

New optimism  
for 10 khz

NAB

Second thoughts  
on low power

# Broadcasting Apr 13

The News Magazine of the Fifth Estate □ Vol. 100 No. 15

50th Year □ 1981

With our advanced weather warnings, our viewers can be calm before the storm.

Because our new worldwide hookup gives us reports on what's coming in from foreign shores.

And that means we're giving folks year-round accurate forecasts for the Houston area and its nearby beaches.

So by the time a tropical storm blows in, our viewers are so prepared, they can stand up even under the worst conditions.



KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate.

The First  
**50**  
Years Of  
Broadcasting

1956

□  
PAGE 159

# ANOTHER YEAR, ANOTHER WINNER.

ASCAP WRITERS HAVEN'T WON  
ALL THE GRAMMYS EVER AWARDED  
FOR SONG OF THE YEAR.

JUST ~~70%~~<sup>74</sup> OF THEM.

1958

*NEL BLU DIPINTO DI BLU (VOLARE)*

1960

*THEME FROM EXODUS*

1961

*MOON RIVER*

1963

*THE DAYS OF WINE AND ROSES*

1964

*HELLO, DOLLY!*

1965

*THE SHADOW OF YOUR SMILE*

1967

*UP, UP AND AWAY*

1968

*LITTLE GREEN APPLES*

1971

*YOU'VE GOT A FRIEND*

1974

*THE WAY WE WERE*

1975

*SEND IN THE CLOWNS*

1976

*I WRITE THE SONGS*

1977 (TIE)

*LOVE THEME FROM A STAR IS BORN (EVERGREEN)*

*YOU LIGHT UP MY LIFE*

1978

*JUST THE WAY YOU ARE*

1979

*WHAT A FOOL BELIEVES*

**1980  
SAILING  
ASCAP**

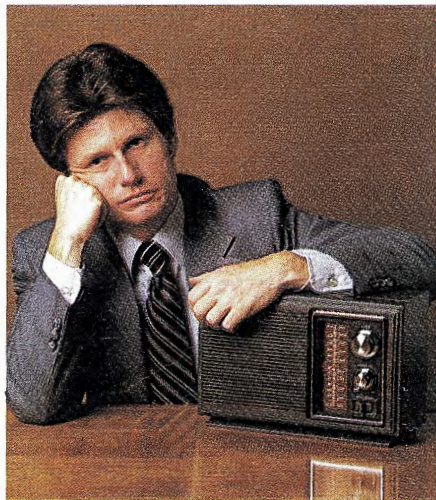
WE'VE ALWAYS HAD THE GREATS



# YOU CAN'T SERVE THE PUBLIC INTEREST IF THE PUBLIC ISN'T INTERESTED.

In Dallas/Ft. Worth last year, Metromedia's KRLD broadcast a 10-part series on violence in the public schools. It won an award. But it did a lot more. It alerted thousands of people to a dangerous social problem. But it wouldn't have done a bit of good if no one had been listening. And that goes to the heart of the philosophy at all 13 Metromedia Stations: *they can't serve the public interest if the public isn't interested in them.*

And that's where our programming comes in. Whether it's adult



contemporary at Baltimore's WCBM, rock at Chicago's WMET, or modern country at San Francisco's KSAN, our goal is to attract listeners. Once we've

attracted them by serving their entertainment needs, we can serve a lot of their other needs.

Like their need to know about politics via "Close-up" on Washington's WASH. Their need to speak their mind on "Dialogue Line" broadcast by Baltimore's WCBM. Their need for a job, which is made easier to find on the "Job Bank," a regular feature on Detroit's WOMC.

The list can go on. But the bottom line is the same. Metromedia not only knows that it must serve the public interest—it knows how.

# MMI

## METROMEDIA RADIO

Important stations in important places

New York WNEW/WNEW-FM   Philadelphia WIP/WMMR   Baltimore WCBM  
Washington D.C. WASH   Detroit WOMC   Chicago WMET  
Dallas KRLD   Los Angeles KLAC/KMET   San Francisco KSAN  
Seattle KJR   Texas State Network

# LOOK HOW WE'VE GROWN

## MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

<u>MARKET</u>	<u>STATION</u>
New York	WKTU
Los Angeles	KIQQ-KWST
Chicago	WMET
Philadelphia	WYSP
Detroit	WDRQ
Boston	WBOS
San Francisco	K101
Dallas/Ft. Worth	KNUS
Houston	KRLY
Nassau/Suffolk	WBLI-WGLI
	WHLI/WKJY
St. Louis	KADI A/F
Miami/Ft. Lauderdale	WWWL/WMBM
Minneapolis	WWTC
Newark	WNJR
Cleveland	WDBN
Atlanta	WKLS A/F
Denver	KBCO/KADE
Seattle/Tacoma	KTAC/KBRD
San Bernardino	KOLA
Phoenix	KUPD/KKKQ
Buffalo	WYSL/WPHD
San Jose	KFAT
Portland	KKSN
New Orleans	WRNO
Hartford	WHCN
Sacramento	KWOD
Dayton	WWUD
Nashville	WWKX
Toledo	WTOD/WKLR
Honolulu	KIKI/WMAI
Syracuse	WAQX
Allentown	WFMZ
Richmond	WANT
New Brunswick	WCTC/WMGQ
Flint	WDZZ
West Palm Beach	WNGS
Asbury Park	WJLK A/F
Tucson	KWFM
Las Vegas	KLAV
Lancaster	WLAN A/F
Madison	WWQM A/F
Trenton	WHWH/WPST
Corpus Christi	KRYS
Binghamton	WENE/WMRV
Kalamazoo	WQLR
Montgomery	WHHY A/F

**JACK MASLA & COMPANY, INC.**  
**MASLA MEANS MORE BUSINESS**

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco



# The Week in Brief

## TOP OF THE WEEK

**HOPE FROM OTTAWA** □ Canada's support of 10 khz channel spacing heartens NAB which promptly asks U.S. to follow lead and abandon stand in favor of 9 khz. **PAGE 27.**

**LOW-POWER TV FLAGGED DOWN** □ FCC imposes virtual freeze on acceptance of new LPTV and translator applications as it digs through thousands of pending bids. **PAGE 28.**

**BRING IN THE CAMERAS** □ Baker leads assault on tradition, arguing for TV coverage of Senate. Long, Ford and Warner disagree. **PAGE 29.**

**REACHING OUT AND TOUCHING SOME MORE** □ Packwood bill would drop certain restrictions on AT&T and permit its entry in home video via subsidiary. **PAGE 30.**

**GOLDWATER CUTBACKS** □ Public broadcasters offer differing views, but generally accept reductions and switches in funding under bill. **PAGE 31.**

**TELETEXT COMES TO L. A.** □ First major-market on-air test in U.S. of French Antiope system is under way at KNXT and KCET. **PAGE 32.**

**CHALLENGE TO 4A's** □ New Chairman Don Johnston tells Boca Raton annual meeting that deregulation affords opportunity to show effectiveness of self regulation. **PAGE 33.**

## AT LARGE

**NEITHER GLOOM NOR DOOM** □ Vincent Wasilewski has steered NAB through many storms in his 16 years as president. Now, in special pre-convention interview, he explains his confidence that broadcasters can cope with issues of '81 and so-called new technologies. **PAGE 39.**

## SPECIAL REPORT

**UPBEAT TO VEGAS** □ Bolstered by deregulation and

other encouraging Washington vibrations, delegates to this week's NAB convention are getting preview of their new vistas and chance to examine new media. **PAGE 58.** Rundown of Las Vegas agenda. **PAGE 60.**

## MEDIA

**MAINSTAY FOR NEWS** □ Latest Roper study for TIO affirms that TV continues to be source of information for most people. **PAGE 84.**

## LAW & REGULATION

**GETTING INTO THE ACT** □ In wake of past failures to complete comprehensive rewrite of Communications Act, 97th Congress is thinking of legislation on more selective basis. Here is comparison of major bills. **PAGE 105.**

## PROGRAMING

**NEW IN SKIES** □ New satellite radio programing services announced by RKO and Burkhart. **PAGE 118.**

## JOURNALISM

**FIRST AMENDMENT SHOWDOWN** □ Case involving *60 Minutes* and restaurant chain is under way in New Jersey court. **PAGE 136.**

## BUSINESS

**NETWORK RADIO LOOKING UP** □ Mutual's Rubenstein tells why he expects that segment of broadcasting to increase its share of advertising dollar. **PAGE 144.**

## 1956

**THE 'BROADCASTING' YEARS** □ More than dozen hearings on broadcast-related matters took place, with Magnuson probe alone consuming 31 days. Ampex stole show at NARTB convention with its new videotape recorder. **PAGE 159.**

## PROFILE

**NOT FENCED IN** □ Jerry Lee is an idea man, game to try anything. And it has paid off for him as president of WEAZ(FM) Philadelphia, member of NAB board and current revitalizing force for Broadcast Pioneers. **PAGE 191.**

<b>Bottom Line</b> .....	<b>146</b>	<b>Datebook</b> .....	<b>14</b>	<b>In Sync</b> .....	<b>135</b>	<b>News Beat</b> .....	<b>143</b>
<b>Business Briefly</b> .....	<b>8</b>	<b>Editorials</b> .....	<b>194</b>	<b>Intermedia</b> .....	<b>97</b>	<b>Open Mike</b> .....	<b>22</b>
<b>Changing Hands</b> .....	<b>150</b>	<b>Fates &amp; Fortunes</b> .....	<b>187</b>	<b>Monday Memo</b> .....	<b>24</b>	<b>Playback</b> .....	<b>133</b>
<b>Closed Circuit</b> .....	<b>7</b>	<b>For the Record</b> .....	<b>164</b>	<b>Monitor</b> .....	<b>131</b>	<b>Stock Index</b> .....	<b>148</b>

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**Index to advertisers** ■ ABC Video Enterprises 67-69 □ ASCAP Inside Front Cover □ Accuracy in Media 23 □ American Entertainment Institute 40 □ American Petroleum Institute 154 □ Ampex 52-53 □ Associated Press 20-21 □ Association of American Railroads 137 □ BMI 63, 119 □ Barclay American Credit 131 □ Beck-Ross Communications 10 □ Blackburn & Co. 150 □ Bogner Broadcast Products 94 □ Bonneville International 87 □ Bridal Fair 112 □ British Information Services 102 □ Broadcast Personnel 187 □ Broadcast Programming Inc. 51 □ CBS Cable 56-57 □ CBS Radio 9 □ CSI Electronics 88 □ Chamber of Commerce of the United States 71 □ Christal Company 11 □ Christian Science Monitor 18, 90, 100-101 □ Cinema Products 96 □ Compact Video Sales 19 □ Compact Video Services 123 □ Continental Electronics 79 □ R.C. Crisler 75 □ Drake-Chenault 14, 89, 97, 109, 133, 135, 141, 143, 165 □ Edison Electric 147 □ Fetzer Stations 42 □ First Com Broadcasting 47 □ Foundation for Christian Living 110 □ Fuji Photo USA 149 □ Gilmore Group 136 □ Gold Key 129 □ Heller-Oak 151 □ Hitachi 117 □ Ikegami 85 □ Insurance Information Institute 108 □ International Tapetronics 191 □ JVC 107 □ KPRC-TV Front Cover □ KXAS-TV 95 □ Katz 50, 98-99 □ Live Sound 138 □ Lorimar Productions 76-77 □ Lotus Reps 127 □ MCA-TV 6 □ Robert O. Mahiman Inc. 112 □ Jack Masla & Company 4 □ McCurdy Back Cover □ Media People 189 □ William M. Mercer Inc. 128 □ Metromedia Radio 3 □ Midwest Corporation 132 □ Mobil 145 □ George W. Moore & Assocs. 164 □ More Music 72 □ Mutual Broadcasting System 125 □ NBC Affiliates 73 □ NBC Radio 26 □ NEC Inside Back Cover □ National Guard Bureau 25 □ Net Enterprises 134 □ Oak Communications 104 □ Otari 113 □ Paramount 36-37 □ Petry TV Inc. 93 □ Philips Broadcast Equipment 155 □ Quality Media Corporation 179 □ RKO Radio Network 59 □ Radio Advertising Bureau 111 □ Research Group 54 □ St. Joe Lead 74 □ Satellite Communications Network 153 □ Seltel 38 □ Sheridan Broadcasting 62 □ Sony 80-81 □ Standard Rate & Data Service 130 □ Station Business Systems 84 □ Storer 48-49 □ Studio Film & Tape 114 □ Joe Sullivan & Associates 78 □ Sunbelt Network 43 □ Syncom 122 □ 3M 115 □ Telepictures 44-45 □ Television Center 86 □ Thomson-CSF 64-65 □ Torbet Radio 55 □ Turner Broadcasting 139 □ United Press International 121 □ Viacom 12-13, 15-17 □ WCCO-TV 35 □ WINS 61 □ WSPA-TV 158 □ Warner Brothers Television 41 □ Western Union Telegraph Co. 82-83 □ Westwood One 8 □ Wold Communications 140 □ World Tower 51 □ World Wide Bingo 122 □ Youngs, Walker & Co. 116 □ Zenith Radio Corporation 142

# Local boy makes good!



**The February sweeps are in!**

And in local markets across the country Quincy has outperformed his lead-in...  
dominated his competition...increased the previous year's time period rating...  
and demonstrated an ever-growing appeal among young women.  
Check him out in your market!

# Quincy\*

Already sold to the 5 O&O's!

**MCATV**



# Closed Circuit®

Insider report: behind the scene, before the fact

## On Comsat's side

National Telecommunications and Information Administration filing in FCC's DBS proceeding this week will not only strike blow for DBS in general but for Communications Satellite Corp.'s proposal in particular. Technical and economic reports accompanying report are said to support authorization of DBS service, though NTIA will say that commission may not grant permanent authorization until after standards are adopted at Region 2 (western hemisphere) DBS planning conference in 1983. But conditional authorization, it notes, would enable Comsat to initiate procurement phase of its DBS program.

NTIA also will say Comsat proposal provides model U.S. can use as basis for its policy at 1983 conference. Pleading argues that U.S. will be at serious disadvantage at conference if it is not ready with plan to obtain orbit slots and frequencies it wants. And Comsat's is only proposal reflecting corporate commitment to DBS program.

## Low grades

Allegedly ineffective management at FCC will be first order of business when Senate Communications Subcommittee holds hearings on FCC Reauthorization Act (S. 821) on May 1. First to testify will be U.S. General Accounting Office which has been gathering evidence on subject since 1979. Major concern at GAO is FCC's inability to implement policy decisions. It will recommend reducing size of commission from seven members to five and strengthening office of executive director.

## Austerity, sort of

For first time in years, this May's round of TV network affiliate meetings seems unlikely to hear, from any network, talk of lengthening early evening network news. Sources at ABC News note that they have introduced late-night *Nightline*, and those at CBS that they are getting ready to expand *Morning* newscast and introduce Monday-Friday afternoon half-hour. And at NBC, President Fred Silverman went on record last week as believing, "realistically," that there can be no expansion to hour news unless FCC's prime-time access rule is eliminated (see page 33).

Affiliates at two of three meetings will, however, notice some changes in interest of economy. ABC-TV, up first (May 4-7), is sticking to traditional festivities, but CBS-TV (May 10-13) is shortening its meeting by one day and omitting one

midconference night's gala. NBC-TV (May 17-19) is skipping traditional Monday-night studio party, leaving that evening open. All three meetings will be based, as usual, at Century Plaza hotel in Los Angeles.

## Staying for while

Reports circulating among colleagues that FCC Commissioner Anne P. Jones plans to resign before her marriage in June have no more basis in fact than similar reports in past, she said last week. Man she is marrying, William Sprague, is executive with savings and loan bank in Fort Lauderdale, Fla. But Jones says she and Sprague plan to continue their careers, though with considerable time devoted to commuting.

Jones isn't adamant on issue, however. She leaves open possibility of resigning in interest of maintaining "a happy marriage," but doesn't think it will be necessary to make that choice. Jones, who joined commission in April 1979, also left open possibility of resigning before her term expires in 1985, in any case; she says she has always doubted she would serve full term.

## Short terms

Results of Television Bureau of Advertising survey of TV station sales departments will be presented by TVB President Roger Rice this week during National Association of Broadcasters convention. Among them: high turnover, reflected in findings that 33% of general sales managers, 39% of national sales managers and 42% of local sales managers have been in current jobs fewer than two years.

Numbers in those jobs one year or less are also high—and substantially higher than in similar survey in 1977. Survey also deals with such subjects as prevalence of retail specialists, training programs, employee benefits. Rice will be one of speakers at Tuesday's general television session.

## Key slot

Will change in administration bring new chief of FCC Broadcast Bureau—most important staff job at agency for broadcasters? There's no pat answer since Richard J. Shiben, incumbent, is Republican but picked by Democratic Chairman Charles D. Ferris for post. Mark S. Fowler, chairman-designate, is represented as having an open mind.

## In his own right

With Charles D. Ferris's departure from FCC having left chairmanship vacant, there is opportunity for President Reagan to name Robert E. Lee, now acting chairman, to that post. Efforts are being made in Lee's behalf at White House, and source said prospect for presidential action is "good." Of course, Lee would serve as chairman only until Mark Fowler joins commission and assumes that post, probably in May.

## Looking at leasing

FCC may not have seen end to flap over its planned but abandoned move to Rosslyn, Va. General Accounting Office, which at request of House and Senate Public Works Committees investigated "sole source methodology" of securing Rosslyn lease, has decided to investigate "four or five" other leases negotiated by FCC, most of them for regional office space, in past two years. It plans to complete investigation by July.

## Home stretch

White House selection of Bernard J. Wunder, minority counsel on staff of House Telecommunications Subcommittee, looks like "good bet," with announcement expected "sooner rather than later." That was word circulating on Capitol Hill last week. Wunder has strong Senate backing, and is well regarded by broadcast industry representatives. He has been in lead for post for several weeks; reports last week indicate he is about to cross finish line first.

## Helping hand

Lawyers for Corporation for Public Broadcasting believe prospects for favorable court ruling imposing stay on entire FCC low-power television interim process brightened dramatically last Thursday when commission put immediate freeze on acceptance of most LPTV and translator applications (see page 28). CPB attorneys contend that basic justification for interim process was need for immediate service and that with Thursday's action commission conceded that such service is improbable at best. Thus, argument goes, commission will be hard pressed to defend interim process in Washington appellate court where CPB filed for stay.

# Business Briefly

## TV ONLY

**Six Flags Corp.** □ Amusement parks. Begins May 4 for 15 weeks in about 11 Southern markets. Fringe, prime access and prime times. Agency: McCann-Erickson-MIS, Atlanta. Target: adults, 25-49; teen-agers, 12-17.

**California Table Grapes** □ Begins June 8 for nine weeks in 30 markets. Day, news, prime access and late fringe times. Agency: Scroggins & Fischer Advertising, San Francisco. Target: women, 25-49.

**William Underwood Co.** □ B & M Baked Beans. Begins April 27 for six weeks in four East Coast markets. Day, fringe and weekend programming. Agency: Kenyon & Eckhardt Advertising, Boston. Target: women, 25-54.

**T. Marsetti Co.** □ Salad dressings. Begins May 4 for six weeks in over 10 major markets. All dayparts. Agency: Kight-Cowman-Abram, Columbus, Ohio. Target: adults, 18-49.

**U.S. Marine Corp.** □ Recruitment. Begins April 27 for four weeks in 50 markets. Early fringe, late fringe and sports programming. Agency: J. Walter Thompson USA, Washington. Target: men, 18-34.

**Denby's stores** □ Estee Lauder promotion. Begins April 17 for three weeks in Albany-Schenectady-Troy, N.Y. Agency: Fern/Hanaway Inc., Providence, R.I. Target: women, 18-49.

**Geocel Sealant** □ Begins June 15 for three weeks in about 10 major markets. Fringe, news and weekend programming. Agency: Kelly, Scott & Madison, Chicago. Target: men, 25-54.

**Filene's** □ Specialty stores. Begins May 10 for one week in Boston and Providence, R.I. All dayparts. Agency: Ingalls Associates, Boston. Target: adults, 18-49.

**New York State Bankers Association** □ Begins May 4 for six weeks in nine New

York markets. Fringe times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: adults, 18-49.

**Alcan Aluminum Corp.** □ Building products. Begins in mid-April for five to eight weeks in over 10 markets. All dayparts. Agency: The Marschalk Co., Cleveland. Target: men, 25-54.

**International Spike** □ Tomato spike. Begins May 4 for four weeks in about 100 markets. Day and news times. Agency: J. Walter Thompson U.S.A., Chicago. Target: adults, 25-49.

**Michigan Milk Producers Assoc.** □ Begins June 1 for four weeks in various Michigan markets. Agency: Ross Roy, Detroit. Target: women, 18-49.

**Texas Tourist Development Agency** □ Begins April 15 for eight weeks in New Orleans; Baton Rouge; Shreveport, La.; Little Rock, Ark.; Tulsa, Okla.; Oklahoma City; Kansas City, Mo., and St. Louis. Day, fringe and prime times. Agency: Neal Spence Associates/Manning, Salvage & Lee, Austin, Tex. Target: adults, 25 and over.

## RADIO ONLY

**Funshine Juice Bars** □ Begins May 25 for 10 weeks in five Southern markets. Agency: Trek Designs, Greenville, S.C. Target: women, 18-49.

**Footlocker Stores** □ Athletic shoes. Begins this week for varying flights in 18 markets. Agency: Sawdon & Bess Advertising, New York. Target: adults, 18-34; girls, 12-17; women, 18-34.

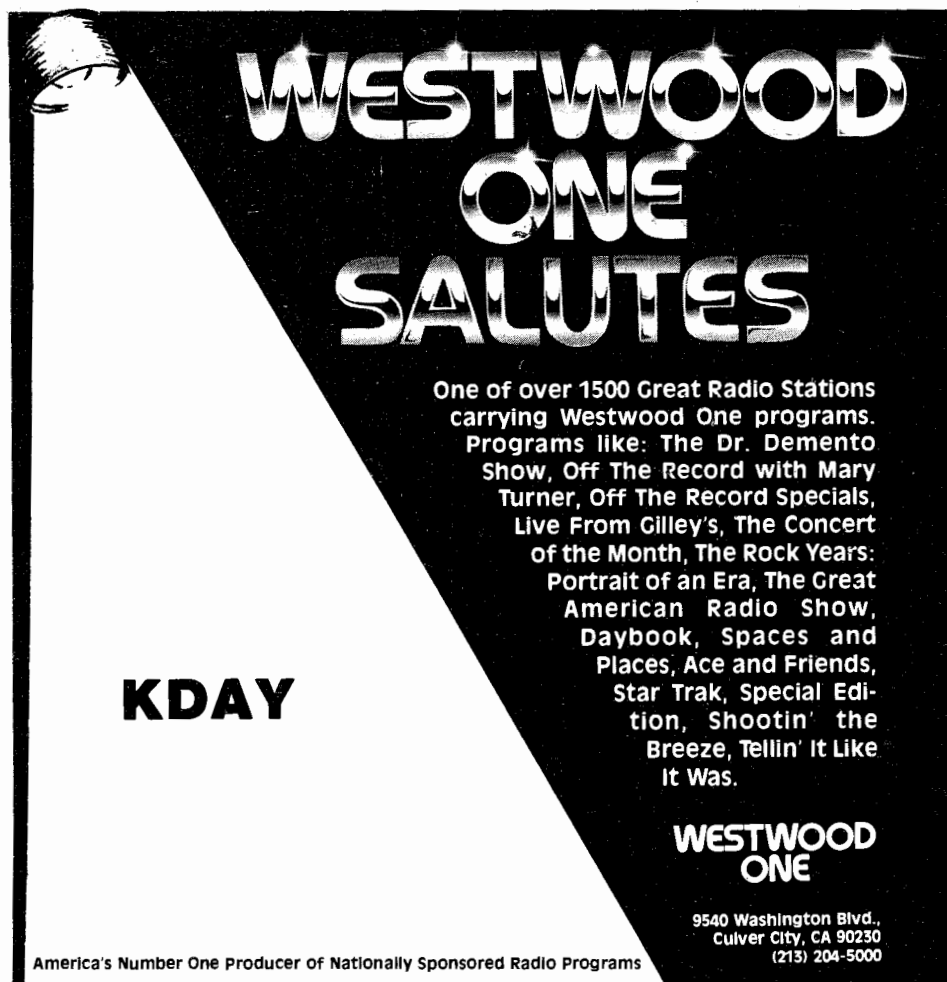
**Fleetwood Company** □ Wate-On. Begins in May for varying flights in about 28 markets. Agency: United Advertising, Downers Grove, Ill. Target: adults, 18-24; total teen-agers.

**Pro Ban** □ Flea pill. Begins in May for varying flights in under 10 markets. Agency: Richardson, Meyers & Donofrio, Baltimore. Target: women, 18 and over; adults, 25-54.

**All Brand Importers** □ Moosehead beer. Begins April 20 for four weeks in over 10 markets. Agency: Mathieu, Gerfan & Breaner, New York. Target: men, 18-34.

**Clear Aid Lotion.** □ Begins this week for three-to-four weeks in 29 markets. Agency: Allscope Services, New York. Target: women, 18-34.

**Wawa Inc.** □ Convenience store chain. Begins in May for three weeks in Baltimore, central New Jersey and New Haven, Conn. Agency: Kalish & Rice,



**WESTWOOD ONE SALUTES**

One of over 1500 Great Radio Stations carrying Westwood One programs. Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

**KDAY**

**WESTWOOD ONE**

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America's Number One Producer of Nationally Sponsored Radio Programs



# HOW TO COPE WITH 1981

Stephani Shelton on  
"What's Happening"

"Travelling" with  
Steve Birnbaum



"Your Dollars" with  
Marshall Loeb



Eda LeShan  
advises on  
"Getting Along"

Charles Osgood  
comments on  
"The Osgood File"



"Health, Science  
and You" with  
Charles Crawford

CBS Radio provides advertisers with a lot more than news and sports (although we provide the best of these).

We offer a variety of thought-provoking features on coping with today's hectic world.

New features on the CBS Radio Network in 1981 underscore this point. On **GETTING ALONG**, Eda LeShan discusses problems as sensitive as homosexuality. On **YOUR DOLLARS**, Money Editor Marshall Loeb reveals new ways to stretch a buck and make more of your investments. Playboy Travel Editor Steve Birnbaum gives **TRAVELLING** listeners astute vacation tips. And on **THE OSGOOD FILE**, Charles O offers more of his unique critiques on the current scene.

Already established in our schedule are reports on the woman's world, health care and the needs of young people. And features by Charles Kuralt, Dan Rather, Harry Reasoner, Morley Safer and Mike Wallace.

This bright, contemporary sound has produced record numbers of new affiliates and an upsurge in loyal listeners to CBS Radio.

And it means a wealth of opportunities for advertisers—who have their own tough 1981 environment to cope with!

We'd like to show you why—on every count—CBS has the edge on all radio networks as the one to buy today. Please call Dick Macaluso in New York (212) 975-6141; Tom Montgomery in Detroit (313) 352-2800; Bob Schroeder in Chicago (312) 951-3401; Larry Storch in Los Angeles (213) 460-3296.

**CBS RADIO  
NETWORK**   
The Competitive Edge

## AdVantage

**Breaking ground.** Network television is being used for first time by *Newsweek* magazine in noncirculation, image-building campaign that begins today (April 13). Television commercials will be carried on various network news programs and in spot markets. Network and spot radio also will be used. Foote, Cone & Belding, agency for client, devised campaign's theme line, "Newsweek. We don't fit the mold. We break it."



**Bringing back old days.** Reminiscent of advertiser sponsorships in early days of television, Armstrong World Industries will offer *Armstrong Circle Theaters Live From Studio 8H: 100 Years of American Popular Music*. Airing Monday, April 27, 9:00-11:00 p.m. (ET), on NBC Television Network, Armstrong will run eight different spots, with some repeated, during two-hour broadcast. In new campaign created by BBDO, New York, which features company's entire product line (title, carpeting, Thomasville furniture, etc.), underlining theme will be "Armstrong... so nice to come home to." *Armstrong Circle Theater*, which presented programing "suitable for family viewing" over 13-year period on network TV, returns with this special spotlighting Jack Elliott and The New American Orchestra, plus guests, including George Burns, Henry Mancini and Paul Simon.

**Broadcast legend in print.** Former chairman of board, RCA Corp., Robert W. Sarnoff, has been employed by David Okaner & Mitchneck, New York, to promote Don Diego premium cigars in new print campaign out this week in *New York Times Magazine*. Current chairman of Planning Research Corp., Sarnoff joins company of prominent businessmen, such as Lee Iacocca, chairman, Chrysler Corp., in new series of ads.

**Memorable spots.** Geer, DuBois introduces campaign for Norelco Pocket Voice Recorders this month in radio and newspapers with title, "Great Lost Ideas of Western Man." Taking comical approach, Norelco observes "bizarre inventions that were lost to the world because inventors didn't preserve their ideas on Norelco Recorders." Sixty-second radio spots will make debut in Chicago and Minneapolis and are soon to run in major markets nationally.

**Moving in Seattle.** Effective today (April 13) office of Blair/Northwest Radio Representatives in Seattle will be located at 333 Dexter Avenue North, 98109. (206) 343-3613. Mailing address will be same: PO. Box 24525, Seattle, Wash., 98124.

**Providing service.** Colgate-Palmolive's Fluorigard Dental Rinse will sponsor new two-minute radio program, *Your Child's Health*. Produced by David Clark Enterprises, host for 26-week series is Bill Cullen. So far, nearly 250 stations coast-to-coast will run straight barter program beginning May 4. Topics include tooth decay, immunization for childhood diseases and children and pets.

Philadelphia. Target: adults, 25-54.

**Borden's** □ Drake's Great Adventure promotion. Begins April 20 for two weeks in Philadelphia and New York. Agency: Bozell & Jacobs, New York. Target: women, 25-49.

**Southern Baptist Convention** □ Begins May 28 for one week in various California markets. Agency: Timeright, Fort Worth. Target: adults, 35 and over.

**Allied Van Lines** □ Begins April 20 for four weeks in 185 markets. Morning drive, midday and afternoon drive times. Agency: D'Arcy-MacManus & Masius, Chicago. Target: adults, 25-49.

**Rustler's Steak House** □ Begins May 18 for six weeks in Baltimore, Philadelphia and New York. Morning drive times and middays. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

**Sheraton Corp.** □ Hotels. Begins May 18 for about 12 weeks in 14 markets. Morning drive, midday, afternoon drive times and weekends. Agency: Creamer Inc., New York. Target: adults, 25-54.

**Bristol Myers** □ Excedrin. Begins this week for seven weeks in about 15 markets. Agency: Foote, Cone & Belding, New York. Target: women, 18-34.

**Schering-Plough** □ Coppertone tanning formula. Begins May 11 for 10 weeks in over 30 markets. Agency: Kake-Spiro-Shurman, Memphis. Target: women, 18-34; girls, 12-17.

**New York State Lottery** □ Begins May 11 for four weeks in nine New York markets. Agency: Nadler & Larimer, New York. Target: adults, 25-64.

**Central Hardware** □ Grand opening. Begins April 21 for four days in Columbus, Ohio. Morning drive, middays and afternoon drive times. Agency: George, Gibbs, Hammerman & Myers Advertising, St. Louis. Target: adults, 25-54.

**Nationwide Automotive Parts** □ Begins this month for four weeks in 30 markets. Agency: Shelley Berman Communications, Columbus, Ohio. Target: adults, 25-54.

### RADIO AND TV

**Schlitz Brewing Co.** □ Erlanger beer. Begins April 27 for two weeks in over 30 markets. Prime, late fringe, news, early fringe and sports programing. Agency: J. Walter Thompson USA, Chicago. Target: men, 18-49.

## RepReport

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### This week

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

**April 13**—*National Association of Spanish Broadcasters* annual convention. Aladdin hotel, Las Vegas.

**April 13-15**—Satcom '81, sponsored by *International Association of Satellite Users*. Washington Hilton, Washington. Information: Mike Bradley, IASU, 6845 Elm Street, Suite 710, McLean, Va., 22101, (703) 893-2217.

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

**April 15**—New FCC deadline for comments on notice of proposed rulemaking on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

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

■ **April 17-18**—*Society of Professional Journalists*,

*Sigma Delta Chi*, region 10 conference. University Inn, Moscow, Idaho.

**April 17-19**—Private satellite earth station and low-power seminar, fifth in series, sponsored by Bob Cooper Jr., director, *Satellite TV Technology Inc.*, Washington. Shoreham hotel, Washington. Information: Gail Barnes, (202) 887-0608.

**April 18**—*Detroit Cablevision's* second cable TV seminar designed to inform leadership of black community about local origination and satellite programming opportunities. Speaker: Robert Johnson, president, Black Entertainment Network. Mackinac Room, Detroit Plaza hotel, Detroit.

### Also in April

**April 20-21**—Industrial Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society, Moore Hall, Central Michigan University, Mount Pleasant, Mich.

■ **April 20-22**—*California Cable Television Association* annual spring meeting. Sacramento Inn, Sacramento, Calif. Information: (415) 881-0211.

**April 20-24**—*Eastern Kentucky University* mass

## Major Meetings

**April 12-15**—*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**—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

**April 27-May 1**—*National Public Radio* annual conference. Marriott hotel, Anaheim, Calif. Future conference: Washington, April 18-22, 1982.

**May 4-7**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

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

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

**May 17-19**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 29-May 31**—*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**—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriastr. 21, CH-3030, Berne, Switzerland.

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

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

**June 10-13**—*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 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985,

Chicago.

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

**Sept. 10-12**—*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**—*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**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

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

**Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

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

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

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

**Feb. 7-10, 1982**—*Association of Independent Television Stations* (INTV) ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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

**March 12-17, 1982**—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.



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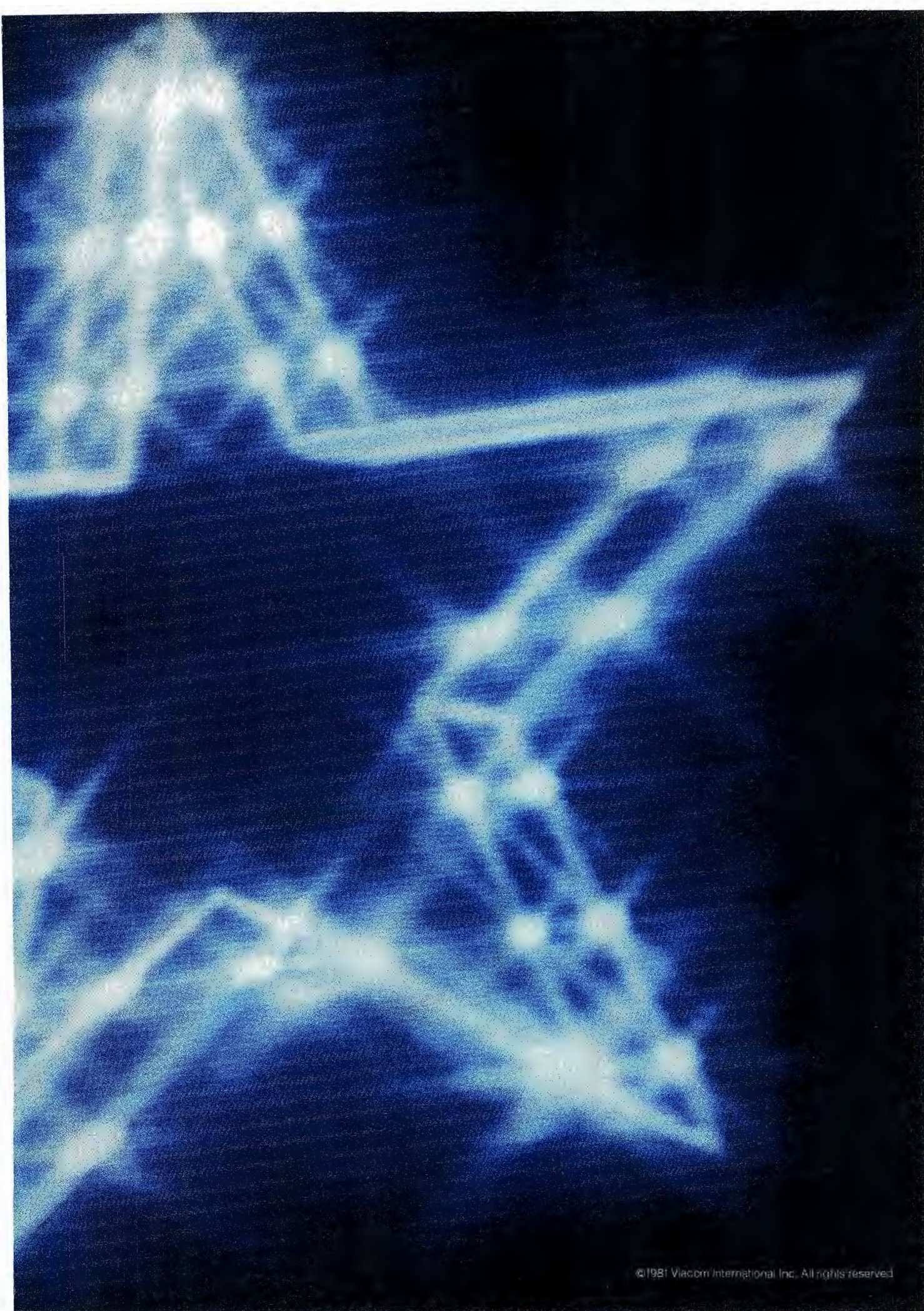
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communications week. ECU campus, Richmond, Ky.

**April 21-23**—First international Department of Defense/Industry Fiber Optics Standards Conference, sponsored by *Electronics Industries Association*, Sheraton Washington, Washington.

**April 23**—Children's Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society, Moore Hall, Central Michigan University, Mount Pleasant, Mich.

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

**April 23-25**—*Memphis State University Department of Theater and Communication Arts and Memphis Broadcasters Association* conference entitled "Professors and Professionals in Communication: Looking Ahead." Speakers include NBC Entertainment President Brandon Tartikoff; FCC Commissioner Anne P. Jones; ABC News correspondent Lynn Sherr; Corporation of Public Broadcasting program fund director Lewis Freedman; former chairman of board NBC, Julian Goodman; Scripps-Howard Broadcasting President Don Perris; Ben Hooks, executive director, National Association for the Advancement of Colored People; Eugene Jackson, president, National Black Network, and Frank Magid, Frank Magid Associates. Memphis State University. Information: (901) 454-2465.

**April 24**—*Radio-Television News Directors Association of Canada* French language regional meeting, Motel Arnold, St. Georges-de-Beauce, Ontario.

**April 24-25**—*Arizona Associated Press Broadcasters Association* meeting. Fiesta Inn, Tempe, Ariz.

**April 24-26**—*Radio-Television News Directors Association* region eight meeting. Alpine Bay, Ala.

**April 24-26**—*Alabama AP Broadcasters Association* annual meeting and awards presentations. Alpine Bay Boat and Ski Club, Lake Logan Martin, Ala.

**April 25**—*White House Correspondents Association* 67th annual dinner. Washington Hilton, Washington.

**April 25**—*Radio-Television News Directors Association* regional meeting (region 13). PEPCO auditorium, Washington.

Information: Ron Miller, WWBT(TV) Richmond, Va., (804) 233-5461.

■ **April 25**—*Radio-Television News Directors Association* region one seminar. Seattle. Information: Dean Mell, (509) 448-4606.

**April 25-26**—*National Federation of Local Cable Programmers* Midwest regional conference. Leverone Hall, Northwestern university, Evanston, Ill.

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

**April 24-May 16**—Seventh annual Video and Television Documentary Festival screenings. Sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

**April 25**—Fourth annual Great Lakes Radio Conference, sponsored by *Broadcast and Cinematic Arts Department* and *Alpha Epsilon Rho*, national honorary broadcasting society, Central Michigan University, Mount Pleasant, Mich.

**April 25**—*Indiana Associated Press Broadcasters* annual meeting and awards banquet, Inn of the Fourwinds, Lake Monroe, Bloomington.

**April 26-28**—*Virginia Cable Television Association* annual convention, Wintergreen, Va. Information: (804) 320-2180.

■ **April 26-29**—*Southern Educational Communications Association* "New Horizons" conference. Host station: WHRO-TV Norfolk. Omni International, Norfolk. Information: Donna Ponti, (804) 489-9476.

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

**April 27-May 1**—*National Public Radio* annual public radio conference. Marriott hotel, Anaheim, Calif.

**April 28**—*New York State Broadcasters Association* annual meeting. Sheraton Airport Inn, Albany, N.Y.

**April 28-May 2**—30th annual Broadcast Industry Conference and Awards, hosted by *San Francisco State University*. Theme: "Programming the 80's." San

Francisco State University. Information: Janet Lee Miller or Darryl Compton, (415) 469-2184.

**April 29**—*New Jersey Broadcasters Association* annual spring managers meeting, Mercer county college, West Windsor.

**April 29-30**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**April 29-30**—Two seminar programs, "Contracts and Copyrights" and "Film Programing Seminar," presented by *Public Telecommunications Institute of National Association of Educational Broadcasters*. To be held immediately following Southern Educational Communications Association conference in Norfolk, Va. Information: NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C., (202) 785-1100.

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

## May

**May 1-2**—*Society of Professional Journalists, Sigma Delta Chi* region two conference. Convention Center, John Asquaga's Nugget, Sparks (Reno), Nev.

**May 1-2**—*Women in Communications*, Fairfield county chapter, Northeast regional meeting. Marriott hotel, Stamford, Conn.

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

**May 1-3**—*Carolinas UPI Broadcasters Association* meeting. Center for Continuing Education, Boone, N.C.

**May 2**—*Iowa Broadcast News Association* annual convention. Howard Johnson's Motor Lodge, Des Moines.

**May 2**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Peachtree Plaza hotel, Atlanta.

**May 2-7**—*Pennsylvania Association of Broadcasters* spring convention. Ambassador Beach hotel, Nassau, Bahamas. Information: Robert Maurer, counsel and executive director, PAB, 407 N. Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

**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 3-5**—*Minnesota Broadcasters Association* spring meeting. Radisson Plaza hotel, St. Paul.

**May 4-6**—National Indian Media Conference sponsored by the *Native American Public Broadcasting Consortium* and the *American Indian Film Institute*. Sheraton, Spokane, Wash.

**May 4-7**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 4-8**—*Community Antenna Television Association* technical seminar. Paramount Heathman hotel, Portland, Ore. Information: (305) 562-7847.

**May 5**—*National Academy of Television Arts and Sciences Boston/New England chapter* fourth annual hall of fame dinner honoring David Hartman of *Good Morning America*. Hyatt Regency Cambridge, Cambridge, Mass.

**May 5-7**—1981 Video Forum, sponsored by *Peirce-Phelps Inc.* Peirce-Phelps headquarters, 2000 Block North 59th Street, Philadelphia.

**May 5-9**—*American Women in Radio and Television* 30th annual convention. Keynote speaker: Lesley Stahl, CBS News White House correspondent. Sheraton Washington hotel, Washington.

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

## Errata

Captions on page 41 of April 6 issue under pictures of **Janice Engsberg** of United Church of Christ and **Deborah Costlow** of Media Access Project were transposed.

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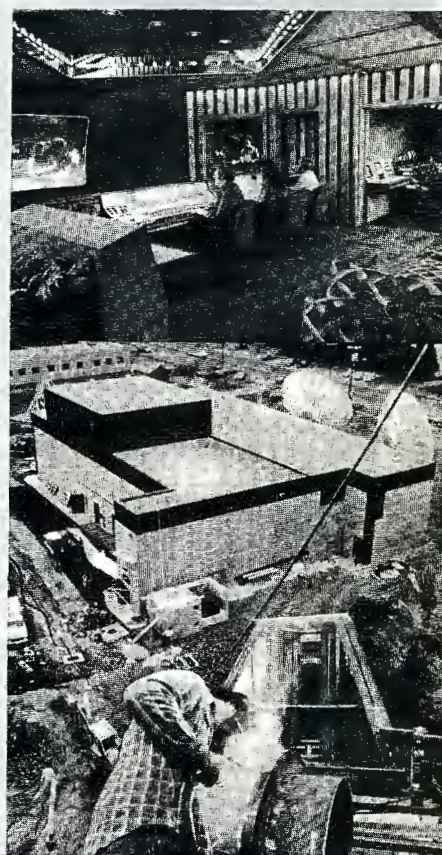
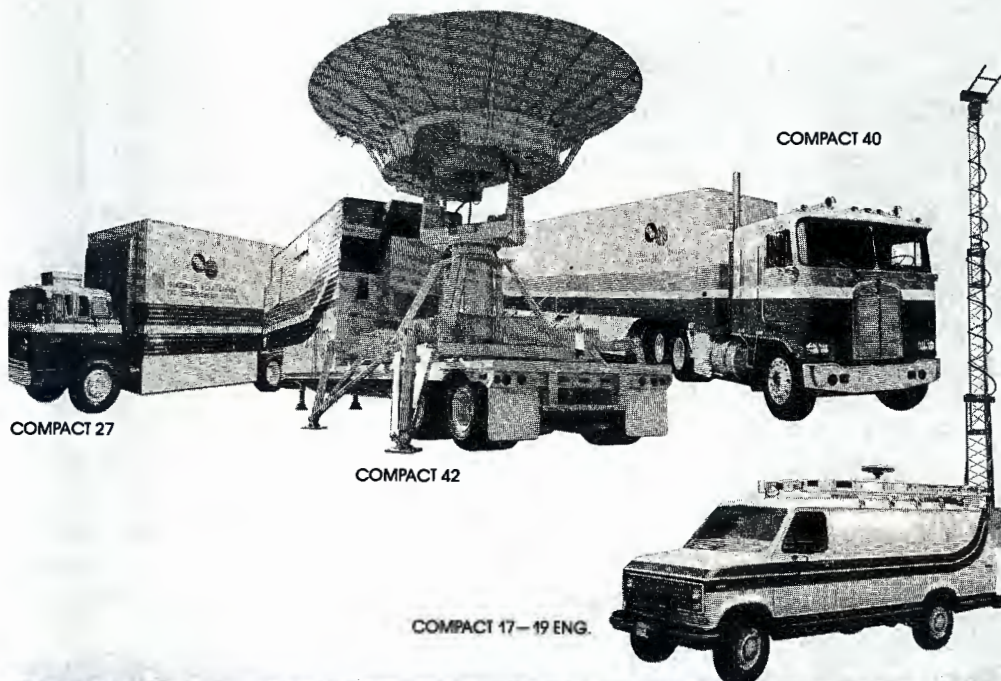


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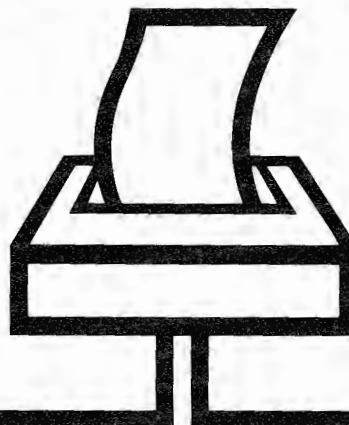


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## Coverage suggestions

EDITOR: There is much broadcast journalists can do to help America understand the murders in Atlanta and their meaning for the country. I offer to broadcast news directors and assignment editors these questions:

To the credit of some of you, particularly ABC, CBS and McNeil/Lehrer, this story has been treated often and in depth. Why doesn't everyone?

Why is the possibility that the killer is black such a major story? Might not the depth of guilt felt by white America and white journalists, manifested in their grasping at any hope that the killer is black, be a bigger story?

ABC was the first to point out the link between Atlanta, Buffalo, Rochester, Greensboro, Mobile and Miami. Why haven't other news organizations focused on this?

Since these killings have gone on for two years, is it not newsworthy that the reaction time of government and media has been so slow? How does this compare to the immediate three-network and 60 Minutes coverage in 1977 when a single white boy disappeared from a Greenwich Village apartment, also without a clue?

