Technology changes daily in this industry and if we rewrite the Communications Act of 1934 in 1981, we'll have to rewrite it again in 1982."

License renewal terms should be eliminated for radio, according to the Arizona

Ferris within a half hour after the President is sworn in," he hasn't begun to confer with other committee members or with staff about how the parent Commerce Committee may change its oversight of the commission in the next congressional session, next year.

"One thing you *will* see in the next Congress," he said, "is many committees establishing veto power over the agencies they oversee. I'd like the FCC to establish rules to live with over a period of time, and not come up with new rulemakings every month. If a station fails to provide good service, the public will go to cable or satellite."

The nature of the Commerce Committee's veto power over the FCC would have some resemblance to its current power over the FTC. "But the FTC covers things people understand," said Goldwater. The highly technical nature of much of the FCC regulation would necessitate a different range of oversight, according to the Senator.

He also said he has not yet conferred with President-elect Ronald Reagan or the transition team about telecommunications policy or legislation.

As for Section 315, the equal-time law, Goldwater would like to do away with it. "I don't think it will happen," however, he said, "and I'm not sure I'd like to see the fairness doctrine

go out with it."

Is the scarcity-of-spectrum argument still valid in justifying broadcast regulation? "We have much more spectrum than we know what to do with," Goldwater said. "We've only begun to touch kilocycles and gigahertz, and laser technology will bring a complete switch-around in three or four years."

Another factor to consider in future telecommunications legislation, he continued, is protecting national security. "With constant technological changes, one reason for having only a few companies in communications might be so we know how to protect the flow of information in and out of the U.S.," Goldwater said.



senator. He favors 10-year TV licenses along with "prescribed rules" that he was unwilling to discuss in detail. "I don't like the FCC's constant intervention in station operations," he said. "I don't like to see huge investments in TV stations under almost complete domination of an agency in Washington."

□

Of the current FCC, Goldwater said: "I like Charlie Ferris. He's a nice guy, but he makes some unusual decisions on the spur of the moment and without considering knowledgeable advice from others." Although the senator was quoted last week in an interview with the *Washington Star* as saying he planned to reduce the size of the FCC and "get rid of Charlie

# THE ARBITRON GUIDE TO THE BEASTS OF THE RATINGS JUNGLE

## THE REPLICATION CENTIPEDE

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**DESCRIPTION:** A beneficial species created in the Arbitron labs. Demonstrates the reliability of Radio and Television audience demographic data.

**EVOLUTION:** Originally, when the only television audience estimates produced were those for: total households, people, men-women-children, there was no need for the Replication Centipede.

But as the need for additional and more descriptive demographics grew, people began to doubt the reliability of that data.

Arbitron, seeing the need for some way of measuring the reliability of the data, began work on Replication.\*

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When the species reached maturity, it was able to demonstrate that ratings were far more accurate than had previously been thought.

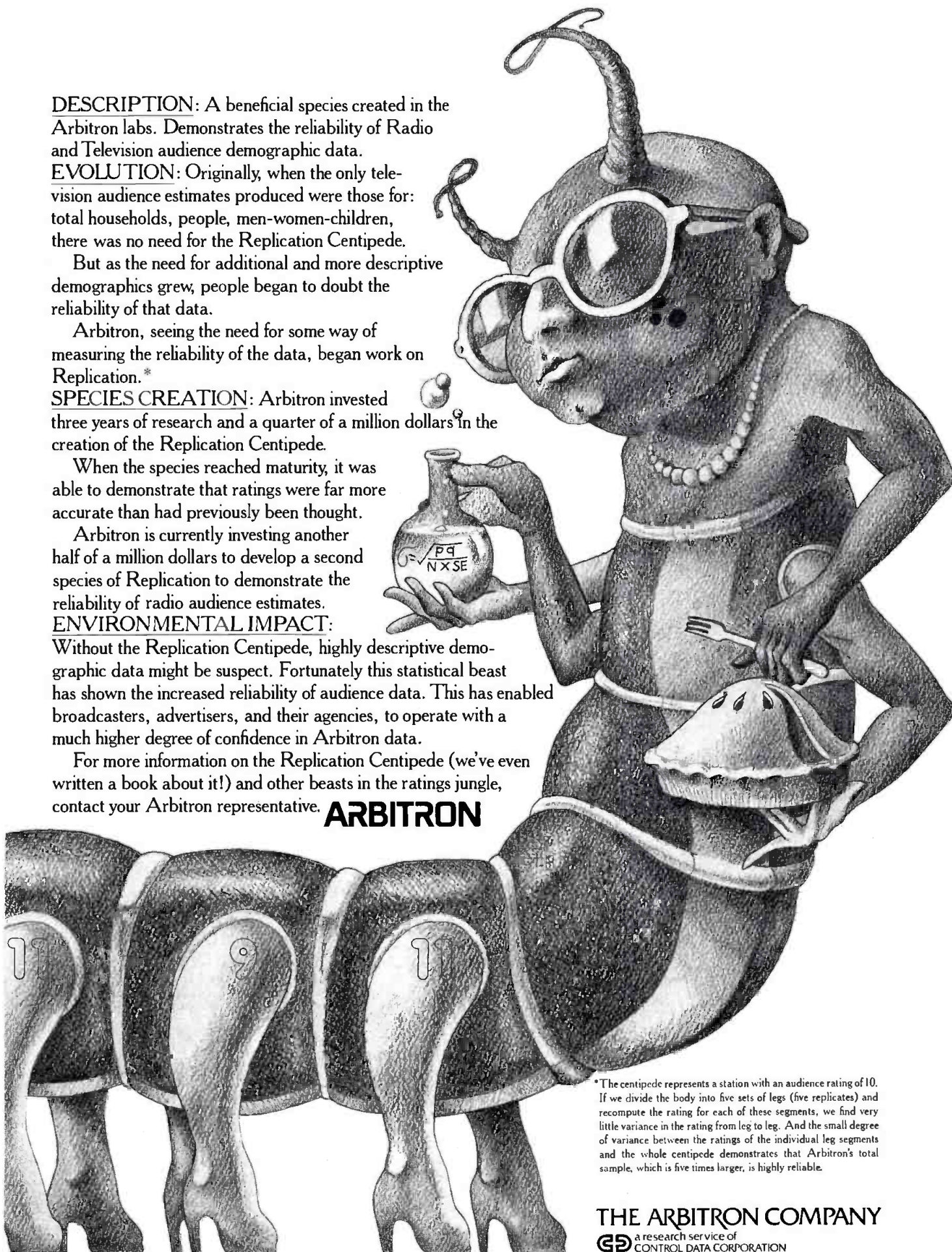
Arbitron is currently investing another half of a million dollars to develop a second species of Replication to demonstrate the reliability of radio audience estimates.

**ENVIRONMENTAL IMPACT:**

Without the Replication Centipede, highly descriptive demographic data might be suspect. Fortunately this statistical beast has shown the increased reliability of audience data. This has enabled broadcasters, advertisers, and their agencies, to operate with a much higher degree of confidence in Arbitron data.

For more information on the Replication Centipede (we've even written a book about it!) and other beasts in the ratings jungle, contact your Arbitron representative.

**ARBITRON**



\*The centipede represents a station with an audience rating of 10. If we divide the body into five sets of legs (five replicates) and recompute the rating for each of these segments, we find very little variance in the rating from leg to leg. And the small degree of variance between the ratings of the individual leg segments and the whole centipede demonstrates that Arbitron's total sample, which is five times larger, is highly reliable.

**THE ARBITRON COMPANY**  
a research service of  
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# That FCC move is back in doubt

**Outcome of proposed shift to Virginia is uncertain as some commissioners are upset they weren't kept up to date on situation and feeling matter should be handed over to new administration for decision**

To move or not to move? That's the question the FCC may grapple with tomorrow (Dec. 16) after the Office of the Executive Director presents the commission with various options concerning the proposed FCC move to Rosslyn, Va.

"If I were to read the tea leaves regarding the proposed move I would have to say the commission is going to turn it down," said FCC Executive Director Donald Lichtwardt. The two reasons cited: (1) FCC Chairman Charles Ferris's failure to keep the other commissioners informed on what was going on in the early stages of the planning process and (2) a general feeling that so controversial a matter should be left to the new, Republican-led administration.

Comments by Commissioner Robert E. Lee support Lichtwardt's speculation on the issue. He felt the move "is in great jeopardy." He noted the "great deal of opposition" the move faces on Capitol Hill and isn't "so sure I want to tangle with those guys," at least not in an administrative matter.

Indicating that he will vote against the proposed move at tomorrow's meeting, Lee said, "If it's that controversial it's not worth that much of a fight," even though the proposal "has some merit and we would lose money putting it off."

At tomorrow's meeting the executive director's office is scheduled to update the commission on plans and options surrounding the move and will strongly recommend that the commission vote to sign a lease for space (13 floors) in the first of two Twin Towers, enabling sections of the commission to move next summer. A year later (1982) the rest of the commission could follow, upon completion of the second Rosslyn tower.

The FCC leases five buildings in downtown Washington at an annual cost of approximately \$4.5 million. They are:

- The "main" building at 1919 M Street, which houses some 1,042 FCC personnel.

- 2025 M Street, housing portions of the Private Radio Bureau and the Office of Science and Technology (approximately 460 people).

- An annex building at 1229 20th Street, which houses around 100 common carrier, private radio, procurement and general accounting office staffers.

- 2555 M Street, which houses around 50 FCC staffers.

- 2000 L Street, where the Hearing Division and administrative law judges are located.

The lease for 2555 M Street expires at the end of June 1981. Leases for the an-

nex and main buildings expire in April and October of 1982, respectively. The lease for 2025 M expires in 1983 and the L Street lease doesn't expire until 1985.

Although the commission is not yet obligated to commit itself to the Rosslyn Tower space by a specific date, time is of the essence. At this stage of the game, Lichtwardt said that preparations for the move are at the "lease-signing stage," and if the FCC intends to follow through with it the commissioners should give the go-ahead at Tuesday's meeting. Lichtwardt said he would like to see a lease signed no later than January.

The executive director's case for the move: "cost and management efficiency." He said that when the General Services Administration moved the commission into the main building 13 years ago, the commission was "already too large for it." As it stands now some bureaus are spread out in two or more locations and Lichtwardt says it has proved to be a "real nightmare," managing the affairs of these bureaus. "It is essential to coordinate," says Lichtwardt.

He also said that the proposed new lease, in the long run, will reduce costs significantly. If the commission decides to sign a lease for the 13 floors in Tower I the cost per foot will be \$16. The length of the lease is still being negotiated. At approximately 20,000 feet per floor that's around \$4.1 million annually.

Lichtwardt said that if the commission

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**Chairman's side.** FCC Chairman Charles Ferris—who is spearheading the effort to get the move in operation—did not go unheard from last week. Responding to criticisms that he did not keep the other commissioners fully informed of the plans for the move, Ferris told BROADCASTING: "How much consultation can one give when [such plans] are so fluid? I did speak to [all the commissioners] about the move," he said. In any event, Ferris said, "personal pique should not be the basis for making a decision. The case for the move is a very compelling one."

He also noted that it will be his successor who is the ultimate beneficiary from such a move, in that he will be able "to interact with all personnel in a way necessary to do the job well." The savings to the taxpayer will be substantial he said, adding up to \$15 or \$20 million [in leasing costs] over the next 10 years."

He also said it was the House Appropriations Committee which really "raised the question." It was during open hearings by that committee when a suggestion was made to Ferris to "consolidate" FCC operations, Ferris said. In response, Ferris said he "agreed totally and enthusiastically with the appropriations committee and followed up on it."

leases space in Tower I it will then be able to lease the additional space needed in Tower II—about eight floors—at \$19.50 per square foot or about \$3.2 million—an overall total of about \$7.3 million. However, if the commission delays in moving into Tower I, Lichtwardt said the costs "will go up," but declined to say by how much. He did say, however, that to try to lease space in Washington after the 1982 expiration of the lease for the main building would mean paying prices of at least \$20 per foot.

Commissioner Abbott Washburn said that for the present—although he may change his mind after hearing the staff present its case at next Tuesday's meeting—he is not very happy with the proposed Rosslyn move: "The staff work has not been adequate. Negotiations have been with that one lessor, and other options have not been considered," he said, such as staying in the District or moving to other parts of Virginia or Maryland. Considering the "controversial nature of the item," Washburn said, "it might be wiser to put the question over to the new leadership and let them consider all the aspects." He did add, however, that "maybe on the 16th I'll be proved wrong."

Washburn was obviously miffed at the way in which the entire matter had been handled by Ferris, noting that "the whole thing started in April," while it was only "several weeks ago" that the other six commissioners were filled in on what was going on. Even then, he said, "we weren't asked for a response [but] simply listened."

Commissioner James Quello said he remained "opposed to the move." Noting that he, too, was not consulted when the decision was made, he felt that the commission should "exhaust every possibility of remaining in Washington" before a move outside the city is even contemplated.

Commissioner Anne Jones said she has an open mind about the move. "It's a shame the commission is so spread out, but I'm looking forward to hearing the other side of the argument, too. I want to hear how Congress feels about the move," she said.

Commissioner Joseph Fogarty plans to vote for deferral on the decision until the new administration is in place. "I was not aware of the proposed move until a few weeks ago and haven't had an opportunity to evaluate it," he said.

"I'm not at all convinced the majority of the employees favor the move and I think we should at least find out how they feel. I haven't talked to one employee who favors moving to Rosslyn."

Fogarty said that after hearing more of the pros and cons of the move he might eventually decide in its favor, but that he and at least three other commissioners will "positively" vote for deferral on Tuesday.

Commissioner Tyrone Brown declined to comment on this week's meeting or the decision to be made.

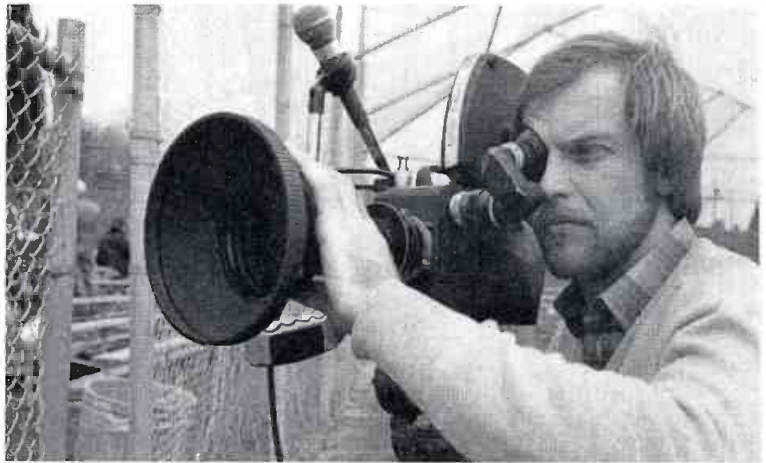
Although Congress last week passed legislation authorizing the FCC to negotiate its own lease and to meet within two



# They did something no one else has done.



Robert Brandon



KGW-TV, Portland staff members.

## Presenting the 1979 NPPA Winners.

Meet Robert Brandon, winner of the Kodak Ernie Crisp Award as News Photographer of the Year. When he won it in 1975, he said he wanted to win again, and this year he did just that. Formerly with KPRC-TV, Houston, Texas, he now free-lances, which perhaps made the win sweeter the second time around.

Bob works in-close and in-depth. His entry included coverage of a Houston apartment house fire, recording the shocking visuals and natural sounds of the fire itself, the fire-fighters working to combat it, and the residents attempting to salvage some of their belongings. Besides its humane value, the story was important from another viewpoint: There had been a number of similar fires, all involving buildings constructed with the same kind of shingle—a shingle that seemed to burn unusually fast. Brandon got close enough to show the fast-burning shingles. The pictures told the story.

Now meet KGW-TV, Portland, Oregon, the News Photography Station of the Year. Their winning entry was comprised of seven outstanding stories, including unique coverage of a solar eclipse. Their photographers orchestrated gyroscopes, special lenses and filters, two airplanes, an observatory and a zoo to create a very special story of one eclipse and how people (and animals) reacted to it.

Eastman Kodak Company congratulates both Robert Brandon and KGW-TV for their originality, professionalism, and high standards. Eastman Kodak Company, Motion Picture and Audiovisual Markets Division, Rochester, N.Y. 14650.



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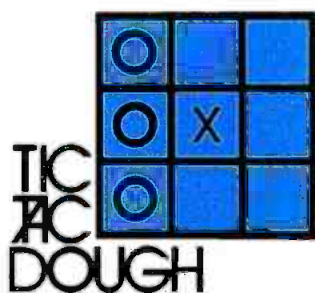
hosted by  
**Jack Barry**



7:30 P.M. daily	WFLD, Chicago	8:00 P.M. daily
8:00 P.M. daily	WTTV, Indianapolis	8:30 P.M. daily
7:00 P.M. daily	WSOC, Charlotte	7:30 P.M. daily
6:00 P.M. daily	KOCO, Oklahoma City	6:30 P.M. daily
7:00 P.M. daily	WJRT, Flint	7:30 P.M. daily
7:00 P.M. daily	WGHP, Winston-Salem	7:30 P.M. daily
6:00 P.M. daily	WAND, Springfield	6:30 P.M. daily
6:00 P.M. daily	KGGM, Albuquerque	6:30 P.M. daily
7:00 P.M. daily	WATU, Augusta	7:30 P.M. daily
7:00 P.M. daily	WSAV, Savannah	7:30 P.M. daily
7:00 P.M. daily	WABI, Bangor	7:30 P.M. daily
7:00 P.M. daily	WECA, Tallahassee	7:30 P.M. daily
7:00 P.M. daily	WAGM, Presque Isle	7:30 P.M. daily
7:00 P.M. daily	KVOS, Bellingham	7:30 P.M. daily



# Nobody Does Game Shows Like Barry & Enright Does Game Shows!



hosted by  
**Wink Martindale**



hosted by  
**Jack Barry**

7:00 P.M. daily  
7:00 P.M. daily  
7:00 P.M. daily  
6:30 P.M. daily  
7:00 P.M. daily  
7:00 P.M. daily  
7:00 P.M. daily  
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7:00 P.M. daily  
6:00 P.M. daily

WIIIC, Pittsburgh  
WMAR, Baltimore  
WCHS, Huntington  
WLKY, Louisville  
WHP, Harrisburg  
WMTW, Portland  
KNTV, San Jose  
WKBN, Youngstown, Pa.  
WILX, Lansing  
KXON, Sioux Falls

7:30 P.M. daily  
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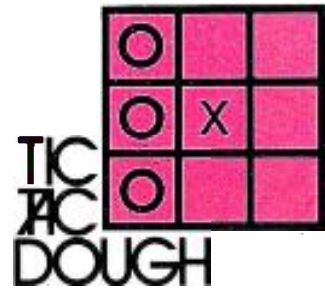
# BACK TO BACK!



hosted by  
**JIM LANGE**

6:00 P.M. daily  
7:00 P.M. daily

**WDAF, Kansas City**  
**WESH, Orlando**



hosted by  
**WINK**  
**MARTINDALE**

6:30 P.M. daily  
7:30 P.M. daily



# BULLSEYE

**—The New Hit From  
Barry &  
Enright  
In Its  
Freshman  
Season!**



**The  
Joker's  
Wild**



hosted by  
**JACK BARRY**

hosted by  
**JIM LANGE**

**WDIV, Detroit**—The Joker's Wild—7:00 P.M. daily • Bullseye—7:30 P.M. daily  
**KHGI, Lincoln**—Bullseye—4:30 P.M. daily • The Joker's Wild—5:00 P.M. daily  
**KLAS, Las Vegas**—The Joker's Wild—4:30 P.M. daily • Bullseye—5:00 P.M. daily  
**WCIV, Charleston**—Bullseye—7:00 P.M. daily • The Joker's Wild—7:30 P.M. daily

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**WOR**  
**New York**

**The Joker's Wild**  
6:00 P.M. daily

**Tic Tac Dough**  
6:30 P.M. daily

**Bullseye**  
7:00 P.M. daily

**KHJ**  
**Los Angeles**

**Bullseye**  
6:30 P.M. daily

**The Joker's Wild**  
7:00 P.M. daily

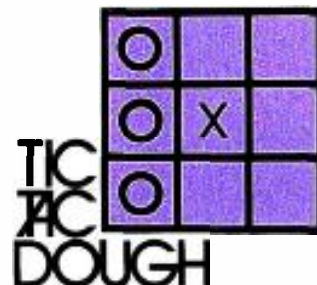
**Tic Tac Dough**  
7:30 P.M. daily

**KOVR**  
**Sacramento**

**Bullseye**  
6:30 P.M. daily

**The Joker's Wild**  
7:00 P.M. daily

**Tic Tac Dough**  
7:30 P.M. daily





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miles of Washington, that wasn't its last crack at the FCC's ability to carry out its authorization. A number of senators on the Committee on Environment and Public Works, which may veto any proposed government agency lease totaling more than \$500,000 a year, are said to be planning to veto the FCC lease.

The lease is worded so that it may be dissolved without consequence, even after the FCC signs it, upon a congressional veto. The House Committee on Public Works and Transportation has similar veto power over government leases. A veto from either Senate or House committee would nullify the lease, as there are no conference rules between the committees.

In addition to plans for formal congressional action on the FCC move, there has been correspondence between Senate and House Commerce Committee leadership and Ferris about the plans to move (see "Top of the Week").

The National Treasury Employees Union, to which many FCC employees belong, lobbied intensely for the move when Senate amendments to the original appropriations legislation threatened to override it. Ed DeVaughn, president of local chapter 209, will testify on behalf of local membership at Tuesday's meeting.

According to DeVaughn, union members were not polled about how they feel about moving because the need to move is a foregone conclusion. Of the five leases the FCC currently holds, it can only renew that of 1919 M Street, and even that is highly uncertain, according to DeVaughn, who concurs with Campbell in this judgment.

According to Campbell, the lease at 1229 20th Street is the only one "clearly not renewable." There are doubts over whether leases at 2025 M and 2000 L can be renewed, said Campbell, but there is a good chance that 1919 M can be renewed.

The question is, according to DeVaughn, whether to move to Rosslyn now or have the agency lease negotiations revert to the General Services Administration, which negotiates most other government agency leases. Under GSA, the FCC would be placed on a list of 11 other agencies with expiring leases and an impending need to move. GSA is known as the "lessee of last resort" in Washington because of slowness and red tape involved in dealing with it. Among lessors with enough space for a consolidated FCC, there are none willing to rent to GSA, according to DeVaughn. Because of scarcity and rising costs of space in Washington, GSA has been finding space for agencies in Rockville and Bethesda, both Maryland, and other suburbs considerably farther from the city than Rosslyn. The FCC couldn't hope for as much space from a GSA lease as it will get in the Rosslyn Twin Towers, according to DeVaughn, who says space rented in Twin Towers would meet GSA guidelines for the number of employees housed.

"The present opportunity to consolidate the agency in a location close to its present one outweighs the arguments against the move," said DeVaughn. "We're faced with the choice of moving to Rosslyn now as a

consolidated agency, or moving to Bethesda or Rockville later and being even more fragmented than we already are."

## **CBS wants back in cable business**

**It petitions FCC to lift ban on network ownership of systems and allow it to dip a toe**

CBS made its move to return to cable ownership last week, asking the FCC to waive its rule banning network ownership so that CBS might make "a limited entry" in cable.

CBS's petition said its limited ownership would not exceed the lesser of (a) one-half of 1% of the total number of U.S. cable systems subscribers or (b) 90,000 subscribers. CBS said it would use the systems as "an advanced technology laboratory" to develop new cable products and services.

CBS made it clear it was not seeking a waiver of the rules prohibiting crossownership of cable systems and television broadcast stations in a particular market.

In seeking the waiver, CBS invoked an exhortation made by FCC Chairman Charles Ferris in a speech before the National Press Club last October: "I urge the networks to use their talents and resources to provide new program choices to consumers. Let them prove in the new as well as the old technologies that they remain the masters of creative art of video programming."

Until 1971, CBS owned cable TV systems on the West Coast serving about 100,000 subscribers. By FCC edict the company had to sell its cable interests and they became the nucleus of Viacom Communications. CBS has retained its minority interest in several cable systems in Canada.

CBS asked for prompt action on its waiver request. The petition noted that without a waiver, municipal authorities are precluded from considering any CBS application for a new system. It pointed out that the rule tends to make potential cable sellers reluctant to negotiate.

"Why should a potential seller place his cable system property hostage to the regulatory process, and the delay and uncertainties attendant thereto, when there are potential buyers available who are not encumbered by regulatory constraints?" CBS asked.

In seeking the waiver, CBS relied on two principal arguments: CBS's entry into cable system ownership would enhance competition, and the granting of the waiver would not undercut the purpose of the rule.

CBS argued that limited entry into cable ownership would allow it to contribute to the development of new cable products and services, programming and technology. It cited its development of low-cost mobile videotape cameras and other production technologies; its experimentation with

videotext, and the CBS Technology Center's involvement with an advanced technology system for high-resolution television service compatible with both over-the-air and cable technology.

"CBS desires to apply effectively its technical expertise and record of innovation in the cable business," the petition said. "In order to do so, however, CBS must be permitted at least a limited entry into cable system ownership. Product development necessarily proceeds more rapidly when the opportunity for the immediate testing and application of new technology is at hand, in both the experimental and production stages."

CBS advised the FCC that participation in cable system ownership would encourage the company to develop cable programming services as well. CBS pointed out that last May it formed CBS Cable to produce, acquire and distribute entertainment and informational programs via satellite to cable systems. (ABC also has such a cable unit.)

CBS contended that its limited entry into cable ownership would advance competition and not contribute to undue concentration. It cited the large number of financially strong companies that have acquired or plan to acquire systems. It pointed to Westinghouse's intended purchase of Teleprompter for \$646 million; Time Inc.'s purchase of American Television & Communications for about \$200 million; Times Mirror's buy of Communications Properties for \$129 million and Capital Cities' acquisition of Cablecom-General for \$139 million.

"A limited entry by CBS will, if anything, create additional actual or potential competition for those few remaining franchise opportunities where financial, technical and programming capabilities are a must," the petition argued. "In short, CBS's entry will inject a new, positive factor in an already competitive business."

CBS insisted there is "no more basis in economic and legal terms for excluding CBS from cable system ownership in 1980 than there is for excluding any of the large corporations presently holding cable franchises in this decentralized industry."

CBS said it believes there is no system operator, franchising authority, station licensee, permittee or applicant that may be directly affected if its petition should be granted. But since the petition requests a waiver of the commission's cable ownership rules, CBS said, it has sent a copy of the letter to the National Cable Television Association.

"Under the circumstances CBS does not believe public notice of this request is required under the commission's rule," the petition states. "Nevertheless, should the commission consider public notice appropriate, CBS requests that the period for public comment be no more than 14 days."

FCC Chairman Ferris had maintained in the past that the commission's deregulation of cable merely eliminates "a historical tilt toward broadcasters." But last week in a speech at a telecommunications conference in Los Angeles, he said he was not



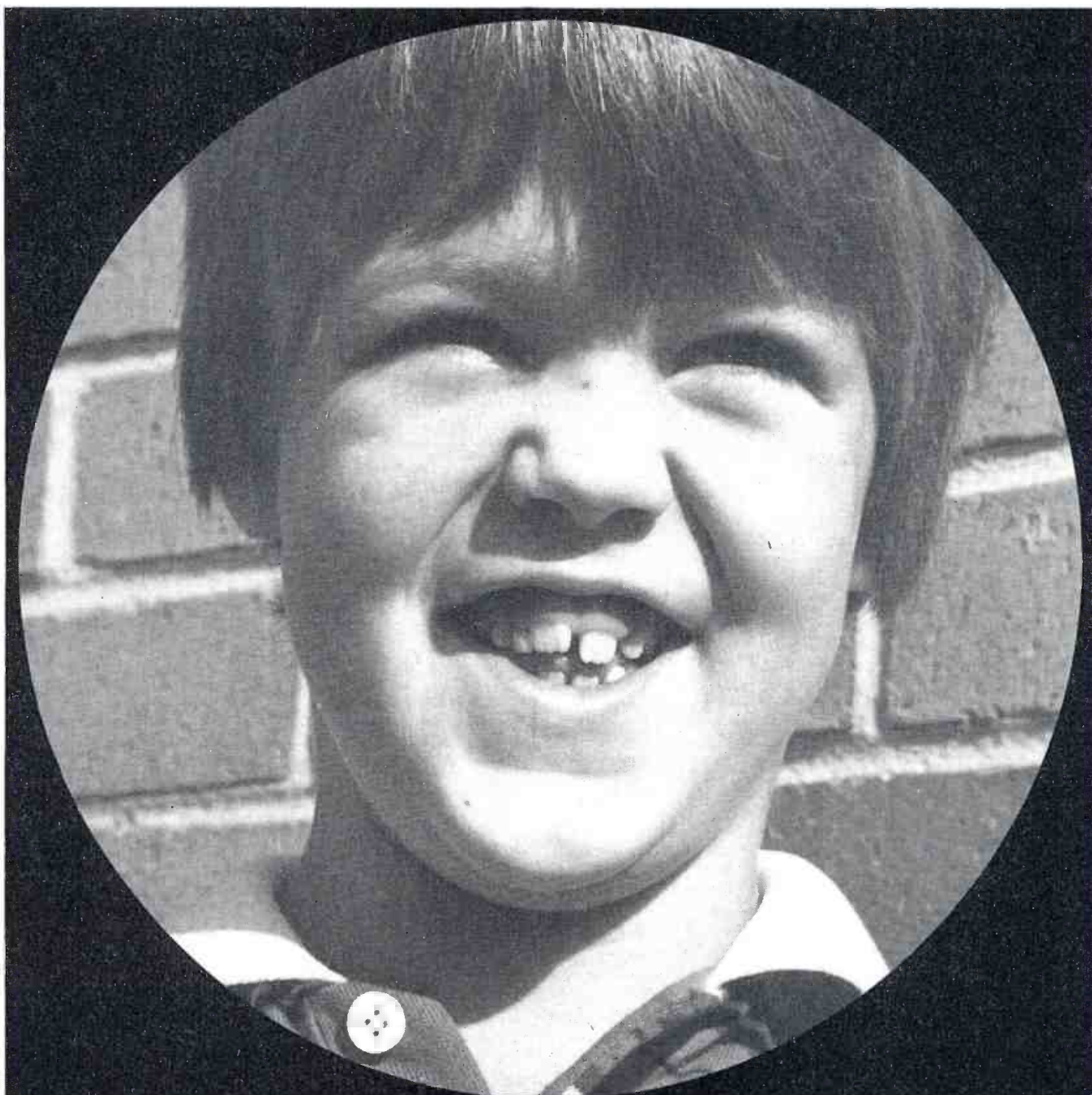
**KFI 64**  
Los Angeles

# Good for kids' teeth

Some California kids who are economically disadvantaged are enjoying going to the dentist more, and KFI music gets some of the credit. Not only do the patients listen to KFI, but the dentist also has contests to guess the station's top three songs. Winners get

dental health supplies. "You wouldn't believe the response!" reported the dentist, noting, "The main thing is that it helps them maintain good dental health." KFI has kept the young patients smiling with station mementos. KFI: much more than music.

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Baltimore

WWSH-FM  
Philadelphia

opposed to network ownership of cable systems if it promoted competition and diversity (see page 71).

A spokesman for ABC, whose Chairman Leonard H. Goldenson has called publicly and pointedly for removal of the ban on network ownership of cable (BROADCASTING, Sept. 22), said ABC is following the CBS development "with considerable interest" but had no further comment to make at this time. An official of NBC said that that network has no current plans for cable ownership.

## Geller's glimpses of the future

**Outgoing NTIA director says proliferation of communications services is inevitable, thinks idea of dissolving agency 'half-baked,' feels 9 khz has good chance to fly; as for his future, he will seek foundation grant to continue in field**

Video publishing, the unfinished goal of the National Telecommunications and Information Administration, may become a reality, no matter what policy changes the incoming Reagan administration implements in communications. It may even come to pass, according to outgoing NTIA director Henry Geller, if the agency he is leaving is dissolved.

Geller offered these parting predictions to a brown bag luncheon sponsored by the U.S. Office of Consumer Affairs and the National Citizens Committee for Broadcasting last Tuesday (Dec. 9). He defined video publishing as the proliferation of telecommunication outlets to the point that that industry is as diverse as the print medium is today.

Speculation among Reagan transition team members about dissolving NTIA is a "half-baked idea," according to Geller, who noted that most NTIA activity is devoted to monitoring spectrum use and conducting research. The 55 people involved in policy could be eliminated, he said, but with them would go the White House's ability to contribute effectively to policy decisions.

Another option he addressed was the return of NTIA functions to the White House staff, emulating Office of Telecommunications policy in the Nixon and Ford administrations. That might increase clout in dealing with other government agencies, but would reduce the agency's ability to act independently, Geller said. "The best thing would be to make NTIA even more independent as an agency," he said.

Geller spent much of the meeting assuring public interest group representatives that a deregulated communications industry is in their best interest. "The fairness doctrine and laws defining broadcasters as public trustees have not served the public in many years," he said, advocating instead an abundance of TV and radio stations and more minority ownership to provide greater public access to media.

Geller believes there's a "good chance"

## Washington Watch

**Commissioner Eller?** Entrepreneur Karl Eller, said to be in consideration by Reagan transition team for appointment as FCC commissioner, says he has not been approached by team. Eller said he doubts he'd accept position on FCC, but would consider one elsewhere in Reagan administration if it were position in which he thought he could "do some good." Eller's eligibility for FCC is questionable due to his ownership of "lots" of stock in Gannett Communications.

**New York's 106 furor.** U.S. Eastern District Court of Brooklyn, N.Y., has reserved decision on motion by WBLI(FM) Patchogue, N.Y., for temporary and permanent injunction to restrain WKHK(FM) New York from promoting and advertising that it operates on 106 mhz FM position (BROADCASTING, Dec. 1). In its complaint WBLI said it has been promoting itself as occupant of that dial position for more than 10 years.

**Consultant immunity.** Nine media organizations including National Association of Broadcasters have filed amicus curiae briefs with U.S. Supreme Court asking for review of *Loudon (Va.) Times Mirror v. Arctic Co.* case. U.S. Court of Appeals for fourth circuit has ruled that private contractors and consultants hired by government are not open to same scrutiny by public and press as are public officials and may sue for libel if media raise questions about activities. Joining NAB in brief were Reporters Committee for Freedom of the Press, Associated Press Managing Editors, National Newspaper Association, Society of Professional Journalists, Sigma Delta Chi, Virginia Press Association, Radio-Television News Directors Association, American Newspapers Publishers Association and American Society of Newspaper Editors.

**Clear channel petition.** FCC has denied several petitions for reconsideration—including one from ABC Inc.—of commission's May 29 decision opening up clear channels. Among other things, petitioners wanted entire decision deferred until final action is taken on other rulemaking proceedings involving expansion of radio frequency allocations (9 khz and expansion of upper end of AM band). Commission said implementation of such plans may be 10 years away and there is no point in delaying use of new frequencies provided by clear channel decision. FCC also clarified decision by saying that threshold requirements that apply to new applicants and daytimers seeking frequencies made available by decision also apply to existing full-time stations.

**Lower those rates.** FCC has sided with four cable television companies—Wytheville TeleCable, Teleprompter of Virginia Inc., Dublin Associates Ltd. and American Cablesystems Corp.—which charged that annual pole attachment rates assessed by Appalachian Power Co. in Virginia and West Virginia (\$5.60 and \$4 per pole attachment, respectively) were excessive and unjustified. Commission ordered Appalachian to roll back rates—to \$1.95 per pole attachment in Virginia and to \$1.80 in West Virginia. Appalachian was also ordered to refund payments made by four companies in excess of rates as adjusted by commission (plus interest) dating as far back as December 1978.

**Libel dismissed.** U.S. Supreme Court has let stand lower court's dismissal of libel suit that New York lawyer Roy Cohn, former aide to late Senator Joseph McCarthy (R-Wis.), brought against NBC. Cohn had objected to manner in which he was portrayed in network's television movie, "Tail Gunner Joe," that dealt with McCarthy's rise and fall in 1950's.

U.S. proposals to reduce AM channel spacing from 10 to 9 khz will be adopted by next year's Region 2 conference. The Canadian government, previously opposed to the idea, is gradually changing its stand, and the Mexican government is "starting bilateral talks" with the U.S. on the issue, according to Geller.

"The National Association of Broadcasters is fighting very hard against 9 khz," said Geller. "I don't know how the new FCC will influence the U.S. position."

NTIA is surprised and delighted at the tremendous response to the FCC's making available licenses for low-power TV, according to Geller. "We're curious what the basis is for so many applications."

"We don't know where that industry will go," he said, "but current plans are to let the marketplace prevail rather than to

regulate." In response to a question from the audience, Geller said large numbers of applications by some companies may make it necessary for the FCC to look into reserving frequencies for minorities and public interest groups.

The greatest need for legislation, he said, is in the area of common carriers, where current policy is "coming apart because of merging industries . . . The whole thing is out of whack because our communications laws are so out of date," he said. "The telecommunications industry needs to contribute to productivity in this country, but Congress won't set policy on AT&T. It will await developments in court." Geller said that Congress tends not to legislate unless there is a "thalidomide crisis" to respond to.

Asked about his future plans, Geller



said he is securing a private foundation grant that will enable him to pursue public interest work on communications issues. "I have to get an institutional base to secure the grant," he said, "but by early next year I expect to be back doing what I've been doing in government."

## Makeup of low-power TV applications

**Not all are big companies; FCC's Pendarvis says 25% of those filing are minority groups with others expecting to be funded by CPB grants**

In recent weeks concern has developed in some circles that the FCC low-power television proceeding is producing exactly the opposite result from one that was intended—concentration of low-power media ownership in the hands of a few large corporations that can afford to file immediately for hundreds of low-power outlets. Minorities are being squeezed out of the picture as is diversity of media control and programing, persons in these same circles argue.

Fears such as these are created by the fact that the massive filings for translators and low-power television facilities by companies such as the Sears-backed Neighborhood TV Co., Bogner Broadcast Equipment Corp., and Graphic Scanning Corp.

which have received the most press coverage.

However, such fears are not substantiated, according to Clay Pendarvis, chief of the auxiliary services branch of the Broadcast Bureau—which is handling the interim processing of low-power television and translator applications. Pendarvis said 25% of the 400 or so low-power television and translator applications that have been received since the commission initiated its low-power television proceeding in September have been filed by minority groups. The largest groups of such applicants to date are Applied Communications Technologies Inc., a Roslyn, N.Y.-based firm with 15 applications and the Washington-based Community Television Network Inc., also with 15. Pendarvis says the remaining minority-related applicants are for single outlets scattered around the country.

In addition, the Corporation for Public Broadcasting has announced its intention to fund in part the Community Telecommunications Development Foundation—comprising several minority groups including the Booker T. Washington Foundation and the National Puerto Rican Foundation—which intends to apply for low-power television facilities in the top 100 markets.

According to Pendarvis, there are now 20 mutually exclusive application situations where groups such as Neighborhood TV, Applied, Bogner, Graphic Scanning and Community Television have filed on

top of one another in cities including Houston, Los Angeles, New York, Memphis and Atlanta.

By Jan. 16, 1981—the cut-off date for filing on top of the 231 applications that were on file when the cut-off was issued—Pendarvis expects another 100 or so applications to be filed.

Although the incoming applications for low-power and translator facilities have been numerous, Pendarvis's staff has been able to handle the load. Pendarvis says the Broadcast Bureau has "a big processing commitment" to low-power television and translator applications and as the load gets bigger so will the size of his staff, with additional personnel being "reallocated" from others parts of the bureau.

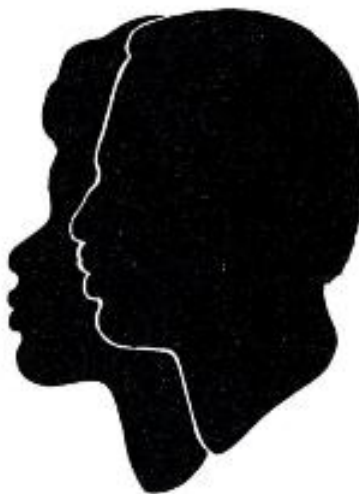
At the legal end of the low-power television proceeding, the commission has received various pleadings to alter the interim processing procedures from groups including the National Association of Broadcasters, the Corporation for Public Broadcasting and Spanish International Network president Rene Anselmo, all citing various concerns they have with the proceeding.

Although the pleading will not be acted on until sometime in January (comments on the pleadings are due by Dec. 24), Broadcast Bureau chief Richard Shiben has written NAB a letter informing that group that no applications for low-power television or translator facilities will be granted or denied until after the commission disposes of the pleadings.

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*Walter Cronkite, the veteran CBS newsman whose impending retirement from the daily grind of broadcast journalism has occasioned all manner of recognitions (including the recent "At Large" in this magazine; BROADCASTING, Dec. 1), made both news and sense last week as he gave the third annual Frank E. Gannett lecture, sponsored by the Washington Journalism Center, to an audience of his peers. Here, in edited but virtually full text, is the essence of his diagnosis of "the body journalistic."*

## What's wrong, and what isn't, with the best press yet

The body journalistic is not totally sound nor perfectly coordinated. It has occasional backaches and headaches and not infrequent dyspepsia. And I've known a newspaper or two with the journalistic equivalent of a social disease. Curiously, though, some of the failings and weaknesses our critics perceive actually are our greatest strengths, while some of our most serious problems go virtually unremarked.

Certainly I do not decry the idea and intelligent practice of criticism; we would be dangerously isolated if we were immune from it. Undoubtedly it has contributed to the making of what is the most professional press in the world and the best this nation has ever had.

Take the present assault from the corporate moguls, accusing the press of conducting a siege of their boardroom bastions. The complaints themselves amount to an acknowledgment that the press in this country has shucked, to a large extent, the fear it once held of business pressure. Subservience to the advertising dollar

is by no means dead, but it is a far weaker influence than it has ever been before.

The press, doing its job, has been reporting, not inventing, some trends that affected businesses do not like: consumerism, and a demand for products that live up to the advertising claims and last beyond the echoes of the spieler's pitch; environmental concerns that require industry to return to our atmosphere water and air as clean as that which they take from it; social pressures that arise from the recognition that a business's practices can affect national policy and community and human welfare far beyond the fiduciary interest of its stockholders.

Reporting these matters of deep concern to the country in no way indicates an anti-business bias. There is no underlying conspiracy here to bring down the capitalist system. Far from it. By helping industry discover and understand the nature of its own problems, the press is helping to guarantee industry's survival and prosperity

in a free society. Those strident corporate publicists who would blame the messenger for his message are only delaying the day when public faith in their employers will be restored.

It might be pointed out in passing that one of the reasons the press is better able today to deflect these rarely justified attacks from big business is another strength that is often seen as a weakness, even by many journalists. I am talking about the growth of chain journalism.

There are serious dangers, of course, in the dominance of print and broadcast journalism by a few corporate owners. The potential is there, without a doubt, for suppression or distortion of the news on a gross scale. There are no cases I know of, however, where that has happened. Indeed, the corporate structure of most chains, print and broadcasting, would seem to have built-in protection against any deliberate and concerted attempt to influence the news presentation. Such influence would require a subservient local news management, a



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WFLA-TV	Tampa-St. Petersburg
WMAR-TV	Baltimore
KOVR	Sacramento
WZTV	Nashville
WSOC-TV	Charlotte
WLOS-TV	Greenville-Spartanburg-Asheville
KGMC-TV	Oklahoma City
WOFL	Orlando-Daytona Beach
WVTM	Birmingham
WHTM-TV	Harrisburg-Lancaster
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compliant editorial staff at corporate headquarters and, probably, a board sufficiently single-minded to dictate editorial policy.