Why have the media largely ignored the parents of the murdered children? When the hostages were taken, parents were on the news every night. Why not now? Isn't it important for America to know that blacks too, have families.—*Pluria W. Marshall, chairman, National Black Media Coalition, Washington.*

## Clarification

EDITOR: In your story of March 30 on the new communications technology exhibition on Capitol Hill involving a live satellite link for congressmen to use Warner Amex's two-way Qube System, BROADCASTING magazine reported, correctly, that Communications Technology Management of Washington was not involved in the operation. I'd like to explain the circumstances.

Warner Amex's engineering team, acting on last-minute erroneous information regarding CTM's satellite uplink capability, switched to WETA(TV) Washington to get the two-way teleconference on an available transponder. This last-minute switch was "due to an engineering error." CTM is totally capable of uplinking to any of the communications satellites available to the industry, and we fully intended to utilize them. CTM's technical guidance

and assistance were an important factor in the project.—*Leo J. Murray, vice president, public affairs, Warner Amex Cable Communications, New York.*

## Format case reading

EDITOR: Regarding the Supreme Court decision handed down recently which overturned numerous appeals court decisions and affirmed the FCC's authority to adopt a laissez-faire attitude to format changes (BROADCASTING, March 30) it seems as if Justice Byron White and the majority of the court ignored the very essence of the classic Red Lion case that Justice White so brilliantly and meticulously wrote in 1969.

The basic conflict revolves around the question of the right of broadcasters to be free from undue government intrusion into programing, as set forth in Section 326 of the Communications Act of 1934, versus the rights of listeners to be exposed to a widely divergent free flow of ideas.

Red Lion stated that "it is the right of the viewers and listeners, not the right of the broadcasters, which is paramount."

It appears that the real losers are the public.—*Richard C. Wieser, noncommercial KPTS(TV) Hutchinson, Kan.*

## NATPE note

EDITOR: There's really no way that I can express my gratitude to BROADCASTING for the tremendous support that you have given NATPE over the years. While none of your reporters have ever been easy with us, we have always gotten a fair shake from you. I can honestly attribute much of our growth and success to your publication.—*Lucille Salhany, NATPE immediate past president and vice president of programing, Taft Broadcasting, Philadelphia.*

## Educational aid

EDITOR: As student intern coordinator for NATPE '81, I received numerous compliments from both buyers and sellers as to how knowledgeable my students are of current industry practices and issues. While I would like to take full credit, it is due in no small part to their use of student subscriptions to BROADCASTING. Thanks for making me look good.—*Mike Donovan, assistant professor, radio-TV-film, Glassboro State College, Glassboro, N.J.*

## Almost like being there

EDITOR: Television station programmers are the first to complain about the lack of complimentary feedback from their audience, when they've done something good. As a group, we are just as guilty of forgetting to praise when it's deserved.

I had to take time to write this letter in praise of your exceptional coverage of our 1981 NATPE programing conference (BROADCASTING, March 23). You somehow managed to report on every workshop, session and activity over the sometimes unmanageable five-day extravaganza.

Your coverage was thorough, accurate, and possibly too good. In future years, your readers may decide not to attend and just read your assessment!—*Charles W. Larsen, NATPE '81 conference chairman and program director, WNBC-TV New York.*

## Mobil welcomed

EDITOR: Referring to the Mobil advertisement on page 73 of the March 23 issue of BROADCASTING [referring to CBS's refusal to air issue advertising], I think Mobil has made a valid point about television that perhaps radio could better solve. Mobil can advertise on KNCO any time it wants to.—*Chuck Gratner, general manager, KNCO(AM) Grass Valley, Calif.*

## The Nader connection

EDITOR: There were two errors in your March 30 report on S. 601. First, you stated that Congress Watch is the legislative arm of Public Citizen, a group headed by consumer advocate Ralph Nader. Ralph Nader resigned from the chairmanship of Public Citizen several months ago.

Second, the report stated that the National Citizens Committee for Broadcasting is a "wing" of Public Citizen. NCCB is not now nor has it ever been an "arm" or a "wing"—or any other part—of Public Citizen. During the period that Nader was chairman of Public Citizen and NCCB, we shared a common officer. Since his resignation from Public Citizen, Nader has remained with NCCB—and we share no officers with Public Citizen.—*Samuel A. Simon, executive director, NCCB, Washington.*

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and  
Cliff Kincaid

Several weeks ago Max Robinson, one of the anchormen on ABC's "World News Tonight," gave a controversial speech at Smith College. Among other things, it was reported that Robinson, who is black, had accused ABC News of racial discrimination in its coverage of the return of the hostages from Iran and the presidential inauguration.

Robinson reportedly said that black correspondents had been excluded from covering those two big stories. In addition, it was reported that Robinson had submitted his resignation to ABC because of that exclusion. It was said that the resignation had not been accepted.

It soon became obvious that these charges of discrimination were wrong. ABC demonstrated that it did have black correspondents covering the return of the hostages. Not surprisingly, Robinson released a statement to the press saying that his remarks had been distorted by the news media. "In setting out my ideas (at Smith College)," Robinson said, "I never anticipated the kind of reporting that has resulted."

Robinson said that his speech dealt with "unconscious racism" in America but that he did not single out ABC News for criticism. "I and the other black correspondents at ABC News have played a significant role within this news organization in reporting every kind of story imaginable," he said.

Robinson also denied saying that he had submitted his resignation. "I have not offered my resignation to ABC News, nor do I intend to. This was again a distortion of my remarks. I value my relationship with ABC News, and I am proud of the contribution I have been able to make," he said.

In this electronic age those who shout that they have been misquoted are frequently tripped up by the tape recorder. It turns out that someone made a recording of Robinson's speech at

Smith. *TV Guide* says it has obtained a copy of the tape.

*TV Guide* says, "Despite his statements to the contrary, ABC News anchorman Max Robinson sharply denounced his network for racism in a recent speech at Smith College . . . *TV Guide* has obtained a complete tape recording of Robinson's remarks that directly contradicts ABC's carefully worded press release . . ."

*TV Guide* reported that Robinson did complain in his speech that he and another black correspondent at ABC News, Hal Walker, were excluded from coverage of the inauguration and the return of the hostages. And despite Robinson's statements to the contrary, *TV Guide* reported that Robinson told the Smith audience that after questioning ABC as to why blacks were excluded from covering those stories, he offered his resignation.

It seems clear that Robinson was wrong about racism at ABC News. They did have blacks involved in the coverage, and Robinson quickly backed away from the charges he made at Smith College. But now, if we are to believe *TV Guide* and that tape recording it says it has, Robinson is lying about what he said at Smith, charging reporters with distortion.

Media Monitor asked ABC for its response to the *TV Guide* article. They have failed to do so. We have lying, cover-up and stonewalling. You could call it "Robinson-gate."

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# Monday Memo®

An electronic marketing commentary from Stanley Marcus, chairman emeritus, Neiman-Marcus Co., Dallas.

## Keeping pace with the marketing revolution

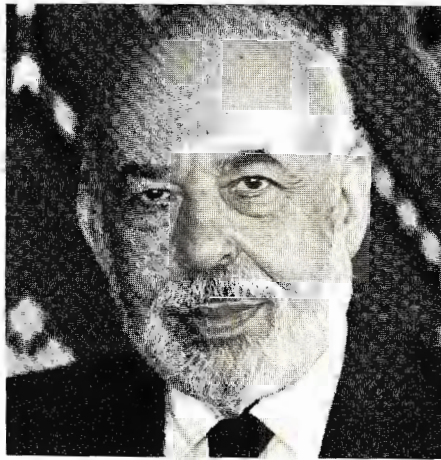
In 1966, I gave a speech at the dedication of the School of Business at Indiana University. I forecast a marketing revolution to come, which, for want of a better name, I called "phono-vision." I said: "The mass use of color phono-vision will introduce a completely new dimension to remote buying and selling. In addition to mail-order shopping, customers will be able to call their favorite local or out-of-town stores on the phone and see the articles that interest them in the comfort of their own living rooms. After the purchase decision is made, the customer will put a plastic charge card in the special telephone slot and the sales check will be automatically recorded at the store, the account will be charged or a cash payment will be made by a simultaneous telephone withdrawal of the amount from the customer's bank account."

That was written 14 years ago when my nonelectronic mind was startled by this radical new possibility. Now the revolution is beginning to arrive on the outskirts of marketing and, with a little help from the direct marketers, may well overthrow some of the most treasured tenets of the consumer goods industries by the end of the decade.

Cable television is now here for more than 20% of U.S. households. Almost a million and a half households and offices have videocassette recorders. Videodisk players are sold out almost before they reach the stores; and home computers, even at \$1,200 a pop, are becoming commonplace.

We're also seeing the beginnings of a software explosion, particularly the development of specialized programing—called narrowcasting—to provide software for all the hardware being marketed. This software will be to the mass-market entertainment vehicles of broadcast television what *Psychology Today*, *Road and Track* and *Golf Digest* are to *Reader's Digest* and *Time* magazine. This means it's becoming possible through video to reach people who have specific interests, or are in particular income brackets, or are working women, or are men working night shifts.

Advertisers and advertising agencies have had an increasing presence at cable television conventions, but almost all those attending have been from the media-buying or programing side. They have been investigating the cost efficiencies of video presentations that can target the smaller and more specialized audiences of 110-channel cable television systems or the several million well-heeled owners of videocassette recorders, video-



Stanley Marcus has been chairman emeritus of Neiman-Marcus since 1977. He joined the company in 1926; was executive VP in 1935-1950; president, 1950-1972; chairman of the board and chief executive officer, 1973-1975, and chairman of the executive committee, 1975-1977.

disk players and home computers.

But very few are investigating the marketing and direct selling potential of the new systems. These will not only add to the ease and accessibility of in-home shopping, but will also act as a catalyst in expanding direct marketing into countless selling areas that have not traditionally been considered the bailiwick of the direct marketer. The new technologies have the potential of causing the most dramatic change in the marketing of consumer goods since the advent of television.

Tapping into the electronic revolution by using the new video forms properly can expand profit on current business opportunities of almost unlimited size. But, as the variables are complex, and video is not an inexpensive medium, it is necessary to enter the field with careful development of an overall video strategy, a well-constructed program of research and testing and carefully calculated deployment of financial resources.

Video can be thought of as comprising six basic areas: (1) signals transmission, (2) hardware, (3) software, (4) programing, (5) marketing and (6) distribution. These are highly interrelated, and both marketing and financial projections are dependent upon the particular combination of elements used.

Instead of following the broadcast practice of pouring millions of dollars into program development—and then trying to find an audience to watch it at a particular time opposite other particular programs—it's finally going to be possible to develop programing for specific audiences, filling their wants and needs and your strategy at a fraction of the cost. The new video forms

now make it possible to develop programing specifically suited to *your* marketing plan, fitted to *your* demographics and psychographics and sociographics, based on *your* strategy and within the range of *your* pocketbooks.

The bottom line is that the actual creative must be a function of your overall strategy and specific marketing plans. It's the *last* step in the process.

Techniques that have worked well for you in print may not always be the best form for video. Techniques or approaches that have been dismal failures in print may work extremely well on video. It's going to take testing.

You may need to consider joint ventures with production companies, hardware manufacturers, video distributors or others who have, or who will have, access to the video expertise you'll need.

This is the time to look in this direction. Even the giants in communication are looking for partners in development as well as programing. You can be in demand right now because you can supply the expertise that will be necessary when the key element is in place.

This key element, from the transmission systems and the hardware and software, to the programing, marketing, and distribution, is combining the various elements together to make all these systems two-way or interactive systems, enabling direct, instantaneous response. This is the element that will change the emphasis of much of tomorrow's marketing. And direct marketing techniques will be the key to exploiting the marketing potential of the interactive systems.

Warner Communications has developed the Qube system, which has been in test for a number of years in Columbus, Ohio. Because installation of this kind of cable system has been enormously expensive, large-scale installations of interactive systems are usually thought of as being a long way off, and have attracted the interest of only the largest of direct marketers.

But ... the individual elements of transmission, hardware and distribution can be combined in a myriad of ways—to enable *any* system to become interactive. Any and all of the systems can have the equivalent of one-button-punch-eight hundred number—with all the credit and mailing information already having been programed in at the headend of the system—within a few years.

Think of the potential. Think of what such a system could do to reduce fulfillment costs. Think of the range of products which might be marketed this way. And think of the part your marketing expertise, your knowledge of the direct response techniques can play in the coming decade.

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TOP OF THE WEEK

## Canada offers ray of hope to NAB on 9 khz

**Communications minister comes out in favor of keeping 10 mhz; Wasilewski presses for U.S. adoption of same position at fall's western hemisphere conference in Rio de Janeiro**

Canada's Minister of Communications, Francis Fox, last week became something of a hero to America's National Association of Broadcasters. On Monday, he announced that Canada will support retention of 10 khz channel spacing on the AM band, at the second session of the western hemisphere conference on AM broadcasting, in Rio de Janeiro, next fall. And NAB President Vincent Wasilewski promptly called on the U.S. government to follow Canada's lead and abandon its stand in favor of reducing channel spacing to 9 khz.

"Hopefully, our government will reverse itself and join with Canada in helping to preserve two of the finest AM broadcast systems in the world," Wasilewski said.

Fox's statement was not a complete surprise. Canada played a leading role in blocking American efforts to persuade the first session of the conference, in Buenos Aires, in March 1980, to adopt a 9 khz plan. And although Canadian officials have studied the channel-spacing issue ever since—while U.S. government officials tried to persuade them of the value of the narrower spacing—the Canadians indicated they were leaning toward the 10 khz plan.

Like the American government, the Canadian has been subjected to considerable pressure by broadcasters opposing a reduction in channel spacing, a plan the U.S. government put forward as a means of opening the door to additional stations. And Fox made his announcement, appropriately enough, in Quebec City, at the annual meeting of the Canadian Association of Broadcasters.

Fox said he had decided the financial costs and "operational disruptions" resulting from conversion to a 9 khz plan "outweigh the benefits." He said the 12 additional channels to be created by the plan would allow only three or four new stations in some frequency-congested areas. (Actually, a Canadian government

study said the number in such areas could run as high as 23.) For that, he said, 350 of Canada's 400 stations would have to change frequency at a total cost of \$5 million for technical changes—and up to \$32 million in nontechnical costs, according to what Fox said was an estimate by CAB.

Surprise or not, the Fox statement revitalized the NAB campaign against 9 khz. "We urge the U.S. government to analyze the facts available and join with Canada [on the issue]," Wasilewski said. He credited Canadian broadcasters with developing the data that convinced the NAB that 9 khz should be opposed. He said NAB's research "confirms these findings." Then he added: "Our government adopted a position favoring 9 khz without adequately studying the issue."

The U.S. government showed no inclination last week to take the NAB's advice. "Just because Canada has taken a position in favor of 10 khz is no reason for us to cave in," said one State Department official. "They've taken a position, we'll take a position, and then we'll battle it out in Rio."

And Canada, in fact, has made it clear it is not staking its all on 10 khz. Fox told the Canadian broadcasters that Canada "will be aggressive in seeking the support of other countries in the region for retention

of 10 khz spacing," and will make available to them the results of its studies. But he also warned: "There is considerable support in many countries for the narrower spacing" and said that if the 9 khz plan commands "a majority" of the countries at the conference, "Canada would have no alternative but to conform to the plan."

America's other close neighbor, Mexico, has yet to make a decision on which channel-spacing plan to support. Although U.S. State Department officials have said Mexico is solid for 9 khz, a government official in Mexico City concerned with the issue said last week that studies are being made to determine the effect a switch to 9 khz would have on the country's 70 AM stations (out of 900) operating with directional antennas. A substantial impact on most of those stations he said, would probably turn Mexico against the proposal of the U.S.

Fox's announcement was not the only foreign relations success to which the NAB could point out last week. The board of the Inter-American Association of Broadcasters unanimously adopted a resolution endorsing retention of the 10 khz channel spacing plan, and urged member countries to notify their governments of that stand. Members of the board, which was meeting in Quebec City for the first

## ... while Cuba remains adamant

Cuban officials last week gave a U.S. delegation in Havana no grounds to hope Cuba can be persuaded easily, if at all, to reduce the power of its stations and to use directional antennas as a means of resolving incompatibilities between the two countries' inventories of AM stations. The Cubans are reported to have taken the position that reduction of channel spacing from 10 khz to 9 khz is "the only way" to deal with the problem.

The FCC and the State Department on Friday issued identical press releases describing the results of talks William Jahn of the State Department and Wilson LaFollette of the FCC held with Cuban officials on Monday and Tuesday on the channel separation issue, which is to be decided at the Region 2 administrative conference on AM broadcasting, in the fall.

Jahn and LaFollette were said to have presented the results of computer studies revealing the incompatibilities and to have expressed concern "about the indicated serious interference that would be created by large numbers of Cuban stations," some of which are to operate at very high power—500 kw in two cases.

But, the release said, Cuba insists on the use of high power and indicates it cannot use directional antennas, "except in rare cases, because of economic reasons and scarcity of land for large antenna sites."

"Cuba," the release added, "takes the position that the only way to resolve major incompatibilities is to adopt 9 khz channel separation and to use the additional channels for that purpose." The proposed reduction would generate 12 new channels.

A State Department official described the talks in Havana as "productive," in that "they identified the problems on both sides." But an FCC official said that if the two countries cannot resolve the incompatibilities, the Cuban stations "will impose a tremendous problem on existing U.S. stations."

Actually, the problem is not the U.S.'s alone. The Cuban proposals spell trouble for countries throughout the region. Thus, the U.S. will have allies in attempting to persuade Cuba to modify its proposals.



time, are from Uruguay, Mexico, Chile, Venezuela, Argentina, the U.S., Dominican Republic and Canada.

Although the start of the second session of the AM conference is still seven months away, a critical preliminary gets under way in Geneva next week. A so-called Panel of Experts will begin an eight-week project comparing the 10 khz channel-separation scheme with two 9 khz plans—one, proposed by the U.S., that would require stations to move a maximum of 4 khz, and the other, suggested by Canada, that would require them to move a maximum of 9 khz. Among other things, the studies will show the value of each in resolving "incompatibilities" in the station inventories the western hemisphere countries have submitted. And efforts will be made to resolve them.

It may be that the U.S., though, will in fact "cave in" before the results of those studies are known, late in June. The FCC, which is reviewing the channel-spacing issues, will make its recommendation to the State Department on the position to be taken by the U.S. in Rio, in late May or early June. By that time, the commission, which had been unanimous in supporting the 9 khz plan, in advance of the first session of the conference, will have three new members. One of them, Washington communications attorney Mark S. Fowler, who is to be designated the chairman, is understood to have expressed the same concerns about 9 khz voiced by other members of the communications bar. And one present commissioner, James H. Quello, who is awaiting reappointment, has said he has changed his mind and now favors retaining 10 khz. What's more, the NAB may be counting on what it perceives to be the Reagan administration's pro-business attitude to turn the U.S. around on the issue.

Still, supporters of 9 khz have what seems an increasingly powerful, if odd, ally—the "Cuban inventory." This is the list of AM stations on hand and desired that Cuba submitted to the conference in May 1980. It contains 188 stations, more than twice the number now believed to be operating on the island, and some, on the air and proposed, are or will be operating at very high power—up to 500 kw for two stations not yet on the air.

Some U.S. officials argue that the 12 new channels 9 khz will make available will be needed as one means of resolving

the conflicts between Cuban and U.S. inventories—as well as among the stations of other countries in the hemisphere. Indeed, some FCC officials, like Broadcast Bureau Chief Richard Shibben, no longer stress the additional stations 9 khz will make available; rather, they speak of that system as a means of enabling the U.S. simply to preserve service it now has. "I'm scared to death of the Cuban inventory," Shibben has said. "It can be disastrous. It can lose a lot of service. We're better off with 9 khz; we'll have more channels; we can negotiate; we will get more stations."

William Hassinger, engineering assistant to Shibben, described 9 khz "as part of the solution" to the problem.

Last Monday, a two-man U.S. delegation—William Jahn, of the State Department, and Wilson LaFollette, of the FCC's Broadcast Bureau—began a one-week tour of the Caribbean to conduct bilateral talks with a number of countries as part of U.S. preparations for the conference. The first stop was Havana, where the effort was to be made to persuade the Cubans of the need—as the Americans see it—to take a more accommodating approach to the problems the Cuban inventory is causing.

But it was clear last week that members of the advisory committee felt the U.S. should not limit its negotiating arsenal to engineering or technical proposals. Vincent Pepper, of the law firm of Smith & Pepper, talked of the need for a "political" approach. Three Florida Association of Broadcasters' members who were in Washington last week for a meeting of the Advisory Committee on Radio Broadcasting—Hal Frank, vice president and general manager of WINZ(AM) Miami and chairman of FAB's committee on the Cuban situation, Matt Leibowitz, FAB counsel, and Rick Edwards, chief engineer, WINZ—have already marched down that road. They persuaded Florida Congressman Dante B. Fascell, chairman of a subcommittee of the House Foreign Affairs Committee, to hold hearings on the Cuban problem. The hearings—to be held in May—will provide a forum for a wider discussion of solutions than is possible within the advisory committee.

So last week began coming together; in Quebec City, in Washington and in Havana, the political and technical considerations that will bear on decisions to be made in Rio in the fall.

## FCC whistles low-power TV to standstill

**Puts immediate freeze on further applications, says pending bids must meet test for normal station separation; only handful could pass new criteria on interim basis; further rulemaking coming**

The FCC last week put the brakes on its runaway low-power television proceeding. At the staff's recommendation, it put an immediate freeze—as of last Thursday (April 9)—on accepting most new LPTV and translator applications and said it would process the thousands of pending applications using mileage separations designed for full-service stations. The recommendation and its unanimous adoption after little discussion took most by surprise.

The FCC is allowing only three exceptions to the freeze: applications for stations in areas that currently receive fewer than two full-service stations; applications of existing translators seeking to change from channels 70 through 83, which the FCC is trying to clear for mobile radio services, and applications of existing translators seeking to change channels to resolve interference with full-service stations.

From now on, the FCC said, only applications meeting one of those criteria will be accepted and placed on cutoff lists. Competing applications, of course, also must meet the criteria, the FCC said. All other applications will be returned without prejudice, it said.

Molly Pauker, staff attorney for the Broadcast Bureau who has taken over most of the LPTV duties vacated by Michael Couzens, who presented the recommendation, said the staff would soon present a further notice of rulemaking, proposing mileage separations for low-power stations and translators. It is her hope that once those separation criteria are adopted, possibly in the fall, the acceptance of applications can be resumed.

Using the full-service mileage separations, the FCC staff will examine the 4,748 applications on file to determine which are uncontested and which are mutually exclusive. According to Pauker, preliminary analysis shows only 35 of the applications are uncontested and thus grantable. She added that 43 others may also be uncontested, but that they will require further study.

The FCC's action was taken last week because the agency was simply overwhelmed by the deluge of applications it has received since the FCC proposed the low-power service last September (BROADCASTING, Sept. 15, 1980). Commissioner Abbott Washburn characterized the action as a chance for the staff "to play catch-up

**Hands across the spectrum border.** The National Association of Broadcasters and the Canadian Association of Broadcasters agreed last week to study the possibility of post-sunset operations for daytime-only AM stations in both countries. Meeting at the CAB annual convention in Quebec City last week, NAB Joint Board Chairman Thomas Bolger and CAB Chairman Don Smith resolved that their organizations would prepare technical studies "needed to assess the various methods by which daytime-only stations... could be permitted to operate until at least 6 p.m. local time regardless of sunset time." NAB will send representatives to a meeting of CAB's Technical Committee on May 6 as a first step in the process. If "studies and subsequent discussions result in an improvement to daytime station service which is acceptable to broadcasters in Canada and the U.S.," NAB and CAB resolved, "the results will be transmitted to the respective governments for consideration."



ball. It was more than they could handle at the rate they [the applications] were coming in."

The sheer number of applications was aggravated by the method under which the staff was forced to search for uncontested applications. Under the proposed rules, channel selections could be made solely on the basis of protection ratios—in other words, of finding a channel that did not interfere with another station.

That called for "creative engineering" on the part of the applicant and a lot of work for the FCC to determine if the application would interfere with an existing station or is mutually exclusive with another.

In a radical departure from the proposed rules, the FCC is now apparently endorsing some sort of mileage separation scheme for its low-power service, which may be more wasteful in terms of spectrum but far simpler in terms of applying and processing. Until independent mileage separation criteria can be worked out for low-power stations in the future, the FCC said it will use the well-established, full-service separations, which require co-channel separations of 155 miles. George Jacobs, an engineering consultant who has filed many low-power applications, some based on protection ratios (in urban areas) and others on full-service separations (in rural areas), told BROADCASTING he believed the final separation for low-power stations would be around 125 miles.

Pauker agreed with Acting Chairman Robert E. Lee that the FCC's actions will probably raise an outcry from some of the applicants who have collectively invested perhaps as much as \$1 million in preparing and filing applications. But, Pauker said, "We can say: 'Most of you would have been mutually exclusive anyway.' The ones who are really hurt by the freeze are those who had paid to have applications prepared, but who had not gotten them in the FCC's door by last Thursday."

Neighborhood TV Inc., which applied to create a low-power television network under the existing translator rules, favored the FCC action, but thought it came too late. Sol Schildhouse, the Washington attorney for Neighborhood, would have preferred a freeze three months ago before the Neighborhood applications were besieged by competing ones. "They've miscalculated the whole thing," he said. "The thing for them to do is to throw them all out and start all over again."

The National Association of Broadcasters, which has supported the low-power concept, but not interim processing of applications before the final rules are adopted, had a mixed reaction. Erwin Krasnow, general counsel, said NAB favors the idea of a further notice to look at the technical issues and the freeze. It has opposed interim processing, Krasnow said, on the ground that the grant of stations before the final rules are issued will tend to shape the final rules.

What disturbs NAB, Krasnow said, is

the freeze-out of applicants for traditional translator service. He said NAB and the National Translator Association are thinking about filing a petition for reconsideration to rectify the problem.

The Corporation for Public Broadcasting also was ambivalent. Tom Root, regional affairs counsel, said CPB was "elated with the freeze" but saddened that it wasn't imposed long ago. Root said CPB petitioned for a freeze last November when there were only 400 applications on file, arguing that the proposed rules would become de facto rules if grants were made before final adoption, and concerned that noncommercial entities would be beaten out for channels by richer and more sophisticated private interests. Root said CPB was discussing with co-plaintiffs deferring further action on its suit against interim processing pending in a Washington federal court.

Root said that despite the freeze, damage to prospective noncommercial applicants has already been done since hundreds of channels, protected by cutoff, are now out of reach. "If the FCC is really flexible," Root said, "it will undo some of the damage."

It was a petition by CPB, the Public Broadcasting Service and the National Association of Public Television Stations that allowed the FCC to bring up its recommendation without notice. (By law, the FCC is required to notify the public one week in advance of items on its open meeting agendas.) The petition asked for a

stay of interim processing on the ground there had been improper ex parte contacts between two commissioners and LPTV applicants. Although that petition was summarily dismissed by the FCC, it provided the staff with the means to introduce its recommendation as "an associated item." Root was unprepared for what happened. After his petition, which he called "a long-shot," went down, he got up to leave—but quickly returned to his seat when Pauker introduced her item.

The FCC action came as a complete surprise to the low-power followers, but it was foreshadowed earlier in the week by Lee in a talk at a communications seminar at St. Bonaventure University, Olean, N.Y. "No one could predict the response that we got," Lee said of the low-power deluge. "And I just don't know how we can handle it."

Lee's concerns went beyond the merely administrative. "It seems to me if we process these we are prejudging the rulemaking which has all of these inherent problems. I am proposing in the near future a re-examination. I think there will be some sort of curtailment of this activity until we really know where this thing is going."

According to Washburn, the FCC action should not be interpreted as the FCC's backing off from the concept of a low-power television service. Washburn said although the proceeding has not evolved the way he thought it would, "that does not mean I'm put off by the whole thing."

## Senate's turn for 'TV or not TV'

**Baker leads assault on tradition, arguing coverage will bring body abreast of other 20th century political institutions; Long, Ford and Warner head list of opponents; media seek to control the cameras**

From revolutionizing the Senate to allowing First Amendment rights to broadcast journalists, the debate over allowing televised coverage of Senate proceedings ranged widely at its official outset last week. The Senate Rules Committee, charged with initiating the decision-making, heard testimony from 14 witnesses last Wednesday and Thursday (April 8-9), all but one in favor of allowing gavel-to-gavel coverage.

In a history-making statement, Majority Leader Howard Baker (R-Tenn.) told the committee that "in this modern democracy, it is difficult to fully perform the Senate's intended function without television coverage." Baker initiated action on the issue early this year, when he introduced a resolution (S. Res. 20) to allow televised coverage (BROADCASTING, Jan. 12).

Baker argued that televised proceedings would raise the public's confidence in Congress, a body "not held in particularly high esteem" now. He also said it would break through "the cocoon-like at-



Baker

mosphere" of Washington, bringing senators and constituents closer together. "Is it not an elitist policy," he asked, "to say that only those who live here or are paid the money by special interests to watch us or who otherwise have the money to get here and sit in the gallery should be allowed to see us doing what we do?"

Baker also argued that because the





Rousselot



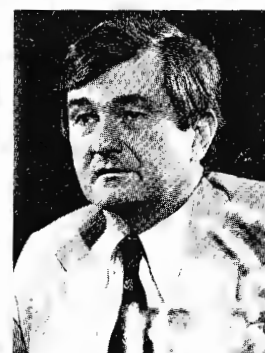
Long



Ford



Warner



Rose

President, "any President," uses television "for effective leadership," the Senate, too, should utilize it. "Television affords the White House extraordinary leverage over the Congress" he said.

Finally Baker said TV would encourage the Senate "to become the great deliberative body that we would all like it to be." He argued for scheduling Senate debates on great issues of the day, and said allowing televised coverage would be the first step toward totally changing the way the Senate operates.

Taking the opposing view was Senator Russell Long (D-La.), who said TV cameras would cause long-winded debates and might prove embarrassing to members. "Members would be more vulnerable for honest mistakes," he said, referring to Congress's regular practice of changing the *Congressional Record* to cover embarrassing remarks.

Long wasn't the only senator opposing televised coverage last week. Although less adamant, Senators Wendell Ford (D-Ky.) and John Warner (R-Va.), Rules Committee members, repeatedly expressed fears that committee work would be harmed because members would prefer to be before the cameras and that constituents would not understand their senator's empty chair during many sessions.

Sharing the experiences of the House, which has been televised gavel-to-gavel since January 1979, were Representatives Charles Rose (D-N.C.) and John Rousselot (R-Calif.). Rose, who chairs the Speaker's Advisory Committee on Broadcasting, said contact with his constituents had increased since television was admitted, and that coverage had not significantly increased the number of speeches on the floor.

Rose also testified that after three months of coverage, members had gotten used to the cameras and, for the most part, resumed acting naturally again. He recommended that the Senate allow coverage and that it follow the House's practice of controlling the cameras itself.

Strongly opposed to that practice were the Washington bureau chiefs of the three commercial networks, who argued that allowing the media to control coverage is the only way to give broadcast journalism its full First Amendment rights. "Broadcast coverage of Senate proceedings should no more be controlled by Senate

employees than should print coverage," said Edward Fouhy, vice president, CBS News. "To the extent that journalists must rely on government handouts, whether in the form of press releases or television feeds from cameras controlled by government employees, the public interest in a free and robust press is not being fully served."

Answering committee members' fears that TV would emphasize "headlines" and empty chairs, ABC News Washington bureau chief Carl Bernstein said: "I think you'll find we are very respectful of the institutions we cover. We understand as journalists the traditions and procedures of your institution, and our coverage will reflect that." To Warner's suggestion that the Senate allow coverage only of select debates, Bernstein said, "The camera is our notebook; it is essential to have gavel-to-gavel coverage."

Also representing the media last week was Barbara Cohen, news director of National Public Radio, who asked the committee to consider allowing radio coverage "separately from the rest of the issue." Cohen argued that equipment needed to broadcast Senate proceedings over radio would fit in "a medium-sized suitcase," and that coverage could begin almost immediately. She also argued for gavel-to-gavel coverage and the need for a commentator to explain what is happening. NPR does not cover House proceedings, she said, because it is not allowed to have a commentator in the galleries.

## AT&T's home video entry chartered by Packwood bill

**Allows "unregulated services" to be offered by subsidiary; prospect is for new competition with broadcasters, newspapers, cable for viewer's TV set**

AT&T's potential to give broadcasters, cable operators and newspaper publishers more competition—both for ad revenues and the attention of audiences in the home—moved a step closer last week with

the introduction of S. 898, the Telecommunications Competition and Deregulation Act of 1981.

The bill, introduced by Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, would modify a 1956 consent decree between AT&T and the government and allow the mammoth common carrier to offer unregulated services.

It was co-sponsored by Republican Senators Barry Goldwater (Ariz.), Harrison Schmitt (N.M.) and Ted Stevens (Alaska).

Under one provision, AT&T, which provides service to about 80% of the telephones in the nation, would be allowed to provide printed and electronic advertising (such as the Yellow Pages) and weather, time and sports information. But AT&T could provide those services only through a separate subsidiary that, according to the bill's summary, "does not also offer transmission services, sell equipment or offer other unregulated services."

However, the bill also stipulates that AT&T be prohibited from offering such other "mass media" services as cable television, TV, radio, pay TV, newspapers and periodicals. Other telephone companies would be prohibited from providing cable TV service in the same areas in which they provide telephone service, unless they can show the FCC that "significant additional media diversity will result," the summary said.

In other provisions, the bill would establish as national policy the promotion of competition in the marketplace, and deregulation and reliance on the private sector to provide telecommunications services.

Although the bill maintains that basic telephone service should be regulated until the FCC decides that such regulation is no longer needed, "all other telecommunications services, unless they involve facilities for which there is no reasonably available alternative, will be deregulated pursuant to a transition period," the summary said.

The bill also would extend the FCC's jurisdiction to cover all long distance services. Currently, the federal government regulates only interstate long distance services.

The bill also provides that the 23 telephone companies that serve more than



50,000 telephones—and carriers that own or control facilities for which there is no “reasonably available alternative”—should be subject to regulation. AT&T would be classified as the lone “dominant” carrier so that it could be dealt with individually.

Although the bill would allow AT&T to provide such competitive services as data processing, those services would have to be offered through a separate subsidiary. According to the summary, the bill takes pains to insure that AT&T won't be able to cross-subsidize its subsidiaries. Also under provisions of the bill, Bell Laboratories research and Western Electric's manufacturing of competitive telecommunications equipment would have to be fully separated from the research and manufacturing of equipment used for regulated services.

## Public broadcasting displays diversity on Goldwater bill

**Which is to say, there's still a lot of tugging and pulling between national system and local stations; testimony discloses most have accepted general idea of cuts**

The public broadcasting community did what it usually does last week: It disagreed. The subject this time: how its federal funds should be spent. The occasion was the Senate Communications Subcommittee's hearings on S. 720, a bill by Senator Barry Goldwater (R-Ariz.) that would cut funding the system by nearly 50% in two years and would shift much of the support for stations to local communities.

Although some argued strongly against any cuts in federal funding, most seemed to believe the system would survive, although with great difficulty, under a modified version of the bill.

Robben Fleming, president of the Corporation for Public Broadcasting, hardly mentioned the bill's funding levels in his testimony, except to mention that stations would have “two years to prepare” for reductions. Fleming noted that the bill's elimination of the matching principle, in which the government matches up to 50% of nonfederal support raised by stations, would not really affect the system, because the government has never fully lived up to its half of the mechanism anyway.

Stations would suffer, however, if CPB could not offer “some incentive” for raising funds.

The bill's million-dollar cap on annual station grants would not, according to Fleming, distribute funds more equitably among stations, as the subcommittee intends it to. No station may now receive

more than 50% of its income from federal funds, he said, so the system's many smaller stations would be unable to collect more than they are now receiving.

Arguing strongly against cuts in funding were CPB Chairman Lillie Herndon and board member Sharon Rockefeller. Herndon argued that stations would have to raise five times what they raised this year and that they could not be ready to do so in only two years.

Rockefeller “disagreed strongly” with the bill's funding levels. Federal funding for CPB, she said, cost each American 71 cents this year. Under the S. 720, it would cost each 42 cents. “ABC's budget for *Masada*,” she said, “equals CPB's total appropriation for this year.”

John Jay Iselin, president of WNET(TV) New York, testified that “together we can provide the best this society has to offer.” Iselin said federal funds provide a “valuable stimulus for securing funds from other sources.” For this reason, he said, the match should be maintained.

Most who testified last Wednesday emphasized that “programming is our product” and that its quality must be maintained in spite of drastic cuts in federal support. David Carley, president of the National Association of Public Television Stations, and Martin Bush, general manager of the South Dakota Public Television Network, argued that the best way to insure quality programming is to require CPB to pass through at least 80% of its funds in direct grants to stations. “Local stations can best decide what programs their audiences want,” he said. “Decision-making on what programs to fund should be made locally, not in Washington.”

Others disagreed with that reasoning. According to Tom Thomas, president of the National Federation of Community Broadcasters, “effective national programming, federally funded, is the core basis for station schedules.” Pluria Marshall, president of the National Black Media Coalition, said that “minority programming would cease with a 90% pass-through. The record speaks for itself. If blacks in Washington had to depend on WETA-TV for programming, we'd be left in the cold.” Frank

Mankiewicz, president of National Public Radio, concurred, saying that “unless we're talking about a massive increase in federal funds, a 90% pass-through would eliminate minority and special interest programming.”

Although most witnesses testified that federal funding for facilities planning and construction should continue, Dale Hatfield, acting director of the National Telecommunications and Information Administration, argued that it should be completely eliminated, not just cut back as in bill S. 720.

William McCarter, president of WTTW(TV) Chicago, said he was “most encouraged” by Goldwater's proposal that the FCC re-examine its rules regulating on-air sponsorship identification and his suggestion that public broadcasters be allowed to accept limited kinds of advertising. McCarter said that WTTW had recently concluded a study to determine how much income it could generate from “limited” advertising, and found the plan would be attractive to advertisers and could have received a net income of \$6 million during 1980 had it been running such ads.

William Kling, president of Minnesota Public Radio, said the provision reducing a station's direct grant by the amount the station raised from outside sources would amount to an “investment tax penalty,” one that would insure that no new creative approaches to raising nonfederal dollars would be developed.

James Dryden, general manager of KRWG-TV Las Cruces, N.M., urged the subcommittee to reconsider restricting direct station grants to programming—an action he said would affect smaller stations more than larger ones.

Dryden also said CPB had become a “luxury ... the entire system can no longer afford” and called CPB's national programming efforts “galling.” Dryden said it would be better for local stations to take responsibility for the system's programming, noting that if “true decentralization is to be more than an empty promise, as much as 95% of the federal appropriation [for CPB] should be earmarked for direct unrestricted grants to the local licensees.”



**Public lineup.** L-r: CPB board members Michael Kelly, Sharon Rockefeller, Robben Fleming and Lillie Herndon. Walking behind is NPR President Frank Mankiewicz.



**KNXT's Extravision.** Managing Editor Stella Zadeh operating a keypad.



**Captioning.** Writer Carol Jaeger prepares a script for captioning at WGBH-TV.

## KNXT, KCET raise curtain on teletext

**First full-time test begins in Los Angeles, programing 24 hours a day on CBS outlet; WGBH-TV furnishing captioning for joint venture using French Antiope technology; tests are available by satellite at NAB**

The first major-market on-air test of the French Antiope teletext system in the U.S. came to life last week in Los Angeles (April 8) with the simultaneous 6 a.m. sign-on of two new "electronic magazines," developed by CBS-owned KNXT(TV) and noncommercial KCET(TV) in association with the CBS/Broadcast Group, the French government, and non-commercial WGBH-TV Boston. The free video services, accessible at present only through special decoder-equipped TV sets located in about a dozen public locations, involve graphic and alphanumeric material broadcast simultaneously with the normal TV picture via lines 15 and 16 of the vertical blanking interval. Hand-held decoders are used to unscramble computer-based data and display it over the entire screen.

While the Los Angeles experiment is not the first demonstration of broadcast teletext in this country (several versions have been tested on commercial and non-commercial U.S. stations over the past three years), it is the first major-market test of the Antiope-based system. The director general of Telediffusion de France, Jean Guillermin, on hand for the news conference announcing the start-up, described the Los Angeles test as "the largest [teletext experiment] ever implemented anywhere in the world." The government-owned French broadcasting entity, which developed on-air Antiope service in Europe four years ago, has agreed to loan CBS equipment and expertise for the duration of the test, authorized through the end of 1981.

"We don't really know how CBS will be involved in long-term development of teletext," conceded Gene Mater, senior vice president for policy, CBS/Broadcast Group. "That's what we hope this test will help us determine." Mater said

researchers at CBS will carry out extensive studies of the use and capabilities of the system, including a thorough analysis of how 100 yet-to-be-chosen Los Angeles residents interact with their teletext-equipped receivers.

David Percelay, director of the project for the CBS/Broadcast Group, demonstrated features of *Extravision*, the 80-page teletext magazine currently being offered over KNXT 24 hours a day. The 13 separate sections of the magazine include updates on financial, weather and news reports; sports and entertainment features; a television programming guide; consumer information and complete digest of traffic reports, restaurant information and airline arrivals. Access time to any of the magazine's pages averages about eight seconds. Although the number of pages that can be transmitted is almost unlimited, current technical constraints require that the mag-



**Now types.** Assembled around an input device for KCET's electronic magazine: (standing, l-r) Ronald J. Goldman, project director and Hartford Gunn, general manager; (seated, Richard Gingras, in charge of teletext experimentation.

azines be limited to around 100 pages, which require a maximum access time of about 16 seconds.

"Using teletext," explained Percelay, "we are creating a bridge between the electronic and print media ... With this test, we are trying to carve out a niche in the market." He noted that although the test programming includes advertising, mostly in the form of logos and promotional slogans, CBS is not charging sponsors for placement in the *Extravision* magazine. Under its test authorization, CBS is not allowed to make a profit from the experiment.

Selected CBS-TV programs are being captioned for the hearing-impaired during the test by The Caption Center of WGBH-TV. According to Brigid Sullivan, manager of special telecommunications services for the public station, teletext captioning enjoys advantages of unlimited placement, color, size, movement and transmission speed. "With teletext," she added, "introductory and background material can also be transmitted for those who need it."

Richard Gingras, KCET's executive in charge of teletext development, demonstrated components of his station's non-commercial magazine, *Now*, which he described as "oriented toward journalism and education." The 99-page report includes some of the same informational features as *Extravision*, such as news headlines and financial data, but its 17 elements also present quizzes and games for children, information on upcoming cultural events, and book and motion picture reviews. Emergency medical information and telephone numbers also are available, as they are on the *Extravision* magazine.

KCET and KNXT, along with the CBS/Broadcast Group, Telediffusion de France and a new Los Angeles office of The Caption Center, are acting as a cooperative in the teletext venture. Its main goal is to demonstrate the effectiveness of the new technology for expansion of video services, that the venturers hope will lead to an adoption of the Antiope system as an industrywide standard by the FCC.

"We must at this point," concluded KCET General Manager Hartford Gunn, "prove that our faith in the system's potential is justified."

The two stations, through a satellite link-up donated by Robert Wold Co., are demonstrating both video magazines to those attending the National Association of Broadcasters convention in Las Vegas. The services are being demonstrated from 9 a.m. to 1 p.m. each day of the convention at the Antiope booth.

The public viewing sites were operational in Los Angeles last week, one at the Aquarius Theater and the second at the Century Square shopping plaza. About two dozen other sites, including department stores, libraries, schools, government buildings and a museum, will be set up during April and May. The "public phase" of the test, involving about 100 private homes, will begin this summer.



## 4-A's say it's time for self-regulation to show its stuff

**Opportunity is a two-edged sword, says Johnston: having gotten government off industry's back, there's more reason to follow through; sentiment is echoed by Kummel at annual meeting**

Some 900 people gathered last week in Boca Raton, Fla., for the 63d annual meeting of the American Association of Advertising Agencies, an attendance figure roughly 30% higher than last year's.

"Transitions" was the theme of the meeting, and on that score the transition to the Reagan administration provided a principal focus of attention, as a stimulus of economic changes and as a harbinger of both government deregulation and a new emphasis on advertising self-regulation.

Accepting his election as chairman of the 4A's last week, Don Johnston, chairman of J. Walter Thompson, voiced an enthusiasm echoed elsewhere during the session. "I have great faith in advertising," he declared. "I relish it, and am proud to be part of it."

Johnston also addressed another of the meeting's recurring themes—self-regulation. Recalling the drafting of the organization's code of practices 60 years ago, Johnston said today's self-regulatory process "puts an ever greater burden on us [because of the promise of less government regulation] to regulate ourselves to do all the things we have always maintained we could do and would do if given half a chance."

Also elected: as vice-chairman, John S. Bowen, president of Benton & Bowles; secretary-treasurer, Harold A. Shoup, president of Carr Liggett, and three new directors-at-large: Bruce Crawford, president of BBDO International; Peter H. Darley, president of Darley & Associates, and William E. Phillips, chairman of Ogilvy & Mather.

"Let 1981 be remembered as the year the AAAA's started to do something positive to improve advertising's self-image," the organization's president, Leonard S. Matthews, told the group last Friday. Matthews described a strategy through which

"we hope to develop 52,000 'Ambassadors for Advertising,'" by educating the 52,000 people who work in AAAA agencies about how advertising "works...insures the legitimacy of its claims...helps the consumer enjoy freedom of choice." Such a campaign is needed to combat the "image problem" Matthews says advertising faces. The problem, he added, is denied by some agency executives, but is intensified by what he called "anti-advertising consumerists," among whom he listed Action for Children's Television and the Consumers Union.

Matthews also provided some figures about member agencies, saying that over the past year AAAA has added 42 to its ranks. On the financial side, 1980 was "a pretty good year" for members, he said, with 72% reporting increased billings, although the profit average, at 4%, was down from 1979's 4.59%. And he suggested his reading of members' projections shows margins slipping in 1981, primarily due to cost inflation.

There's some good news on the government front, said Matthews, who anticipates "the departure of the consumer activists masquerading as even-handed regulators, and a return to more objective arbitrators."

Before passing the 4A's mantel on to Don Johnston, outgoing chairman Eugene Kummel delivered his report to the AAAA members, also taking up the subject of government regulation.

Noting the shift in Washington toward deregulation, he declared that agencies "should accept both the challenge and responsibility" of deregulation. The advertising community, he said, should demonstrate that "we will self-regulate, if any regulation at all be necessary." He said radio deregulation by the government "should be an instance of our ability to self-regulate," noting that the 4A's has been working with both the National Association of Broadcasters and the Radio Advertising Bureau to "find a substitute for proof of performance," and a statement on the subject to be issued shortly.

Among other necessary courses of action Kummel outlined, agencies must be ready "if regulation shifts to local and state governments" in the absence of federal rules, he said.

Turning to "image of advertising problems," Kummel further elaborated on the

communications strategy outlined earlier by AAAA's President Matthews.

And Kummel also focused on the matter of UNESCO's MacBride Commission, which he called "a new battleground for the regulation of and imposition of restrictions on advertising by governmental forces," and one that will "serve the opponents of free information."

## Pierce, Jankowski, Silverman sight on Moral Majority

**Campaign to boycott advertisers assailed by broadcast chiefs; innovative programming seen as main hope to avoid losing out to competition from new media**

The top brass of the three commercial television networks—ABC's Fred Pierce, CBS's Gene Jankowski and NBC's Fred Silverman—took the opportunity provided by the AAAA's meeting to blast the boycott actions by the Coalition for Better Television and the Moral Majority, and at the same time restate their convictions in a healthy future for their business.

Silverman had perhaps the most colorful description of what all three labeled the threat the boycott poses to the public interest—calling the broadcast medium an "electronic agora," an "open marketplace of ideas," which the coalition is mounting a "sneak attack" to shut down. That attack, Silverman said, has as its ultimate target the public itself—it's an "attack on the foundation of democracy."

Pierce, also deploring the call for a boycott, said it's not simply that the coalition "wants to be heard" but that it "wants to decide what all can hear and read." And he cited a recently commissioned ABC survey that he said shows 64% of the public believe the choice of programming should rest "with the individual." And he asked the agency executives where they wanted to find themselves serving as "referees" between competing interest groups taking different positions on a given program.

Jankowski labeled boycotts "disenfranchisement of the real majority by a determined minority" of what he terms





"self-appointed guardians." The public, he said, should be "trusted to go on voting with their dials."

Silverman made a similar point, but noted that the public right now is voting against the networks, as evidenced by slipping network shares. Acknowledging some effect from new media, Silverman labeled the real cause "viewer disenchantment" with network fare. The cure, he maintained, is "innovation" in programing, citing *Soap*, *Masada*, and *All in the Family* among his examples. And that, he said, requires advertisers with the "courage" to sponsor innovative programs, even in the face of boycotts.

ABC's Pierce also took note of what he called "marginally" lower network shares. He said people are watching independent stations instead, and claimed that with a heavy level of off-network product in independents' schedules, a viewer may have more choices per hour but "faces a sameness across the board" with one effect that "over the long haul, it means network series and characters may be oversaturated before their time."

His proposed solution sounded similar to Silverman's—"new and imaginative forms of programing" (Pierce also mentioned *Masada*). Along that line he predicted that the 80's "will bring increased interest in news magazines" and both scheduled and special event news broadcasts, while he also expects "nonfiction entertainment shows ... will flourish as well."

Looking at cable, Pierce suggested to the agency representatives that it would have positive aspects for commercial broadcasting, that the growth of specialized cable services will only "make it even more clear that network television will be the only medium that can continue to offer you broad national audiences with instant, effective reach."

NBC affiliates may be happy that Silverman, in his remarks, also included local broadcasters in that equation. But they may not be so thrilled by another section of his speech. In making a call for deregulation of broadcast television, which he said will be needed to give it "the same kind of programing freedom as [the] newer technologies" Silverman particularly singled out the prime-time access rule, which he said prevents network broadcasters from serving the public interest "as well as we could." That's because it "keeps network news from being more than one half-hour long," thus keeping it "a headline service," according to Silverman.

Jankowski, talking about cable and other technologies, said there's a "feverish frontier-psychology about the new technologies"—and he claimed that none of the new services possesses the "combination of qualities" of broadcast television. Television at its introduction, he said, was "revolutionary" in a way the new technologies aren't. "When was the last time you saw a crowd outside your local appliance store," he asked.

## Yellow light on CBS program acquisitions; red light (for now) on AT&T's satellite tariff; green light for telcos and cellular radio

The FCC at its Thursday (April 9) open agenda meeting:

- Deferred action on a CBS petition for a declaratory ruling on the commission's financial interest rule until the network supplements its petition with a substantial public interest justification for its request.

- Suspended, for five months, a proposed AT&T tariff filing covering plans to offer a satellite television service to the public on an experimental basis not to exceed three years.

- Amended rules to provide for licensing and operation of cellular mobile telephone services.

The action on CBS's petition came on a motion by Commissioner Anne Jones after a 3-2 commission vote denying CBS's petition outright, and a motion by Commissioner Abbott Washburn to act on the request through the rulemaking process was defeated 3-2. Washburn thought that a grant of the declaratory ruling would amount to partial repeal of the present rule. The Jones motion passed on a 4-1 vote with Commissioner Joseph Fogarty dissenting.

On the first vote, Commissioner James Quello sided with Washburn in the belief that a declaratory ruling was simply an improper vehicle for deciding the issue. The rule stated plainly, they argued, that networks were specifically precluded from obtaining any financial interest in television programing rights except for those pertaining to the exhibition of programing on the air.

The commission suspended AT&T's satellite TV service tariff filing at the request of Wold Communications Inc., whose petition to reject or suspend was supported by Southern Satellite Systems Inc. Midwestern Relay Co. petitioned for outright rejection of the tariff. In suspending the tariff, the commission noted that AT&T proposed to offer the experimental satellite TV service without incurring the

usual obligation by common carriers to continue to provide the service if called for by the "current or future public interest," and that it failed to justify why it should not be called on to do so. It also said that without justification, AT&T could limit eligible customers for the proposed service to the few that it chooses, in lieu of a more reasonable selection process that would enable all comers an equal opportunity to procure the service.

At the outset of the cellular radio discussion, Quello noted the Justice Department had charged that the commission's proposal was "anticompetitive." That charge stems in part from the fact that only two systems would be authorized per market, and of the 40 mhz of spectrum space the commission has allocated per market for five years, half of that spectrum would go exclusively to "wireline carriers," i.e., the local telephone company, while the remaining spectrum would be granted to a nonwireline carrier. The commission made explicitly clear, however, that all telephone companies "will be expected" to furnish appropriate interconnection to nonwireline carriers at terms no less favorable than those offered to their own cellular subsidiaries (which the phone companies would be required to establish in providing cellular service.)

Cellular radio is mobile telephone service technology in which one or more radio transmitters having limited coverage are connected by wireline, so that a given radio channel may be reused several times in different parts of a city instead of only once. The new technology will greatly expand the capacity of the existing mobile telephone service.

Immediately after the FCC vote amending its cellular radio rules, AT&T announced plans for its cellular service, called Advanced Mobile Phone Service (AMPS), which it said will be ready by mid-1983.

### Reagan administration weighs in as pro-DBS

Secretary of Commerce Malcolm Baldrige has urged the FCC to move promptly on the DBS front—and indicated he hoped the move would be positive. Baldrige, in a letter to Acting Chairman Robert E. Lee on Friday, said "regulatory uncertainty can impose substantial unnecessary costs" on the industry. He also said the commission's views will be central to the policy the U.S. seeks to advance at the Region 2 (western hemisphere) DBS planning conference in June 1983.

Baldrige said the commission has been "a leader in promoting free market competition and deregulation in telecommunications over the past decade," and added, "The administration strongly supports these goals. He said the commission should move "as soon as possible" to remove "domestic and international policy uncertainties."

Baldrige sent his letter after receiving an urgent appeal from the Association of Maximum Service Telecasters to refrain from an early endorsement of DBS. AMST President Tom Paro said: "AMST strongly urges you to withhold any action on DBS until the necessary information on this difficult issue, with important domestic and international ramifications, has been generated by the administrative and congressional processes that have only just begun or have not yet been started."



# There are networks which haven't won as many awards as we have.




No one walks up and hands you the Peabody Award.

Nor do they pass out The Columbia Dupont, The Radio-Television News Directors Association, or The Sigma Delta Chi Award with every FCC license.

You earn those awards. You start

**If you want to be best, you've got to give more.**

WCCO Television, Minneapolis/St. Paul. A CBS Affiliate.  Represented by Telerep.

with the right staff — thinking heads, not just talking heads.

You challenge them. Tax them. Make them grow. You reach as high as you can and then you reach a little higher.

You put your best work up against the networks in prime time and pull a larger share. Consistently.\*

We've done more than that at WCCO Television. We've won every major award, local, regional and national. We're the only local station in the country to have won each of the four top awards in broadcasting more than once.

Since the day we signed on in 1949, adequate work has never been good enough. We want to be best. And if you want to be best, you've got to give more.



\*Source: Arbitron, November 1980. Monday-Sunday. Subject to limitations.



# We Go Day Or



Right from the start, TAXI has been a dominant network series, especially in the all-important young adult demographics. In its new time period, TAXI's dominance continues: once again it's #1 in adults 18-34 and 18-49. In fact, TAXI ranks among the top five of all network entertainment series in both ratings for young adults and homes.\* In short, TAXI not only has the network strength but also the necessary audience composition that our "syndicator indicator" says spells success in syndication.

## TAXI And The Ratings

HOMES		ADULTS 18-34		ADULTS 18-49	
1)	26.0	1) Mork & Mindy	19.8	1)	18.9
2)	24.0	2)	19.7	2) Mork & Mindy	18.6
3) Happy Days	22.4	3)	18.4	3)	17.8
3) Laverne & Shirley	22.4	3)	18.4	4)	17.1
5) TAXI	22.3	5) TAXI	17.7	5) TAXI	16.7
5)	22.3	6) Happy Days	17.2	6) Laverne & Shirley	16.5
7) Mork & Mindy	21.6	7) Laverne & Shirley	16.9	7) Happy Days	16.4

NTI 9/78-9/80. Regular time-period programming.

NAD Facility Report, Prime Time Ranking. Regular time-period programming, 1978-79 & 1979-80.

## Perfect Vehicle On The Late Shift, Too!

Late night is the next big profit center for stations that own the right kind of programming. And TAXI is the right kind! It's extremely clear that popularity among 18-34s and 18-49s, especially the hard-to-reach male viewers—teamed with a lack of dependence on the over-50 audience—is what works in this time period. That's the winning formula for M\*A\*S\*H, and TAXI's demographics are startlingly similar.

## Share Of Time Period

	Women 18-34	Women 18-49	Men 18-34	Men 18-49	Teens & Kids
TAXI	43%	39%	37%	34%	45%
M A S H	46%	37%	38%	35%	36%

NTI/NAD Full network run through 5/80.





# Anywhere-Night!



## Undefeated Seasons— Another Reason!



Add superior writing and production to dynamite demographics and you have a series that has what it takes to succeed in syndication for years and years. When it comes to quality, TAXI's the only "undefeated" series in TV history! It's earned "Best Comedy" Emmy Awards and Golden Globe Awards every time out, five in all. Stations and advertisers couldn't ask for stronger confirmation of creative excellence.

## More Miles Per Half-Hour!

Speaking of longevity, hour-long shows are a risky business. Research proves syndication wears out hours much faster than half-hours. We've examined the performance of all off-network hours introduced into syndication since 1976 that have lasted at least three seasons. In the key 4:30-8pm (ET) time-period, the drop-off in clearances averages a staggering 73% between their first and third seasons! On the other hand, good half-hours stand up to many seasons of replays. In syndication, half as long equals twice as good.

Add it all up, and TAXI adds up as the perfect vehicle. Remember 1983's right around the corner—and there just aren't any other vehicles around!



**Call Yourself A TAXI Now.  
Or You'll Call Yourself Something Else Later.**



PARAMOUNT TELEVISION DOMESTIC SYNDICATION



# KVVU-TV

## An important member of the company we keep.

We're proud to represent the nation's number one independent television station on one of the strongest lists of stations in the business.

KVVU-TV, Las Vegas, Nevada has long been recognized as the premier independent and scored the nation's highest independent sign-on to sign-off share of 23\* in both the Nov '80 Arbitron & Nielson.

You can tell a company by the company it keeps, and KVVU-TV, the number one indie, is the kind of company Seltel keeps.



SELTEL, INC. 750 THIRD AVENUE, NEW YORK, NY 10017 (212) 697-0944

\* Source: Arbitron Nov '80 Sun-Sat  
Sign-on Sign-off ADI share  
Nielson Nov '80 Sun-Sat  
7AM-1AM Metro Share.





National Association of Broadcasters President Vincent T. Wasilewski

## Neither gloom nor doom at the NAB

*Vince Wasilewski has seen countless crises come and go in his 16 years as president of the National Association of Broadcasters, and he isn't about to panic now. All that infatuation with "new technologies" leaves him, frankly, cold. They're not all that new in the first place, he says, and they're not taking over by any means. At least, not while he's pope (see anecdote, page 54). On the eve of NAB's 59th annual convention, BROADCASTING asked Wasilewski to assess the state of the media competition; his responses follow in this "At Large" interview, beginning overleaf.*

# Public Policy Forums from AEI

## U.S.-Japanese Relations:

### What Should the Future Hold?

Exclusive Taped Interview with the Prime Minister of Japan



Prime Minister Suzuki was interviewed in Japan by former news executive John Charles Daly. In a unique format, four panelists in Washington, D.C., Senator John Glenn (D-OH); Former Secretary of Defense Melvin R. Laird; Former Japanese Ambassador to the United States Nobuhiko Ushiba; and Senator Charles McC. Mathias (R-MD) will discuss issues raised by the Prime Minister during the one-hour telecast.

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Where do you see the grand opportunities for broadcasters and for broadcasting in the next 10 years?

I think broadcasters and broadcasting are still going to find the grand opportunities in serving locally and in providing information locally. I think with all the new grandiose technologies that we've been hearing about and talking about, the name of the game as far as broadcasting is concerned is still going to be local service.

Is it going to be more local than it has been before?

That's hard to say. I've never been one to predict what's going to happen in the future because the public itself has always been the determinant. We've had these technologies aboard for many, many years and they haven't yet taken over because broadcasting has been doing a pretty good service in its own right. People used to say that within 10 years broadcasting would be the lesser of all communicators, and it hasn't happened. And I don't think it will happen in the next 10 years, either.

But we're already seeing an erosion of the network audiences, and fragmentation.

True. But that erosion has not necessarily been increasing over and above the new family increases. For example, we now have 76 million television homes. In the next 10 years we may have between 95 million and 100 million TV households. The pie is going to get much bigger, and over-the-air, commercial, advertiser-supported television is going to remain a very viable service.

What about changes in perception as the network shares begin to diminish and as the other media, particularly cable, continue to advance to the point of critical mass? At what point do people say, "That's the medium of the past, and we want to get on board the medium of the future." How fast can it really change?

I know what you're saying. But let me repeat: Cable is not a new technology. We could have had cable providing the service to television homes rather than broadcasting, but cable could never have done it. We would never have had the present television system had we been relying upon that "new technology," in my judgment.

Let me go back to the original question—the grand opportunities for broadcasters and broadcasting.

Well, I think that broadcasting has to be part of the grand opportunity afforded by the new technology. I think broadcasters have to be a part of that. For the government to deny broadcasters the right to be part of the new change in communications delivery systems is wrong. We're taking that position at all levels of government, at the FCC and in the courts. And, of course, you know, cable is being delivered by a lot of broadcast-owned cable operations too.

What do you think the principal perils to

broadcasters may be during this decade?

I can see a peril developing from governmental support and affirmative action on behalf of direct broadcast to home satellite systems. For example, you have Comsat, which is a governmentally chartered corporation, with its monopoly in the international field, now trying to serve domestically a market that's already pretty adequately served. To me, that is like AT&T, the domestic common carrier, now trying to get over into another area, perhaps utilizing its common carrier status to serve other areas in the communications field. The newspapers are getting very upset with what AT&T is trying to do, but I don't see them getting very upset about what Comsat's trying to do.

How would you feel about DBS purely on a private enterprise basis?

I don't think we should be going into a determination and a conclusion that we should have DBS just because you have to make that determination before 1983 because of certain worldwide treaties that are coming forth. That should be a matter that should have long, full study by the Congress. There are many other demands upon that satellite space over and above the demand for space being utilized for DBS service. You ought to have the most effective utilization of the space. Why should we quickly authorize DBS when the service that DBS could perform could be performed numerous ways other than through satellite utilization? We ought to study it at length before we make a hasty decision.

What do you see as NAB's responsibility in that regard? Do you see it as preserving the sanctity of the spectrum, trying to get the most efficient utilization of the spectrum, or do you feel that you ought to be downfield blocking to get that spectrum space for broadcasting if it's going to be gotten for anybody?

I think we ought to be downfield blocking for broadcasting if it's going to be needed by broadcasting.

One of the things we hope to get out of this conversation is your perception of where the business is going and whether the parameters of the broadcasting business are broadening or being constricted.

Well, going back to my initial thesis, I think we're still going to have a lot of broadcasting in 10 years. I mean AM broadcasting, FM broadcasting—I think in 10 years without question they're going to be here. I still think that in 10 years the dominant supplier of home entertainment, information and news will be over-the-air, advertiser-supported broadcasting.

Well, there may be another way to look at it, although I've never played this game before. But say that you take 50% of the country times 50 channels of information, and another 50% times three to seven channels, which would be the dominant? Certainly 50% of the country will be



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**cabled in 10 years.**

Do you really think so?

**Well, the economists think so.**

You know, in the past, we always had the engineers make up all the rules at the FCC. We had an advantage there because they knew what they were doing, right? Then in the recent past we've had the lawyers basically in charge, and we had an advantage there because they knew that they didn't know what they were doing. And now we've got the economists, and we're all at a disadvantage, because they don't know that they don't know what they're doing.

What I'm getting at is that the technology that we're talking about has been here really and truly for years and years. For example, we keep talking about the computer in the home. The computer potential has been here—what, 15 years? Ten years? Easily 10 years? So how do they get it into the home? They start to do it with games, football games. They do it through the entertainment medium, trying to get people to buy computers because, hey, it's going to be a lot of fun. But there's really not that great a demand, in my humble judgment, in the normal home for all of this information.

You've probably got a neighbor who's a doctor. He may have some of these advanced technologies at home, and he may get certain information that he studies at home and get certain credits from an institution because he has done all his homework. His kids play with it on occasion. But basically, people don't have the time to utilize all of the technology that is available to them. They still like to go out and play tennis and play golf. This technology has been with us. And how long has it taken for it to get into the home? Really and truly. I'm not one of those who thinks that people are quick to change in that regard.

I regard myself as a normal human being, and I've got so damn many things to do that I like to do outside or I like to do extracurricularly that I don't even find it necessary to have a videocassette recorder to catch all that stuff that I should have been home to see. Now, maybe when I get older, I might feel that way, but I know I didn't feel that way when I was young. What I'm saying is there's a great market out there, but until the public starts to say, "Hey, yeah, I want this very badly," we're not going to see the changes being wrought that rapidly.

**What would it take to impress you? At what point, to use a brokerage analogy, would you put in a sell order on broadcasting?**

I guess what would impress me is when all of these "new technologies" start doing their own programming and not utilize programming that comes to them over the air. That would start impressing me; when that became a viable operation, then I would start getting impressed. But right

now, with all these figures about the number of connections and so forth, the principal program supply that is utilized is over-the-air broadcasting.

**Taking this a year at a time, what are NAB's priorities for the next year?**

I think with the change of administration we've got a situation where we have everybody being very aggressive in getting through some of the bills already pending, both for radio and television—radio in the area of deregulation, television in the added renewal of license period, hopefully to solve the problems created by the WESH decision and crossownership matters such as that. We'd like to block 9 khz. And we'd like to get AM stereo authorized.

**Don't the new technologies present you with grand advantage in achieving some of your regulatory goals? Suddenly spectrum scarcity doesn't loom so large as a consideration.**

Right. There is no question about that.

**Do you as a broadcaster see a danger in deregulating broadcasting and eliminating the public interest standard from all electronic media?**

No, I don't see any danger in that regard. I think broadcasters and all of these new media—I hate to call them new because they aren't that new—but anyhow, everybody's going to have to be

responsive, if you will, to the public's desires and wants, and I think the public's probably going to be better served with all of these various forms of service to the home. I think you're going to have the elite being served, and probably the best served will be those that are the grand majority. The grand majority, I think, will get that which they really want.

**Do you think that news and public information will be served?**

I think there's a great desire on the part of the public for news, and I think that's going to be served just as a matter of a marketplace service. I think it's going to be very well served, in my judgment.

**How would you describe the competitive situation vis-a-vis each of the competitive media? First, cable. How do you think broadcasting and cable will fit together in the total media environment?**

I think cable's principal selling point has been and probably will be—for the next five years, at least—the conventional television signals they can make available. There are still a lot of people who do not get good, viable service from numerous competitive stations.

But I think they'll live and let live, and I think more broadcasting and broadcasters will get into cable.

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I don't have any definitive thoughts on what low-power TV is going to do and what it's not going to do. I fear that they're going to get a lot of people to lose a lot of money on low-power TV just because of the fascination of getting into the television business. A lot of people lost money early in the UHF television days. Low-power really has not been analyzed to the full extent that it should be before I would want to invest in it.

**But as an organization are you opposing it?**

No, we're not opposed to it. In fact internally I've indicated to our people to be sure that we're on top of this situation because eventually we might want to be in the posture of having them as members and representing them.

pirating problems, for example. One of their big problems is how to keep people from developing systems to get that signal for free, and we can find a certain empathy with them there.

**How about multipoint distribution service? Are you impressed with that as a medium? Is it going anywhere?**

I think MDS could be a very viable operation, and yet I think it requires a lot more enthusiasm on the part of entrepreneurs to get into the business than I've seen yet.

**How about teletext?**

I've always felt that these services—teletext and videotext and the like—are services that I've not been able to see any great public demand for. I think they're

their money for and to tune into, which gets back to the fact that I think there's always going to be a newspaper. I don't think that newspapers are ever going to be done away with just because you can deliver them via electronic means to the home. I think you still like to have that thing to hold in your hand and read.

**There is another broad area that we're very curious about, but don't know much about, but that you've thought about, and that is common carrier. How much is the common carrier world going to merge with the broadcast world?**

Well, getting back to the newspaper-AT&T controversy, for example—and in my mind both the newspapers through videotext and AT&T through the use of



“ I think that we're in a whole new era—one of reversing trends as far as governmental ideas are concerned. ”

**We've touched on direct broadcast satellite, and you've indicated an opposition to it as far as the Comsat proposal is concerned and an open mind as regards high-definition television and things of that sort. But as an observer of the political scene, do you think that there will be direct broadcast satellite operational in this country within the next decade?**

I would not bet on it. I think there are so many other developing means of service to the American public that direct broadcast to homes may not be the one that becomes economically viable.

**What about over-the-air subscription TV?**

Again, there's a market for that.

**Do you consider them broadcasters? Do you represent them?**

Yes, we do. We have some similarity and commonality of interest relative to the

going to be more business oriented than consumer oriented.

**You're not beating the drums to have your members jump into that medium?**

No. What we've done is to keep them fully aware of developments. We're not beating the drums. We only want to be sure that if the television set is going to be utilized by this new service, then broadcasters ought to have an important part to play in directing that service. If teletext is going to be here, broadcasters ought to be with it.

**Back to our first question about grand opportunities: If you were to create such a list would teletext be on it?**

Yes, I think teletext would have to be a great potential. But the studies that I've seen so far have not indicated to me that this is going to be a great venture that the general public is going to be anxious to pay

Yellow Pages, for example, are both basically seeking the same thing: access to the television set in the home.

From a broadcaster's standpoint, he has to look at it and say, “Hey, both of these people are after my television set. When you're watching them, you're not watching me.”

The newspapers come to us and say the telephone company should not get involved in this. And my analysis is—and I've said it to both of them—that the newspapers say they want access to that pie, the television set, and AT&T wants access to that pie, the television set, and I've said to our board of directors that both are seeking similar access, but we don't want the guy with the biggest axe—namely, AT&T—to come in and chop up the pie into a bigger piece for him.

So I think that broadcasters have to take a very objective look-see as to what the



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developments are going to be in this regard and where we can preserve our domain as much as possible with these two entities. I think that broadcasters must protect their own turf as much as possible against both without making alliances with either, not knowing what's coming down the pike.

**You don't mention the National Cable Television Association or the cable industry in all that. They were the first to raise an alarm about AT&T. They thought there was a natural alliance between cable and broadcasters on that.**

As you determined from my initial comments, technological developments can occur very rapidly but the policy determinations made pursuant thereto take a long time. I've always been one to approach all of these determinations very slowly and as analytically as I could. One of my theories has always been that in this business of ours you can't make predictions as to what's going to happen 10 years from now because of the dynamism of industry and the fact that technology does not indicate desire on the part of the public, nor does it necessarily indicate progress.

And because our industry is so intertwined with social and political problems, the normal developments in what I would call the scientific and technical realm do not necessarily follow, if you understand what I'm saying. In other words, you can have all the technical developments present, but unless they fit into the proper political and social realm at the particular time, they're not going to happen. I feel that in our business we have to deal so much more with political and social and economic matters than we do with the purer technical and engineering matters that it's hard to predict what's going to happen.

**I take it you don't think time is running out on the broadcasters?**

That would be a reasonable conclusion on your part. I don't feel it, no. I can remember talking to a newspaper crossowner 15 years ago, when they were very, very worried about all newspaper crossownership being done away with, and I remember saying that nothing was really going to happen for another 10 years in the sense of a total traumatic doing away with crossownership. And I look back, and I remember that discussion, and think how right I was at that time, contrary to a lot of other legal advice being given by many lawyers. And I think in the interim a lot of bad decisions have been made by people divesting themselves and now wishing they hadn't.

**They're still being made** [referring to the recent exchange of properties between Pulitzer and Multimedia; BROADCASTING, March 23].

I know. And I think that we're in a whole new era—one of reversing trends as far as governmental ideas are concerned.

**Is that due to the Reagan administration or the change in the Senate?**

The change in the Senate probably is what's doing it, I would think.

**Has that affected your strategic approach to political matters in Washington?**

Well, any time you get one new senator, let alone the number that we've got, you have to change your approach. So, yes, obviously. But let me say this. I've always said that, as far as broadcasting is concerned, you can't tell a Democrat from a Republican, as far as the regulatory outlook is concerned, without a scorecard. And I still find that to be true, that you might have one senator totally in favor of doing away with, say, the political broadcasting part of Section 315 and you wouldn't know whether he's a Republican or a Democrat. But structurally speaking there's a new approach to the broadcasting industry, I think.

**Well, to shift to parochial concerns of the NAB itself. What are you happiest about at this moment in the NAB's evolution?**

About three years ago we set some goals, and we were looking at them before the 1981 board of directors meeting, and we were very impressed with the number that we had achieved or accomplished. Among them at that time was the defeat of the proposed performers royalty bill.

A year ago or so we were all very fearful of a whole Communications Act rewrite that would presumably do us all in. We had spectrum fees that people were very fearful of high on the agenda. About a year and a half ago we were concerned about the quick reversal from 10 khz to 9. We've been able to hold that up momentarily, at least. Maybe I almost went to jail, but otherwise we did it. That was naive on my part to write a letter to sovereign governments, I guess, Latin American governments. I've known about the Logan Act [forbidding negotiations between private U.S. interests and foreign governments in opposition to policies of the U.S. government] since I was a lawyer in the legal department, but I figured if Jane Fonda wasn't going to go to jail, I wouldn't go to jail either. So I think we've been making a lot of progress on the affirmative, aggressive front.

You know, we've often been accused of being a defensive organization by some people—some people who are not highly knowledgeable in what a trade association's all about, I might add. A trade association—basically, historically—is a defensive mechanism. You wouldn't have a trade association if you didn't have a need for a defensive mechanism. That's what we were. But now I think we're going on the offensive more and more as the climate changes. And I think that will be apparent in the months to come.

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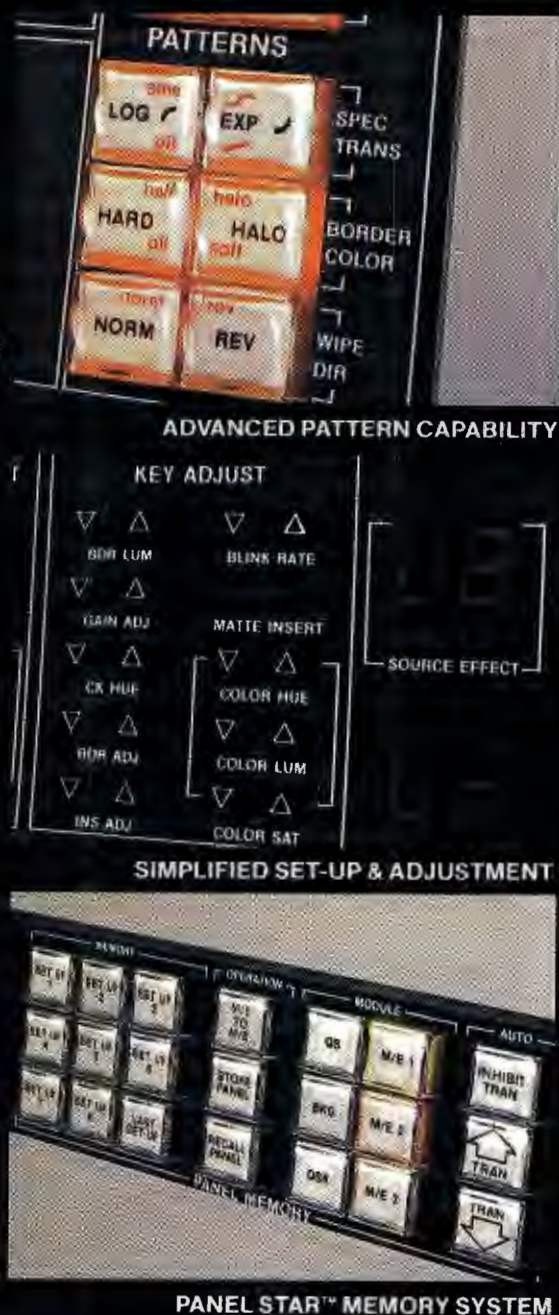
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from the networks. We have a very, very fine staff. I think that without question we have the finest staff of highly professional, qualified people of any trade association in Washington, D.C. I feel that strongly.

#### **What are your unrealized objectives?**

Well, right now we want to get the radio deregulation bill through Congress, and we want to get the television bill through Congress, and we want to achieve a more realistic copyright bill. I think we have a better chance on copyright now than we've had in the last six years.

#### **Why is that?**

We've had the history of the Copyright Tribunal's setting fees that are unrealistically low and unfair, and we've had the chairman of the Copyright Tribunal indicate that this is a total—I started to say waste of effort, but that's not proper. He feels that it should be done away with and we should just go back to a total copyright liability for everybody, which I think would be the total answer. That would be a hard thing to accomplish in the present day and age; I realize that. I think some compromises probably would have to come forth.

But in truth total copyright liability is the ultimate answer. And that's what we're going to be seeking. And then let everybody bargain for the real worth of the product they use.

#### **Would you give up compulsory carriage in exchange?**

Well, then I would say, OK, we'll keep must carriage and give an exemption for local carriage from the copyright liability. And, of course, that is not total copyright liability, I'm the first to admit. But everything is a compromise in this world of ours, so I'll go for total copyright liability with one exception.

#### **I really have a perception that the distant signal thing is becoming less and less important...**

I think it is too.

#### **... and that cable wants to use all the channels it can for pay services, and may want to start throwing off broadcast channels as soon as it can.**

I understand what you're saying. And I think it's all the more important that we maintain must carry locally.

#### **Do you see any difference in the trade association structure as things evolve?**

Well, it's kind of like the story of the Pope talking to the Lord. The Lord says to the Pope: "Are you going to have abortions down there?" And the Pope answers: "Not while I'm Pope." And then the Lord asks: "Are you going to allow priests to marry?" And the Pope answers: "Not while I'm Pope." And then the Pope says to the Lord: "Do you think we'll ever have

another Polish Pope?" And the Lord says: "Not while I'm Lord."

You get the message. I think that by the time they get a new president of the NAB there may be some changes in structure, but I don't see it in the next two or three years in that sense.

#### **Does that give us our timetable on you?**

Well, you know, a person can't stay in this job forever. I've stayed in this job longer than I ever anticipated when I first came to NAB. I intended to come here for two years, then go back and teach law school. And when I became president, they said the longest a president had ever served was seven years. And I've been here about 16 now.

So you can't live in this job forever. Eventually, you get to the point where you have to realize that you need some new blood, so, yes, I think by the time I'm 61 or 62, I'll be thinking of leaving.

#### **How long is that?**

Three years.

#### **So in two or three years we might be interviewing someone else here. Do you have any idea who it might be?**

No, I don't know. I think that the big determination that they'll have is whether to have a professional staff man or will they have an outside man, a broadcaster, come in. That will be the big issue.

#### **Do you consider that as being your problem?**

Well, it's not going to be my selection, of course. But in the sense of having a potential successor in a solid organization, yes, I would regard it as my problem of leaving a very strong organization of very highly capable, qualified people here. And if I left tomorrow, I think that I would have accomplished that, very frankly.

#### **What might you do at that point?**

Well, I don't know. I can't imagine myself stopping work at that age, but I hadn't given that any thought.

You know, I tell people who work for me around here not to get too involved in planning your life and your goals and what the long range holds for you. Just do whatever you do the best that you can do it at the time and the future takes care of itself.

I really feel strongly that if you plan your life to the degree that "I want to be this at a certain time and I want to be doing this at a certain time," that just sets you up for a lot of disappointments. Whereas if you go home at the end of the day and say, "Hey, I did a pretty good job today and I'm going to do a better job tomorrow," you'll be happy. Or if you go home at night and say, "Hey, I did a lousy job today but I'm going to do a better job tomorrow."

**Has the NAB itself become a dinosaur? Is it too big to survive? Are NATPE and RTNDA and NRBA and all these other organizations fragmenting you in a way**

# The Research Group at the NAB

At the Imperial Palace.

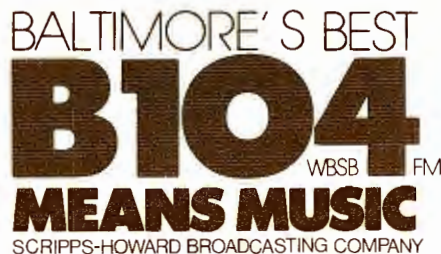
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We've brought together three exciting originals—Twyla Tharp, Willie "The Lion" Smith and Johann Sebastian Bach—for a dazzler of a dance show produced in Nashville, with the music of a superspecial rock group for good measure.



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Twyla Tharp moves into a new role as a television director. In this one-hour program for CBS Cable, she re-shapes and captures on camera the pulse and *unique* style of her brilliant choreography.







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Above is a moment from the debut of "Short Stories," two powerful dances interpreting the emotions of shifting relationships ... from fantasy, to passion to hostility.

Noel Coward, John Osborne, Ibsen.

And all of it—new productions and acquisitions alike—is under the direction of CBS Cable's star production team: Jack Willis, Vice President, Programming, and seven-time Emmy winner; Merrill Brockway ("Camera Three," "Dance in America");

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that makes it difficult for you to continue to serve overall?

No, I don't think they've fragmented us in that way. In fact, had they *not* fragmented us somewhat in that sense, I don't know what our convention would be like. But I think we've worked out a good relationship with RAB and TVB and RTNDA and so forth—a good working relationship. I think that most of the others, including NATPE, recognize the fact that they have a niche, they have a job to perform, and so far it's been working out pretty well.

**Do you think there's a need for an NRBA?**

I guess—no, I don't. No. But most NRBA members are our members. So if our members feel there's a need for NRBA,

then my opinion becomes meaningless, right?

**Do you see the NAB convention actually getting smaller in future years? Is the convention itself being fragmented?**

I don't know if I can answer that question. I think we'll know more after this year.

**Are registrations up or down?**

Down.

**To what do you attribute that?**

I think a lot of it is the cost of airline fares. I think a lot of it goes as well to the fear of hotel fires. And we find that a number of member stations are coming but they're not taking as many individuals to the convention.

**What do you anticipate coming out of this year's NAB convention?**

Well, whatever comes out of a convention is not our doing, normally.

**You don't manipulate the convention to say something you want your members to hear?**

I don't manipulate anything—I really am the least of the manipulators.

We will convey the message to our members to get on board, to be more aggressive. We've got a whole new ballgame here, and it's time to start lobbying and getting more with it public relations-wise, government relations-wise, than ever before. We have a grand opportunity.

## Special Report

# Prevailing wind in Las Vegas: Industry optimism in time of great change

**Broadcasters, bolstered by deregulation, new administration, see industry outlook as best in long time; annual NAB convention will also be chance to learn about new media**

"Euphoric" is a word not quite adequate to describe the mood of broadcasters as they gather in Las Vegas this week for the 1981 National Association of Broadcasters convention. Encouraged by favorable trends in Washington and the marketplace, broadcasters are going to this year's event with their minds on creating a new definition for their industry, one involving less federal regulation and one that, in the future, will communicate through many media.

"They ought to be happy," said Acting FCC Chairman Robert E. Lee last week. "They have fewer issues to deal with this year." Referring to radio deregulation and the adoption of postcard renewals, Lee said broadcasters "are down to 9 khz" as their primary issue, "and that's not the biggest thing in the world."

A spokesman for ABC, which is sending 75 people from its ranks this year, said the feeling among them is that this is a "watershed year." Because radio deregulation has recently taken effect, he said, "this year's convention should spark a good deal of insight into what it will mean" for the future of the industry.

"Broadcasters have been promising to keep doing what they've always been required to do," he said, "Now we'll see how they're reacting to deregulation, and what

they really plan to do."

Kathryn Broman, president of Springfield Television Corp., Springfield, Mass., said she is going to this year's convention with fewer apprehensions than she had a year ago. "Business is a little better and I'm happy with the new regime in Washington," she said.

There are, of course, some concerns. Although he feels the "climate is good," George Gonyar, vice president, general manager, WABI-TV Bangor, Me., plans to leave this year's convention with a better idea of what his competition is all about. "I don't want to say I'm concerned," he said, "but I'm intensely interested in learning about satellite, cable, videodisks and all of those new entries" in the marketplace.

Michael Lareau, executive vice president, general manager, WOOD-AM-FM Grand Rapids, Mich., said he is concerned about what the FCC and the State Department will decide to do about 9 khz. "It

could be a real disaster for our industry," he said.

Although NAB plans to treat deregulation, new competition and the new Washington in its panels and workshops this week, it has reserved a special status for 9 khz. "We want to alert them to the facts about 9 khz," said Erwin Krasnow, NAB general counsel. Although only one session, "9 khz: What's the Real Story," will be devoted to the issue, it can be expected to be a recurring theme of the four-day event.

In spite of concerns, the mood for this year's NAB appears to be overwhelmingly optimistic. "People are beginning to realize that they're paying now for services they used to get for free from broadcasters," said Arch Madsen, president, Bonneville International Corp., and this year's recipient of the Distinguished Service Award. "We're making progress on many fronts."

As BROADCASTING described in last week's pre-convention report on "the largest broadcast equipment show ever," some 470 exhibitors will cover 255,000 square feet of the Las Vegas Convention Center with state-of-the-art technology. Among the areas of keenest interest: satellite earth stations and services, low-power television, teletext and the continuing evolution of electronic news gathering equipment.

A complete rundown of the NAB convention agenda begins on page 60. A listing of hospitality suites begins on page 72. A related events agenda begins on page 78.







## **ONE MAJOR NETWORK WON THE WRITERS GUILD OF AMERICA AWARD FOR OUTSTANDING ACHIEVEMENT IN SPOT NEWS RADIO.**

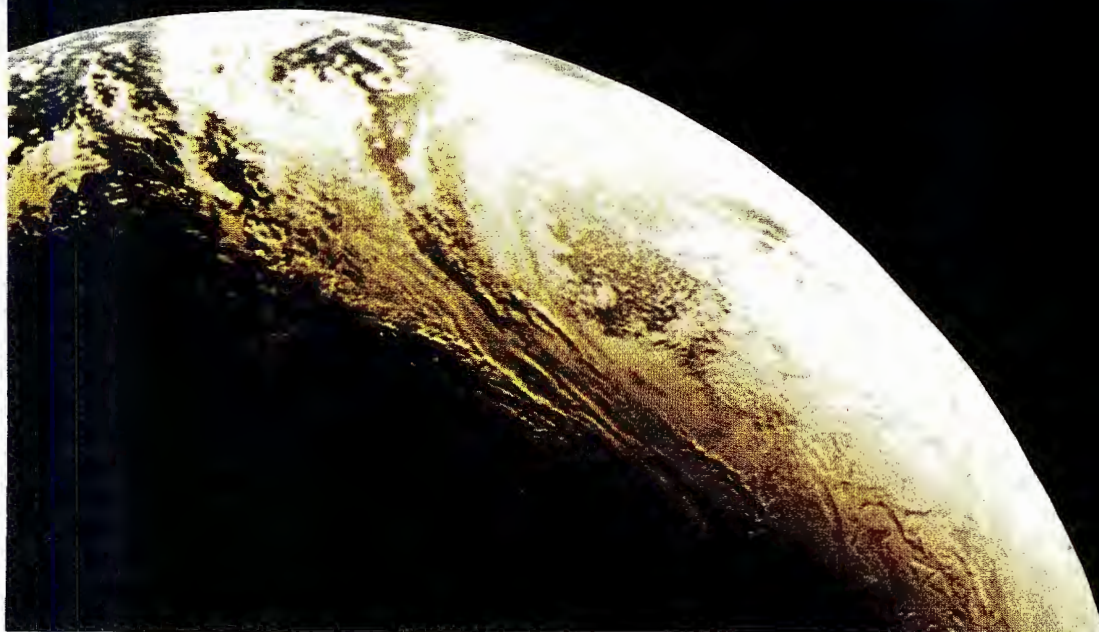
### **THE RKO RADIO NETWORK.**

There is an art to effectively conveying events—especially those beset by confusion, emotion and lack of information. Such an event was the failure of the rescue mission in Iran.

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# Agenda: Radio, TV and Engineering Session Lineup

**Registration.** NAB's registration desk will be located in the lobby of the Convention Center. It will be open 9 a.m.-5 p.m. Saturday, 8-5 Sunday, 9-5 Monday and Tuesday, and 9 to noon on Wednesday. All sessions and workshops will be held in the Convention Center.

**Exhibits.** The exhibits, divided between radio (North hall) and television (East hall), will be open 9 a.m.-5 p.m. Sunday, Monday and Wednesday, and 9 a.m. to 8 p.m. Tuesday.

## Sunday, April 12

**Joint session.** Convention Center rotunda. 2:15. Doors open with musical entertainment. 3 p.m. Invocation by former Nevada senator Berkley L. Bunker. Welcome: Thomas E. Bolger, NAB chairman, Forward Communications. Remarks: Senator Howard Cannon (D-Nev.). Keynote address: Vincent T. Wasilewski, NAB president. Presentation of the NAB Distinguished Service Award to Arch Madsen, Bonneville International, Salt Lake City. Comedy by Rich Little.

## Monday, April 13

### RADIO SESSIONS

**General session.** 9-10:15 a.m. Call to order and opening remarks. Edward O. Fritts, NAB radio board chairman, Fritts Broadcasting, Indianola, Miss. Keynote address: Rich DeVos, Mutual Broadcasting co-chairman.

**Four concurrent workshops.** 10:30-11:45 a.m.

*Getting More Productivity from Your People.* Room 18. Jim Hooker and Chris Lytle, Media Sales Training Systems.

*Finding \$\$\$ To Buy, Build and Remodel Radio Stations.* Room 20. Moderator: David Croll, T.A. Associates. Panelists: Robin B. Martin, Deer River Broadcasting; Jim Pearson, Continental Illinois National Bank & Trust of Chicago; Jerry Cohen, Home Life Insurance.

*Promotion That Makes Money.* Room 19. Moderator: Richard W. Chapin, Stuart Broadcasting. Panelists: Paul Palmer, KFMB-AM-FM San Diego; Joe Tilton, KADS(AM) Elk City, Okla.; David Berry, WQDR(FM) Raleigh, N.C.

*Washington—A Revolution in the 80's.* Room 21. Moderator: Vincent Wasilewski, NAB president. Panelists: Senator Ted Stevens (R-Alaska) and Congressmen Jim Wright (D-Tex.), Thomas S. Foley (D-Wash.) and Robert Michel (R-Ill.).

**New technologies forum.** 10:30 a.m.-12:30 p.m.

Part I. *Basic background: What radio managers must know about DBS, cable, MDS, side bands, low power television, fiber optics, fixed satellites and other things the competition is considering right now.*

Part II. *What to do about it: How does it affect you? How can you compete? How can you coexist? How can you profit from it?* Moderator: Paul Bortz, Browne, Bortz & Coddington. Panelists: Dick Geismar, Insilco Broadcasting; J. T. Shrigley, consultant; Edward McLaughlin, ABC radio networks.

**Four concurrent workshops.** Noon-1:15 p.m.

*Five Reasons Why Managers and Salespeople Fail... and What To Do About It.* Room 18. James F. Clarke, Management Research Associates.

*Selling AM in the '80's.* Room 19. Moderator: Gary Fisher, WABC(AM) New York. Panelists: Roy Mapel, KIML(AM) Gillette, Wyo.; Gary Edens, Southern Broadcasting.

*Meet the Chairman—Legislative Forecasts for the 97th Congress.* Room 21. Senator Barry Goldwater (R-Ariz.), chairman, Senate Communications Subcommittee. Moderator: Edward O. Fritts, NAB radio board chairman.

*Is Your PD a Pro?* Room 20. Moderator: Thomas E. McKinney, Sheridan Broadcasting. Panelists: Richard Harker, KGW(AM) Portland, Ore.; Rick Sklar, ABC Radio; Bob English, WUBE-AM-FM Cincinnati.

**Spanish language forum.** 1:30-4:30 p.m. Moderator: Raul Rodriguez, NAB. Room 21 *Programing/promotion.* 1:30-2:30. Julio Mendez, WQBA(AM) Miami; Ernestina Compean, KABQ(AM) Albuquerque, N.M.; Manuel Davila, KCCT(AM) Corpus Christi, Tex.

*Sales and marketing.* 2:30-4 p.m. *Research/marketing/sales staffing.* Herb Levin, WQBA(AM) Miami; Howard Kalmenson, Lotus Communications; Nathan Safir, KCOR(AM) San Antonio. *Rep selling.* Eduardo Caballero, Caballero Spanish Media; Agency. Luis Diaz-Albertini, Spanish Advertising Market Service. *Legal advice.* Matt Liebowitz, private attorney.

*Music licensing.* 4-4:15 p.m. Ed Gomez, KABQ(AM) Albuquerque, N.M.

*Financing.* 4:15-4:30 p.m. Rene De La Rosa, KIOI(AM) San Francisco; Edmund Cardona, FCC; Sam Ewing, Broadcast Capital Fund.

### TV SESSIONS

**General session.** 9-9:15 a.m. Opening remarks and welcome: Mark Smith, NAB television board vice chairman.

*A Conversation With ...* 9:15-9:45 a.m. Room A 1-6. Representative Timothy Wirth (D-Colo.) and Robert King, NAB television board chairman.

**In the Box.** 9:45-10:15 a.m. Room A 1-6. *Resolved: That Television Has a Negative Effect on Children Both at Home and at School.* Moderator: Betty Hudson, NBC. Proponent: Neil Postman, New York University professor. Opponent: Roy Danish, Television Information Office.

**Three concurrent workshops.** 10:30 a.m.-noon.

*Local News Isn't Local Anymore.* Room B-2. Moderator: Fred Young, WTAE-TV Pittsburgh. Panelists: Richard Sabreen, Westinghouse Broadcasting; Al Buch, KPNX-TV Phoenix; Stephen Miller, BME.

*Advocacy Advertising: What Are Your Obligations?* Room B 1. Moderator: Jim Popham, NAB. Panelists: Tom Cookerly, WJLA-TV Washington; Stephen Sharp, Schnader, Harrison, Segal & Lewis; William H. Taylor, Edison Electric Institute.

*Teletext: An Update.* Room D 1 & 2. Moderator: Jane Cohen, NAB. Panelists: David Percelay, CBS/Broadcast Group; William Loveless, Bonneville International; John Smirle, Canadian Department of Communications; Joe McAdams, Field Enterprises; Charles Eissler, Oak Communications.

**Television luncheon.** Noon-2 p.m. Hilton ballroom. Call to Order: Robert K. King, NAB television board chairman. Guest speaker: George Will, syndicated columnist.

**Three concurrent workshops.** 2:30-3:45 p.m.

*Smart Management for Small Markets.* Room B 1. Larry Patrick, NAB.



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Discussion leader: Paul Bortz, Browne, Bortz & Coddington. Participants: Bill McAlister, KAMC-TV Lubbock, Tex.; George Gonyar, WABI-TV Bangor, Me.; Dr. Michael Wirth, University of Denver.

**Effective Planning for Your Broadcast Facility's Future—Part I.** Room B 2. Discussion leader: Frank Rees Jr., Rees Associates. Participants: William Harry Munyon, Rees Associates; Thomas McCoy, Golden West Broadcasters; Chris Cookson, Golden West Broadcasters; R. M. Williams, Williams Associates.