Instead, the economic strength of the chain, being greater than any of its parts, permits effective resistance to advertiser and special-interest pressures.

In that regard, let me remind you of the role played by the networks during the Nixon/Agnew assault on television news. They served as lightning rods during an administration that had no qualms about using the powers of the national government to pressure and intimidate the media. They had the resources, and the will, to report the Vietnam story behind the government handouts. They also reported the statements and activities of the war's opponents. The networks also were able to marshal the legal and political clout to fend off White House attacks on such coverage and on the independence of television news in general. To an important degree they insulated local stations from the impact of unpleasant, controversial coverage, and White House efforts to strip away that insulation fortunately were unsuccessful.

I say all this to make the point that big isn't necessarily bad. It is a shame that inheritance tax laws and other economic pressures have denied us the undoubted ideal of local newspaper ownership in many cities, but we can be thankful that the substitute is not entirely without benefit—and the net may well be on the positive side of the ledger.

Businessmen aren't the only people punching and probing the body journalistic these days,

and finding unpleasant things. There also are the social critics, including many with special interests to plead. Just the other day, I got a lecture from a leader of the Clamshell Alliance—the anti-nuclear power group. He claimed we had done the country a great disservice by not reporting more extensively the activities and promulgations of his organization. Well, I just flatly disagreed. I think we have given the alliance probably just as much coverage as it deserves—perhaps more than it deserves. I have a hunch that what was really bothering my activist friend was not that we weren't covering the story, but that we had not managed to sell his perspective to the public. That is, of course, an ancient misunderstanding of our function.

Not all of our critics' complaints are silly, or hypocritical or stem merely from ill-will. We remain an enormous distance from perfect, and smugness doesn't suit us very well.

I want to say a few words primarily about some imperfections at my own end of the business, television news, which seems to get the lion's share of the complaints.

We have been charged, by a set of circumstances beyond our control, with a responsibility that we cannot possibly discharge. Television broadcasts, according to the polls, now are the primary source of news for a large majority of the population, and, for a frightening share, the only source. For those who do not or, to our everlasting shame, cannot read, we are opening up an understanding of our world that they would get through no other means. But for the great masses we cannot in

the limited time allotted to us possibly do justice to all the great questions and issues of our day. The network evening news broadcasts are given less than 30 minutes to report on the events of a turbulent, complex and danger-filled world. The transcription of one of our broadcasts would fill less than three-quarters of one page of a standard newspaper.

In our attempt at least to give our viewers a guide to their world each day, we must compress to near the point of unintelligibility. And I fear that in that compression process—as when one compresses any gas—we create more heat than light. We attempt to include all the pertinent sides to a story, particularly a controversial one, since we are professional journalists. But not infrequently we find we must dismiss one argument or the other with barely a parenthetical phrase. The result is something not far from distortion. Not a distortion that grows from any bias, political, ideological or sexual, but the inevitable result of trying to get 10 pounds of news into the one-pound sack we are given each night.

It is my great and continuing disappointment that we have not been able to expand the CBS Evening News to at least a full hour. I truly believe the growing responsibilities placed upon us absolutely demand that.

I keep thinking there must be some better way of using the marvelous communications medium that television is to play a more constructive and enlightening role in the American political process. (Indeed, there have to be ways to better exploit television's potential across the broad range of complicated subjects that impact directly on our lives.) For openers, let me suggest a few possibilities. In the way of format, I think our own Morning News broadcasts, including Sunday Morning, demonstrate how much better a job television can do with more time for fewer stories. The technique pioneered so excellently by public television's McNeil/Lehrer Report—focusing for 30 minutes (and it could be more) on a single story or topic in the news—is something the networks could emulate. With their much greater resources, they could add a whole new dimension to the picture of the world most Americans receive.

Television also should be utilized more systematically in another manner during national election campaigns. Why should not television debates be mandated by Congress, rules included? The drawbacks of presidential debates has been that they are not routine. They are held when and if it suits the candidates. The rules are established, not to assume enlightenment, but to protect the debaters, and if it comes down to a single debate at the end of a long campaign, as it did this last time, it turns an hour and a half of air time into a kind of political Russian roulette.

Another of our shortcomings has to do with the nature of the mass media in general, and that is the loss of local focus. It is an acute problem in America's great cities. One of the basic problems underlying their deterioration may be inadequate communication . . . not within the city as a whole, but within the neighborhoods of the city—the cell with which the individual can clearly identify.

Our cities have great newspapers and numerous television and radio stations, but the cities are vast, and all those news organizations

## NewsBeat

**Setting priorities; cutting charges.** Congress has been urged to give news media priority over businesses and law firms in seeking government documents under Freedom of Information Act. Jack Landau, speaking for Reporters Committee for Freedom of the Press and Society of Professional Journalists, also told Senate Governmental Affairs Subcommittee that members of press—which he said should be regarded as including researchers and public interest groups as well as reporters and other journalists—should be charged cut rate for processing of requests. He said that because of time and costs involved, journalists and scholars make fewer than 5% of FOIA Act requests.

**Mormon news service.** Church of Jesus Christ of Latter-Day Saints has expanded its public communications department to include broadcast news service at Salt Lake City headquarters. According to Gerry Pond, director of service, weekly newscast about people and events in Mormon Church is now available. News editors may call Pond for audio through toll-free 801-531-4380. Spot news and feature cuts are also available.

**Instant documentary.** Los Angeles-based News Analysis Associates will examine impact of "pack journalism and instant news" during 1980 presidential campaign in documentary slated for release before Jan. 20 inauguration of President-elect Reagan. Producers of *Dateline: The White House* spent two weeks on campaign trail and are conducting follow-up interviews in Washington with journalists and campaign officials. Film will be distributed to TV stations and cable outlets nationwide.

**SIN in news.** SIN, which beams around-the-clock Spanish-language television programming to 76 cable and broadcasting affiliates, has plans to institute half-hour news programs each weekday at 7 p.m. NYT, highlighting news of Latin America and Spain plus national news. SIN will set up news headquarters in Washington and bureau in New York. In addition, broadcast affiliates in Miami, San Antonio, Phoenix, Los Angeles and San Francisco will operate as regional bureaus and correspondents will be stationed throughout Latin America and Spain. SIN reaches its affiliates primarily through Westar III, transponder 8.



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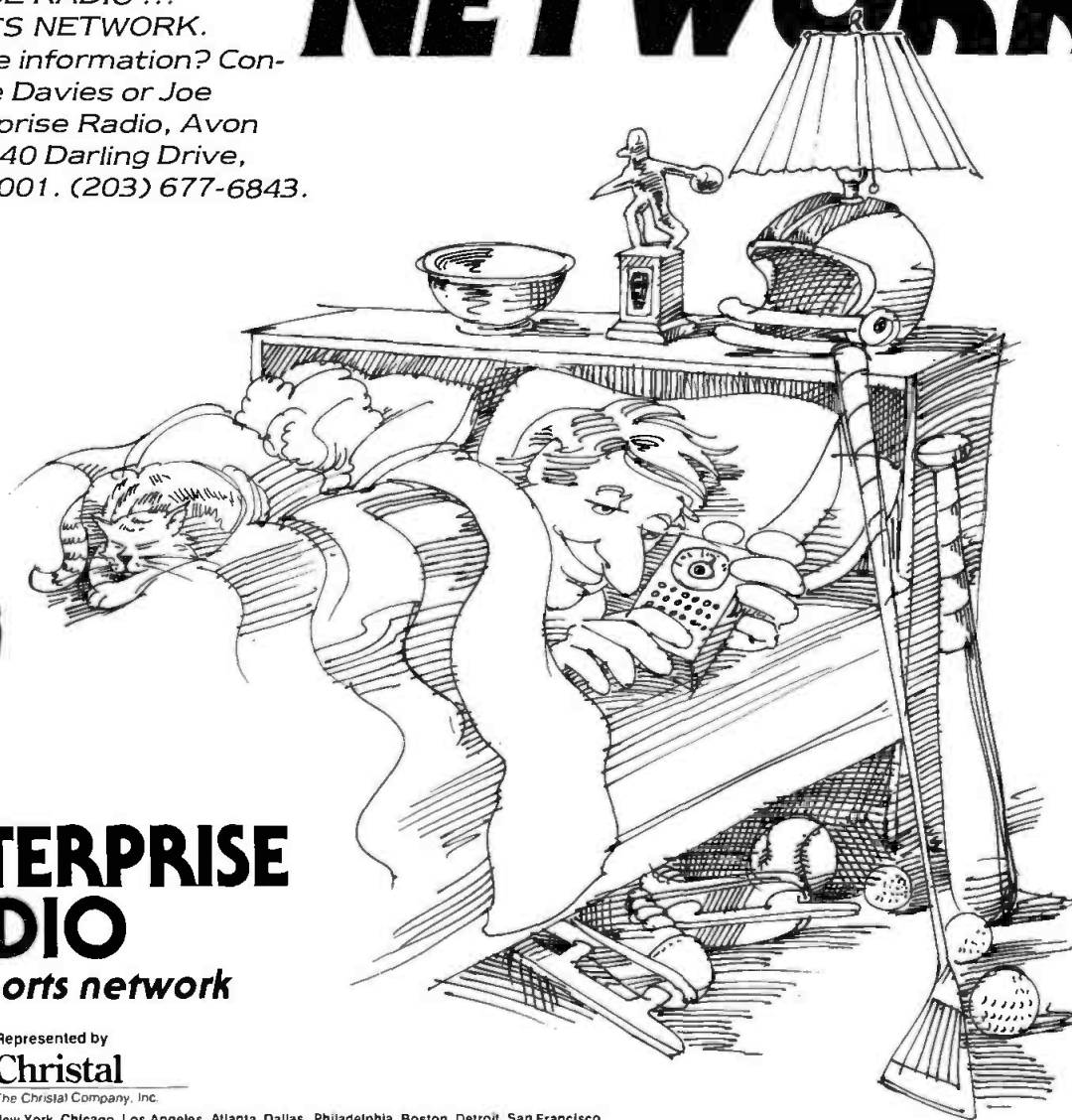
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naturally must cover those events that affect the city as a whole. The real communities, the neighborhoods, are left, effectively, without a voice. It is an ironic fact of life in our urban centers that everyone gets to know, in a way, the anchor people on the local television stations, but many people never get to know their next-door neighbors. People are told what the mayor is doing, what the governor is doing, what some unpronounceable ayatollah in Iran is doing, but they have no way of finding out what happened to the little shoe repair man whose building was torn down . . . to the druggist whose store was burned out . . . what happened down the block where the police cars and ambulances gathered last night. Those things aren't just grist for idle curiosity; they are the stuff of neighborliness, of community.

Often there is no good way for the small neighborhood merchant to advertise. He can't afford mass circulation newspapers or radio and television spots.

Because mass media have pre-empted local media, the closer a political representative is to his constituents, the less they are likely to know him. Most people know their senators, but how many know their representatives, their state legislators, their city councilmen. Familiarity shrinks as we get closer to home.

Television has been a major cause of this problem, both because it has driven many smaller newspapers out of business and because of its emphasis on the widest possible audience. But **television now also may offer a solution through cable technology** where channels (and therefore access) are potentially unlimited and where the mass audience no longer is an economic imperative. **We have lived through a communications revolution in the last few decades. We may now be in for the counterrevolution** that can help revive a sense of the local, of the neighborhood—a medium that can, at long last, discriminate for a community, for an interest group.

I look forward to growing numbers of young journalists covering their neighborhoods with highly local news programs, using the leased facilities of common carrier channels. I can see the day when the young journalist will look forward to "owning" a community cable telecast just as my generation dreamed of owning a country paper.

I hope that there are young journalists with that sort of ambition. There are, certainly, some very bright, talented and dedicated people coming along in our profession but **we have some right to be concerned** that too large a proportion of those coming out of our so-called communications schools are more committed to being instant successes, "stars," in show business than in being journalists. Their ambitions are fed in some degree, of course, by the excesses in our business, not the least of which are the hiring practices at too many local stations that put the highest premium not on reporting but on the ability to giggle.

It seems to me as I travel about the country that **all it takes today to be an anchor person is to be under 25, fair of face and figure, dulcet of tone and well-coiffed. And that is just for the men!** That and to be able to fit into the blazer with the patch on the pocket.

The fault, of course, is not with the people themselves but the managers who hired them, and the so-called news consultants whose advice the managers buy. **The result too often is**

**sickening trivialization and sensationalizing and a total abdication of news responsibility on the local level.** But, let's not let our print brothers and sisters off the hook. They often fault television news for yielding to show biz values, but the trend at many newspapers is toward less news and more entertainment. News columns have given way to gossip columns. As Haynes Johnson [of the *Washington Post*] noted, in a recent "Press" column, away from the large cities many newspapers are cutting back so severely on national and international coverage that television is virtually the *only* outlet for major news.

So the centrifuge spins ever faster—in a hyped-up world a population that comes to believe it can get all it needs to know from a half hour of television viewing becomes impatient with longer and fuller forms, and the newspapers that could provide that, themselves yield to hypercompression in the race to compete.

□

The perception has grown, accurately or not, that we are an institution on par with government, big business and labor—and along with our new status, we are forced to share the people's mistrust of them. **We are viewed as a new elite**, and that may help explain one of the most perplexing of all the incongruities regarding public attitudes toward the press. It is a public that seems ever more eager for all the facts, for full revelation of all that goes on in government, but often fails to recognize threats against press freedom as threats to its right to know. And that is my final concern for tonight—the responsibility we all have, regardless of medium, for guarding the foundation of American journalism, the First Amendment.

Many of us in the past have expressed concern that the press is not vigilant enough in defending the public's rights under that amendment. We all know that we are somewhat embarrassed to keep harping on the matter, that we fear that all-too-frequent public reaction that we are merely seeking to preserve some special privilege we have arrogated to ourselves.

Well, there have been several cases recently that suggest that when we get alarmed enough, and speak out loudly enough, even the powers who profit from secrecy are forced to listen. I would go so far as to suggest that even congressmen and Supreme Court justices may listen.

There was a great hue and cry over the *Stanford Daily* decision, and it finally got results. A few of us also made some pointed remarks about another decision that did not get nearly as much publicity. That was the Alameda county jail case, which also came out of California. A local television station, you may recall, was denied the right to visit and photograph the notoriously bad jail. The Supreme Court upheld that ban in a decision as shocking as *Stanford*; the majority set forth the doctrine that the First Amendment protected only the right to report the news, not to collect it. It said that the press had no rights to access where the general public was not admitted. And that, I submit, was an extraordinary reading of the intent of the First Amendment. Indeed, it could have created a hole in that amendment big enough to drive the rest of the Constitution through.

Whether the limited but strong attacks on the Alameda decision were a contributing factor, I don't know, but the court last summer retreated from it. The majority opinion, by Chief Justice Burger, seemed an effort to redress that earlier wrong. It said that the First Amendment guarantees the right of press and public to attend criminal trial proceedings *and* guarantee the public and press access to governmental information. Justice Stevens in his concurring opinion said: "Today, for the first time, the court unequivocally holds that an arbitrary interference with access to important information is an abridgement of the freedoms of speech and of the press protected by the First Amendment."

**We can hope that the Supreme Court has awakened to what most of us felt has been its strong anti-press bias and the danger it has been raising to the very freedoms it is sworn to uphold.** If that is so, the Supreme Court could yet be an instrument for reversing, instead of accelerating, the dangerous trend in recent years toward restrictions on our right to gather and report the news.

In Congress the assault continues against the Freedom of Information Act that finally made the people's records, as compiled by their government, available to the people for examination. Congress passed and the President signed into law a bill virtually to exempt the Federal Trade Commission from the act—a major setback to the consumer movement. The CIA and the FBI and the Nuclear Regulatory Commission, the Departments of Commerce and Defense—they all are seeking one degree of exemption or another, and are likely to get it as the act is dismantled, bit by bit.

What is so puzzling in all this infringement of our rights, both to privacy and to free speech and press, is the acquiescence of the public in it. There seems almost an eagerness by a segment of the public to embrace restrictions on the press. A large portion of the public seems to harbor the impression that freedom of the press is only a license of special privilege to the press.

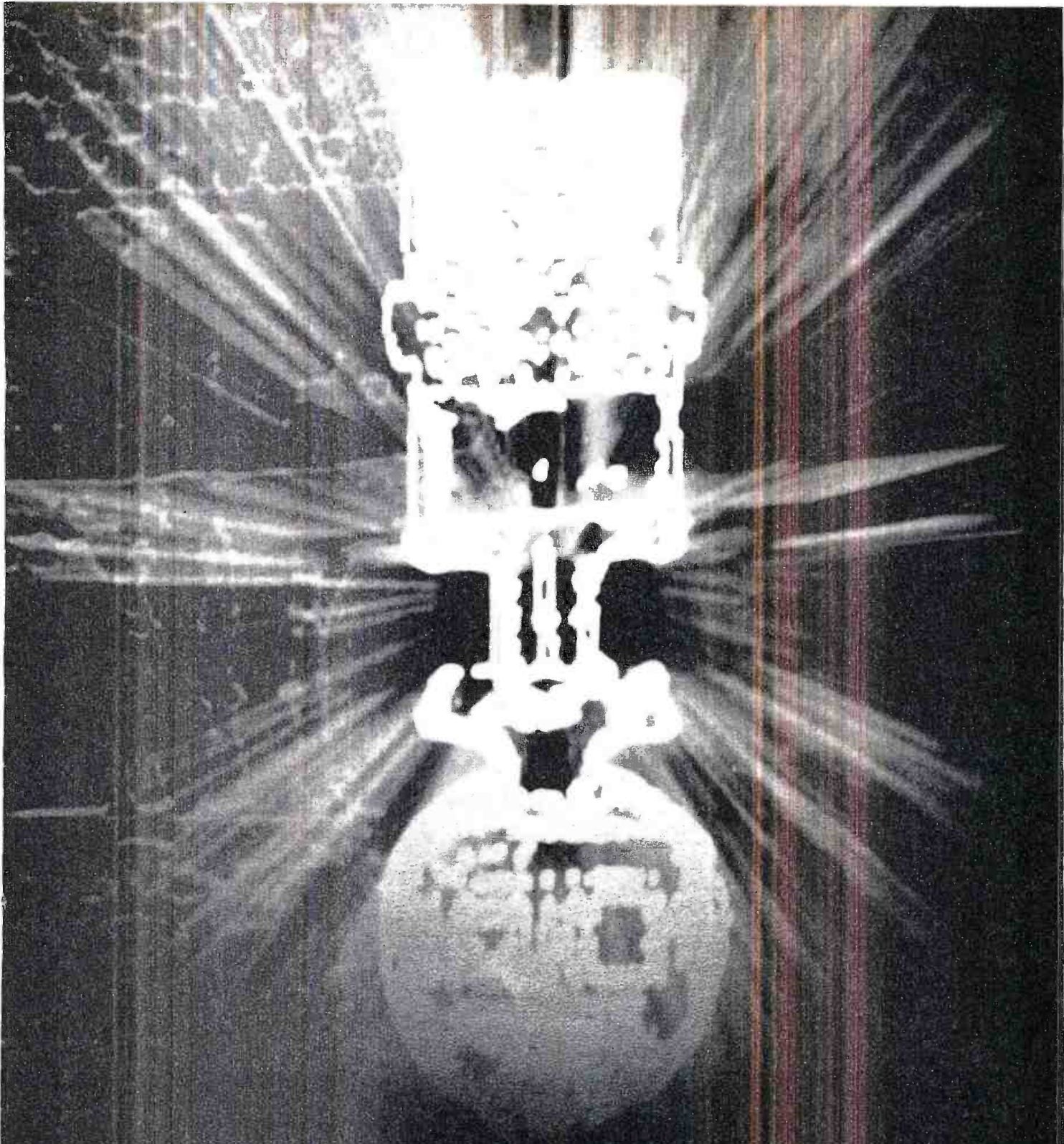
It is our major task to disabuse the public of that view. We have enjoyed a few recent successes in having some dangerous thrusts against press freedoms deflected or blunted. But those successes will only be temporary aberrations unless we can bring the American people along with us—**unless we can persuade a doubting public that its right to know can only be secured by our freedom to find out.**

## Landau's legal aid

**Reporters Committee director advises news directors to have attorneys with comprehensive knowledge of First Amendment; and to get a second opinion when advised to kill a story**

Jack Landau, executive director of the Reporters Committee for Freedom of the Press, has provided broadcast news directors with an antidote for the cautious advice offered them by their lawyers when the question is whether to go with a story





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# Media Smears of FBI Over Jean Seberg Revived

By Reed Irvine  
and  
John Hemenway

Last September, Accuracy in Media proved that the news media had falsely smeared the FBI in running stories suggesting that the FBI had been responsible for the death of actress Jean Seberg a year earlier. Seberg had been found dead in Paris, an apparent suicide. Her ex-husband, Romain Gary, had charged that the FBI had been responsible for Seberg's death. Gary claimed that the FBI had spread the story back in 1970 that Seberg was pregnant by a leader of the Black Panther party. He said that the story was false and that its publication in Newsweek had so shocked Seberg that she had given birth to her baby prematurely. The baby soon died, and Gary said that the shock unhinged Jean and that she had tried to commit suicide on each anniversary of the baby's death.

That was the way the story was reported in the media, with TV and the newspapers saying that the FBI had admitted planting the story about Seberg's baby. This made the FBI look very bad. The FBI and J. Edgar Hoover were denounced far and wide for their alleged dirty tricks.

A year later, Accuracy in Media obtained the Seberg file from the FBI under a freedom of information request. The file contained transcripts of wiretaps of phone calls between Seberg and Black Panther leader Raymond Hewitt. The conversations showed that Seberg believed that Hewitt was the father of the child she was carrying. They also showed that Seberg was not shocked when the story about her baby was published in Newsweek. Instead, she urged her Black Panther friends to run out and buy a copy of Newsweek because, in her words, they would "get a big kick out of it." The file also showed that the FBI had never admitted planting the story about Seberg's baby. The file provided strong evidence that the FBI was not the source of the stories that had appeared in Newsweek and elsewhere.

The wire services, the New York Times, the Washington Post, NBC and ABC all ran stories correcting the record based on the documents obtained by AIM. But on December 2, the same old smear of the FBI appeared all over the country when Romain Gary, Seberg's ex-husband committed suicide. Many of the stories about his death repeated the smear of the FBI.

For example, the CBS Morning News said: "Gary claimed she'd been driven to her death by rumors planted by the FBI that she was pregnant by a member of the Black Panthers." Not a word was said that would indicate that Gary's charge was false.

CBS was the only one of the three networks that refused to correct the record in the Seberg case. CBS News had given greater prominence to the original smear of the FBI than did NBC or ABC, mentioning it three times in its evening news program. When Accuracy in Media pressed CBS to make a correction, as its own guidelines require, Bill Leonard, the president of CBS News replied: "We believe our reporting of the original FBI story regarding Jean Seberg in September 1979 was accurate and consistent with what was then known about this apparent FBI activity."

The discovery a year later that what was thought to be known in 1979 was actually false seems not to matter to CBS. But Mr. Leonard cannot excuse the latest repetition of the old lies on the ground that CBS does not know better.

*MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 777 14th St., N.W., Washington, D.C. 20005.*

that will be controversial: Be prepared to get "a second opinion."

"You're the client. You're the boss," Landau said at an "FOI Review" session at the Radio-Television News Directors Association conference, in Hollywood, Fla. (BROADCASTING, Oct. 8). "What an editor thinks is journalistically right is usually legally right . . . If you go to your lawyer and he says 'no,' go to another lawyer, if you think you're journalistically right."

"Don't be intimidated. Talk back to your lawyer."

Landau also suggested tough criteria for news directors to observe in picking or keeping lawyers. It's not enough that they know tax and labor law and the Federal Communications Act. They should be able to respond—and quickly, even in the middle of the night and on weekends—to "First Amendment" questions involving such matters as protection of sources and access to courts and other places where news is being made.

On that last point, Landau, Supreme Court reporter for the Newhouse Newspapers, said that "the time has come for you to insist that wherever a reporter with a pencil is present, you should be there with a camera. It's unconstitutional to deny television equal access."

Broadcast journalists may make progress in that connection during the current session of the Supreme Court. At least Larry Scharff, RTNDA's counsel, who shared the platform with Landau, appeared confident of the outcome of the Florida case now pending before the high court, in which broadcasters' rights to cover trials with cameras without the consent of the accused is being challenged. "I think we're going to win it," he said.

In fact, the presentation of Scharff and Landau seemed to mark the first crack in years in the frozen view that the forces of the First Amendment are in retreat. CBS's Dan Rather continued to hold to that view in his remarks to the conference. Indeed, he said in his prepared remarks that "the Supreme Court has been in the process of repealing the First Amendment."

Neither Scharff nor Landau was sanguine on the issue. Landau noted that broadcast as well as print reporters are under court order to disclose confidential sources, that privacy laws are being used to oppose efforts to obtain what the reporters involved contend is legitimate news, and that reporters' telephone records are being seized by authorities.

Yet, he said, "on an overall basis, we're making progress in protecting sources and privileged material." He credited those successes to the united efforts of news organizations, large and small. Their actions, he said, have preserved for the press the protections they still enjoy.

"The only way to preserve the First Amendment," he said, "is to fight back, be persistent, fight for principles, spend dough"—and, he would probably add, retain a lawyer who can recite the decisions in the Farber case at 3 o'clock in the morning.



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## Cable TV gets its acts together

### CTAM programing meeting assembles buyers and sellers to discuss product and ask questions

The intensity of interest in program services that are or will soon be available to cable operators found concrete expression in the crowd of more than 500 that packed the Cable Television Advertising and Marketing Society's cable operator's programing seminar (COPS) the day before the official start of the Western Cable Show. The purpose of the meeting (billed as the first of its kind) was "quite simple," according to its chairman, Edward Bennett, senior vice president of Viacom, "to have gathered all program providers and all buyers together" and through a dialogue help give operators "the information and knowledge you need to make intelligent programing decisions."

Nearly every major program service was represented at the day-long event. In separate morning and afternoon sessions, basic and pay programing received individual attention. Appended to the morning session on basic was a section on new services, which included Premiere. The day's two sessions were separated by a lunch that featured a presentation by John Naisbitt, publisher of *The Trend Report*, who last month addressed the Television Bureau of Advertising (BROADCASTING, Nov. 17).

In the morning, those basic services

currently available to operators were separated into five categories: religious, superstations, news/public affairs, variety/special interest and sports. The pattern for the day called for a screening of presentation tapes, followed by short pitches by service representatives, then questions from the panelists.

Appearing for religious programers were Christian Broadcasting Network's Scott Hessek and Trinity Broadcasting Network's Sam Starr. Ray Kassis of National Christian Network, the audience later learned, arrived too late for the panel, while the People That Love representative apparently didn't make it to the seminar.

Operator questions about the religious services touched on the "fundamentalist" point of view, duplication among the services and with syndicated religious programs available on local broadcast stations the cable systems carry, and the programers' belief that channel space should be made available to them at no charge.

Hessek, Starr and Kassis, the last on an NCN videotape, all stressed aspects of their programing outside "fundamentalist" limits. Starr and Kassis specifically mentioned programs targeted for Jewish subscribers. Starr's response on the matter of channel payments was that God "will take care of" systems that "honor" him by carrying religious programing.

Superstation program distributors appearing at the CTAM meeting were Roy

Bliss, of United Video, the distributor of WGN-TV Chicago; Mary Cattel of WOR-TV New York's distributor, Eastern Microwave, and Nory LeBrun of Turner Broadcasting. (Turner's WTBS Atlanta is distributed by Southern Satellite Systems.) Bliss, in his presentation, pointed to surveys indicating that systems carrying superstations grew an average of 35% last year against a national average of 15%.

The cable operators wanted to know whether the elimination of the FCC's distant-signal rule would lead to competitive cost-cutting among the superstations (the consensus was no); whether superstations were moving to change what some operators see as an inappropriate concentration on local matters in superstation news broadcasts, and when superstations might share some of their advertising revenues with systems that carry them. Bliss pointed out that historically WGN-TV and WOR-TV were profitable in their local markets, a disincentive to change their styles, but that changes, such as on-air mentions of cable carriage by specific cable affiliates, were taking place. And he told the operators present that United Video had indeed been planning advertiser dollar contributions, but that they have now been postponed because of delays in deregulation. When the one happens, the other will follow, he indicated.

News and public affairs representatives last week at CTAM were Brian Lamb of C-SPAN, Doug David of Cable News Network and Tom Hawley of UPI. C-SPAN drew questions about possible plans to expand to coverage of the Senate from its current House of Representatives base. Lamb indicated that the organization is exploring the area, but that it's the Senate that has to decide. For CNN, the operator interest focused on the price of the service, and whether it might come down if CNN reaches its planned break-even point next year. David pointed to his boss Ted Turner's recent comments about expansion and upgrading of the service to squelch such thoughts and, in response to expressions of concern that CNN's pricing structure works against tiering (which he noted was indeed part of its advertiser strategy) David said CNN is studying the tiering phenomenon.

UPI drew questions as to whether its services, the slow-scan picture wire in particular, were "dinosaurs." Hawley emphatically rejected that characterization.

Next up were the sports programers, Entertainment and Sports Programing Network (ESPN) in the person of George Gallup, and USA Network, represented by

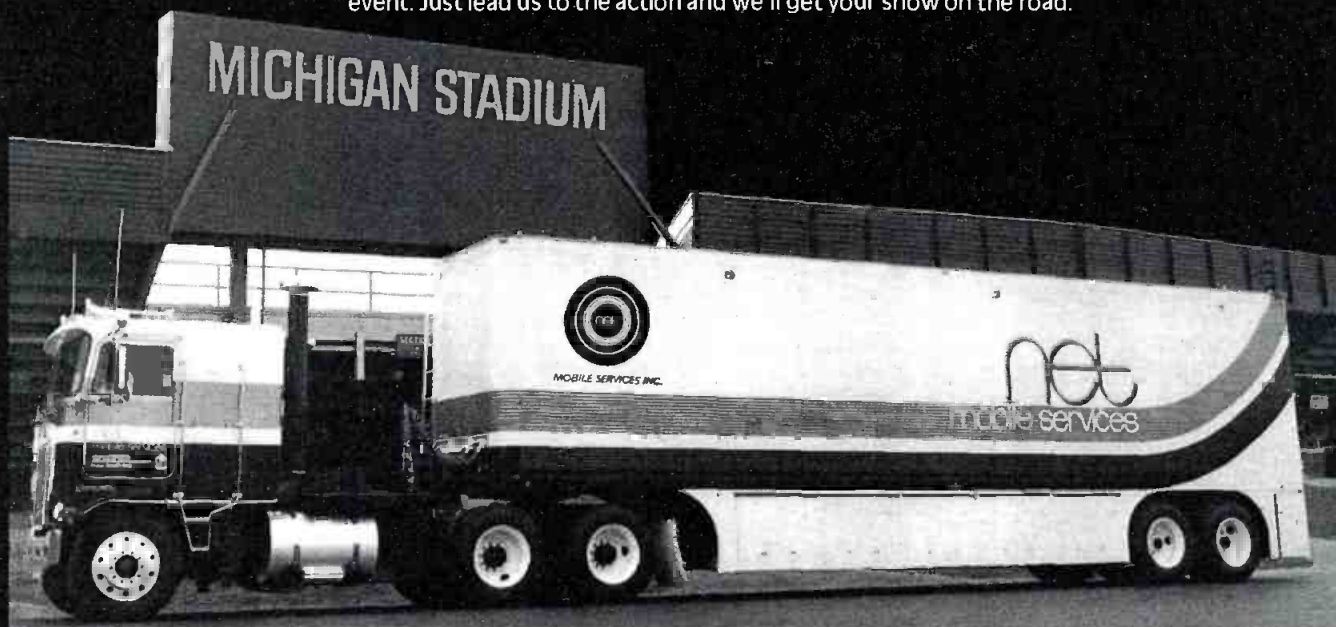


**Two for CTAM.** Edward A. Bennett (r), senior vice president of Viacom International, presided over CTAM's COPS program last week at Anaheim's Disneyland hotel. Giving Bennett a hand by introducing luncheon speaker John Naisbitt, was CTAM president Ernest Olsen, vice president, operations and marketing, MetroVision.



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**Marketing for the masses.** This CTAM programs panel featured (l to r) Frank Biondi of HBO, Jim Miller of Showtime, Robert Pittman of The Movie Channel, Gerald Maglio of Rainbow, Kathy Peterson of the Home

Theatre Network, Sylvia Lyon of GalaVision and Garry Connor of Private Screenings. It was one of a number of wall-to-wall program sessions in Anaheim last Tuesday.

Bill Padalino. (USA was also to be represented on the following panel on variety/special programming).

A principal subject on the operators minds was program guides—their accuracy and the possibility of monetary help from the sports services in the preparation of local guides. Both networks detailed their efforts to secure accurate listings, and ESPN asserted that it's "committed to guide support."

The variety/special-interest panel presented a wide array of programming possibilities from the Appalachian Community Service Network, represented by Dave Buckingham; to Satellite Program Network, represented by Mike Stangeby; with Vivian Goodier of the Black Entertainment Network; Bill Stiles of Spanish International Network; Cy Schneider of Warner Amex Satellite Entertainment's Nickelodeon; Modern Satellite Network's Jay Campbell; and Andy Besch, of USA Network, the last discussing USA's non-sports offerings.

The participants in the panel drew questions about their individual expansion and other future plans. One focus of interest was a comparison of the costs of each service, and what the services returned in the way of promotion costs.

The final panel of the morning was the presentation by the soon-to-come services. Larry Miles filled in for Premiere's Chris Derrick (detained in New York by Premiere's legal entanglements), Jack Willis represented CBS Cable, Herb Granath, ABC's Alpha service, and Ken Silverman, Cinemerica.

Cinemerica, the audience was told, has secured a new source of major funding, and a formal announcement could be expected by the end of the week. The service's target date is now set at May 1. And in response to a question, Silverman indicated that the earth station package that had been offered in conjunction with the previously planned start of Cinemerica (before the loss of RCA's Satcom III delayed matters) is still in effect.

The afternoon session was a single major meeting with representatives of satellite-distributed pay services. For HBO and Cinemax, Frank Biondi held the fort; Showtime had Jim Miller, and Bob Pittman appeared for Warner's other service—The Movie Channel. Rainbow (distributing Escapade and Bravo, see page 66) sent Jerry Maglio; Home Theater Network, Kathy Peterson; GalaVision, Sylvia Lyon, and Private Screenings, Gary Connor.

First the three "foundation" pay services, then the other four described their services and programming philosophies. Pittman was perhaps the most philosophical, spending more time on presenting an analysis of how consumers will choose among their "leisure-time options" than actually pushing his service—though the analysis, perhaps coincidentally, did provide a favorable background for The Movie Channel.

The three "majors" and HTN were grilled on their arrangements for pre-buys of motion pictures and specials production, and on their definitions of and thoughts on program duplication.

Luncheon speaker Naisbitt's message was that cable development is not happening in a vacuum. The nation and the world in the next decade will witness a number of major "restructurings" that will have profound importance for all businesses, including cable. The U.S. is moving, he said, from an industrial to an information-oriented society, while at the same time the nation becomes more decentralized.

Federal regulation will decrease, but local regulation will grow. Another manifestation of decentralization, according to Naisbitt, is that large organizations will become increasingly outmoded, with the commercial television networks destined to go the way of general interest magazines as consumers' interests become more specialized.

## Programers directory

You can't tell the players without a scorecard—so BROADCASTING provides this list of satellite-distributed program services available (or soon to be) for the cable TV operator. Address information is for service distributor. (Detailed information on the just-announced Rockefeller Center pay channel is not yet available.)

**Alpha** (to start April 1981) □ Basic service, advertiser "underwritten." Cultural service exploring performing and visual arts. Distributed by ABC Video Enterprises/Warner Amex Satellite Entertainment. Shares transponder 11, Satcom 1 with Nickelodeon children's service of Warner/Amex. 2.5 to 3.5 hours, 7 days a week, beginning at 9 p.m. ET. No additional cost to



**Serious.** The news and public affairs category of cable programming was represented at CTAM by (l to r) Tom Hawley of UPI Newstime, Brian Lamb of C-SPAN and Doug David of the Cable News Network. **Super.**



While the long reach of superstations was pitched by Mary Cottell of Eastern Microwave (WOR-TV New York), Nory Lebrun of Turner Broadcasting (WTBS Atlanta) and Roy Bliss of United Video (WGN-TV Chicago).



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operator beyond cost of Nickelodeon. 1211 Avenue of the Americas, New York 10036 (212) 944-4260.

**Appalachian Community Service Network (ASCN)** □ Basic service, no advertising. Educational, public affairs programming, teleconferencing, community service. Distributed by Appalachian Regional Commission. Transponder 16, Satcom 1. 64 hours per week, sign on 7 a.m. ET; sign off noon, Sat. & Sun.; 5 p.m. Mon, Wed., Fri.; 7 p.m. Tues., Thurs., Plans to acquire additional satellite time in 1981. Cost to operator: 1 cent per subscriber per month for single systems, 1/2 cent per subscriber per month for MSO's. 1200 New Hampshire Ave., Suite 240, Washington 20036.

**CBS Cable** (to start mid-year, 1981) □ Basic service, advertiser supported. Cultural programming, concentration in performing arts. 60% of programming to be produced in-house. Distributed by CBS Inc. Westar 3. 12-15 hours per day planned. No cost to operator if

per month in top 100 black markets. 3222 N Street, N.W., Washington 20007 (202) 337-5260.

**Cable News Network (CNN)** □ Basic service, advertiser supported (local availabilities). 24-hour news coverage. Distributed by Turner Broadcasting System. Transponder 14, Satcom 1. 24 hours daily. Cost to operator: 15 cents per subscriber per month if system also carries WTBS; 20 cents per subscriber per month otherwise. 1050 Techwood Drive, N.W., Atlanta, Ga. 30318, (404) 898-8500.

**Cabletext** □ Basic service, no advertising. News wire services—Reuters, UPI. Distributed by Southern Satellite Systems. Transponder 6, Satcom 1. 24 hours daily. Box 45684, Tulsa, Okla. 74145.

**Cable Satellite Public Affairs Network (C-SPAN)** □ Basic service, underwritten. Coverage of proceedings of U.S. House of Representatives. National Press Club Luncheons. *Close-Up* educational series. Dis-

tributed by Cable Satellite Public Affairs Network. Transponder 9, Satcom 1 (time leased from USA Network). 9 hours daily, 9 a.m.-6 p.m. ET. Cost to operator: Free. 3800 North Fairfax Drive, Arlington, Va. 22203 (703) 525-3030.

**Modern Satellite Network (MSN)** □ Basic service, advertiser supported. Educational, informational programming designed as alternative daytime fare. Distributed by Modern Talking Picture Service. Transponder 22, Satcom 1. 5 hours daily; weekdays, noon to 5 p.m.; weekends, 8 a.m. to 1 p.m. No cost to operator. 45 Rockefeller Plaza, New York 10111

**The Movie Channel** □ Pay service, no advertising. 24 hour motion picture service. Distributed by Warner Amex Satellite Entertainment Corp. 24 hours daily. Transponder 5, Satcom 1. Cost to operator: \$3.75 per subscriber per month. 1211 Avenue of the Americas, New York, 10036 (212) 944-4250.

**National Christian Network (NCN)** □ Basic service, advertiser supported. Multi-denominational religious programming. Distributed by National Christian Network. Transponder 4V, Satcom 1. 24 hours daily. No cost to operator. Box 493, Cocoa, Fla. 32922, (305) 632-1000.

**National Spanish Television Network (SIN)** □ Basic service, advertiser supported (no local availabilities). Spanish language movies, sports, comedies, "novellas" and news. Distributed by National Spanish Television Network. Transponder 8, Westar 3. 24 hours daily. Pays operator for carriage: 10 cents per Hispanic subscriber per month. 250 Park Avenue, New York 10177 (212) 953-7500.

**Nickelodeon** □ Basic service, no advertising. Children's programming channel, featuring series designed for specific age groups through teen years. Distributed by Warner/Amex Satellite Entertainment Corp. Transponder 11, Satcom 1 (to be shared with Alpha, see above). 14 hours daily. Cost to operator: 10 cents per subscriber per month, up to 50,000 subscribers; 9 cents per subscriber per month, between 50,000 and 100,000 subscribers; 8 1/2 cents per subscriber per month between 100,000 and 200,000 subscribers. 1211 Avenue of the Americas, New York, 10036, (212) 944-4260.

**Private Screenings** □ Pay service, no advertising. R rated films. Distributed by Satori Productions. Transponder 5, Westar 3. 3 hours each night, Friday and Saturday, beginning at midnight. Cost to operator: 97 cents per subscriber per month in basic package; \$1.27 per subscriber per month in pay tier. 250 West 57 Street, New York 10019, (212) 581-8450.

**Premiere** □ (to start Jan. 2). Pay service, no advertising. Designed as an all-movie service featuring exclusive product not yet available on other pay networks. Distributed by Premiere. Satcom 1, Comstar D2. Six hours per day Mon.-Fri., starting at 8 p.m. ET, plus Sat. matinee at 2 p.m. ET, 12 hours per day Sun. at 2 p.m. Cost to operator \$3.75 per subscriber per month, plus 50% charges over \$8. 10880 Wilshire Boulevard, Los Angeles, 90024, (213) 474-3500.

**Rainbow** □ Pay service, no advertising. Combination of two separate packages—Escapade, R-rated movie service, Tuesday through Saturday; Bravo, cultural programming.



**New boys on the block.** L to r: Jack Gillis of CBS Cable, Ken Silverman of Cinemerica, Herb Granath of ABC Video Enterprises and Larry Miles of Premiere.

offered as part of basic. 15 cents per subscriber per month if placed in expanded basic tier. 51 West 52d Street, New York 10019.

**Christian Broadcasting Network (CBN)** □ Basic service, advertiser supported (local availabilities). Christian oriented programming presented in varied formats. Distributed by Christian Broadcasting Network. Transponder 8, Satcom 1. 24 hours daily. No cost to operator. Virginia Beach, Va. (804) 424-7777.

**Cinemax** □ Pay service, no advertising. Motion picture channel conceived by its distributor, Home Box Office, as complement to original HBO in multipay markets. Distributed by HBO. Transponder 20 and 23, Satcom 1. 24 hours daily. Cost to operator: \$3.20 per subscriber per month plus 35% of subscriber charge over \$7. Time & Life Building, Rockefeller Center, New York 10020, (212) 484-1241.

**Cinemerica** (to start May 1, 1981) □ Basic service, advertiser supported. Varied programming of appeal to viewers 45 years of age and older. Transponder 10V, Comstar D-2. Distributed by Cinemerica. Eight hours per day, noon-8 p.m. ET. No cost to operator. 9477 Brighton Way, Beverly Hills, Calif. 90210.

**Black Entertainment Television (BET)** □ Basic service, advertiser supported (local availabilities). Entertainment and sports programming attractive to black audiences. Distributed by Black Entertainment Television. Transponder 9, Satcom 1 (time leased from USA Network). 3 hours, Friday nights, 11 pm - 2 a.m. ET. Cost to operator: 1 cent per subscriber

tributed by Cable Satellite Public Affairs Network. Transponder 9, Satcom 1 (time leased from USA Network). 9 hours daily, 9 a.m.-6 p.m. ET. Cost to operator: Free. 3800 North Fairfax Drive, Arlington, Va. 22203 (703) 525-3030.