**Cable Copyright—A New Beginning.** Room B 3. Moderator: Kenneth D. Schanzer, NAB. Panelists: Representatives Robert W. Kastenmeier (D-Wis.), George E. Danielson (D-Calif.), Tom Railsback (R-Ill.) and M. Caldwell Butler (R-Va.).

**Four concurrent workshops.** 3:45-5 p.m.

**MDS—A Billion Dollar Baby?** Room B1. Discussion leader: Mark Foster, Microband National Systems. Participants: Carl N. Pehlke, Texscan; Curt Bradley, Movie Systems.

**Efficient Design and Construction of Broadcast Facilities—Part II.** Discussion leader: Frank Rees Jr., Rees Associates. Participants: C. Leroy James, Rees Associates; Thomas McCoy and Chris Cookson, Golden West Broadcasters; R. M. Williams, Williams Associates.

**Is the Sky Really Falling? A Look at Prime Time Ratings.** Room D 1. Moderator: Gary Chapman, WLNE-TV New Bedford, Mass. Panelists: Marvin Mord, ABC; David Traylor, A.C. Nielsen; Bernard Guggenheim, Campbell-Ewald.

**Congress Looks at Television.** Room B 3. Moderator: Kenneth D.

Schanzer, NAB. Panelists: Senators Ernest Hollings (D-S.C.), Larry Pressler (R-S.D.), Robert W. Kasten Jr. (R-Wis.) and Representatives W. J. (Billy) Tauzin (D-La.), Matthew J. Rinaldo (R-N.J.), Thomas Luken (D-Ohio) and Harold Rogers (R-Ky.).

## JOINT SESSIONS

**Seven concurrent "How To" clinics.** 8-9 p.m. All will take place in Hilton conference rooms.

**How To Get a Speedy FCC Approval of Assignment Application.** Room 1. Moderator: Erwin Krasnow, NAB. Panelists: Stanley B. Cohen, Cohn & Marks; William S. Green, Pierson, Ball & Dowd; Rainer K. Kraus, Koteen & Burt.

**How To Apply For a Low-Power TV Station.** Room 2. Moderator: Valerie Schulte, NAB. Panelists: Henry Goldberg, Verner, Liipfert, Bernhard & McPherson; George R. Borsari Jr., Daly, Joyce & Borsari; B. Jay Baraff, Baraff, Koerner & Olender.

**How To Renew Your License.** Room 3. Moderator: Rich Wyckoff, NAB. Panelists: B. Dwight Perry, Dow, Lohnes & Albertson; Harold K. McCombs Jr., Marmet Professional Corp.; James K. Edmundson Jr., Tepper & Edmundson.

**How To Do Business With Cable Systems.** Room 4. Moderator: James Popham, NAB. Panelists: Howard M. Liberman, Howard M. Liberman law offices; Lewis I. Cohen, Cohen & Berfield; Mark Tauber, Pierson, Ball & Dowd.

**How To Get What You Bargained For: Contracts, Leases and Releases.** Room 5. Moderator: Raul Rodriguez, NAB. Panelists: A. Thomas Carroc-

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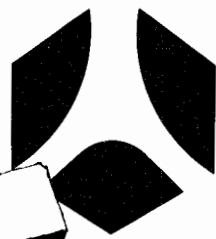
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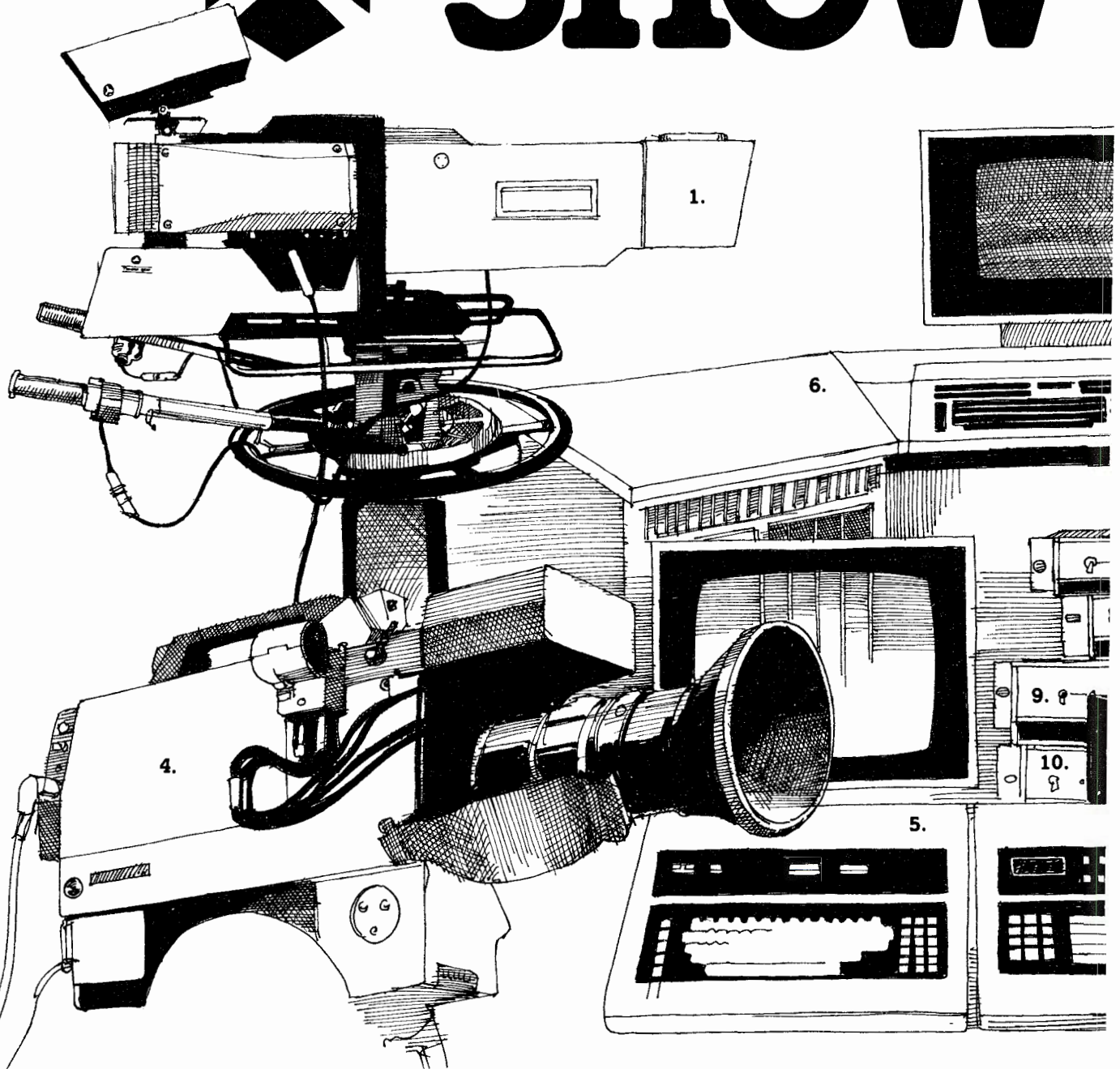
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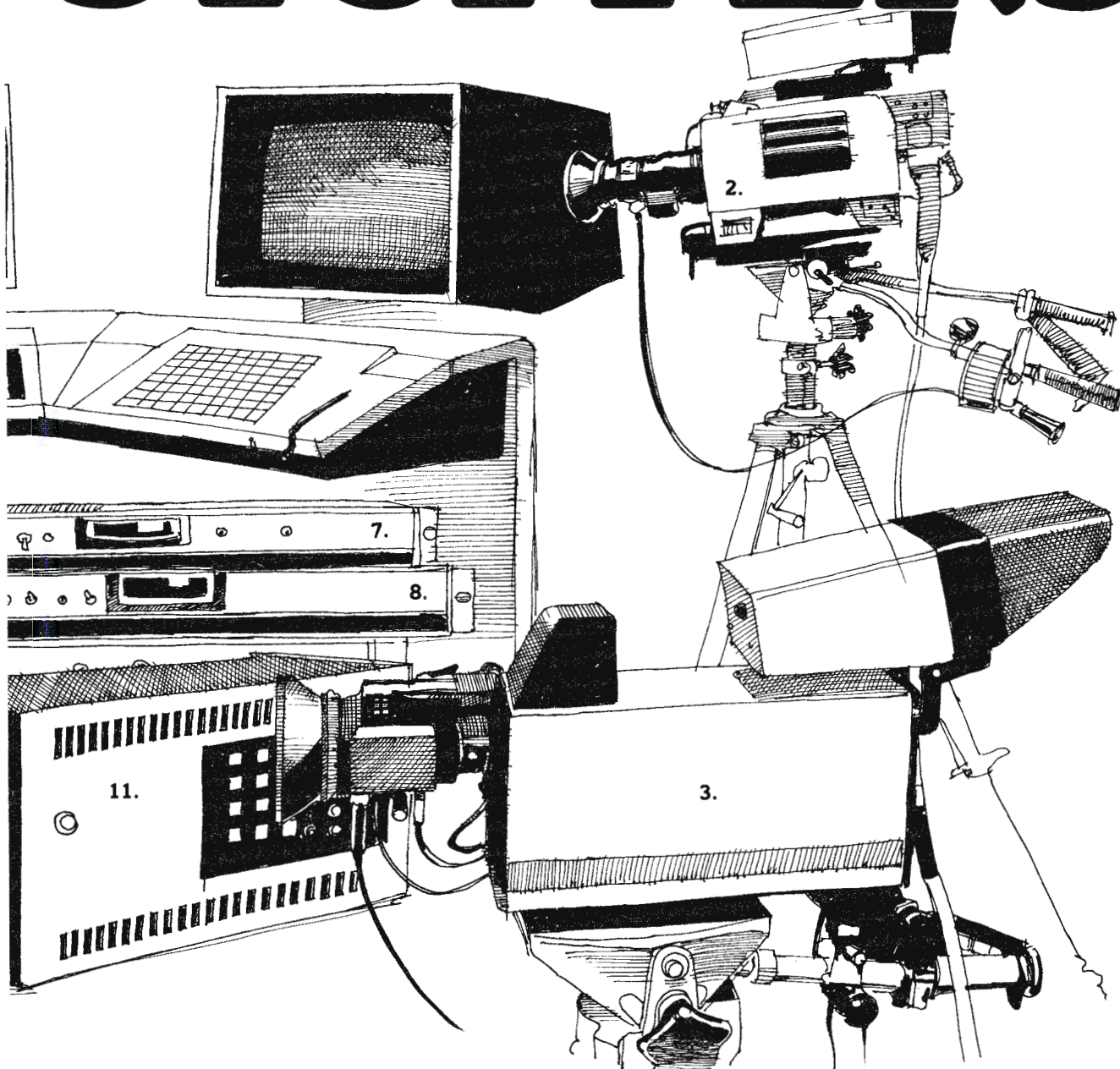
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cio, Santarelli & Gimer; David W. Maher, Reuben & Proctor; George Malti, Farrand, Malti, Spillane, Cooper & Carpenter.

**How To Deal With Ballot Issues and Other Fairness Doctrine Issues.** Room 6. Moderator: Steve Nevas, NAB. Panelists: Neal Goldberg, Hamel, Park, McCabe & Saunders; Robert Bruce, Leva, Hawes, Symington, Martin & Oppenheimer; John D. Lane, Hedrick & Lane.

**How To Operate Under Radio Deregulation.** Room 7. Moderator: Barry Umansky, NAB. Panelists: William Bernard, Kenkel & Bernard; Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn; John Jacob, Cordon & Jacob.

**Six concurrent "How To" clinics.** 9:15-10:15 p.m.

**How To Conduct "Kosher" Contests, Promotions and Lotteries.** Room 1. Moderator: Barry Umansky, NAB. Panelists: Ashton R. Hardy, Jones, Walker, Waechter, Poitevant, Carrere & Denegre; Arthur Ginsberg, University of Texas at Austin; Al Hammond, Allbritton Communications.

**How To Report on Music Licensing Fees.** Room 2. Moderator: Jim Popham, NAB. Panelists: Ian Volner, Cohn & Marks; Robert Henley, KGNR(AM) Sacramento, Calif.; John Alves, BMI; David S. Hochman, ASCAP.

**How To Run A Sales Department Legally.** Room 3. Moderator: Valerie Schulte, NAB. Panelists: John C. Quale, Kirkland & Ellis; Gordon C. Coffman, Wilkinson, Cragun & Barker; Lee M. Mitchell, Sidley & Austin.

**How To Implement an Effective EEO Program.** Room 4. Moderator: Raul Rodriguez, NAB. Panelists: Edgar W. Holtz, Hogan & Hartson; Louis Schwartz, Schwartz, Woods & Miller; Scott Johnson, Gardner, Carton & Douglas.

**How To Deal With the Telephone Company.** Room 5. Moderator: Steve Nevas, NAB. Panelists: Donald E. Ward, Ward & Mendesohn; John Wells King, Haley, Bader & Potts; Martin Leader, Fisher, Wayland, Cooper & Leader.

**How To Get Your Money's Worth from Your Communications Lawyer.** Room 6. Erwin Krasnow, NAB. Panelists: Benito Gaguine, Fly, Schuebruk, Gaguine, Boros, Schulkind & Braun; Earl Stanley, Dow, Lohnes & Albertson; Stanley E. Neustadt, Cohn & Marks.

## ENGINEERING SESSIONS

**SMPTE presentation.** 8-9:30 a.m. Rooms E 1-3. Program chairman: Carlos Kennedy, Ampex Corp. Co-chairman: Fred Remley, University of Michigan. San Francisco SMPTE papers presented by: C. Robert Thompson, RCA. **SMPTE Digital Video Component Tests.** Moderator: Frank Davidoff, Frank Davidoff Inc. Panelists: William G. Connolly, CBS; Kenneth B. Davies, Canadian Broadcasting; Charles A. Ginsberg, Ampex; Roland J. Zavada, Eastman Kodak; C. Robert Thompson, RCA.

**Radio workshops.** 8-9:30 a.m. Rooms A 3&6. **Telephone Talk Shows.** Moderator: William Ruck, KFOG(FM) San Francisco. Panelists: Tim Brown, Comrex; Mary Lou Brooks Aiken, Southern Bell Telephone; Mark Durenberger, KSTP-AM-FM Minneapolis; John M. Lyons, WXLO(FM) New York.

9:30-10:30 a.m. Rooms A 3&6. **FCC Panel: The Region 2 Conference.** Moderator: Charlie Morgan, Susquehanna Broadcasting. Panelists: Jeff Baumann, FCC; Dennis L. Williams, FCC; Wallace Johnson, Association for Broadcast Engineering Standards; Harold Kassens, A.D. Ring & Associates.

**Television workshops.** 9:30-11 a.m. Rooms E 1-3. **EIA Teletext Report.** Moderator: Bernard J. Lechner, RCA Labs. Panelists: Bernard Rogers, IBA; John Storey, Communications Research Center; Pierre Gaujard, Antiope Videotex Systems; Carl G. Eilers, Zenith Radio; Dave Sillman, PBS.

11-noon. Rooms E 1-3. **UHF Transmitter Efficiency.** Moderator: Chet Sawicki, NEP Communications. Panelists: Robert M. Unetich, RCA; Larry Will, New Jersey Public Television Authority; Mac Burleson, NEC America; Tom Keller, PBS.

**Paper presentations.** 10:30-noon. Rooms A 3&6.

10:30 a.m. **AM Pre-emphasis and Bandwidth Limits.** Christopher P. Payne, NAB.

11 a.m. **Development of a High Quality Receiver Suitable for AM Stereo.** Jan Grosjean, consultant.

11:30 a.m. **AM Stereo Decoder Integrated Circuit.** Al Kelsch, National Semi-Conductor.

**Engineering luncheon.** Noon-2:15 p.m. Hilton Pavilion. Presiding: Robert Wehrman, Cox Broadcasting. Address: Jean Shepherd, author, radio-television humorist.

**Paper presentations.** 2:15-4:45 p.m.

2:15 p.m. Rooms E 1-3. **High Power R.F. Systems.** Spencer Smith, Dielectric Communications; Dean W. Sargeant, D.W. Sargeant Broadcast Service.

2:45 p.m. Rooms A 3&6. **Practical Considerations in Satellite Earth Station Planning.** A.C. Stalker, Westinghouse Broadcasting.

3:15 Rooms E 1-3. **Microprocessor Transmitter Controllers for the 80's.** Earl Hatt Jr., Moseley Associates.

3:45 Rooms A 3&6. **UHF TV Measurements by Helicopter.** John F.X. Browne, John F.X. Browne & Associates.

4:15 p.m. Rooms E 1-3. **VIMACS: Vertical Interval Machine Control System.** Alfred Molinari, ABC.

## Tuesday, April 14

### RADIO SESSIONS

**Four concurrent workshops.** 8-9:15 a.m. **Five Reasons Why Managers and Salespeople Fail . . . and What To Do About It.** Room 18. Repeat of Monday noon session.

**The Small Market Manager Wears Five Hats.** Room 19. Moderator: Dean Sorenson, Sorenson Broadcasting. Panelists: Tom Worden, KRSB(AM) Roseburg, Ore.; Jerrell Shepherd, KWIX(AM) Moberly, Mo.; Steve Downes, WGCH(AM) Greenwich, Conn.

**Don't Fire Your PD Until You Attend This Session! Radio Research.** Room 20. Moderator: Roy Shapiro, Westinghouse Broadcasting. Panelists: Gary Stevens, Doubleday Broadcasting; Dr. Martin Frankel, consultant; Carol Mayberry, Katz Radio.

**Promise vs. Performance in EEO.** Room 21. Moderator: Valerie Schulte, NAB. Panelists: Richard Zaragoza, Fisher, Wayland, Cooper and Leader; Edward O'Neil, Wilner & Scheiner; Wade Hargrove, Tharrington, Smith & Hargrove.

**Four concurrent workshops.** 9:30-10:45 a.m.

**The New Dish on the Block—Everything You Should Know About Earth Stations.** Room 19. Moderator: Stan McKenzie, KWED-AM-FM Seguin, Tex. Panelists: Dave Bowen, AP; Jerry M. Wallace, Mutual Broadcasting; Gary J. Worth, Wold Communications; John Hidle, ABC Radio.

**Getting More Productivity from Your People.** Room 18. Repeat of Monday 10:30 a.m. session.

**Analyzing Your Station's Image.** Room 20. Moderator: Jack Lemme,



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KLTF(AM) Little Falls, Minn. Panelists: Steve Berger, Nationwide Communications; Andy Anderson, KBMR(AM) Bismarck, N.D.; Erica Farber, McGavren-Guild Radio.

**9 khz: What's the Real Story.** Room 21. Moderator: Erwin Krasnow, NAB. Panelists: Wallace Johnson, ABES; Richard Shiben, FCC; Charles Wright, WBYS-AM-FM Canton, Ill.

**Sales forum—part I. How To Achieve New Professionalism in Staffing, Organizing and Motivating Radio Sales Departments.** 9:30-noon. Rooms 22 & 23. Moderator: Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich. *Selling from Our Customers' Point of View: How Advertisers Think About Radio Today:* Miles David, Radio Advertising Bureau; *How To Choose Effective Salespeople Today:* Mark Friedman, Personality Dynamics; *Making Sure Salespeople Target the Right Customer:* Steve Bellinger, WQZ(AM) Decatur, Ill.; *Sales Training That Works Consistently:* Bernie Mann, Mann Media; *Keeping Everybody Up, Sharp and New Business Dedicated:* Bruce Johnson and Pam Lontos, Shamrock Broadcasting.

**General session.** 11-noon. Rotunda. *Deregulation—What's It All About.* Moderator: Erwin Krasnow, NAB. Panelists: Richard Chapin, Stuart Broadcasting; Richard E. Wiley, Kirkland & Ellis; Richard Shiben, FCC.

**Joint workshop** 11 a.m.-12:15 p.m. Room B 2. *Shielding the Newsroom from Legal Risks.* Moderator: Steve Nevas, NAB. Participants: Floyd Abrams, Cahill, Gordon & Reinhall; Bruce Sanford, Baker & Hostetler; Richard Schmidt, Cohn & Marks.

**Radio luncheon.** Noon-2:30 p.m. Hilton ballroom A. Presiding: Cullie Tarleton, NAB radio board vice chairman. Radio Hall of Fame Induction Ceremony. Inductees: President Ronald Reagan, singer Kate Smith. Address: Howard J. Ruff, radio commentator, author and publisher *Ruff Times*.

**Sales forum part II—small market session.** 2:30-5:15 p.m. Room 22. *Four Ways To Improve Your Bottom Line:* Cary Simpson, WTRN(AM) Tyrone, Pa.; *Achieving Bigger Rates in Smaller Markets:* Frank Yanda, KGLO(AM) Mason City, Iowa; *Practical Steps To Tap Co-op Dollars in Small Markets:* Lowell E. Jack, KMAN(AM) Manhattan, Kan. *Now That We've Increased Dollars, Let's Collect Them:* Pete Szabo, Szabo Associates; Larry E. Bauer, KMSD(AM) Milbank, S.D. *Selling Tools and Promotions That Make Money:* John J. Morris, WHWH-AM-WPST-FM Princeton, N.J.

**Sales forum part II—large market session.** 2:30-5:15 p.m. Room 23. *How To Increase the Size of Your Customer Base and Achieve Maximum Growth:* Perry Ury, WTIC-AM-FM Hartford, Conn.; *How To Target Your Sales Staff for Growth Through the Right Management Plan:* Norm Goldsmith, Radio Marketing Concepts; *Consumer Research as a Tool for Creating New Business:* Monty Gran, KOMO(AM) Seattle; *Breaking Big Retail Dollars:* Bill Harris, Sanger-Harris department stores; *Grid Cards That Maximize Growth Opportunities:* Larry Edwards, WMT-AM-FM Cedar Rapids, Iowa.

**Four concurrent workshops.** 2:45-4 p.m.

*What's Your Station Worth?* Room 18. Moderator: Jason Shrinsky, Shrinsky, Weitzman & Eisen. Panelists: Ted Hepburn, Ted Hepburn Co.; Richard A. Ferguson, Park City Communications; Alan R. Griffith, Bank of New York.

*Do's and Don'ts for Changing Formats.* Room 19. Moderator: Bill Stakelin, Bluegrass Broadcasting. Panelists: Steven Shannon, KCMO(AM) Kansas City, Mo.; Bobby Rich, Drake-Chenault.

*Getting Numbers With News.* Room 20. Moderator: Norm Woodruff, consultant. Panelists: Bill McMahon, KSDD(AM) San Diego; Harry Barker, KOMS(AM) Redding, Calif.; Wally Ausley, WPTF(AM) Raleigh, N.C.

*What You Are Supposed To Know About FCC Rules & Regulations.*

Room 21. Moderator: Barry Umansky, NAB. Panelists: Michael Senkowski, McKenna, Wilkinson & Kittner; Michael H. Bader, Haley, Bader & Potts; Richard Shiben, FCC.

**Workshop.** 4:30-6 p.m. Room 21. *Minority Owner/Manager Seminar.* Moderators: Dwight M. Ellis, NAB; Samuel D. Ewing Jr., Broadcast Capital Fund. Panelists: Eugene D. Jackson, National Black Network; Thomas E. McKinney, Sheridan Broadcasting; Ed Romero, KBNO(AM) Denver; Richard Rakovan, Outlet Broadcasting.

**Joint session.** 9-11 p.m. Room 1. *Small market legal clinic.* Moderator: Erwin Krasnow, NAB. Panelists: Howard Jay Braun, Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun; Vincent A. Pepper, Smith & Pepper; Larry D. Perry, Layton, McNeas, Knolton & Perry.

## TV SESSIONS

**Five concurrent workshops.** 8-9:15 a.m.

*Trends in Executive Compensation ... Who's Worth What?* Room B 1. Moderator: Ron Irion, NAB. Panelists: Barry MacLean, Meidinger; Charles M. Metzger.

*STV—Boom or Bust?* Room B2. Moderator: Robert Cahill, Chartwell Communications. Panelists: Richard F. Wolfson, Wometco Enterprises; John Gwin, Oak Communications; Chip Morris, American Television & Communications.

*Government Relations Roundtable.* Room B 3. Moderator: George Gray, NAB. Panelists: Christopher D. Coursen and Abrey Sarvis, Senate Communications Subcommittee; David Aylward, House Telecommunications Subcommittee.

*Financial Survival in a Disaster Situation.* Room D 2. Moderator: Gene Bohi, WGHP-TV High Point, N.C. Panelists: Barrett H. Georghegan, WAND(TV) Decatur, Ill.; George Diab, WWAY(TV) Wilmington, N.C.

*Low Power, High Priority.* Room D 1. Moderator: Jim Popham, NAB. Panelists: Alan C. Campbell, Dow, Lohnes & Albertson; Richard Shiben, FCC; Donald Smullin, KOBI(TV) Medford, Ore.

**General session.** 9:30-10:45 a.m. Room A 1-6. *The State of the Industry:* Tom Cookerly, WJLA-TV Washington; *The Manager's Role in Spearheading New Sales Growth:* Robert Lefko and Dick Severance, Television Bureau of Advertising; *Compensation and Composition of Today's Station Sales Department:* Roger Rice, Television Bureau of Advertising; *The Advertising Council "Finding Solutions":* Clifford M. Kirtland Jr., Cox Broadcasting.

**Five concurrent workshops.** 11 a.m.-12:15 p.m.

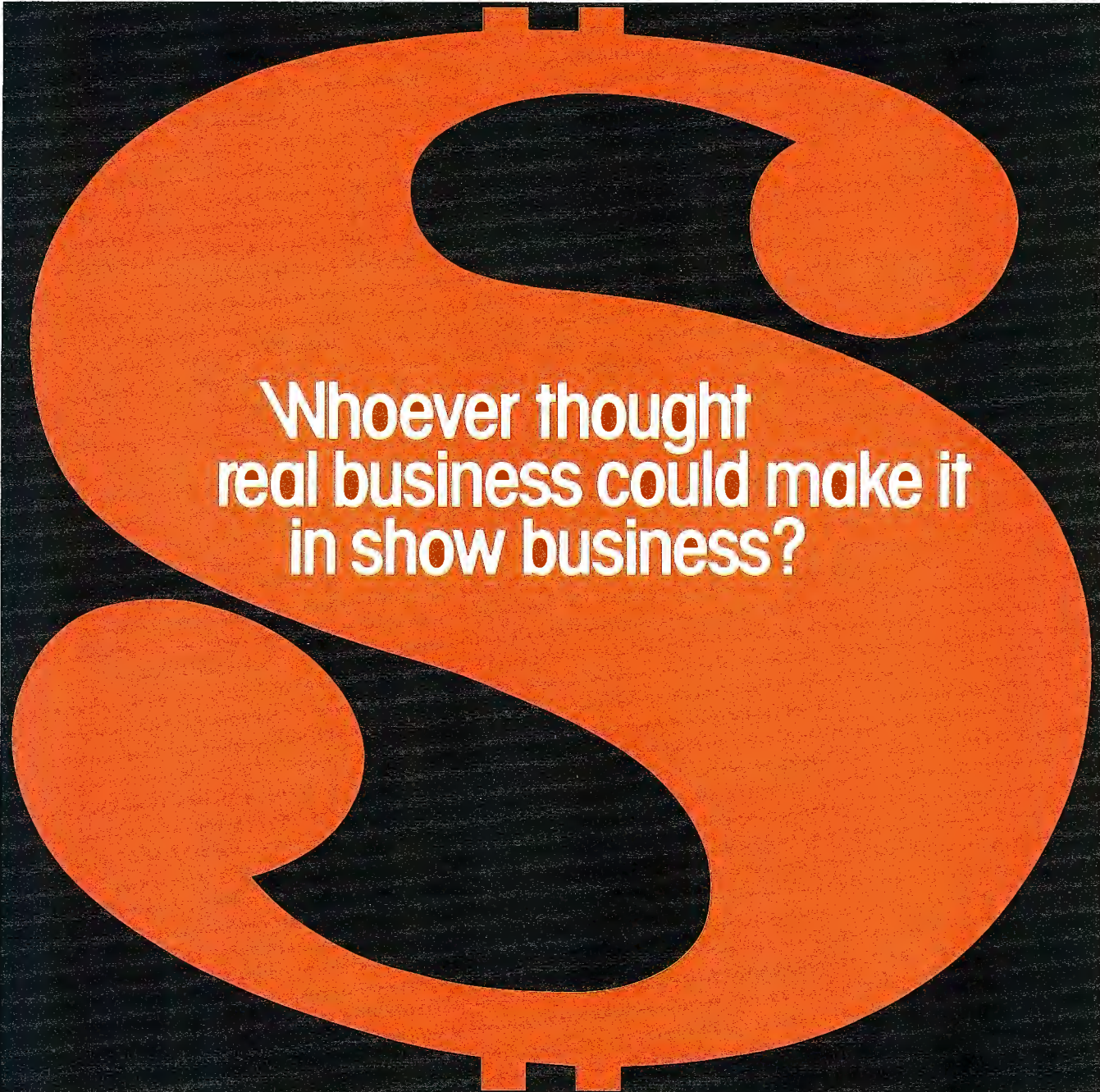
*Satellite Distribution—Problems and Potential.* Room B 1. Moderator: Joel Chaseman, Post-Newsweek Stations. Panelists: Robert Seidenglanz, Compact Video Systems; William F. Baker, Group W; Richard Frank, Paramount Television.

*Shielding the Newsroom from Legal Risks.* Room B 2. See radio 11 a.m. session.

*The Emerging Programing/News Relationship.* Moderator: Steve Currie, NATPE president, KOIN-TV Portland, Ore. Panelists: Chuck Gingold, WABC-TV New York; Bruce Marson, WCVB-TV Boston; Phil Nye, ABC; Alan Perris, WPLG(TV) Miami.

*What's New in Television Promotion.* Room D 2. Moderator: Gail Morrell, Broadcasters Promotion Association president. Panelists: Martha Pell Stanville, American Women in Radio and Television president; Stephen





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**UHF: Progress in a Changing Environment.** Room D 1. Presentation: Kathryn F. Broman, Springfield Television Corp. Discussion leader: Barry Umansky, NAB. Participants: Jeff Baumann, FCC; Earl Hickerson, General Media Corp.

## ENGINEERING SESSIONS

**Radio workshop** 8-9:30 a.m. Rooms A 3&6. *Satellites for Radio.* Moderator: Bill Wisniewski, Mutual Broadcasting. Panelists: Richard Langhans, RCA Communications; Guy Beakley, Scientific Atlanta; Joseph Maguire, RKO Radio; Charles W. Kelly Jr., KIUP-AM-KRSJ-FM Durango, Colo.

**Television workshop.** 8-9:30 a.m. Rooms E 1-3. *Rechargeable Batteries.* Moderator: Seymour Yusem, CBS. Panelists: Fred Benjamin, Christie Electric; William D. Mallon, Perrott Engineering Labs; Ken Preston, WNEW-TV Saginaw, Mich.; Timothy E. Stumpp, NBC News.

**Radio workshop.** 9:30-11 a.m. *Radio ENG.* Moderator: Dick Rudman, KFWB(AM) Los Angeles. Panelists: Marc B. Wiskoff, Motorola; M.E. McClanahan, Marti Electronics; Jack Miller, WCAU-AM-FM Philadelphia; Rick Nease, Wheeler Stations.

**Television workshop.** 9:30-11 a.m. Rooms E 1-3. *Regulations Affecting New Facilities Construction.* Moderator: Duffey A. Sasser II, NBC Television Stations. Panelists: LeRoy Belwood, KGTV(TV) San Diego; Richard Schumeyer, Capital Cities; Robert Kennard, KDG Architecture & Planning; Dick Anderson, Metromedia.

**Radio workshop.** 11-noon. Rooms A 3&6. *Audio Processing.* Moderator: Milford Smith, First Media. Panelists: Robert Orban, Orban Associates; Mike Dorrough, Dorrough Electronics; Ronald R. Jones, Circuit Research Labs; Al Law, WYNY(FM) New York.

**Television workshop.** 11-noon. Rooms E 1-3. *Automatic Set-Up Cameras.* Moderator: Joe Kresnicka, WLS-TV Chicago. Panelists: Gary M. Sanderson, Harris Broadcast Properties; Laurence J. Thorpe, RCA Broadcast Systems; Ira Golstone, WCVB-TV Boston; Bill Honeycutt, Times Mirror Broadcasting.

**Engineering luncheon.** Noon-2:15 p.m. Hilton Pavilion. Presiding: Russell B. Pope, Golden Empire Broadcasting. Presentation of the Engineering Achievement Award. Presenter: Lewis Wetzell, NAB. Recipient: Wallace Johnson, ABES. Luncheon address: A. Prose Walker, consultant, Tallahassee, Fla.

**Paper presentations.** 2:15-5:15 p.m.

2:15. Rooms E 1-3. *Audio Recording and the Broadcaster.* Cecil Henocq, International Tapetronics.

2:45. Rooms A 3&6. *Audio Switching Systems—Past, Present and Future.* Michael C. Palmer, Arrakis Systems.

3:15. Rooms E 1-3. *Voltage Transmission for Audio Systems.* Richard L.

Hess, ABC.

3:45. Rooms A 3&6. *Radio Program Automation—System Maintenance.* Dale L. Bostrom, Harris Corp.

4:15. Rooms E 1-3. *The Composite Signal: Key to Quality FM Broadcasting.* Geoffrey N. Mendenhall, Broadcast Electronics.

4:45. Rooms A 3&6. *Audio Time Base Correction.* John Pate, WSM-AM-FM-TV Nashville.

## Wednesday, April 15

**Radio roundtable open discussion.** 8-9:15 a.m. Rooms 21, 22, 23. *New Technology:* Paul Bortz; *Management:* Jim Hooker; *Management/Sales:* Jim Clarke; *Promotion/Image:* Tom Dawson, BPA; *Finding Bucks:* David Croll; *Government Relations—Congress:* Belva Brissett; *Selling AM:* Gary Fisher; *PD a Pro:* Rick Sklar; *Five-Hatted Small Market Manager:* Dean Sorenson; *Earth Stations:* Gary Worth; *Sales:* Miles David; *Small Market Group:* Bill Sims/Wycom Corp.; *New Managers:* Ken Greenwood, Greenwood Development; *A Visit with Congressional Staff:* George Gray, NAB.

**Joint session.** 9:30-11:30 a.m. Rotunda. Presiding: Vincent Wasilewski, NAB.

*The FCC Looks at the Future.* Moderator: John B. Summers, NAB. Panelists: Commissioners James Quello and Abbott Washburn. Presentation of the Grover Cobb Award. Presented by: William Turner, TARPAC. Recipient: William Carlisle (1923-1980) NAB vice president, government relations.

**Joint luncheon.** 11:30 a.m.-2:30 p.m. Presiding: Thomas E. Bolger, Forward Communications. Invocation: Father Harry Schlitt. Address: Acting FCC Chairman Robert E. Lee. Followed by Bob Hope extravaganza.

## Hospitality suite guide

Acrodyne	Dunes
Adda Corp.	Caesars Palace
Alliance Enterprise Corp.	Dunes
American Broadcasting Companies	
Radio Network	Hilton 29-118
Television Network	Sands
American Data Corp.	Hilton
American Image Productions	Hilton 19-121
Ampex	
Audio Video Systems	Hilton 573
International	Hilton 373
Magnetic Tape	Hilton 460
Ampro/Scully	Hilton
Anixter-Mark	Dunes
Antiope Videotext Systems	Caesars Palace
Arbitron—Radio	Hilton 669
	Hilton 2710

Arbitron-Television	
Arent, Fox, Kintner, Plotkin & Kahn	Caesars Palace
Toby Arnold & Assoc.	Hilton 769
Associated Press	2910
AT&T/Bell System	Caesars Palace
Audio & Design Recording	Caesars Palace
Audiotronics	Hilton 377
AVAB America	Dunes
Avery-Knode Television	Caesars Palace

Bankers Trust Co.	Hilton
Baraff, Koerner & Olender, PC.	Hilton 630
Becker Communications	Caesars Palace
Bernard Howard & Co.	Hilton 2918
Best Audio	Riviera
Bilger & Blair	Frontier
Blackburn & Co.	Hilton 12-121
Blair Radio	Hilton 24-121

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Mon-Fri 9 AM-12 N	17	24	+ 41%
Mon-Fri 12 N-4:30 PM	13	29	+ 123%
Mon-Fri 4:30-6 PM	19	21	+ 11%
LOCAL NEWS	37	41	+ 11%
NETWORK NEWS	31	42	+ 35%
Mon-Fri 7-7:30 PM	14	20	+ 43%
Mon-Fri 7:30-8 PM	16	17	+ 6%
Sun-Sat 8-11 PM	22	30	+ 36%
Mon-Fri 11-11:30 PM	34	37	+ 9%
Mon-Fri 11:30 PM-1 AM	27	36	+ 33%
SIGN ON/SIGN OFF	22	28	+ 27%

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Bridal Fair		Hilton 11-121	Kaman Sciences/BCS	Dunes
BROADCASTING magazine		Hilton 10-121	The Katz Agency	Hilton 2935
Broadcast Marketing Associates		Flamingo Hilton	Kepper, Tupper & Co.	Tropicana
Broadcast Programing International		Hilton 569	Kline Iron & Steel Co.	Caesars Palace
Browne Associates		Frontier		
Buckley Radio Sales		Hilton 20-121	LaBuick & Associates Media	Caesars Palace
Burkhart Abrams & Associates		Hilton	Lenco	Caesars Palace
Business Broker Associates		Hilton	Lightning Electric Co.	Hilton 338
Canadian General Electric		Tropicana	Magic Ticket/Yancey Corp.	Hilton 23-121
Canon U.S.A.		Landmark	Major Market Radio	Hilton
Cavox/Tape-Athon Corp.		Hilton 410	Marconi Electronics	Hilton 337
CBS Inc.			Martin Data	Dunes
Radio Network	Las Vegas Hilton 29-102		Reggie Martin & Associates	Hilton 1710
TV Network	Sands		Masla Radio	Caesars Palace
Century 21 Programing	Hilton 3-121		Maxell Corp. of America	Tropicana
Cetec Broadcast Group	Hilton 1130		McCurdy Radio Industries	Frontier
Chapman Associates	Caesars Palace		McGavren-Guild	Hilton 473
The Christal Co.	Caesars Palace		McMartin Industries	Hilton 15-121
Clyde Electronics	Tropicana		Ralph E. Meador, Media Broker	Hilton
Colbert Television Sales	Caesars Palace		Meeker Television	Caesars Palace
Columbine Systems	Dunes		Microwave Assoc. Communications	Caesars Palace
Commercial Electronics	Hilton 1910		Minnesota Mining & Manufacturing	Caesars Palace
Community Club Awards	Frontier		MMT Sales	Aladdin
Computer Management Systems	Hilton 343		George Moore & Associates	Sahara
Concept Productions	Hilton 317		Mountain States Media Brokers Ltd.	Sahara
Otis Conner Productions	Hilton 4-121		Multi-Cultural Children's Television	Dunes
Continental Electronics Manufacturing Co.	Hilton 5-121		Al Ham's <i>Music of Your Life</i>	Hilton 1350
Convergence Corp.	Aladdin		The Musicworks	Hilton 334
Cox Data Services	Sahara		Mutual Broadcasting System	Hilton 2964
R.C. Crisler & Co.	Hilton		National Black Network	Hilton 2980
CSI Electronics	Hilton 5-100		NBC	
Custom Audience Consultants	Riviera		Radio Network	Hilton 2932
			TV Network	Hilton 560, Caesars Palace
Data Communications Corp.	Hilton		A.C. Nielsen Co.	Hilton 1430
Data Factory	Aladdin		Nightingale-Conant Corp.	Hilton 510
Digital Video Systems	Aladdin			
Dow, Lohnes & Albertson	Desert Inn		Olesen Co.	Hilton
Drake-Chenault Enterprises	Hilton 25-121		Orban Associates	Hilton
			Otari Corp.	Hilton
Eastman Radio	Desert Inn		Peters, Griffin, Woodward	Caesars Palace
Electronics, Missiles & Communications	Aladdin		Peters Productions	Hilton 21-121
Enterprise Radio	Hilton 2110		Petry Television	Caesars Palace
E&O Systems Ltd.	Dunes		Philips Broadcast Equipment Corp.	Hilton 4-112
William A. Exline	Hilton 1710		Philips (Mullard/Signetics) Components	Frontier
Fairwest Studios	Hilton 13-121		Ram Research Co.	Hilton
Far West Laboratory for Research			Stan Raymond & Associates	Dunes
& Development	Dunes		R.C. Crisler & Co.	Hilton
Firstcom Broadcast Services	Hilton 26-121		Research Technology	Hilton 2850
Fisher, Wayland, Southmayd & Cooper	Caesars Palace		Cecil L. Richards	Flamingo Hilton
Fitz-Gerald & Associates	Hilton		Richter-Kalil & Co.	Hilton
Fletcher, Heald & Hildreth	Dunes		RKO Radio Network	Hilton 2962
The FM 100 Plan	Hilton			
Milton Q. Ford & Associates	Hilton			
Fuji Photo Film U.S.A.	Hilton			
Haley, Bader & Potts	Frontier			
R.D. Hanna Co.	Desert Inn			
Dan Hayslett & Associates	Hilton 17-121			
HR/Stone	Aladdin			
HR Television	Caesars Palace			
Hitachi Denshi America Ltd.	Caesars Palace			
The Keith W. Horton Co.	Riviera			
Bernard Howard & Co.	Hilton 2918			
Hughes Electronics Device				
Corp.	Hilton 2750			
IGM Communications	Hilton 336			
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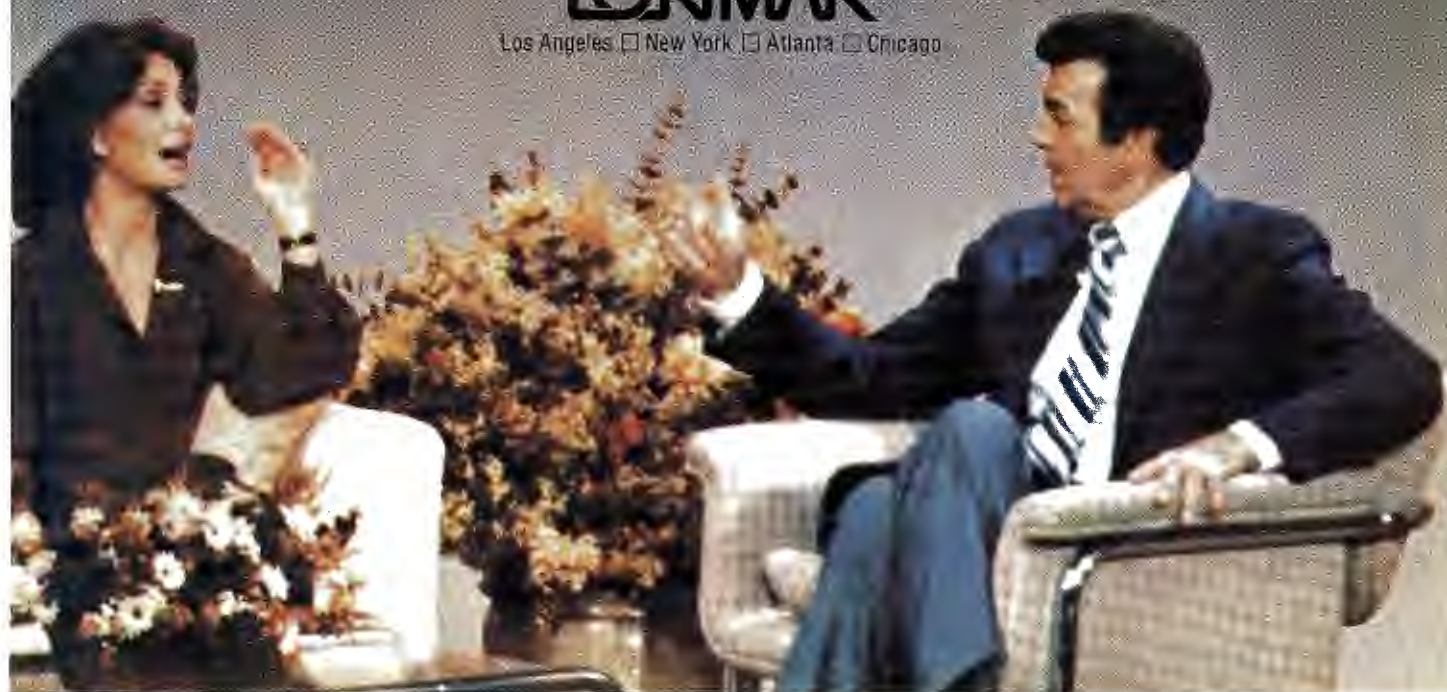
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## Agenda of related events at NAB in Las Vegas

### Sunday, April 12

*BEA* meeting. 8:30 a.m. Rooms E and G, Convention Center.

*Association for Broadcast Engineering Stan-*

*dards* membership meeting. Noon. Room 17, Convention Center.

*Association of Maximum Service Telecasters* membership meeting. 12:30 p.m. Room 20, Convention Center.

*Daytime Broadcasters Association* membership meeting. 5 p.m. Room 18, Convention Center.

*National Radio Systems Committee* meeting. 5 p.m. Room G-1, Convention Center.

### Monday, April 13

*AMST* engineers breakfast. 7:30 a.m. Section F ballroom, Hilton.

*NAB/Association of Independent Radioproducers* radio syndication new products breakfast. 7:30 a.m. Section A ballroom, Hilton.

*National prayer breakfast* with Senator William Armstrong (R-Colo.). 7:45 a.m. Section D ballroom, Hilton.

*Television and Radio Public Action Committee* state chairmen training session. Room 4, Convention Center.

*AIR* membership meeting. 2 p.m. Room 17, Convention Center.

*State Emergency Communications Committee* meeting. 2:30 p.m. Room 4, Convention Center.

*Society of Broadcast Engineers* membership meeting. 4:30 p.m. Section C ballroom, Hilton.

*Harvard Seminar Alumni* reception. 5 p.m. Conference room 9, Hilton.

*Ham Radio Operators* reception. 5:30 p.m. Section A ballroom, Hilton.

### Tuesday, April 14

*Broadcast Pioneers* breakfast. 7:45 a.m. Section E ballroom, Hilton.

### Wednesday, April 15

*Rocky Mountain Broadcasters* meeting. 7:30 a.m. Conference room 4, Convention Center.