**Entertainment and Sports Programming Network** □ Basic service, advertiser supported (local availabilities). 24 hour sports network. Coverage includes professional, amateur and NCAA events. Distributed by Entertainment and Sports Programming Network Inc. Transponder 7, Satcom 1. 24 hours daily. Cost to operator: 48 cents per subscriber per year or by contract. ESPN Plaza, Bristol, Conn. 06010 (203) 584-8477.

**Galavision** □ Pay service, no advertising. Programming designed to appeal to Hispanic audience. 65% motion pictures, 25% "novellas," 5% sports, remainder variety. Distributed by Spanish International Network. Transponder 18, Satcom 1. 170-plus hours per week. Cost to operator: 50% of rate, \$3.50 per subscriber per month. 250 Park Avenue, New York, 10017.

**Home Box Office** □ Pay service, no advertising. Entertainment channel concentrating on motion pictures, with some special productions, concert performances, sports events. Distributed by Home Box Office Inc. Transponders 22 and 24, Satcom 1. 9 hours per day weekdays (5 p.m.-2 a.m.), 12.5 hours weekends (2:30 p.m.-3:00 a.m.). Cost to operator: roughly half \$9 per subscriber per month fee. Time & Life Building, Rockefeller Center, New York, 10020, (212) 484-1241.

**Home Theater Network (HTN)** □ Pay service, no advertising. G and PG films, one or two



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**WCIV-TV**  
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Sunday and Monday evenings. Distributed by Rainbow Programing Services. Transponder 4V, Comstar D2. 20 hours per day—8 a.m. to 4 a.m. Cost to operator: \$2.40 per subscriber per month for Escapade; \$1.20 per subscriber per month for Bravo. 1355 South Colorado Boulevard Denver 80222.

**Satellite Program Network (SPN)** □ Basic service, advertiser supported (local availabilities). Variety of program formats, service has expressed intention to emphasize programs within a "woman's channel" concept. Distributed by Satellite Syndicated Systems. Transponder 9, Westar III. 24 hours daily. No cost to operator. Box 45684, Tulsa, Okla. 74145, (918) 481-0881.

**Showtime** □ Pay service, no advertising. Principally a premium movie service, with original series and specials organized in "umbrella" concept. Distributed by Showtime Inc. (joint venture of Viacom and Teleprompter). Transponders 10 and 12, Satcom 1. 12 hours per day week days, 14 hours per day weekends. Cost to operators: 50% of subscriber charge, discounts for volume. 1211 Avenue of the Americas, New York 10036.

**Trinity Broadcasting Network (TBN)** □ Basic service, no advertising. Christian program service, variety of formats, with suppliers said to represent 14 denominations. TBN has access to transportable earth stations. Distributed by Trinity Broadcasting Network. Transponder 7V, Comstar D2 and Transponder 13, Satcom 1. 24 hours daily. No cost to operators. Box A, Santa Ana, Calif. 92711.

**UPI Newstime** □ Basic service, subscriber-supported. Slow scan video and audio news service. Distributed by United Press International. Transponder 6, Satcom 1. Cost to operator: 5 cents per subscriber per month. 220 East 42d St., New York 10017 (212) 682-0400.

**USA Network** □ Basic service, subscriber and advertiser supported. Professional and collegiate sports, children's programing and cultural programing. Distributed by UA Columbia Satellite Services Inc. Weekdays 6:30 p.m.-2 a.m.; Weekends, 10 a.m.-1 p.m. Transponder 9, Satcom 1. Cost to operator: 11 cents per subscriber per month with "Thursday Night Baseball," 9 cents per subscriber without baseball. 208 Harristown Road, Glen Rock, N.J. 07452 (201) 445-8550.

**WGN-TV Chicago** □ Basic service, advertiser supported. Coverage of Chicago professional sports, of classics and more recent films. Station recently acquired rights to White Sox games as well as Chicago Cubs. Distributed by United Video. Transponder 3, Satcom 1. 24 hours daily. Cost to operators: 10 cents per subscriber per month, full time; 2 cents per subscriber per month, part time. 5200 S. Harvard, Tulsa, Okla. 74135 (918) 749-8811.

**Wor-TV New York** □ Basic service, advertiser supported. In selling to cable programers, station's film library and coverage of sports are emphasized. Wor-TV covers New York Mets, Rangers, Islanders, Knicks and Cosmos games. Distributed by Eastern Microwave. Transponder 17, Satcom 1. 24 hours daily. Cost to operators: 10 cents per subscriber per month, full time; 2 cents per subscriber per month, part time. Box 4972 Syracuse, N.Y. 13221 (315) 455-5955.

**WTBS Atlanta** □ Basic service, advertiser supported. First of the superstations, Ted Turner's

station stresses its 40 movies a week, its sports and programing it says it has developed especially for cable audiences. Distributed by Southern Satellite Systems. Transponder 6, Satcom 1. 24 hours daily. Cost to operators: 10 cents per subscriber per month, full time; 2 cents per subscriber per month part time. 1050 Techwood Dr. NW, Atlanta, Ga. 30318 (404) 898-8500.

## MSO's look for a pot of gold in new Rainbow

**Programing service that offers cultural shows and R movies is launched by Daniels, Cox, Comcast and Woodbury with 60,000 subs; 250,000 are hoped for by end of next year**

There is yet another company competing for pay cable dollars: Rainbow Programing Services. Last Monday night Rainbow launched its hybrid service that on Sundays and Mondays features Bravo, productions of classical music, dance and opera, and the rest of the week Escapade, mostly R-rated B movies.

At start-up, Rainbow had only 60,000 subscribers on line, but Jerry Maglio,

president, said his firm has commitments from a number of cable MSO's that should push Rainbow's total subscribership past 250,000 by the end of 1981. Maglio pointed out that the projection is conservative since it encompasses only those systems that signed on before Nov. 21.

Rainbow is a partnership of four MSO's—Daniels & Associates, Cox Cable, Cablevision of Woodbury and Comcast Corp.—which provide it with immediate access to many homes. But Maglio is encouraged by the fact that of the 60,000 homes to which the service was available last Monday, 62% were on systems that are not part of the Rainbow partnership. Among the MSO's (other than the partners) that have agreed to offer the dual-service on at least some of their systems are United Cable, Warner Amex, Viacom and Heritage.

The service, which programs seven days a week from 8 p.m. to 4 a.m. or 6 a.m. NYT, costs a cable system with fewer than 5,000 subscribers \$3.20 per subscriber per month. As the number of subscribers increases, the per-subscriber cost decreases. A system with between 5,000 and 10,000 subscribers, for instance, would pay \$3.18. The lowest rate is \$2.85 for systems with more than 100,000 subscribers.

Despite the nature of the Escapade pro-

continued to page 68

## PlayBack

**Philly recovery.** Mutual Broadcasting, which recently lost Philadelphia affiliates WWDB(FM) to NBC Radio Network, has signed WCAU(AM) there to carry Larry King Show. It does not yet have full affiliate in that city. Network has also moved King show in New York from WMCA(AM) to WOR(AM).

**Information source.** *The Business Report*, daily 90-second program, is being offered by DWJ Associates Inc., New York. Marsh & McLennan, insurance broker, is underwriting program, scheduled to debut Jan. 1. Topics for first month's programs include white collar crime, worker safety, product liability and self-insurance. For Information: 800-221-2236.

**Moving along.** Drake-Chenault Enterprises is extending deadline for Top Five Talent Search from Nov. 28 to Dec. 28. Company is looking for undiscovered radio talent and is accepting 10-minute airchecks and brief resumes. Top five tapes from five format categories will be included in album to be available free in early 1981. Response to search has been good, according to company, except in country and album-oriented-rock formats.

**New ratings service?** Car Audience Rating Service, CARS, has published first survey of car radio listening done during September and October in Chicago. Company polled 3,777 drivers at key intersections during morning and afternoon drive time and at shopping centers at night, and published results for four different sections of city. Company president, Jim Channell, former radio announcer and program director, is taking survey to advertising agencies and hopes to have stations signed by spring, when company plans to do next survey.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Ladyby* Kenny Rogers on United Artists; (2) *Just Like Starting Over* by John Lennon on Warner Bros.; (3) *More Than I Can Say* by Leo Sayer on Warner Bros.; (4) *Love On the Rocks* by Neil Diamond on Capitol; (5) *Hungry Heart* by Bruce Springsteen on Columbia. The top five in **country radio airplay** (1) *That's All That Matters To Me* by Mickey Gilley on Epic; (2) *I Think I'll Just Stay Here And Drink* by Merle Haggard on MCA; (3) *Lovers Live Longer* by Bellamy Brothers on Warner Bros.; (4) *A Bridge That Just Won't Burn* by Conway Twitty on MCA; (5) *One In A Million* by Johnny Lee on Asylum.



## Ratings Roundup

By a mere tenth of a rating point, ABC-TV squeaked out a prime-time victory for the week ended Dec. 7—ending a four-week streak by CBS-TV. Overall nightly averages showed ABC with a 19.4 rating and 30.3 share to CBS's 19.3/30.2. While those two networks battled it out, NBC-TV sank to a low of 15.6/24.3.

CBS's *Dallas* continued to be a series phenomenon, earning a 37.3/62 as the top-rated program of the week, more than eight rating points ahead of the next-strongest audience draw: CBS's *60 Minutes* with a 29.2/45.

Not everything was rosy, however, for CBS. Its two premieres—*Freebie and the Bean* (11.7/20) and *The Secrets of Midland Heights* (11.8/21)—scored the lowest ratings for any new program debuts so far this season. The back-to-back premieres Friday night suffered at the hands of ABC.

Football paid off for ABC, with a Thursday Steelers-Oilers game (25.2/41)—the highest-rated pro-football game so far this year and the second-highest in ABC's 11 years of prime-time coverage. *Fighting Back*, a made-for-TV movie about Steelers star Rocky Bleier also drew a strong audience, giving ABC a 24.6/37 the following Sunday.

Beefcake from Hollywood also served ABC well as a *Barbara Walters Special* with Burt Reynolds, Paul Newman and Clint Eastwood gave Walters the highest ratings since her occasional series began in December 1976: a 27.5/44.

### The First 20

1.	<i>Dallas</i>	CBS	37.3/62
2.	<i>60 Minutes</i>	CBS	29.2/45
3.	<i>Barbara Walters Special</i>	ABC	27.5/44
4.	<i>M*A*S*H</i>	CBS	26.5/38
5.	<i>ABC NFL Football</i> (special, Steelers v. Oilers)	ABC	25.2/41
6.	<i>Fighting Back</i> (made-for-TV movie)	ABC	24.6/37
7.	<i>Little House on the Prairie</i>	NBC	24.5/35
8.	<i>House Calls</i>	CBS	24.3/36
9.	<i>Three's Company</i>	ABC	24.0/36
10.	<i>Real People</i>	NBC	23.5/36
11.	<i>Love Boat</i>	ABC	23.2/40
12.	<i>Too Close for Comfort</i>	ABC	22.5/34
13.	<i>Archie Bunker's Place</i>	CBS	22.5/33
14.	<i>One Day at a Time</i>	CBS	22.3/32
15.	<i>Quincy M.E.</i>	NBC	22.2/37
16.	<i>Dukes of Hazzard</i>	CBS	22.2/36
17.	<i>Jeffersons</i>	CBS	22.1/32
18.	<i>NFL Monday Night Football</i> (Broncos v. Raiders)	ABC	21.2/33
19.	<i>Laverne &amp; Shirley</i>	ABC	21.2/31
20.	<i>Fantasy Island</i>	ABC	21.1/38

### The Final Five

61.	"Semi-Tough" (movie)	NBC	11.3/20
62.	<i>Jack Frost</i> (special)	NBC	10.7/17
63.	<i>Christmas from the Grand Ole Opry</i> (special)	ABC	10.0/17
64.	<i>NBC Magazine</i>	NBC	7.1/12
65.	<i>Gene Shalit Talks to the Stars</i> (special)	NBC	6.6/11

## Monitor

**New star.** NBC Entertainment said it had signed Patti Davis, daughter of President-elect Ronald Reagan and his wife, Nancy, to exclusive contract to star in motion pictures for television and other special projects. Davis, who uses her mother's maiden name, has appeared in TV series episodes.

**Angry boxing fan sues.** National Subscription Television has been sued in Los Angeles Superior Court by disgruntled viewer upset by outcome of Sugar Ray Leonard-Roberto Duran fight on Nov. 25. Timothy L. Ehlers asked for refund of \$15 he paid NST for its coverage of bout, which ended when Duran abruptly quit. Complaint says Ehlers and 100,000 other subscribers did not receive what was promised in championship match. Suit also asked that \$8-million penalty be assessed against Duran for his behavior.

**Music by cable.** International Video Music Corp. has announced plans to launch its *Liar* and *Casey Stengel*—will air on Public Broadcasting Service (through WGBH-TV Boston) during 1981/82 season. David Susskind is executive producer. Move into public television, with underwriting less expensive than network sponsorship costs, is said to make up for cutback in "Hall of Fame" specials since Hallmark Cards diverted much of its TV budget into spot advertising. CBS-TV contract for one special per season continues. Network scored 20.6 rating/32 share with *Tale of Two Cities*. Next season's special on CBS is *Welcome to Success: The Marva Collins Story*.

**Music by cable.** International Video Music Corp. has announced plans to launch its "VideoMusic Channel" late next month over cable affiliates in Texas and/or Indiana. IVMC, which plans five hours of "beautiful rock" video music per day via three-quarter-inch cassette, is fourth firm to announce plans for such programming. Warner Amex Satellite Entertainment Corp., Henderson-Crowe Productions and Lewmark Productions have similar ventures under development. Concept involves playing music and disk jockey commentary accompanied by photo sequences involving performers.

**NIWS in Spanish.** Tape-distributed News/Information Weekly Service, daily video news service launched Nov. 3, says it plans Spanish-language version as early as March 1981. Plan is to move both versions by satellite as soon as possible, making them available to stations throughout world. NIWS executives say Spanish-language service will probably draw material from outlets throughout Latin America.

**Another network.** Jewish Television Network, calling itself first service providing regularly scheduled programming aimed at Jewish audience, began operations Dec. 7 over Theta Cable in Los Angeles. JTN is providing 22 hours weekly of programs Sunday through Friday afternoon. Fare includes children's programs, Yiddish and Hebrew newscasts and educational programming.

**In the marketplace.** Telepictures Corp., New York, has acquired worldwide distribution rights to 144 color half-hours of *Here's Lucy* from Lucille Ball Productions. This particular Lucille Ball series never has been syndicated in U.S. and was on CBS-TV in 1968-1974. ... Gold Key Media is offering new first-run series of 78 half-hour dramas, *Camp Wilderness*, for syndication on barter basis, starting next Jan. 1. Series depicts life at largest summer camp in world. ... Time Buying Services, New York, has cleared 103 TV stations to carry half-hour animated special, *The Christmas Raccoons*, and has signed GAF Corp. as one national sponsor in barter program to be aired during holiday season.

**Mr. Rose goes to Washington.** Charlie Rose, who's been host of daytime talk show on KXAS-TV Fort Worth, where he has interviewed such figures as President-elect Ronald Reagan, Jesse Jackson and heart surgeon Dr. Michael DeBakey, is moving to similar job in Washington. He will become host of daily, half-hour syndicated show that is being produced by NBC-owned WRC-TV Washington, Post-Newsweek Productions and Rose. Called *The Charlie Rose Show*, program will be carried live before studio audience at 12-12:30 p.m., starting Jan. 5. It will be syndicated by Post-Newsweek Distribution later that month.

**Across country.** *Country Countdown '80*, produced by Bob Banner Associates, and distributed by Syndicast Services, has been signed up by 76 TV stations from coast to coast. Music special, which will be taped live in Las Vegas in December for January telecast, recounts top 25 country music songs of 1980. Advertisers, so far, include Faberge, AMC and Bristol-Myers.

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graming, the satellite time Rainbow uses has been subleased from National Christian Network, a religious programmer. The lease of the time—on Comstar D-2, transponder 4V—runs for five years.

Since the turn-on was on a Monday, the first program was a Bravo production. It was a musical tribute to composer Aaron Copeland on his 80th birthday, taped live Nov. 9 at Carnegie Hall, New York, with the American Symphony Orchestra.

In addition to its performing arts productions, some of which will be acquired and some of which will be produced by Rainbow, Bravo will carry news and features about the arts and interviews with artists. The Bravo service is offered with stereophonic sound.

Although the Escapade fare will include nudity and violence, Maglio claims that none of the five movies that are being shown each night are X-rated and that, indeed, 10% will be rated GP. Maglio said that Rainbow is being careful in the marketing of the service. It's important, he said, that anybody subscribing to the service gets "no surprises." Asked why Rainbow is catering to that market, Maglio replied, in essence, "because it's there." He said much audience research has been done that reveals there is a demand for Escapade's type of "escapist entertainment."

## Premiere awaits court decision

**Hearings end on Justice's  
proposed injunction against  
new pay service; ruling may  
come shortly before start date**

Hearing on the Justice Department's bid for an injunction against the proposed Premiere pay cable service wound up last week amid indications that a court ruling would be issued by the end of the year—possibly only days before Premiere's scheduled Jan. 1 start date.

Judge Gerard L. Goettel, presiding in U.S. District Court in New York, set today (Dec. 15) as the date for the Justice

Department and the defendants—Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp., 20th Century-Fox Film Corp. and Getty Oil Co.—to submit their respective proposed findings of fact and conclusions of law. Then each side will have three days, until Thursday, to submit comments on the other side's proposals.

Without explicitly saying he would rule by the end of the year, Judge Goettel left attorneys for both sides with the impression that he would try to do so.

The Justice Department filed the civil antitrust suit last August to block implementation of the Premiere plan, in which Premiere's co-venturers—the four defendant movie companies and Getty—hope to start a pay cable service using films of the four movie companies. The films would be denied to competitors until nine months after they had been released to Premiere.

The government contends the plan would be a violation of antitrust laws. So do such prospective Premiere competitors as Home Box Office, Showtime and The Movie Channel. Premiere and its co-venturers, however, insist that there is no violation.

The hearing on the Justice bid for a preliminary injunction wound up about 8:45 Monday evening, some 10 court days after it started. Among the closing witnesses were Burt Harris, chairman of Premiere, and Chris Derrick, its chief operating officer.

They described the difficulty they envisioned for Premiere's entering the market if a preliminary injunction is issued. In effect, they said, a preliminary injunction would put Premiere out of business.

Harris said Premiere stands to lose \$6 million if the injunction is granted. He said \$12 million has been invested in the business and only about half of that amount—representing commitments for satellite transmissions—is recoverable.

William Comaner, professor of economics at the University of California at Santa Barbara, also was a closing defense witness. He testified that Premiere is in no way a cartel, and that HBO—a frequent target of the defendants in this hearing—is itself monopolistic.

## Lennon murder: news and retrospectives

**From the shock of the first  
bulletins of the ex-Beatle's  
death to the memorial shows,  
radio and TV set aside the  
schedules for remembrances**

In a rare blend of news and entertainment programming prompted by tragedy, the words and music of former Beatle John Lennon dominated the playlists of many music stations last week while radio and TV news divisions took expanded airtime to cover his murder and offer retrospectives on his life.

From the initial bulletins of the Lennon shooting late Monday night and through the next few days, the ex-Beatle's death

was the news story, as both local and national news desks dropped Poland, President-elect Reagan, Iran and other items back on the lineup.

With some local newscasts almost entirely devoted to Lennon, late-night network specials, reports across the dayparts and considerable time on network early-evening broadcasts, television did not hold back on its coverage.

But, given the death of a man who had so influenced the music that has played on radio for a generation, it clearly was that medium's story.

It was the RKO Radio Network that had the last interview with Lennon—taped only hours before his death. The inter-



view, with Lennon and his wife, Yoko Ono, was conducted by Dave Sholin and lasted three-and-a-half hours. Following the word on Lennon's murder, RKO's Laurie Kay (among those who had accompanied Sholin on the interview) put together a seven-and-a-half-minute piece that was sent to RKO affiliates during its first morning feed at 6:35 a.m.

RKO, however, didn't hold onto the interview until then. By about 2:30 a.m., only a few hours after the shooting, selected segments of that seven-and-a-half piece were made available to all news media. A three-hour version of the interview was scheduled on the RKO Radio Network yesterday (Sunday) at 6 p.m. and repeated at 9 p.m.

The extent of coverage of Lennon—beyond hard news—seemed to depend on the orientation of the radio networks' audiences. CBS Radio, for example, had many spot reports but prepared no special program on Lennon.

ABC Radio, which has a stronger youth base within the mix of its networks, had a more expansive effort. Beyond the numerous spot news reports, ABC Radio supplied its affiliates Tuesday night with 36 60-second or less feature segments to lead into network-recommended album cuts so stations could package three-hour tributes locally.

At NBC Radio, affiliates were offered two-to-three-minute capsules highlighting Lennon's life and career in addition to hourly reports as the story developed. NBC's youth-oriented Source network supplemented various reports with a 15-minute special consisting of Beatles music and interviews with Lennon intimates and admirers.

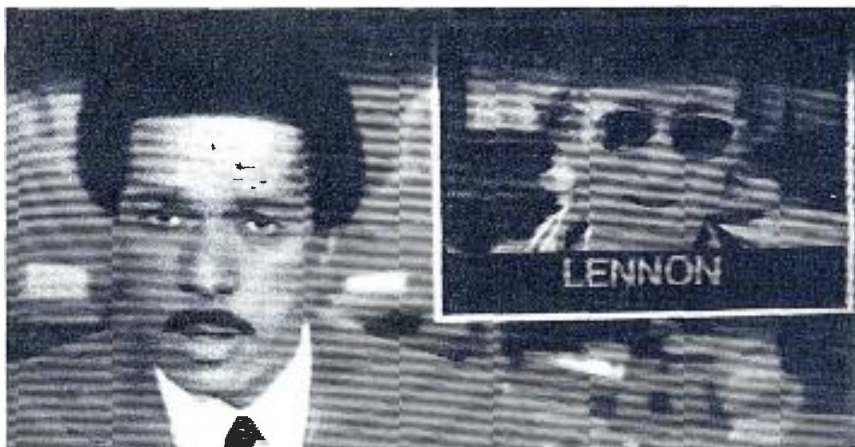
Mutual Radio offered regular news updates and a 10-minute "instant special" during Tuesday morning drive time, combining a report on the murder, reactions from associates and a brief biography of Lennon. Talk on the network's *Larry King Show* turned entirely to call-in reactions to the musician's death.

On the television side, Lennon reports ranged from an interview with RKO's Sholin on ABC's early-morning *Good Morning America* to a reprise of a 1975 Lennon interview with Tom Snyder on the late-night *Tomorrow* show.

While ABC covered Lennon late-night within its regularly scheduled *Nightline*, both CBS and NBC news divisions took to the air then as well with *John Lennon: The Dream is Over* and *John Lennon: The Man and His Music*, respectively.

Representative, perhaps, of the broadcast attention given Lennon across the airwaves, was the *CBS Evening News with Walter Cronkite* Tuesday night when about half the broadcast was devoted to the man.

Coverage crossed borders as well. Like others, the Cable News Network not only had reporters stationed outside the Lennon home where he was shot down but also had foreign coverage. CNN, for example, used the services of the British ITN news organization for interviews and carried memorial services from London.



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December 1980

## '60 Minutes' examines TV bookkeeping

Wallace piece looks at claims by Garner, Parker that studios manipulate books to withhold participation profits from actors

James Garner of *The Rockford Files* and Fess Parker of *Daniel Boone*, during a CBS-TV *60 Minutes* segment, charged that "creative bookkeeping" by Hollywood studios cheated them out of profit participation in their long-running net-

work series.

The Dec. 7 newsmagazine piece with Mike Wallace (produced by Marion Goldin) said that *Rockford* has earned about \$52 million from its NBC run and from syndication but shows a \$9 million loss on a Universal financial statement. *Daniel Boone*, having grossed some \$40 million, was said to be more than \$1 million in the red at 20th Century-Fox.

While the segment reported a *Rockford* salary of more than \$5 million for Garner and \$5,000 per *Boone* episode for Parker's six-season role, both actors claimed expectations of considerable additional gain from show profits.

The *60 Minutes* piece was aired only days after the Los Angeles district at-

torney accused ABC-TV and Spelling-Goldberg of "shoddy business practices" but said there was "insufficient evidence to prosecute in connection with *Charlie's Angels* and *Starsky and Hutch* (BROADCASTING, Dec. 8).

Parker said "the salary that I did take was less than I could have taken had I not gone the participation route," adding that his contemporaries in Hollywood were making \$12,000-\$18,000 per episode. Of the two of every three profit dollars Parker and his partner, Aaron Rosenberg, were said to have contracted for, Parker said, "Aaron and I between us, did not get two cents . . . On the face of that something is wrong."

Wallace explained that Parker's complaint "alleges that 20th 'fabricated paper deficits' and charged interest 'rising to infinity' on costs incurred by the *Boone* series." The *60 Minutes* correspondent said that Parker has filed suit for \$40 million against the studio and that while Parker says he may only be owed \$250,000, the studio won't give him proper access to the financial books.

Wallace added that "the folks at 20th have been fending off Fess Parker and they fended off all our requests to talk about the matter."

Wallace and his *60 Minutes* team did get a response from Universal regarding Garner and *Rockford*. Sidney Sheinberg, president of the parent, MCA Inc., called Garner "worse than a crybaby. When you are a big company called Cherokee Productions [Garner's] and a big star called Jim Garner and you've got big lawyers and big accountants and big agents, you can't play the role of being the fellow who just wandered in from Nashville."

Sheinberg claimed that "the fact that a television series does not generate a series profit as defined by our agreement with a creative element . . . does not mean that the series on an over-all basis doesn't contribute to the absorption of overhead or to the profitability of MCA." He added that "there's nothing nefarious about that."

Garner, who was looking for one out of every three profit dollars from *Rockford*, thinks otherwise. As Wallace summed up, "Garner says there are charges that are just plain phony."

Garner said his company had to buy the same car four times from Universal for the series. Roy Huggins, who worked on the show, said that Universal originally had wanted \$750 for an empty crate, but, after protests, dropped it to \$125.

Of greater financial consequence was the distribution fee of \$8 million shown on the *Rockford* profit and loss statement. Nathan Cohen, Hollywood business manager and accountant, when shown the statement by Wallace, said it was "probably at least five million to six million dollars out of line."

At the conclusion of the Wallace report, Harry Reasoner in the *60 Minutes* studio added the postscript that Parker, Garner and Huggins "were willing to talk. There were many more who wanted to, but said if they did, they might not work again soon."

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## Pondering broadband's future

**Annenberg-CTM conference draws a host of communications folk; Ferris says networks should be allowed into the cable game; Wiley sees Reagan finding replacements for Ferris, Brown, Lee and Washburn by '82; Wheeler cautions against telcom entrance in cable; Turner blasts networks**

"The only thing we can say for certain about the video revolution is that there will be one."

That comment summed up sentiments expressed by many of the 200 participating government officials, entrepreneurs, and programmers attending the "Telecommunications for the 80's" conference held last week at the University of Southern California in Los Angeles. Jointly sponsored by USC's Annenberg School of Communications and Washington-based Communications Technology Management Inc., the three-day (Dec. 7-9) meeting brought together many cable operators and suppliers in town for the Western Cable Show in Anaheim.

Although the conference was billed as an attempt to develop marketing strategies using new technologies, many of the discussions focused on speculation about the impact of political changes on development of such technologies.

"Sooner or later," acknowledged FCC Chairman Charles D. Ferris on Monday, "I am sure that another chairman will be

named . . . I have come to understand this reality."

Although he refused to comment on his own future, Ferris downplayed the long-term significance of the change in administration as regards communications policy, insisting that "such issues are neutral when it comes to partisan politics."

Ferris labeled "questions of access to the new technologies" the key issues in the coming era, singling out AT&T and ethnic minorities as participants that should be given special consideration in regulatory proceedings.

Ferris told his luncheon audience "network cable ownership should be considered a stimulant to new competition in the cable industry," noting CBS's application for a waiver to acquire an "experimental cable operation" (see page 46).

Ferris told BROADCASTING he does not think CBS's potential involvement in cable is inconsistent with the FCC's deregulatory approach to that industry, adding that he is not aware of any specific markets where CBS is interested in acquiring cable systems. He said the CBS request will be subject to public comment and could be decided by the commission before Jan. 20. Ferris also predicted a rulemaking on logs and community reporting standards before inauguration day.

In a session the following morning, a former FCC chairman and Reagan adviser, Richard E. Wiley, now a partner in the Washington law firm of Kirkland &

Ellis, admitted that he has "not talked to Reagan personally about communications policy since the election and doesn't know if anyone has."

But Wiley predicted "greater deregulation, especially in the area of television," under the Reagan administration. He speculated that license renewal procedures, children's television requirements, and EEO reporting would be addressed quickly by a new FCC chairman.

Wiley outlined a scenario in which Ferris would be replaced as chairman soon after Jan. 20, staying on as a commissioner into the spring. Either Abbott Washburn or Robert E. Lee, said Wiley, would probably serve as interim head of the FCC. Wiley predicted James A. Quello would be reappointed by Reagan and that Tyrone Brown would join Lee and Washburn in their expected departures by mid-1982.

"Ronald Reagan may appoint a majority of FCC members within 18 months of his inauguration," he said, "with only Jones and Fogarty of the current commissioners remaining by the middle of 1982."

On other matters, Wiley predicted Reagan will reduce the role of the National Telecommunications and Information Administration during his term, and generally be "more accessible, friendly, and open to broadcasters" than the previous administration.

Representative Timothy Wirth (D-Colo.), who Wiley forecast would head the House Communications Subcommittee in



**Among the heavy hitters.** Cable's big week on the West Coast began with this Communications Technology Management/USC Annenberg conference that attracted a number of industry and governmental leaders as speakers. On this panel (l to r): host Robert L. Schmidt, president of CTM; Ted Turner, chairman of Turner Broadcasting; Andrew

Wald, senior vice president-programming for National Subscription Television, and Robert P. Reuss, chief executive officer of Central Telephone and Utilities Corp. Out of picture at right: James P. Jimirro, president of Walt Disney Productions' telecommunications and nontheatrical company.

the next Congress, was scheduled to address the conference, but was kept on Capitol Hill for the final days of its lame-duck session. His legislative aide for communications affairs, David Aylward, delivered Wirth's prepared speech, which outlined a "balanced" approach to solving current telecommunications problems.

In a follow-up question-and-answer session, Aylward seemed to echo Wiley's view that the activist role in communications legislation will shift to the Republican-controlled Senate in the next term. Asked about the potential role of AT&T in the development of new information services, Aylward conceded that "Congress really hasn't faced up to that issue. There's growing concern, but no jelling of opinion about what to do."

In the second part of Sunday night's keynoters, National Cable Television Association President Thomas Wheeler said that while the subscription end is driving cable TV today, he believes development of the broadband local loop is "the next logical step" in the industry's future.

"Telephone company involvement in the development of this service is a wrong solution," Wheeler maintained. "Cable growth is taking place primarily in the major markets, where local loop demand is the highest. Most of the systems being built now are two-way capable." He said telephone systems have too many technical limitations to meet demands of new interactive technologies, but called for cooperation between cable operators and local phone companies.

According to Wheeler, "the greatest challenge facing the individual cable operator today is getting it built and keeping an eye on new opportunities as they come up."

In a Tuesday panel on distribution systems, the Cable News Network's Ted Turner also took entrenched corporate powers to task when he told his audience "the networks could not have done more harm [to cable operators] if they were our own worst enemies. The people who run them are irresponsible." Turner, who says CNN is gaining 10,000 new subscribers a month, said he is going to give the networks "a hard, hard time" in the future.

Turner was mostly critical of network prime-time fare, noting "I won't put on anything that's offensive to my 12-year-



Wheeler



Granath



Hauser



Whitehead



Ferris



Wiley



old daughter or my 70-year-old grandmother." To hear Turner tell it, that's why he considers cable "one of the last bastions of freedom." He urged operators to "franchise quickly" and dedicate themselves to improvement of television programming.

Former NCTA president and current head of Communications Technology Management, Bob Schmidt, emphasized that Turner's "in the game with our jersey on his back. It's a \$70-million bet he's made (the 24-hour news network), and we cannot let Ted fail."

At the same session, George Billings, vice president of Comsat, confirmed that a Comsat subsidiary (Satellite Communications Corp.) will file an application with the FCC by the end of the year for a "quality" satellite-to-home subscription TV service operating on three channels. Billings said a scrambled signal broadcasting to three-foot earth station receivers could begin early next year, with a target audience defined as "the 3.5 million homes capable of receiving one or less TV channels and out of the reach of cable suppliers."

Billings said Comsat has a long-term goal of providing stereo sound, teletext, high-resolution pictures, and second-language tracks via the DBS system.

At a Monday morning panel discussion on future services, Herb Granath, vice president of ABC Video Enterprises, joined Gustave Hauser, chairman of Warner Cable Corp., in outlining development of a wide range of programming through multiple cable networks. (Earlier this month, Warner's satellite development subsidiary joined ABC in announcing a new cable programming network).

"Economics dictate that broadcasting networks must cater to a mass audience," Granath pointed out. "We can expect some erosion [in audience] over the next couple of years, but not at a magnitude that will render us impotent."

"There is plenty of room for advertisers" in the new technology, he continued, "via narrowcasting's ability to pinpoint audiences of like tastes. Too often, a mass audience means a wasted audience."

Granath outlined ABC/Warner's performing and visual arts service, to be launched April 5, 1981 (BROADCASTING, Oct. 8), and said the second of four "narrowcasting" services offered by the alliance will be announced Jan. 1, 1981, for scheduled start-up in the fourth-quarter of next year.

"It's important that major companies get involved now, because we have to offer good programming in order to get the public really interested in cable," Granath said, adding that ABC did extensive research in determining what productions it wanted to offer through the new service.

In an earlier session on cable advertising, Chester Simmons, head of ESPN, warned operators that they must expect to pay higher prices in the future for programming. He added that greater use of advertising on cable is inevitable as one result of this trend.

Programming quality was also stressed by

Andrew Wald, vice president for programming of National Subscription Television (ON-TV). "Most people don't know how electricity gets into their homes," he pointed out, "They don't care and have no loyalty to any distribution system." That's why, in Wald's view, distributors of all kinds must pay more attention to program content in the future. He noted that more than 90% of ON-TV's advertising is spent on television ads over other outlets, explaining: "The people who subscribe to us are people who like to watch TV. That's true with most video services—people who already watch are your best potential customers."

In a Monday afternoon session on satellites, former Nixon administration adviser Clay Whitehead, now head of communications enterprises for the Hughes Corp., said that satellite costs would diminish in significance as part of the development of satellite-linked services.

"The terminal is at the crux of the communications revolution's future," said Whitehead, "And the key word in that future is flexibility. We must be able to build systems that support a diversity of information services." He predicted greater use of higher frequencies for satellite communications, although "the C-band will continue to be the workhorse."

A final session dealt with interactive systems. In that, Paul Kagan of Kagan & Associates cautioned conference participants against giving the public "information overload," which could lead to a backlash against the new technologies.

"We may find that people don't really want all that information," he said. "The expense, lack of time, and competition from existing technologies, including newspapers and magazines, may be a big factor in the use of such service."

## NCTA OK's deficit budget, takes low-power stand

**New building, more staff will make association spend more than it takes in during '81; it supports low-power TV plan at FCC but says it should be limited to UHF; it won't file on Turner's must-carry petition; sets future convention dates**

The directors of the National Cable Television Association last week adopted a deficit budget for fiscal 1981 at a one-and-a-half-day meeting before the start of the Western Cable Show. The budget, which goes into effect next February, calls for revenues of \$3.54 million but expenditures of \$3.77 million during the year.

In addition, the board added some new names to its roll, took a positive stand on the FCC's low-power television rulemaking and declined to take a stand on Ted Turner's petition to the FCC asking that

the must-carry rule be dropped. It also affirmed convention dates and empowered the NCTA's executive committee to take whatever action necessary to respond to the Copyright Royalty Tribunal's new formula for cable copyright fees, handed down last Thursday (see "Top of the Week").

NCTA Chairman Doug Dittick told reporters after the meeting that the \$230,000 budget deficit is attributable to the NCTA's plan to move into a new building and its commitment to expanded staff and services. That commitment was made at the last board meeting in September. Dittick said the expansion of the staff will be essentially completed by the end of 1981 by which time the staff will have grown from its current 43 to around 65. NCTA plans to move into its own building in Washington next March or April. The deficit will be "funded" by NCTA's \$1.7-million surplus.

NCTA President Tom Wheeler said the NCTA will file in support of the FCC's proposed low-power television stations, but that it will raise some technical questions. In supporting the rulemaking, Wheeler said NCTA is supporting "competition" and program diversity. NCTA is concerned, however, about the interference the low-power stations may cause with cable television systems, particularly those that use converters with output frequencies on channel 2 and channel 3. NCTA will suggest in its filing that low-power stations be limited to the UHF

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band, Wheeler said. The UHF band better serves the purposes of low-power television, Wheeler said, since its signals are more easily controlled. Wheeler also said cable carriage of low-power stations should not be mandatory, but NCTA will encourage cable operators to pick up the low-power stations on "a may-carry basis" where the station "would add to program diversity."

The petition of Ted Turner, the owner of superstation WTBS(TV) Atlanta and the Cable News Network, to the FCC to drop its rules requiring cable systems to carry local television stations (BROADCASTING, Oct. 20) was the subject of much debate, but in the end the NCTA decided it would not file on the petition, Wheeler said. The board had considered a "middle of the road" filing prepared by one of the NCTA committees, but rejected it. Wheeler believes some individual cable operators might file for it, and some against it.

According to Dittrick, the board adopted a schedule of convention dates and places through 1988. (The 1981 convention is set for Los Angeles from May 29 to June 3.) The new lineup: Las Vegas, May 2-5, 1982; Houston, June 12-15, 1983; San Francisco, May 20-23, 1984; New Orleans, March 31-April 3, 1985; Dallas, March 16-19, 1986; and Las Vegas, May 15-18, 1988. The location of the 1987 convention is still a toss-up between New Orleans and Las Vegas. Wheeler suggested that if New Orleans can adequately accommodate the ever-

growing convention in 1985, NCTA will return there in 1987.

The makeup of the board changed slightly as Bob Johnson, former NCTA lobbyist, now president of Black Entertainment Television, was named an associate member. Also, Scientific-Atlanta's Jay Levergood relinquished his spot on the board. Another board member, Nat

Marshall, whose company, Systems Communications Cable, was recently purchased by S-A, will now represent S-A.

NCTA also approved a plan to sponsor a one-and-a-half-hour show on cancer awareness, to be distributed to cable systems twice over WTBS(TV) Atlanta on April 1. The show is being produced by the American Cancer Society.

## Changing Hands

### PROPOSED

■ **WWNY-TV Carthage (Watertown), N.Y.:** Sold by Johnson Newspaper Corp. to Watertown/Carthage Television Corp. for \$8.1 million. Seller is owned principally by John B. Johnson who also owns *Watertown Daily Times*. He has also sold **WWNY(AM) Watertown (BROADCASTING, July 7)** and **WMSA(AM) Massena, N.Y. (BROADCASTING, Sept. 1)**. Buyer is owned by United Communications Corp., owned principally by Howard J. Brown. United is based in Kenosha, Wis., and publishes *Kenosha News* there. It is licensee of **KEYC-TV Mankato, Minn.** **WWNY-TV** is primary CBS affiliate, with secondary affiliation with both ABC and NBC, on ch. 7 with 316 kw visual, 105 kw aural and an-

tenna 1,214 feet above average terrain. Broker: Dan Hayslett & Associates Inc.

■ **WNOR-AM-FM Norfolk, Va.:** Sold by Commonwealth Broadcasting Co. to Marvin Josephson Associates (MJA) for \$2.6 million. Seller is owned by Arnold Malkan and family who also own **KEYS(AM)-KZFM(FM) Corpus Christi, Tex.;** **WDJX(FM) Xenia, Ohio;** and **WKSJ(FM) Columbia City, Ind.** Buyer is publicly traded, New York-based international talent agency. It also produces *Captain Kangaroo* children's television program. It owns **WNIC-AM-FM Dearborn, Mich. (Detroit).** **WNOR** is on 1230 khz with 1 kw day and 250 w night. **WNOR-FM** is on 98.7 mhz with antenna 520 feet above average terrain.

■ **WSMD(AM) Waldorf-WXTR(FM) La Plata, both Maryland:** Sold by Crystal Broadcasting Inc. to The Dalton Group for \$2 million ("In Brief," Dec. 8). Seller is owned by Frank Manthos and Leo Bernstein (49.5% each) and B. Jay Baraff (1%). They have no other broadcast interests. Buyer is owned principally by William Lee Dalton and wife, Susan. Dalton is general sales manager of The Broadcast Group at U.S. Chamber of Commerce. He is former vice president and general manager of **WASH(AM) Washington** where Susan Dalton is currently general sales manager. They have no other broadcast interests. **WSMD** is 1 kw daytimer on 1560 khz. **WXTR** is 104.1 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Blackburn & Co.

■ **KBBB(AM)-KDKQ(FM) Borger, Tex.:** Sold by Borger Broadcasting Corp. to Phillip C. Spivey for \$340,000. Seller is owned by R. Smith Schuneman (60%), and Hugh Wiegman and John Cecil (20% each). They have no other broadcast interests. Spivey is commercial manager and 10% owner of **KWEY-AM-FM Weatherford, Okla.** **KBBB** is daytimer on 1600 khz with 5 kw. **KDKQ** is on 104.3 mhz with 26 kw and antenna 150 feet above average terrain. Broker: Dan Hayslett & Associates Inc.

■ **KOLJ(AM) Quanah, Tex.:** Sold by Joy Radio Broadcasting Inc. to Larry Crippen for \$205,000. Seller is owned by Charles E. Maddux, Marlin Maddoux, Robert Rachug, Joe E. Willis and E. F. Abercrombie Jr. (20% each). They have no other broadcast interests. Crippen is Greenville, Tex., investor with no other broadcast interests. **KOLJ** is daytimer on 1150 khz with

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500 w. Broker: Dan Hayslett & Associates Inc.

■ Other proposed station sale is WYNC(AM) Yancyville, N.C. (see "For The Record," page 93).

#### APPROVED

■ WMRN-AM-FM Marion, Ohio: Sold by Marion Broadcasting Co. to Sandance Corp. for \$2 million. Seller is owned by Worth Kramer who has no other broadcast interests. Buyer is owned by Robert C. Kanuth Jr. (51%), John P. Courtright Jr. (29%) and Donald B. Shackleford (20%). Kanuth is chairman and 90% owner of Columbus, Ohio, investment banking corporation. Courtright is owner of Marion real estate investment corporation. Shackleford is chairman and 5% owner of Columbus savings and loan association. They have no other broadcast interests. WMRN(AM) is on 1490 khz with 1 kw day and 250 w night. WMRN(FM) is on 106.9 mhz with 25 kw and antenna 340 feet above average terrain.

■ KUJ(AM) Walla Walla, Wash.: Sold by James C. Nelly to KUJ Inc. for \$1.7 million. Nelly has no other broadcast interests. Buyer is owned by Patrick Prout, former lending officer with Chase Manhattan Bank, New York. He has no other broadcast interests. KUJ is on 1420 khz with 5 kw full time.

■ WZZR-FM Grand Rapids, Mich.: Sold by JAM Broadcasting Co. to Megamedia Inc. (80%) and Robert Liggett Jr. (20%) for \$1.38 million. Seller is principally owned by James A. Morse who is also principal owner of WVIC-AM-FM East Lansing, Mich. Megamedia is owned by Liggett (63.4%); Richard G. Gilmore and Donald D. Bergeron (14.08% each); Richard J. McCarius (5.63%), and Grant A. Santimore (2.82%). Megamedia is licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamston, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie, Mich. Santimore is executive vice president of Liggett Broadcast Group. Gilmore and Bergeron are dentists in, respectively, Saginaw and Pontiac, both Michigan. WZZR-FM is on 95.7 mhz with 50 kw and antenna 310 feet above average terrain.

■ KJAR(AM) Laredo, Tex.: Sold by Radio Laredo Inc. to Hicks Communications Inc. for \$1,107,925. Seller is owned by John H. Hicks (37%), son, John III, and Rodger Watkins (31.5% each). They have sold WTAW-AM-FM College Station, Tex. (BROADCASTING, March 24). Buyer is owned by R. Steven Hicks and brother, Thomas, sons of John H. Hicks. They have also purchased KDDC(FM) Denton, Tex. (BROADCASTING, Dec. 8). KJAR is on 1300 khz with 1 kw day and 500 w night.

■ WSFC(AM)-WSEK(FM) Somerset, Ky.:

Sold by James Gilmore and Hamilton Shea (50% each) to First Radio Corp. for \$750,000. Gilmore also owns WREX-TV Rockford, Ill.; KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and WSWA(AM)-WOPQ(FM) Harrisonburg, Va., and cable system serving Monticello, Russell Springs and Jamestown, all Kentucky. Shea has no other broadcast interests. Buyer is owned by G. Nolan Kenner, Gene Robinson, Vincent E. Cheshire and Cy Waddle (25% each). Kenner is vice president and general manager of stations. Robinson owns chain of grocery stores in Kentucky. Cheshire owns chain of fast

food restaurants in Kentucky and Tennessee. Waddle has 27.96% interest in company that owns oil refineries in Somerset area. Last three are based in Somerset. They have no other broadcast interests. WSFC is on 1240 khz with 1 kw day and 250 w night. WSEK is on 96.7 mhz with 3 kw and antenna 215 feet above average terrain.

■ Other approved station sales include: WXVI(AM) Montgomery, Ala.; WLOB-FM Westbrook, Me.; WCCS(FM) Central City, Pa., and WNRI(AM) Woonsocket, R.I. (see "For The Record," page 93).

## Intermedia

**WMCA strike.** National Association of Broadcast Employees and Technicians has called strike against WMCA(AM) New York after negotiations failed to reach agreement on first contract on behalf of producers-screensers employed at talk-radio station. Eight employees are involved. Refusing to cross picket line were 12 engineers belonging to International Brotherhood of Electrical Workers. Station has continued operating since strike began on Nov. 24 through use of supervisory employees. Official of station said WMCA had made 24-page contract proposal only few days before union called strike and indicated it was willing to negotiate issues raised by union, including wages and job security.

**Canadian pay cable.** Canadian Radio-Television and Telecommunications Commission has set Feb. 9 for start of hearings on "extension of service" proposals that could include pay cable. CRTC says it has 50 applicants with various service extension packages and will release names and details in February.

Oct. 30, 1980

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## Taking a financial fix on the new media economics

**Paine Webber seminar covers the waterfront; there's help on the way for TV networks, but spot and local may be in for some softness; evolution, not revolution, is consensus on impact of new technologies**

Television business, especially network TV, may still have a few rough months ahead but then should begin to improve, a conference of Wall Street specialists was told last week.

The last three or four months of 1980 have been "terrible for the networks," said Robert J. Coen, senior vice president and director of media research at McCann-Erickson. But he thought the second and third quarters of 1981 should be stronger and that the fourth quarter could be exceptional.

Similarly, but to a lesser extent, he suggested that spot TV and local sales TV may experience some slackening in the early months of 1981.

For full-year 1981, Coen forecast a 9% rise in national broadcast—network and spot TV and radio—and a 12.3% increase in spending for all local media, as compared with estimated gains of 12% for national broadcast and 8.3% for total local in 1980. For all advertising, he envisioned a 10.8% rise in 1981 as compared with 10.6% this year.

He did not differentiate among media in his forecasts for 1981, but estimated that for 1980 network TV revenues would reach \$5.105 billion, up 11% from 1979, with spot TV rising 14% to \$3.260 billion and local TV up 10% to \$2.965 billion.

Coen was one of the first speakers at the four-day eighth annual conference on the

Outlook for the Media, sponsored in New York by the Wall Street firm of Paine Webber Mitchell Hutchins Inc.

A network participant, Martin Ewenstein, director of economic analysis, CBS Inc., did not pretend that network business lately has been the greatest, but he thought it had done pretty well in the circumstances.

On a seasonally adjusted basis, Ewenstein said, three-network revenues have been "flat to down since the middle of this year." But considering the problems, including loss of the summer Olympics and the delay in getting the new season started, he said, 1980 has been "a fairly decent year" for the networks and "a banner year" for spot TV.

Though the networks have been hit harder than spot, he said, he still expects 1980 network revenues to be up 12% from 1979. For 1981, if the general economy remains sluggish, he said he expects about a 12% increase for national TV, with spot perhaps doing better than network.

He resolutely maintained that the new electronic media—which were the focus

### Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Media General.....	9 mo. 9/30	\$245,495,000	+21.0	\$20,787,000	+16.7	2.88	\$202,837,000	\$17,969,000	2.44
Meredith Corp.....	3 mo. 9/30	94,020,000	+14.1	6,220,000	+37.7	1.98	82,379,000	4,517,000	1.45
Metromedia.....	9 mo. 9/28	305,319,000	+ 9.5	35,579,000	+38.3	7.95	278,802,000	25,729,000	5.60
MovieLab.....	9 mo. 9/27	28,883,504	+15.5	1,536,886	+ 9.9	.95	25,010,745	1,398,018	.86
Multimedia.....	9 mo. 9/30	117,391,000	+23.2	15,108,000	+14.9	1.50	95,227,000	13,139,000	1.31
A.C. Nielsen Co.....	year 8/31	493,116,000	+23.9	28,885,000	+10.5	2.57	398,106,000	26,131,000	2.38
Oak Industries.....	9 mo. 9/30	272,112,000	+34.6	13,223,000	+72.9	2.47	202,181,000	7,649,000	2.00
Ogilvy & Mather.....	9 mo. 9/30	188,087,000	+22.2	8,919,000	+15.7	2.14	153,973,000	7,708,000	1.89
Post Corp.....	9 mo. 9/30	55,988,000	+13.9	1,465,000	-42.9	.80	49,144,000	2,566,000	1.41
Rollins.....	3 mo. 9/30	105,978,509	+15.4	7,944,878	+22.9	.58	91,801,690	6,463,797	.48
Schering-Plough.....	9 mo. 9/30	1,327,196,000	+24.7	203,620,000	+13.5	3.79	1,064,707,000	179,430,000	3.33
Scientific Atlanta.....	3 mo. 9/30	55,632,000	+40.9	3,645,000	+62.1	.35	39,471,000	2,249,000	.26
Scripps-Howard.....	9 mo. 9/30	54,495,000	+ 8.6	11,301,000	+ 4.0	4.38	50,177,000	10,863,000	4.21
Storer Broadcasting.....	9 mo. 9/30	137,549,000	+12.2	16,205,000	-15.1	1.34	122,605,000	19,077,000	1.85
Taft Broadcasting.....	6 mo. 9/30	137,196,000	+ 9.0	19,370,000	+ 1.0	1.98	125,839,000	19,172,000	2.23
Technical Operations.....	year 9/30	30,020,000	+31.7	1,868,000	1.57	1.57	22,793,000	1,858,000	1.32
Telepictures.....	6 mo.	5,600,300		452,200		.19	4,907,000	1,073,500	.53
Teleprompter.....	9 mo. 9/30	143,024,000	+15.9	18,233,000	+113.0	1.07	123,382,000	8,590,000	.50
Time Inc.....	9 mo. 9/30	2,063,801,000	+15.5	101,987,000	+ 1.2	3.63	3,631,787,105,000	100,795,000	3.61
Tocom Inc.....	3 mo. 9/30	2,195,257	-11.7	3,298,154	+ 8.5	-.19	1,964,709	3,039,450	
Transamerica.....	9 mo. 9/30	3,254,567,000	+ 9.7	182,567,000		2.80	2,966,309,000	182,553,000	2.78
20th Century-Fox.....	9 mo. 9/27	643,985,000	+29.8	45,981,000	- 1.2	4.14	496,254,000	46,535,000	4.23
Viacom International.....	9 mo. 9/27	112,578,000	+45.7	10,953,000	+27.8	2.35	77,259,000	8,567,000	2.24
Walt Disney Productions.....	year 9/30	914,505,000	+14.8	135,186,000	+18.8	4.16	796,773,000	113,788,000	3.51
Warner Communications.....	9 mo. 9/30	1,404,618,000	+19.0	92,499,000	+22.7	3.24	1,179,888,000	75,352,000	2.74
Washington Post Co.....	39 wk. 9/28	474,212,000	+12.9	18,938,000	+28.1	1.35	420,027,000	14,777,000	.93
Wometco Enterprises.....	36 wk. 9/6	239,897,000	+14.3	14,251,000	+ 3.3	1.61	209,951,000	13,801,000	1.61
Wrather Corp.....	9 mo. 9/30	43,471,000	+13.8	-2,002,000		-.87	38,180,000	71,000	.03
Zenith Radio.....	9 mo. 9/30	853,700,000	+13.2	20,000,000	+77.0	1.06	754,400,000	11,300,000	.60

\* Includes \$4,324,000 relating to sale of Metromail Division.

\*\* Washington Post 1979 earnings have been restated to reflect change in method of accounting for magazine subscription procurement that charged cost of \$13,531,000 to that period.



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for much of the television discussion at the conference—would not put the networks out of business. But he was equally certain, he said, that 10 years hence he would still encounter skeptics. Actually, he said, he expects network share of audience to decline about 10%—without cutting into actual home delivery because the base of U.S. TV homes continues to grow.

In a similar vein, James T. Shaw, vice president, ABC Video Enterprises, was confident that network advertising dollars are not in danger, at least “for the next five transition years.”

Another speaker, Mike Drexler, senior vice president and executive director of media and programming at Doyle Dane Bernbach, put the network softness into this context:

“When the new season programming was announced in April and May, there was little enthusiasm by advertisers to jump on the up-front bandwagon. With neither an Olympics nor a political convention in 1981, there would be no critical lack of regular program inventory. In addition, while the networks had announced up-front price increases of 12%-15%, advertisers speculated that these would come down, and, if they did, it would also provide some relief to prices in the scatter

market.

“NBC came down first since they were the third-ranking network, and as a result experienced some relatively good up-front sales. ABC and CBS followed with a drop in prices, and also began to secure some up-front business. But nothing like the networks had hoped for. And when the [actors'] strike occurred in July, it aggravated the situation even further—so the up-front market never really recovered.”

Drexler said that by his estimates local TV sales gained about 10% in 1980 and national spot TV about 13%.

“As the inflationary economy persists,” he continued, “we will continue to see national advertiser dollars flow to spot in an effort to more precisely target media expenditures to geographic areas of greater sales potential. And spot television will also benefit from renewed interest in new-product introductions as we exit from the recession.”

“We estimate spot television revenues will increase 9% in 1981, with national spot business up about 11% and local-retail advertising increasing in the area of 8%.”

Financially, Drexler said, the networks “did fine” as a result of the actors’ strike and ensuing delay in opening the new

season. “They could defer a considerable amount of their programming investments into next year,” he explained, “with the likelihood that some original episodes will also be cut back. Although advertisers were able to renegotiate schedules and prices, the network profit picture on reruns was certainly a benefit to their bottom line.”

“It will be unfortunate,” he added, “if the lesson from all this is an extended rerun season in the coming years.”

The “most interesting phenomenon” in the delayed start of the season, Drexler said, “was the negligible effect it had on over-all viewing levels.” During September and October, homes-using-TV levels remained about the same as in the previous year, “and network ratings declined only about 5%, with alternate viewing going to independent stations, PBS and cable television—particularly pay cable. This apparently testifies to the habit of television viewing . . .”

He said DDB projects CBS as winner of the 1980-81 prime-time race, with ABC second and NBC third.

“It is also expected,” he said, “that the networks will become less dependent upon theatrical releases, which will eventually give way to cable in the years ahead. The networks, we predict, will concentrate more heavily on made-for-TV movies, serialized novels and dramatic series. Locally, we see greater interest in stations doing it themselves, with expanded news features, social documentaries and magazine formats.”

Drexler also offered DDB’s forecast that cable will serve one-third of all U.S. TV homes by 1985 and 48% by 1990 and that, by 1990, its advertising revenues will exceed \$1 billion, or about 4% of all TV revenues (see page 80).

He said DDB and other agencies are “already working with magazines to develop special-interest programming for cable television and videodisks.” And he forecast a “marriage” between TV and newspapers, “with the newspaper functioning as the original supplier of news and the television screen the conduit to the home for certain kinds of information such as news headlines, sports results, financial reports and movie schedules.” But he expected that the daily newspaper would also “remain intact for those who desire portability and convenience.”

Drexler cited growing strength and flexibility of radio, estimating 1980 network radio revenues up about 13% from 1979 and spot’s up 11% and predicting a further gain of about 10% in total radio revenues in 1981.

“In the future,” he continued, “we forecast even greater flexibility for radio, with specialized programming distributed via satellite to create new radio networks. We also expect to see programming appealing to the interests and life styles of many selective audiences such as the over-50 market, ethnic markets, special women’s interest programming and perhaps even a children’s network added to the many different radio formats in existence today. These new specialized stations will gener-

## BottomLine

**Film buy.** Westinghouse Broadcasting has entered into joint venture agreement with Home Theater Network, supplier of pay cable programming. Move comes on heels of Westinghouse’s merger with Teleprompter in October. Westinghouse reportedly won’t have full ownership of HTN until 1986. HTN, subsidiary of Diversified Communications Inc., Portland, Me., provides about 140 cable systems with family-oriented films.

**Turner tongue.** In sales pitch to advertising agency types in New York, Ted Turner, chairman of Turner Broadcasting System, has encouraged TV buyers to give “network salesmen a little bit of flak” and “avoid those programs you wouldn’t want your children or your mothers to watch.” Turner, praising his WTBS-TV Atlanta “superstation” and Cable News Network, predicted that those two services by 1985 will reach 50% of U.S. homes and together take 25% share of available audience.

**Sporting proposition.** CBS Inc. announced agreement in principle for its purchase of *Sport* magazine from Charter Publishing for undisclosed price. Founded in 1948, *Sport* has monthly circulation of 1.2 million, generated \$7.5 million in revenues last year. However, magazine was losing money at reported \$2 million per year. CBS says *Sport* will become part of its Men’s Magazine Group, which includes *Field & Stream* and *Mechanix Illustrated*.

**Heritage buy.** Heritage Communications’ \$18.65-million purchase of Harlingen, Tex., cable system has been completed. System serves 20 southern Texas communities including Brownsville, Harlingen, McAllen and Alice, with 30,000 subscribers and passing 92,000 homes.

**CBS shuffle.** CBS Inc. is swinging its Columbia House Division, base of record and tape club unit which claimed to be “world’s largest and most successful,” out from under wing of CBS/Columbia Group (now left with toys, musical instruments and specialty stores units) and into CBS/Records Group. Division is to report to Neil Keating, who becomes senior vice president of Records Group.

**Into TV.** United Media Enterprises, New York, syndicator of newspaper features and comic strips, has formed television division, to be operated by Jay Poyner, UME vice president. President Robert Roy Metz of UME, Scripps-Howard company whose affiliates include United Feature Syndicate and Newspaper Enterprise Association, said division plans to create, produce and distribute first-run features, mini-series and series based on its cartoon characters and its syndicated feature writers for use on TV, cable TV, videocassettes and videodisks. Poyner joined UME in 1965, later was Southwest division manager and, from 1972 to 1974, national sales manager.



ate even greater interest on the part of advertisers, much like special-interest magazines have already done."

But all the changes to come, in both new and existing media, will be "evolutionary, not revolutionary," Drexler said. "Greater media fragmentation will occur over time, but traditional media forms will adapt to these changes, fostering greater innovation in the business practices of media suppliers and advertiser usage. It is also our opinion that all of the current media forms will continue to exist, although some will have a different complexion."

Frank Tomeo of Creative Media Enterprises also took note of a soft network economy, saying "a sellers' market has become a buyers' market." He cited sports programs specifically as "oversaturated," leading to discount prices in many cases.

Tomeo, who recently left a J. Walter Thompson Co. vice presidency to form CME, a program marketing and distributing company, saw an "explosion" of new media outlets needing programming and predicted "a real jungle out there" for producers trying to meet that need.

He foresaw more changes in distribution in the next decade than in the past history of broadcasting but said the networks would still dominate, though mass audiences would become increasingly hard to reach. Where a network program needs a 30 share today to be successful, he said, a 25 share may be sufficient in the future.

While many speakers tended to concentrate on the long-range effects of new media on networks, Edward Bleier, executive vice president of Warner Bros. Television, maintained that the networks' problems are "short-term, not long-term."

Bleier cited specifically networks' "furious" concentration on program ratings in their efforts to keep circulation high; pressure from constant demands by Wall Street analysts to know what their next quarterly report will show and non-clearance of network programs by many affiliates.

He noted that "last Thursday [Dec. 4] at 8 p.m.," the networks had a combined share of audience amounting to 70%, "the lowest network share I can remember." On that evening, he said, the networks lost about 100 affiliates to syndicated programming or the *Billy Graham Crusade*.

For all media, Bleier reiterated, "it is the program that is the thing." And he was confident, he said, that "the networks are now and will remain the core of the system from the advertiser's standpoint."

In the question session, when analysts wanted to know where all the money going into the new media would come from, Frank Tomeo had this answer: "The pie will grow so large that there will be room for everybody."

And in a luncheon speech, Thomas J. Casey, deputy chief of operations of the FCC's Common Carrier Bureau, offered still another thought: When all TV stations have satellite receive dishes and all that programming is being beamed around, affiliates can replace low-rated network shows with "a movie from HBO," or other alternative programming.

## H/R, Meeker merge

**Christened Seltel, rep combination follows Selkirk buy of H/R; Arthur Stringer named CEO**

H/R Television and Meeker Television, two long-established national representative firms based in New York, have merged to form a new company called Seltel Inc.

The consolidation was made possible by the purchase of H/R Television by Selkirk Communications Ltd., Toronto, which already owned Meeker TV. The combined company now represents 85 television stations and will have offices in 15 major buying centers.

Arthur Stringer, president of Meeker since last August and previously a senior vice president for Blair Television, has been named president and chief executive officer of Seltel. Coordinating activities will be Peter Sisam, vice president, Selkirk Communications, who will be chairman.

Edgar E. White Jr., president and chief executive of H/R Television, has been named executive vice president and chief operating officer of Seltel. Harry H. Wise, chairman of H/R, becomes vice chairman of the new firm, and Phil Corper will serve as vice president and general sales man-

ager.

Selkirk is a communications conglomerate with assets of more than \$100 million. It operates radio and television stations in Canada, has interests in cable TV in the U.S. and Canada and owns two other representative firms—Selcom (radio) and All-Canada Radio and Television Ltd., which represents Canadian TV and radio stations.

## TVB plans series of sales workshops

Plans for seven sales management workshops and six local sales workshops have been announced by the Television Bureau of Advertising, which will conduct them in cooperation with the Sterling Institute, a sales training organization. TVB said they will emphasize improving managerial effectiveness and increasing sales performance.

In the management series, workshops for general sales management are scheduled Feb. 3-5 in Washington and June 18-20 in Los Angeles. National sales management sessions are set for April 17-18 in Chicago. Workshops for local sales management are scheduled Feb. 24-26 in Washington, June 25-27 in San

## In Sync

**All's well.** Intelsat V has been successfully launched in geostationary orbit. Satellite, billed as world's largest commercial communications bird, will be able to handle 12,000 phone conversations and two video channels simultaneously when scheduled to become operational in May 1981. Two-ton, \$34-million craft is first in set of nine to provide greater capacity for international communication.

**Calling all writers.** National Cable Television Association has called for technical papers for 1981 convention in Los Angeles. Topics can include earth stations, rural distribution, maintenance, training and education, interference, interactive service, pay cable, fiber optics, low cost microwave, signal leakage, foreign developments and advanced techniques. One-page abstracts are due by Dec. 30. Complete papers, submitted to Christopher Weaver, NCTA vice president, science and technology, are due March 30.

**Reducing.** Preliminary indications show small earth stations will work even if orbital arc of a satellite is reduced to three degrees. That's claim of Edward Taylor, president of Satellite Syndicated Systems, Tulsa, Okla. Company has helped market some 180 smaller dishes to cable systems for its programming that will switch satellite at year's end. Interference problems were chief concern of smaller dishes and reduced space between orbital slots.

**New network operation center.** Warner Amex Satellite Entertainment Co. announced construction of new network operation center in Smithtown, N.Y. "Multimillion dollar" facility is scheduled to be operational in mid-1981. Center will be located on four acres of land with 15,000 foot building containing control rooms, videotape operations and satellite transmission and reception equipment. Three dish satellite farm will complete facility. Smithtown center replaces current uplink facilities in Buffalo, N.Y.

**All in one.** Institution of Electrical Engineers has published papers delivered at International Broadcasting Convention, held in Brighton, England, last September. Publication (No. 191) contains 80 papers with illustrations and is available through IEE Service Center, Piscataway, N.J. Cost in U.S. is \$59.50. Information: (201) 981-0060.

**Mitosis.** Satellite communications division of Scientific-Atlanta has been made into two new businesses. Ray Stuart has been named general manager of new commercial telecommunications division, which will encompass broadcast, video and domestic and international communications markets. James S. Gray has been appointed general manager of new business telecommunications division, serving business communications market. Stuart and Gray will report to H. Allen Ecker, group vice president.

Francisco and Aug. 11-13 in Chicago, with a local sales management phase-two workshop May 12-14 in Atlanta.

Workshops in the local sales series are divided according to the sales experience of those attending. Senior sales sessions for people with three or more years experience, will be held Feb. 10-12 in Washington, July 16-18 in San Francisco and July 21-23 in Chicago. Workshops for people with six months to three years experience are set for Jan. 13-15 in Washington and July 7-9 in Chicago, and a sales primer workshop, for people with less than six months experience, is scheduled Aug. 18-20 in Chicago.

Fees for attendance range from \$565 to \$650 per three-day session. TVB said registrations are currently being accepted by Judith Terry at TVB's New York headquarters, telephone (212) 661-8440.

## Everything's coming up roses at FC&B

**Agency predicts another record year, expecting billings to break the \$1-billion mark**

Foot, Cone & Belding Communications expects 1980 to be the sixth consecutive record year for the agency in both

revenues and profit from operations.

This bright news was brought to a meeting last week of the New York Society of Security Analysts by Robert M. Trump, chairman of the finance committee of FC&B. Trump reported that for the first nine months of 1980, revenues reached \$117,580,000, up 21.8% over a year ago, while earnings from operations totaled \$7,164,000, a 27.7% jump over 1979.

Turning to 1981, Trump said the agency's forecast is for a 12% increase in volume and for an increase in expenses that is only slightly less. "Given this income/expense relationship, it clearly will be another year calling for disciplined management and expense control," Trump commented.

John E. O'Toole, president of FC&B, traced the growth of the agency's business in the past decade. He said the company's billings grew from \$240.6 million to \$918.1 million from 1970 to 1979 and will exceed \$1 billion in 1980. In the same period, he continued, revenues rose from \$36.2 million to \$137 million and income from operations increased from \$1.5 million to \$9.7 million.

O'Toole predicted FC&B will be a \$6-billion agency by 1989, a figure he said was arrived at by extending current management plans to the end of the 1980's. This means, he said, developing strategies and plans for expansion, acquisitions and diversification so that by 1990 FC&B will be number five in ranking among U.S. advertising agencies worldwide (it now ranks ninth).

## DDB predicts cable's long-term effects

**Study sees network TV decline of 15% by 1990 as cable signs 50% of all homes as subscribers**

Doyle Dane Bernbach, New York, predicts that network shares in prime time will decline by about 15% by 1990 as a result of the long-term effect of cable television.

DDB, in a new study released last week, estimates that the average prime-time network rating will drop by two rating points—from 19.4 in 1980 to 17.4 in 1990. Despite these developments, the agency said TV homes and sets-in-use levels will continue to rise, increasing the average network prime-time delivery by about 1.5 million homes to 16.3 million from 14.8 million in 1980.

Projecting the growth in cable TV, DDB figures that by 1990, about two-thirds of U.S. homes will be passed by cable, with an estimated 70% of those homes' subscribers on the 7,000 cable systems in operation by that date. The agency envisions that by 1990 one-half of all U.S. TV households will subscribe to basic cable and one-third to pay cable.

DDB reports there are three ways to advertise in cable: through purchase of local cable programs, through the purchase of cable network programs on local systems

and through purchase of the cable networks and their affiliated systems. DDB observes that advertising revenues today represent only about 5% of cable systems' gross income, but believes they will increase steadily.

"The cable audience itself is growing, rapidly justifying an increasing share of the advertising dollar," the agency said. "Additionally, programming which is both innovative and high-quality is being produced exclusively for cable audiences. Advertisers who seek this desirable program environment will want to utilize cable."

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# 1940

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# THE FIRST 50 YEARS



## OF BROADCASTING

The sounds of radio in 1940 were those of Hitler's blitzkriegs and bombings, Willkie's and Roosevelt's campaign promises and platforms, *Blondie's* and *The Aldrich Family's* domestic misadventures, *The Light of the World's* melodrama and biblical stories, *Kraft Music Hall's* songs and patter and the *Pot O'Gold's* music and money.

This mixture of international war and domestic politics, comedy and melodrama, music and quiz shows drew the attention of the 28.5-million radio households (81.1% of all households) in the U.S.

Technological advances in FM and television promised more diversity in broadcast services.

The FCC's chain monopoly inquiry produced some quick rebuttals, quixotic explanations and many long questionnaires.

More war brought more news and news specials along with an increasing dependence on radio's immediacy. During 1940, the networks' typical weekly schedules contained 56 quarter-hours of news during the evenings and 10 quarter hours during the day as opposed to only 33 in evening programing in 1939 and none during daytime hours. Edward R. Murrow, H.V. Kaltenborn and William Shirer, among others, broadcast from the European war zones to an apprehensive American nation. Raymond Gram Swing analyzed the war twice weekly for Americans on a 16-station MBS hookup and weekly from New York for the BBC, a program that gained Swing an audience of 30.7% of the adult population of Great Britain.

Kaltenborn, who had a large following after 10 years of foreign news reporting for CBS, switched on March 30 to NBC, partly to the relief of CBS executives who had pressured Kaltenborn to be just an analyst who reported and not a commentator who argued for his opinion. A memorable phrase was created when Edward R. Murrow began opening his CBS broadcasts from England with "This [pause] is London."

France's darkest hour provided an opportunity for CBS's William L. Shirer and NBC's William Kierker to report a dramatic insight on the vengeful bent of Adolf Hitler. Stationed near Compiègne, France, the broadcast newsmen described in

*Russia seized the Baltic nations of Estonia, Latvia and Lithuania. Italy joined the war against France and England, and the Nazis overran Paris, forcing a hard treaty on the conquered French. In May, Winston Churchill succeeded Neville Chamberlin as British prime minister. In June, British expeditionary forces and Allied soldiers were evacuated from Dunkirk in a brilliantly executed military-civilian naval maneuver. In October, in the United States, the drawing of number 58 signified the beginning of this country's first peacetime draft. Another precedent was set the next month: President Roosevelt was voted a third consecutive term. Broadcaster-manufacturer Powel Crosley Jr. unveiled a new minicar that got up to 60 miles per gallon and sold for \$350. But it had only limited appeal to Americans concerned about luxury-sized autos and unconcerned about gas prices.*

And in BROADCASTING ...

detail the dictator's ritualized treaty signing in 1940 after all France other than the Free French had been subdued. It was the story of Hitler's obsession that the railway coach in which a defeated Germany signed the armistice after World War I be returned to the same site for Hitler's World War II moment of victory.

Starting with Germany's invasion of Scandinavia in April, radio coverage increased. In addition to an 18-hour-a-day, European listening post on Long Island, CBS set up a receiver on its New York building designed to listen to Berlin radio 24 hours a day.

At home, American correspondents abided by an industry-created war coverage code

that sought to avoid horror and to rely on dependable sources. Abroad they submitted broadcast scripts to officials of the warring nations. Max Jordan, NBC central European representative, for example, reported that in Berlin a broadcast manuscript had to survive the scrutiny of three censors: the propaganda office, the foreign office and the military office. Despite those obstacles, FCC Chairman James Lawrence Fly termed radio's war coverage a "balanced perspective... an intelligent and fair sort of job," as he reassured broadcasters that "any idea that the government contemplates taking over of broadcast operations generally can only be labeled sheer fantasy." Nevertheless, such rumors persisted and were only fed when, in late September, the government created a Defense Communications Board, headed by FCC Chairman Fly.

The board was to design a plan for communications in a national emergency. As envisioned, the DCB could not censor radio or take over its facilities, and it received BROADCASTING's editorial endorsement as a "necessary development" that would let broadcasters "carry on, 'business as usual.'" Still the DCB generated a concern from some broadcasters who worried about censorship, procedure and property.

Broadcasters endured another period of anxiety when the War Department in October announced plans for a separate radio section to coordinate and use radio communication for the military. Even though the radio section busied itself primarily with the coordination of wire line and radio com-

munications rather than the broadcasting industry, some broadcasters remained fearful of future government intervention.

While the bombs dropped in Europe and governments toppled, a worried America sought moments of escape in comedy that dominated stateside radio entertainment. For the third consecutive year, Edgar Bergen's Charlie McCarthy won the title "Champion of Champions" in the *Motion Picture Daily's* poll of 700 radio editors and columnists. Jack Benny gained the title of "Outstanding Artist of the Year" and his show the "Best Program" from the *New York World-Telegram* poll.

Quiz shows were gaining in popularity. One, *Pot O' Gold*, not only achieved a significant audience but also intensive FCC scrutiny. *Pot O' Gold* had debuted on NBC on Sept. 26, 1939, and presented music by Horace Heidt and His Musical Knights and featured a phone call from host Ben Grauer to a number chosen from directories. A person at home and answering received \$1,000; those not answering were

sent \$100 by mail.

Despite the 80-million-to-one odds against being called by Grauer, *Pot O' Gold* lured so many from movie houses that some theater owners offered \$1,000 prizes to anyone who was called while attending the movies.

Because of complaints from members of Congress, theater owners and others over the growth of quiz shows and *Pot O' Gold* in particular, the FCC, in February, asked the Department of Justice to investigate *Pot O' Gold* and *Fine Bread Mystery Woman*, (a local program in Texas with a slightly different awards format) to see if they violated lottery laws. The Justice Department declined to prosecute.

Sports and politics also attracted growing numbers of radio listeners. Joe Louis's fight with Arturo Godoy on June 20 captured a rating of 37.9. Baseball broadcasts increased in popularity. The 1940 World Series between the Detroit Tigers and the Cincinnati Reds, broadcast on MBS, received an average rating of 25.2 as compared with 21.3 for the 1939 series bet-

ween the New York Yankees and Cincinnati.

The presidential race between Republican Wendell Willkie and President Roosevelt drew large radio audiences; Willkie nomination acceptance speech, broadcast from Elwood, Ind., on all nationwide networks, attained a 37.8, the highest rating for a political speech in the 10 years of the Cooperative Analysis of Broadcasting's research. [CAB pointed out that two other speeches received higher ratings; Roosevelt's June 10 speech in Charlottesville, Va., received a 45.5 and King Edward VIII's abdication speech in December, 1939, received a 45]. Many considered Willkie a flop as a radio orator because of his slurring of words, his tendency to say "flosophy," "b'lieve," "opp'site." As an editorial in the Scripps-Howard newspapers put it, "Wendell Willkie's speech was much better to read than to hear . . . When it comes to vote-getting in this day of radio and audience by the millions, teamwork among the organs of speech is vital . . . An Adam's apple may

## Five Commissioners Hear Major Armstrong's Testimony



AS MAJ. ARMSTRONG unfolded the story of FM development, five of the seven FCC members listened in rapt attention. On the bench (l to r) T. A. M. Craven, Thad H. Brown, Chairman James Lawrence Fly, Paul A. Walker and F. I. Thompson sat throughout the hearings which began March 18 and lasted two weeks.



FOSTERERS of FM during the FCC proceedings were (l to r) J. R. Popple, chief engineer of WOR and chairman of the FM Broadcasters Inc., engineering committee; Paul W. Morency, WTIC, Hartford; Walter J. Damm, WTMJ, Milwaukee; Dr. Franklin Doolittle, WDRC, Hartford; John Shepard 3d, president of FM Broadcasters Inc.; Dr. C. M. Jansky Jr., consulting engineer; John V. L. Hogan, consulting engineer; Paul A. deMars, technical director of the Yankee Network, which already has an FM station in operation.

—Broadcasting, April 1



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win the election and determine the destiny of nations." Others, such as Dr. Henry Lee Smith, speech expert and radio personality, felt Willkie's regionalism to be to his advantage in developing the persona of an earthy, warm Midwesterner. In either case, everybody acknowledged radio's ability as a kingmaker.

Noticeable, but not enough to make a political difference, television for the first time covered the political conventions and the election returns. Philco broadcast the Philadelphia Republican convention to that area on its experimental W3XE Philadelphia, while NBC used coaxial cable to relay its pickup to New York and W2XBS there on the Empire State building. From there it was also relayed to Schenectady, N.Y., for use on GE's experimental facilities there. For the Chicago Demo-

cratic convention in August, NBC shot newsreel film and sent it by plane to New York for broadcast twice during the following day.

The FCC in November 1939 had accepted RCA's television system as a standard, but its decision was questioned. In a compromise, the FCC in February 1940 rescinded its approval of specifications, but authorized limited commercial television to become effective Sept. 1. The FCC said that its purpose was to allow experimental TV stations to get revenues to take care of their operating costs.

RCA seized the opportunity to announce a price cut in television sets in an effort to increase the number of TV homes within range of the NBC transmitter from 1,250 to 25,000. RCA reduced the price of its best model, a 12-inch video

screen, from \$600 to \$395.

But the FCC had second thoughts. On March 23, it suspended the authorization for "limited commercial" television, and rebuked RCA for its sales drive, which the FCC feared might freeze standards at the present level. And by June, the FCC had put television back to an experimental status.

Speaking for many in the industry, BROADCASTING felt that the FCC commissioners strayed "far out of bounds in basing their suspension order on RCA's promotional activities, properly a subject for [Federal] Trade Commission scrutiny . . . The whole episode seems to have been born of pique and nurtured by truculence. . . it is apparent that some sort of check and balance over commissions and commissioners with prejudices and predilections is needed. . ."

Many in the field accused the FCC of much more than pique after the commission's chain monopoly report appeared in June. BROADCASTING headlined; "Monopoly Report Seen Industry Threat; Entire Network System Would Be Revamped if Adopted." Among other things, the FCC chain monopoly committee recommended limits on network ownership of stations and on the term of affiliation contracts, the removal of networks from the transcription and talent-bookings businesses, and the requirement that networks serve stations in remote areas whether or not it was profitable.

The response was immediate. BROADCASTING called the report "another example of the [FCC's] 'giant-killer' complex," editorializing that "To us it is manifest that the report represents an outcropping of deep-seated yet unstudied prejudices . . . it is apparently written as a reply to what the more vocal congressional business-baiters want rather than what the facts show."

The chain monopoly report generated so much negative reaction that it affected Commissioner Thad H. Brown's confirmation for another seven-year FCC term. His term expired in June of 1940. The Senate Interstate Commerce Committee, continuing an indirect attack on the policies and personnel of the FCC, refused to act on Brown's renomination until after the election. Senator Charles Tobey (R-N.H.) was particularly emphatic in delving into the personal and public life of the FCC commissioner. In October, FDR withdrew Brown's nomination at the request of the commissioner, who died the following February.

By November, NBC, CBS, and the Independent Radio Network Affiliates, in BROADCASTING's words, "raked the FCC committee's report of last June 12 with a brand of legalistic fire seldom before loosed against a governmental agency. . . ." Only MBS supported the basic conclusions of the committee's findings that networks be licensed, that exclusive network-affiliate contracts be banned, and that the FCC supervise the dealings of stations and networks. MBS said its concern was over the

## New Color Television System Developed Secretly by CBS

Chairman Fly Sees Goldmark Method Demonstrated; Simplicity, Faithful Color Are Claimed

AFTER six months of secret research, CBS on Aug. 29 announced development of what was described as a simple system of sending and receiving television images in full color. The announcement was made following a laboratory demonstration of the new process in New York to FCC Chairman James Lawrence Fly. The initial demonstrations also marked the first time CBS actually had broadcast anything but television test patterns.

According to the announcement of Paul W. Kesten, CBS vice-president, the color television pictures demonstrated used the same 6 mc. frequency band required for ordinary black-and-white telecasting. He also indicated that the apparatus developed in conjunction with the new color technique was comparatively simple, and that ordinary television receivers, with very little adaptation and addition of a color attachment, could receive the signals.

### They're 'Real Colors'

Another factor cited as unique was the fact that the same signal could be received either by standard television models or those equipped with the color attachment, with a clear black and white picture screening on the former and a full color view on the latter.

"We believe that in bringing full color television to this stage of development, Dr. Peter C. Goldmark, CBS chief television engineer who invented and developed the system, has made the most important contribution to the art in the last 15 years," Mr. Kesten commented. "In the pictures we have seen, colors



DR. PETER C. GOLDMARK

CBS color television method. In addition to the more pleasing life-like and dramatic quality of the pictures, it has been found that the use of color actually increases the apparent definition of the picture and makes small objects easier to recognize, particularly when this is dependent on variations in color or tone, he pointed out.

"Color tends to remove the limitation of black-and-white television's inability to define small objects clearly, because contrast between colors is discernible, where contrast between mere shades of gray may be lost to the eye," he remarked.

—Broadcasting, Sept. 1





EDWARD B. MARKS, president of Edw. B. Marks Music Corp., signs the contract transferring the performing rights to more than 15,000 songs from ASCAP to BMI on Jan. 1. Looking on are (l to r) Merritt E. Tompkins, vice-president and general manager of BMI (seated); Sydney Kaye, BMI general counsel; Max Marks (brother); Herbert Marks (son).

—Broadcasting, Dec. 15

"basic issue of liberty of expression" involved in NBC and CBS control of "the most desirable broadcasting time of the more important stations in the larger cities."

Some credence to MBS's contention appeared in the financial report that showed gross time sales for 1940 exceeded \$208 million. By 1940 MBS had increased its affiliations from less than half of 1% of all stations in 1935 to 19% of all stations; however, many of these stations had primary affiliations with NBC or CBS and mostly used MBS programs on a secondary basis. While MBS's gross time sales increased, NBC and CBS still held a considerable lead: MBS grossed \$4,767,054 in 1940; CBS, \$41,025,549; NBC Blue, \$10,707,678, and NBC Red \$39,955,322.

In licensing, the FCC received support for one of its policies when the Supreme Court on March 25 upheld the commission's position that it had the power to license new stations regardless of the effect of the competition on existing stations. The so-called Sanders case involved KDTN Dubuque, Iowa, and permittee *Dubuque Telegraph-Herald*. Despite the increased anxiety this brought to many station owners, BROADCASTING pointed out that the Supreme Court had stripped the FCC of supervisory control of programs, business management or policy of stations. BROADCASTING called it "a victory for the American system of broadcasting. It means that the FCC itself must mend its ways. The court had ruled that scrutiny of programs, unnecessary snooping into fiscal operations ... and other operations of stations are no concern of the licensing authority. A good station, well-managed, does not fear legitimate competition. But broadcasters have had ample reason to dread the kind of

regulatory tactics indulged in by the FCC."

In music, broadcasters gained ground in July when the U.S. Circuit Court of Appeals reversed a lower court ruling in the RCA-Whiteman-WNEW New York case to declare that a broadcaster could put phonograph records on the air without receiving permission from either the recording company or the recording artist.

Broadcasters attempted to strengthen their position by setting up their own Broadcast Music Inc., which had been announced in 1939. They also girded for the expiration of the current American Society of Composers, Authors and Publishers contracts on Dec. 31, 1940. With ASCAP pulling hard on broadcasters' patience and budgets by demanding a 70% rate boost, broadcasters hoped BMI and the competition it promised to introduce in music licensing would give them a bargaining chip against ASCAP.

In preparation for a possible period of non-ASCAP music, BMI acquired the M. M. Cole catalogue, the Schirmer catalogue and the Edward B. Marks catalogue for a total of over 30,000 numbers under BMI direct control, and 75,000 more available to BMI through non-ASCAP sources.

With the ASCAP deadline approaching, BROADCASTING warned that "War is hell in any language, and there are hellish days ahead for the adversaries in the conflict precipitated by a hitherto arrogant, brass-knuckled ASCAP that now must know it overplayed its hand."

Broadcasters and music-licensing groups alike got an unwanted Christmas package in late December when the Department of Justice announced new criminal antitrust litigation against ASCAP, NBC, CBS as well as BMI.

In FM development, the medium in 1940 strengthened its position in its con-

tinual race with television. FM Broadcasters Inc., was formed in January to lobby for additional spectrum space. FMBI won points in May when the FCC authorized commercial FM and reallocated the space used for experimental television channel 1 to FM radio. With headlines reading, "1,000 New FM Stations Foreseen," many AM broadcasters and television proponents worried. When the FCC decided that television should have FM sound, FM seemed more powerful than ever. By September some FM receiver production had begun, and an FM network was projected. By December, General Electric's W2XOY joined the others as a regularly scheduled FM station.

By its 20th anniversary in 1940, AM radio had spawned FM and television. The number of U.S. broadcasting stations had jumped to 882 with 20,000 regular employees (not counting artists or part-timers), and a \$50-million annual payroll. The average weekly wage of \$45.96 for full-time employees made broadcasting the best paying industry. The number of radio sets in use had grown to 52 million, including 8 million auto radios.

Besides the accolades for radio implied by those numbers, others developed. The Henry W. Grady School of Journalism of the University of Georgia instituted the George Foster Peabody awards, with the first to be given in 1941 for 1940 achievements.

On radio's 20th birthday, President Roosevelt congratulated the medium for its "outstanding achievements." He declared: "Today the need is greater than ever that broadcasting should perform its function as a medium of public information." On Dec. 29, with the U.S. edging closer to war, President Roosevelt chose radio and the forum of another fireside chat to introduce the nation to his concept of "lend-lease." Radio played midwife to yet another idea and stage in U.S. development.

### Stay Tuned

1. World War II brought the government-created OFF. What did it stand for, and who headed it?
2. Who were the two commissioners who dissented to the FCC's chain monopoly report?
3. What government figure said that the NAB reminded him of a "dead mackerel in the moonlight—it both shines and stinks!"?
4. Which network was the first to break from broadcasters' ranks during the impasse with ASCAP?
5. Who was the naval ensign from KLZ Denver who died in the Pearl Harbor attack?