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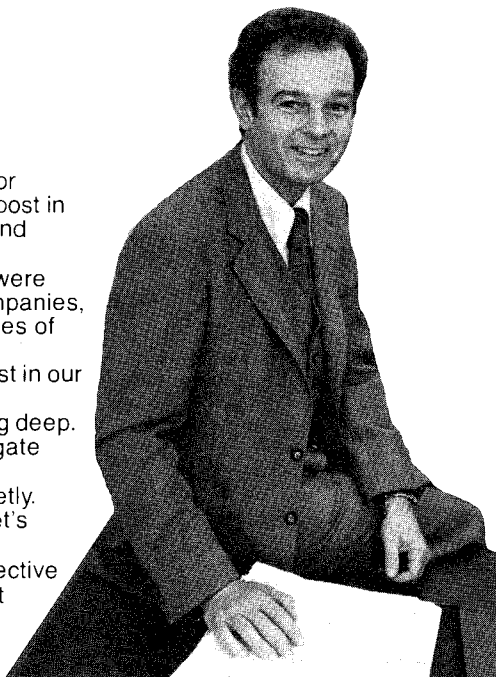
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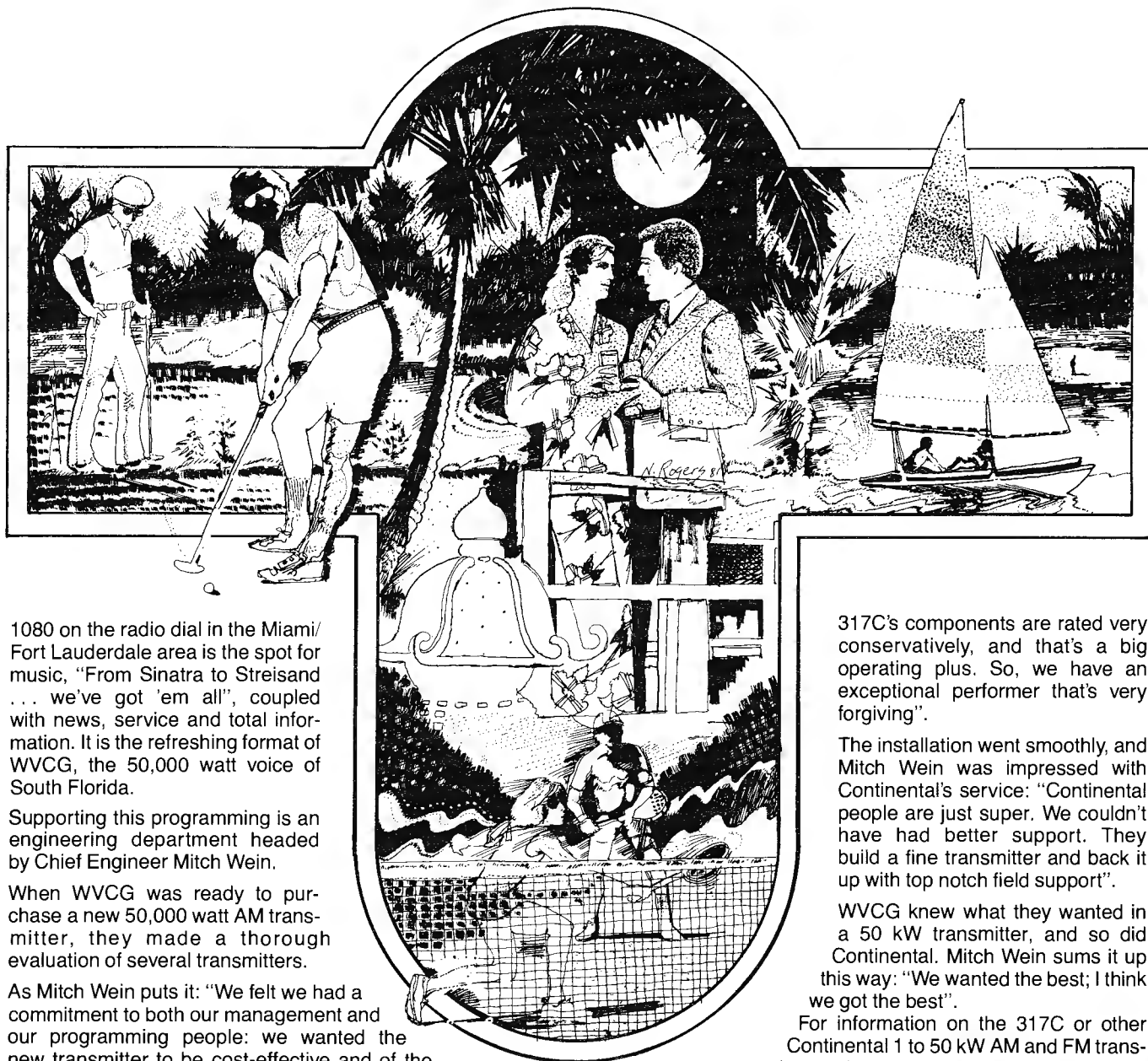
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As Mitch Wein puts it: "We felt we had a commitment to both our management and our programming people: we wanted the new transmitter to be cost-effective and of the highest quality".

After analyzing performance and operating data WVCG chose a Continental Electronics 317C transmitter.

Mitch Wein comments on the choice of the 317C: "Continental's 317C is certainly top quality. It's easy to tune; it's easy to maintain; it uses a minimum of floor space. The

317C's components are rated very conservatively, and that's a big operating plus. So, we have an exceptional performer that's very forgiving".

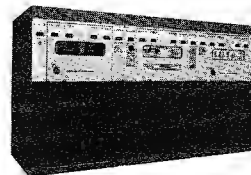
The installation went smoothly, and Mitch Wein was impressed with Continental's service: "Continental people are just super. We couldn't have had better support. They build a fine transmitter and back it up with top notch field support".

WVCG knew what they wanted in a 50 kW transmitter, and so did Continental. Mitch Wein sums it up this way: "We wanted the best; I think we got the best".

For information on the 317C or other Continental 1 to 50 kW AM and FM transmitters, phone (214) 381-7161 or

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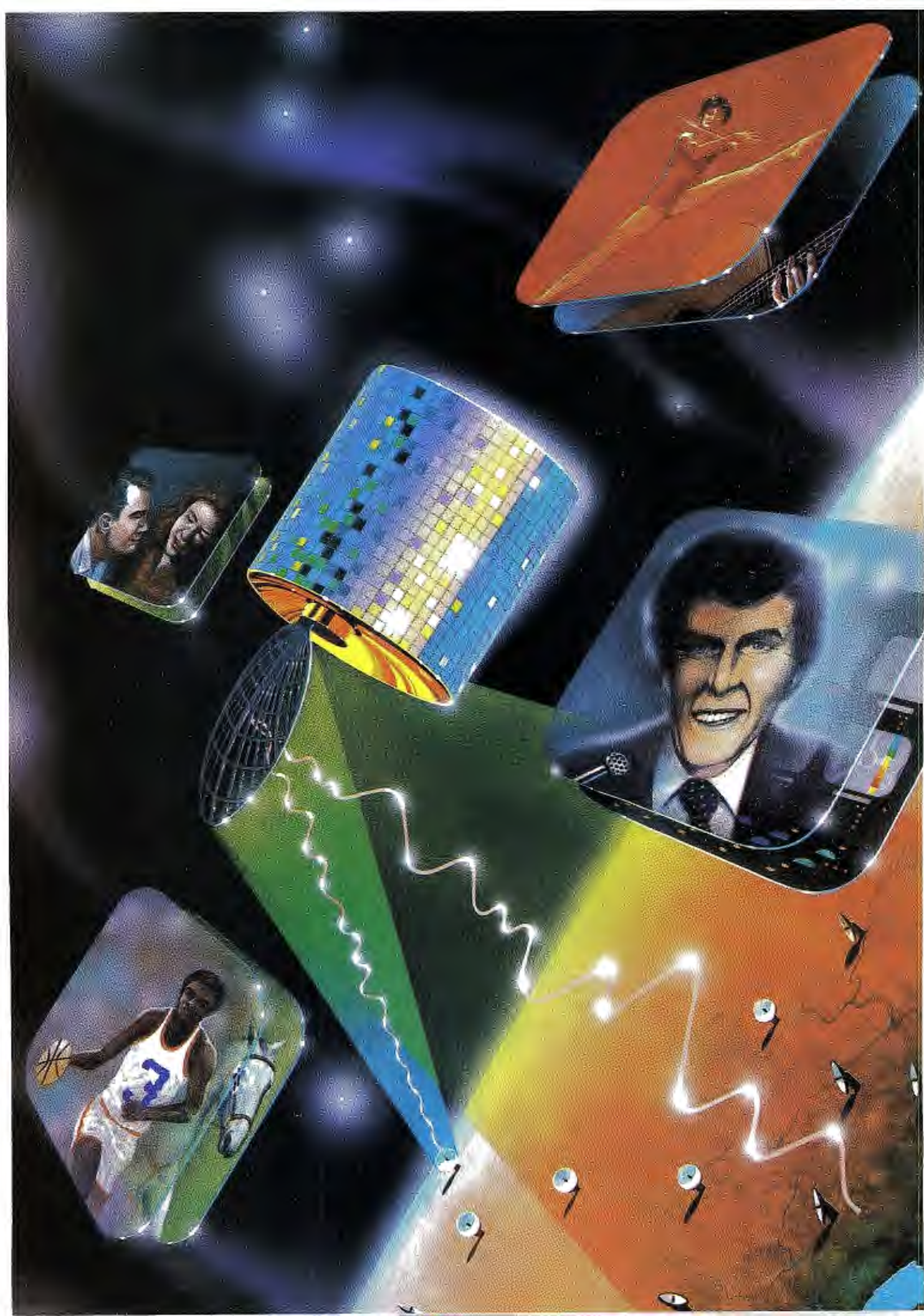
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## **Western Union Broadcast Services.**

## The public's opinion of TV

**Roper/TIO poll shows television continues to be main source of news for most people; credibility standing rises even higher**

Television has increased its lead as the dominant information medium, and continues to get high marks for believability, fairness and general performance as well, according to the latest in a series of national public opinion polls by the Roper Organization Inc., a leading independent research firm.

Results of the study, 12th in a series conducted by Roper since 1959 on behalf of the Television Information Office, are being released today (April 13) by Roy Danish, TIO director, at the National Association of Broadcasters convention in Las Vegas.

The study, conducted in November 1980, found that 64% of the respondents named television among the media from which they get most of their news. That's

three percentage points below the figure in the last poll, conducted in 1978. But TV's lead over newspapers, the second-place medium, increased to 20 points, the widest margin ever, as newspapers slipped by five points.

The question on the sources of most news allowed respondents to name more than one source. But almost 40% of the respondents named only television, according to TIO, which said this also represented a gain for TV since the 1978 poll.

On the basis of total mentions, with the data for all media adding up to 100%, TIO calculated that television's share was 47%, up a point from 1978, while newspapers' was 33%, down a point, and all others' was 20%, unchanged from two years earlier.

Television also increased its lead as the most believable medium—and for the first time ranked number one as the source of news about candidates in local elections. (It has long been the leading source of news about state and national candidates.)

Television got 44% of the votes, and newspapers got 36%, when respondents were asked to name the source from which they became best acquainted with candidates running in local elections. Two years ago, newspapers were given the nod by 45% to television's 39%. Other sources named in the new survey included radio, 6%; people, 11%, and magazines, 2%.

The poll also probed for effects of the TV debate between Jimmy Carter and Ronald Reagan during the presidential campaign. Nearly two-thirds of the respondents said they watched, but 93% said it had no effect on their decision to vote or not vote. However, 13% said the debate either helped them decide on whom to vote for, or changed their choice from one candidate to the other. And 27% said the debate helped them decide who, in their opinion, was the better candidate. More of those who voted for Reagan (36%) found it helpful in that respect than did those who voted for Carter (19%) or independent candidate John Anderson (27%).

Nearly seven out of 10 respondents (69%) felt that TV news had treated Carter and Reagan fairly in its coverage of their presidential campaigns, but only a little more than half (54%) thought as well of its coverage of Anderson's campaign. Of those who disagreed, Reagan was seen as getting the better of it: 19% thought coverage favored him as opposed to 7% who thought Carter had been favored, while 17% thought Carter was treated unfairly, as compared with 5% for Reagan. Only 3% thought Anderson had been favored in coverage, and 30% thought he received unfair treatment.

Well over half the respondents (57%) thought there was a "proper balance" between political left and right among persons given an opportunity to express their views on TV. Among the others, the left was seen as being the beneficiary, named by 12% as against 9% who thought the right was favored. More than one out of five (22%) said they didn't know or failed to answer the question.

Similarly, 62% said they thought TV news and information programs present "a pretty balanced view of what's happening," while 11% said the presentations lean to the left, 7% said they lean to the right and 20% had no answer.

As it has since 1961, the study found TV the most believable news source. Asked which they would believe if they heard conflicting stories in four major media, 51% chose television, 22% newspapers, 8% radio and 9% magazines. Compared with the 1978 study, those totals represent a gain of four percentage points for television, a decline of one each for newspapers and radio and no change for

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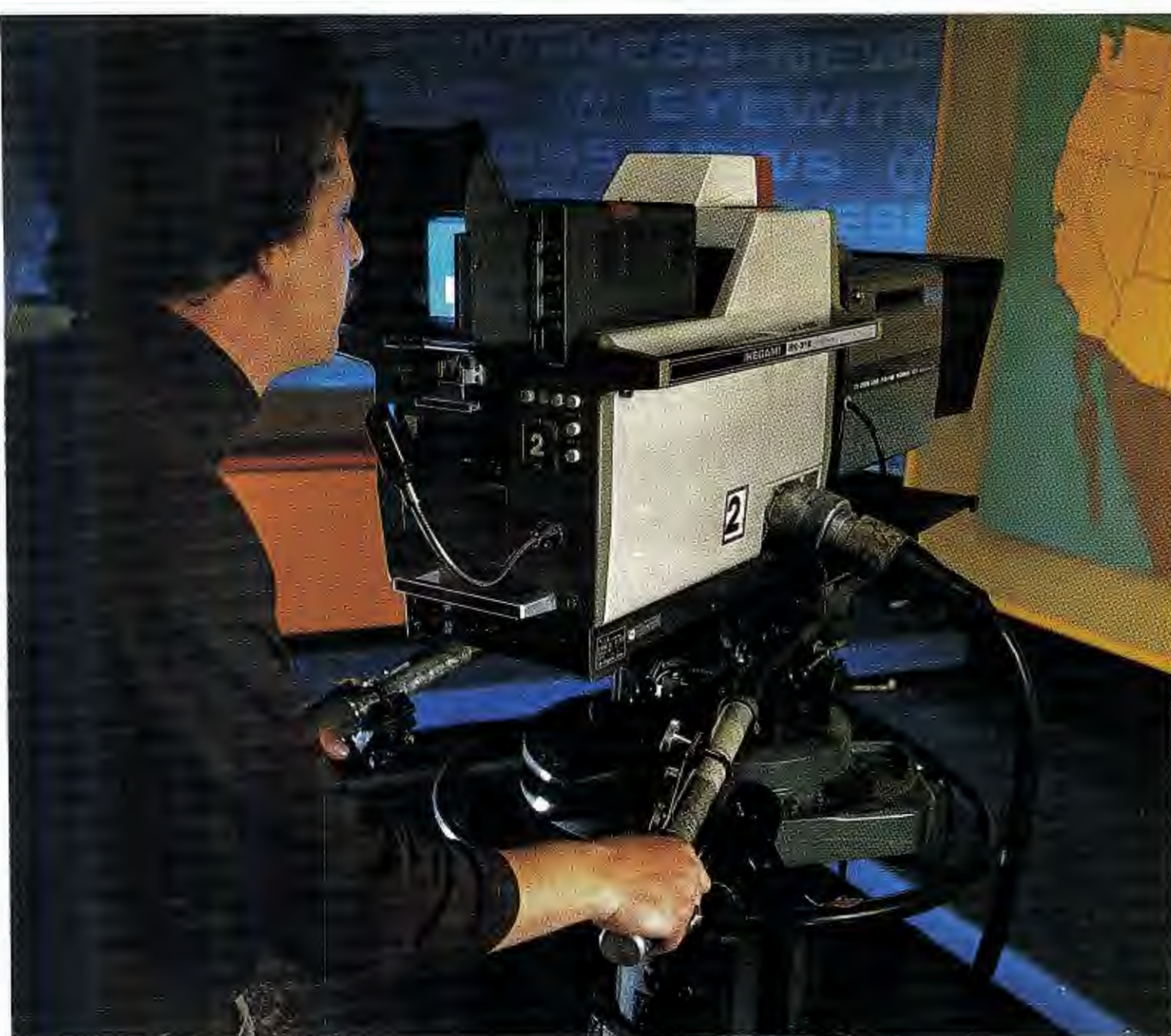
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## Roper/TIO poll results

*"First, I'd like to ask you where you usually get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?"*

	59	61	63	64	67	68	71	72	74	76	78	80
	%	%	%	%	%	%	%	%	%	%	%	%
<b>Source of most news:</b>												
<b>Television</b>	51	52	55	58	64	59	60	64	65	64	67	64
<b>Newspapers</b>	57	57	53	56	55	49	48	50	47	49	49	44
<b>Radio</b>	34	34	29	26	28	25	23	21	21	19	20	18
<b>Magazines</b>	8	9	6	8	7	7	5	6	4	7	5	5
<b>People</b>	4	5	4	5	4	5	4	4	4	5	5	4
<b>All mentions</b>	154	157	147	153	158	145	140	145	141	144	146	135
<b>Don't know or no answer (DK/NA)</b>	1	3	3	3	2	3	1	—	—	—	—	—

*"If you got conflicting or different reports of the same news story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or television or magazines or newspapers?"*

	59	61	63	64	67	68	71	72	74	76	78	80
	%	%	%	%	%	%	%	%	%	%	%	%
<b>Most believable:</b>												
<b>Television</b>	29	39	36	41	41	44	49	48	51	51	47	51
<b>Newspapers</b>	32	24	24	23	24	21	20	21	20	22	23	22
<b>Radio</b>	12	12	12	8	7	8	10	8	8	7	9	8
<b>Magazines</b>	10	10	10	10	8	11	9	10	8	9	9	9
<b>Don't know/no answer</b>	17	17	18	18	20	16	12	13	13	11	12	10

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magazines.

The study, for the first time, took a look at public attitudes toward the portrayal of women, minorities, the elderly and others on television entertainment shows. Shown a list and asked to call off those whose portrayal had "annoyed or bothered" them, 40% said "none" and 7% didn't answer. The portrayal of women who are homemakers was most frequently criticized, mentioned by 24%; of blacks, second (23%) and of the elderly, third (21%). Others: doctors, 17%; women who hold jobs, 16%; Hispanics, also 16%; blue-collar workers, 11%; lawyers, 10%; business executives, also 10%; union leaders, 8%, and white-collar workers, 6%.

Going at the question another way, the study asked the sample to rate the portrayal of women and men, separately, in TV entertainment shows. Slightly more than half (51%) felt that the portrayal of women was good (47%) or excellent (4%), while 43% thought it was not very good (28%) or poor (15%). The portrayal of men was rated good by 56%, excellent by 5%, not very good by 23% and poor by 9%.

The poll also explored parental-viewing habits. It found that parents and children spend relatively few hours watching TV together: Among all parents, the median hours of *daily* TV viewing was put at two hours 53 minutes, while the median hours of *weekly* viewing with their children was two hours 58 minutes, or about one day's worth. And 10% of the parents said they never watch with their children.

Those who do watch with their children, however, tended to find it easier to discuss sensitive subjects—such as sex, drugs, religion—with their children: 14% said it often does and 34% said it occasionally does, as opposed to 23% who said it rarely helps and 13% who said it never does.

The idea of having commercials in children's programs continued to command support—but not quite as much as in prior years. Among the total sample, 32% said there should be no commercials in such programing, a gain from 28% in 1978, while 59% said it was all right to have them, a decline from 65% two years ago. Similar trends were apparent when the respondents were broken into groups according to those whose children were under 6 years of age, those whose children were 6 or older and those with children both under and over 6.

The highest vote against commercials in children's programs was among parents whose children were all under 6 years old: 39% of that group voted no to commercials, 55% thought commercials were all right. The highest vote holding such commercials acceptable was among parents who had children both under and over 6: In that group, 66% said yes, 32% no.

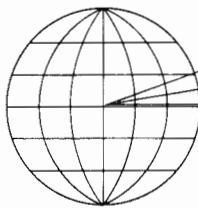
Among those in the total sample who voted no to commercials in children's programs, 56% said they favored eliminating them even if it meant considerably reducing the number of children's programs, a gain of six percentage points since 1978. Those who would favor keeping the commercials in order to keep the programs





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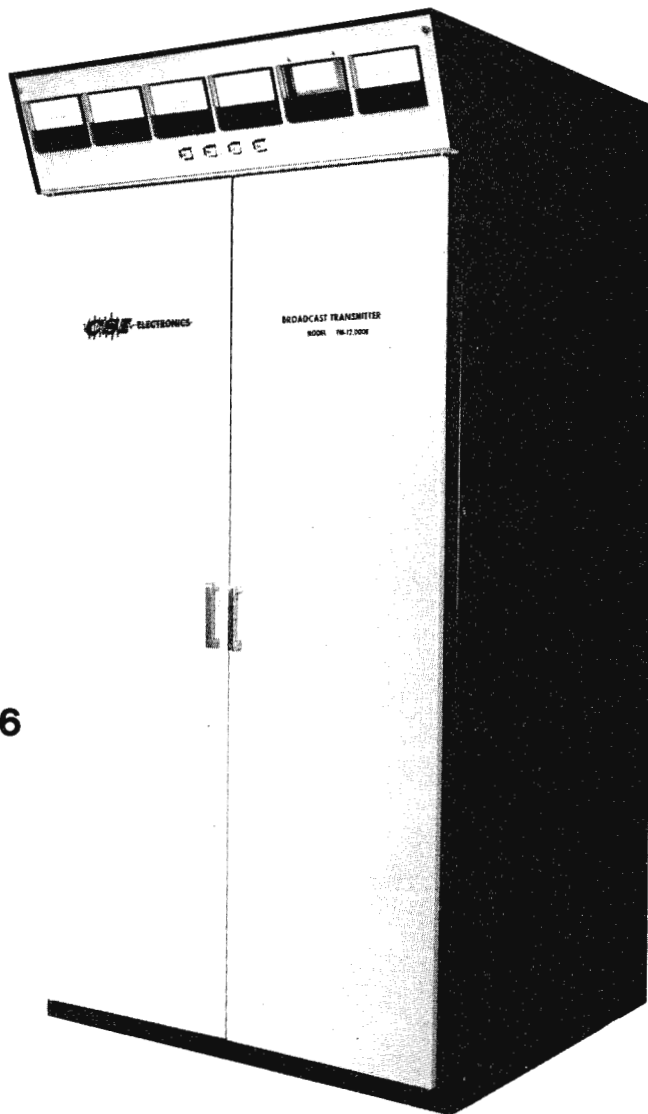
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represented 35%, down from 41% two years ago.

As in the past, television came out on top when respondents were asked to rate the performance of various local institutions: 68% said their TV stations were doing an excellent or good job, as against 65% who said the same for churches, 62% for police, 60% for newspapers; 47% for schools, and 36% for local government.

The survey was conducted in approximately 2,000 personal interviews last November among respondents selected to represent a national cross-section of the U.S. population aged 18 and over. A booklet by Roper giving the complete questions and data will be made available in May through the TIO, 745 Fifth Avenue, New York 10151, at 65 cents a copy.

## Who gave how much to whom on the Hill: AT&T leads the pack

Telecommunications interests have been contributing generously to the campaigns of congressional leaders. That is one of the points made in Common Cause's recently published "Money, Power & Politics in the 97th Congress."

According to figures compiled by Common Cause from Federal Election Commission records, AT&T has been leading the way with largesse among telecommunications interests, contributing close to \$60,000 to the campaigns of 54 congressional chairmen and leaders in their most recent election attempts. But also donating substantially to those campaigns have been the National Association of Broadcasters, which has contributed close to \$20,000; Signal Companies Inc. (49% owner of Golden West Broadcasters), which has contributed about \$12,000, and the National Cable Television Association, which has contributed about \$5,000.

Following are listed the chairmen and leaders of both the House and Senate and the telecommunications money they received for their most recent campaigns.

### Senate

**Senator Howard Baker (R-Tenn.),** Senate majority leader, in 1978 received \$2,800 from AT&T, \$250 from General Telephone and Electronics Corp., \$1,750 from NAB, \$750 from NCTA, \$200 from National Telephone Cooperative Association, \$500 from the U.S. Independent Telephone Association, and \$500 from Signal Companies Inc. Baker also collected a \$1,000 honorarium from CBS Inc. during 1979.

**Senator Robert Byrd (D-W.Va.),** Senate minority leader, in 1976 received \$200 from NAB and \$100 from NCTA.

**Senator William Cohen (R-Me.),** chairman of the Select Committee on Indian Affairs, in 1978 campaign received \$450 from AT&T, \$500 from NAB, \$100 from NCTA, \$300 from U.S. Independent Telephone Association and \$1,000 from Signal Companies Inc.

**Senator Alan Cranston (D-Calif.),** Senate minority whip, in 1980 received \$3,700 from AT&T, \$2,000 from GTE, \$1,000 from MCA Inc., \$1,000 from NAB and \$1,500 from Signal Companies Inc.

**Senator Robert Dole (R-Kan.),** chairman of the Finance Committee, in 1980 campaign received \$3,000 from AT&T, \$300 from Continental Telephone Corp., \$1,000 from Filmways Inc., \$250 from MCA Inc., \$250 from U.S. Independent Telephone Association, \$1,000 from Harris Corp., \$500 from Signal Companies Inc. and \$500 from Transamerica Corp.

**Senator Pete Domenici (R-N.M.),** chairman of Budget Committee, in 1978 received \$1,000 from AT&T, \$450 from NAB and \$200 from U.S. Independent Telephone Association.

**Senator Jake Garn (R-Utah),** chairman of Banking, Housing and Urban Affairs Committee, in 1980 received \$2,000 from AT&T, \$100 from Continental Telephone Corp., \$500 from NAB, \$250 from U.S. Independent Telephone Association, \$2,500 from Harris Corp. and \$600 from Signal Companies Inc.

**Senator Barry Goldwater (R-Ariz.),** chairman of Select Committee on Intelligence and Communications Subcommittee, in 1980 campaign received \$4,300 from AT&T, \$200 from Continental Telephone Corp., \$200 from GTE, \$500 from MCA Inc., \$2,000 from NAB, \$950 from NCTA, \$400 from U.S. Independent Telephone Association, \$2,200 from Harris Corp., \$2,400 from Signal Companies Inc. and \$300 from Transamerica Corp. Goldwater also received a \$1,500 honorarium from NAB in 1979.

**Senator Mark Hatfield (R-Ore.),** chairman of Appropriations Committee, in 1978 received \$1,000 from AT&T, \$500 from NAB, \$200 from U.S. Independent Telephone Association and \$300 from Signal Companies Inc.

**Senator Jesse Helms (R-N.C.),** chairman of Agriculture, Nutrition and Forestry, in 1978 received \$800 from AT&T, \$450 from NAB, \$250 from NCTA, \$400 from U.S. Independent Telephone Association, \$1,000 from Harris Corp. and \$500 from Signal Companies Inc.

**Senator Charles Mathias (R-Md.),** chairman of Rules and Administration Committee, in 1980 campaign received \$2,200 from AT&T,

\$250 from MCA Inc., \$500 from NAB, \$250 from NCTA and \$1,000 from Signal Companies Inc.

**Senator James McClure (R-Idaho),** chairman of Energy and Natural Resources Committee, in 1978 campaign received \$1,000 from AT&T, \$500 from NAB and \$400 from U.S. Independent Telephone Association.

**Senator Robert Packwood (R-Ore.),** chairman of Commerce, Science and Transportation Committee, in 1980 campaign received \$6,000 from AT&T, \$150 from Continental Telephone Corp., \$300 from NAB and \$200 from U.S. Independent Telephone Association.

**Senator Charles Percy (R-Ill.),** chairman of Foreign Relations Committee, in 1978 campaign received \$1,400 from AT&T, \$250 from GTE, \$500 from NAB, \$200 from National Telephone Cooperative Association, \$500 from 20th Century-Fox Film Corp., and \$875 from Signal Companies Inc. Percy also got a \$100 honorarium from McGraw-Hill Book Co.

**Senator William Roth (R-Del.),** chairman of the Governmental Affairs Committee, in 1976 received \$200 from NAB and \$200 from U.S. Independent Telephone Association.

**Senator Alan Simpson (R-Wyo.),** chairman of Veterans' Affairs Committee, in 1978 campaign received \$750 from AT&T and \$500 from NAB.

**Senator Robert Stafford (R-Vt.),** chairman of Environment and Public Works Committee, in 1976 received \$300 from NAB and \$300 from U.S. Independent Telephone Association.

**Senator Strom Thurmond (R-S.C.),** chairman of Judiciary Committee, in his 1978 campaign received \$1,450 from AT&T, \$1,000 from NAB, \$600 from NCTA, \$100 from National Telephone Cooperative Association, \$500 from U.S. Independent Telephone Association and \$1,000 from Harris Corp.

**Senator John Tower (R-Tex.),** chairman of Armed Services Committee, in 1978 received \$300 from AT&T, \$500 from GTE, \$500 from NAB, \$200 from U.S. Independent Telephone Association, \$300 from Harris Corp. and \$300 from Signal Companies Inc.

**Senator Lowell Weicker (R-Conn.),** chair-

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man of Select Committee on Small Business, in 1976 campaign received \$200 from GTE, \$700 from NAB, \$200 from NCTA and \$300 from U.S. Independent Telephone Association.

## House

**Representative Edward Boland (D-Mass.),** chairman of the Permanent Select Committee on Intelligence, received \$1,000 from AT&T and \$250 from the American Radio Association.

**Representative Richard Bolling (D-Mo.),** chairman of Rules Committee, received \$800 from AT&T, \$750 from NAB, \$250 from U.S. Independent Telephone Association and \$500 from Signal Companies Inc.

**Representative Jack Brooks (D-Tex.),** chairman of Government Operations Committee, received \$250 from MCA Inc.

**Representative Ronald Dellums (D-Calif.),** chairman of District of Columbia Committee, received \$200 from NCTA.

**Representative John Dingell (D-Mich.),** chairman of Energy and Commerce Committee, received \$600 from AT&T, \$1,000 from NAB, \$300 from NCTA and \$150 from U.S. Independent Telephone Association.

**Representative Tom Foley (D-Wash.),** House majority whip, received \$600 from AT&T and \$350 from GTE.

**Representative William Ford (D-Mich.),**

chairman of Post Office and Civil Service Committee, received \$650 from AT&T and \$200 from NAB.

**Representative Don Fuqua (D-Fla.),** chairman of Science and Technology Committee, received \$2,100 from AT&T, \$100 from Continental Telephone Corp., \$200 from NCTA, \$500 from Harris Corp. and \$500 from Signal Companies Inc.

**Representative Jim Jones (D-Okla.),** chairman of Budget Committee, received \$2,000 from AT&T, \$250 from Continental Telephone, \$1,000 from GTE, \$500 from General Telephone Co. of the Southeast, \$250 from U.S. Independent Telephone Association and \$200 from Transamerica Corp.

**Representative Augustus Hawkins (D-Calif.),** chairman of the Administration Committee, received \$125 from AT&T.

**Representative James Howard (D-N.J.),** chairman of Public Works and Transportation Committee, received \$200 from NCTA and \$200 from Signal Companies Inc.

**Representative Walter Jones (D-N.C.),** chairman of Merchant Marine and Fisheries Committee, received \$200 from AT&T.

**Representative Kika de la Garza (D-Tex.),** chairman of the Agriculture Committee, received \$500 from AT&T.

**Representative Trent Lott (R-Miss.),**

House minority whip, received \$1,700 from AT&T and \$200 from Signal Companies Inc.

**Representative Robert Michel (R-Ill.),** House minority leader, received \$1,500 from AT&T, \$300 from GTE, \$650 from NAB and \$100 from U.S. Independent Telephone Association.

**Representative Parren Mitchell (D-Md.),** chairman of the Small Business Committee, received \$700 from AT&T, \$100 from NAB and \$320 from U.S. Independent Telephone Association.

**Representative G.V. Montgomery (D-Miss.),** chairman of Veteran's Affairs Committee, received \$500 from AT&T.

**Representative Thomas O'Neill Jr. (D-Mass.),** Speaker of the House, received \$2,500 from AT&T.

**Representative Claude Pepper (D-Fla.),** chairman of the Select Committee on Aging, received \$1,200 from AT&T.

**Representative Henry Reuss (D-Wis.),** chairman of Joint Committee on Economic Affairs, received \$200 from AT&T.

**Representative Peter Rodino Jr. (D-N.J.),** chairman of Judiciary Committee, received \$1,600 from AT&T, \$500 from MCA Inc., \$2,000 from NAB, \$400 from NCTA, \$500 from 20th Century-Fox Film Corp., and \$400 from Signal Companies Inc.

**Representative Dan Rostenkowski (D-Ill.),** chairman of Ways and Means Committee and chairman of the Joint Committee on Taxation, received \$1,700 from AT&T, \$250 from GTE and \$200 from U.S. Independent Telephone Association.

**Representative Fernand St. Germain (D-R.I.),** chairman of the Banking, Finance and Urban Affairs Committee, received \$1,400 from AT&T.

**Representative Louis Stokes (D-Ohio),** chairman of the Standards of Official Conduct Committee, received \$325 from AT&T and \$125 from NCTA.

**Representative Jim Wright (D-Tex.),** House majority leader, received \$500 from AT&T, \$500 from MCA Inc. and \$1,000 from Harris Corp.

**Representative Jamie Whitten (D-Mass.),** chairman of the Appropriations Committee, received \$3,000 from AT&T, \$1,000 from NAB, \$300 from NCTA and \$500 from Signal Cos.

**Representative Morris Udall (D-Ariz.),** chairman of the Interior and Insular Affairs Committee, received \$2,000 from MCA Inc. and \$500 from NAB. Also, during 1979, Udall collected a \$1,000 honorarium from NAB.

**Representative Clement Zablocki (D-Wis.),** chairman of the Foreign Affairs Committee, received \$200 from the Wisconsin Telephone Co.

Note: All figures are for period from Jan. 1, 1979, to Nov. 24, 1980.

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# Cable and children: "the promise, problems and potential"

**New York conference, sponsored by ACT, leaves no stone unturned on that subject; lineup includes Markey, Gault, Horn and Johnson**

Action for Children's Television turned its attention last week to cable, hosting a one-day symposium called "ACT on Cable and Children" at New York's St. Moritz Hotel, with the costs underwritten by the John and Mary Markle Foundation.

ACT President Peggy Charren opened the symposium by noting that "five years ago cable promised us a rose garden," but claiming that, particularly in the area of children's programming, "that promise is still a promise."

Keynote speaker at the symposium was Representative Edward J. Markey (D-Mass.), a member of the House Subcommittee on Telecommunications. Markey suggested that the Federal Trade Commission's decision to remove itself from children's television advertising (BROADCASTING, April 6) might mark "the beginning of an onslaught by private sector individuals interested in maximizing profits."

Saying cable has great potential for children's programs and citing several "shining examples" of community oriented cable projects, Markey nevertheless maintained there "has to be some control... a check on the natural tendency to maximize profits." Cable operators "know community programming is good business," he said, but added that their "only model" is broadcast television. "Pressure from local groups" will be required if cable is to realize its full potential, Markey suggested, and he warned that Congress "may be required to get involved" if what he saw as abuses of the franchising process continued.

The congressman closed his remarks by tying the decline in national verbal and math scores to television, and suggesting that individuals like John Hinckley Jr. and Sirhan Sirhan "try to live out in a real way subconscious thoughts put in their minds by movies and television."

In response to questions from the floor, Markey said he expects the subcommittee on which he serves to examine not only the current state of franchising but to conduct "a zero-based analysis of all areas" including "the premises on which licenses are granted and franchises allowed." At the same time, Markey admitted that his negative view of permitting "marketplace forces" to set directions in communications is out of step with the current political mainstream and won't be in charge "for several years."

The day's first panel focused on the question of "Who Speaks for Children" in the cable franchising process, and included Richard Borten, CATV coordinator with the Boston Mayor's Office of Cable Communications; Jack Gault, president of Time Inc.'s Manhattan Cable TV; Harold

Information Center; Hedda Sharapan, of Pittsburgh's Cable Advisory Committee; and Merble Reagon, of the National Council of Negro Women.

Borten said there's "clearly a demand for a nationally circulated set of guidelines" for franchising.

Horn, said that in general the franchising process is not addressing the needs of children. Though not suggesting the industry move into a "rent-a-kid" phase as a solution, he proposed that children's issues should be addressed "early on in the ascertainment process."

Sharapan said it's necessary that those interested in the children's issue "must keep going after the franchise is awarded." She cited as an example the "ongoing dialogue" maintained by the Pittsburgh advisory committee and the management of the Warner Cable system there.

Gault said he disagreed with "some people" who think cable and broadcasters are out to "squeeze the last nickel" out of their businesses.

Voicing support for the nonprofit program production organization concept embodied in the Boston RFP (and described by Borten), Gault suggested that programs ultimately "have got to come from the people" and not the operator.

Reagon, noting what she saw as the failure of television "to reflect the pluralism and diversity of our country," said cable "offers the opportunity to institute greater balance," but that "the burden is on the public to insure" that cable's development doesn't simply reflect the status quo.

The focus of the second panel at the symposium was on the economics of children's programming on cable, and an oft-mentioned point by panel members was that "this is a business," and "the money has to come from somewhere."

Kathryn Creech of the National Cable Television Association was the first to voice that sentiment, also saying that if ca-

ble hasn't yet reached its full potential, it's "making exceptional progress."

Vivian Horner, vice president for program development of Warner Amex Satellite Entertainment Corp., used as an example her Nickelodeon budget, where she said "three quarters of a million dollars" has to cover 7,000 hours a year, necessitating that programs be produced for much less than comparable time in broadcast television. Horner asked that "groups making demands" on cable "keep in mind the underlying economics."

Time Inc.'s group vice president, video, Gerald Levin, addressed the topic of children's programs on pay cable services. Saying there's "a surprising amount" of such programming offered on existing services such as his company's Home Box Office, Levin detailed what he saw as practical difficulties in establishing a pay service dedicated to children. He also discussed what he called a "knowledge aristocracy" that could grow out of restrictions on access to programs. In that vein, Levin said the most significant issue in television today is the "probable decline of public television" due to budget cuts. The strength of American television, he said, is that commercial, public and pay systems flourish side by side.

USA Network President Kay Koplovitz focused her attention on USA's Calliope service for children, noting that Calliope could soon be expected to carry such advertising as the network would deem appropriate.

Finally, Suzanne Weil of PBS described the effects budget cuts are having on that network's service, including its children's programs.

Luncheon speaker at the symposium was Les Brown, television journalist. Brown identified "the biggest story in television today" as the shift to pay programming, calling it a real revolution. Americans will soon spend more for television than the telephone, he predicted.

In a session exploring creative approaches to children's programming, Gregory Uhrin, program director, Continental Cablevision, Concord, N.H., cited the advantages of having children producing their own shows. In Concord, he said, sixth grade children produce a monthly show, *I Like Kids Creating*, which, he pointed out, enables youngsters to function in a medium to which they have been continuously exposed. He mentioned one problem: "The equipment is getting too sophisticated this year for some of the children."

Dennis Dort, a New York programming consultant, said there are possibilities for a national children's network. Dort said programming must be entertaining as well as informative and must be created to appeal to children but have the approval of adults who must pay the bills.

David M. Davis, managing director of cable development for public station

**All's clear in Dallas.** The citizens of Dallas affirmed by referendum the award of a cable television franchise to Warner Amex Cable Communications by nearly a three-to-one margin. The city council awarded the franchise to Warner last fall, but disgruntled citizens collected 500 signatures and successfully petitioned to put the award up for referendum on the April 4 ballot. It was no contest. A total of 41,642 voted for the award, while just 14,169 voted against it. Warner Chairman Gustave Hauser said he was "grateful to the citizens of Dallas who, by supporting the decision of the city council have overwhelmingly placed their confidence in Warner Amex." Warner spokesman Leo Murray said victory allows Warner to immediately begin construction of its promised 2,368-mile system.



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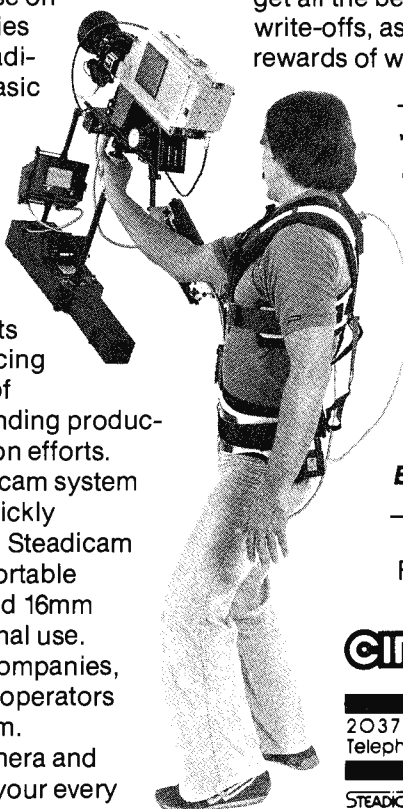
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WNET-TV New York, stressed the need for programming that would appeal to children of varying age groups.

The importance of devising programs that children themselves want was emphasized by Red Burns, executive director of the Alternate Media Center, New York. She said "some people think they know what children want, but I think we should listen to what the children want."

The potential of cable programming to influence black youngsters was explored by Robert L. Johnson, president of Black Entertainment Television, Washington. Johnson said that blacks had not had the opportunity to flourish in conventional television and voiced the hope they could play a more substantial role in cable.

He offered several programming possibilities. One might be a program aimed at teen-agers that would explain the job opportunities open to them, using as role models those blacks who have succeeded in various vocations. Another might be a amateur hour program featuring talented young blacks from throughout the country. He acknowledged there is a stumbling block: "Can we generate enough support from advertisers or subscribers?"

In another session dealing with pornography and propaganda, Sheila Mahony, vice president and director of franchising, Cablevision, Woodbury, N.Y., said cable TV may be more of a problem than conventional television.

"Parents shouldn't buy services specializing in R ratings," she said. "Parents should exercise discretion."

Rhoda Karparkin, executive director of the Consumers Union, warned against the possibility of cable systems scheduling free films that contain pro-business bias. She indicated these sponsored films have gained acceptance on some commercial TV stations and predicted that as cable expands, operators will have to cope with this form of what she called, "business propaganda."

Grace Baisinger, immediate past president, National Parent Teachers Association, Washington, said the PTA is stepping up its efforts to deal with violence and pornography in programs shown on television and cable. She said "hot-line" telephone calls from PTA members show growing concern with violence appearing in feature films carried on television and cable.

Baisinger said the PTA is urging members to become more involved in the cable TV franchising process. She expressed the hope that every franchisee will make a commitment to teach children critical viewing skills in cooperation with local schools.

Jeff Greenfield, media critic for CBS News, said he was skeptical about studies showing damage caused to young people or adults by exposure to violent or pornographic programs carried on television or cable. He claimed there is no such proof. He said that since cable is so highly segmented, those viewers who want to be stimulated sexually have that opportunity.

## Intermedia

**Zenith eyes home video.** Zenith Radio Corp. intends to introduce videodisk player similar to RCA's SelectaVision this summer, according to company's annual report. Report also confirms Zenith's plan to market large-screen video projection system by year's end. Electronic publishing, including videotext systems, is also listed as prime area of development for company.

**The search is on.** Corporation for Public Broadcasting announced last week it has selected search committee to help it find replacement for CPB President Robben Fleming, who will retire when his current term expires in September (BROADCASTING, March 23). Thomas Moore, president of Tomorrow Entertainment Inc., New York, was named chairman of search committee. Moore served on CPB board from 1970 to 1976. Also named to committee were Joan Ganz Cooney, president of Children's Television Workshop, New York; Ossie Davis, actor/writer/director, New Rochelle, N.Y.; Dr. Felix Gutierrez, chairman, department of mass communications, School of Journalism, University of Southern California, and William McCarter, president and general manager of noncommercial WTTW(TV) Chicago. Search committee is slated to come up with five to seven names for board consideration for \$70,000-per-year job.

**Sign of a strike?** At least one major Hollywood studio has made contingency plans for possible walk-out by members of Directors Guild of America, which could begin as early as July 1, expiration date for current DGA contract. Paramount Pictures last week announced it would speed production on seven major theatrical releases, in hope that most work involving directors can be completed by end of June. Acknowledging that it is "preparing for any eventuality," studio disclosed its plans to have 16 films in post-production by July 1.

**More of same, but different.** HBO says its research on subscribers to its Cinemax service (introduced in August) shows households tend to be younger and larger than those of its HBO foundation service (which it says are already younger and larger than TV households nationally). Company, which bills Cinemax as "coordinate" to HBO, says new service subs identify key attractions of Cinemax as "more movies" and "variety." Other "attractions" frequently mentioned included "family movies," "classic movies," "children's programs" and "foreign movies," with "family" category said to have particularly large target audience.

**TV as history?** San Francisco board of supervisors has denied historical landmark status to modest, two-story building considered to be birthplace of television. Structure, at corner of Sansome and Green Streets, is where Philo T. Farnsworth transmitted TV picture on Sept. 7, 1927. Action earlier this month has touched off controversy about importance of saving building.

**WGA and two networks.** Members of the Writers Guild of America have ratified terms of new contract covering staff writers of radio and television news programs and documentaries employed by ABC and CBS. New pact is retroactive to last March 1 and runs for three years. It calls for 10.8% increase over present top minimum of \$510 weekly in first year, followed by hikes of 8.8% and 8% in second and third years, respectively. Contract embraces more than 500 writers at two networks. WGA noted that contract has gone into effect despite petition by National Association of Broadcast Employees and Technicians to National Labor Relations Board to hold representation election. That election is expected to be held in several weeks. NABET represents news and documentary staff writers at NBC.

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## Johnson quits as Shamrock president

Bruce F. Johnson resigned last week as president and chief executive of the Shamrock Broadcasting Co. radio and TV station group. "Under my contract," he said in a memo to management and staff, "I have the opportunity at this time to receive a substantial monetary payment that would not be available to me at a later date."

Johnson explained in an interview that he had been a substantial owner of Starr Broadcasting when Starr merged with Shamrock in what was estimated at the time to be a \$25-million deal (BROADCASTING, July 23, 1979). He took much of his Starr ownership interest in Shamrock stock along with a five-year contract but reserved the right, he said, to leave after two years with a substantial payment, which he said last week was "in seven figures," for the stock.

Johnson emphasized that his leaving "reflects in no way on the fine relationship" he has had with the Roy E. Disney family, owners of Shamrock, or on his belief in the company's future. "The company is in good shape," he said.

But "the way things are going" in the communications field, he added, "this may be a good time to sit down and try to figure out where things are going." He said he wants to "get back into the business"

but also wants to think about where and how, and fortunately can afford to take time to think about it.

Johnson's resignation was effective immediately. His successor had not been named last week. Stanley Gold, attorney for the Disney family, was said to have been named acting chief executive, with Bill Clark of Shamrock's KABL-AM-FM Oakland-San Francisco as acting general manager of the radio division and Dick Grimm of the company's KITV(TV) Honolulu in a similar post for the TV division. Shamrock owns four AM, four FM and four TV stations.



Johnson

## Feldstein says Hill hearings on franchising will present cable with image problem

House Telecommunications Subcommittee hearings on cable franchises will "sling some mud around" and produce "bad PR" for the cable industry, former National Cable Television Association general counsel Stuart Feldstein said last

week.

He told the New England Cable Television Association spring meeting in Nashua, N.H., "things we won't like" emerging from the hearings will not include any legislation on franchising matters.

Feldstein, formerly with the FCC and now a Washington cable television lawyer, told BROADCASTING that testimony on topics like "rent-a-citizen," cities' attempts to get special services and cable companies "stumbling over each other" in the franchise race, may embarrass both cable operators and city officials "even if the industry has done nothing wrong."

Feldstein, citing BROADCASTING's "Closed Circuit" report on April 6, on President Reagan's appointments to the FCC, said the commission's Republican and deregulatory bent bodes well for cable's distant signal stand but ill for franchise fee limits. The industry has been successful in keeping the latter issue "on the back burner," he said, but he sees renewed FCC interest in getting rid of franchise fee limits.

Noting a "great deal of sympathy" for broadcasters' complaint that their product is being picked up without permission, Feldstein said a draft copyright bill (BROADCASTING, April 6) means that "we're in the copyright battle yet again."

Feldstein said cable may lose the battle to retain prohibitions on telephone company-cable crossownership because the argument that rural areas should be served by whoever wants to serve them is an appealing one.

## Budget cuts may force reduction in National Weather Service

If Congress adopts President Reagan's budget recommendations for the National Weather Service, some broadcasters may have to change the way they report the weather. Or so says NWS Executive Director Richard Hagemeyer.

But in an interview with BROADCASTING, Hagemeyer stressed that although the administration recommendations would force NWS to cut back on some of its services, the government "definitely isn't getting out of the weather business."

The administration's recommendations for NWS call for an increase in NWS's budget from the current \$253 million to \$265 million for fiscal 1982, but for a 5% decrease in staff—about 253 below the present 5,050 employees.