The answers next week, in "1941."

## Television in 1979: \$7.8 billion revenues, \$1.7 billion profits

Television industry revenues for 1979 totalled \$7,875,000,000, a 13.3% increase over \$6,949,800,000 in 1978. The three networks accounted for 43.8% of that total with \$3,454,500,000 as compared to \$2,964,600,000 in 1978—a 16.5% increase. Those figures were part of the FCC financial data released last week. Combined with the market-by-market figures released by the commission last month (BROADCASTING, Nov. 24), they give the complete TV industry data for 1979.

The VHF total revenue figure for 1979 was \$3,834,500,000 up 10.5% from the previous year while the UHF total revenue figure for 1979 was \$586,000,000 up 13.9% from 1978.

Network O&O's netted \$637,900,000 in revenues for 1979 up 9.1% over the 1978 figure of \$584,500,000. Other VHF affiliates generated revenues of \$2,741,200,000 up 10.9% from the preceeding year. VHF independents accounted for revenues totaling \$455,400,000, a 9.6% increase over 1978.

UHF affiliates had \$285,700,000 in revenues up 12% from 1978's total of \$255,200,000. Independent U's accounted for \$300,300,000 of the total 1979 industry revenue figure as compared to 1978's figure of \$259,200,000.

Income before taxes in 1979 for the entire industry totalled \$1,690,200,000, up 2.2% from the 1978 total of \$1,653,300,000. Networks and their O&O's accounted for \$575,300,000 with the networks alone having a total income of \$370,200,000—up 0.9% from the comparative figure for 1978 (\$373,500,000)—and the network O&O's showing a 10.1% increase in income from 1978's \$186,300,000 to 1979's \$205,100,000.

Excluding the network O&O's, profits before federal income tax for VHF affiliates was \$925,100,000 in 1979—a 4.4% gain over 1978's figure of \$886,100,000. Independent V's yielded profits totaling \$120,600,000—a gain of 6.7% over 1978's figure of \$113,000,000.

Total UHF income for 1979 declined 26.6% to \$69,200,000 from the previous year's figure of \$94,300,000. UHF network affiliates yielded \$32,700,000—down 22.5% from 1978 while independent U's had a total income of \$36,500,000 for 1979—down 30% from the previous year's

comparative figure of \$52,100,000.

Industry sales to advertisers totaled \$9,181,900,000 in 1979 with networks accounting for 43.2% of that total (\$3,966,100,000); the VHF market accounting for 49.4% of the total (\$4,539,200,000); and the UHF market accounting for 7.4% of the total (\$676,600,000). Network O&O's accounted for 8.4% of the total industry sales figure (\$773,000,000); other VHF affiliates accounted for 35.1% (\$3,222,-

000,000); independent V's 5.9% (\$544,200,000); UHF affiliates 3.6% (\$328,100,000), and independent U's 3.8% (\$348,500,000).

The industry total for network sales for 1979 was \$4,310,500,000. Networks accounted for 92% of the total (\$3,966,100,000) while the VHF market total \$311,400,000 or 7.2% and the UHF market total was \$33,000,000 or 0.8%.

Total industry spot sales amounted to

### 1. Total figures for television 1979: revenues, expenses and profits

	1979	1978	% change from 1977
<b>Broadcast revenues<sup>1</sup></b>			
<b>INDUSTRY TOTAL</b>	<b>\$7,875,000,000</b>	<b>\$6,949,800,000</b>	<b>13.3</b>
Networks <sup>2</sup>	3,454,500,000	2,964,600,000	16.5
VHF total	3,834,500,000	3,470,800,000	10.5
Network O&O	637,900,000	584,500,000	9.1
Other affiliates	2,741,200,000	2,470,800,000	10.9
Independents	455,400,000	415,500,000	9.6
UHF total	586,000,000	514,400,000	13.9
Affiliates	285,700,000	255,200,000	12.0
Independents	300,300,000	259,200,000	15.9
<b>Broadcast expenses</b>			
<b>INDUSTRY TOTAL</b>	<b>6,184,800,000</b>	<b>5,296,500,000</b>	<b>16.8</b>
Networks	3,084,300,000	2,591,100,000	19.0
VHF total	2,583,700,000	2,285,300,000	13.1
Network O&O	432,800,000	398,200,000	8.7
Other affiliates	1,816,100,000	1,584,600,000	14.6
Independents	334,800,000	302,500,000	10.7
UHF total	516,800,000	420,100,000	12.3
Affiliates	253,000,000	213,000,000	18.8
Independents	263,800,000	207,100,000	27.4
<b>Broadcast income (before federal income tax)</b>			
<b>INDUSTRY TOTAL</b>	<b>1,690,200,000</b>	<b>1,653,300,000</b>	<b>2.2</b>
Networks	370,200,000	373,500,000	(0.9)
VHF total	1,250,800,000	1,185,500,000	5.5
Network O&O	205,100,000	186,300,000	10.1
Other affiliates	925,100,000	886,100,000	4.4
Independents	120,600,000	113,000,000	6.7
UHF total	69,200,000	94,300,000	(26.6) <sup>2</sup>
Affiliates	32,700,000	42,200,000	(22.5) <sup>2</sup>
Independents	36,500,000	52,100,000	(30.0) <sup>2</sup>

<sup>1</sup>Last digits may not add to totals due to rounding.

<sup>2</sup>( ) denotes loss or decline.

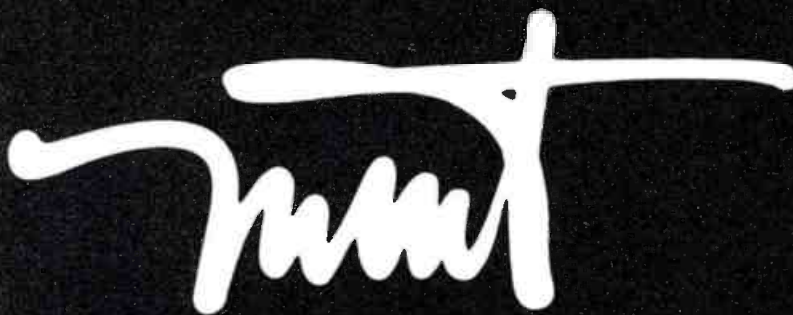


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## 2. Who sold how much in 1979

	Stations	Amount	% industry total
Sales to advertisers (industry total) <sup>1</sup>	—	\$9,181,900,000	100.0
Networks	—	3,966,100,000	43.2
VHF total	512	4,539,200,000	49.4
Network O&O	15	773,000,000	8.4
Other affiliates	466	3,222,000,000	35.1
Independents	31	544,200,000	5.9
UHF total	211	676,600,000	7.4
Affiliates	130	328,100,000	3.6
Independents	81	348,500,000	3.8
Network sales (industry total)	—	4,310,500,000	100.0
Networks	—	3,966,100,000	92.0
VHF total	512	311,400,000	7.2
Network O&O	15	45,300,000	1.0
Other affiliates	466	263,400,000	6.1
Independents	31	2,700,000	0.1
UHF total	211	33,000,000	0.8
Affiliates	130	28,000,000	0.6
Independents	81	5,000,000	0.1
National/regional sales (industry total)	723	2,573,600,000	100.0
VHF total	512	2,251,000,000	87.5
Network O&O	15	392,000,000	15.2
Other affiliates	466	1,529,400,000	59.4
Independents	31	329,600,000	12.8
UHF total	211	322,600,000	12.5
Affiliates	130	135,000,000	5.2
Independents	81	187,600,000	7.3
Local sales (industry total)	723	2,297,800,000	100.0
VHF total	512	1,976,800	86.0
Network O&O	15	335,700,000	14.6
Other affiliates	466	2,429,200,000	62.2
Independents	31	211,900,000	9.2
UHF total	211	321,000,000	14.0
Affiliates	130	165,100,000	7.2
Independents	81	155,900,000	6.8

<sup>1</sup>Last digits may not add due to rounding.

## 3. TV station winners and losers

	Total		Network-affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting <sup>1</sup>	455	184	428	117	27	67
Number of stations reporting profits	408	122	387	89	21	33
Profitable stations as percent of total	89.7	66.3	90.4	76.1	77.8	49.3
Number of stations reporting profits of:						
\$15,000,000 and more	10		9		1	
10,000,000-15,000,000	18		14		4	
5,000,000-10,000,000	47	2	42		5	2
3,000,000-5,000,000	57	9	51	1	8	8
1,500,000-3,000,000	71	7	70	1	1	6
1,000,000-1,500,000	46	8	46	6		2
600,000-1,000,000	47	24	47	17		7
400,000-600,000	30	15	29	14	1	1
200,000-400,000	33	25	33	20		5
100,000-200,000	25	8	23	8	2	
50,000-100,000	10	11	10	10		1
25,000-50,000	8	6	7	5	1	1
Less than 25,000	6	7	6	7		
Number of stations reporting losses	47	62	41	28	6	34
Unprofitable stations as percent of total	10.3	33.7	9.6	23.9	22.2	50.7
Number of stations reporting losses of:						
Less than \$10,000	2	1	2			1
10,000-25,000	2	5	2	5		
25,000-50,000	4	5	4	2		3
50,000-100,000	6	6	5	2	1	4
100,000-200,000	12	10	12	5		5
200,000-400,000	8	11	8	7		4
400,000 and over	13	24	8	7	5	17

<sup>1</sup>Stations operating full year only, excluding satellites. Profits (broadcast income) are before federal income tax.

**Revisions.** The FCC last week announced changes in the 1979 market-by-market TV financial tabulations released last month (BROADCASTING, Nov. 24, pages 74-81) for Memphis and Greensboro/Winston-Salem/High Point, N.C. Since correcting those markets would reveal confidential data, the FCC is not releasing them. However, the FCC did release new overall market-by-market totals; They are reflected in the charts appearing in this section. ■ The FCC has also released changes from its year-earlier reporting of 1978 total revenue figures for several markets, and has revised overall totals for that year. For the benefit of those readers who want to update their records, these are the revised figures: Charlotte, N.C. \$29,172,000; Columbia, S.C. \$10,926,000; Hartford-New Haven-New Britain-Waterbury, Conn. \$33,550,000; Lubbock, Tex. \$7,642,000; Nashville \$26,138,000; San Francisco-Oakland \$123,238,000. The new national totals for 1978: Network time sales \$314,907,000; spot \$2,326,451,000; local \$1,987,109,000; barter and trade-outs \$89,169,000; total revenues \$3,985,231,000 with a 10.9% increase in 1979 over 1978.

\$2,573,600,000 with VHF's grabbing 87.5% of that pie and UHF's 12.5%.

Local sales amounted to \$2,297,800 in 1979 with VHF stations accounting for 86% of the total (\$1,976,800,000) and UHF stations accounting for the remaining \$321,000,000. Network O&O's accounted for 14.6% (\$335,700,000) while other VHF affiliates accounted for 62.2% (\$2,429,200,000) and independent V's accounted for 9.2% of the total (\$211,900,000). UHF affiliates accounted for 7.2% of the total (\$165,100,000) and independent U's accounted for 6.8% of the total (\$155,900,000).

The industry expense total for 1979 was \$6,184,800,000, a 16.8% increase over 1978 when that figure totaled \$5,296,500,000. Networks accounted for about half of that total with \$3,084,300,000—registering a 19% increase over 1978. Total expenses for the VHF market for 1979 were \$2,583,700,000 up 13.1% over 1978.

**Notes.** The FCC uses the following definitions in line items in its annual television figures:

**All other selling expenses:** Expenses, other than payroll, incurred in connection with sales of time, advertising, publicity.

**All other technical expenses:** Technical expenses other than payroll, such as circuit costs incurred in delivering programs to the local studio.

**Broadcast income:** Profit or loss before federal income tax. Equals broadcast net revenues less total broadcast expenses.

**Commissions:** Amounts paid to agencies, representatives, and brokers (but not to staff salesmen or employees) and cash discounts.

**General and administrative expenses:** Expenses which cannot be classified in the technical, program or selling categories.

**Gross broadcast revenues:** Total sales to advertisers plus revenues from sales to other than advertisers.

**Local sales:** Sales of station time, programs, materials



## 4. Network and station employment

	Number of stations	Number of employees			Total payroll <sup>1</sup>
		Full time	Part time	Total	
Industry total	—	67,337	8,151	75,488	\$1,568,975
Networks	—	13,671	2,357	16,028	456,163
VHF total	512	44,238	4,542	48,780	956,074
Network O&O	15	5,274	356	5,630	174,777
Other affiliates	466	35,295	3,681	38,976	691,006
Independents	31	3,669	505	4,174	90,291
UHF total	211	9,428	1,252	10,680	156,738
Affiliates	130	5,849	839	6,688	93,696
Independents	81	3,579	413	3,992	63,042
Station total	723	53,666	5,794	59,460	1,112,812

<sup>1</sup>Last digits may not add due to rounding

## 5. Property investment

	Number of stations reporting <sup>1</sup>	Original cost		Original cost minus depreciation	
		Total <sup>2</sup>	Station average	Total	Station average
Industry total	—	\$3,118,731	—	\$1,549,574	—
Networks	—	511,181	—	243,468	—
VHF total	510	2,128,891	4,174	1,031,966	2,023
Network O&O	15	161,292	10,753	75,382	5,025
Other affiliates	466	1,796,364	3,855	873,391	1,874
Independents	29	171,235	5,905	83,193	2,869
UHF total	210	478,659	2,279	274,140	1,305
Affiliates	129	275,426	2,135	149,935	1,162
Independents	81	203,233	2,509	124,205	1,533
Station total	720	2,607,550	3,622	1,306,106	1,814

<sup>1</sup>Two VHF and 1 UHF stations did not report investment in tangible property. Some of these may be operating under lease agreements.

<sup>2</sup>In cases of stations which have been sold, represents that portion of price assigned by new licensee to property.

or services placed by or behalf of local advertisers or sponsors, reported before deductions for cash discounts and commissions.

**Markets:** The assignment of station to TV markets, for purposes of this report, is generally made on the basis of coverage area, proximity to other stations and network affiliation patterns. Although the market assignments are generally consistent with those of the two major rating services, Arbitron and Nielsen, there are differences due to the different methods of assignment used. In addition, for this report, satellite stations are assigned to their own individual markets rather than to the parent station market.

**National/regional sales:** Sales of station time, programs, materials or services placed by or on behalf of advertisers generally recognized as national or regional in character, reported before deductions for cash discounts and commissions.

**Net broadcast revenues:** Gross broadcast revenues less commissions to agencies, representatives and brokers (but not to staff salesmen or employees) and less cash discounts.

**Network compensation:** Amounts received by stations from programming networks for carrying the networks' programs and advertising.

**Network sales:** Sales of network services, including time, programs, materials, facilities and other services, placed by or on behalf of advertisers. This figure also includes the compensation received by stations from non-national or part-time program networks, but does not include the sales of those networks. The network sales figure is reported before deductions for cash discounts, and commissions.

**Payroll:** Salaries, wages, bonuses and commissions to staff.

**Sales other than sale of station time:** All amounts charged advertisers or sponsors, in connection with the sale of time, for programs, materials, facilities or services.

**Sales to other than advertisers:** Revenues from the supply of materials, facilities, or services not associated with the station's time sales.

**Total sales to advertisers:** Total amounts paid by advertisers for broadcast time, and for programs, materials, facilities and services supplied by the broadcast industry (including networks and television stations) in connection with the sale of time. These amounts are reported before deductions for cash discounts, commissions paid to advertising agencies, representatives, brokers and to staff salesmen or employees.

## 6. 1979 network and station revenue breakouts

Revenue Items	Other VHF stations				UHF stations				Networks and 708 TV stations	
	15 Networks	15 network O&O's	466 affiliates	30 independents	126 affiliates	71 independents	511 VHF stations	197 UHF stations	708 TV stations	708 TV stations
Network sales, Gross	\$4,297.5									\$4,297.5
Deduct: Payments to owned and operated stations.	43.8									43.8
Deduct: Payments to other affiliated stations	287.6									287.6
Retained from network sales <sup>2</sup>	3,966.1	\$45.3	\$263.4	\$2.7	\$ 28.0	\$ 5.0	\$ 311.4	\$ 33.0	\$344.4	4,310.5
Non-network sales to advertisers, Total	—	727.8	2,958.6	541.5	300.1	343.4	4,227.9	643.5	4,871.5	4,871.5
To national and regional advertisers, Total	—	392.0	1,529.4	329.6	135.0	187.6	2,251.1	322.6	2,573.7	2,573.7
Sale of station time	—	391.8	1,521.5	329.0	134.4	185.8	2,242.3	320.2	2,562.6	2,562.6
Other than sale of station time	—	0.2	7.9	0.6	0.6	1.7	8.8	2.4	11.1	11.1
To local advertisers, Total	—	335.7	1,429.2	211.9	165.1	155.9	1,976.8	320.9	2,297.8	2,297.8
Sale of station time	—	333.9	1,392.6	208.7	160.2	147.7	1,935.2	307.9	2,243.1	2,243.1
Other than sale of station time	—	1.8	36.6	3.2	4.9	8.2	41.6	13.0	54.7	54.7
Sales to other than advertisers	136.2	3.5	25.7	6.4	3.2	6.7	35.7	10.0	45.6	181.8
Gross broadcast revenues	4,102.3	776.6	3,247.7	550.7	331.3	355.2	4,575.0	686.5	5,261.5	9,363.8
Deduct: commissions to agencies, representatives etc.	647.7	138.7	506.5	95.2	45.6	54.9	740.5	100.5	841.0	1,488.7
Net broadcast revenues	3,454.6	637.9	2,741.2	455.4	285.7	300.3	3,834.5	586.0	4,420.5	7,875.1

# 7. 1979 network and station expense breakouts

Broadcast expenses <sup>1</sup>	Other VHF stations			UHF stations			total VHF	Total UHF	Total TV stations	Networks and TV stations
	Networks	15 network O&O's	affiliates	Independents	affiliates	Independents				
Technical expenses, Total	2	\$ 46.9	\$ 199.5	\$ 34.1	\$ 35.5	\$ 30.2	\$ 280.5	\$ 65.7	\$ 346.3	2
Technical payroll	2	26.6	138.7	26.7	18.6	16.7	192.0	35.3	227.3	2
All other technical expenses	2	20.3	60.8	7.4	16.9	13.5	88.5	30.4	119.0	2
Program expenses, Total	\$2,699.72 <sup>3</sup>	239.6	727.0	180.2	82.7	114.0	1,146.9	196.7	1,343.6	4,389.6
Payroll for employees considered "talent"	331.22	21.1	65.2	8.4	5.0	2.5	94.7	7.5	102.2	1,088.2
Payroll for all other program employees		93.8	260.2	25.5	32.3	15.7	379.6	48.0	427.6	
Rental and amortization of film and tape	1,757.44	44.8	190.6	106.5	21.6	62.6	342.0	84.1	426.1	2,183.5
Records and transcriptions	6.1	0.4	1.7	0.1	0.1	0.2	2.2	0.3	2.5	8.7
Cost of outside news services	NA	4.2	16.7	3.0	2.2	0.9	23.8	3.1	26.9	26.9
Payments to talent	NA	12.7	7.1	1.2	0.5	1.0	20.9	1.4	22.4	22.4
Music license fees	13.2	11.6	45.4	6.4	4.8	3.8	63.4	8.6	72.0	85.2
Other performance and program rights	169.4	11.0	14.1	10.1	1.1	10.5	35.2	11.6	46.9	216.3
All other program expenses	422.3	40.0	126.0	19.0	15.3	16.8	185.0	32.1	217.1	758.4
Selling expenses, Total	143.2	64.1	249.6	39.5	37.6	39.3	353.3	76.8	430.2	573.4
Selling payroll	26.8	17.9	130.8	16.9	21.9	16.1	165.6	38.0	203.6	230.4
All other selling expenses	116.5	46.3	118.8	22.6	15.6	23.2	187.7	38.9	226.6	343.0
General and Administrative expenses, Total	241.5	82.2	639.8	81.0	97.0	80.0	803.0	177.0	980.0	1,221.4
General and administrative payroll	100.2	15.4	96.1	12.7	15.9	12.0	124.2	27.9	152.2	252.4
Depreciation and amortization	34.5	10.6	144.4	14.8	24.3	19.2	169.8	43.5	213.3	247.8
Interest	NA	—	43.0	7.1	11.7	10.5	50.1	22.3	72.4	72.4
Allocated costs of management from home office or affiliate(s)	NA	27.1	72.0	5.2	6.8	7.2	104.3	14.1	118.3	118.3
Other general and administrative expenses	106.8	29.0	284.4	41.2	38.2	31.0	354.6	69.2	423.8	530.5
<b>Total broadcast expenses</b>	<b>3,064.35<sup>5</sup></b>	<b>432.8</b>	<b>1,816.1</b>	<b>334.8</b>	<b>253.0</b>	<b>263.6</b>	<b>2,563.7</b>	<b>516.8</b>	<b>3,100.6</b>	<b>6,184.9</b>

<sup>1</sup> All dollar figures are in millions; last digits may not add due to rounding.

<sup>2</sup> Because methods of treating technical and program expense differ among the networks, the two figures were combined.

<sup>3</sup> Includes \$60,386,472 for cost of inter-city and intra-city program relay circuits.

<sup>4</sup> Amortization expense on programs obtained from others.

<sup>5</sup> The networks reported spending \$324 million on their news and public affairs operations; this figure contains costs already included in other expense items.

NA individual detail item not reported.

As compiled by BROADCASTING, Dec. 1 through Dec. 5 and based on filings, authorizations and other FCC actions.

## New Stations

### FM applications

■ \*Whiteriver, Ariz.—Apache Radio Broadcasting Corp. seeks 88.1 mhz, 3 kw, HAAT: 600 ft. Address: P.O. 700 Whiteriver 85941. Estimated construction cost: \$311,000; first-year operating cost: \$153,000. Format: Light Entertainment. Principal: Tribal Council of the Whiteriver Mountain Apache Indian Tribe. Ronnie Lupe is tribal chairman. It has no other broadcast interests. Filed Nov. 14.

■ Decatur, Ill.—Town and Country Broadcasting Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 1757 Moundford Ct. Decatur, 62526. Estimated construction cost: \$31,400; first-quarter operating cost: \$32,100; first-quarter revenue: \$64,800. Format: Easy Listening/Religions. Principal: Leonard C. Watson (27.5%); John A. Bortowski (17.5%), and James A. Uszler and Stanley Cronwall (15% each), and others. Watson is a consulting engineer and is associated with Leo Burnett Co. Bortowski is director of engineering at

WLAK(FM) Chicago. Uszler is associated with Cole Film Svs., film production company. Cronwall is Tucson, Ariz., independent small business consultant. Uszler has an interest in CP for AM at Sycamore, Ill. The rest have no other broadcast interests. Filed Oct. 29.

■ Saco, Me.—Vacationland Broadcasting Services, Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 27 Tall Pines Dr. West Buxton, Me. 04093. Estimated construction cost: \$5,300; operating cost: \$23,800; revenue: \$78,000. Format: Adult. Principal: Harry B. Bailey, Jr. and wife, Astrid R., Remis S. Rioux and wife, Yvette (all 25% each). Bailey is radio maintenance supervisor at WGAN-AM-FM-TV Portland, Me. Astrid is secretary/bookkeeper at non-food merchandiser, Jayson Co., Portland. Rioux is a security guard at Public Cover Security Service, Portland, Me. Yvette is associated with Fairchild Camera & Instrument, integrated circuits and semi-conductor manufacturer in Portland. They have no other broadcast interests. Ann. Nov. 26.

■ \*Jackson, Miss.—Mississippi Authority for Educational Television (MAET) seeks 91.3 mhz, 100 kw,

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.



HAAT: 720 ft. Address: P.O. Drawer 1101, 3825 Ridgewood Road, Jackson, Miss. 39205. Estimated construction cost: \$570,770; first year operating cost: \$300,000. Format: Cultural/educational. Principal: MAET is official state educational television radio agency of Mississippi. Forrest L. Morris is executive director. It is licensee of \*WMAA-TV Jackson; \*WMAB-TV Mississippi State; \*WMAE-TV Booneville; \*WMAH-TV Biloxi; \*WMAO-TV Greenwood; \*WMAU-TV Oxford, and \*WMAW-TV Meridian, all Mississippi. It is applicant for new educational noncommercial FM's at Meridian (see below); Mississippi State; Booneville; Biloxi; Greenwood, and Bude, all Mississippi. Ann. Nov. 21.

■ \*Meridian, Miss.—Mississippi Authority for Educational Television (MAET) seeks 88.1 mhz, 100 kw, HAAT: 1061 ft. Address: P.O. Drawer 1101, 3825 Ridgewood Road, Jackson, Miss. 39205. Estimated construction cost: \$200,000 first year operating cost: \$50,770. Format: Cultural/educational. Principal: (See Jackson, Miss., above). Ann. Nov. 21.

■ Miles City, Mont.—Miles City Broadcasting Corp. seeks 92.7 mhz, 3 kw. Address: 60 West 4th St., St. Paul, Minn. 55102. Estimated construction cost: \$122,000; first-quarter operating cost: \$19,000; revenue: \$188,000. Format: Natural Sound. Principal: William J. O'Brien (100%). O'Brien is St. Paul investor, primarily in oil and gas. Ann. Nov. 21.

■ \*Brownsville, Tex.—Educom Int'l. Inc. seeks 88.3 mhz, 3 kw, HAAT: 297 ft. Address: 1783 Greenbriar, P.O. Box 3482, Brownsville, 78520. Estimated construction cost: \$36,000; first-quarter operating cost: \$6,000. Format: Spanish. Principal: Applicant is Brownsville nonprofit, educational corporation. Robert Avitia is president. They have no other broadcast interests. Ann. Nov. 26.

■ \*San Antonio, Tex.—Classical Broadcasting Society of San Antonio Inc. seeks 90.9 mhz, 3 kw, HAAT: 300 ft. Address: 1717 Milam Bldg., 115 E. Travis St., San Antonio, 78205. Estimated construction cost: \$33,800; first-quarter operating cost: \$8,410. Format: Classical. Principal: Applicant is San Antonio non-profit organization. Wilford Stapp is president. They have no other broadcast interests. Ann. Nov. 26.

■ Richland, Wash.—Washington State University seeks 89.1 mhz, 100 kw, HAAT: 1,226 ft. Address: Murrow Communications Center, Pullman, Wash. 99164. Estimated construction cost: \$191,416; operating cost: \$51,000. Format: Cultural. Principal: Applicant is public educational institution. Dennis L. Haarsager is general manager. It is licensee of \*KWSU-AM-TV Pullman and KZUU(FM), both Washington. Ann. Nov. 26.

## TV applications

■ Iron Mountain, Mich.—TV-8 Inc. seeks ch. 8; ERP: 70 kw vis., 14 kw aur., HAAT: 700 ft.; ant. height above ground: 271 ft. Address: 926 Willard Dr. Green Bay, Wis. 54304. Estimated construction cost: \$120,000 first-quarter operating cost: \$36,000; revenue: \$54,750. Legal counsel: James L. Evans, Algoma, Wis.; consulting engineer: Lyle R. Evans, Green Bay, Wis. Principals: Jerald D. Newman (25.5%), wife, Marjorie (49%) and Newman's twin brother James (25.5%). Jerald and James are partners in Green Bay, Wis., real estate investment and sales development firm. Marjorie Ann is housewife. They each have minority interest in WLRE(TV) Green Bay. Ann. Nov. 26.

■ Lawton, Okla.—Great Plains Country Television Broadcasting Corp. seeks ch. 45; ERP: 1600 kw vis., 860 kw aur., HAAT: 189 ft.; ant. height above ground: 236 ft. Address: 412 West Summit Suite A, Lawton 73501. Estimated construction cost: \$358,000; first-quarter operating cost: \$70,000; revenue: \$150,000. Legal counsel: Choate & Choate, Oklahoma City; consulting engineer: William Choate, Oklahoma City. Principals: John Choate and family. Choate is Sand Springs, Okla. attorney. Filed Nov. 4.

■ Bluefield, W.Va.—Channel 40 Inc. seeks ch. 40; ERP: 1110 kw vis., 111 kw aur., HAAT: 2504 ft.; ant. height above ground: 1056 ft. Address: Rt. 2 Box 339 Radford, Va. Estimated construction cost: \$2.4 million first-quarter operating cost: \$150,000; Legal counsel: Schnader, Harrison, Segal & Lewis, Washington; consulting engineer: Jansky & Bailey, Division of Atlantic Research Corp., Alexandria, Va. Principals: Franklin D. Robertson, M. Paul Chaney (13.33% each); Randal J. Kirk, president (6.67%) and 10 others. Robertson and Chaney have interest in Grundy, Va., coal mining operation. Kirk is Radford, Va., attorney. None of principals has other broadcast interests. Ann. Nov. 20.

## AM action

■ Atmore, Ala.—Alabama Native American Broadcasting Co. granted CP for new daytime AM station on 1140 khz, power 10 kw (5 kw critical hours) (BP-800418AJ). Action Oct. 30.

## Licenses

- KCRE-FM Crescent City, Calif.
- KPDI(FM) Eureka, Calif.
- KKDJ(FM) Fresno, Calif.
- WWZD(FM) Buena Vista, Va.

## Ownership Changes

## Applications

■ WYNC(AM) Yanceyville, N.C. (AM: 1540 khz, 1 kw-D)—Seeks assignment of license from WMC Broadcasters Inc. to Caswell County Associates for \$60,000. Seller: Charles A. Womack Jr., Harold D. McCain and Samuel F. Cooper (one-third each). Cooper will retain 10% interest in station after completion of sale. They have no other broadcast interests. Buyer: Robert E. Johnson and Leo T. Martin (45% each) and Samuel F. Cooper (10%). Johnson is president and 20% owner of WYAK-AM-FM Surfside Beach-Garden City, S.C. Martin is 50% owner of H&R Block Co. franchise chain (eight locations in South Carolina). Filed Nov. 4.

## Actions

■ WXVI(AM) Montgomery, Ala. (AM: 1600 khz, 5 kw-D, 1 kw-N)—Granted assignment of licenses from Brothers Broadcasting to Attaway Investment Corp. for \$400,000. Seller: Ken Goodman, president (33%), B. Ward Wilson and John Pembroke (20.75% each), Arnold Goldstein (10%) and three others. They also own WPAL(AM) Charleston, S.C., and have sold, subject to FCC approval, WWWZ(FM) Summerville, S.C. (BROADCASTING, Aug. 4) to same buyer. Wesley Attaway and family who own weekly newspapers in Houston area. They have also purchased KEES(AM) Gladewater, Tex. (BROADCASTING, Nov. 10). Action Nov. 26.

■ WSFC(AM)-WSEK(FM) Somerset, Ky. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 86.7 mhz, 3 kw)—Granted transfer of control of Shamrock Communications Corp. from James S. Gilmore and Hamilton Shea (100% before; none after) to First Radio Corp. (none before; 100% after). Consideration: \$750,000. Gilmore is also owner of two AM's, one FM and three TV's. Shea has no other broadcast interests, but is director of Gilmore broadcast group. First Radio is owned by G. Nolan Kenner, Gene Robinson, Vincent E. Cheshire and Cy Waddle (25% each). Kenner is vice president and general manager of stations. Robinson owns chain of grocery stores in Kentucky. Cheshire owns chain of fast food restaurants in Kentucky and Tennessee. Waddle has 27.96% interest in company that owns several oil refineries. Latter three are all based in Somerset. They have no other broadcast interests. Action Nov. 28.

■ WLOB-FM Westbrook (Portland), Me. (FM: 100.9 mhz, 30 kw)—Granted assignment of license from Portland Radio Inc. to Eastport Broadcasting Co. for \$474,000. Seller: Newport Communications (49%), Lloyd Bowers (25%) and six others. Newport is controlled by Peter G. Mangone and Peter W. Kuyper (50% each of voting class B stock). Sellers also own WADK(AM) Newport, R.I. and are selling WLOB(AM) Portland to separate buyer. Buyer: ERI Communications Group Inc. (80%) and E.C. Stiker and wife, Deborah (20% jointly). ERI also has 90% interest in applicant to purchase WAPE(AM) Jacksonville, Fla. (BROADCASTING, Nov. 17). Stiker is president of Eastport and former president and general manager of KTXQ(FM) Fort Worth. Eastport has also purchased, subject to FCC approval, WCSH(AM) Portland, Me. (BROADCASTING, Aug. 11). Action Nov. 28.

■ WZZR-FM Grand Rapids, Mich. (FM: 95.7 mhz, 50 kw)—Granted assignment of license from JAM Broadcasting Co. to Megamedia Inc. (80%) and Robert Liggett Jr. (20%) for \$1.38 million. Seller: James Morse (principal), who also owns 68.1% of WVIC-AM-FM East Lansing, Mich. Buyer: Megamedia is owned by Liggett (63.49%), Richard G. Gilmore and Donald D. Bergeron (14.08% each), Richard J. Mc-

Carius (5.63%) and Grant A. Santimore (2.82%). Megamedia is licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul, Minn. Liggett, as individual, owns 37.99% of WLOL; 55.20% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo. He is also 50% owner of applicant to purchase WCAY(AM) Columbia, S.C., as well as 10% owner of cable system serving Leslie, Mich. Santimore is broadcast executive with Liggett Broadcast Group which provides management services to radio stations. McCarius owns East Lansing retail gift shop. Gilmore and Bergeron are dentists in (respectively) Saginaw and Pontiac, both Michigan. Latter three have no other broadcast interests. Action Nov. 28.

■ WMRN-AM-FM Marion, Ohio (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 106.9 mhz, 25 kw)—Granted assignment of license from Marion Broadcasting Co. to Sandance Corp. for \$2 million. Seller: Worth Kramer (100%). He has no other broadcast interests. Buyer: Robert C. Kanuth Jr. (51%), John P. Courtwright Jr. (29%) and Donald B. Shackelford (20%). Kanuth is chairman and 90% owner of Columbus, Ohio investment banking corporation. Courtwright is owner of Marion, Ohio-based real estate investment corporation. Shackelford is chairman and 5% owner of Columbus savings and loan association. They have no other broadcast interests. Action Nov. 26.

■ WCCS(FM) Central City, Pa. (FM: 101.7 mhz, 500 w)—Granted assignment of license from Benjamin F. Thomas to H.E.M.H. Corp. for \$170,000 (BALH-800915EJ). Action Nov. 25.

■ WNRI(AM) Woonsocket, R.I. (AM: 1380 khz, 1 kw-D)—Granted assignment of license from K.S. Broadcasting Co. to Conrad Communications Co. for \$260,000 plus \$50,000 for covenant not to compete. Seller: Paul Perry Katsafanas, president. Buyer: Louis E. and Linda Conrad. Action Nov. 28.

## Facilities Changes

## AM actions

■ WPYK(AM) Dora, Ala.—Granted mod. of CP to increase power to 5 kw (BMP-791001AG). Action Nov. 24.

■ WXVI(AM) Montgomery, Ala.—Granted mod. of CP to change nighttime radials and monitoring points (BMP-800618AF). Action Nov. 25.

■ WMTG(AM) Vance, Ky.—Granted CP to increase power to 5 kw; install DA-D; change TL and SL to 2 miles SE of Vance, and 0.15 mile SW of White Oak Cem. Vance (BP-790928AB). Action Nov. 25.

■ WYFR(AM) Scituate, Mass.—Granted CP to add seventh ant. and trans. at Okeechobee, Fla.; TL 7.5 miles W. of Route C724 (BPB-791001MK).

## FM actions

■ \*WVUM(FM) Coral Gables, Fla.—Granted CP to increase ERP .365 W (H), ant. height 170 ft. (H) (BPED-791227AO). Action Nov. 24.

■ WNNS(FM), Springfield, Ill.—Granted mod. of CP to change studio and remote control location to 502 S. Allen, Spaulding, Ill., outside city limits (BMPH-801027AP). Action Nov. 24.

■ WSEC(FM) Williamston, N.C.—Granted CP to increase ant. height to 330 ft., and make changes in ant., trans. (BPH-800331AG). Action Nov. 24.

■ WXTO(FM) Athens, Ohio—Granted CP to make changes in ant. sys.; change TL to 1.8 miles N. of Athens at Township Road 213; change type ant.; increase ant. height 300 ft.; and change TPO; (BPH-800716AC). Action Nov. 24.

■ \*KRBM(FM) Pendleton, Ore.—Granted CP to increase ERP 440 W (H); ant. height -185 ft. (H) (BPED-791226CM). Action Nov. 24.

## In Contest

## Procedural rulings

■ Birmingham, Ala.—FCC Review Board has scheduled oral argument for January 29, 1981, at 10 a.m., in proceeding involving competing applications of Southeastern Bible College Inc., and Glen Iris Baptist School for new noncommercial educational FM

station on 91.9 mhz at Birmingham, Ala. In initial decision released Aug. 6, FCC ALJ John H. Conlin granted Southeastern's application and denied Glen Iris. He gave Southeastern a "distinct preference" for integration of its proposed station with its overall cultural and educational operations and objectives as college. Action Nov. 25.

■ Cherokee Village, Ark. (Vance Broadcasting Inc. and Cherokee Village Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-150-51) ALJ James Tierney granted joint request by applicants and approved settlement agreement which calls for reimbursement of \$3,722.07 to Vance for its legitimate expenses, dismissed Vance's application with prejudice, granted Cherokee's application and terminated proceeding. Action Nov. 17.

■ Monterey and Marina, both California (Cypress Communications Inc., et al.) **FM Proceeding:** (BC Doc. 80-124-126-127-129) ALJ Joseph Stirmer, by two separate actions, denied petition by Cypress for leave to appeal ruling rejecting testimony of its expert witness and ordered the record closed. Action Nov. 14.

■ Palm Springs, Calif. (RTC Broadcasting Corp. and Palm Springs Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-227-28) ALJ Edward Luton granted motion by RTC Broadcasting and modified limited financial issue designated against Palm Springs to determine whether Palm Springs Broadcasting Co. is financially qualified to construct and operate proposed station. Action Nov. 19.

■ Redding, Calif. (Colgan FM Communications Corp. and Redding FM Communications Inc.) **FM Proceeding:** (BC Doc. 80-222-23) ALJ Joseph Chachkin granted joint petition by applicants for approval of settlement agreement which provides for dismissal of Colgan's application in return for issuance of 235 shares of Redding FM stock to Colgan FM's controlling stockholder, John A. Colgan, dismissed Colgan's application with prejudice and terminated proceeding. Action Nov. 17.

■ Taft, Calif. (Valley FM Radio and Mann Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-379-80) ALJ Byron Harrison granted to limited extent petition by Mann Broadcasting and enlarged issues to determine full costs of construction and operation of Valley FM Radio's proposed station; funds available to applicant; and in light thereof whether Valley FM Radio is financially qualified to construct and operate proposed station and to determine whether Valley FM has violated FCC rules by failure to report change in its financial proposal and its integration proposal, ordered that added financial issue be directed to basic qualifications of Valley FM and issue be directed to comparative qualifications of Valley and assigned burden of proof and proceeding to Valley and renumbered certain issues in the designation order. Action Nov. 13.

■ Ventura, Calif. (Asian International Broadcasting Corp., et al.) **TV Proceeding:** (BC Doc. 80-697-99) ALJ Lenore Ehrig designated ALJ Byron E. Harrison as presiding judge and scheduled prehearing conference for Jan. 8 at 9 A.M. and hearing for Feb. 18 at 10 A.M. Action Nov. 7.

■ Stamford, Conn. (Western Connecticut Broadcasting Co., WYRS-FM, Radio Stamford Inc.) **FM Proceeding:** (BC Doc. 80-659-60) ALJ Lenore Ehrig designated ALJ John Frysiak as presiding judge and scheduled prehearing conference for Jan. 6 at 9 A.M. and hearing for Feb. 10 at 10 A.M. Action Nov. 14.

■ Fort Myers Beach, Fla. (Morris, Pierce and Pierce, et al.) **FM proceeding:** (BC Doc. 80-205-207-208) ALJ Edward Kuhlman granted joint request by parties and approved settlement agreement which provide for reimbursement by successful applicant of \$4,500.00 to Nathan L. Goetz, and dismissed Goetz's application. Action Nov. 13.

■ Lubbock, Tex. (Radio Lubbock Inc., et al.) **FM Proceeding:** (BC Doc. 80-491-21) ALJ Edward Kuhlman granted petition by Rex Broadcasting Corp. for leave to amend its application to submit documents that Lubbock City Council has now annexed proposed SL to city, denied motion by Western Broadcasting to strike, and denied motion by Rex for partial summary decision. Action Nov. 18.

■ Nacogdoches, Tex. —FCC ALJ Walter C. Miller has resolved three basic qualifying issues adversely to Texan Broadcasting Company Inc., and denied Texan's application to establish a new commercial UHF television station on ch. 19 at Nacogdoches. ALJ's summary decision leaves Dogwood Broadcasting Corp. only current applicant for Nacogdoches channel. Dogwood's application remains in hearing status on basic qualifying issue of financial capacity. Ann. Dec. 3.

■ West Salem, Wis. (Everybody's Mood Inc. and Hilltop Radio Inc.) **FM Proceeding:** (BC Doc. 80-413-14) ALJ John M. Frysiak granted motion by Hilltop and dismissed its application with prejudice, granted Everybody's Mood's application and terminated proceeding. Action Nov. 17.

■ Mechanicsville, Va. (Christian Communications Inc. et al.) **FM Proceeding:** (BC Doc. 80-661-65) ALJ Lenore Ehrig designated ALJ Joseph Chachkin as presiding judge and scheduled prehearing conference for Jan. 14 at 9 A.M. and hearing for Feb. 23 at 10 A.M. Action Nov. 17.

## Allocations

### Applications

■ Fairbanks, Alaska—Associated Students of the University of Alaska requests amendment FM table of assignments to assign 103.9 mhz to College, Alaska (RM3803). Ann. Dec. 5.

■ Barstow, Calif.—Victorville TV Inc. requests amendment TV table of assignments to assign ch. 64 to Barstow-Victorville, Calif. (RM3800). Ann. Dec. 5.

■ Swanton, Ohio—Robert H. Saxer requests amendment FM table of assignments to substitute 97.7 mhz for 95.3 mhz for at Adrian, Mich.; and reassign 95.3

mhz to Swanton (RM3801). Ann. Dec. 5.

■ Crockett, Tex.—Amanda Kelton requests assignment of 105.5 mhz to Crockett instead of (RM3687). Ann. Dec. 5.

■ Vernal, Utah—KVEL Inc. requests amendment FM table of assignments to assign 105.9 mhz in lieu of 92.7 mhz at Vernal (RM3802). Ann. Dec. 5.

■ Powell, Wyo.—Broadcast Enterprises requests amendment FM table of assignments to assign 104.1 mhz and 105.1 mhz to Powell (RM3804). Ann. Dec. 5.

### Actions

■ Lahaina and Maui, Hawaii—Broadcast Bureau, in response to petition by Shoblom Broadcasting Inc., proposed assigning 93.5 mhz or 95.9 mhz to Lahaina as its first FM assignment; comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-744). Action Nov. 26.

■ Gaithersburg, Md.—FCC has upheld Aug. 1979 FCC Review Board decision granting application of Barto Communications Inc., for new AM station on 1150 khz at Gaithersburg, Md., and denying competing applications of Radio Gaithersburg Inc. and Montgomery County Radio Inc. Action was in response to applications for review filed by RGI and MCR. Action Dec. 4.