To accommodate the personnel cuts, NWS has proposed to close 38 of its local offices, scale down operations at eight of its forecast offices, consolidate its aviation forecasting service, eliminate its fruit-frost forecasts and its air pollution monitoring programs.

If the local offices are closed, Hagemeyer said, broadcasters in those areas would have to go elsewhere for local forecasts. But Hagemeyer said broad-

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casters would still be able to receive regional forecasts by subscribing to the National Oceanic and Atmospheric Administration's wire service or by tapping into NOAA's zone forecast. And, Hagemeyer said, communities affected by the shut-downs would still be provided storm-warning service by nearby NWS offices equipped with radar.

The local NWS offices slated for closing are located in Homer and Unalakleet, both Alaska; Flagstaff, Ariz.; Bakersfield, Bishop, Mount Shasta, Oakland, Red Bluff, Santa Maria and Stockton, all California; Alamosa and Pueblo, both Colorado; Fort Myers, Fla.; Rome, Ga.;

Kahalui, Hawaii; Lewiston, Idaho; Cairo, Ill.; Dubuque, Iowa; Alexandria, La.; Havre, Mont.; Valentine, Neb.; Elko, Nev.; Trenton, N.J.; Clayton and Roswell, both New Mexico; Mansfield, Ohio; Burns and Klamath Falls, both Oregon; Williamsport and Reading, both Pennsylvania; Aberdeen, S.D.; Milford, Utah; Lynchburg, Va.; Walla Walla, Wash.; Elkins and Parkersburg, both West Virginia; La Crosse, Wis., and Sheridan, Wyo.

Hagemeyer said those offices were selected because they were open less than 24 hours per day or seven days a week and because none had radar.

## CPB accounts for board fees, travel expenses

The Corporation for Public Broadcasting, the chief funnel of federal funds for public broadcasters, isn't run for free. In fact, according to CPB figures, 5% of its \$167.8 million operating budget for fiscal 1981—a total of about \$6.8 million—has been allocated for "administrative expenses."

Among the costs of administering CPB are the costs of supporting the CPB board of directors. During fiscal 1980, for example, the 15-member board charged CPB \$184,948 for expenses.

While CPB board members, who are appointed by the President to serve terms of six years, do not receive salaries, they are able to collect a \$100 "fee" for every day (or part thereof) that they engage in CPB-related business. And CPB also picks up

board members' travel expenses—fare board and room.

The accompanying chart is a breakdown of expenses incurred by CPB board members for fiscal 1980 and the first part of fiscal 1981.

The figures listed for Lillie Herndon are higher than those of her colleagues because as chairman of the board, she must act as official representative of CPB at many public broadcasting functions. Also, some board members' travel expenses are higher than others because of where they live in relation to Washington, where a good deal of CPB's board business is conducted. Zeros appear for Lucius Gregg, who resigned from his seat on the board on Jan. 19, 1981.

**CPB Board Members' Expenses  
Oct. 1979 — Sept. 1980**

	<b>Fees</b>	<b>*Travel</b>	<b>Total</b>
Lillie Herndon, CPB chairman	\$12,400	\$22,024	\$34,424
Lucius Gregg	2,350	2,131	4,481
Diana Lady Dougan	4,100	12,714	16,814
Donald Santarelli	800	868	1,668
Howard White	450	3,945	4,395
Clyde Reed	2,100	4,534	6,634
Charles Roli	(8,500)	9,352	17,852
Sharon Rockefeller, CPB vice chairman	4,400	3,134	7,534
Gillian Sorensen	2,300	2,596	4,896
Michael Kelley	7,300	3,498	10,798
Michael Gammino	1,100	1,836	2,936
Geoffrey Cowan	2,900	10,566	13,466
Paul Friedlander	2,600	7,615	10,215
Kathleen Nolan	(8,400)	17,273	25,673
Jose Rivera	7,250	15,912	23,162
<b>Total</b>	<b>\$66,950</b>	<b>\$117,998</b>	<b>\$184,948</b>

**Oct. 1980 — Feb. 1981**

	<b>Fees</b>	<b>*Travel</b>	<b>Total</b>
Herndon	\$4,500	\$6,726	\$11,409
Gregg	0	0	0
Dougan	1,900	4,371	6,271
Santarelli	0	58	58
White	400	2,130	2,530
Reed	700	1,947	2,647
Rockefeller	600	861	1,461
Roli	3,400	6,133	9,533
Sorensen	300	1,321	1,621
Kelley	3,185	2,622	5,807
Gammino	100	277	377
Cowan	0	3,982	3,982
Friedlander	900	1,399	2,299
Nolan	3,800	12,948	16,748
Rivera	1,200	8,001	9,201
<b>Total</b>	<b>\$20,985</b>	<b>\$52,959</b>	<b>\$73,944</b>

## Radio ratings behind Iron Curtain

Radio Free Europe is the most listened-to non-Soviet-bloc radio service in Eastern Europe, according to a survey of listening habits in that region in 1979-80 conducted by 10 European polling institutions, including the London-based Gallup International.

It shows that one-half of the adult population there listens to RFE regularly, while the Voice of America and the BBC, the next most popular services, each commands one-fifth of the Eastern Europe audience, according to the survey.

RFE is tailored to provide news of Eastern European countries, while its companion, Radio Liberty, broadcasts news of the Soviet Union. The two are run by RFE/RL, a nonprofit, private corporation funded by congressional grants furnished through the Board for International Broadcasting.

The Listening to Western Radio in East Europe survey rates Western radio services received in Poland, Czechoslovakia, Hungary, Romania and Bulgaria. It shows that almost 75% of East Europeans listen to Western broadcasts and that the typical listener tunes in to two stations.

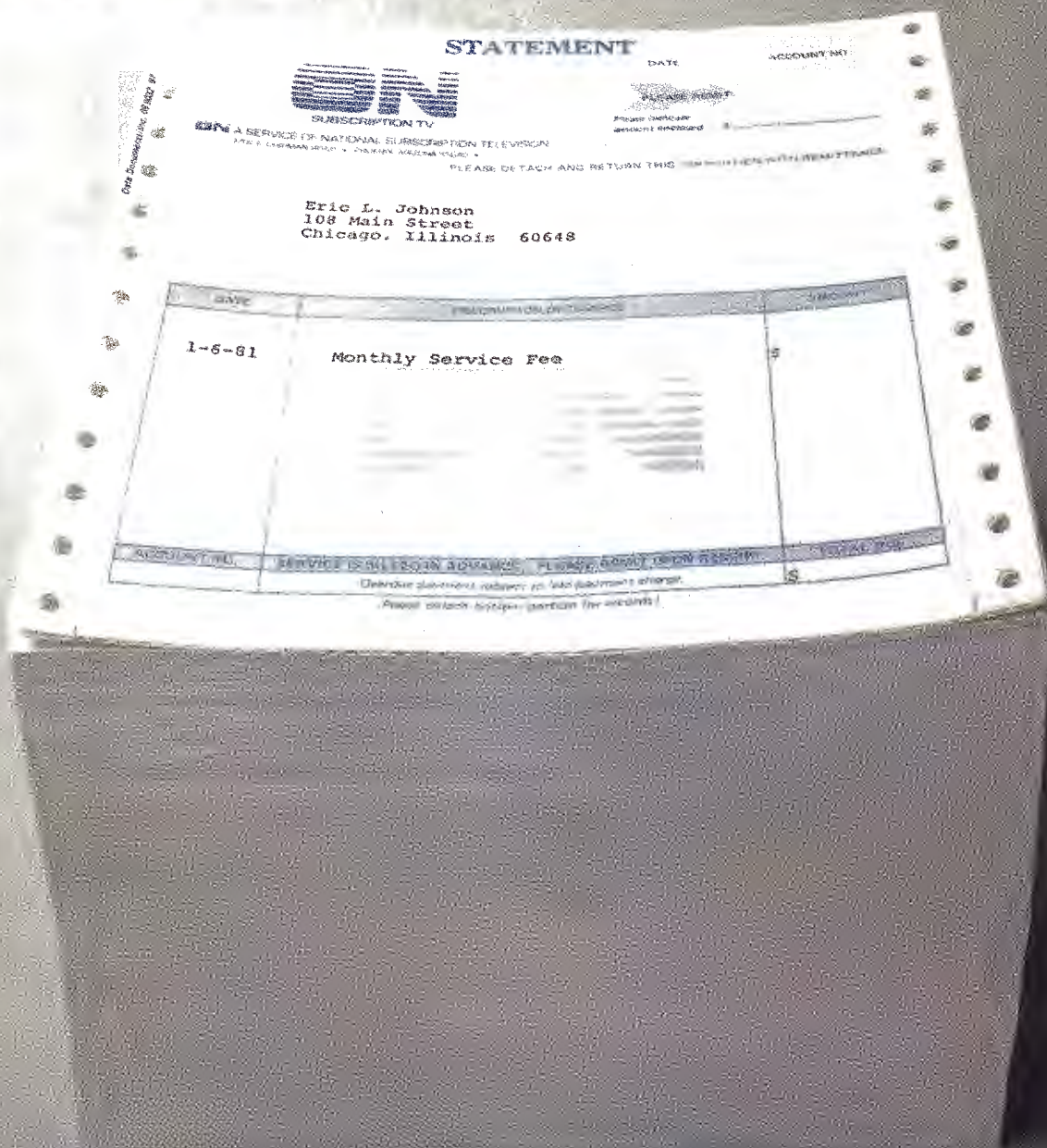
RFE must contend with jamming in a number of the countries where it is received. For instance, jamming is heavy in Czechoslovakia and Bulgaria, where RFE's audience is 38% and 34% respectively, and intermittent in Poland where its audience is over 50%.



**The ink is dry.** Stanton R. Cook (I), president and chief executive, Tribune Co., and Douglas Dittick, president of Douglas Communications Corp., have signed final papers in Tribune's takeover of DCC. Cable systems of DCC (serving 35,000 subscribers) will be combined with Tribune's existing cable division, WGN Electronic Systems (serving 45,000 subscribers), to form new MSO, Tribune Company Cable, of which Dittick will be president and minority stockholder.



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## Legislative scorecard on the 97th Congress

Communications subcommittees of the 95th and 96th Congresses tried repeatedly and unsuccessfully to complete comprehensive rewrites of the 1934 Communications Act. Those of the 97th Congress decided to approach the need for new legislation in a series of bills, dealing with issues one at a time. Below are comparisons of major bills in-

troduced to date, followed by a summary of other communications bills introduced so far this year. Not listed below are four bills introduced last week, one by Senate Commerce Committee Chairman Bob Packwood (R-Ore.) and three by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). (See "Top of the Week.")

### S. 601 (TV only)

### H.R. 1298 (radio and TV)

#### Licensing

Although S. 270 and the proposed Swift bill deal with licensing and renewal procedures, two other bills, dealing with those procedures separately, have been introduced. Senator Barry Goldwater (R-Ariz.), chairman, Communications Subcommittee, introduced and chaired hearings on S. 601, a bill to change TV licensing (BROADCASTING, March 9, 30 and April 6).

Representative James Collins (R-Tex.) produced H.R. 1298, changing licensing procedures for radio and TV in late January (BROADCASTING, Feb. 2).

#### LICENSE TERMS

Would extend TV license terms from three to five years.

Would extend radio and TV terms from three to 10 and five years, respectively.

#### LICENSE RENEWALS

Would allow FCC to grant renewal after finding that (1) licensee substantially met problems, needs and interests of residents in its service area; (2) operation of station has been free of any serious violation of Communications Act or any FCC regulation; and (3) licensee continues to meet character, technical, financial and other qualifications prescribed by Communications Act.

FCC would be prohibited from considering any competing applications for license up for renewal.

Would prohibit FCC from considering applicant's ownership of any other broadcast stations or communications media, or extent to which licensee participates in day-to-day operations of station involved.

FCC would be prohibited from considering any competing applications for license up for renewal, until it has determined that renewal applicant has failed to provide program services that meet needs of its service area or has allowed other serious deficiencies in operating its station.

#### INITIAL LICENSING

Would permit FCC to use system of random selection to choose among otherwise qualified applicants for mutually exclusive frequencies. FCC would have 180 days from date of bill's enactment to establish method.

Would allow FCC to implement methods other than comparative hearings to choose among otherwise qualified applicants, but would prohibit FCC from using auctions.

### FCC Reauthorization

The FCC is currently a permanent, independent federal agency. It receives annual appropriations from congressional Appropriations Committees. Commerce Committees, charged with oversight of FCC, would like greater control over the agency. Chairman Bob Packwood (R-Ore.), of the Commerce Committee in the Senate, and Representative James Broyhill (R-N.C.), of the Commerce Committee in the House, have introduced bills (BROADCASTING, March 30 and Feb. 16) that would require the FCC to justify its annual budget proposals to the Commerce Committees. This, committee members feel, would provide regular review of FCC policies and operation.

There has been debate in recent years over whether the FCC may charge fees to cover the cost of regulation or to tax spectrum users. Packwood's bill (S. 281) establishes statutory license fees to cover the cost of regulating telecommunications services. Broyhill's bill (H.R. 1801), introduced early this year, was to have been followed last week by a more detailed bill introduced by House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and ranking minority member Representative James Collins (D-Tex.).

### S. 821

### H.R. 1801

#### AUTHORIZATION

Would cap appropriations for FCC at \$76.9 million for each of fiscal years 1982, 1983 and 1984.

Would authorize appropriation of funds for FCC for fiscal years 1982, 1983 and 1984. Specifies no amounts to be appropriated; leaves that up to Commerce Committee.

#### LICENSE FEES

Would levy statutory fees on most providers of telecommunications services, to cover cost of regulating those services. Revenues from fees would equal roughly half of FCC's annual budget and would go into U.S. Treasury, not to FCC itself.

No provision.

#### ADJUSTMENT OF FEES

FCC would be permitted to raise or lower fees annually in amounts equally distributed among all categories of charges, and in amounts proportional to increases or decreases in total FCC budget appropriations for preceding two fiscal years.

No provision.

#### ENFORCEMENT

Would also allow FCC to charge penalties for late payment of fees. Penalties could not exceed 25% of payment past due. FCC would be permitted to waive or delay payment of any fee if it determines public interest would be served by doing so.

No provision.

Continues on page 106.

## Deregulation

Senator Harrison Schmitt (R-N.M.), a member of the Communications Subcommittee and Representative James Collins (R-Tex.) ranking minority member of the Telecommunications Subcommittee, introduced radio deregulation bills during the same week (BROADCASTING, Feb. 2). The Senate Communications Subcommittee has held hearings on S. 270 (BROADCASTING,

March 2), but does not anticipate a markup of the bill until it has introduced several more deregulatory bills.

Although he does not anticipate introducing it until May 11, Representative Al Swift (D-Wash.), has circulated to interested parties a draft bill that would deregulate radio and TV and would establish a quantified public interest standard.

S. 270 (radio only)	H.R. 1297 (radio only)	Proposed Swift bill (radio and TV)
<b>ASCERTAINMENT</b>		
Would eliminate requirement to ascertain problems, needs or interests of residents in service area.	Would eliminate requirement to ascertain problems, needs or interests of residents in service area.	Would eliminate requirement to ascertain problems, needs or interests of residents in service area.
<b>PROGRAM LOGS</b>		
Would eliminate requirement to maintain logs.	Would eliminate requirement to maintain logs.	Would eliminate requirement to maintain logs. However, licensee would have to maintain records sufficient to indicate it has met public interest standard set by FCC.
<b>PROGRAM REQUIREMENTS</b>		
Would prohibit FCC from regulating formats or requiring news, public affairs, locally produced or any other kind of programming.	Would prohibit FCC from regulating formats or requiring news, public affairs, locally-produced or any other kind of programming.	Would prohibit FCC from requiring any particular kind of programming. However, FCC would have authority to fine any licensee engaging in pattern of failure to comply with public interest standards. Fines would be equal to licensee's highest per-minute advertising rate, multiplied by 1,000. FCC would be permitted to modify fine in certain cases.
<b>COMMERCIAL LIMITS</b>		
Would be eliminated.	Would be eliminated.	Would be eliminated.
<b>LICENSE TERMS</b>		
Would be made indefinite.	No provision.	Would extend radio license terms to 10 years, TV license terms to five years.
<b>LICENSE RENEWAL</b>		
Would be eliminated. However, bill provides that any party may file petition to revoke, containing prima facie evidence of grounds for revocation, within 60 days of alleged license violation. Licensee may reply in writing within 30 days, and 30 days after that, FCC must decide whether to revoke. Bill allows, but does not require, FCC to hold hearing before revocation and it does not specify whether burden of proof lies with FCC or licensee.	No provision.	Would eliminate comparative renewal hearings by prohibiting FCC from considering any competing applications for licenses up for renewal. Petitions to deny would be eliminated.
<b>INITIAL LICENSING</b>		
Would allow FCC to develop system of random selection to choose among otherwise qualified applicants for mutually exclusive frequencies. FCC would have to establish method for random selection within 180 days of enactment.	No provision.	Would permit FCC to establish method of random selection to choose among otherwise qualified applicants for mutually exclusive frequencies. Would allow applications for license and construction permit to be filed jointly.
<b>PUBLIC TRUST RESPONSIBILITY</b>		
Within three years of bill's enactment, FCC shall report to Congress on how it has promoted competitive, new and diverse sources of programming.	No provision.	Would require FCC to establish within two and a half years from bill's enactment, system of awarding points for programming which has direct relevance to persons residing in licensee's service area. Qualifying programming could include news, sports, public affairs, religion, public service announcements, locally produced, or live entertainment, or other kinds of programming determined by FCC to be in public interest. Bonus points would be awarded for locally produced, or live programming, programs aired during prime time or programs especially expensive to produce. FCC would have to set minimum performance standards based on current performance of best broadcasters.
<b>OTHER PROVISIONS</b>		
FCC would have to report annually to Congress on its review of all other rules, regulations and policies and its elimination of those it finds unnecessary.	Would declare ineffective any FCC rule, guideline, or procedure inconsistent with provisions of bill upon date of bill's enactment into law.	Would modify political broadcasting laws by extending news exemptions under section 315 to include discussions or debates, "regardless of whether interview, discussion or debate is regularly scheduled program."

*Continues on page 109.*



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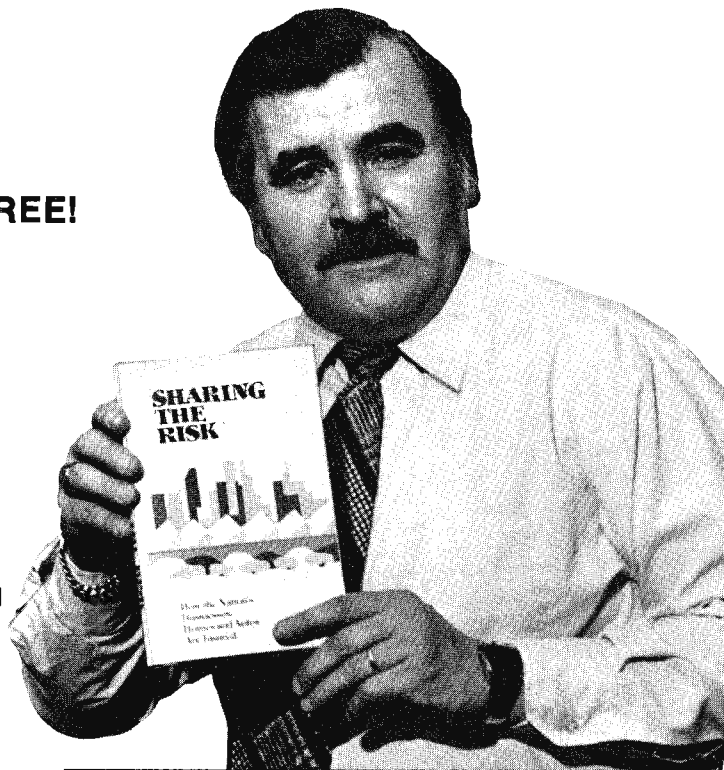
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## Public Broadcasting

Congress faces the complicated process of authorizing appropriations for public broadcasting once every three years. At issue each time is how much of its annual appropriation the Corporation for Public Broadcasting must award directly to stations in community service grants, and how much it may retain to support national, special interest and experimental programming. This year, that issue and others are complicated by deep cuts in general federal spending.

Senator Barry Goldwater (R-Ariz.) introduced a bill (S. 720) last month (BROADCASTING, March 23). The Communications Subcommittee held hearings on it last week. Representative James Collins (R-Tex.) introduced a bill (H.R. 2754) that

parallels Goldwater's in some provisions and directly opposes it in others. Representative Timothy Wirth (D-Colo.), chairman, Telecommunications Subcommittee was expected to introduce a third public telecommunications bill last week.

Division in the ranks of the public broadcasting community concerning how federal funds are best spent have inspired the drafting of at least two proposed bills. One of them, drafted by Richard Marks, a communications attorney with the Washington firm of Dow, Lohnes & Albertson, is included in this report, although it is said to have few prospects for acquiring a sponsor in Congress. The other is being drafted for the National Association of Public Television Stations by the firm of Cohn & Marks.

### S. 720

### H.R. 2754

### Un-sponsored "six stations" draft bill

#### FUNDING LEVELS

Would authorize appropriations of up to \$110 million, \$100 million and \$100 million for fiscal years 1984, 1985 and 1986, respectively.

Would authorize appropriations of up to \$100 million for each of fiscal years 1984 and 1985, and up to \$90 million for FY 1986. Would allow partial recision of funds already appropriated for FY 1982 and 1983.

Would "appropriate" up to \$150 million for FY 1984, \$140 million for FY 1985 and \$130 million for FY 1986. Appropriations would go into national "Trust Fund" from which stations could draw direct grants. U.S. Treasury would administer trust fund. CPB would be eliminated.

#### COMMUNITY SERVICE GRANTS

Would limit CSG's to \$1 million per station annually, and their use would be restricted to program acquisition and production.

Would limit CSG's to \$1 million per station annually, but their use would remain unrestricted.

Stations would receive from trust fund amounts equal to 50% of non-federal funds raised during fiscal year two years prior. Stations could decide how to spend CSG's.

#### NATIONAL PROGRAM FUND

Would prohibit CPB from "passing through" in direct grants to stations more than 50% of its annual appropriations.

Would prohibit CPB from passing to stations in direct grants less than 80% and 85% of its annual appropriations in FY 1982 and 1983 respectively.

Would encourage stations to "aggregate available funds to acquire programs from independent producers or local stations with production capacity, and to support national and regional program and interconnection services such as PBS and NPR."

#### ON-AIR ADVERTISING

Would strongly encourage FCC to review its rules concerning on-air sponsorship identifications, perhaps to allow limited form of advertising.

Would allow limited institutional advertising that "promotes or relates information concerning a particular business organization, or enterprise, or a particular industry, trade or profession," but that "does not specifically relate to any service, facility or product."

No provision, although bill stipulates necessity of allowing stations to "develop alternative means for generating revenues," so they may ultimately become financially self-sufficient.

#### UNRELATED BUSINESS INCOME

Stations declaring unrelated business income on income tax returns would have equivalent amount deducted from following year's grant.

No provision. (Stations may currently supplement income by leasing services of federally-supported equipment.

No provision other than above.

#### CPB SUPPORT FOR INTERCONNECTION

Would be eliminated, along with CPB payment of copyright fees and satellite debt and support for equal employment opportunity programs. (CPB presently pays for 50% of cost of satellite interconnection, and pays all copyright fees for stations).

Would be eliminated.

With CPB eliminated, stations could use funds from their unrestricted CSG's to support interconnection.

*Continued on page 110*

**Not crazy about H.R. 746.** Acting FCC General Counsel Marjorie Reed testified on behalf of FCC Acting Chairman Robert E. Lee before House Subcommittee on Administrative Practices and Governmental Relations regarding proposed Regulatory Reform Act (H.R. 746) which would establish congressional veto power over agency rulemakings and provide for easier court review of rulemakings by interested parties. She said that "Bumpers Amendment" provision of bill which would prohibit any judicial presumption in favor of or against agency's decision on question of law was "major deficiency" because "in administrative law there can be no distinct line between a legal question and policy choice."

## FACILITIES FUNDING

Would authorize up to \$23.5 million for fiscal year 1981 to be spent primarily on constructing new facilities in underserved areas. Only 25% of funds could be spent on upgrading existing facilities. (Facilities funding is presently authorized at twice this amount.)

Would be eliminated.

Would authorize up to \$25 million for each of fiscal years 1982, 1983 and 1984 for facilities construction and planning.

## CPB BOARD

Would reduce number of board members from 15 to seven. Six members would be appointed by President, with no more than four from same political party. Chairman of CPB board would serve as corporation's president.

Would reduce number of board members from 15 to seven. No more than four of six members appointed by President could be of same political party. CPB board chairman would also serve as corporation's president.

No provision.

## FUNDING FOR OTHER MEDIA

Would authorize CPB to award grants for audio or audio-visual programs, and would not restrict funding to broadcast licensees.

Would authorize CPB to award grants for audio and audio-visual programs, and does not restrict funding to broadcast licensees.

Only broadcast licensees could receive grants from national trust fund. They could use those funds to disseminate programs via other media when they choose to.

## OTHER PROVISIONS

- Would eliminate requirement that CPB maintain advisory board to evaluate program decisions.
- Would eliminate requirement that stations retain tapes of broadcasts on issues of public importance.
- Would allow noncommercial broadcasters receiving no federal funds to editorialize and make political endorsements.

Would eliminate requirement that CPB maintain advisory board to evaluate program decisions.

Would move administration of Telecommunications Demonstration Program from Education Department to Commerce Department. Would authorize appropriations to that program of \$5 million for each of fiscal years 1982, 1983 and 1984.

## Other Legislation

In addition to deregulation efforts by Senate and House Communications Subcommittees, there are a number of bills, introduced or about to be introduced by other members, that are of interest to broadcasters. A **performer royalty** bill, introduced by Representative George Danielson (D-Calif.), would require broadcasters to pay royalties for use of recordings on the air. Fees would be assessed according to station revenues but could not exceed 1% of gross receipts for radio or \$1,500 for TV stations.

Although not yet introduced, Representative Robert Kastemeier (D-Wis.), chairman, Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, is working on a **copyright** bill that would codify FCC rules governing distant signal importation, expand the rate-making power of the Copyright Royalty Tribunal and allow it to establish its own rules governing

syndicated exclusivity. Cable systems with fewer than 5,000 subscribers would be exempt from all copyright fees.

Senators and congressmen from New Jersey have sponsored bills (S. 525 and H.R. 2128) to provide at least one VHF television station in every state. Introducing those bills were Senator Harrison Williams (D-N.J.) and Representative Frank Guarini (D-N.J.).

Representative Joseph Addabbo (D-N.Y.) introduced H.R. 1555, a bill to require that all **radio sets be capable of receiving both AM and FM bands**.

Senator William Proxmire (D-Wis.) introduced in early January a bill (S. 22) he has introduced in each of previous three Congresses that would **repeal the fairness doctrine** and other political broadcasting laws.

## Reagan chooses Dawson for FCC

### Packwood's chief of staff will fill Lee's seat; her selection was backed by many in Senate

President Reagan last week moved to fill the second of four FCC vacancies that are his to fill in his first year in office. His choice—Mimi Weyforth Dawson, who is chief of staff and administrative assistant to Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee—was a surprise only in the order in which it was announced. She will be named to a seat that is now occupied by Acting Chairman Robert E. Lee and will not be vacated until June 30. Reagan's first selection for the FCC was Mark S. Fowler, who is to be designated chairman (BROADCASTING, March 16).

Dawson, who is 36, had been regarded as a virtual certainty for the Lee post almost from the first week of the Reagan administration because of her strong Senate support. A letter to Reagan endorsing her selection was signed by 17 promi-

nent senators, including Packwood, Paul Laxalt (R-Nev.), Reagan's principal confidant in the senate, and Barry Goldwater (R-Ariz.) (BROADCASTING, Jan. 26).

But it had been expected that the White House would move first on the two other

appointments available to Reagan ("Closed Circuit," April 6). One involves the renomination of Commissioner James H. Quello, whose term expired last June 30. The other is expected to be the nomination of Henry Rivera, an Albuquerque, N.M., lawyer, to fill the vacancy created on Friday (April 10) by the resignation of Chairman Charles D. Ferris.

There was no word from the White House on the reason for the order being followed in the announcements. However, the administration has not been a model of efficiency in the appointment process; the nomination papers on Fowler's appointment—to a term ending June 30, 1986, had not yet reached the Senate by mid-week, almost four weeks after the announcement was made (BROADCASTING, March 16). However, it was assumed the White House was making a special effort to announce the Dawson appointment because of the interest in it of so many powerful senators.

The announcement of Dawson was one





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of four intended presidential appointments released by the White House on Monday, as the President was recovering in George Washington University hospital from the attempt on his life a week earlier (BROADCASTING, April 6).

Until the nomination papers are transmitted to the Senate, the Senate Commerce Committee cannot schedule confirmation hearings. Fowler's hearing, as a result, is not expected until after April 27, when the Senate returns from its Easter recess. Dawson's papers are not expected to be submitted in time for the committee to hold a hearing on both nominations.

Because the White House has yet even to announce a successor to Ferris, the commission will continue to operate—as it has since January—two commissioners short. Under the arrangement that permitted Ferris to remain on the commission until April 10 and thus qualify for an immediate pension, he agreed not to participate in any commission matters (BROADCASTING, Jan. 26). Tyrone Brown, whose term Fowler will complete, resigned earlier this year (BROADCASTING, Jan. 19).

Dawson's appointment will make history of a sort. It will mark the first time the commission includes two women members. Commissioner Anne Jones is serving a term that runs until June 30, 1985.

Although Dawson has no substantial background in communications matters, she has become familiar with many of the issues as a top aide to Packwood, who joined the Commerce Committee in 1978. And she regards the commission as a critical place to be at the current stage of the revolution in telecommunications technology. She has said she sees the problems and opportunities associated with communications today about where the problems and opportunities associated with energy were 10 years ago (BROADCASTING, Feb. 2).

Those who have worked with Dawson in the Senate say she should have little trouble in familiarizing herself with the issues. "She's smart enough and works hard enough so she can inform herself quickly," said one staff member. (She has already begun by reviewing FCC annual reports.)

Senate staffers happily see in the Dawson appointment a further indication that both the White House and the commission will work closely with Congress. To some aides, at least, it seems that Congress will be able to establish its dominance in deregulation of the telecommunications industry. Fowler has already made it clear he intends to work closely with Congress (BROADCASTING, March 23)—unlike Ferris, who frequently insisted on the commission's independence from Congress. "The FCC [under Fowler] will work with Congress," one staffer said. "It will realize statutory deregulation is a more permanent solution than what would be possible [through FCC action]."

Dawson, who has been on Packwood's staff for seven years, began as press secretary. Today she is responsible for the operations of his personal staff and the

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staffs of the Commerce Committee as well as the National Republican Senatorial Committee, which Packwood also heads.

Dawson, who graduated from Washington University in St. Louis, in 1966, broke into congressional staff work in 1969 as a legislative aide to Representative James W. Symington (D-Mo.). Later, she worked briefly for two other Missouri congressmen—Richard H. Ichord and William Clay—before joining Packwood's staff in 1973. Dawson switched party affiliations from Democratic to Republican in 1973, but considering the work she has done on behalf of Republican candidates as top staffer on the Republican senatorial committee, she says; "No one would think of me as anything but a very loyal Republican."

## Justice sides with FCC on telco-cable

**Comments are in on commission proposal to eliminate ban on crossownership in rural areas**

The Justice Department, in comments submitted to the FCC last week, endorsed the commission's proposal to eliminate telephone company-cable television crossownership bans in rural areas. However, that endorsement was qualified to the extent that Justice urged the commission to define "rural" quite narrowly to include, "only areas where independent cable service is clearly infeasible." Justice said such a definition of "rural" would minimize the possibility of telephone companies dominating broadband services in areas where independent cable service would be possible.

Predictably, telephone companies and related associations also supported the commission's proposal, and just as predictably, the National Cable Television Association and various independent cable system operators opposed it. The telcos argued that in the 11 years since the crossownership rules were adopted, the then-fledgling cable industry has grown substantially, thus antiquating the argu-

ment that a significant telco presence in the industry would stifle the advancement of broadband technologies. They also said that the Pole Attachment Law of 1978 has proved to prevent abuses regarding the terms and conditions under which independent cable operators secure the pole attachment agreements from a local telephone company.

The cable groups took exception to that last argument, contending that the Pole Attachment Law is of limited value and certainly not effective, in and of itself, in regulating potential abuses of the telcos. They also predicted elimination of the telco-cable crossownership rules would result in a resurgence of monopolistic abuses by the telcos—abuses that originally inspired the commission to adopt the rules in 1970.

The current telco-cable crossownership rules prohibit a telephone company from owning and operating a cable system within its own telephone service area. However, a telephone company may seek a waiver to that crossownership ban in rural areas where independent cable operation is not viable. The commission established a policy of granting a "rebuttable presumption" that independent service is not viable in service areas with less than 30 homes per route mile. Last fall, on reconsideration, it clarified "service area" to mean "franchise area," as defined by each local authority.

In its current proceeding the commission has proposed five definitions of a rural area: (1) fewer than 30 homes per route mile cable franchise area (the current waiver standard); (2) fewer than 30 homes per route mile service area; (3) no community of greater than 1,500 persons; (4) areas outside the top 100 major television markets, and (5) areas outside the top 200 television markets.

Justice agreed with the cable groups that there is still potential for anticompetitive practices as a result of the operation of cable systems by telephone companies. For example, it said that a telephone company might charge its subsidiary cable company an artificially high price for pole attachments which could simply be passed on to cable customers. "Given these anticompetitive potentials," it said, "the commission should carefully confine the exemp-

tion to those situations where it is quite clear that no independent competitor can serve the market." Given that position, Justice said that the first definition, fewer than 30 homes per route mile, franchise area, is best for determining rural areas.

The phone companies argued against the franchise-area definition as one that would contravene the commission's intent to make additional broadband services available to rural areas. For example, Continental Telephone Co., which serves predominantly rural areas in 34 states, contended that adoption of the franchise area definition would result in independent cable companies wiring rural communities with greater than 30 homes per route mile but not penetrating the surrounding, more sparsely populated areas because it would not prove financially viable. Meanwhile, those surrounding areas, by themselves, would not "be likely to be able to support a stand-alone system," claims Continental.

The United States Independent Telephone Association agreed, noting the real "viability test" for a cable system is the number of subscribers per CATV system mile, regardless of political boundaries. It said the franchise definition would perpetuate "denial of CATV service to all people ... who live in the rural or less densely populated areas surrounding the county seat or other cities, towns [etc]." It said the service area definition is "far more realistic."

Rebutting charges that telephone company-operated cable systems would be cross-subsidized by telephone ratepayers, the telcos argued that state public utilities commission scrutinization of such operations would preclude such practices.

NCTA argued there "is no rational basis for alteration of the existing [telco-cable crossownership] policy."

It said telco entry into the cable industry where independent cable operations are feasible, "distorts the market," due to the former's "dominant market power, its control over essential facilities such as poles and conduits, and its proved incentive and ability to behave anticompetitively."

NCTA was extremely critical of the Pole Attachment Law (added to the Communications Act in 1978)—at least in terms of its effectiveness to remedy abuses by telephone companies in pole attachment agreements.

It submitted that the law contains no explicit right of access to pole attachments and that telephone companies often circumvent the provisions for adjudication of contested rates "by simply refusing to grant access to these poles or conduits," thus rendering the so-called protections "meaningless." Thus, the telephone companies have the ability to manipulate local franchising processes, contended NCTA. An example, NCTA said, would be "by advising local franchising officials that an independent cable operator would not be granted access to the poles if a franchise is not awarded to the telephone company subsidiary."

NCTA also noted that the pole attach-

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## House subcommittee breathes life into public broadcasting part of NTIA budget

Public broadcasters concerned about federal aid for facilities won a small victory over the Reagan administration last week. A House Appropriations subcommittee rescinded only \$12.8 million of the amount already appropriated for the program that helps build and equip stations, not the entire \$25.7 million that the administration had requested.

The subcommittee acted only hours after Dale Hatfield, acting head of the National Telecommunications and Information Administration, which administers the program, recommended the complete rescission, in testimony before the panel.

He also supported the administration's plan to eliminate the program entirely from the proposed 1982 budget to save \$23 million. The requested elimination of the facilities program would reduce NTIA's budget in 1981 to \$17 million and to \$16.5 million in 1982.

"Changes like these will be necessary if we are to slow the growth of government to the degree the President has pledged," Hatfield said. But he said the budget will support NTIA's "essential roles" in developing policies in the broadcasting and common carrier fields, improving the use of telecommunications and information systems, and managing the spectrum.

The subcommittee, in its consideration of the proposed rescission, did not think it fair to eliminate the total amount. A subcommittee aide noted that 509 applications for \$105 million in aid had been filed in response to NTIA's invitation. In retaining half of the amount Congress voted for the program, the subcommittee also retained half of the \$313,000 rescission in funds needed to administer the program the administration had requested.

The full Appropriations Committee will consider the rescissions on April 30, and the subcommittee will take up the administration's proposals for 1982 late this month or early in May. The Senate Appropriations subcommittee, which heard Hatfield on the budget matters two weeks ago, has yet to act on them.



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## RKO, Burkhart spawn new satellite radio programing services

**Sept. 1 is target date for RKO II feature, concert and news offering as well as RKO III, with overnight talk show; both will be satellite-delivered and in stereo; target is older demographic than first net**

RKO, which broke into the radio networking business in the fall of 1979, and has since built an operation serving more than 200 affiliates, will launch two more audio networks on Sept. 1 ("In Brief," March 30).

With its second network, RKO will continue its age-demographic approach but this time going after an older audience. The current RKO Radio Network is aimed at the 18-49 group, with particular emphasis on the "25-34 cell." The second effort, dubbed RKO II, has the 25-54 group as its broad target and 35-44 as its bullseye.

The third network, RKO III, according to Tom Burchill, vice president and general manager of the RKO Radio Network, will be "syndication by satellite." Here, RKO plans to assemble "a network composed entirely of long- and short-form programming blocks."

In announcing expansion plans, Burchill gave various reasons why the time is ripe—the first being the acceptance of RKO's first network. Burchill said it is "nicely in the black this year," with the second quarter "entirely sold out" and the

third quarter "heavily sold out" so far.

He also claimed "strong station demand" for further networking as well as increased interest in network specialization by advertisers. Citing more than half of the country's radio stations as unaffiliated, Burchill said RKO II could be built without "stealing" affiliates from already established operations.

Burchill said that RKO II would be joining the first network on Western Union's Westar III satellite (transponder one), and RKO III will go on the same bird (transponder four). All three networks will transmit in stereo.

Burchill characterized the upcoming 24-hour RKO II as an "older version of RKO I." The elements will be the same: news, information, sports, features and special events. However, RKO said the second network will "take a more 'hard' news approach to its hourly newscasts and put more emphasis on business and economic news."

RKO anticipates its second network will have 150 affiliates after the first year of service and 200 after 18 months. It expects to almost double its news personnel and will have different announcers on each network.

RKO II will offer three-minute newscasts on the hour, with a two-minute update as well in both morning and afternoon drive. Twenty-five 90-second features will be available weekly, with two two-minute sportscasts on weekdays and five both on Saturday and Sunday. Also on the programing schedule will be concerts.

The third effort, RKO III, is to begin Sept. 1 with a six-hour overnight talk show, three hours each from Dallas and Los Angeles. Ed Bush from WFAA(AM) Dallas will be the host in that city, with the Los Angeles personality not yet announced. The program, running nightly from midnight to 6 a.m. is tentatively called *America Overnight*. (It will be RKO's second overnight venture; in January it launched the *Night Time America* music show.)

Come Jan. 1, 1982, other RKO III services are scheduled for launch—among them, programing "mini-packs" geared to various formats and demographics. Specific programing still is being investigated and RKO said it is interviewing 450 station executives from six formats to determine their needs. Among the programing that could be made available to rock stations, for example, would be concerts and music countdown shows.

RKO III will be open to all stations but with first options given to affiliates of the two other RKO networks.

**Burkhart will launch two 24-hour radio programs, one aimed at pop stations and the other country; pitch emphasizes cost savings**

Billed as a major breakthrough in radio by co-founder Kent Burkhart, of Burkhart/Abrams/Michaels/Douglas & Associates, the Satellite Music Network (SMN) has been unveiled as the first live, 24-hour music service supplying news, special features and local ID's ("In Brief," March 30).

Burkhart's firm will contribute the network's programing while United Video Inc. provides the transponder space on Satcom I and John Tyler & Associates and Midwest Radio-Television Inc. (WCCO-AM-FM-TV Minneapolis) will supply financial and management assistance.

Burkhart says his studies show pop adult and contemporary country to be the two most popular music formats for his target audience of adults, 25-45. Both mass-appeal formats are what Burkhart described as "music of now and the future," and will be available to one pop station and one country station per market.

Roy Bliss, executive vice president of United Video, projected that by Jan. 1, 1982, about 120 stations will be SMN affiliates (60 in each format). Bliss said, "We didn't have deregulation in mind when we started the network, but I think it will help us by making it easier for hopeful customers to change their formats and switch to our service. Deregulation in



**Starting something (1).** Tom Burchill, RKO Radio Network vice president and general manager, announces company plans to add two new networks to its portfolio.



**Starting something (2).** SMN principals (l r) John Tyler, Tyler & Associates, Dallas; Kent Burkhart, of Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta; and Roy Bliss, executive vice president, United Video Inc., Tulsa. Not pictured: Jim Rupp, executive vice president and chief operating officer, WCCO-AM-FM-TV Minneapolis.



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radio will cause an excitement that, I believe, will spill over into our business."

With headquarters in Atlanta, and sales offices in most of the major markets, studio facilities for the operation will be located near Chicago, where the two formats will originate. Six full-time disk jockeys plus weekend announcers are being hired for the projected midsummer start date. Most of SMN's revenues will come from an allotted two minutes per hour for national advertising. Member stations will have six two-minute spots per hour for their own local and national clients. The Katz Agency will represent the network.

Burkhart contends that, depending on market size, a "savings of \$50,000 to over \$300,000" can be achieved by members. He said that most prospective members envision retaining one or two production people, possibly a morning man, plus three eight-hour-shift, minimum-wage people to punch up the commercials when called for. Eliminated: "a program director, probably five announcers, two newsmen, a copy director, etc."

Affiliates would have to acquire earth stations or arrange for the down link from others in the market that may own one (cable operators or public TV stations, prominently). Burkhart, who would prefer that stations own their own, says payments for a dish can be less expensive than automation and likened them to car installments with a total price tag of about \$8,000 to \$10,000.

When asked if provisions were made for scrambling, Burkhart replied: "We can be ripped off and we can't wait for the first one to do it," hinting that the network's attorneys are ready.

## Oak makes its software move

**Company, with roster of six STV outlets, will add programming department; product's destination: STV and possibly cable systems**

Oak Communications, which last month added a sixth major-market station to the roster of subscription TV outlets it is involved in operating, is setting up a new programming office in Beverly Hills, Calif., to oversee acquisition and production of programs. According to Oak's vice president for programming, Nyhl L. Henson, the expansion is part of a major effort by the company to provide "both the software and the hardware" for much of Oak's ON-TV services in Los Angeles, Fort Lauderdale-Miami, Chicago, Dallas-Fort Worth, Phoenix and now Baltimore. The Baltimore station, WBFF-TV, will be joining Oak's STV line-up this summer.

Henson told BROADCASTING the first priority of Oak's new programming division will be to acquire motion pictures, specials and sports material for the in-house network, but that "selling the material to noncompetitive pay TV services is a possibility being actively considered." Asked whether Oak might move into pay-

cable programming, Henson said "the possibility of delivering our signals via satellite is something we will look into" and that a regularly scheduled network service could be developed. Future moves may include production of first-run programs and will likely involve setting up ad hoc sports networks for selected events.

"Our goal is to upgrade and move forward with cable systems as soon as is reasonable and economically feasible to do so," added Donald O. Williams, Oak's senior vice president in charge of television operations. "We are going to put Oak technology into these cable systems for multilevel interactive channels."

Oak Communications recently acquired a cable system in Oxnard, Calif. (BROADCASTING, Dec. 1, 1980), and is negotiating to buy a second. Oak's manufacturing subsidiary makes hardware used in videotext delivery, as well as other cable-oriented services.

"The company's goals are to become a diversified telecommunications operation beyond just STV," explains Williams. "We are trying to localize the product package as much as possible, to differentiate the STV look from the national pay TV network look... It really requires a definitive look at each market, profiling the subscribers to determine what they want, and negotiating (with suppliers) for that kind of programming."

Oak, through its ON-TV service, has been developing a second, "narrow-cast" tier at three of its outlets. An "adults only" service, consisting of R-rated movies shown in late-night periods, has been successfully introduced in Fort Lauderdale, Fla., Phoenix and Chicago. Using a computer-generated scrambling technique, Oak's addressable STV decoders are able to limit delivery of the R-rated films to those subscribers who have paid for the second tier.

"Obviously, we're looking for more and

better forms of that product," says Henson. "We're also considering other daypart tiers using other types of programming, such as educational or instructional material." In Dallas, for example, the ON-TV service includes a morning STV movie. Henson predicts as many as six separate tiers may be offered over that outlet in the future.

"It's safe to say we would like to develop software for interactive systems," Henson continues. "That could take the form of two-way game shows, for example." Special tiering, for one-time only events, is already being utilized by Oak on a pay-per-view basis. Henson mentions boxing bouts as one type of sporting event on ON-TV service is already offering on that basis. A flyweight championship contest will be distributed by Oak from San Francisco on April 28 under this arrangement.

"We are now talking with 10 to 15 different production units about co-producing various forms of programming for Oak," says Henson. "These include motion pictures, concerts, soap operas—perhaps R-rated—and other made-for-TV products."

Beverly Irby has been hired to coordinate program acquisition in Oak's Beverly Hills office. Eventually, with expansion of the in-house network and programming staff, the office will be involved in program distribution to noncompetitive outlets, perhaps including home video.

Excluding Dallas-Fort Worth, where ON-TV competes with Golden West's VEU STV service, Oak claims it reaches more than 60% of the nation's STV viewers, including nearly 500,000 subscribers in the Los Angeles area alone. With the exception of Fort Lauderdale-Miami, which Oak owns outright, the stations in the STV markets Oak is affiliated with are joint venture partnerships. Most of these outlets have launched ON-TV programming within the past year.

**New entries.** During the National Association of Television Program Executives conference March 13-18 in New York (BROADCASTING, March 23), 261 distributors set up shop in hospitality suites or on an exhibition-hall floor to promote their programs.

Some of their new entries already have been withdrawn or postponed. For many programs it's just a question of time before they disappear from the marketplace. Last week NATPE offered a list of 235 first-run titles that are "still viable including 53 from abroad." (During the comparative post-convention period last year, there were 149 shows on the list).

The leading category for new contenders this year was drama (with 37 titles), followed by variety and documentary (28 titles each), then instructional (27), sports (20), talk and comedy (16 each) and children's (15). Those categories with fewer than 10 new shows were music, game, magazine, news and docudrama. Additionally, NATPE listed 21 off-network series "offered in syndication for the first time."

NATPE's list is as follows (an asterisk indicates barter). Not included are feature packages or product handled by small distributors that didn't take hospitality or exhibit space in the conference marketplace.

### FIRST-RUN PRODUCT

Title	No. Episodes	Length	Category	Distributor
Adventures of The Little Prince	26	½ hour	Children's	Sugarman Syndication
Alcohol Problem	16	15 minutes	Instructional	Bruce A. Raymond
The Amazing Kreskin		½ hr. strip	Variety	Group IV
The American Trail	26	½ hr. + 5 min.	Instructional	Smeloff



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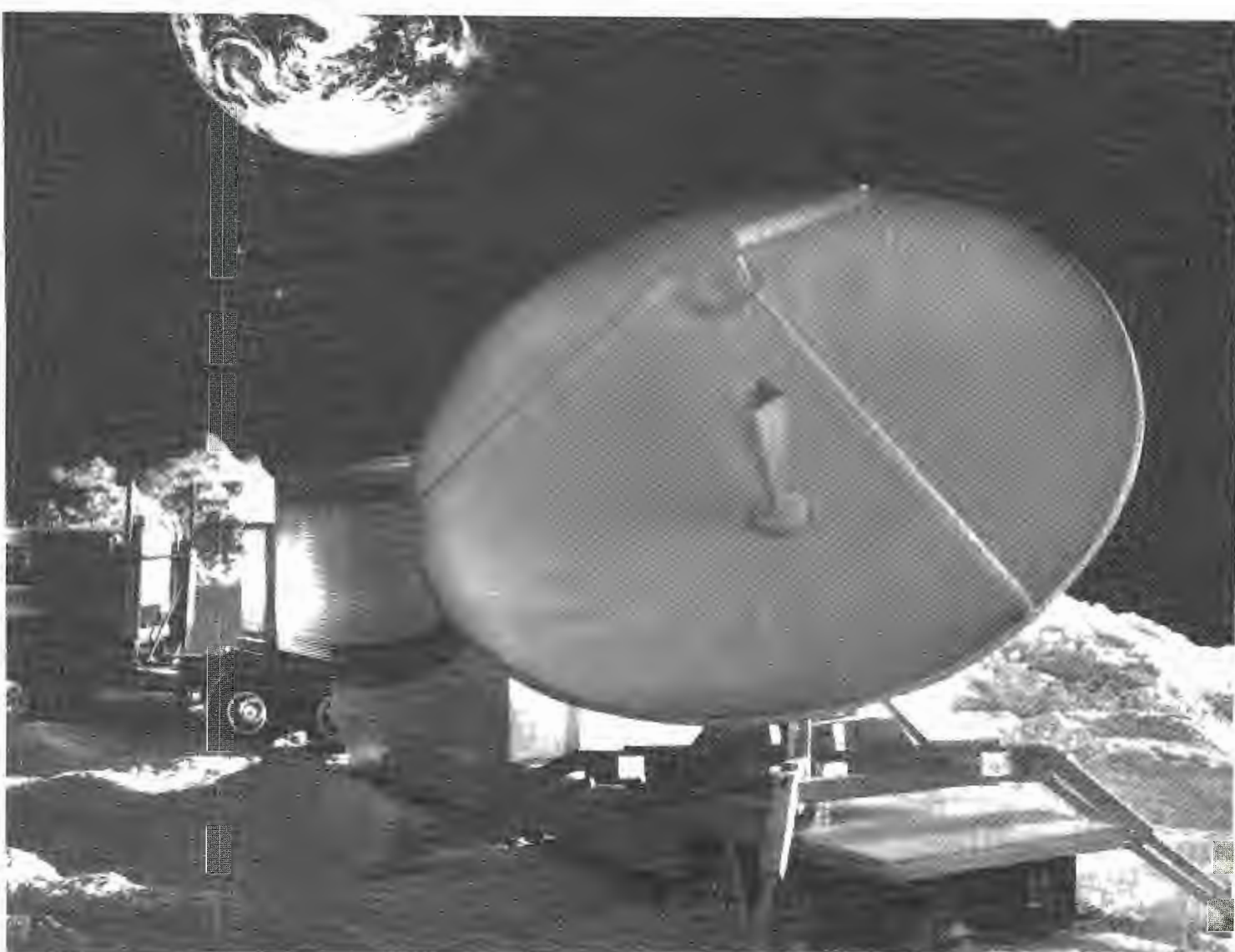


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Title	No. Episodes	Length	Category	Distributor
Arsene Lupin	6	hour	Drama	Antenne 2
Asia & The Island Nations	12	hour	Documentary	Thomas Horton Assoc.
The Award Winners	13	hour	Docudrama	Southern Baptist Conf.
Backstage At The Centre	26	½ hour	Documentary	Visual Productions
Backstage On Broadway	39	½ hour	Talk	Television Synd. Group
Backstage Pass*	26	½ hour	Variety	Lexington
The Baseball Bunch	18	½ hour	Children	Major League Baseball
Bellamy	27	hour	Drama	Grundy
Bernstein: Beethoven	12	hour	Music	Beta Film
Best of Texas Wrestling	52	hour	Sports	TV Syndication
Bowser*	24	½ hour	Variety	Lexington
Bureau Report	39	½ hour	News	Newsweek Video
Buyer Beware	65	90 seconds	Instructional	Alcare
Camera Three	13	½ hour	Magazine	Novacom
Car Care Central	26	½ hour	Instructional	SFM
Card Sharks		½ hour strip	Game	Firestone
Careers*	26	½ hour	Instructional	Donnelly
Cartoons By ...	100	shorts	Children	Italtown
CFDA Awards	1	90 minutes	Variety	Vitt Media
Chapters in Black				
American History	65	1 minute	Documentary	Carter-Grant
Charlie Rose Show		½ hour strip	Talk	Post-Newsweek
Chef's Kitchen	65	90 seconds	Instructional	TV Syndication
Cities	13	hour	Documentary	Nielsen-Ferns
Classical Concerts	26	½ hr. & hour	Music	TF 1
Claudine	4	90 minutes	Drama	Telepic
Country Comes Alive	3	hr. & 2 hrs.	Variety	Multimedia/Jim Owens
Country Countdown*	26	hour	Variety	Syndicast
Country Music Gazette	26	½ hour	Variety	Metromedia
Country People	26	½ hour	Variety	Osmond
Country Roads	26	½ hour	Variety	Osmond
Country Western Music Club	13	½ hour	Variety	TV Natl. Releasing
Crazy World of Sport	14	½ hour	Sports	Strenghold
Crow and Bronto	31	hour	Children	Dick France
Cuban Exodus	1	hour	Documentary	Novacom
David Sheehan's Hollywood	12	hour	Talk	Telepictures
The Dick Emery Show	40	½ hour	Comedy	Time-Life
Dollar A Second		½ hour strip	Game	Worldvision
Dr. Vet and Your Pet*	26	½ hour	Instructional	Donnelly
Easy Does It		½ hour strip	Instructional	Syndicast
Ed McMahon & Co.	13	hour	Variety	Shap Filmworks
Entertainment Tonight		½ hour strip	Variety	Paramount
Erica Wilson	13	½ hour		
	24	15 minutes	Talk	Novacom
Eric Sevareid's Chronicle	13	hour	Documentary	PolyGram
Escape*	26	½ hour	Drama	Lexington
Evening At The Improv	26	hr. & ½ hour	Comedy	American Television Syn.
Evening At The Symphony	26	hour	Music	Novacom
Extraordinary Ordinary People		½ hour strip	Talk	Cinaco TV
Eye of The Beholder	13	½ hour	Documentary	Cori & Orient
Fascinating Information		½ hour strip	Documentary	Victory
Fast Company	26	hour—live on tape	Sports	Robert Wold
Fights of The Seventies	13	hour	Sports	20th Century-Fox
Flappers	26	½ hour	Comedy	CBC
Flying Kiwi	26	½ hour	Drama	Portman Prods.
For All The Gold of Transvaal	6	hour	Drama	Telepic
For The Honor of Our Country	26	½ hour	Sports	PolyGram
The Forum Presents	19	hour	Variety	Alfred Haber
Four Girls Four	1	hour	Variety	Rhodes
From Me To You	65	30 seconds	Instructional	Baron
Fugitive Samurai	79	hour	Drama	Premantle
The Garden With The Statues	6	hour	Children's	E.R.T.
Gardens: Dream Paradise	13	½ hour	Documentary	TF 1
The Gentle Touch	29	hour	Drama	London Weekend
George, The Great St. Bernard	26	½ hour	Comedy	TVM Associates
The Golfer's Guide	13	½ hour	Instructional	Legion Associates
Golfing With Jacklin	26	15 minutes	Sports	Richard Price
Good Living*	26	½ hour	Talk	Vitt Media
Great Mysteries of Hollywood*	26	½ hour	Drama	MGM-TV
The Great Space Coaster	85	½ hour	Children	Claster
Health Beat	12	hour	Instructional	BBI Communications
Heavy Load	13	hour	Drama	Globo Network
Heiji, The Shogun's Detective	520	hour	Drama	Fuji Telecasting
Hi, Champ!	13	hour	Sports	Telepic
Hints From Heloise	130	1 minute	Instructional	Vipro
Historyland	10	hour	Documentary	TVS
Hitlin' Home	1	hour strip	Variety	Viacom
Hollywood	13	hour	Documentary	Thames Television
Hostess Family Classics*	24	½ hour	Children	Vitt Media





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House On The Hill	6	hour	Drama	Scottish Television
Howard Ruff Show	26	½ hour	Talk	Osmond
Ice Time	25	½ hour	Sports	Atlantic Bdcst. Ser-
Ice Tips	130	90 seconds	Sports	Atlantic Bdcst. Ser-
Inside Sports At The Cowboy	26	½ hour	Sports	Newsweek
Inspector Moulin	15	90 minutes	Drama	TF 1
Into The Labyrinth	7	½ hour	Drama	Global TV
Isaac Stern Paris Concerts	6	½ hour	Music	RM Prods.
The Jackie Mason Show*	1	hour strip	Comedy	Trans World
The Jane Chastain Show	156	90 seconds	Sports	M.A. Kempner
Jazz and Blues	11	hr. & ½ hr.	Music	TCB Releasing
Julia Child Cookbook	26	½ hour	Instructional	Novacom
Kenny Everett	26	½ hour	Variety	Thames Television
Kidnapped	13	½ hour	Drama	Fremantle
Kidoodle	26	½ hour	Children	Television Synd. Group
Lassie*	26	½ hour	Drama	Time Buying Services
The Law Works	5	½ hour	Instructional	BBJ
Leave It To The Women*		½ hr. strip	Talk	Mag-Net
Le Hot Spot	26	½ hour	Variety	Vipro
Let's Talk Sports	26	½ hour	Talk	Carter-Grant
Levkas Man	6	hour	Drama	Portman Prods.
Life and Death	6	½ hour	Documentary	Sherman Grinberg
The Life of Paul Gauguin	7	hour	Drama	Teleproductions Gmt.
Look At Us	26	½ hour	Documentary	Telepictures
Mag	26	½ hour	Magazine	Columbia Pictures
Making It In The Microwave	65	minute	Instructional	Mighty Minute
Malibu		½ hr. & hr. strips	Drama	3-D Enterprises
Malu, A Woman	13	hour	Drama	Globo of Brazil
Man Trap	26	½ hour	Talk	Lorimar
The Masterbuilders	13	½ hour	Documentary	Grampian Television
The Mediterranean	12	hour	Documentary	Interama
Metal Mickey	8	½ hour	Comedy	London Weekend
Michael Parkinson Show	52	hour	Variety	Productions Assoc.
Million Dollar Talent Show	26	hour	Variety	Mag-Net
Money Line		½ hr. strip	Instructional	Turner Program Sales
Mr. Peepers	100	½ hour	Comedy	Sunrise
Mrs. Sazai	590	½ hour	Comedy	Fuji Telecasting
Music In Time	16	hour	Music	RM Productions
My Father's House	7	hour	Drama	Granada
Mysteries of The Indigo Depths	39	½ hour	Documentary	Media Lab
Nascar Auto Racing	16	hour	Sports	CBS Sports
National Gallery: A Private View	12	½ hour	Documentary	Richard Price
New Let's Make A Deal		½ hr. strip	Game	Rhodes Prods.
New You Asked For It	150	½ hour	Documentary	Sandy Frank
News From Zoos*	24	½ hour	Documentary	General Entmt.
NFL's Best Ever*	5	hour	Sports	Pro Sports
Not The Nine O'Clock News	10	½ hour	Comedy	Time-Life
Not Too Late Show	29	½ hour	Variety	PolyGram
Nuggets	13	½ hour	Children's	Cori & Orient
Obon!	52	30-sec. & 1-min.	Children's	Gold Group
Omni	39	½ hour	Magazine	Mag-Net
Onbu The Friendly Ghost	52	½ hour	Children's	Fuji Telecasting
Osmond Brothers*	26	½ hour	Variety	Osmond
Paris Air Spectacular	1	hour	Variety	J.P.D.
People Are Talking	48	hour	Talk	Program Synd. Sales
People's Court	52	½ hr. or strip	Documentary	Telepictures
Picasso: The Man & His Work	2	45-min. & 3 ½ hr.	Documentary	Teleproductions Gmt.
Pleasure Of Your Company*		½ hr. strip	Instructional	Gold Group
Plume d'Elan	41	5 minutes	Instructional	Sepp Brussels
Police Beat	13	hour	Drama	Globo of Brazil
Pop*	26	½ hour	Variety	Pop Network
Portrait Of A Legend*	26	½ hour	Documentary	Gold Key
Prime Time Scramble	26	½ hour	Game	M.A. Kempner
Pro Pigskin Picks*	42	30 seconds	Sports	Pro Sports
Punishment	26	hour	Drama	Grundy
Radio Picture Show*	26	½ hour	Music	Raymond Horn
Ralph Emery's Amusement Co.		½ hr. strip	Variety	Osmond
Ray St. Germain Country	26	½ hour	Variety	Nielsen-Ferns
The Realm Of The Unknown	1	90 minutes	Drama	TV Syndication
Restless Years	600	½ hour	Drama	Grundy
Ritter's Cove	26	½ hour	Drama	CBS
Rock It	13	hour	Music	Doug Hutton Video
Rock 'n Rodeo	26	½ hour	Variety	Visual Productions
Rodeo Drive		½ hr. strip	Game	Metromedia
Sacred Space	39	½ hour	Talk	Metro Productions
Senior America*	50	1 minute	Instructional	NG Films
The Settlers	13	½ hour	Drama	South African Bdcstg.



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Sextet	26	½ hour	Comedy	Cinaco TV
Shopping At Home		½ hr. strip	Instructional	Carpenter TV
Sidestreet	24	hour	Drama	CBC
Siegel		½ hr. strip	Talk	On The Air
Sing To The Lord	14	½ hour	Music	Global TV
Smuggler	13	½ hour	Drama	Richard Price
Smuggler	6	hour	Drama	Societe Francaise
Smurfs	14	½ hour	Children	Sepp Brussels
Sports Afield*	26	½ hour	Sports	Karol Media
The Sports Doctor	26	½ hour	Instructional	Donnelly
Sports Reel	various	inserts	Sports	Newsweek
Strange As It Seems	26	½ hour	Documentary	Colbert Television
Street Smart, Home Wise	65	30 seconds	News	Carter-Grant
Sugar Ray Leonard's Golden Gloves*	26	½ hour	Sports	MCA TV
Summer Solstice	1	hour	Drama	BBi Communications
Super Pay Cards		½ hr. strip	Game	Metromedia
Swingin' Country	130	1 minute	Instructional	Mighty Minute
Tales of The Haunted		½ hr. strip	Drama	Colbert Television
Thank Heaven For Maurice Chevalier	1	90 minutes	Variety	MGM-TV
That Teen Show		½ hr. strip	Magazine	Garber/Carter Comm.
The Winning Moment	60	30 seconds	Sports	MG Films
T.I.A.P.D.	78	½ hour	Drama	Fuji Telecasting
Today's Black Woman*	39	½ hour	Talk	Gerber/Carter Comm.
Training Dogs The Wodehouse Way	10	½ hour	Instructional	Time-Life
Travellin' Music	26	½ hour	Variety	Visual Prods.
Trends In Living	13	½ hour	Instructional	Karol Media
The Troupe	26	½ hour	Comedy	Visual Prods.
TVS Tennis Tour	6	2 hours	Sports	TVS
Ulysses	26	½ hour	Children	Dick France
Uncle Late Nite		½ hr. strip	Comedy	Metromedia
The Unstable Roundtable	26	½ hour	Comedy	Spencer Prods.
Up For Grabs	39	½ hour	Comedy	Metro Prods.
Up Pompeii	13	½ hour	Comedy	Time-Life
Upstairs At Xenon	39	½ hour	Talk	General Entmnt.
Video Tape News Library	60	inserts	News	Osmond
Vietnam: The 10,000 Day War	13	hour	Documentary	Alan Enterprises
The Visitors	6	hour	Drama	TF 1
Wayne & Shuster	80	½ hour	Comedy	CBC
We Cater To Cowards	65	2 minutes	Instructional	Mighty Minute
Weekend Handyman*	26	½ hour	Instructional	Donnelly Prods.
Weekend Heroes	26	½ hour	Sports	Gold Key
Weeknight		½ hr. strip	News	Kelly Brothers
We're Movin'	26	½ hour	Children	Group W
Where Are They Now?	26	½ hour	Documentary	Deepwood Prods.
Why In The World?		½ hr. strip	Instructional	Satellite Edu. Svcs.
Wildlife Safari	26	½ hour	Documentary	Time-Life
Winter Fever	16	½ hour	Sports	Sunrise
Woman's Digest	39	½ hour	Talk	General Entmnt.
Wonders of The Underwater World	4	½ hour	Documentary	Dobbs Goosen
World	4	hour	Documentary	Novacom
World Apart		½ hr. strip	Drama	Metromedia
World's Greatest Circus	6	2 hours	Variety	MCA TV
Worzel Gummidge	25	½ hour	Children	Southstar TV
Young Lives		½ hr. strip	Drama	Post-Newsweek
The Young Medics		½ hr. strip	Drama	Firestone
Your Basic Do-It-Yourself Millionaire Kit*	26	½ hour	Instructional	Metromedia

#### OFF-NETWORK

Alice	110	½ hour	Comedy	Warner Bros.
The Boston Pops	26	hour	Music	Novacom
Charlie's Angels	125	hour	Drama	Columbia Pictures
CHiPs	94	plus hr.	Drama	MGM-TV
Dallas	140	plus hr.	Drama	Lorimar
Diff'rent Strokes	70	plus ½ hr.	Comedy	T.A.T./Tandem
Fantasy Island	120	hour	Drama	Columbia Pictures
Hardy Boys/Nancy Drew	46	hour	Drama	MCA TV
Harry O	44	hour	Drama	Warner Bros.
Here's Lucy	144	½ hour	Comedy	Telepictures
The Incredible Hulk	107	plus hr.	Drama	MCA TV
Love Boat	150	hour	Drama	Worldvision
Man From Atlantis	20	hour	Drama	Worldvision
Mork and Mindy	51	plus ½ hr.	Comedy	Paramount
Nova	50	½ hour	Instructional	Novacom
One Day At A Time	163	½ hour	Comedy	T.A.T./Tandem
Quincy, M.E.	148	hour	Drama	MCA TV
Return of The Saint	22	hour	Drama	ITC Entertainment
Scooby-Doo	110	½ hour	Children's	DFS Program Exchg.
Taxi	120	½ hour	Comedy	Paramount
WKRP In Cincinnati	120	½ hour	Comedy	Victory Television

## Ultimedia: Latest in a growing list of cable networks

**NCTA convention will mark debut of new service, UTV Cable, to be delivered by satellite and for free to operators**

A cable convention cannot go by any more without the appearance of some new cable programmer. The newcomer at this year's National Cable Television Association convention in Los Angeles May 29-June 1 will be Ultimedia, Fairlawn, N.J., which will introduce UTV Cable Network, an advertiser-supported variety network. Like other national cable networks, it will be distributed by satellite.

Details of the programing and financial support for the service are being withheld until the convention, but President Richard Levinson said the programing will consist of a variety of how-to, instructional and talk shows to which viewers will be invited to call in.

In an attempt to "really stand out," Levinson said, there will be no charge to cable operators for the service. He refused to comment on whether Ultimedia might even pay operators to carry the service, a concept common in broadcasting, but untried in cable.

If all goes well, Levinson said, UTV Cable will be available by the end of the year. He expects to start the service with six hours of programing a day, expand to 12 hours and eventually to 24 hours. It's Ultimedia's belief, Levinson said, that "all dayparts are salable."

The start date and the speed with which the service grows will be determined in part by Ultimedia's success in procuring satellite time. But Levinson would give no hint as to what satellite or what transponder Ultimedia was after. "We are involved with very proprietary negotiations" with transponder owners, Levinson said.

The programing, most of which will be original, will be tailored to appeal to a narrow, high-income audience and advertisers who wish to reach those audiences, Levinson said.

The founders of Ultimedia are Levinson and Frank D'Alessio, principals of a newly constructed cable system passing 25,000 homes in Monmouth county, N.J., and applicants for the franchise for Paterson, N.J. Bill Padalino, former vice president of sales for USA Network, is Ultimedia's vice president of marketing and affiliate sales, and Bill Moen, formerly of the New Jersey Public Broadcasting Authority, has joined Ultimedia as director of programing.

UTV Cable Network grew from Levinson's and D'Alessio's idea for the "optimum program package" for use on the Monmouth cable system. It's their hope that other cable operators will share their opinion of the concept. Levinson said they're "very happy" with the response from Padalino's initial sales forays.



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### what is the Lotus Position?

We assure total commitment to our stations for their national representation ... We offer five owned and operated offices. We have a 7 year successful track record, and most important we have people — bright, trained, supervised, professional and definitely hungry.

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We have the ability to interpret the best numbers for your station through our computer capability, a must for national representation.

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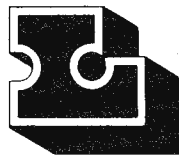
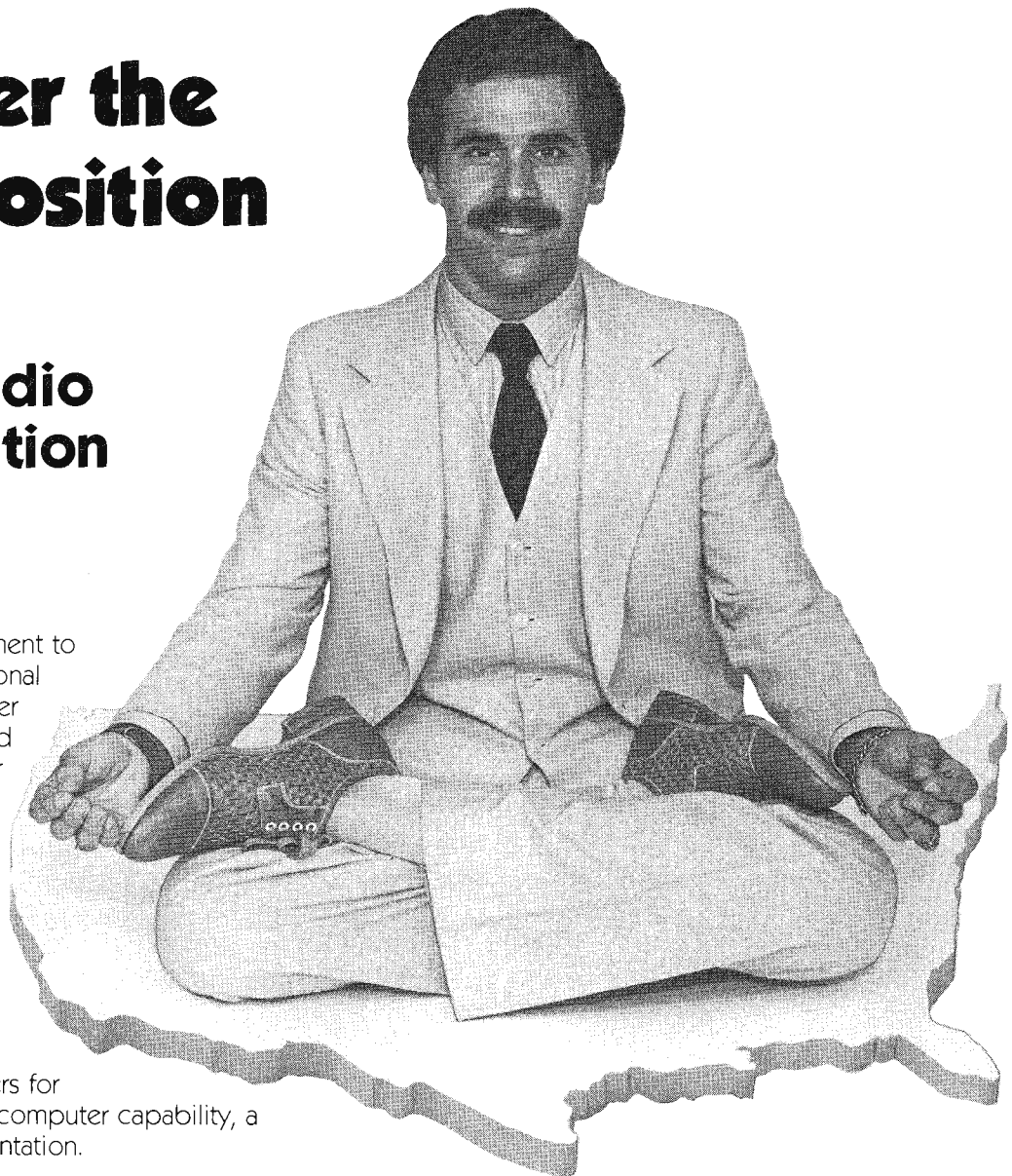
We don't limit our contact with you to sending orders. We tell you what's happening through regular activity reports and direct phone communication. Our station list is selective so we give you personal attention.

### we do

Our people are young and aggressive. They make more sales calls than average because they are eager for the national dollar. They sell radio format concepts along with numbers. They follow through. ... Our management team works with them to make every contact totally productive.

### want to change your position?

If you want superior representation in the tough world of national radio advertising, then LOTUS is for you. Contact our V.P. for Station Relations, George Sternberg, in New York. He'll take it from there. Let the LOTUS Position work for you.



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Division of Lotus Communications Corporation

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**Atlanta** — 3384 Peachtree Rd., N.E.  
Atlanta, Ga. 30326/404•237-1577  
**Chicago** — 203 N. Wabash Ave.  
Chicago, Ill. 60601 / 312•346-8442

**Los Angeles** — 6777 Hollywood Blvd.  
Hollywood, Ca. 90028 / 213•466-8119  
**San Francisco** — 2225 Union Street  
San Francisco, Ca. 94123/415•563-3252  
**Dallas** — 3225 Lemon Ave.  
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## *Portrait of a* **LEGEND** *Hosted by James Darren*

Initial air date (week of) June 1, 1981

AND

## **WEEKEND HEROES**

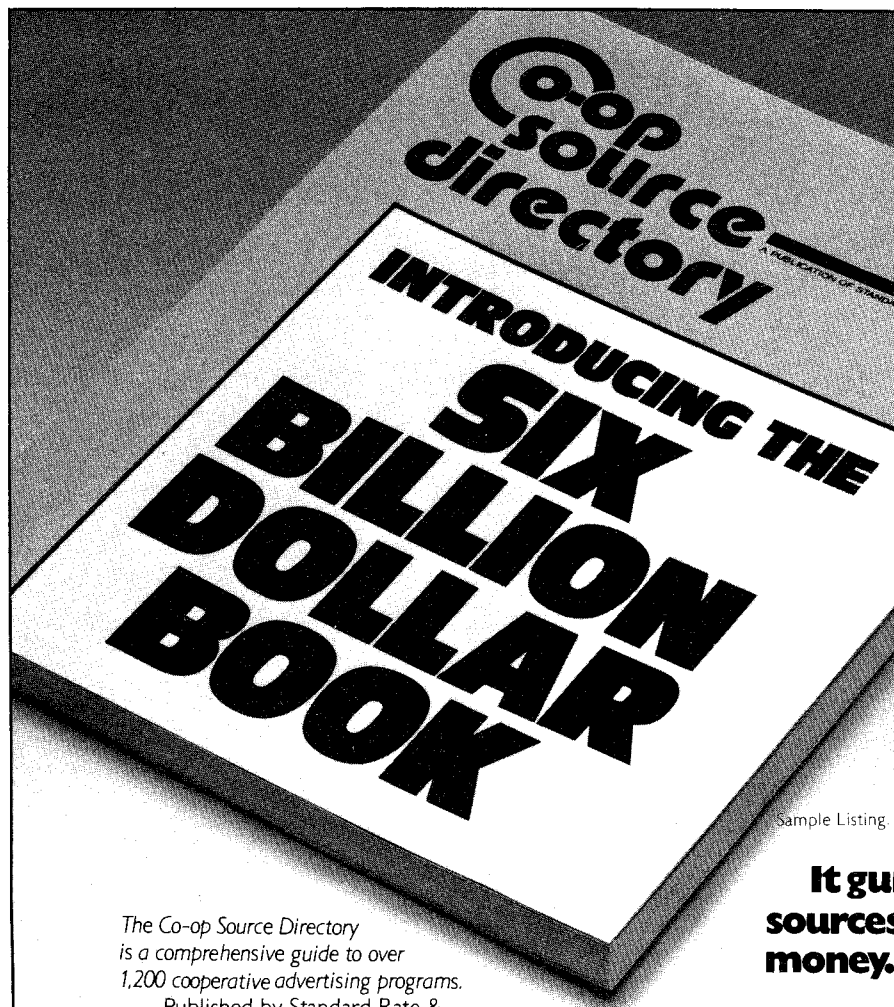
With Paul Hornung and Jayne Kennedy  
Initial air date (week of) August 3, 1981

THANK YOU FROM ALL OF US AT



**GOLD KEY MEDIA**

A Division of The Vidronics Company, Inc.  
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The Trademark Index alphabetically lists all trademarked names and cross references them with their manufacturers.

And the Manufacturer Index alphabetically lists the name of each manufacturer, the page number of its listing, product code, type of co-op available, expiration date of program, participation, and accrual/allowance.

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Sample Listing

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#### Retailer Co-op Plan

**Product**  
Goggles and Sunglasses

**Trademark**  
Smith Goggles

**Eligible Media**  
Radio, TV, newspaper, weekly newspaper, shopper, catalog, magazine, outdoor, national and regional ski periodicals  
**Distribution:** Direct  
**Timing:** Seasonal

**Timing**  
Program: August 1, 1980 thru March 31, 1981  
Accrual: August 1, 1980 thru March 31, 1981  
Advertising: August 1, 1980 thru March 31, 1981  
Claim: Within 60 days of ad  
Accrual: 3

**Accrual/Allowance**  
3% of net purchases on initial orders only

**Participation**  
50-50, lowest earned rate

**Ad Specifications**  
No competing products, products must be illustrated; manufacturer's logo required.

**Media Requirements**  
Newspaper: Serving retailers primary trading area

**Advertising Aids**  
Camera-ready ads; print elements

**Reimbursement Method**  
Check

**Claim Documentation**  
All media: Paid media invoice  
Newspaper: Tearsheet

**Send Claim to**  
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Marketing Department  
Box 11, 210 Sun Valley Rd. E  
Ketchum, ID 83340

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#### Two issues for only \$120.

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Title \_\_\_\_\_

Company \_\_\_\_\_

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## Assassination attempt adds fuel to the fire of NCTV's campaign

**Coalition plans further monitoring, encourages 'direct citizen action'**

The National Coalition on Television Violence, citing the attempted assassination of President Reagan (BROADCASTING, April 6), has announced a stepped-up campaign to eliminate violence from television. A factor in the program is an effort to persuade viewers to boycott products of advertisers supporting programs considered the most violent.

NCTV's new campaign, approved at the board's quarterly meeting, in Washington on April 3, calls for increased monitoring by the NCTV staff to include all network prime-time and Saturday-morning programs, instead of only two networks each week, and initiation of a nationwide direct mail campaign to gather increased citizen support of the anti-TV violence effort.

The third prong of the campaign provides for continued encouragement of "direct citizen action" through a boycott of products of sponsors who support the most violent programs. NCTV publishes a quarterly list of the most violent and least violent television programs and sends it to more than 60,000 individuals and organizations.

## Monitor

**Missing person.** ABC-TV's popular "Three's Company" will return to network next season without co-star Suzanne Somers, according to program's producers in Hollywood. Tuesday-night comedy series had been produced through much of past season without Somers, who reportedly was unhappy with terms of her contract. "Suzanne Somers has not picked up her option," said N.R.W. Productions. All other regular cast members are slated to return. There are 25 episodes of comedy on order for 1981-82 season, according to announcement, including two one-hour episodes. *Three's Company* is completing its fifth year on ABC-TV, which has yet to confirm pickup.

**Iran drama set.** CBS-TV has set May 17 as air date for *Escape from Iran*, network-produced drama about Americans who escaped from U.S. embassy in Teheran November 1979 and were hidden by Canadian embassy personnel. Two-hour TV movie stars Canadian actor, Gordon Pinsent.

**It's You!** USA Network has announced *YOU!*, calling it "first video fashion magazine." Half-hour series is geared for "modern working women, looking to improve their professional and personal lives." Premiering May 4, new episodes are to air at 7:30 p.m. ET on Mondays, with several repeats throughout week. Edith Locke, former editor-in-chief of *Mademoiselle*, will host Barry Levinson production for USA Network.

**Cable for children.** New basic-cable service, KidVid Network, aimed at 6-to-12 year-olds, is expected to be launched this year by Claude S. Hill, TV producer/distributor of children's programs. Service, primarily animation, would be satellite transmitted at 3-6 p.m. weekdays and 9 a.m.-noon weekends. Distribution specifics for advertiser-supported service weren't announced.

**Upcoming at networks.** Rights to Norman Mailer best-seller, "The Executioner's Song," have been acquired by NBC-TV, which plans mini-series on story of executed murderer Gary Gilmore... "Riverworld," adaptation of Philip Jose Farmer's science-fiction book, is being produced as 90-minute pilot for ABC-TV.

## When you communicate...and your lenders don't...call us.

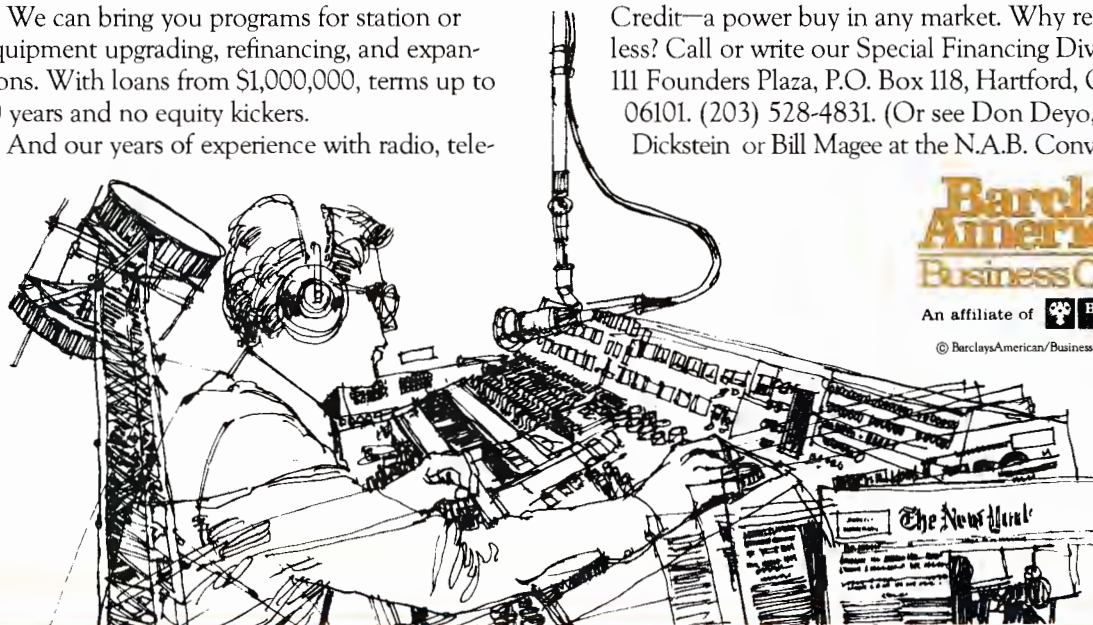
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We can bring you programs for station or equipment upgrading, refinancing, and expansions. With loans from \$1,000,000, terms up to 10 years and no equity kickers.

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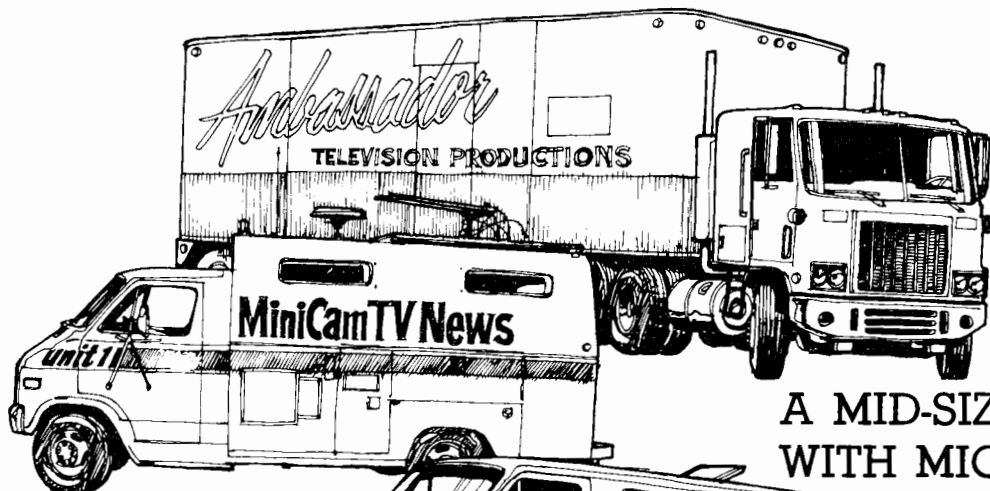


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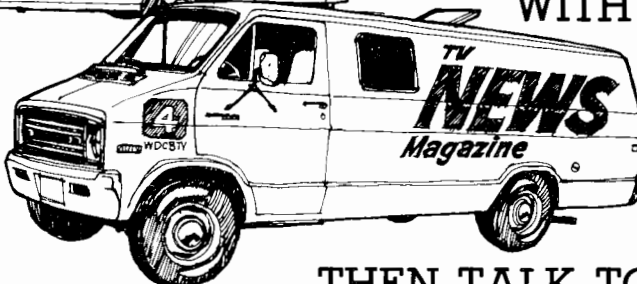
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A NEWS  
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When your mobile unit order calls for QUICK DELIVERY, GOOD QUALITY, and COST EFFECTIVENESS, don't just pick two . . . pick MIDWEST, and get all three.

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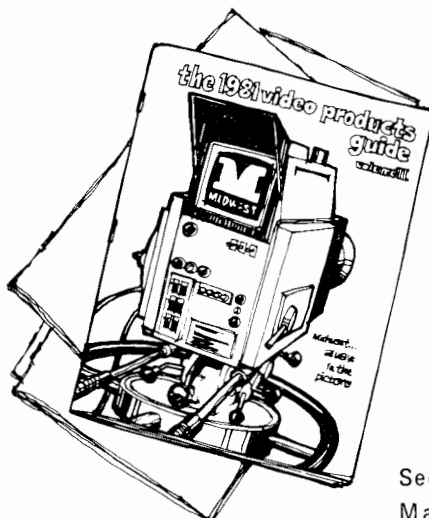
Ampex, Cezar International, Conrac, Digital Video Systems, Fernseh, Gerstenslager, Hitachi, Ikegami, ISI, ITE, Lenco, 3M Minicom, Microwave Associates, O'Conner, Panasonic, Quick Set, RTS Systems, Scientific Atlanta, Sony, System Concepts, Tektronix, Van Ladder, Video-Media, Videotek, Vinten and Wilbert Masts.

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## Ratings Roundup

After six successive prime-time victories, CBS-TV was knocked out of the winner's circle for the week ended April 5. Packing the ratings punch of the *Academy Awards*, a *Barbara Walters Special* and the first two-hour episode of its *Masada* mini-series, ABC-TV turned in the week's best ratings average.

From March 30 through April 5, ABC scored a 19.1 rating and 30 share to CBS's 18.4/29 and NBC's 16.1/26.

The *Academy Awards* presentation, delayed 24 hours due to the assassination attempt on President Reagan, brought Oscar's lowest TV score ever (BROADCASTING, April 6), but its 31.0/58 was enough to give ABC the week's top-rated program. *Walters* placed fifth on the list of 63 programs, with a 27.4/42, and *Masada* part I was seventh with a 27.1/40.

During the week, however, CBS continued to collect the most winning nights: Monday, Thursday, Friday and Sunday. ABC took Tuesday and Saturday. NBC won Wednesday, the only night it had shows above a 30-share, aside from a *CHiPs* episode on Sunday.

On Monday, when the networks returned to entertainment schedules following news coverage of the Reagan assassination attempt, CBS was the clear victor with *M\*A\*S\*H*, *House Calls* and *Lou Grant* (9-11 p.m. NYT) averaging a 24.7/37. NBC, with the NCAA basketball championship (8:15-10:30 p.m.) scored a 20.5/29. ABC, with *Show Business* and *John Denver* specials (8:30-10:30 p.m.), averaged a 17.0/24.

Elsewhere of ratings note, CBS's new series, *Nurse*, with former *Waltons* star Michael Learned, scored well, with an 18.3/31. But NBC continued to fare poorly with its "Project Peacock" ratings—the episode, *My Father the Circus King* garnering only a 14.5/23.

### The First 20

1. <i>Academy Awards</i> special	ABC	31.0/58
2. <i>Dallas</i>	CBS	30.0/53
3. <i>60 Minutes</i>	CBS	28.1/46
4. <i>Dukes of Hazzard</i>	CBS	27.4/44
5. <i>Barbara Walters Special</i>	ABC	27.4/42
6. <i>M*A*S*H</i>	CBS	27.2/38
7. <i>Masada</i> (Part I)	ABC	27.1/40
8. <i>House Calls</i>	CBS	26.7/38
9. <i>Love Boat</i> (two-hour episode)	ABC	25.6/45
10. <i>Lou Grant</i>	CBS	22.4/36
11. <i>Archie Bunker's Place</i>	CBS	21.6/34
12. <i>Diff'rent Strokes</i>	NBC	21.6/33
13. <i>Greatest American Hero</i>	ABC	21.1/33
14. <i>Real People</i>	NBC	21.1/33
15. <i>NCAA Championship Series: "Indiana vs North Carolina"</i> (special)	NBC	20.7/29
16. <i>Mork &amp; Mindy</i>	ABC	20.6/32
17. <i>One Day At A Time</i> (hour episode)	CBS	20.6/30
18. <i>Alice</i>	CBS	20.5/29
19. <i>Quincy, M.E.</i>	NBC	19.9/33
20. <i>Magnum, P.I.</i>	CBS	19.9/31

### The Final Five

59. <i>More Wild Wild West</i> (movie)	CBS	10.9/17
60. <i>Vampire</i> (movie)	ABC	9.8/16
61. <i>That's My Line</i>	CBS	9.7/17
62. <i>NBC Magazine</i>	NBC	9.2/16
63. <i>Riker</i>	CBS	8.9/16

## NBC shuffles its prime-time deck

It rearranges time slots for six faltering shows, kills one

NBC-TV last week announced new time periods for six of its series now in the ratings doldrums. Moving are *NBC Magazine with David Brinkley*, *Hill Street Blues*, *Nero Wolfe*, *BJ and the Bear*, *Walking Tall* and *The Gangster Chronicles*. Dropping off the schedule is *Buck Rogers*.

*NBC Magazine*, consistently the week's lowest-rated show in its Saturday 10-11 p.m. (NYT) slot where it competes against CBS-TV's top-rated *Dallas*, moves to Thursday 8-9 p.m., effective April 23. That's the same night ABC-TV schedules its newsmagazine *20/20* at 10-11 p.m.

*Hill Street Blues*, now Saturday 10-11 p.m., switches to Tuesday 9-10 p.m. April 28. A two-hour *Hill Street* will be offered

the Tuesday before, from 9 to 11 p.m.

*Nero Wolfe* shifts from Friday 9-10 p.m. to Tuesday 10-11 p.m. as of April 28.

*BJ and the Bear*, now Tuesday 9-10 p.m., will be tried on Saturday 9-10 p.m., beginning April 18.

*Walking Tall* moves from Tuesday 10-11 p.m. to Saturday 10-11 p.m.

*Gangster Chronicles*, now Saturday 9-10 p.m., will be seen Friday from 10 to 11 p.m. beginning May 8. On Fridays, April 24 and May 1, *Chronicles* will air from 9 to 11 p.m.

The schedule shifts leave no regular slot for *Buck Rogers*, which has been running in the time period now slated for *NBC Magazine*.

According to NBC Entertainment President Brandon Tartikoff, the "moves are part of a comprehensive plan designed to permit widest possible viewer sampling in different competitive situations before the announcement of our fall schedule on April 30." NBC also will be airing more pilots as well as specials during that period.

## PlayBack

**Over Atlantic.** WOR(AM) New York has gone international, broadcasting its 7 a.m. to 12 noon schedule from London. Live broadcasts are being fed by satellite from Duke of York's theater in London to New York. John A. Grambling will serve as anchorman, supported by WOR personalities Arlene Francis, Sherrye Henry, Joan Hamburg and Don Criqui. Guests on *Live From London* special programming will include stage, screen and television personalities and British government leaders.

**Laughter on the air.** Hollywood-based From Studio B is syndicating collection of comedy bits created and performed by disk jockey Rick Dees on his morning radio shows over KHJ(AM) Los Angeles and WHBQ(AM) Memphis. Custom package includes 130 vignettes.

**In the marketplace.** MJ1 Broadcasting Inc., New York, is offering to radio stations on barter basis daily, 90-second program titled *Sportsline with Reggie Jackson*, on which New York Yankee baseball star will interview and profile outstanding athletes.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Morning Train* by Sheean Easton on EMI/America; (2) *Kiss On My List* by Hall & Oates on RCA; (3) *Just the Two of Us* by Grover Washington Jr. on Elektra; (4) *While You See a Chance* by Steve Winwood on Island/Warner Bros.; (5) *Keep On Loving You* by REO Speedwagon on Epic. The top five in **country radio airplay**: (1) *Falling Again* by Don Williams on MCA; (2) *A Headache Tomorrow* by Mickey Gilley on Epic; (3) *Old Flame* by Alabama on RCA; (4) *Hooked On Music* by Mac Davis on Casablanca/Polygram; (5) *I Am the Dreamer/Rest Your Love* by Conway Twitty on MCA.

THE WEEKLY

# TOP THIRTY

THE RADIO SHOW

## Talks With The Stars

Featured guests this week include

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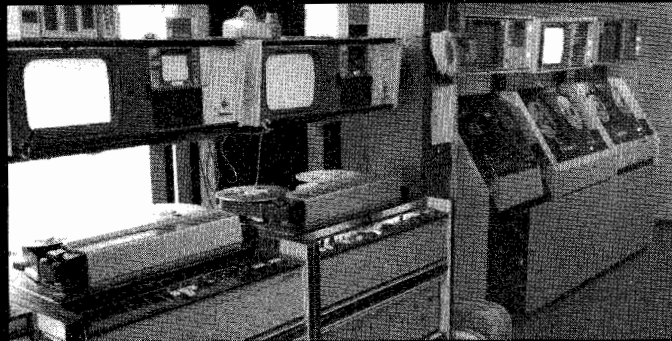
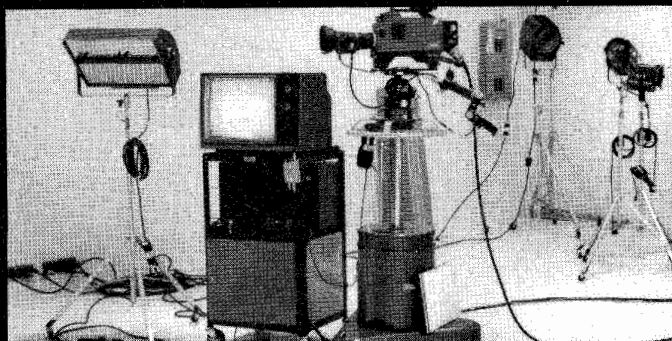
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Ann Arbor, Michigan 48104  
(313) 971-0031



## DBS debate continues

**FCC staff, preparing for Region 2 meeting, hears opinions from 70 people representing industry, citizen groups, manufacturers, broadcasters**

The controversy, interest and uneasiness generated by proposals for development of a direct broadcast satellite system were evident last week at an organizational meeting of an advisory committee to aid the FCC staff in preparing for the Region 2 (western hemisphere) conference in June 1983 on developing a plan for the use of broadcast satellites in the 12 ghz band. Seventy persons turned out at the FCC offices.