■ Ainsworth, Neb.—Broadcast Bureau, in response to petition by K.B.R. Broadcasting Co., proposed assigning 92.7 mhz to Ainsworth as its first FM assignment, comments due Jan. 13, replies Feb. 2, 1981 (BC Docket No. 80-732). Action Nov. 18.

■ Mansfield and Marion, both Ohio—Broadcast Bureau reassigned UHF television ch. 68 from Marion to Mansfield as its first commercial television channel, effective Jan. 12 (BC Docket No. 80-69). Action Nov. 26.

■ Millersburg, Ohio—Broadcast Bureau in response to petition by Dale G. Davis, proposed assigning 95.3 mhz to Millersburg as its first FM assignment, comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-745). Action Nov. 26.

■ Farmville and Appomattox, both Virginia—Broadcast Bureau granted request by Everette Broadcasting Corp. and extended through Dec. 8 and Dec. 28 time for filing comments and reply comments, respectively, in matter of amendment of the FM table of assignments for Farmville and Appomattox (BC Docket No. 80-494). Action Nov. 19.

■ Romney, W.Va.—Broadcast Bureau, in response to petition by Peter A. Bozick, proposed assigning 100.1 mhz to Romney as its first FM assignment, comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-743). Action Nov. 26.

■ Bremerton, Wash.—FCC has upheld FCC Review Board's decision released last June 6, granting application of Robert J. Reverman for new AM station 1330 khz at Enumclaw, Wash., and denying competing application of Ki-Pen-Bro Corp. for same frequency at Bremerton, Wash. FCC's action was in response to application for review filed by Ki-Pen-Bro. Action Dec. 4.

■ Puerto Rico—Broadcast Bureau, in response to various requests, extended to Jan. 3 time for submission of preclusion studies and to permit interested parties to comment on counterproposals in matter of amendment of the FM Table of Assignments for Puerto Rico (BC Docket No. 80-520). Action Nov. 19.

## 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						
VHF	—	—	231	90	321	—
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

## Translators

### UHF applications

■ Mobile, Ala.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 55 (TPO: 100 w; HAAT: 543 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ San Jose, Calif.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 18 (TPO: 100w; HAAT: 190 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Bridgeport, Conn.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 26 to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Ft. Lauderdale and Hollywood, both Florida—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 67 (TPO: 100 w; HAAT: 1042 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.



■ St. Petersburg, Fla.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 66 (TPO: 100 w; HAAT: 300 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Indianapolis—Neighborhood TV Co. seeks CP for new UHF translator on ch. 36 (TPO: 100 w; HAAT: 995 ft.) to rebroadcast via satellite, KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ South Bend, Ind.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 58 (TPO: 100 w; HAAT: 312 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Des Moines, Iowa—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 53 (TPO: 100 w; HAAT: 400 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Springfield, Holyoke, both Massachusetts—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 63 (TPO: 100 w; HAAT: 350 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Flint, Mich.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 44 (TPO: 100 w; HAAT: 256 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Omaha—Neighborhood TV seeks CP for new UHF translator station on ch. 61 (TPO: 100 w; HAAT: 469 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Albuquerque—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 57 (TPO: 100 w; HAAT: 143 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Columbus, Ohio—Neighborhood TV Co. seeks CP for new UHF translator on ch. 62 (TPO: 100 w; HAAT: 1124 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Dayton, Ohio—Neighborhood TV Co. seeks CP for new UHF translator on ch. 56 (TPO: 100 w; HAAT: 200 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Youngstown, Ohio—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 39 (TPO: 100 w; HAAT: 1432 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Tulsa, Okla.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 65 (TPO: 100 w; HAAT: 469 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Allentown, Pa.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 14 (TPO: 100 w; HAAT: 250 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Columbia, S.C.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 63 (TPO: 100 w; HAAT: 199 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Newport News, Va.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 43 (TPO: 100 w; HAAT: 500 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Richmond, Va.—Neighborhood TV Co. seeks CP for new UHF translator on ch. 41 (TPO: 100 w; HAAT: 565 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

■ Tacoma, Wash.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 45 (TPO: 100 w; HAAT: 450 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

#### UHF low power applications

■ San Diego—Civic Light Television seeks CP for new low power UHF translator station on ch. 63 (TPO: 100 w; HAAT: 480 ft.) on site of San Diego Financial Square. Ann. Dec. 5.

■ Augusta, Ga.—Applied Communications Technologies seeks CP for new low power UHF translator station on ch. 69 (TPO: 1000 w; HAAT: 600 ft.) on site of WRDW-TV Beech Island, S.C. tower. Ann. Dec. 5.

■ Orchards, Wash.—Travis Huennekens seeks CP for new low power UHF translator station on ch. 69 (TPO: 100 w; HAAT: 33 ft.). Ann. Dec. 5.

■ San Francisco—Corp. for Black TV of San Francisco seeks CP for new low power VHF translator station on ch. 12 (TPO: 10 w; HAAT: 40 ft.). Ann. Dec. 5.

■ Washington, D.C.—Community Television Network Inc. seeks CP for new low power VHF translator station on ch. 12 (TPO: 10 w; HAAT: 68 ft.). Ann. Dec. 5.

## Cable

■ The following cable service registrations have been filed:

■ Teleprompter of Leeville for Zachary, La. (LA0159) add signal.

■ Dugway Cable TV Corp. for Dugway, Utah (UT0059) new system.

■ Delta Video Corp. for Stoddard, Mo. (MO0235) new system.

■ Quint Cities Cablevision for Silvia, East Moline, Moline, Davenport and Bettendorf, all Illinois (IL0107, 6, 5, 30, 1) add signal.

■ Texarkana TV Cable Co. for Texarkana, Ark. (AR0072) add signal.

■ National Cable Co. for East Lansing and Meridian, both Michigan (MI0058, 337) add signal.

■ Buckeye Cablevision for Walbridge, Ohio (OH0419) add signal.

■ Cox Cable TV of Spokane for Spokane, Wash. (WA0231, 162) add signal.

■ Roanoke Valley Cablevision for Roanoke and Vinton, both Virginia (VA0150, 1, 2) add signal.

■ Owensboro on the Air for Davies and Owensboro, both Kentucky (KY0178, 20) add signal.

■ St. Croix Cable TV for St. Croix, V.I. (VI0002) add signal.

■ Falcon Cable TV of northern California for Soledad and Gonzales, both California (CA0582, 1) add signal.

■ Gateway Cablevision Corp. for Fort Johnson, Amsterdam, Fonda, Broadalbin, Mayfield, Hagman, Mohawk, Fultonville, Perth and Florida, all New York (NY0455, 355, 696, 754, 5, 456, 678, 96, 746, 70) add signal.

■ Telecable of Kokomo for Kokomo, Howard, Tipton, Greentown, Russiaville and Sharpsville, all Indiana (IN0045, 69, 80, 200, 208, 9) add signal.

■ Waynoka Community TV and Electronics for Waynoka, Okla. (OK0054) add signal.

■ Telecable of Bloomington-Normal Corp. for Bloomington, Normal and McLean, all Illinois (IL0146, 7, 241) add signal.

■ Salida Cable TV for Salida, Colo. (CO0010, 81) add signal.

■ Warner Amex Cable Communications for Norris-town, Ark. (AR0203) new system.

■ Televents of Redlands Inc. for Mentone and N. Loma Linda, both California (CA0822, 3) new system.

■ Teleprompter of Newburgh Cable for West Point, N.Y. (NY0880) new system.

■ Warner Amex Pottsville for Branch, Pa. (PA1914) new system.

■ Telco Cablevision of the township of Ocean for Ocean, N.J. (NJ0061) add signal.

■ Telco Cablevision of Asbury Park for Asbury Park, N.J. (NJ0069) add signal.

■ Americable Associates for Homestead and Florida City, Fla. (FL0237, 401) add signal.

■ American Video Corp. for Oakland Park, Fla. (FL0503) new system.

■ Syracuse Newchannel for Lafayette, Jordan and Elebridge, all New York (NY0881, 2, 3, 4) new system.

■ Centex Cablevision Corp. for Haskell and Stamford, both Texas (TX0685, 4) new system.

■ Cablevision of Plattsmouth for Plattsmouth, Neb. (NE0075) new system.

■ Buckeye Cablevision for Sylvania and Maumee, both Ohio (OH0297, 0) add signal.

■ Cox Cable TV of Pensacola for Escambia and Pensacola, both Florida (FL0001, 2) add signal.

■ Cedar Rapids Cable Communications for Cedar Rapids, Iowa (IA0079) add signal.

■ Indiana Cablevision Corp. for Elkhart and Goshen, both Indiana (IN0064, 3072) add signal.

■ Perry Cable TV for Green Acres City, Fla. (FL0481) add signal.

■ Grenada Video Corp. for Grenada, Miss. (MS0032, 106) add signal.

■ Tupelo Community Antenna System for Tupelo, Miss. (MS0060) add signal.

■ Texarkana TV Cable Co. for Texarkana, Bowie, Nash and Wake Village, all Texas (TX0227, 612, 1, 228) add signal.

## Satellites

■ Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

■ Mansfield, Penn.—Mansfield Video System (4.6m; S-A; E2725).

■ Syracuse, Kan.—Cable Systems Inc. (5.0m; Hughes; E2726).

■ Tomahawk, Wis.—Midwest Video Electronics of Tomahawk (5.0m; Comtech; E2727).

■ Bristol, Tenn.—Regency Inn of Bristol (4.6m; S-A; E2728).

■ Meade, Kan.—Cable Systems Inc. (5.0m; Hughes; E2729).

■ Bristol, Conn.—Entertainment and Sports Programming Network (10m; S-A; E2730).

■ Avon, Ind.—Sinclair Telecable Inc. (5.0m; Hughes; E2731).

■ Omaha, Neb.—Nebraska Methodist Hospital (5.0m; AFC; E2732).

■ Ketchum, Idaho—Sun Valley Cablevision (4.5m; Prodelin; E2733).

■ Vero Beach, Fla.—Florida Cablevision (6.0m; Harris; E2734).

■ Parsons, Kan.—American Television and Communications Corp. (5.4m; PR; E2735).

## Other

■ Athens, Ohio—Robert Redlich requests to amend rules concerning determination of ant. input power (RM3799). Ann. Dec. 5.

■ Cable Bureau granted requests by numerous parties and extended to Jan. 8 and Feb. 9 dates for filing comments and reply comments, respectively, in matter of amendment of FCC's rules and regulations relative to cable television systems; and postponement of divestiture requirement of rules relative to prohibited crossownership in existence on or before July 1, 1970 (Docket No. 20423). Action Nov. 28.

■ Broadcast Bureau granted request by American Broadcasting Companies Inc. and extended through March 2 time to file reply comments in matter of modification of FM broadcast station rules to increase availability of commercial FM broadcast assignments and amendment to policies and procedures for amending FM Table of Assignments (BC Docket Nos. 80-90, 80-130). Action Nov. 28.

■ Broadcast Bureau, in response to Freedom of Information Act request by Association of Maximum Service Telecasters Inc., placed certain documents in public file for examination by all interested parties and extended through April 15 and June 15 time for filing comments and reply comments, respectively, in matter of Table of Television Channel Allotments (BC Docket No. 80-499). Action Dec. 1.

■ Broadcast Bureau granted requests by Motorola Inc., and Magnavox Consumer Electronics Co. and extended through Jan. 9 and Feb. 13 time for filing comments and reply comments, respectively, and denied requests to Kahn Communications Inc., and Hazel Corp. for consideration of marketplace issues prior to submission of technical data requested in Further Notice of Proposed Rulemaking in matter of AM stereophonic broadcasting (Doc. 21313). Action Dec. 2.

■ Office of Plans and Policy denied numerous petitions by Rockwell International Corp., Association of American Railroads, Central Committee on Telecommunications of the American Petroleum Institute and Farinon Electric Operations for extension of comment dates in matter of inquiry into development of regulatory policy in regard to Direct Broadcast Satellites for period following 1983 Regional Administrative Radio Conference. (Gen. Docket No. 80-603). Action Dec. 2.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Seeking highly qualified sales manager** to lead surging California suburban daytime to unprecedented billings heights. If you got it and can prove it, you're on your way to fat five figures. Box M-163.

**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.

**General Sales Manager** needed for central Kentucky AM/FM facility. We are looking for a creative, self motivated person with leadership qualities. Market is ripe and ready for right person. Car, salary and commission. Send resume, salary history, and references to Box P-103.

**General Manager** for Southern New Hampshire small market radio station (5000 watts) and weekly newspaper (circulation 50,000). Send resume to Earley and Earley, 9 East Pearl Street, Nashua, NH 03060. No phone calls.

**Public Radio Station Manager Wanted**—University FM station seeks full-time manager. Salary range \$16,200-\$19,200 dependent upon qualifications. Candidate should have Master's Degree plus appropriate professional experience. Send application letter, resume and three references postmarked by December 22, 1980, to Dr. Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. An Affirmative Action, Equal Opportunities Employer.

**Handsome paying sales manager's job** for you if you can produce. Money and compensation are not a problem at our number 1 AOR station if you understand bottom line. Need terrific sales manager who can lead our 5 person sales staff by example. Programing and promotion have made us leader in market. Box P-150.

**Unique.** Public AM will be only station in country. Need Station Manager to put us on air, coordinate dynamic community effort. Beautiful mountains—hunting, fishing, skiing, hiking. You won't get rich, but we're having a lot of fun. Send resume immediately to WVMR, Dunmore, WV 24934.

**General Manager** needed for an AM & FM for Nashville metro. Salary commensurate with experience. Equal opportunity employer. Send resume and references to Box P-121.

**General Manager**—WKST, New Castle, Pa. Only fulltimer in 2 station market. Salary, share profit, car, expenses, talented staff, community and advertiser respect. Managers and sales managers apply in confidence. 215—326-4000.

**Unusual Management Opportunity.** Prefer small market successful sales experience. Central New York State. Box P-131.

**Young, growth-oriented** company seeks general sales manager for east coast AM-FM billing over \$2 million. Strong management and people skills, documented local and national sales management experience. Attractive compensation plan, EOE/MF. Box P-136.

**Sales Manager**, complete charge, small station, big opportunity, KOLI, Coalinga, CA 93210. 209—935-2991.

**General Manager** with strong sales background for AM/FM operations in suburban Major Midwest Market. Excellent growth opportunity; owners are committed to expansion and new major acquisitions. We are looking for top quality, with commensurate compensation package. Equal Opportunity Employer; our employees know of this ad. If you believe you qualify, send complete resume to Box P-144.

### HELP WANTED SALES

**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.

**Super Arbitron** in small town—70 miles from Chicago needs pro with radio track record. Doubled business in 3 years without sales manager need you to manage 2 man team for draw plus 30% commission. 219—866-4555.

**Sales-self starter** wanted with additional ability to write and produce. \$600-\$800 base plus 15% commission, expenses and benefits. Write Roger Galstad, Telesound, 611 S. Farwell, Eau Claire, WI 54701.

**Nebraska—Sales Manager**—Experienced, aggressive. Lead and motivate present staff. Send resume. Contact W.L. Morton, Box 1847, Grand Island, NE 68801.

**North-Central Wisconsin station** seeks candidates for Sales Manager position. Minimum one year experience. Must be aggressive and ready to take charge of existing sales team. Contact Jeff Smith, WJQQ, Box 81, Tomahawk, WI 54487, 715—453-4481 E.O.E.

**Long established AM** in Chicago area looking for veteran radio salesperson. Draw against commissions, benefits, gas allowance, active starter list, excellent income opportunity. Equal opportunity employer. Send resume data to Box P-74.

**Radio Salesperson** experienced in small-medium markets. Excellent opportunity with New England group. Active accounts, good compensation, fringe benefits. E.E.O. Reply Donald Thurston, Berkshire Broadcasting, Box 707, North Adams, MA 01247.

**No. 1 powerhouse.** Aberdeen, SD 57401 Sales Person who makes calls will make money. Excellent fringes. Contact Vince Hallett, SM, KSDN. 605—225-5930. Or send resume.

**If you can sell** small market radio and would like to live in a pleasant Upstate New York community, we would like to talk with you. If you can handle an air shift, all the better. We are a young, expanding organization. Box P-84.

**Experience 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.

**Near L.A.** Dynamic, persistent, aggressive salesperson for contemporary FM in tough, competitive market. Must be street-fighter with proven track record. EOE. Contact Al Gordon, GM, K-Honey Radio, 7351 Lincoln Ave., Riverside, CA 92504. 714—688-1570.

**Salesperson:** Expanding sales department in Ohio, Top 50 Market, 50 kw Stereo AOR. Experienced, highly motivated professionals only. The ratings are high and the \$\$\$'s are out there, but our small staff is not bringing it all in. An Equal Opportunity/Affirmative Action Employer. Box P-109.

**Top rated station,** WDXI, Jackson TN, has immediate opening for sales manager. Excellent compensation, opportunity and growth with group broadcaster. If you would like this great opportunity in a terrific market, contact: Betty Mastick, General Manager, WDXI Radio, P.O. Box WDXI, Jackson, TN 38301. WDXI is part of Community Service Broadcasting, Inc. and is an EOE/MF.

**Money hungry street sales person** for thriving Ohio Medium Market where there's plenty of new retail businesses to be had. If you thrive on "making the kill" and love money this is for you. Pros only with figures and references. Box P-140.

### HELP WANTED ANNOUNCERS

**AM/FM has opening** for drive time announcer. If qualified, applicant will assume some programming responsibilities for both stations. Excellent salary and fringe benefits. EOE. Send tape and resume to: WLBR/WUFM, Box 1270, Lebarion, PA 17042.

**Announcer needed** for small market Virginia AM/FM. Resume and air tape to P.O. Box 512, Altavista, VA 24517.

**KWHW AM/FM has opening** for experienced announcer. 5 day week. Excellent facilities and working conditions. Resume and tape to George Wilburn, Box 577, Altus, OK 73521 EOE.

**Experienced announcer needed immediately.** 100 KW FM in Minnesota with MOR/Personality format looking for versatile 6-10 jock with production expertise. Contact Jim O'Rourke, WJJY, Box 746, Brainerd, MN 56401 218—828-1244.

**Versatile sports director/anncr.** with football/basketball PBP experience needed by AM/FM station west of the Mississippi. Send full information to Box P-58.

**WGLD, 100KW** in 47th Metro needs an announcer. Beautiful Music experience not necessary, but talented style is. A great opportunity to join the flagship of a young dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

**Experienced Announcer** with creative airwork and commercial production. Good voice and air personality required. First phone preferred. NC AM and FM. EOE. Send resume to Box P-37.

**Strong AM Station** in the west needs a strong sign-on person. Please send complete resume with references & salary expectations to Box P-38.

**50,000 watt FM.** Top 40 seeks qualified drive time air personality. Good production necessary. No beginners. No. 1 in market. Tape and resume to: WKHI, P.O. Box 758, Ocean City, MD 21842. E.O.E.

**WCRO Johnstown, Pa.** needs night-time personality. Top 40/A.C. 2 years experience. T&R to Mike Farrow, WCRO, 605 Main Street, Johnstown, PA 15901.

**Full time Boston religious station** looking for experienced drive time music personality who can really communicate with a mature audience. Must have knowledge of religious music and superb production skills. Right pay for the right person. No phone calls please. Send tape and resume to: WEZE, Box 206, Milton, MA 02186.

**Love Production?** Well, we need someone who does, and can deliver. Adult personality air shift a must. Tape and resume to WINW/WOOS, Box 9217, Canton, OH 44711.

**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.

**Unusual Management Opportunity.** Prefer small market successful sales experience. Central New York State. Box P-131.

**The Central Shenandoah Valley's** most powerful FM radio station needs a bright personality to be part of a two person morning show. Send tape, resume, and salary requirements to Tom Manley at WJSY, P.O. Box 1107, Harrisonburg, VA 22801. E.O.E.



## HELP WANTED TECHNICAL

**Chief engineer needed** for two New England A.M.'s located within 40 miles of each other. Must have knowledge of automation and be able to maintain good equipment. Send resume immediately to: WIKI Box 377, Newport, VT 05855 E.O.E.

**Radio Technician/Producer**—Light technical/engineering work. Weekend air shift. Coordinate remote music and news broadcasts. Classical music knowledge and First Class license preferred but not required. Send resume to Mary Diegert, WSKG Public Radio, P.O. Box 97, Endwell, NY 13760. EOE/AA/M-F.

**Chief Engineer:** KRGV Radio in Weslaco, TX is looking for a technically competent self-starter who can handle a 5 kw full time directional, maintain state of the art studio equipment, and who knows good sound. New studio building with new equipment under construction now. Send resume and salary requirements to: Bill Yordy, Director of Engineering, % WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821, or call 504-387-2222. An Equal Opportunity Employer.

**Experienced Chief Engineer** for 500 w 3 tower directional AM, full power class B FM, fully automated. Excellent equipment. Good working conditions. An equal opportunity employer. Contact Lyle Richardson, Gen. Mgr., KUDE/KJFM, Oceanside, Ca. 92054. 714-757-1320. Don't wait, do it now!

**Chief Engineer** for New England 5 kw with DA Automation, good maintenance background. Contact Ike Cohen, WCAP, Lowell, MA 01852. 617-454-0404. EOE.

## HELP WANTED NEWS

**Newsperson wanted:** WINE/WRKI-FM; Fairfield County, Conn. Looking for dynamic morning newscaster. Superior writing/delivery. WRKI is 50Kw "Superstars"; WINE is A/C, heavy local news commitment. Rush T&R to Mike Allen, ND, Box 95, Danbury, CT 06810. No calls. EOE-M/F.

**One of Northern California's** top beautiful music stations is looking for a news and public affairs director. If you're experienced in both and want a career opportunity, send resume to Gordon Zlot, KZST, Box SS, Santa Rosa, CA 95402. EOE-M/F.

**WAAY Radio** in Huntsville is still searching for the right news director. We're a 50,000 watt station with a commitment to local news. I'm looking for a person who can sound adult and be able to ad-lib with our morning drive jock. You would coordinate the radio news department plus work closely with our sister TV station and their team of reporters. The first tape that meets the requirements, gets the job. Rush tape & resume to Jerry Dean, Program Director, Box 551, Huntsville, AL 35804. Equal Opportunity Employer.

**Broadcast/writer** with three years experience for growing radio operation in New York metropolitan area. Good voice essential. Send resume, tape and salary requirements to J. Guilfoyle, 22 Cortlandt St., New York, NY 10007.

**Akron's hottest** stations WNIR/WKNT are looking for experienced newscaster, with strong delivery and personality. Join this growing communications company with new building, new studios, excellent salary and benefits. Hiring now. Call Bill Klaus 216-673-2323. E.O.E./Affirmative action.

**New ownership** in central PA is committed to develop top news programming, seeks energetic news director. Salary dependent upon experience, car. Resume etc. to WSEW, Box 1240, Selinsgrove PA 17870 E.O.E. No phone calls.

**Full time station** in smaller town in sunbelt needs a news editor immediately. EOE. Must have full time radio experience in gathering, writing, editing local news and must have on air experience in delivery of news. Send resume to Box P-73.

**Eastern AM/FM medium** station seeks a take charge newscaster, opportunity to build your own department. Good salary. Minorities encouraged to apply Box P-145.

**Medium Ohio market** Adult station has immediate opening for professional newscaster. Want someone who loves the local best, is concise, could grow into News Director, and is aggressive. Minimum 3 years experience. Box P-148.

**Top 5 market** station seeks mature, energetic, self-starting professional for news anchor position. Must be imaginative and a hustler. E.O.E. Reply Box P-146.

**News Director**—KGRU/KXIQ, Bend, Oregon. Good salary in a market with outstanding liveability. Skiing, fishing, hunting, recreation excellent. Population of market area 60,000. Send tape and resume to Al Boyd, KGRU/KXIQ, P.O. Box 5068, Bend, OR 97701 or phone 503-382-5611. EOE/M-F.

**We will be expanding** our news department in 1981 and are seeking prospective employees. If you've got a solid broadcast/journalistic background, at least a year of experience in a commercial station, and are looking for an opportunity in one of the fastest growing markets in the country, please send a tape and resume to: Nancy Grover, WLAD/WDAQ, 198 Main St., Danbury, CT 06810; an Equal Opportunity Employer.

**Immediate opening** for an experienced broadcast journalist to direct a two person news staff at a small market station in Wisconsin. Local news is our number one priority. We need a tireless worker who can help us make a good News Department better. \$800-\$900 per month. Please send tape and resume. WBEV/WXRO, Beaver Dam, WI 53916. EOE.

**WBEL Radio News** team has opening for dedicated news person with news gathering, writing and announcing skills. Send short news tape, writing samples and resume to John Weitzel, WBEL, P.O. Box 27, Beloit, WI 53511 or call 608-365-6641. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** for small-medium market in Oregon's finest outdoor area. Must be creative and be strong on leadership and management. If you like hunting, fishing, skiing and other amenities, this is for you. An Equal Opportunity Employer. Send resume, references and salary requirements to Box P-46.

**Program Director/Morning DJ** wanted for new 100,000 watt adult contemporary. Total control over programming, production and music. Bonus based on book. Medium sized market. Send tape and resume to M. Leighton PO Box 297, Grand Forks, ND 58201 or phone 218-281-6820. (EOE).

**Energetic PD. Needed Now!** AM/FM Combo. No. 1 & No. 2 in 6 station market for last two years. AM-News/MOR. 100kw FM-Automated & live assist/Adult contempo. We want an experienced PD. Some on air required. \$18K. Send resume & tape to Larry Billeff, Gen. Mgr., KFBC-KFBQ, 1806 Capitol Ave., Cheyenne, WY 82001. Don't delay!!!

**Ohio AM-FM** needs a "take-Charge" type of individual yesterday, for it's continuity department. Write, and produce some, copy. Knowledgeable in co-op procedures. Also will help in coordination of all commercial production. Will work with one other individual in department. Resume, references, work-samples, salary requirements all in first reply. Box P-71.

**Full time position** involving copywriting and production as well as some news editing. Send tape and resume to Roger Galstad, 611 S. Farwell St., Eau Claire, WI 54701. Salary and benefits commensurate with ability.

**Sports/Special Events Director** for 50 kw university FM in northeast Kentucky. Bachelors degree in broadcasting or related field required—Masters preferred. Extensive background and experience covering basketball, football and baseball. Play by play of some games plus color on university sports network. High priority on good writing and quality audio. Duties include special events coverage and feature producer for modular programming. Must train and supervise student interns. Salary based on qualifications. Send air check, resume and letter of application by December 19 to Mr. Larry Netherton, General Manager, WMKY Radio, Morehead State University, UPO Box 903, Morehead, KY 40351. MSU is an equal opportunity affirmative action employer.

## SITUATIONS WANTED MANAGEMENT

**Successful Manager**—In competitive medium market. Twenty years experience, sales, street fighter, rules and regulations, budgets, programming, profits. Major market background. Seeking relocation. Box P-63.

**General Manager:** Administration, Sales, Programming, Budgeting, F.C.C. rules. Result oriented, currently employed. Box P-135.

**General Manager!** Experience in sales, programming, and management; presently sales manager in competitive Idaho market. Ready to manage small-medium market station. Box P-110.

**Owner selling** and is seeking position as sales manager or manager of major station. 18 years management experience. Prefer south. Box P-139.

**Seeking General Managers** position in medium/small market. 22 years experience in broadcasting. Call 1-216-826-1988.

**Want to move up** from sales manager of chain to larger market. 16 years experience. First phone. Several success stories. Prefer south. Box P-147.

## SITUATIONS WANTED ANNOUNCERS

**Prior D.J.,** Radio sales, TV experience looking for small quiet station write: K.J. McAteer, 24 Mt. Vernon St., Providence, RI 02907.

**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.

**Young announcer** with one year experience longing to work in Wisconsin or Minnesota. For tape and resume, call Randy 605-845-2724.

**Music fanatic,** seeks top 40 or A.O.R. station. Will relocate anywhere. Call before 2PM Mon-Fri 312-885-7159 Steve Barile, 550 Kingman Ln, Hoffman Est., IL 60194. Tape-resume available.

**Radio fanatic** loves radio industry; don't miss this tape by hardworking, determined disk jockey; excellent play by play man, experience, good references contact Al Zipsie 815-449-2229.

**Wanted a radio station** to hire an innovative, dependable, hardworking AOR jock. Please contact Johnny Rock at 312-525-4614 or send all responses to Damian Rajkovich, 3712 N. Leavitt, Chicago IL 60618.

**CMA Country DJ** of the year nominee. Wants Medium to Major Market in Western States. Will relocate now. Call Eddy 602-836-6968.

**Dependable Top 40** Jock looking for first job preferably in Montana or Pacific Northwest. Tape and resume available. Call 312-830-4153-952 Grant St., Bartlett, IL 60103. Phoenix Flyer.

**Triple Threat**—Top flight Announcer, Newsman, Copywriter. Can prove tall claim. Tape and resume available: S.G. Quast 312-348-3314, 1952 N. Seminary, Chicago, IL 60614.

**Give a listen.** AOR or top 40. Will travel. Tape and resume available. Victor Kaye, 5714 S. Fairman, Chicago, IL 60629. 312-984-2271 or 436-9480.

**12 years experience** in various formats also operations and programming. First class ticket. Box P-94.

**College educated announcer,** who's also a writer, programmer & knows music. Available now. Prefers Midwest or New England states. Call Alan Katovich 313-939-8063 or write 34788 Fargo, Sterling Hts. MI 48077.

**Imaginative copy/production director,** experienced DJ, Syracuse Newhouse grad, seeks creative niche in northern New England. For tape, resume, call Bill: 413-733-8804.

**Announcer,** 4 years experience, Country and M.O.R. preferably northwest but will consider all areas. B.J. Reader 801-255-6017.

**Recent Broadcasting School Grad.** anxious to get started in radio. All I need is an opportunity. Call Tim at 216-729-4625.

**Dedicated, conscientious individual** with good voice plus 21 months board/production experience, seeks good sunbelt announcing/production opportunity. Box P-128.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**D.J. with on air experience** seeks job within 75 miles of Buffalo, N.Y. A.C., M.O.R., Top 40, Progressive format preferred. News, sports, weather, production. third phone. Tim Evans 1-716-834-2092.

**Young imaginative announcer** seeks station to grow with. Articulate communicator smooth at 14 months. Will relocate. 916-920-9028 good production.

**Where are the qualified applicants?** One is hiding behind this blind box, ready to move up. Single, 22, six years experience. Currently small Southeast program director. Box P-141.

## SITUATIONS WANTED TECHNICAL

**Female 1st phone** excellent operations/production skills. 5 years experience in top 10 radio NYC. Looking to learn maintenance. Contact Box P-82.

**Experienced Chief Engineer:** Quality oriented with broad technical background seeks challenging position. Box P-106.

**Experienced and dedicated hands on CE** with 2 way experience seeks position with growing company no automation desired. Box P-119.

## SITUATIONS WANTED NEWS

**I'm tired of working** 15 hours a day. Proven ability to compete with the best. Want to be part of a 2 to 3 person news department. Currently news director in Central PA market. Box P-36.

**Newsman seeking position** on west coast. Excellent articulation, experienced. Tape, resume available. Call 312-345-1315 between 12 and 7 PM.

**Medium market news director** at Philadelphia's number one suburban station available immediately. Proven track record. Solid writing, reporting, and professional delivery. Young, experienced workaholic offering lots of tape, digging, and genuine commitment. Leo 215-542-9062.

**Newsman**, with production skills, currently with NYC network O&O, seeking fulltime position. Prefer South Florida. Box P-125.

**Small Market News/Sports Director**—Assistant Manager. Seven years experience. Small or medium market in Northeast. Will consider others. Box P-114.

**Seeking job as reporter**, writer, researcher in news, sports, or public affairs in radio or TV. Hardworking, aggressive, knowledgeable writes good copy. Syracuse-Newhouse School of Communications. Worked in cable TV, worked in production. Also disc jockey. Willing to relocate. Box P-105.

**Solid but creative** radio journalist seeks job in Washington, D.C. vicinity. Experience includes all-news, talk shows, features, analysis and editorials. Can start now or anytime during next few months. Box P-127.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Experienced quality PD**, talk-host, sports director. Burggraf, 517 Lucille, Sidney, NE 69162 or 308-254-7389.

**Looking for a Program Director** that can still learn? I don't know it all; but I've got 5 yrs experience as a PD. 3½ yrs at these stations. I've done AM/FM renewals, promotions, morning drive, budgeting and all the things a PD. must do. Format is no drawback. I've got good programming experience in Top 40, A/C, Country, and Beautiful Music. If you want to know more, write J.R. Greeley, 2408 James, Topeka, KS 66614. After 6 pm call 913-273-4569.

**Talk Show Host** available for 1981. Major & medium market experience. Will relocate anywhere for challenging position. Call Scott Free at 216-732-8383.

**Alabama Program Director**, small-moving up! Single, 22, six years experience, Common sense, extensive knowledge. Box P-149.

# 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.

**General Manager Wanted.** Small market Sunbelt television station seeks general manager now. New equipment. Enthusiastic staff, Receptive community. Contact Box M-197.

**Position with a future.** Enthusiastic TV. 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.

**Executive Director Public Television Board.** Immediate vacancy with the State of Kansas in Topeka. Position is in the unclassified service and will be appointed by, and responsible to, the Kansas Public TV Board. Duties include promoting and developing the growth of non commercial public TV. Broadcasting in the state, providing information about public TV broadcasting to state agencies, individuals, associations, and institutions and determines the educational agencies or institutions and public TV. Stations that qualify for state financial assistance and making recommendations to the board for appropriation. In addition, the position is responsible for allocating and distributing state funds to public TV. Stations serving the state, working with federal agencies to obtain match and other federal funds, and establishing statewide equipment compatibility policies and determining methods of inter connection to be used. Requires any combination of education and experience which would demonstrate possession of the knowledge, skills and abilities to perform the duties and functions of the position. Salary commensurate with experience. Send complete resume to Kay Jones, Division of Personnel Services, First Floor, State Office Bldg, Topeka, KS 66612 by December 19, 1980. Equal Opportunity Employer.

**Network affiliate** seeking experienced business manager in West's most dynamic and exciting market. Knowledge of all aspects of station operations needed. Financial and administrative experience is required. Opportunity to grow with an expansion oriented organization. An equal opportunity employer. Send resume and salary requirements to Box P-142.

**Production Manager** Aggressive No. 1 VHF group-owned station in Southeast looking for experienced Production Manager. Requires excellent supervisory skills for studio/master control technicians, producer-directors, and creative services staff. Send resume and application to Operations Manager, WIS-TV, P.O. Box 367, Columbia, SC 29202. No phone calls. An Equal Opportunity Employer.

**Business Manager**—Challenging position available as part of the management team with TV/AM/FM operation in the Southeast. Accounting degree with broadcasting experience required. Management skills a must. Send resume with salary requirements to Box P-123.

**Manager of Operations & Engineering** for KETC-TV, St. Louis, Missouri. This position is production oriented with responsibilities to include production & engineering functions, training & supervision of the production/engineering staff, budgeting & other related duties. Any combination of education & experience equivalent to B.S. degree, two years advanced electronics training, five years experience in production/engineering & supervisory experience required. Send resume to: Station Manager, KETC-TV, P.O. Box 24130, St. Louis, MO 63130 by January 7, 1981. Equal Opportunity Employer M/F.

## HELP WANTED SALES

**Growing successful broadcast group** in N.E. medium market seeks aggressive, motivated marketing expert to handle established local and regional list. Previous broadcast sales experience preferred. E.O.E. Reply Box P-69.

**Local Sales Manager opening:**Midwest station looking for an experienced small market salesperson who is ready to move up in management, must have 3 to 5 years experience, able to handle agencies as well as retail accounts and train and motivate young but growing sales staff. An equal opportunity employer. Send resume and salary requirements immediately to Box P-48.

**TV Sales Manager**—WTAR-TV, top 50 market in the Southeast. No. 1 CBS affiliate is looking for an experienced broadcast manager to work primarily with local sales. Sales management experience required—local necessary, some national preferred. An Equal Opportunity Employer. Contact John Baggio, GSM, 804-446-2688.

**Wisconsin network affiliate** needs experienced local sales person. This is staff expansion at Senior AE level. Minimum two years in television sales required. Better than average income and benefits offered. EOE. Resume and sales record to Box P-117.

**Local Account Executive** with network affiliate in top 15 market. Must have prior experience and a working knowledge of retail accounts. An Equal Opportunity Employer. Send resume to Box P-115.

**WUTV Buffalo** has an immediate opening in its local sales department. This is a heavy list and will demand a high degree of experience. A strong effort will be well rewarded. Contact Bob Jay, General Sales Manager, WUTV, 951 Whitehaven Road, Grand Island, NY 14072, 716-773-7531. E.O.E.

**Midwest CBS affiliate** in market range 60-90 seeks aggressive salesperson. First year income range \$17-22,000. We're looking for solid background in sales, not necessarily media, to add to our sales team. Complete training program in a great living area. EOE/MF. Send resume stressing your achievements and career goals to Box P-138.

**Local/Regional Sales Manager**—Southeast UHF Affiliate is looking for an aggressive, knowledgeable, and organized sales manager. Great opportunity with growing station of good small group. E.O.E. Reply to Box P-67.

**Working Sales Manager**—Experienced time sales pro needed to establish and develop an ad sales department for large and rapidly expanding cable TV company. Contact Barrett Giorgis, 2055 Folsom Street, San Francisco, CA 94110. 415-495-8646.

## 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.

**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.

**TV Technical Director:** Immediate opening. Minimum 3 years in broadcasting with experience on a 3-M/E size switcher. Also experience editing with 2-inch or 1-inch tape machines. Send resume to KBTW, 1089 Bannock Street, Denver, CO 80217. 303-825-5288. Attn: Myron Oliner, C.E. We are an equal opportunity employer.

**TV Studio Technician.** 1st phone licensed person for active commercial station. Assignment is principally tape operation of RCA TR600 and TCR 100's. Forty hour work week instantly available. Sharp handling of tape inserts and good knowledge of network affiliation operations a plus. Resumes to WBRE-TV, Box 28, Wilkes-Barre, PA 18773.

**Maintenance Engineer**—Experienced in studio equipment installation and maintenance. Digital experience or training a must. Excellent pay and a rewarding experience for the right person. Resume to: Chief Engineer, Pappas Teleproductions, 5111 E. McKinley, Fresno, CA 93727. 209-251-2600.

**NBC group owned UHF** is looking for Maintenance Engineer, strong in RF. Experience necessary. Studio experience helpful. Send resume to Lacy Worrell, Chief Engineer, WAFF-TV, P.O. Box 2116 Huntsville, AL 35804, or call for more information. 205-533-4848. EOE.



## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer** for large southern New Jersey cable television company's studio and mobile facilities. Will perform maintenance on 3/4" VTRs and editors, broadcast and industrial cameras, switchers, TBC and character generators. Will be responsible for technical operations, training and staff building. Require minimum two (2) years full-time broadcast station or production house experience in maintenance. Send resume to Cable Systems, Inc., 110 West Merchant St., Audubon, NJ 08106.

**Director of Engineering** for group-owned Northeast VHF. Seek individual with 3-5 years operating experience. Supervisory background is desirable. Responsible for total technical functions of studio/transmitter, equipment purchasing, departmental budget and personnel administration. An Equal Opportunity Employer. Submit resume/references, salary history Box P-42.

**Operating Engineer.** 1st phone required. Experience in video tape editing, master control operations, production and studio support. Contact Chief Engineer KAMR-TV, Box 751, Amarillo, TX 79189. 806-383-3321. EOE.

**Needed Immediately:** Control Room Operators and Switchers for new UHF Independent Station. Send resume to: KOKI-TV, P.O. Box 33223, Tulsa, OK 74135. Attn: R. Hardie, Chief Engr.

**TV Maintenance Technician:** Responsible for maintenance of complex studio and field portable equipment. Experience with late model Ampex Tape, RCA Cameras, CMX and CATV systems, a plus. Technical School Graduate, 3-5 years experience and FCC First required. Salary competitive. Applications accepted until January 9, 1981. Send resume to: University Personnel Service, Langdon Hall, Auburn University, AL 36849. Auburn University is An Equal Opportunity Employer.

**Broadcast Supervisory Engineer I—KAET-TV/Phoenix** needs someone with three to five years major maintenance experience who can supervise personnel. Must know RCA Cameras and VTRS. AMPEX VTRS, switching and terminal equipment, microwave, transmitters, working knowledge of digital electronics and microprocessors with an understanding of BASIC programming. Send resumes, references and salary history to Personnel Department, Arizona State University, Tempe, AZ 85281. Deadline December 19, 1980. Excellent benefits and sunshine. EEO/Affirmative Action Employer.

**Excellent salary, benefits, climate, and facility** for Chief Engineer at aggressive South Texas TV station. Hands-on Maintenance needed for studio, transmitter, and microwave. Call Marvin Born, 512-883-6511. EOE.

**KPBS-TV seeks a Senior Maintenance Engineer** with extensive broadcast VTR and studio equipment experience. Digital systems background desired. 1st Phone required. \$19,332-23,268. Apply to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer. Applications accepted until January 16, 1981.

**Transmitter Engineer.** Minimum two years experience with TV transmitters. Minimum of two years formal training in digital, microprocessors and basic programming. Position involves maintaining and repairing TT50 FH, earth station up link/down link, remote control equipment and ancillary equipment. \$18,250 to \$22,500 depending on experience. Equal Opportunity Employer. KPTV P.O. Box 3401, Portland, OR 97208 503-222-9921.

**Assistant Chief Engineer** with supervisory experience for Southern New England VHF television station. Must be a self-starter with strong production/maintenance background. Require digital technology knowledge. Career opportunity with company-paid benefits. Send resume to Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

**Mobile Unit Supervisor:** WGBY seeks FT technical superv. for operation & maintenance of 4 camera mobile unit. Experience in remote, maintenance of switchers, camera chains and audio and First Class FCC license a must. Resumes only: Joanne Magdalenski, WGBY, 44 Hampden Street, Springfield, MA 01103. EOE.

**Television Engineer.** Must have previous experience. Must hold valid First Class FCC License. Operations and maintenance experience necessary. Interested applicants send resume and salary requirements to John Lackey, Chief Engineer, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. No phone calls please. Equal Opportunity Employer.

**Broadcast Technician.** Good maintenance experience required, preferably with Ampex 1200-VTR and RCA cameras. Competitive salary with benefits. Send resume to: WSNL-TV, 3200 Expressway Dr. So., Central Islip, NY 11722, ATT: Thom Johnson, C.E. An Equal Opportunity Employer.

**Television Engineer.** Perform highly skilled electronic work in the maintenance and repair of all equipment associated with television studio and field operations. Must be capable of systems design and modification of existing systems. Top dollar in major market for right person. Must appreciate and respect young people. FCC license not necessary, performance is. Contact: Thaine Lyman, Columbia College of Chicago, 600 South Michigan Avenue, Chicago, IL 60605. An EOE employer.

## HELP WANTED NEWS

**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.

**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.

**TV Field Reporter.** Top 50 news department looking for person who can find it, research it and deliver it with pazazz. Present gal moving up to bigger market. Network affiliate in northeast with a pro staff, ENG and dedication to superior job. Resumes to Box P-61.

**Weekend Meteorologist—Major market station** needs meteorologist for weekend weather and environmental reporter. EOE. Resume. Box P-57.

**Major market TV station** seeks experienced Assignment Editor with writing skills. Must be able to motivate crews and reporters, know what real news is, and be able to develop news when there is none. EEO Employer. Box P-76.

**Meteorologist:** Progressive midwest Net affiliate needs experienced broadcast meteorologist for prime newscasts. Some radio. Equipped with radar and fax. Resumes and salary requirements to Box P-77.

**TV Sports Reporter/Anchor.** Our man is moving up soon. We're looking and will welcome your resume. Top 60 active and highly competitive market. We're No. 2 and moving. If you can put it all together with sharp A/V, tell us. Box P-60.

**Weekend warrior.** Weekend sportscaster for major market network affiliate who has the common touch. Must be able to produce people oriented involvement packages quickly and efficiently. Must be able to hold the attention of that 80 percent of the viewers who don't tune for sports. An EOE Employer. Send resume and one page statement of philosophy and approach to Box P-79.

**Associate News Producer/Writer ... top 5 market,** to write and produce show segments, co-ordinate video content. Must have broadcast writing experience. Equal opportunity employer. Box P-66.

**Reporter** for top Northeast market station who can find, dig and creatively present all kinds of news stories. Send resume showing your experience, and cover letter selling us on your personality and writing skills. EOE/Affirmative action. Box P-81.

**News Producer:** Minimum one year experience. Send resume to Personnel Director-Broadcasting, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Assignment Editor.** Five years of broad TV News experience a must. Successful applicant will be a strong personality who is highly organized, knows how to motivate reporters and has the ability to localize any major story. We are mostly ENG, have a staff of about 30, and air the best newscast in town. Can you make it better? Salary open. E.O.E. Reply to Box P-98.

**Reporter/Photographer.** Innovative, creative, quality SE Coastal News Department seeking a comparable experienced Reporter/Photographer. Send tape & resume to Harry Bowman, WCIV-TV, PO Box 10866, Charleston, SC 29411. Equal Opportunity Employer.

**Meteorologist.** Weather is big news here. We need a weathercaster with three years experience who is accurate, has a clear presentation and a bright personality. Position is prime weather show twice daily, five days per week. Salary negotiable. E.O.E. Reply to Box P-101.

**News Reporter:** Central California NBC affiliate is looking for a bright, professional newscaster, with a degree in journalism or equivalent on-the-job experience. Prefer person bilingual in Spanish. Must have extensive TV work history in field reporting, producing and some on-air anchoring of news. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Bill Murphy, News Director, KMJ-TV, Channel 24, P.O. Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

**TV News Anchorperson.** We believe an anchorperson should have journalistic zeal and high profile in the service area and be a cooperative member of a hardworking news team that wants to be the best. Talent or experience in producing is desired. E.O.E. If you fit the bill, reply to Box P-116.

**Aggressive, experienced Reporter** for medium market in Southeast. Top rated station with commitment to news. An EOE. If you're an excellent journalist, a digger who loves news, write Box P-152.

**Co-Anchor** for news leader. Must be experienced, articulate and personable to work for aggressive, professional organization. E.O.E. Send resume and salary requirements to Box P-118.

**News Reporter.** KTSB Television is seeking a strong journalist to write and produce stories for weeknight newscasts. Experience with ENG equipment desirable. Send tape and resume to Bob Totten, News Director, KTSB-TV, Box 2700, Topeka, KS 66601, an equal opportunity employer.

**Experienced Anchor** to top 100 market in Southeast. We are looking for the anchor who loves to report, to get involved ... who cares about news. If you are currently anchoring and you're good we may have a job for you. An EOE. Write Box P-153.

**TV News Reporter.** ABC affiliate looking for an aggressive, self-starter type TV news reporter with good understanding of minority problems. S.E. market. E.O.E. Reply to Box P-113.

**Reporter-Videographer** for news-oriented ABC affiliate. Must be experienced in field & studio work. Immediate opening. Resume & 3/4" demotape to News Director, WEAR-TV3, P.O. Box 12278, Pensacola, FL 32581.

**TV Weather Personality.** Delmarva's number one television station is looking for a Weather Personality. The person we are looking for should be knowledgeable in all aspects of TV Weather. We want someone who is aggressive, professional, no-nonsense, enthusiastic and accurate. This is a Monday through Friday position. The person we are looking for is probably doing weekend weather now. We are a resort and farm area. Information for boaters and farmers is of utmost importance. AMS Seal preferred but not required. Send tapes and resumes. No phone calls. To Alan Landay, News Director, WBOC-TV, Salisbury, MD Equal Opportunity Employer.

**Producer and Cameraman** needed to work in Washington, D.C. Jan-Mar 1980. Contact Bob Lorentzen 813-758-4025.

## HELP WANTED NEWS CONTINUED

**News Anchor**—Experienced only for M-F, 6-11PM. No readers, must serve as own producer. Smooth delivery and proven track record necessary. Good salary and benefits. Medium southeast market. EOE. Box P-132.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Commercial Cinematographer.** For creative-oriented commercial production unit. Minimum two years experience with ENG, CP-16 and 35mm still equipment required. Send resume, reel and salary requirements to: Director of Creative Services, WAVE-TV, Box 32970, Louisville, KY 40232. EOE.

**Producer/Director** needed for a varied schedule of local productions, minimum 3 years professional experience required. BA, EFP/Remote/CMX editing experience preferred. Salary: \$16,000-\$17,000. Deadline for letter of application, resume, three letters of recommendation, and video tape sample of your work is January 17. Send credentials and video tape sample of your work is January 17. Send credentials to: Ronald Gargas, Program Manager, WBGU-TV, Bowling Green, OH 43403. An Equal Opportunity/Affirmative Action employer.

**Commercial Producer/Director**—Enthusiastic, artistic, take-charge director with 3 years minimum directing experience. Person must be competent to produce both studio and location commercials from beginning to end. Send resume and example cassette to Tom Tenhundfeld, Production Manager, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219.

**Operations Director.** Midwest affiliate seeks individual with strong engineering and production background. This person will be responsible for the total on-air presentation of our station. Send resume and salary requirements to Box P-52. An Equal Opportunity Employer.

**Operations Coordinator:** We need someone to schedule production; maintain VTR library; and coordinate operations among Sales/Traffic/Production. A flair for organization is essential along with knowledge of production techniques and computer operation. Successful applicant must be skilled in creating order out of chaos in unique Southeast medium market. EOE. Box P-92.

**Help wanted skilled**—experienced Switcher/Tape Operator. Prefer 1-2 years experience. Operate 2" 1/34" 1" tape machines. Salary DOE. Equal opportunity employer. Contact Pat Strauss: 1007 W. 32nd Avenue, Anchorage, AK 99503, 907-272-3456.

**Aggressive group-owned,** network affiliate mid-west station in second 50 market seeks Producer/Director with strong creative background. Minimum two years experience preferred. EOE. Send resume to Box P-95.

**Producer/Director.** Southwest Florida television station seeks a highly creative, versatile Producer/Director to join an 8 member Creative Services Department. Must have minimum of 2 years experience in all aspects of commercial production, including 3/4", 1" and 2" editing/mixing experience. Must be take-charge pro to direct live, studio and remote commercial production. Strong writing and idea abilities necessary. Salary open. EOE. Reply to Box P-99.

**Producer/Director.** Minimum two years experience. Personable with ability to lead. Must be able to operate under pressure. News and studio directing a must. Send resume, tape, salary requirements to Craig Cornwell, Production Manager, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. No phone calls please. Equal Opportunity Employer.

**Director of programming** for KCOS TV Channel 7 El Paso, Texas. Two years programming experience in PBS also ascertainment and acquisition. Production, on-air fund raising experience desirable. Need well round person in overall PBS area including auctions. Salary open. Reply to General Manager, P.O. Box 146, El Paso, TX 79942. An Affirmative Action Employer. M/F

**Radio and Television News Coordinator**—Public Relations is responsible for the writing and production of news and public affairs programs reflecting academic, research, and service programs of the University. Individual should have strong on-air radio and television news experience and thorough knowledge of video and radio equipment. Degree in radio and television or journalism and professional news experience desired. Salary: Negotiable. Send video tape and resume with references to Dr. Ed Meek, Director of Public Relations, The University of Mississippi, University, MS 38677. EOE.

**Assistant Creative Director** needed immediately. Must possess demonstrated ability in current EFP and post production techniques. Will need excellent writing skills. Must be an effective communicator with clients and staff. Resume and tape to Prod. Mgr., WEAR-TV3-ABC P.O. Box 12278, Pensacola, FL 32581.

**Producer PM Magazine**—Prior producing/directing experience required. Must have administrative/organizational skills. Group owned, network affiliate in top 60 market. An Equal Opportunity Employer. Send resume to Box P-111.

**Producer/Director** for news and public affairs. Be a part of a growth station with state of the art equipment and a strong commitment to news. Two years directing news and communications degree required. Send resume, tape and salary requirements to: Henry Goldman, Production Manager, WTSP TV, 11450 Gandy Blvd., Saint Petersburg, FL 33702. An Equal Opportunity Employer.

**Technical Producer/Director** for corporate color teleproduction SMPTE C format studio; produce and direct EFP/studio productions; operation and preventive maintenance of equipment; writing ability a plus; other AV experience helpful. Outstanding opportunity for creative self-starter to handle production from concept to completion. Join a young creative midwestern corporate communications department. Minimum—college degree and 3 years experience. Send resume and salary requirements. EEO-AA Employer. Box P-134.

## 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.

**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-143.

## SITUATIONS WANTED NEWS

**Lead Anchor**—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news operation. Box K-182.

**Medium market news director** at Phila's number one suburban radio station seeks TV reporter—writer position. First rate anchor, reporter, and writer. Good looking, aggressive, Fourth market TV reporter intern and top college TV-radio degree. 215-542-9062.

**Reporter:** Creative, innovative, hard worker. 21 years old. MA Broadcast Journalism. Excellent feature reports. Need a chance to get started. Contact Tom at 502-658-3478.

**Attractive, enthusiastic, hard-working** newswoman desires reporting position in medium/large market. Well-educated and experienced. Good credentials. Box P-86.

**Hard-News TV Reporter** seeks employment with serious news operation. Write Box P-126.

**Young female television anchor** with extensive radio experience just arrived in the Philadelphia metro area. She's looking for a reporting position. Could she be what you're looking for? 609-883-8804.

**Talented sportscaster** wants station committed to sports. Family man; college graduate; outstanding athletic and sportscasting background. 7 years in the business... currently sports director/anchor/reporter. Proven winner. I'll consider your number 1, 2, or 3 position. Available immediately. Box P-133.

**Young anchorman** with 2 years experience available immediately call 609-561-8532.

**Female Print Journalist** 27, BA, international experience seeks entry level reporting-writing position. Box P-137.

**Anchor/Talk Host, 35.** Experience: Medium Market News Director/Anchor/Host, Major Market Emcee/Commercial Announcer, Corporate Media Consultant, Vietnam veteran. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014. 815-455-5797 after 7 pm.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Seeking position** in Television, film, or cable fields. Will put new roof on your house for guaranteed job as cameraman or related position. Experienced in both. West coast preferred. Ken 213-394-5259.

**Producer looking** for a change. Five years experience producing PSA's, commercials and highly acclaimed children's programs. Experience includes directing location shoots and computer editing. Extremely willing to move and travel. Call Susan Sain, 602-279-6290 or write 4322 North 19th Drive, Phoenix, AZ 85015.

**AF Vet seeking** first full-time job in TV Production. BFA degree in Radio-TV prod. plus 9 wk intern at WECA-TV Tallahassee FL. Call Charles Rakestraw 1-615-246-7897. Will relocate.

## For Fast Action Use BROADCASTING's Classified Advertising

## ALLIED FIELDS

### HELP WANTED SALES

**Hard working salespeople** sought by NY music production house. Knowledge of radio advertising a must. Excellent commission. 516-421-4841.

### HELP WANTED TECHNICAL

**Video Time Base Corrector/Sr. Technician.** Rapidly growing video electronic company has need for a Senior Production Technician involved with quality control systems. A good background in analog and digital electronics, with formal electronic education required. Good salary, excellent benefit package available for the right person. Send resume to Eductron, Inc., 6649 Peachtree Industrial Blvd., Suite A, Norcross, GA 30092. Attention—Director of Manufacturing.

### HELP WANTED INSTRUCTION

**Part-time and weekend instructors** wanted. Minimum 5 years experience in all phases of radio broadcasting. Los Angeles area people preferred. Tapes and resumes to Tommy Goodwin, Director, KITS Broadcasting Workshop, 1220 N. Highland Ave. Hollywood, CA 90038.

**Journalism**—Three faculty positions in print and broadcast journalism in the Department of Mass Communication, UW-Milwaukee. One associate/full professor and two assistant professor positions. Ph.D. required and professional experience highly desirable. Strong scholarship, teaching, and service record needed for associate/full. Salary of \$17,500-18,500 for assistants; \$21,000-35,000 associate; \$26,000-30,000 full. Send applications by February 1, 1981 to Dr. Earl S. Grow, Department of Mass Communication, Box 413, UW-Milwaukee, Milwaukee, WI 53201. An Affirmative Action and Equal Opportunity Employer.

**Ass't. Prof. in TV/VTR Production** Min. M.A. with professional experience. Strong technical and teaching competence. Responsibility for production courses using VTR and studio systems. Deadline Feb. 15 for Fall. EEO/AA. Position contingent upon Provost's approval. Contact: Dean, Communication, The American University, DC 20016.



## 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.)

**Mirror in the lid** and other pre-1946 television sets wanted for historical collection. Especially interested in RCA TRK-5 and No. 359 test set, General Electric "HM" series. Parts and literature also wanted. Arnold Chase, 9 Rushleigh Road, West Hartford, CT 06117. 203-521-5280.

**Wanted used 100 watt U.H.F. Translator** Contact Jerry Devine 307-382-4022.

## 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 IR1,** Collins 20V3, 1 1/2 yr. old CSI. Will guarantee. M. Cooper 215-379-6585.

**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 502 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.

**For Sale:** 1 Bosch BCN-50 Studio one inch VTR with TBC, 1 Bosch BCN-20 Portable VTR, both B format both mint condition. Call: 213-980-0704.

**Schafer 902½** with Ras/Mos, Audiofile I, Schafer-decks, ASR 33, Extel and studio card. Some spare parts. Best offer over \$10,000. Contact Roger K. Bennett, Chief Engineer, WYEZ 219-293-5611.

**IGM-500 Automation,** 2 Stereo Scully 270, 3 carousels, peg clock, time announce, single cart deck. All in 3 IGM equipment racks. Good condition and works. \$3750. Steve Dinkel 816-279-6346.

**20 KW FM Collins 830 Hw/ exciter and stereo generator.** Excellent cond., on the air. M. Cooper 216-379-6585.

**For Sale:** Steadicam Model I, programmed for TK-76, complete with retro zoom and focus control, 4 batteries, fast charger, shipping cases, mint condition. Call: 213-980-0704.

**RCA-FR 35 film projector,** like new. 30 to 40 hrs. Contact Bill Ebell, 201-767-1000.

**1 kw, 5 kw and 10 kw AM and FM transmitters** in stock ready for delivery. Collins RCA Gates/Harris. All units in top condition. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248, 214-630-3600.

**SONY BVU100/Color Adapter/Charger/Batteries.** Used less than 200 hours. Bob Lorentzen 813-758-4502.

**For sale:** Four (4) CP-16A film cameras. Three (3) Canon Scoopic film cameras. All now in use in TV news operation. Available in mid-January. Submit bid for entire package or portion thereof. Highest bidder will be notified in early January. Box P-130.

**Four Grey Research 206SG tonearms,** less rests, 2 shells, good. Marlow 212-444-3573.

**Remote Truck for sale**—1967 Gerstenslager, 30,331 miles, Ford 6 engine, power steering, good tires, good condition. 26 ft. long, 11'7" high, electric AC w/hot, top deck, no electronics. \$5,000 firm. Contact Stan Levy, Connecticut Public Television, Hartford, CT.

**Martí Stereo STL** with dishes, connectors, cable. Studio tower available. Subcarrier generator and receiver, never used. 1-614-967-6776.

**Used broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

## 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.

## 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.

**Wanted:** Whereabouts of Coupon Book Promoter Bill Poindexter. WNNW Coldwater, Mich. Phone 517-279-9767.

**Beautiful Music Library** on approximately 4,500 Fideipac cartridges. Reasonably priced. Use as is, or transfer. Contact: John B. Reynolds, Jr., WJBR, Wilmington, DE 302-475-4000.

**FM Frequency Search,** \$200. Larry D. Ellis, RE. 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. Excuse. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312-579-9578.

**5 Minute Radio Programs** "The Sands of Time" Entertaining, Factual, Educational. 5 per week \$25. 260 programs available. Free demo cassette. Needs Associates, P.O. Box 583, Dover, OH 44622.

**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.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**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

## RADIO MANAGEMENT

Our client is an expanding group broadcaster with radio stations in Little Rock and Tulsa. We're interested in General Manager, Program Manager, and Sales Manager candidates from the southwest and mid-south for immediate openings that offer top income levels for top producers. Send resume along with short term and long term goals to Ron Curtis, Management Consultant, 211 Valley Club Circle, Little Rock, AR 72212. All replies answered promptly.

## SALES MGR., GEN. MGR

Empire Broadcasting Corporation, which currently operates stations KLIV and KARA in San Jose and KHYL and KAHl in Auburn/Sacramento, is looking for people who qualify as sales managers and general managers. Although we normally promote from within, we anticipate considerable growth in the next two years and have to go outside the company this time. We now have openings for a sales manager in our Sacramento sales office and for a general manager in the Eugene, Oregon station whose transfer now awaits FCC. permission. We'd welcome your application. Please send resume and letter stating salary requirements to Robert S. Kieve, Empire Broadcasting Corp., P.O. Box 995, San Jose, CA 95108.

## Situations Wanted Management

### GENERAL MANAGER

Leader for the past 10 years of the top two group owned stations (FM & AM) in a highly competitive northeast medium market. Available due to station sale; new owners had manager within their organization. Have been personally involved in developing a winning local sales team and unique top-rated on-air programming. Impeccable references from company headquarters, national rep offices, Washington attorney and fellow broadcasters. Available to start in mid-January. Your reply will be kept confidential. All replies answered. Box P-112.

### GENERAL MANAGER

Thirty years experience in major markets. Excellent administrator, strong in nat'l, reg, local sales. Managed flagship stations, radio & TV in chain. Served as V.P. of group. Knowledge of FCC requirements. Prefer East Coast. Reply Box P-108.

### SPORTSCASTER/ TALK HOST AVAILABLE

Major market pro. Witty, knowledgeable, opinionated. Willing to consider medium and metro markets. Call Bill Douglas (Douglas Nagy) at 313-534-0251.

## TELEVISION

### Help Wanted Sales

### NATIONAL SALES MANAGER

Major group, O&O Independent, Sun belt, top 50 market—needs experienced national sales manager. Success oriented, motivator with independent sales experience required. Resumes and references to: David E. Murphy, VP/GM, KOKH-TV, Box 14925, Oklahoma City, OK 73113. EEO.

## Help Wanted Management

### NEW UHF — UPSTATE NY

#### General Manager

Strategic planning, P&L responsibility; oppty for TV pro to move up.

#### Chief Engineer

Specify, plan, build technical plant; excellent compensation.

4th Qtr 81 target; submit resume to Albany TV 23, Inc., Suite 1001, 141 E. 44th St., NY NY 10017. E.O.E. MF

## Help Wanted Management Continued

### ACCOUNTING DIRECTOR

Major MSO with strong financial base and excellent growth potential is currently seeking an Accounting Director to establish accounting policies, design accounting systems, oversee consolidated financial reporting, and assist in special projects. Will supervise a staff of 15-20.

Ideal candidate will have BS degree in Accounting combined with 5 years of progressive experience in similar positions. CPA and Public Accounting experience are highly desirable. Selected individual must possess excellent communication, organizational and supervisory skills and the ability to perform effectively in a fast-paced environment.

Company offers excellent compensation and benefits package. For confidential consideration, please send salary requirements and resume to:

Box P-151

An Equal Opportunity Employer M/F/H/V

### HIRING A COMPLETE STAFF

(For new powerful UHF East Coast NETWORK AFFILIATE)

Station Manager  
Station Sales Manager  
Chief Engineer (Preferably with some construction experience)  
Program Director  
Production Supervisor  
Account Executives  
Copywriter  
Technicians

EEO/Affirmative Action Employer  
Box P-124

## Help Wanted News Continued

### REPORTERS

#1 Top-10 Station looking for reporters with style, substance, and experience. Send tapes to: News Director, KDKA-TV, One Gateway Center, Pittsburgh PA 15222

## KDKA-TV 2

## Help Wanted Programing, Production, Others

### Producer/ Director 3 Public Affairs

Duties: Conceive, design, write and produce PA programs; serve as line producer, reporter, writer, on-air talent for daily PA programs; design program segments which are informative and visually interesting. Requires: BA in Broadcast Journalism or related field, and 3-4 years experience, with strong background in writing, reporting and producing PA programs. Equivalent education and experience will be accepted in lieu of the degree requirement on a 1 year for 1 year basis. On ability to act as on-air talent is highly desirable. Salary: \$13,686-\$17,118. Applications must be postmarked no later than December 31, 1980. Submit application and or resume to: UNM, Personnel Dept., 1717 Roma NE, Albuquerque, NM 87131. Mention this ad on your application and reference requisition number 1166-A. AAE/OE.

## Help Wanted News

### 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.

### METEOROLOGIST

38th market ... immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MF.



**Help Wanted Programing,  
Production, Others  
Continued**

**PRODUCER/DIRECTOR  
WDTN TV 2**

Excellent opportunity for a highly motivated, experienced Producer/Director. News directing background required. College degree and commercial television background preferred. Send resume and salary history to John Stoddard, Office/Personnel Manager, P.O. Box 741, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F/H

**WANTED  
TV PRODUCER**

Conceptualizer, Video Graphics  
Innovator  
Hands On Attitude

Turner Broadcasting System has available a position for a corporate special projects videotape producer/director. Responsibilities will include the video design and execution of on-air promotion, graphics, formatting; writing and producing sales/marketing tapes ranging up to 10 minute mini-shows, for Cable News Network, WTBS Sports & Entertainment SuperStation.

Qualifications: State-of-the-art experience, graphic excellence and a desire for growth within. America's most dynamic communications group. Call, write and send your tape: c/o Edward Kessler, Director of Corporate Communications, Turner Broadcasting System, 1050 Techwood Dr., NW, Atlanta, GA 30318, (404) 898-8713.

**ASSOCIATE  
PRODUCER**

Teletrak, General Instrument Corporation's innovative closed circuit theatre of thoroughbred and harness racing, has an opening for an individual of senior status on our production staff. Must have extensive sports production background. Duties will include generating promotional materials, "PM Magazine," sports featurettes and the on-the-air directing of weekly thoroughbred/harness program.

Competitive salary and a full range of company benefits. State-of-the-art #1 facility. Send resume and production samplers to:

Michael Klatt  
Executive Producer  
TELETRAK

600 Long Wharf Drive  
Box AP 1215  
New Haven, CT 06511

No phone calls please!  
Equal Opportunity Employer M/F

**DIRECTOR OF PROGRAMMING  
& OPERATIONS**

Experienced programmer to manage film, promotion, programming, studio operations and production at new leading well-equipped (CMX/DVE/SA DISH) independent in sun belt top 50 market. Knowledge of budgeting, cost control, syndication and studio systems required. EEO/M/F. Apply to: David E. Murphy, VP/GM, KOKH-TV-25, P.O. Box 14925, Okla City, OK 73113 (405) 843-2525.

**FILM MANAGER**

New Cleveland TV. Independent experience desired but not pre-requisite. Knowledge of feature films, inventory administration, booking, editing. Good salary and advancement opportunity. Write to: General Manager, WCLQ-TV, 6100 W. Creek Road, Independence, Ohio 44131.

**Help Wanted Technical**

**TELEVISION  
TECHNICIAN**

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields  
Personnel Mgr.  
WMAR-TV  
6400 York Rd.  
Baltimore, MD. 21212  
E.O.E. M/F

**ASSISTANT  
CHIEF ENGINEER**

Assistant Chief Engineer with supervisory experience for Southern New England VHF television station. Must be a self-starter with strong production/maintenance background. Require digital technology knowledge. Career opportunity with company-paid benefits. Send resume to Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

**Situations Wanted News**

**AVAILABLE**

ENG HELICOPTER  
PILOT/REPORTER/  
WEATHERCASTER

- BROADCAST EXPERIENCE
- EXTENSIVE FLIGHT HRS.
- CAN MANAGE ENTIRE HELICOPTER PROGRAM FOR RESUME, DEMO VIDEOTAPE

Box P-120



**Situations Wanted Programing,  
Production, Others**

**DYNAMIC DUO**

Two bright, attractive, young women—one black; one white—with talk show experience, seeking position as interview co-hosts. Both charming and articulate with innovative public affairs concepts. 7 years experience.

Try our winning team!!

Contact: T.S. (213) 799-5689

**Talk show  
host**

currently employed in top ten market. 33 year old pro looking for new challenge. Network experience in talk, magazine, game show and telethons.

Box P-107

**COMMERCIAL CREATOR**

Do your dynamic account executives want to back up their sales by servicing clients with super-power sales messages?

From conception through completion—my speciality is writing and producing creative spots that generate product awareness to successfully sell merchandise or services.

25 years TV experience.

Topmost references from both station management and grateful clients.

SANDY SINGER 5505 N. Hamilton Road, Peoria, Illinois 61614 TELEPHONE (309) 691-4664.

**ALLIED FIELDS**

**Help Wanted Sales**

**WANTED MARKET  
REPRESENTATIVES**

for established syndicated format. Knowledge of automation equipment helpful. Interested parties write: Mr. F Walsh, P.O. Box 1305, Woodland Hills, CA 91364.

**Television Programing**

**Available for purchase**

117 episodes of syndicated news feature, 60-90 second "on the road" format, Keith O'Neil (417) 864-4404 Ramblin' Productions, 430 S. Glenstone, Spfld, MO 65802.

**JUST RELEASED  
THE HOTTEST NEW  
COWBOY MUSIC**

TV SERIES AVAILABLE  
SEE OUR AD ON PAGE 63

## Employment Service

### We're Looking For You!!!

Frank N. Magid Associates, Inc., the world's leading communications research and consulting firm, is looking for professional radio broadcasters to fill openings as they occur at our 100-plus client stations. Our radio clients are interested in recruiting top-notch people, including radio management personnel, programmers, announcers, news professionals, and engineers. We've helped thousands of broadcasters find better jobs and we'd like to help you, too. If you're interested in this unique opportunity to advance your career, we urge you to send us a resume and an audiotape. There's no charge to you and we promise you won't get lost in the shuffle.

*Frank N. Magid Associates  
One Research Center  
Marion, Iowa 52302*

## Radio Programing Continued

### PAUL FREES

"His Voice Can  
Give Your Station Excitement"



**Charles H. Stern Agency, Inc.**  
9220 Sunset Boulevard, Los Angeles,  
California 90069. Telephone: 273-6890

### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY

### Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884



**B  
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L**

### BROADCASTER'S ACTION LINE

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-889-2907  
R3, Box 84, Lexington, Indiana 47138

### CREATIVE BROADCAST SERVICES AGENCY

"Media Placement Professionals"

- Executives • Technical
- Management • Talent

(213) 467-8151  
100% FREE  
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



## Services

**MANAGEMENT SERVICES COMPANY**  
Specializing in Individual & Corporate  
VIDEOTAPE INVESTMENT  
Representing over 500 Clients & 1100 Episodes  
**CALL TOLL FREE**  
NATIONALLY 800/528-6050 Extension 758  
INVESTORS MANAGEMENT SERVICES, INC.  
366 No. B'way, Jericho, NY 11753 516-935-5567

## Public Notice

### PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE GRAFTON, MA

The Town of Grafton will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 PM. on Monday, February 16, 1981. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Grafton. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

GRAFTON BOARD OF SELECTMEN: Paul G. Bazinet, Chairman, Francis M. Noel, Clerk, Richard J. Carlson. Address: Board of Selectmen, Town House, One Central Square, Grafton, Ma. 01519. Telephone 617-839-5335.

### UNLIMITED GROWTH POTENTIAL

Unprecedented investment opportunity available on a first-time national basis with our company. Minimum secured investment of \$2,000 will put you on the air with your own business in FM stereo cable radio. We supply a turn-key operation, including programming, equipment, air-ready production and full business support services. A solid business opportunity yielding 60 to 80 thousand dollars annual income for you. Serious inquiries only, call person to person collect, area code 305-686-0169 and ask for Mr. Brown.

### SATELLITE TRANSPONDER TIME

on Westar III. Late Night, Primetime, Daytime; Complete Brokerage Services. Call Cliff Friedland at Pop Network, Inc. (212) 243-0334.



## For Sale Equipment

**\$29,500**

Fully equips your Class A FM Stereo Station for immediate broadcast. 3,000 watt Transmitter, 300 Foot Tower, Cable, Stereo and Mono Consoles, SCA Monitor, Stereo Generator, 3 Bay Antenna (105.5 Mhz), Marti Remote Transmitter and Receiver and much more. Rick Martin KQYD, 303-392-4219.

## Wanted To Buy Stations

### NOTICE TO BROADCASTERS

*"We have clients waiting!"*

If your asset to liability ratio is one to one or better—call us ... absolute confidentiality.

- Client No. 1 ... to \$1,500,000.
- Client No. 2 ... to \$3,000,000.
- Client No. 3 ... CATV Nego. Unl.
- Client No. 4 ... Unlimited
- Client No. 5 ... to \$5,000,000.

If you are considering retiring, you owe it to yourself to call EBS. Ask for Jerry Strange or Gene Ward.



**EDEN  
BROADCAST  
SERVICES**

919-623-3000  
P.O. BOX 647

**MEDIA BROKERS**  
A DIVISION OF EBS REALTY COMPANY INC.

628 WASHINGTON ST., EDEN N.C. 27288

## Radio Programing

### ISRAEL—EGYPT—PEACE??

Inform your listeners of the behind the scenes circumstances in the Middle East negotiations—subscribe to the Jewish Broadcasting Network: "Mid-East Report," five 15 and 30 minute reports available weekly.

Special one hour program "The Music Magazine" available on barter arrangement.

Call (201) 431-1977 or write the Jewish Broadcasting Network, c/o The World Jewish Heritage Foundation, Route 524, Adelphia, New Jersey 07710.

### PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE ASHLAND, MA

The town of Ashland will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 PM. on 8-2-81. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Ashland. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectmen  
Ashland, MA. 01721



**Wanted To Buy Stations  
Continued**

**WANT TO BUY CP's**

Will buy 100% of your CP for cash. Box P-65.

**Miscellaneous**

**JUST RELEASED  
THE HOTTEST NEW  
COWBOY MUSIC**

TV SERIES AVAILABLE  
SEE OUR AD ON PAGE 63

**For Sale Stations**

**E  
B  
S**

**EDEN  
BROADCAST  
SERVICES**

919-623-3000

P.O. BOX 647

**MEDIA BROKERS**  
A DIVISION OF EDENHEALTH COMPANY INC.

628 WASHINGTON ST., EDEN N.C. 27288

**BILL-DAVID  
ASSOCIATES**  
BROKERS-CONSULTANTS  
(303) 636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**1000 Watt  
daytime AM**

Southeast. Excellent growth area.  
Absentee owners—Terms. Principals only. \$295,000. Box P-122.

**THE  
KEITH W. HORTON  
COMPANY, INC.**

For prompt service  
contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

Brokers and Consultants

**For Sale Stations  
Continued**

**RALPH E. MEADOR**

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 38  
Lexington, Mo. 64067  
Phone 818-259-2544

**MID-ATLANTIC  
(DELMARVA PENINSULA)**

Profitable AM/FM. Include real estate, cash sale. Send inquiries and qualifications to Box P-45.

**WALKER MEDIA  
& MANAGEMENT, INC.**

William L. Walker  
President  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553  
Brokers-Consultants-Appraisers

**R.D.HANNA  
COMPANY**

BROKERAGE • APPRAISAL • MANAGEMENT

6257 Garwood St., Las Vegas, NV 89107 702-870-7106  
8340 E. Princeton Ave., Denver, CO 80237 303-771-7675  
5944 Luther Ln., Suite 505, Dallas, TX 75225 214-696-1022

**Dan Hayslett**

a associates, inc.

**Media Brokers**  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

- Class A in Texas. \$250,000. Terms.
- Spanish speaking. California. \$520,000
- TV in Wyoming. \$470,000. Terms.
- South Carolina. 1000 watt daytimer. \$220,000.
- 1,000 watt daytimer—New Jersey. \$615,000.
- 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 fulltime. Tenn. Chattanooga area. \$350,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltime. 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. \$380,000.
- AM/FM in Northwest Mississippi. \$360,000.
- Fulltime near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$740,000
- 3,000 watt FM. Southern Arkansas. \$380,000.
- AM/FM in NE Oklahoma. \$1,100,000.
- 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.
- Fulltime. Major market Idaho. \$860,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. Terms. Small DP.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltime. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-758-7635 24 HOURS



*Select Media Brokers*

(912)883-4917

P.O. BOX 950 ALBANY, GA. 31702

NY	FM	700K	Small
OH	FM	450K	Medium
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment \$15,000		
TN	AM—Down payment \$30,000		

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
"Specializing In Sunbelt Broadcast Properties"

5050 Poplar Ave. • Suite 416 • Memphis, TN. 38157  
700 New Hampshire Ave., N.W. • Washington South  
Suite 1103 • Washington, D.C. 20037

# CHAPMAN ASSOCIATES®

media brokerage service

STATION					CONTACT	
S	Small	AM	\$185K	\$54K	J. T. Malone	(404) 458-9226
W	Small	AM	\$265K	\$150K	Greg Merrill	(801) 753-8090
MW	Small	FM	\$375K	Terms	Jim Mackin	(312) 323-1545
S	Small	AM/FM	\$800K	Terms	Bill Cate	(904) 893-6471
S	Metro	AM/FM	\$1400K	\$406K	Bill Chapman	(404) 458-9226
W	Major	Fulltime	\$2610K	29%	Corky Cartwright	(303) 741-1020

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

## MEDIA BROKERS • APPRAISERS

AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.  
**SHAHEEN** INC.  
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



## H.B. La Rue, Media Broker

RADIO • TV • CMTV • APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

## MIDWESTERN AM-FM

Monopoly situation. Excellent plant and equipment. 8 X cash flow at \$1.9 Million. Principals only. Box P-128.

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, CA 93401  
805-541-1900

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms \$2.00)

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted 70c per word \$10.00 weekly minimum. Situations Wanted (personal ads) 40c per word \$5.00 weekly minimum. All other classifications 80c per word \$10.00 weekly minimum. *Blind Box* numbers: \$200 per issue.

**Rates:** Classified display: Situations Wanted (personal ads) \$30.00 per inch. All other classifications \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

## ADVERTISERS

Please note that BROADCASTING publishes 51 Mondays a year with a combined issue at yearend. There will be no publication dated December 29, 1980. Copy deadline for the January 5, 1981 issue is Friday, December 26, 1980.

# Books for Broadcasters

**T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—including over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

**T460. UNDERSTANDING SOUND, VIDEO, AND FILM RECORDING** by Michael Overman. All about the history, theory, practice and hardware of recording and reproducing sound and picture on cylinders, discs, films and tape. Here's an authoritative, readable analysis of sound, video and film recording, a fascinating insight into their technical evolution and theory with precise explanations of how each works. Of interest to anyone involved in the technical side of audio or video recording. 140 pages, 74 illus. **\$8.95**

**T421. HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear of all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment," and how to convert a "No" to a "Yes." 320 pages. **\$12.95**

**T423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 30 years as a broadcaster. 288 pages, illustrated. **\$12.95**

## BROADCASTING BOOK DIVISION

1735 DeSales St., NW  
Washington, DC 20036

Please send me book(s) number(s) \_\_\_\_ My \_\_\_\_ payment is enclosed

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



# Fates & Fortunes<sup>®</sup>

## Media



Bayliss

**John Bayliss**, former president of radio division, Gannett Broadcasting Group, named president, Charter Broadcasting, Jacksonville, Fla. Bayliss, who resigned from Gannett last January, will be responsible for Charter's KCBQ(AM) San Diego; WDRQ(FM) Detroit; KSLQ(AM) St. Louis; WOKY(AM).

WMIL(FM) Milwaukee and KIOI(FM) San Francisco (pending FCC approval).

**Dennis Israel**, president and chief operating officer of Greater Long Island Communications, Babylon, N.Y., licensee of WGLI(AM) Patchogue, N.Y., named to additional post of president and director of Sky Broadcasting Corp., Stamford, Conn. He will be responsible for and coordinate activities of KSKY(AM) Dallas; KBCQ(AM) Roswell, N.M.; KBID(FM) Wichita Falls, Tex. (pending FCC approval) and WRIV(AM) Riverhead, N.Y. (also pending FCC approval).

**Jake Russell**, station manager, WHLY(FM) Orlando, Fla., named VP-general manager.

**Glenn Thompson**, air personality, WBBB(AM)-WPCM(FM) Burlington, N.C., named assistant station manager.

**Joe Wade Formicola**, program director, KENR(AM) Houston, joins WKIX(AM) Raleigh, N.C., as operations manager.

**James A. Stabile**, executive VP, business affairs and administration, Metromedia Producers Corp., Los Angeles, named to additional post of associate general counsel of Metromedia Inc., MPC parent company. He had been assistant general counsel of Metromedia for 14 years.

**Jack Estes**, portfolio manager for First Pennsylvania Asset Management, Denver, joins Daniels & Associates there as VP of investment services division.

**Marion Watson**, station manager, noncommercial KUOM(AM) Minneapolis, and **Ed Douglass**, station manager, noncommercial WILL-FM Urbana, Ill., elected VP and treasurer, respectively, of Public Radio in Mid-America.

**Jean Zeller**, membership director for noncommercial WVIA-TV Scranton, Pa., joins noncommercial WNED-FM-TV and co-owned WEBR(AM) Buffalo, N.Y., in same capacity.

**Harold Etsell**, system manager of American Cablevision of Pennsylvania, American Television & Communications Corp.'s cable operation in Delaware county, Pa., named to succeed **Earl Haydt** (see "Promotion and PR"), as regional manager of ATC's Pennsylvania region cable operations, based in Reading, Pa.

## Advertising

**Howard Cohen**, associate research director, D'Arcy-MacManus & Masius/deGarmo, New York, named VP.

**Raymond Tortolani**, VP-marketing services, Rumrill-Hoyt, New York, joins Creamer Inc. there as senior VP-marketing services. **Gerald Cosco**, VP, Compton, New York, joins Creamer there in same capacity.

**Gail Quattlebaum**, manager of communications training, Burson-Marsteller, New York, named VP.

**Ira Carlin**, senior VP for media and marketing, and **Stan Turk**, senior VP of marketing, Kornhauser & Calene, New York, named executive VP's.

**David Rogers**, VP-marketing, Peoples Savings Bank, Lewiston, Me., joins Marvin & Leonard Advertising, Boston, as VP.

**Glen Slater**, chief financial officer, Swedish Marketing Ltd., New York, joins Needham, Harper & Steers there as director of finance and administration.

**Robert Parker**, manager-finance and administration, Ketchum MacLeod & Grove, Pittsburgh, named VP-finance and administration.

**Barbara Mintzer**, senior account executive, Leber Katz Partners, New York, joins Kenyon & Eckhardt there as recruiting and training manager for its personnel department.

**Dave Woodhead**, advertising sales manager for Webb Co., St. Paul magazine publisher, joins Carmichael-Lynch Advertising, Minneapolis, as account supervisor.

**Joseph Albonetti**, account executive, Bloom Agency, Dallas, joins Hume Smith Mickelberry, Miami, in same capacity.

**Dennis O'Brien**, from Campbell-Mithun, Minneapolis, joins Carmichael-Lynch there as media planner.



Weed

**Neal Weed**, director of central sales, NBC Radio Network, based in Chicago, named VP-sales for NBC Radio, based in New York.

**Mary Jean Parson**, director of administration, Blair Television and Blair Radio, New York, named VP, Blair's broadcast representation division. **Charles Miles**, client service

manager, SAMI division of Time Inc., New York, joins Blair Television there in newly created post of marketing manager for its market development division. **Peter Fulton**, account executive, Blair Television, Los Angeles, named assistant sales manager for its NBC sales team.

**Junior Winokur**, local sales manager, WCRS-AM-

FM New York, joins CBS Radio Spot Sales as sales manager of its New York office. **Robert Houghton**, account executive, CBS Radio Sales, New York, named sales manager of its Chicago office.

**Rocky Crawford**, general sales manager, KLIF(AM) Dallas, joins Bernard Howard & Co. there as manager of branch office.

**Ken Gloia**, from HR/Stone, Chicago, joins Eastman Radio there as account executive.

**Nancy Dobrow**, research analyst, Petry Television, New York, joins Roslin Radio Sales there as account executive.

**Kaye Fox** and **Jody Wittern**, account executives, HR Television, Chicago, join TeleRep there in same capacities.

**Bobbie Marcus**, director of special projects for Group IV Distributors, New York, joins Lexington Broadcast Services there as sales representative.

**Linda Wiggins**, customer service representative, International Broadcast Industries, Warwick, R.I.-based direct marketing firm, named customer service manager.

**Rosie Harker**, local sales manager, WJYW(FM)



That's Sherlee Barish's track record in filling executive positions for the clients who call on her. Hundreds of managers sing her praises. It's what's made her the most trusted executive recruiter and news talent finder in the television business.



**BROADCAST PERSONNEL, INC.**  
Experts in Executive Placement  
**527 MADISON AVENUE**  
**NEW YORK CITY**  
**(212) 355-2672**

Tampa, Fla., named general sales manager. **Judy Ferrara**, sales manager, WQXM(FM) there, succeeds Harker.



Pennucci

**Patrick J. Pennucci**, sales manager, WOR-TV New York, named VP-sales manager.

**Joe Girard**, national sales manager, WTCN-TV Minneapolis-St. Paul, joins WISH-TV Indianapolis as general sales manager.

**Peter Penni**, sales representative, WTMJ(AM) Milwaukee, named general sales

manager.

**Ralph Salierio**, account executive, WHLY(FM) Orlando, Fla., named local sales manager.

**Bob Huntley**, account executive, WSOC-AM-FM Charlotte, N.C., named local sales manager.

**James Seifert**, sales manager, KZZX(FM) Albuquerque, N.M., joins co-owned KQEO(AM) there in same capacity. **Matt Cohen**, with M.C. Fashions, Albuquerque retail distribution company, joins KQEO(AM)-KZZX(FM) as account executive.

**Michelle Kimmelman**, promotion manager, KYW(AM) Philadelphia, joins WNBC(AM) New York, as entertainment marketing manager.

**Karen Malmsten-Emmerling**, promotion manager, KPTV(TV) Portland, Ore., named account supervisor. **Craig Miller**, copywriter, KPTV, succeeds Malmsten-Emmerling.

**Barbara Grosiak**, account executive, RKO Radio Sales, New York, joins RKO's WXLO(FM) there in same capacity.

**Brent Scheiner**, with local sales department, KTVU(TV) Oakland, Calif., joins KRON-TV San Francisco as account executive.

**Thomas Cratty**, salesman, WSHH(FM) Pittsburgh, and **Anita Williams**, account executive, WAMO(FM) Pittsburgh, join WHIC-TV there in same capacities.

**Bruce Shindelman**, marketing manager for Geoffrey W. Layton, Chicago advertising agency, and **Jacquelyn Grey**, account executive, WIRE(AM) Indianapolis, join WFYR(FM) Chicago as account executives.

**Cheryl Lynn Esken**, advertising sales representative, *Chicago Sun-Times*, joins WBBM-FM there as account executive.

**Mary Cashman**, from local sales, WXKS-AM-FM Medford, Mass., joins WROR(FM) Boston as account executive.

**Shirley Brennan**, assistant buyer, Daniel & Charles Advertising, New York, and **John Huckleba Jr.**, account executive, WPLO(AM) Atlanta, join WRCB-TV Chattanooga as account executives.

**Jim Ledyard**, afternoon drive announcer, WATH(AM) Athens, Ohio, joins WRGI(FM) Naples, Fla., as account executive.

**Tom Rusk**, program manager, WARU-AM-FM Peru, Ind., joins WFIV(AM) Kissimmee, Fla., as account executive.

## Programing



Werner

**Tom Werner**, VP, senior executive, prime-time development, ABC Entertainment, named senior VP, prime-time series, succeeding Marcia Carsey, who has resigned to go into independent production.

**Tim Steele**, VP, Osmond Television, Los Angeles, joins Viacom Enterprises there as

VP-program development, West Coast.

**Bruce Wilson**, director of finance, Time-Life Films, New York, joins Trident Television Associates there as VP-finance.

**Vicki Rosenberg**, former casting director, Otto/Barnett & Associates, Los Angeles, joins NBC Entertainment there as manager of casting for West Coast.

**Michael Lowe**, manager of operations, ABC Pictures International, New York, named director of production services, ABC Video Enterprises there.

**Jack B. Allen**, executive VP of Mag-Net Inc., Southfield, Mich., program syndication firm, and former general manager, WWJ-TV Detroit, now WDIV(TV), named to new post of director of media sales, MCA TV, New York.

**David Stanley**, senior negotiator, business affairs, NBC Entertainment, Los Angeles, joins MGM Television there to share post of director-business affairs with current director, **Stephen Maier**.

**Lyman Parrigin**, former head of Laird Films, Los Angeles, joins Columbia Pictures Television Distribution there as associate director of business affairs.

**Pamela Wilson**, division marketing manager, Cox Cable's Western operations, based in San Diego, joins Rainbow Programing Services, Denver, as director-sales, planning and administration. **Lynn McNeley**, convention sales manager, Greater Los Angeles Visitors and Convention Bureau, joins Rainbow in Denver as its Western regional sales manager. **Sandy McGovern**, sales executive, Xerox Corp.'s Atlanta branch, joins Rainbow in Denver as its central regional sales manager.

**Howard Schneider**, from RCA Cable Vision Systems, Los Angeles, joins Premiere there as production assistant. **Allison Willensky**, assistant broadcast producer, McCann-Erickson, Los Angeles; **Bonnie Wechan**, with John Byk Advertising there, and **Terry Lippman**, with KTLA(TV) Los Angeles's research and programming departments, join Premiere's sales and marketing department, as administrative coordinators.

**David Wheaton**, corporate controller, United Video, Tulsa, Okla., named corporate treasurer-controller.

**Joseph Uva**, account supervisor, Carrafiello-Diehl & Associates, New York, joins USA Network there as advertising account executive.

**R. Bradley Steward**, manager of Modern Talking Picture Service's Washington film library, named account executive at Modern's Chicago office.

**Robert Cripps**, regional manager, metro New York area for LaBelle Industries, manufacturer of 16mm film projectors, joins Modern Talking Picture Service, St. Petersburg, Fla., as account executive. He will be based in New York.

**Jim Chirumbolo**, director of broadcast operations, WUTV(TV) Buffalo, N.Y., joins Sherwin-Greenberg Productions there as director of marketing.

**Marianne Roig**, public relations director and advertising manager, Royal Worcester Spode, New York-based English china company, joins National Spanish Television Network there as account executive.

**Frank Cody**, program manager, KBPI(FM) Denver, assumes additional duties as division program manager for parent, Sandusky Newspapers' broadcast division, which includes two AM's and four FM's.

**Robert Gordon Jr.**, news director-producer and program director, KJRH(TV) Tulsa, Okla., joins WJBK-TV Detroit, as producer-director.

**Hal Edwards**, in charge of production and operations at WDSU-TV New Orleans, joins WRDW-TV Augusta, Ga., as program manager.

**Caroline Klas**, traffic manager, KTVU(TV) Oakland, Calif., named assistant program manager.

**Howard Corday**, air personality, WGIR-FM Manchester, N.H., joins WNBX-FM Keene, N.H., as program director.

**Byron Pitts**, former program director, KKDA-FM Dallas, joins KDKO(AM) Littleton, Colo., in same capacity.

**Byron Day**, weatherman, WHBQ-TV Memphis, and **Linn Sittler**, director of press information for WMC-TV there, named co-hosts, WHBQ-TV's *PM Magazine*.

**Timothy Marsh**, KPSI(AM) Palm Springs, Calif.,

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## Broadcasting

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joins KESQ-TV there as copywriter, production coordinator and announcer.

**Doyle Patton**, farm director, KKYN(AM) Plainview, Tex., joins KAAV(AM) Little Rock, Ark., as farm service director.

**Stefan Pagacik**, music producer and announcer, noncommercial WGBH(FM) Boston, joins noncommercial KUSC(FM) Los Angeles as music producer.

**Bill Freeman**, VP-general manager, WPCB-TV Pittsburgh, joins 700 Club, Virginia Beach, Va., as senior correspondent.

**Janeen Bjork**, programing assistant, WDAF-TV Kansas City, Mo., named program coordinator.

**Evelyn Wiggins**, promotion assistant, KTVH(TV) Wichita, Kan., joins KGMC(TV) Oklahoma City as director.

**Dennis Cavender**, program director, WLS(AM) Lansing, Mich., joins WIOU(AM) Kokomo, Ind., in same capacity. **Pat Moore**, operations manager of co-owned WZWZ(FM) Kokomo, named program director.

**Kenneth Miller**, producer-director, noncommercial WBGU-TV Bowling Green, Ohio, joins noncommercial WNED-TV Buffalo, N.Y., in same capacity.

**Thomas Pollard Jr.**, air personality and production coordinator, KGCS(FM) Derby, Kan., joins KKOY(AM)-KQSM(FM) Chanute, Kan., as air personality and music director.

**Don Schaeffer**, operations manager, WPTR(AM)-WFLY(FM) Albany, N.Y., joins WROR(FM) Boston as air personality.

**Eric Sass**, VP-marketing and new technology, Public Broadcasting Service, Washington, assumes additional duties to direct PTV-1 program administration on acting basis. **Bruce Shah**, manager of program business affairs, PBS, named director of program acquisitions for PTV-1. **Joan Lanigan**, director of PBS program scheduling, will assist head of PTV-1 program service in scheduling.

**Dave Verdery**, senior programmer-operations director, TM Programing, Dallas, joins Bonneville Broadcast Consultants, Tenafly, N.J., as programming sales consultant.

**Fred Rogers**, creator and host of *Mister Rogers' Neighborhood*, will receive Southern Baptist Radio and Television Commission's "Distinguished Communications Recognition Award" at its national Abe Lincoln awards program in Fort Worth, Feb. 12, 1981.

**Dave Wilson**, former program director, noncommercial KCOS-TV El Paso, Tex., joins noncommercial WOUB-TV Athens and co-owned noncommercial WOUV-TV Cambridge, both Ohio, in same capacity.

## News & Public Affairs

**Jerry Fisher**, reporter-associate news producer, WCIX-TV Miami, named executive news producer. **Dave Levine**, news producer, WNWS(AM) Miami, succeeds Fisher. **Larry Hallenstein**, managing editor, WNWS, joins WCIX-TV as news assignment editor. **Natalie Segal**, reporter, WGBS(AM) Miami, joins WCIX-TV in same capacity.

**Rosemary Lappin**, news director, WLLH(AM) Lowell, Mass., joins WEEI(AM) Boston as executive editor.

**Ed Baumeister**, executive producer on temporary leave from noncommercial WGBH-TV

Boston, joins noncommercial WTVS(TV) Detroit as acting news director.

**Bob Reichblum**, news producer, KYW-TV Philadelphia, joins WTAE(TV) Pittsburgh in same capacity. Reichblum succeeds **Marilyn Vaughn** who becomes special assignments producer.

**Heather MacNeil**, assistant news director, KDES-AM-FM Palm Springs, Calif., joins KBZT(FM) San Diego as news director and morning anchor.

**Tom Mattesky**, assignment editor, WBTB(TV) Charlotte, N.C., named managing editor. **Graham Wilson**, reporter, WVEC-TV Hampton, Va., joins WBTB in same capacity.

**Michael St. Peter**, editor, KFWB(AM) Los Angeles, joins noncommercial WEBR(AM) Buffalo, N.Y., as news director. **Jonathan Alken**, news anchor-reporter, WKTV(AM) Pittsburgh, joins WEBR in same capacity.

**Gary Reals**, general assignment reporter, WMAL(AM) Washington, joins WQVM-TV there in same capacity.

**Mike Kellerman**, weekend anchor-reporter, WCHS-TV Charleston, W.Va., joins WNCN-TV Greenville, N.C., as weekday anchor.

**Rosemary Martinelli**, producer, KDKA-AM-FM Pittsburgh, joins WUC-TV there as news writer.

**Michael Parker**, producer-photographer, KYW-TV Philadelphia, joins WUC-TV as news operations producer. **Linda Ringe**, producer, Cable News Network, Chicago, and **Adam Sheffler**, former production associate for ABC-TV's 20/20 in New York, join WUC-TV as producers. **Allan Schear**, from London bureau of Cable News Network, joins WUC-TV as news photographer-field producer.

**Barney McCoy**, producer, anchor and reporter, WIBW-AM-FM-TV Topeka, Kan., joins KCMO-TV Kansas City, Mo., as reporter.

**Paul Randall Dickerson**, news director, WLAC(AM) Nashville, Tenn., joins WBT(AM) Charlotte, N.C., as afternoon-drive anchor.

**Patrick Prokop**, meteorologist at KOAM-TV Pittsburgh, Kan., joins WTOG-TV Savannah, Ga., in same capacity.

**Sue Serio**, air personality, WMAR-FM Baltimore, named public affairs director.

**Dick Jones**, host-producer of WITN-TV Washington, N.C.'s *Almanac*, assumes additional duties as director of community affairs and special sports projects.

**John Comas**, assistant general manager in charge of community affairs, WXII(TV) Winston-Salem, N.C., retires after 39 years at station.

**Leslie Wolfe**, news director, WSOC-AM-FM Charlotte, N.C., elected VP of North Carolina Associated Press Broadcasters.

**Renee Poussaint**, co-anchor of 6 and 11 p.m. newscasts, WJLA-TV Washington, receives award for superior reporting from Washington chapter of National Association for Advancement of Colored People (NAACP).

## Technology

**David Beddow**, VP, station broadcast operations, Group W Television, named to new post of VP, television operations and technical services. **Charles Magee**, manager, engineering, appointed director, technical services.

**John Meyers**, VP-business planning, acquisi-

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tion analysis and special assignments for Farinon Corp., San Mateo, Calif., telecommunications equipment manufacturer, joins Harris Corp., Melbourne, Fla., as VP-corporate development. Harris acquired Farinon last February.

**Ronald Spicer**, executive VP, California Commerce Bank, San Jose, Calif., joins ADDA Corp., Campbell, Calif., manufacturer of digital television signal processing products, as VP-administration and corporate planning.

**Mark Naber**, subcontracts administrator, Bendix Corp., Teterboro, N.J., joins Kings Electronics Co., Tuckahoe, N.Y., as national sales manager.

**Mitch Bloom**, product manager, Teledyne Philbrick, Dedham, Mass., joins Augat Inc., Attleboro, Mass., in same capacity.

**Merrill Sheldon**, from White House Communications Agency, Washington, joins RF Rents & Sells, division of Filmways Audio Services, North Hollywood, Calif., as chief engineer. **Rick Benson**, technical consultant for Tascam, Montebello, Calif., joins ACI/Filmways Pro Audio Sales, Hollywood, Calif., as service manager.

**Earle Connors**, studio supervisor, WBRZ(TV) Baton Rouge, joins KBMT(TV) Beaumont, Tex., as chief engineer.

**Robert Hughes**, operations manager, WPIK(AM)-WXRA(FM) Alexandria, Va., joins WEEL(AM) Fairfax, Va., as chief engineer.

**Ralph Walker**, videotape engineer, KARK-TV Little Rock, Ark., joins KBT(TV) Denver as videotape editor.

**George Slominski**, manager of studio operations and traffic, WMAQ-TV Chicago, joins Optimus, videotape and film production service there, as chief engineer.

**Harold Newby**, 70, VP of engineering for KAKE-TV Wichita, Kan., retires after 33 years with KAKE stations. Newby joined KAKE(AM) in 1947 as chief engineer and left in 1954 to assume same duties at KAKE-TV. Dale Morrell, with KAKE-TV, succeeds Newby.

## Promotion and PR

**Susan Robinson**, promotion specialist, KOA-TV Denver, joins KBT(TV) there as on-air promotion coordinator.

**Patricia Wexler**, director of advertising and promotion, WBBM(AM) Chicago, named promotion manager, WIND(AM) there.

**Jim Langford**, from Media Associates, Dallas television and radio attitudinal research organization, joins WCKT(TV) Miami as news promotion director.

**Parker Jackson**, former director of advertising-promotion, KHJ-TV Los Angeles, joins KMST(TV) Monterey, Calif., as promotion director.

**Breeda Kelly**, chief researcher for Findex-binder, Detroit area media directory, joins WNIC(FM) there as promotion director.

**Chris Outwin**, production coordinator, non-commercial WGBH(FM) Boston, named on-air promotion director.

**Linda Stone Bloomer**, promotion director, KTAR(AM)-KBBC(FM) Phoenix, assumes additional duties as public service director.

**W. Ben Waters**, news director, WRAL-TV Raleigh, N.C., named corporate director of special projects for WRAL-TV's parent, Capitol Broadcasting Co. Based in Raleigh, Waters will be responsible for corporate public relations and intercorporate communications.

**Fran Curtis**, with Rogers & Cowan, New York, named VP of entertainment division.

**Dianna Peterson**, editor of in-house publication for Prudential Insurance Co., Jacksonville, Fla., joins Hill & Knowlton, Chicago, as account executive.

**Earl Haydt**, regional manager of American Television & Communications Corp.'s Pennsylvania region, based in Reading, named director of community relations, based in Reading.

**Lila Reinhard**, public relations director, Century Advertising, Denver, joins Rainbow Programming Services there in same capacity.

## Allied Fields

**H. John von Rohr**, and **Carl Beisser**, senior administrative assistants and industry managers, A.C. Nielsen's Marketing Research Group USA's production management staff, Northbrook, Ill., named VP's and, respectively, manager of operations, administrative services, and manager, scanning production.

Reorganization of CPM, Chicago-based media management service, is reflected in recent staff changes: **Roger Casty**, VP, named executive VP and director of client services; **Michael Willner**, executive VP for sales and syndication, takes on added responsibility as executive VP in charge of game shows; **Kevin Berg**, controller, named VP-finance, and **Robert Riemenschneider**, consultant, joins CPM as VP-operations.

**Patricia Liguori**, service representative, Arbitron, New York, joins Nielsen Station Index there as client services representative.

**Marcia Brock**, chairman and president, Columbia School of Broadcasting, Hollywood, Calif., elected chairman, chief executive officer and president of Broadcast Training Inc., and its subsidiary, Columbia School of Broadcasting.

## Deaths



Pengra

**Marshall Hylon Pengra III**, 70, retired general manager-part owner of KLT(TV) Tyler and KTRE-TV Lufkin, both Texas, died Dec. 9 in Palm Desert, Calif., of pneumonia and other complications following hospitalization for brain tumor. Pengra had begun radio career at KRNR(AM) Roseburg, Ore., in late 1930's, was chairman of National Association of Small Market Broadcasters in 1940's, built and eventually owned WATO(AM) Oak Ridge, Tenn., and established Tyler station in 1954. He sold broadcast interests to Buford Television Inc. in 1970. In retirement he kept hand in broadcasting as editorialist on KMIR-TV Palm Springs, Calif. Pengra was credited with key role in urging FCC to formulate network non-duplication rules for cable TV. He is survived by his wife, Eve, and sons Marshall IV, who owns advertising agency in Houston, and Michael,



**John (Winston) Lennon**, 40, member of The Beatles, group that was launched into worldwide eminence via appearance on CBS-TV's *The Ed Sullivan Show* in 1964, was shot to death Dec. 8 outside New York apartment. Story of his death dominated news programs on radio and television for several days, and many radio stations dropped regular playlists to program Beatle music and music from Lennon's solo career (see story, page 68). Survivors include his wife, Yoko Ono, son, Sean, and son Julian, by former marriage.

creative communications specialist in Washington, D.C.

**Harry Haddon**, 82, board chairman of Sunbury Broadcasting Corp., Sunbury, Pa., died Nov. 1 of complications after surgery at Sunbury Community hospital, Sunbury. He was one founder of corporation that owns WKOK(AM)-WOKX(FM) Sunbury. He is survived by his wife, Emma, and two sons.

**John Milton Whitman**, 78, former engineer at WTOP(AM) Washington, who was responsible for presidential broadcasts from White House in 1940's, died Dec. 4 of cancer at Bishop McCarthy Residence, Vineland, N.J. During Whitman's broadcasting career he owned and operated WWBZ(AM) Vineland and worked for CBS in New York, where he invented a device for focusing TV cameras. From 1968 until his retirement in 1974, Whitman was an engineer at noncommercial WTVT(TV) Goldvein, Va. He is survived by his wife, Agnes, five daughters and one son.

**Thomas Merson**, 61, international camera marketing support manager for Ampex Corp., Redwood City, Calif., died of blood disorder Nov. 12. Merson joined Ampex at its New York office in 1949, and transferred to Redwood City in 1959 as sales manager for Latin America. He was named international manager in 1977. Survivors include his wife, Marilyn, and two sons.

**T. Rodney Shearer**, 74, director of marketing for A.C. Nielsen Co. at time of his retirement in 1971, died of complications from respiratory ailment on Nov. 15 at his home in Southbury, Conn. He joined Nielsen in 1934 in Chicago and later was involved in development and management of Nielsen Television Index. He is survived by his wife, Aileen, and son and daughter.

**Richard Ellington**, 66, former radio script writer for *The Shadow* and *The Fat Man*, died Dec. 5 in Fort Lauderdale, Fla. Ellington was also mystery story novelist and ran small resort hotel on island of St. John, V.I. He has no immediate survivors.



# Stock Index

Exchange and Company	Closing Wed. Dec. 10	Closing Wed. Dec. 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	28 3/4	29 1/4	- 1/2	- 1.70	5	805
N Capital Cities	59	61 5/8	- 2 5/8	- 4.25	12	777
N CBS	47 3/4	51	- 3 1/4	- 6.37	7	1,330
N Cox	51	54 1/4	- 3 1/4	- 5.99	8	688
A Gross Telecasting	29	29 7/8	- 7/8	- 2.92	8	23
O LIN***	30	32 5/8	- 2 5/8	- 8.04	6	166
N Metromedia	92 1/4	104 1/2	- 12 1/4	- 11.72	10	413
O Mooney	8 1/4	8 1/2	- 1/4	- 2.94	11	3
O Scripps-Howard	56	56			9	144
N Storer	29	32 5/8	- 3 5/8	- 11.11	9	381
N Taft	29 1/8	31 3/8	- 2 1/4	- 7.17	8	285

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	24 1/4	21 1/2	+ 2 3/4	+ 12.79	20	44
A Affiliated Pubs.	27 1/2	27 7/8	- 3/8	- 1.34	11	141
N American Family	7 3/8	7 1/4	+ 1/8	+ 1.72	3	77
N John Blair	18 1/2	19 1/2	- 1	- 5.12	6	68
N Charter Co.	19 3/8	23	- 3 5/8	- 15.76	1	529
N Chris-Craft	36 1/4	35 1/2	+ 3/4	+ 2.11	18	97
N Coca-Cola New York	9 1/8	9 1/4	- 1/8	- 1.35	21	160
N Cowles	28 3/8	29 3/8	- 1	- 3.40	19	112
N Dun & Bradstreet	55	57	- 2	- 3.50	17	1,534
N Fairchild Ind.	27 1/2	30	- 2 1/2	- 8.33	8	313
N Fuqua	13	15 1/2	- 2 1/2	- 16.12	3	165
N Gannett Co.	51 1/4	52	- 3/4	- 1.44	13	1,803
N General Tire	17 7/8	20	- 2 1/8	- 10.62	7	422
O Gray Commun.	81 1/2	63	- 1 1/2	- 2.38	13	29
N Harte-Hanks	29	31	- 2	- 6.45	14	273
O Heritage Commun.	23 1/4	26	- 2 3/4	- 10.57	12	83
N Insilco Corp.	18 3/4	22 7/8	- 4 1/8	- 18.03	8	201
N Jefferson-Pilot	24	24 3/8	- 3/8	- 1.53	5	526
O Marvin Josephson	10 1/2	11 1/4	- 3/4	- 6.66	7	26
O Kansas State Net	31	31 1/4	- 1/4	- .80	25	58
N Knight-Ridder	28 1/4	29 7/8	- 1 5/8	- 5.43	10	915
N Lee Enterprises	24 5/8	25 1/4	- 5/8	- 2.47	12	176
N Liberty	13 1/2	14 1/8	- 5/8	- 4.42	5	171
N McGraw-Hill	38 1/8	39 1/2	- 1 3/8	- 3.48	12	946
A Media General	30	31	- 1	- 3.22	8	216
N Meredith	50 3/4	51 1/8	- 3/8	- .73	7	159
O Multimedia	29	29 1/4	- 1/4	- .85	15	291
A New York Times Co.	33 3/4	34 1/4	- 1/2	- 1.45	10	405
N Outlet Co.	30 1/2	36 1/2	- 6	- 16.43	44	76
A Post Corp.	16	16 1/2	- 1/2	- 3.03	8	29
N Rollins	34 1/2	38	- 3 1/2	- 9.21	14	470
N San Juan Racing	19 3/8	20 3/8	- 1	- 4.90	22	48
N Schering-Plough	36 1/4	36 3/4	- 1/2	- 1.36	8	1,923
O Stauffer Commun*	44	44			11	44
A Tech Operations	16 1/8	17	- 7/8	- 5.14	17	22
N Times Mirror Co.	39 1/8	39 3/4	- 5/8	- 1.57	9	1,327
N Turner Bcstg	16 1/2	16 1/2				165
A Washington Post	23 1/4	23 3/8	- 1/8	- .53	9	326
N Wometco	23	25 1/2	- 2 1/2	- 9.80	10	203

<b>CABLE</b>						
A Acton Corp.	16 1/8	17 7/8	- 1 3/4	- 9.79	11	48
N American Express	35 5/8	36 3/8	- 3/4	- 2.06	7	2,539
O Burnup & Sims	12 3/4	15	- 2 1/4	- 15.00	16	113
O Can. Cable Systems	13 3/8	14	- 5/8	- 4.46	26	254
O Comcast	27 1/2	29	- 1 1/2	- 5.17	31	70
O Entron*	5	5			5	4
N General Instrument	88 1/2	94	- 5 1/2	- 5.85	15	768
O Geneve Corp.	51	56 3/4	- 5 3/4	- 10.13	36	57
O Tele-Communications	27 5/8	28 7/8	- 1 1/4	- 4.32	27	636
N Teleprompter	31 7/8	33	- 1 1/8	- 3.40	27	542
N Time Inc.	54 3/4	56 3/4	- 2	- 3.52	11	1,539
O TOCOM	16 1/4	17 1/2	- 1 1/4	- 7.14		53
O UA-Columbia Cable	60 3/4	68 1/2	- 7 3/4	- 11.31	45	203
O United Cable TV	51 3/4	58 1/2	- 6 3/4	- 11.53	36	209
N Viacom	53 1/2	56 1/8	- 2 5/8	- 4.67	20	238

Exchange and Company	Closing Wed. Dec. 10	Closing Wed. Dec. 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	4 1/8	4	+ 1/8	+ 3.12	4	12
N Columbia Pictures	38 7/8	41 3/8	- 2 1/2	- 6.04	11	391
N Disney	47 3/8	47 7/8	- 1/2	- 1.04	12	1,540
N Filmways	4 3/4	6 3/4	- 2	- 29.62		29
O Four Star	2 1/2	2 1/2			25	1
N Getty Oil Corp.	87 3/4	101	- 13 1/4	- 13.11	10	7,209
N Gulf & Western	15 3/8	17 1/4	- 1 7/8	- 10.86	4	859
N MCA	48 5/8	51	- 2 3/8	- 4.65	8	1,142
O Medcom	6 1/2	7 3/8	- 7/8	- 11.86	23	11
N MGM Film	8	9 5/8	- 1 5/8	- 18.88	5	258
O Reeves Commun.	31	32	- 1	- 3.12	22	112
O Telepictures	4 3/4	5 5/8	- 7/8	- 15.55	22	11
N Transamerica	17 3/4	18	- 1/4	- 1.38	5	1,159
N 20th Century-Fox	54	55	- 1	- 1.81	9	581
O Video Corp. of Amer.	15 1/4	17 1/4	- 2	- 11.59	32	15
N Warner	69	71 1/2	- 2 1/2	- 3.49	17	1,985
A Wrather	29 1/2	30 7/8	- 1 3/8	- 4.45		68

<b>SERVICE</b>						
O BBDO Inc.	42	42 1/4	- 1/4	- .59	9	105
O Compact Video	20 3/4	24 3/8	- 3 5/8	- 14.87	19	53
N Comsat	46 1/2	47 1/4	- 3/4	- 1.58	10	372
O Doyle Dane Bernbach	38 1/2	38 3/4	- 1/4	- .64	11	100
N Foote Cone & Belding	32 1/4	33 1/4	- 1	- 3.00	8	86
O Grey Advertising	58 1/2	59	- 1/2	- .84	6	35
N Interpublic Group	31	31 1/4	- 1/4	- .80	6	138
O MCI Communications	11 7/8	13 3/8	- 1 1/2	- 11.21	59	428
A MovieLab	5 7/8	6 3/4	- 5/8	- 12.96	5	9
A MPO Videotronics	5 1/8	5 3/8	- 1/4	- 4.65	14	3
O A. C. Nielsen	28 3/4	32 3/4	- 4	- 12.21	12	322
O Ogilvy & Mather	26 1/4	27 1/4	- 1	- 3.66	8	108
O Telemation	2 1/4	2 1/2	- 1/4	- 10.00	13	2
O TPC Communications	6 5/8	7 1/8	- 1/2	- 7.01	47	5
N J. Walter Thompson	35 1/2	34 7/8	+ 5/8	+ 1.79	8	108
N Western Union	24	27 3/4	- 3 3/4	- 13.51		364

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	22 7/8	17 1/4	+ 5 5/8	+ 32.60		38
N Ampex	31 1/4	34	- 2 3/4	- 8.08	15	359
N Arvin Industries	12 1/8	13 7/8	- 1 3/4	- 12.61	6	94
A Cetec	5 3/4	5 7/8	- 1/8	- 2.12	7	11
O Chyron	13 3/8	13 3/4	- 3/8	- 2.72	22	16
A Cohu	8 7/8	9 3/4	- 7/8	- 8.97	12	14
N Conrac	18 1/8	18 5/8	- 1/2	- 2.68	8	38
N Eastman Kodak	62 3/8	68 3/8	- 6	- 8.77	10	10,066
O Elec Missile & Comm*	7	7			88	19
N General Electric	56 3/4	59 5/8	- 2 7/8	- 4.82	9	10,474
N Harris Corp.	51 1/8	53 1/4	- 2 1/8	- 3.99	19	1,556
O Intl. Video*	5/8	5/8				1
O Microdyne	27 1/2	30 1/4	- 2 3/4	- 9.09	21	73
N M/A Com, Inc.	26 5/8	29 1/2	- 2 7/8	- 9.74	23	888
N 3M	56 1/8	59	- 2 7/8	- 4.87	10	6,537
N Motorola	70	76 1/4	- 6 1/4	- 8.19	13	1,998
O Nippon Electric	65	63 3/8	+ 1 5/8	+ 2.56	50	2,134
N N. American Philips	37 3/8	38 5/8	- 1 1/4	- 3.23	6	449
N Oak Industries	43	45 1/8	- 2 1/8	- 4.70	14	234
A Orrox Corp.	8 7/8	7	- 1/8	- 1.78	22	11
N RCA	29	30 1/4	- 1 1/4	- 4.13	8	2,171
N Rockwell Intl.	40 3/8	40 7/8	- 1/2	- 1.22	10	2,996
A RSC Industries	4 7/8	5 1/8	- 1/4	- 4.87	12	11
N Scientific-Atlanta	35 1/2	36 5/8	- 1 1/8	- 3.07	31	369
N Sony Corp.	14 3/4	15 3/8	- 5/8	- 4.06	24	3,180
N Tektronix	60 1/8	63 3/8	- 3 1/4	- 5.12	13	1,098
A Texscan	21 3/4	22 3/8	- 5/8	- 2.79	43	23
N Varian Associates	25 1/8	28	- 2 7/8	- 10.26	11	193
N Westinghouse	28 1/2	30 5/8	- 2 1/8	- 6.93	7	2,417
N Zenith	17	19 1/2	- 2 1/2	- 12.82	15	320

Standard & Poor's 400 Industrial Average 148.23 157.13 -10.90

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. \*\*\* LIN stock split two for one. + Stock traded at less than 12.5 cents.





## You just paid \$20 to hear Beethoven.

These days, lots of people are more than happy to trade on someone else's good name. That's why brand names and trademarks are more important than ever.

Because when everyone uses trademarks incorrectly, they may stop being trademarks. And then anybody can use them. Which means you can't be sure of getting the quality you expect. That's true, whether you want a certain cola to drink, a certain tissue to sneeze in—or a certain copier to copy on.

That's why we'd like to remind you that Xerox is a registered trademark of Xerox Corporation, and is properly used as an adjective, followed by a noun describing our product.

As long as you use our good name correctly when you want a Xerox product, you'll get a Xerox product. Not some copy that won't perform as expected.

# XEROX

Murray  
Beethoven  
TUBA  
Extraordinaire



## NEC's Fraser: focusing on broadcast technology

Dennis Fraser didn't join the broadcast equipment division of NEC America in 1976, he practically created it. Hired then as a general manager, Fraser says his employers told him: "It's your division. Put it together the way you want it... You give us the direction; we'll give you the product." With that mandate, Fraser went to work, molded the division and increased sales from a paltry "couple of hundred thousand" in the second half of 1976 to about \$20 million in annual sales in 1978. The division now accounts for about 10% of NEC's total sales.

Sitting in the colonial opulence of his room in the Mayflower hotel in Washington two weeks ago, Fraser waited for a dinner-meeting with executives of NEC's parent corporation, the \$4.5-billion-a-year Nippon Electric Corp., and discussed his career and the future of television.

Fraser, 36, was rewarded for his success when NEC in 1978 named him a corporate vice president. No one is more surprised than Fraser that he is where he is. "It's been a meteoric rise if I look at it on the whole," Fraser says in a voice made hoarse by a recent illness. "There has been a lot of luck involved and a lot of being in the right place at the right time."

Ambition is certainly not the heart of Fraser's success. If fate hadn't interceded on one particular occasion he might still be waiting for a "gold watch" on the staff of his high school alma mater.

Fraser has wanted to be in broadcasting from the time "he knew how to turn on a radio." That ambition was reinforced as a boy as he "putzed" around WJR(AM) Detroit under the wing of the general manager and family friend James Quello, now an FCC commissioner, "not doing anything meaningful but feeling I was part of the broadcasting family there."

During college he worked full time as a "combo man" or announcer at radio stations, and his first job out of Michigan State University was at ABC's WLS(AM) Chicago as a writer-producer. After a stint with Gordon McLendon's pioneer all-news radio station, WNUS(AM) Chicago—18 months that were worth, Fraser says, "18 years in the business"—Fraser returned to WLS in his old role.

But the return was short. After a few months a strike forced Fraser to find work elsewhere, at his old high school, New Trier in Winnetka, Ill., which was putting together a four-channel, instructional TV system and had \$2.4 million to spend on it. Fraser enjoyed the experience as director of engineering and co-administrator, so much so that it took him six years



Robert Dennis Fraser—vice president and general manager, broadcast equipment division, NEC America Inc., Elk Grove Village, Ill.; b. Feb. 24, 1944, Minneapolis; BA psychology/broadcasting, Michigan State University, East Lansing, Mich.; announcer, WDBQ(AM) Dubuque, Iowa; reporter, WJIM-AM-TV Lansing, Mich., 1963; writer-producer, WLS(AM) Chicago, 1964-65; station manager, WNUS-AM-FM Chicago, 1966-67; writer-producer, WLS, 1967; director of engineering, ITFS TV, New Trier High School, Winnetka, Ill., 1967-73; regional broadcast sales manager, 1973-75, and national broadcast sales manager, 1975-76, TeleMation Inc.; general manager, broadcast equipment division, NEC America, 1976-78; present position since May 1, 1978; m. Wendelin Blatchley, Aug. 13, 1966; children—Jaimie, 9, and Ross, 8.

(1967-73) to realize the ladder of success in education is "circular."

Fraser rebuked the first two overtures in 1973 of TeleMation Inc., a company that had sold New Trier television equipment, but when the company offered Fraser a job as its regional salesman for the third time, he accepted. "I had come to a point where I could see a nice gold watch at age 65 and not much career advancement."

The move from New Trier to TeleMation was a radical career change and was made with a good deal of apprehension. "I really thought I was crazy, but I enjoyed the hell out of it."

Fraser worked three years for TeleMation (he became national broadcasting sales manager in 1975) applying the sales philosophy he now advises his employees to adopt: Sell yourself, sell the company, sell the product. "If you don't sell them in that order it's not going to work."

Fraser's success at TeleMation attracted

the attention of NEC America which had been around since 1966 but had failed to significantly penetrate the broadcast market. At NEC's urging, Fraser joined the firm and since day one has called all the shots. He's the one who has chosen the 60 products—out of the over 1,400 Nippon Electric makes—to market. Why so few? "Being the S.S. Kresge of broadcasting doesn't work," he says.

The broadcast division has grown on the strength of its digital broadcast equipment, notably its digital effects machines, and although the division's "main thrust" will continue to be aimed at broadcasters and their digital needs, Fraser has his eye on other lines of equipment and other markets.

NEC America and Fraser want a piece of the direct broadcast satellite action. Fraser says NEC has talked to Comsat about supplying its proposed DBS system with direct satellite receivers (DSR's) with one-foot dishes. At that size, Fraser said, DSR is "considerably more compact and easier to install than a conventional television antenna."

Fraser is confident NEC is on the way and equally sure that broadcasters aren't the least bit prepared for the competition. "The broadcasters... are sitting fat and dumb and happy and don't see what's coming. They're going to hear that locomotive whistle when it's just around the bend."

Comsat is sitting there with \$10 million dedicated to the initial phase of the project, he says, as if trying to convince some other broadcaster. "The NAB [National Association of Broadcasters] is going to be screaming the way it did when cable television was first mentioned, but it's a little too late."

Fraser is a ham radio operator and enjoys doing narrations for educational broadcasters and industrial films, but photography has taken over his other interests. And that's no understatement.

According to Nikon, Fraser says, he has the largest personally owned collection of Nikon camera equipment in the world. The collection includes 18 camera bodies, 42 lenses and a 200-pound 2,000 millimeter telephoto lens. His pictures are developed and printed in the color darkroom at his home.

The photography is no idle hobby. Fraser says he takes almost all of NEC's promotional and advertising pictures and that hardly an ad has appeared over the last three years that he hasn't had his hand in.

Fraser credits his avocation for his even temperment at work. After a tough day at the office, Fraser says, "I come straight home, pull out the chemicals, go down to the darkroom and escape to my other world. I can forget it all down there."

# Editorials

## Everybody's in the act

The profusion of programing intended for cable is expanding so rapidly that, considering the large number of systems still limited to 12 channels, one must wonder whether software is not outrunning hardware for a change.

The CBS, ABC/Warner Amex and Arthur Taylor/Rockefeller Center/BBC ventures, not to mention the controversial Premiere, are only some—though among the most prestigious—of the recent entries in the cable programing field. There assuredly will be others. Given the high costs of programing, the present shortage of satellite transponders and the relatively limited number of channels in most systems, it is hard to believe that some of the entrepreneurs won't get hurt.

There is an irony here, because for years the common question was: "But what are they going to carry on all these channels?" The seeming plethora of programs should be a welcome turn of events for cable subscribers, of course. As in other forms of television, the services that succeed will be those whose programs, having found transponder space in the air and channel space on the ground, also find receptive audiences.

The positions of ABC and CBS, and particularly CBS's bid to get into system ownership, have been interpreted as reversals of earlier stands. Actually, the network positions are coming full circle. In the early days of cable, CBS and NBC owned systems, and ABC management, according to contemporary lore, wanted to but was blocked by board members who thought the entry price too high. Finally, of course, the FCC ruled them all out. They are free to supply programing for cable, and we can think of no reason why they—or any other qualified venturer—should continue to be excluded from system ownership.

## Good question

Off and on for several years the television networks have proposed and their affiliated stations have rejected an expansion of the network evening news programs beyond half an hour. The arguments on both sides have repeatedly been stated: Network journalists feel cramped in their present format and genuinely believe they could perform a larger service with more time. The affiliates, or at least most of them, think their markets are already well served by the networks' news plus the stations' own, which has been steadily expanding.

Economic interests also clash. A perspective rarely featured on the network side of the debate is the vision of sugar plums that dances in network managers' heads when they think of acquiring another block of time to sell. The affiliates, however, have never concealed their disinclination to divert station time and its full-rate spot and local revenue to the lower yield of network advertising.

The guess here is that affiliates had better be prepared for a revival of the argument. In various forums lately network officials have been mentioning the desirability of lengthening their evening news. Last week as eloquent an argument on the networks' side as is apt to be presented came from as respected a source as the networks could recruit. Walter Cronkite's remarks at the Gannett lecture in Washington are reported in detail elsewhere in this issue. On the subject of longer news, he as much as said that the present format was performing a disservice to the American public.

"In our attempt at least to give our viewers a guide to their world each day," said Cronkite, "we must compress to near the

point of unintelligibility . . . The result is something not far from distortion. Not a distortion that grows from any bias, political, ideological or sexual, but the inevitable result of trying to get 10 pounds of news into the one-pound sack we are given each night."

The imperfections would trouble Cronkite less perhaps if television were not "the primary source of news for a large majority of the population and, for a frightening share, the only source." The implied question in Cronkite's speech was whether television broadcasters are shortchanging themselves by shortchanging the American people in news presentations. Is it possible, it might be asked, that the fashionable accusation of irresponsibility in television networking is traceable to the admitted superficiality of its evening news?

The answer is beyond the competence of this page, but it is worth pursuit.

## One who knows

If Barry Goldwater can deliver the legislation he was talking about last week, he will be carried coast to coast on the shoulders of radio and television broadcasters. Termless licenses for radio. Ten-year licenses for television. Minimum and even-handed regulation from an FCC restrained from past excesses by a new legislative veto power.

Heady prospects indeed for a broadcasting community that has been preoccupied in recent years with fending off legislative disasters in Washington. But will the reality fall short of Senator Goldwater's ambitions when 534 other members of the 97th Congress begin picking at broadcast legislation?

The senior Republican from Arizona knows more about broadcasting than a good many of his colleagues and is experienced in parliamentary maneuvering. As reflected in his remarks to a BROADCASTING reporter last week, he wants to proceed carefully in the drafting of amendments to the Communications Act. He promises, in short, to be a wise and eminently practical chairman of the Communications Subcommittee.

But when it comes to action in committee and on the floor, he will face the kind of distractions that were on display in the management of the Swift bill by others in the Senate last week. Senators amended it beyond recognition or acceptance.

None of that kind of thing will come as a surprise to a man who was first elected to the Senate in 1952 and has been seen worse things than the Swift bill happen on the floor. The communications business is lucky to have him at the center of action.



Drawn for BROADCASTING by Jack Schmidt

*"The nights seem longer, now that Carson is on only for an hour."*



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## The JOHN DAVIDSON Show

In October, Nielsen rated 23 markets. When John Davidson shares markets with other talk-variety shows, John comes out the big winner with Women 18-49.

	Women 18-49	John's Advantage
JOHN	466,000	162%
MIKE (14 markets in common)	178,000	
JOHN	377,000	6%
MERV (12 markets in common)	356,000	
JOHN	267,000	9%
TONI (7 markets in common)	244,000	

In all markets measured in October, John reaches 172% more 18-49 Women than Mike, 50% more than Merv, 107% more than Toni. See what a difference the new champ can make for you!

Source: NSI October 1980  
Audience figures are estimates subject to the limitations of the techniques and procedures of the service noted.



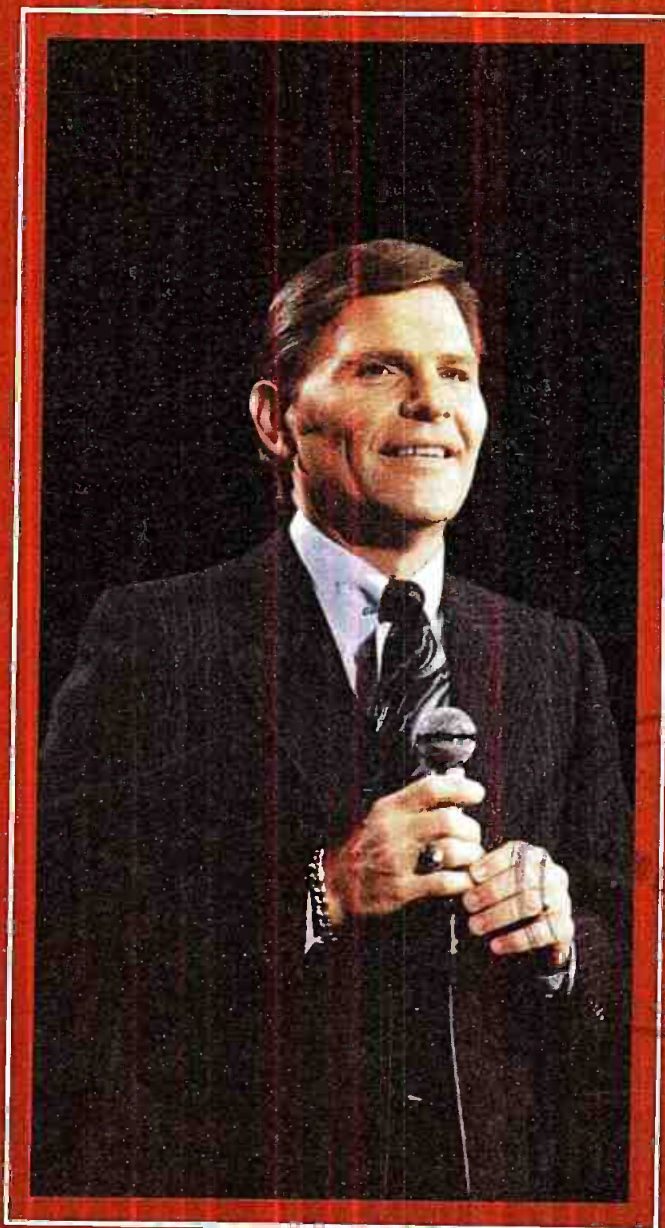
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