And while some nontechnical types drifted off before the day-and-a-half sessions had concluded, at 1 p.m., on Wednesday, a substantial number remained. They represented satellite and broadcasting interests, terrestrial services, manufacturing and public interest groups, and others, indicating that the commission will receive contributions from diverse, not to say antagonistic, sources.

Indeed, bits of the controversy to be expected were aired last week. Private microwave operators expressed concern about the possible loss of frequencies in the 12 ghz band to direct broadcast satellite service. There was also discussion of what type of service broadcast satellites should provide. But Edward Jacobs, Office of Science and Technology staffer who presided, said the aim would be to preserve options for all services. The commission he said, does not expect to make a decision on that issue until after the planning conference.

Sharing of the band and identifying services that DBS may provide are among the areas in which the committee is to help the commission develop policy. Others include translating the demands for service into DBS system requirements for channels, orbit locations and service areas, and devising DBS technical parameters and their effect on delivery of services.

The committee is being broken down into three subgroups—on service requirements, technical parameters and inter-service sharing—and committee members were invited to recommend the manner in which the subgroups should be structured and should undertake their missions. In addition, Jacobs designated a nominating committee to propose chairmen of the subgroups and the full committee. The final selection will be made by Chief Scientist Stephen J. Lukasik.

The commission will develop its recommendation for the U.S. position at the DBS conference through a series of three

more notices of inquiry. The commission will issue one in May, another in September or October and the last, next March or April. The FCC is due to issue a report and order in July 1982, and the State Department is to file the U.S. position with the International Telecommunication Union in Geneva three months later.

Those who signed the advisory committee international Telecommunication Union in Geneva three months later.

H.T. Blaker, John F. Breckerich, and William Fisk, all Rockwell International; J.R. Burke, Joint Council on Educational Telecommunications; H.L. Massie and L.M. Himmel, both American Association of Railroads; Irv Rosner, Rosner Television Systems; Robert J. Brinkman (Hedrick & Lane), Associated Public-Safety Communications Officers Inc.; Wesley C. Baylis, Microwave Council Inc.; E.J. Bias, Viacom; Wendell Bailey, National Cable Television Association; Jeryl Johnson and David Honig, both National Black Media Coalition; Jouke Ryakema, Zenith; Edward J. Horowitz, Time Inc.; Sidney Tishler, Maryland Center for Public Broadcasting; Joseph J. Ryan and Paul E. Mattern, General Instrument; Richard G. Gould, Telecommunications Systems; Robert E. Greenquist, Western Union Telegraph Co.; Perry G. Ackerman, Hughes Aircraft Co.; Ernest K. Martin, Satellite Television Corp.; Drest J. Hanas, Oak Communications Inc.; John D. Bowker, RCA Frequency Bureau; Kenneth G. Vaughn, New York Times Co.; Alan Walker, Farinon/Harris; James G. Ennis (Fletcher,

Heald & Hildreth), Hubbard Broadcasting Inc.; Gerald Rosenblatt, Scientific Atlanta; Larry Patrick and Lewis Wetzel, both National Association of Broadcasters; William Lilley III, Robert A. O'Connor, Jay Ramasastri, and James J. Parker, all CBS Inc.; Don Musson, Howard Monderer, Daniel Walters, Kathryn Pelgrift, Natalie Hunter and John F. Sturm, all NBC; John Serafin and Edward Taptich (McKenna, Wilkinson & Kittner), both ABC; Patrick McDougal, Satellite Systems Engineering Inc.; Joe Waz, National Citizens Committee for Broadcasting; Herbert Cohen, TRW; John F. Clark, RCA Corp.; Marvin Freeling, Carl J. Cangelosi and David Martin, all RCA American Communications; John F. Bottomley, GTE Satellite Corp.; David P. Anderson and Howard Hupe, both National Telecommunications and Information Administration; Shirley S. Fujimoto (Keller & Heckman), Utilities Telecommunications Council; Wayne V. Black (Keller & Heckman), American Petroleum Institute; Ronald F. Stone and Michael Mitchell, both SBS; Edward E. Reinhart, Communications Satellite Corp.; Thomas D. Mock, Electronic Industries Association; Peter Sawitz (Operations Research Inc.), National Aeronautics and Space Administration; Erhan Sunday, Sony Corp. of America; Charles Cervantes, Hispanic Bar Association; Thomas J. Lowenhaupt, HCI Inc.; O.C. Foster, AT&T; A. James Ebel (KOLN-TV Lincoln, Neb.), ABC, CBS, NBC network affiliates; Roy Easley, Association of Maximum Service Telecasters; George Billings, James Whitworth and Keith Fagan, all Satellite Television Corp.; Donald Martin, National Public Radio; Margaret Cleland, Organization of American States, and Richard Shrum, State Department. FCC staffers attending in addition to Jacobs were A.M. Rutkowski, Bruno Pattan and Thomas S. Tycz.

## InSync

**The new regime.** Society of Broadcast Engineers has elected new officers and directors, who will assume office during National Association of Broadcasters convention this week: president, Ronald L. Arendall, manager of engineering, WTHR-TV Indianapolis; vice president, Doyle D. Thompson, director of engineering, WTAR-TV Norfolk, Va.; secretary, Brad Dick, director of engineering, KANU(AM)-KFKU(FM) Lawrence, Kan.; treasurer, Edwin T. Karl, engineer in charge, KMOX-TV St. Louis, and directors, Jerry Ayers, RCA; James H. Dickson, Meredith Broadcasting; Walter J. Dudash, WBZ-TV Boston; H. Edward Gordon, Times Mirror Satellite Programming; Richard L. Kennedy, Trinity Broadcasting Corp., and Jay Mathis, Tayburn Electronics.

□

**Large and small of it.** Not only has RCA introduced its new 50-inch projection television receiver (retailing at \$3,199.95) but also nine-inch color portable with optional weatherband radio and AC/DC capability (\$409.95).

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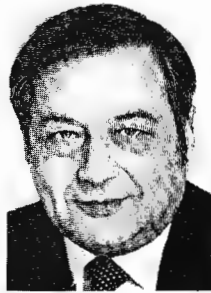
## First Amendment showdown now in New Jersey court

**Case involves '60 Minutes' report on Wild Bill's restaurant chain; confrontation pits fair trial versus free press arguments**

A First Amendment battle that could have an important impact on investigative reporting throughout broadcasting is under way in a federal district court in Newark, N.J.

The case involves fraud charges against six persons accused of swindling investors in the now-defunct Wild Bill's Family Restaurant chain. CBS News's *60 Minutes* carried an investigative report on the chain in a December 1978 segment titled "From Burgers to Bankruptcy," and the current skirmishing is over how much, if any, interview material from the preparation of that report may be turned over to the defendants (BROADCASTING, March 30).

The First Amendment has already been



Chandler



Wallace

tested once in the case and, if it did not lose the test, it at best earned a draw with the defendants' Sixth Amendment rights to a fair trial.

The case has had its tensions, too. At one point Bob Chandler, CBS News vice president, administration, went into the courtroom with bags packed, ready to go to jail for contempt rather than accept the judge's order that material given to the judge for his own inspection be turned over to lawyers for the defendants. That prospect was avoided when CBS appealed.

At another point the judge instructed CBS lawyers if they weren't going to com-

ply, to bring in a copy of the CBS corporate balance sheet to guide him in setting the fine for contempt. The levying of that fine also was averted, at least temporarily, by the appeal.

The issues have attracted widespread interest, with CBS getting support from friend-of-the-court briefs on behalf of such organizations as NBC, ABC, PBS, the National Association of Broadcasters, the Radio-Television News Directors Association, the National Radio Broadcasters Association, the Reporters Committee for Freedom of the Press and the *New York Times*.

The battle has been a long one.

A year ago, just before the fraud trial was to start, defense lawyers subpoenaed what a CBS News official describes as "just about everything we had" from the "Burgers to Bankruptcy" report.

Trial Judge Herbert J. Stern ruled that CBS News must turn over to him, for his inspection, outtakes of interviews the *60 Minutes* staff had conducted with either government witnesses or with franchisees or potential franchisees of Wild Bill's.

CBS News appealed that order to the Third Circuit Court of Appeals, which ruled last summer that CBS had a "qualified" First Amendment right but that the defense had certain Sixth Amendment rights, too.

The appeals court said CBS should turn over to the judge the statements it had, including those in outtakes, by government witnesses in the case, so that the judge could strike an appropriate balance between CBS's rights under the First Amendment and the defendants' rights under the Sixth.

The defense appealed that ruling to the U.S. Supreme Court, which early this year refused to hear the appeal. So that ruling stands as law.

Judge Stern then set March 30 as the trial date and called upon CBS to produce the witnesses' outtakes so that he could decide what, if anything, should be turned over to the defense.

There were three interviews with two government witnesses, but in each instance the interviews include non-witnesses too. So CBS edited out all statements by the nonwitnesses and turned over the rest to Judge Stern.

Judge Stern said, however, that he couldn't understand the material without the parts that had been edited out. CBS protested, but under the threat of a heavy but unspecified fine it turned over the missing material—for use only by the judge.

Judge Stern also called for a hearing to learn whether CBS News personnel were aware, when they were preparing the *60*



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Nearly all of America's freight railroads build, maintain and pay taxes on their track and rights-of-way, and these costs are paid from dollars earned by the railroads. As a result, it costs the railroads 34¢ out of every dollar of revenue for track and rights-of-way, compared to the 5¢ paid by trucks and the .003¢ paid by barges, neither of which amounts to a fair share of costs.

All transportation has received government assistance at one time or another. The freight railroads, however, have reimbursed the government for most prior aid. Much of the current aid to some railroads is in the form of loans to be repaid with interest. On the other hand, trucks and barges have long received outright subsidies.

All forms of freight transportation should pay their full costs of doing business. When they do, the American people will receive the most economical transportation services—and a needless burden will be lifted from the motorist and taxpayer.

For more information, write: Competition, Dept. 12, Association of American Railroads, American Railroads Building, Washington, D.C. 20036.

# Surprise:

Rights-of-way costs are heavy for America's freight railroads; motorists and taxpayers carry most of the burden for highways and waterways.



*Minutes* segment, that the Wild Bill's operation was already under investigation by the government.

At that hearing, on March 23, Chandler and Mike Wallace, the CBS News correspondent on the segment, testified in effect that CBS News had heard from some of the franchisees that a government investigation was under way, and had tried to learn the status of the investigation. But they said that CBS News people had neither cooperated with nor received cooperation from the government, and that the *60 Minutes* report was wholly independent of the government investigation.

Judge Stern subsequently ruled that the interview material submitted to him for

inspection would help the defendants and would be turned over to them under the so-called Brady Standard, which calls for prosecutors to give defendants materials that could help clear them. Moreover, the judge said, it would be turned over before the witnesses testified.

Judge Stern's analysis said, in part:

"Much of the material which was aired was unfavorable to these defendants, while much of the exculpatory material was left on the cutting-room floor. Thus, on the one hand, CBS has aired material which implicated these defendants in criminal conduct; on the other hand, it did not air and now refuses to provide to these same defendants statements that would

materially aid their defense. In view of the foregoing, no reasonable balance can be struck which favors CBS's rights to secrecy over those of the defendants to defend at trial."

CBS contends, in its appeal, that "these editorial issues are not the business of any court and are immune from governmental review. It is up to the press in the exercise of its editorial judgment to select and tie together the interview segments it feels will convey a representative picture."

The CBS brief "strongly disagrees" that the *60 Minutes* segment was unfair, but says that under the First Amendment, fairness or unfairness is irrelevant. It quotes the Supreme Court in the *CBS vs. Democratic National Committee* case: "For better or worse, editing is what editors are for; and editing is selection and choice of material. That editors—newspaper or broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress provided..."

CBS also contends that the judge, contrary to the appeals court decision, had not "balanced" CBS's rights with those of the defendants and in addition was calling for material to be turned over to the defendants prematurely whether it would be admissible as evidence or not.

CBS authorities say that when the judge ordered the missing outtakes they were prepared to refuse and take a contempt penalty, but that they had a tactical problem: The judge's position that he needed the deleted outtakes to help him understand the edited material was not unreasonable, they concluded, and they felt they might lose an appeal on that point without getting an appellate hearing on the larger question of whether he had properly considered CBS's First Amendment rights and set standards for admissibility.

Judge Stern subsequently gave CBS an order that its attorneys could—and did—take to the appeals court, where the entire question is now pending. In the meantime, the judge is to make no disposition of the challenged outtakes.

## ABC cleared in '20/20' RR segment

**National News Council rules that though piece contained some errors, no 'willful effort' was made to misrepresent case at hand**

The National News Council has ruled that ABC News had committed some errors and was guilty of other shortcomings in the "Working on the Railroad" segment of *20/20* broadcast last June 5, but that there had been no "willful effort" to misrepresent the facts.

The 16-page ruling was based on a complaint by the Association of American Railroads charging that the piece was "a blend of half-truths, distortions and outright misrepresentations" in which ABC News "misused factual information and

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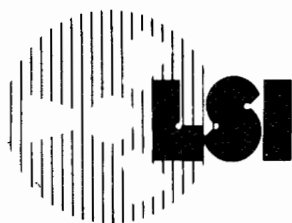
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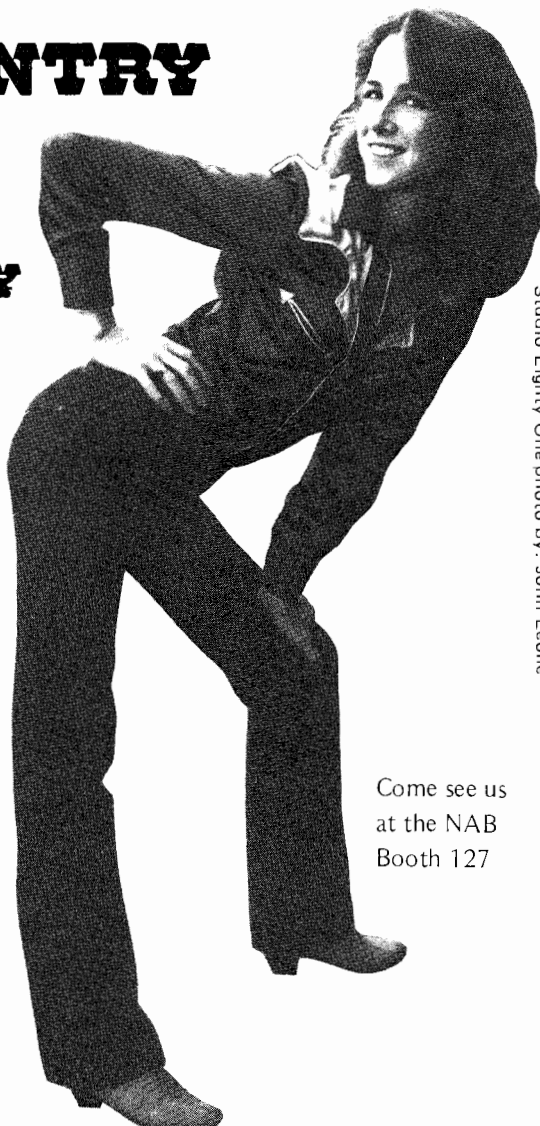
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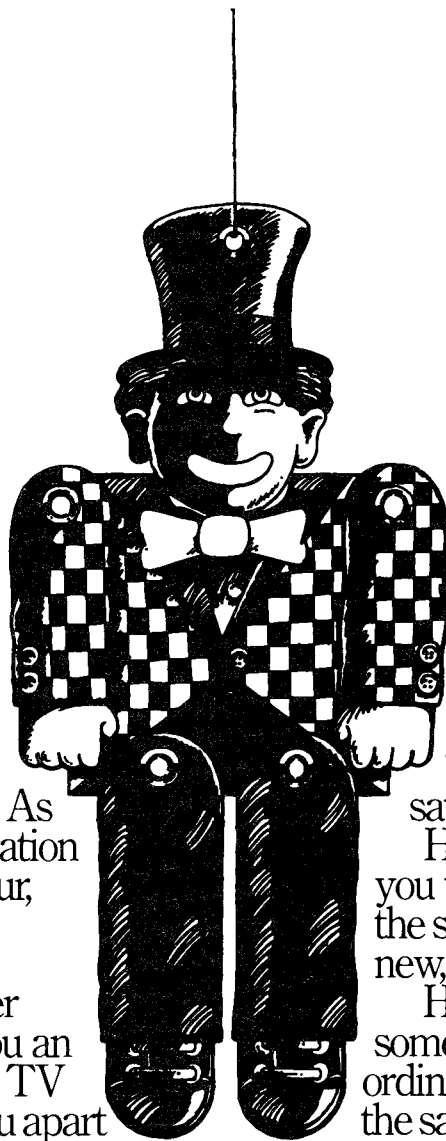
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- **Starfleet Blair's Rock and Boston Pops Concerts To Premiere on Wold Radio Satellite Express**
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**NAB'81**



film footage to buttress a predetermined scenario that could not have been supported by an objective airing of the factual materials."

In finding the main charges unwarranted, the council said:

"It is clear . . . that ABC News sought to educate the public about an issue of importance, that of the ever-present danger of major accidents in the shipment of hazardous material by rail.

"The indignation of railroad executives over factual errors can be understood. The errors reveal something less than careful checking and a weakness in editing . . . These and several other errors of fact noted by the [council] staff were regarded by the council as sufficiently minor that, while they may have tended to weaken the credibility of the 20/20 segment, they do not, in the council's view, demonstrate a willful effort to 'misrepresent the facts,' as the complaint asserted."

The council held that ABC News "was at fault in the 20/20 segment of overdramatizing some aspects of the problem in its search for strong visualization. But we do not find that the program 'demonstrated a cavalier disregard for generally accepted journalistic standards of accuracy, objectivity and fairness.'"

The council also said that the credibility of the complaint was diluted by "the refusal of the railroad companies to allow the ABC production team to enter their properties . . . Their refusal suggests defensiveness and a reluctance to be candid and open. The companies chose to forgo an opportunity to tell their side of the story and thereby educate both journalists and the public in the economic, logistical and technological complexities of track and roadbed maintenance."

## Station objects to investigators posing as TV reporters

Two investigators for the city of New York posed as reporters for WCBS-TV there and touched off a swirl of controversy.

The two made videotapes of striking municipal hospital physicians two weeks ago while identifying themselves as reporters for Channel 2 (WCBS-TV). The deception came to light when Edmund Pearson of the New York City Health and Hospitals Corp. testified on March 20 in New York State Supreme Court in a hearing called in connection with the state's Taylor law, which bans strikes by public employees.

Edward M. Joyce, vice president and general manager of WCBS-TV, sent a letter of protest last Monday (March 23) to the city's mayor, Edward Koch, calling the action "dangerous and irresponsible" and suggested that the individuals involved be reprimanded. The New York Press Club wrote to the New York secretary of state, Basil Patterson, urging him to promulgate regulations prohibiting investigators from

posing as reporters and to lift the licenses of investigators passing themselves off as newsmen.

Stanley Brezenoff, president of the Health and Hospitals Corp. and the investigators' employer, sent a formal letter of apology to WCBS-TV, calling the deception "reprehensible and inexcusable." He acknowledged that investigators had never been specifically warned not to pose as reporters but said that henceforth such false "media cover" would be prohibited.

## Massachusetts extends experiment with cameras in courts

A one-year experiment admitting cameras and microphones to Massachusetts courtrooms is being continued indefinitely, with indications that it will eventually be made permanent.

Last April 1, the state's Supreme Judicial Court started phasing in the use of one stationary camera and portable tape recorders in its own court, appeals court and trial courts (BROADCASTING, March 17, 1980). Since then, says SJC court officer Barbara Nelson, there has been extensive coverage of only one (murder) case, and the judges have no complaints about how that was handled.

"Things have gone relatively smoothly," Nelson said, adding that other states that allowed cameras on an experimental basis have usually ended up letting them in for good.

The experiment's guidelines are aimed at giving the electronic media the same access as the print media. They say a judge "may limit or temporarily suspend media coverage if it appears that a substantial likelihood of harm to any person or other serious harmful consequence will result from such coverage."

The guidelines allow "unobtrusive" changing of videocassettes or prethreaded film magazines and leave pool arrangements to the media. They don't permit extra lighting, sound recording of bench conferences, or identifying marks, call letters or logos on courtroom equipment.

## BBC, RFE/RL try to counter shortwave jamming by Soviets

In an attempt to overcome jamming of broadcasts by the Soviet Union, the BBC is increasing its Russian-language broadcasts, creating a five-hour block of programs each day.

The BBC Russian service has been jammed since last August, along with other Western services. The English-language world service is left alone, however. The BBC also announced that a new service would begin for Afghanistan in the Pushto language.

Jamming by the Soviet Union and other Eastern bloc countries continues to pose problems for the American services, Radio Free Europe and Radio Liberty as well.

In its annual report to Congress, RFE/RL said that while the BBC and the Voice of America were free from jamming from 1973 to 1980, Radio Liberty (which broadcasts to the Soviet Union) has been jammed continuously since 1953, while Radio Free Europe is jammed continuously in Czechoslovakia and Bulgaria, and less effectively in Poland.

The financial statement showed that the two services received more than \$90 million through annual congressional grant in 1980, and incurred a loss of just over \$5 million. It projected that by fiscal year 1982, the annual budget will exceed \$100 million.

## Honoring the best in news photography

Bob Tews of KBTU-TV Denver has won the Ernie Crisp photographer of the year award given by the National Press Photographers Association. Nearly 500 television news photographers entered this year's competition.

The awards, sponsored by the NPPA, Eastman Kodak, Cinema Products and the department of journalism and telecommunications at Arizona State University, were judged by six cameramen

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nationwide. KING-TV Seattle took the station of the year award, and KOMO-TV Seattle's David Crockett was issued a special citation "for his courage and professionalism in the face of personal danger" in covering the eruption of Mount St. Helens.

The winners will be honored on July 2 in St. Louis at the awards banquet during NPPA's annual meeting.

Ernie Crisp photographer of the year

**Bob Tews**, KBTU Denver

Station of the year

#### KING-TV Seattle

**Randy Fairbairn**, NBC-TV News □ *Haitians on Cayo Lobos* (first place, spot news).

**Jeffrey Weinstock**, NBC-TV News □ *Sinking Boat* (second place, spot news).

**Chuck P. Pharris**, ABC-TV News □ *Panama Riots—part I* (third place, spot news).

**Kenneth Fall**, KUTV-TV Salt Lake City □ *Hobos: The Road to Nowhere* (first place, mini-documentary).

**Bob Tews**, KBTU-TV Denver □ *Wildcatter* (second place, mini-documentary).

**William F. Geddie**, WKYC-TV Cleveland □ *Our Forgotten Children* (third place, mini-documentary).

**Paul Henschel**, WCCO-TV Minneapolis □ *500 Mile Snow Race* (first place tie, sports).

**James Gordon Douglas**, WHIO-TV Dayton, Ohio □ *A Shattered Dream* (first place tie, sports).

**Alan Devine**, WSM-TV Nashville □ *Fire Strike—First Night* (first place, general news).

**Gary Watson**, WFAA-TV Fort Worth □ *Heat Wave* (second place, general news).

**Ed Matney**, WCCO-TV Minneapolis □ *Quiet Crisis* (first place, documentary).

**John W. Baynard**, WBZ-TV Boston □ *The Tall Ship Lingo* (second place, documentary).

**Greg Cooke**, CBS-TV News □ *The Wagon Train Trail* (third place, documentary).

**William F. Geddie**, WKYC-TV Cleveland □ *Taxi* (second place, feature, no first place awarded).

**Jay Krajewski**, WWL-TV New Orleans □ *Summer's End* (third place tie, feature).

**Milton Ritter**, KGW-TV Portland, Ore. □ *Hood River Bridge* (third place tie, feature).

Editing excellence award

**Alan Moorman**, KTCA-TV St. Paul □ *Money*.

Special citation

**David C. Crockett**, KOMO-TV Seattle □ *Mount St. Helens*.

## Polk winners announced

Four winners in radio and television have been designated for George Polk Awards in Journalism, presented annually by Long Island University. The awards honor the memory of CBS News correspondent George Polk who died in 1948 while covering the Greek civil war.

Broadcast winners

**KMOX(AM)** St. Louis □ For local radio reporting.

**National Public Radio** □ For national radio reporting.

**Stephen Talbot and Jonathan Dann**, KQED(TV) San Francisco □ For local television reporting.

**Charles Kuralt**, CBS News □ For national television reporting.

## NewsBeat

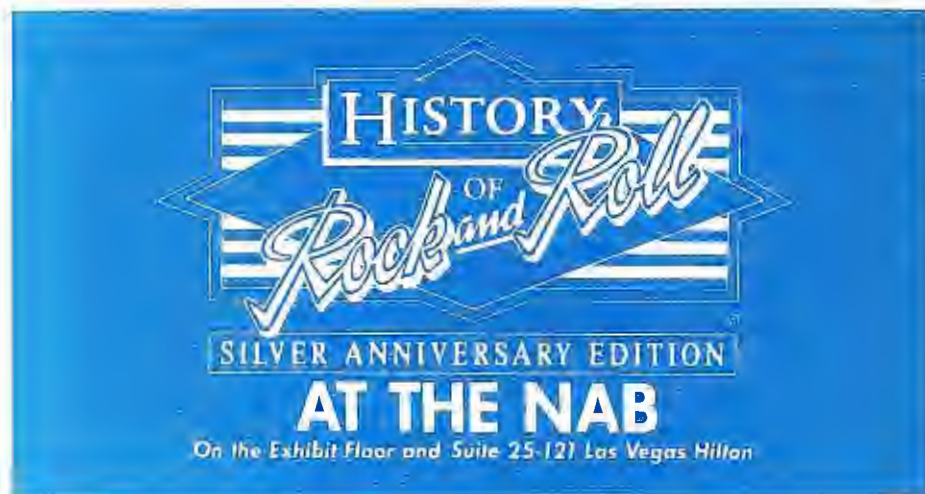
**Shield law test.** California Superior Court judge has postponed decision in first case testing state's recently enacted reporters' shield law. Decision, which is expected later this month, is considered significant because it represents first time broadcast journalist has challenged contempt order based on constitutional provision. Case was appealed to Superior Court earlier this year, by Carissa Howland of KRCR-TV Redding, Calif. Judge Richard Abbe postponed decision pending his review of briefs and oral arguments in case. California Broadcasters Association has filed friend of court brief, arguing that reporter in question was within her rights as journalist to withhold unpublished materials.

**What news deliverers believe.** New study on American beliefs and values, commissioned by major insurance company, has found that leaders in news media "hold attitudes consistent with and often more conservative" than those of leaders in other occupations (business, education, government, law and justice, military, religion, science and voluntary associations). "Connecticut Mutual Life Report of American Values in the '80s: The Impact of Belief" asserts, however, that leaders in news media are "less religious and more morally tolerant than the average American." Among other findings: Most journalists consider themselves religious. Fewer than one in four believe people's vote is main factor in way country is run. Study, conducted for Connecticut Mutual Life by New York-based Research & Forecasts Inc., primarily studied religious commitment.

**Chancellor idea.** NBC News anchor John Chancellor has proposed "the abolition of the [presidential] primaries and a return to the real convention system." Addressing Citizens Research Foundation conference at Georgetown University's law center, Chancellor claimed current system "costs too much, takes too long, diminishes the role of the parties and may not produce the kinds of candidates the country wants." Chancellor advocated "a system of state conventions" to choose representatives and unbound delegates who would go to national convention. Among advantages Chancellor claimed would be elimination of need for "enormously expensive" TV time purchases in primary states. Chancellor believes change would make system more democratic with "decisions based not on small numbers of votes taken in almost forgotten primaries."

**Can't stop Wolf.** Appeals court in New York has upheld lower-court decision that sportscaster Warner Wolf breached "good-faith negotiation obligation" when he jumped from WABC-TV New York to WCBS-TV New York, but court rejected ABC attempt to have him barred from WCBS-TV for two years. Court left ABC option to seek monetary damages. ABC said it is studying situation.

**Rand 'prediction.'** Los Angeles psychic Tamara Rand has changed her story about origins of controversial videotape, showing her making predictions about possible attempt on life of President Reagan, but maintains she did make such forecast last Jan. 6 in interview with Las Vegas television personality Dick Maurice. Maurice, who had show on Cable News Network and KTNV(TV) Las Vegas has since been fired from both of those operations for his part in matter. Videotape was widely shown on TV news programs shortly after March 30 Reagan assassination attempt. It shows Rand claiming Reagan would be shot in chest by lone gunman around end of March. Neither Rand nor Maurice have presented copy of Jan. 6 tape, although Rand continues to claim that she made same prediction on that date and has 27 witnesses willing to sign affidavits to that effect. Two also say Jan. 6 tape was erased, reportedly because Rand "slurred her words" when making prediction. Members of production crew at KTNV, where show is taped, insist Jan. 6 interview never took place.



## MBS's Rubenstein trumpets network radio ad values

**MBS president cites reach, frequency and demographics as its strengths; sees satellites enhancing audio quality and program diversity**

Although network radio has been the "most overdiscussed and underutilized" advertising medium, advertiser interest in network radio will increase. Or so predicted Martin Rubenstein, president of Mutual Broadcasting System, Friday (April 3).

Speaking to the Ad Club of Grand Rapids, Mich., Rubenstein noted that network radio accounted for 0.3% of total advertising volume in 1980—the smallest share for any advertising vehicle except farm publications. However, Rubenstein said "short-sightedness and the influence of a continuing outdated conventional wisdom" were to blame. And Rubenstein predicted that as costs increase and the market grows increasingly fragmented, advertisers will be attracted to network radio's ability to reach individuals through vertical targeting with high frequency and at a "reasonable" cost.

Although Rubenstein said network radio in the past has been "traditionally seen as a complement to a national TV buy," he said he thought "network radio deserves consideration as the primary vehicle" for three basic reasons.

First, he said, network radio can repeat messages regularly. "Frequency on network radio is six times greater than on television," he said. Second, he said, network radio delivers 75% of the population each week—about the same audience that television and newspapers do—"but without the major fluctuations in viewing and readership during the summer or holidays." Last, he said, network radio can "deliver the demographics you need ... at a price you can afford."

Rubenstein also said he thought satellite transmission will have "profound implications" for radio. It will improve audio quality and program diversity.

Rubenstein said MBS's own plan to link its 900 affiliates by satellite will have been realized by the end of the year, noting that MBS would be the first commercial radio network to change over to satellite distribution.

Rubenstein said that with satellite distribution, MBS affiliates will be able to receive multichannel 15 khz stereophonic programming. Under the system, the affiliates will be able to receive three channels

at once and use whichever they want.

According to an MBS spokesman, the radio network now has 225 of its affiliates linked and plans to have 650 linked by the end of the year. Although not every MBS affiliate will receive a satellite dish, those that don't receive dishes will be fed by nearby affiliates, the spokesman said.

MBS is currently leasing satellite time from Westinghouse on Westar I and is leasing National Public Radio's uplink. MBS's own uplink, which will be located in Bren Mar, Va., will be operational in June, the spokesman said. The budget for linking the MBS affiliates is \$10 million, the spokesman said.

## The issue was issue advertising

**CBS's Mater and Kaiser's Rhody debate question of allowing companies to address controversial issues with paid TV commercials**

The question of issue advertising on network television has been debated by Gene P. Mater, the CBS/Broadcast Group's senior vice president for policy, and Ronald E. Rhody, corporate vice president of Kaiser Aluminum & Chemical Corp., one of the most activist advocates of access for issues on the networks. This debate differed from most in that it also had a print media executive—Robert P. Smith, manager of advertising acceptability for the *New York Times*—on hand to argue for acceptance of issue advertising by all media.

The occasion was a luncheon of the New York chapter of the Public Relations Society of America, and the audience of publicists was clearly on the side of access. In the question-and-answer session one member said the CBS reasons for rejecting issue advertising were so "weak" that he wondered if there weren't some other reasons that Mater had not mentioned.

Mater replied that the reasons he had given were "all we have" and that they had been good enough to convince the U.S. Supreme Court, in its 1973 decision in the case involving CBS and the Democratic National Committee, that issue advertising has no First Amendment right of access to the broadcast media.

Abe Raskin, retired *New York Times* writer and editor, now associate director of the National News Council, also went to Mater's defense, saying that if commercial considerations were involved, CBS would be inclined to accept, rather than reject, such advertising.

Asked whether CBS-TV might follow suit if ABC-TV's experiment with issue advertising in late-night entertainment programming (BROADCASTING, March 16) is successful, Mater said CBS would watch the experiment "with interest" but that "we have no plans to follow suit."

Mater said CBS's policy against acceptance of issue advertising is not, despite "misconceptions" to the contrary, a violation of anybody's First Amendment rights, is not aimed at big business and is not based on fear of the fairness doctrine. "If the fairness doctrine were abolished tomorrow," he said, "CBS policy would be the same."

But broadcast time, unlike newspaper space, he stated, is limited, and acceptance of issue advertising "would allow a few voices—the voices of the affluent—to exert a wholly disproportionate influence." The place in broadcasting for public issues, he said, is "in a journalistic format," where trained journalists can "present the facts and varying viewpoints in a fair and accurate manner."

Asked whether he thought news people were "pro-business, antibusiness or perfectly objective," Mater replied that "I don't think they bring a preconceived notion to anything they cover."

Ron Rhody of Kaiser Aluminum—which has been a leading advocate of issue advertising and which has taken ABC to the FCC for a 20/20 segment it claims was inaccurate and damaging—contended "the American public is being short-changed" by the networks' policy.

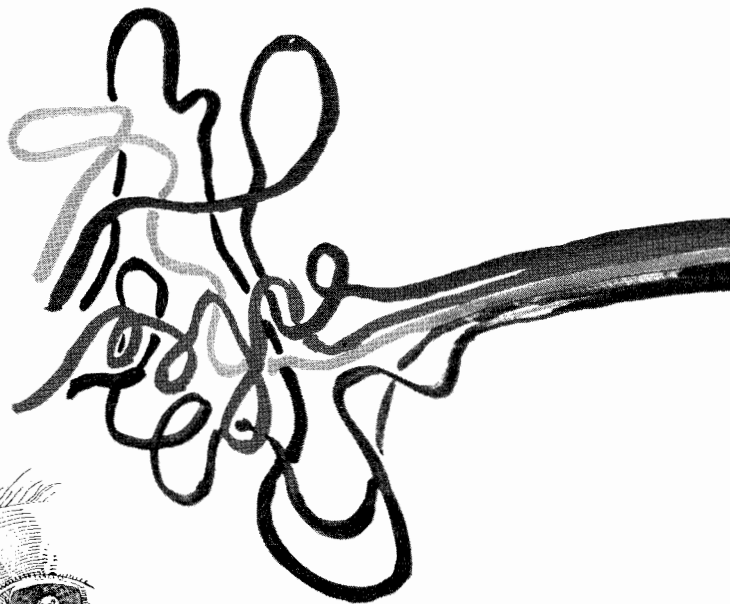
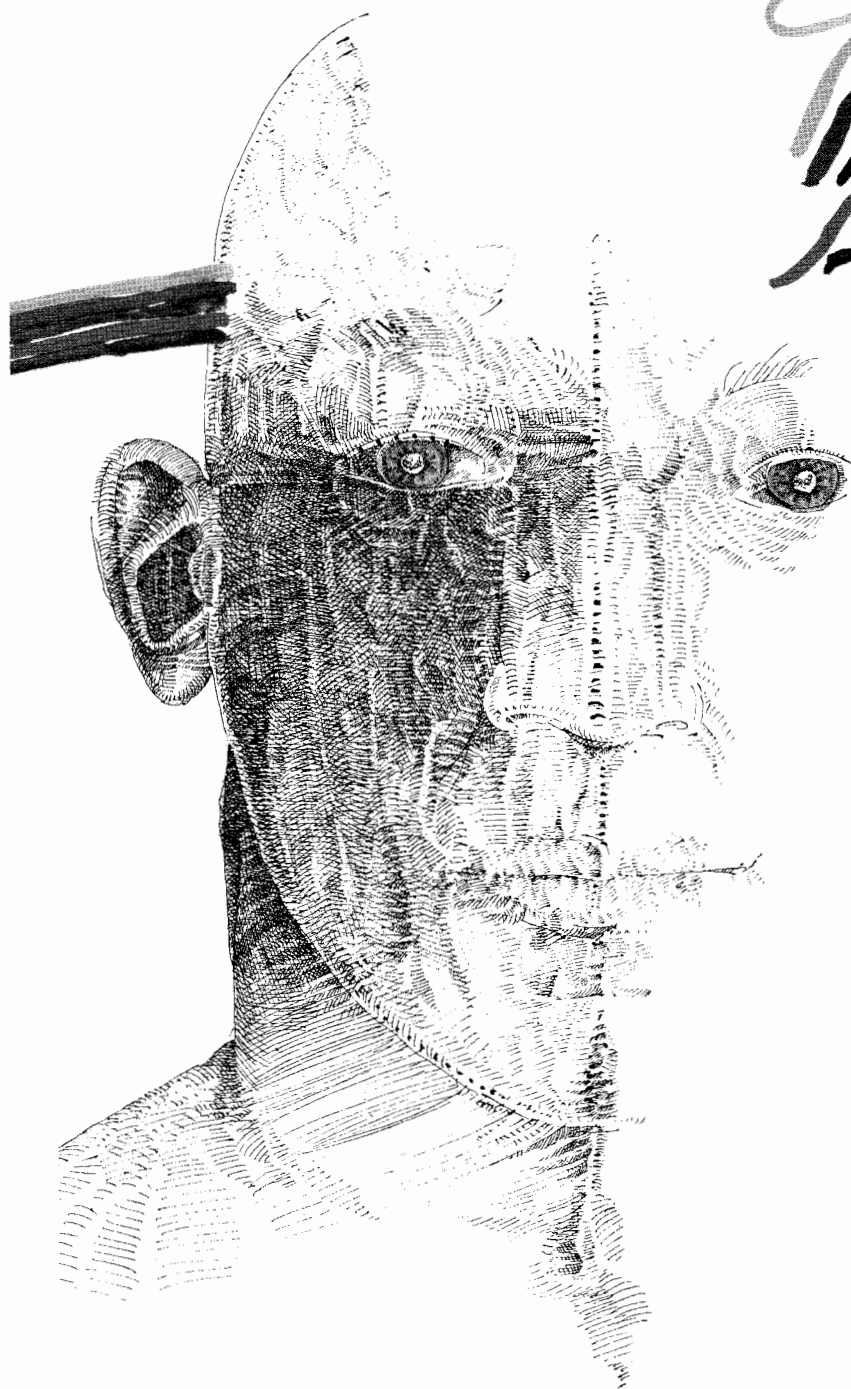
"The networks, of course, will allow us to offer our products for sale," he said, "but they will not allow us to offer our ideas for examination. Why not? What's wrong with a fair exchange of ideas in a free society?"

"Increasingly," Rhody continued, "I think we've all been awakening to the fact that there is a tremendous amount of misinformation about key issues being taken as fact by large segments of the public simply because they're not being offered the other side of the story. Which brings us directly to television."

"Television is, quite simply, the most effective means of mass communications the world has ever known... Frighteningly, the perception of what is right or wrong in this country—or the world, for that matter—for most Americans, is taken from what they see on their television screens."

He agreed the Supreme Court gave broadcasters the "right" to reject advertising but noted that it did not compel them to do so. As for the argument that public issues are better covered in news and documentaries, Rhody was skeptical. "If balanced and objective reportage were





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being done consistently and widely," he said, "it is very difficult to understand, for example, how the majority of the public could still believe that our energy problems in this country aren't problems of supply, but of price."

He also discounted the contention that the wealthy would dominate issue advertising. In commercial advertising they do, he said, and the networks don't complain. "But the salient fact here," he said, "is that those who speak the loudest on ideas and opinions in this country are those who have the biggest soap boxes, not those with the biggest pocketbooks. Actors, athletes, politicians, activists and even bureaucrats... have access to television, which major corporations do not, and for all practical purposes they dominate coverage. We don't want to dominate the national debate. All we want to do is be able to participate in it."

The *Times's* Robert Smith advocated acceptance of issue advertising by all media. It has been acceptable in the *Times* since the paper was founded in 1851, he said, and he could recall no instance in his 25 years there of any issue ad's being rejected "because of the thrust of its message."

Smith said the paper has "few" requirements for issue advertising: "Advertisers must remain within the bounds of decency and good taste. We expect them to avoid inaccurate statements of fact. Adequate identification of sponsorship is a must.

Where the sponsors are not a known group—as in the case of ad hoc committees—a mailing address and the name of a representative must appear. And to avoid misleading our readers, we sometimes require a sponsor to disclose the source of funds used to pay for an advertisement."

## Selling ads on religious stations goal of new GRN

A group of 38 radio stations has formed the Gospel Radio Network to promote the sale of time for members and to sell the story of gospel radio to business, advertisers, agencies and the public.

GRN time sales will be handled by Radio Spot Sales, an independent firm led by Anthony R. Patti as vice president and sales manager. GRN activities will be coordinated by an executive committee of seven broadcasters who, along with Patti, will select affiliates, determine spot rates, handle administration and projects.

Joseph Battaglia, general sales manager, WWDJ(AM) Hackensack, N.J., a member of the GRN executive committee, said that "gospel radio has grown so rapidly that one out of every seven radio stations in this country devotes all or part of weekly programming to religious broadcasting." As a result, he said, "gospel radio has

developed a massive listening audience generally overlooked by national advertisers and misunderstood by the media."

Except for products like liquor, cigarettes and salacious literature, Battaglia said, the religious radio audience "does and buys virtually everything the general public does and buys," but in many cases is more selective in its radio listening, often tuning out "media they consider less wholesome." Thus "gospel radio represents an ideal way to reach millions," Battaglia said. In fact, he added, GRN "literally opens up a new market for many advertisers," because it "is not simply a 'special' market" but "represents one-third of the nation."

Patti, head of Radio Spot Sales, is the son of Carmine Patti, president of Spot Time Ltd., which represents television stations, including several Christian stations. RSS, the younger Patti said, was set up as a separate company to handle GRN sales. He said additional member stations will be announced later. RSS is headquartered at 141 East 44th Street, New York 10016, and will also have offices in Chicago, Atlanta, Dallas, Detroit, Los Angeles and San Francisco.

Members of the GRN executive committee in addition to Battaglia are Fred Brakeman, KWSO(AM) Wasco, Calif.; Arnie McClatchey, KYMS(FM) Santa Ana, Calif.; Michael J. Sears, WAEC(AM) Atlanta; William Walters, KXYZ(AM) Houston; Keith Whipple, KBRN(AM) Brighton, Colo., and James W. Young, KTOF(FM) Cedar Rapids, Iowa.

## BottomLine

**Air time woes.** Air Time Inc., New York, which was beset by financial troubles last year but worked out arrangement with creditors, has filed for reorganization under Chapter 11 of Federal Bankruptcy Act. In its petition in U.S. Southern District Court of New York, Air Time listed approximate liabilities of \$9,975,816 and assets of \$3,617,741. Major creditors include ABC, CBS, NBC, Westinghouse Broadcasting, Metromedia and Capital Cities. Creditors committee voted to cooperate with Air Time in its efforts to reorganize and plans to meet about once a week until resolution is reached.

**Such a deal.** If Marvin Davis's bid to buy 20th Century-Fox succeeds, Chris-Craft Industries not only stands to realize sizable return on its 22% holding of Fox common, (which Davis already holds agreement to buy), but also will secure greater control of three Fox television stations (KMSP-TV Minneapolis, KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex.) being spun off out of deal. Chris-Craft has told Securities and Exchange Commission that deal, which calls for stock in United Television subsidiary to be distributed on pro-rata basis before merger closing, will permit Chris-Craft to name two of five UTV directors. Company said it may also file with FCC for control of UTV. Chris-Craft owns two television stations of its own (KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore.). Proposal, which received OK of Fox directors last Monday, still requires regulatory and shareholder approval, not expected before early June.

**Taft grows.** Taft Broadcasting Co., which already owns Hanna-Barbera, one of nation's biggest animation houses, is acquiring Ruby-Spears Prods., animation subsidiary of Filmways. Terms of purchase were not announced. Ruby-Spears currently produces three animated TV series for ABC, in addition to various TV specials.

**AFTRA up.** American Federation of Television and Radio Artists reported that members working under AFTRA contracts increased their earnings by more than \$44.5 million between November 1978 and November 1980. Total compensation in 1980 amounted to almost \$327.6 million, of which more than \$193 million came from television programs; \$59 million from radio recorded commercials; \$15.2 million from TV recorded commercials; \$24.5 million from phonograph recordings, and \$4.2 million from nonbroadcast material (slide films, audio, tapes).

## British move to push teletext, viewdata systems

The British Department of Industry will spend \$3.3 million to promote the British teletext and viewdata systems, now competing with other systems for international sales, especially in the U.S.

The British believe that they have a commanding lead over the Canadians, and most importantly the French, in viewdata and teletext systems. The government hopes to achieve a doubling of the current growth rate in this area over the next three years.

The new drive is a joint action among the government, U.K. industry and retailers. They hope to achieve annual sales in Britain of 1.2 million home teletext units by 1983. At present, sales are now at 87,000 per year.

The U.K. teletext system, developed by the BBC, consists of a television "magazine" on each channel, which is transmitted along with the regular broadcast signal.

Viewdata, operated by the British Post Office, is a more sophisticated two-way system, operated through a telephone line connected to the television.

The British have also formed a new company in the U.S. to sell its teletext and viewdata systems (BROADCASTING Feb. 23).



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# Stock Index

Exchange and Company	Closing Tues. April 7	Closing Wed. April 8	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	31 5/8	32 5/8	-1	- 3.06	6	885
N Capital Cities	72 1/4	70 1/2	+1 3/4	+ 2.48	15	951
N CBS	54 3/4	55 5/8	- 7/8	- 1.57	8	1,526
N Cox	69	70 1/2	-1 1/2	- 2.12	11	932
A Gross Telecasting	28 1/2	28	+ 1/2	+ 1.78	8	22
O LIN	35 1/2	35 1/4	+ 1/4	+ .70	12	196
N Metromedia	102	100 3/4	+1 1/4	+ 1.24	11	456
O Mooney	9 1/4	9 1/2	- 1/4	- 2.63	12	3
O Scripps-Howard	58	47 1/2	+10 1/2	+22.10	9	149
N Storer	36 3/8	38	-1 5/8	- 4.27	12	478
N Taft	29	27 7/8	+1 1/8	+ 4.03	8	284

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	27 7/8	27 7/8			22	92
A Affiliated Pubs.	28 5/8	27 5/8	+1	+ 3.61	12	147
N American Family	8 3/4	8 3/4			4	108
N John Blair	20 1/4	20 3/4	- 1/2	- 2.40	6	75
N Charter Co.	12 3/8	12 3/4	- 3/8	- 2.94	1	338
N Chris-Craft	37	37 5/8	- 5/8	- 1.66	18	116
N Coca-Cola New York	9 3/8	9 5/8	- 1/4	- 2.59	21	165
N Cowles	34 1/2	35	- 1/2	- 1.42	23	136
N Dun & Bradstreet	63 3/4	64 3/8	- 5/8	- .97	19	1,778
N Fairchild Ind.	25 3/8	26 3/4	-1 3/8	- 5.14	7	289
N Fuqua	13 7/8	13 3/4	+ 1/8	+ .90	3	176
N Gannett Co.	40 1/4	40 1/4			10	2,176
N General Tire	24 1/2	25 3/4	-1 1/4	- 4.85	10	590
O Gray Commun.	54 1/2	56	-1 1/2	- 2.67	11	26
N Harte-Hanks	33	31	+2	+ 6.45	16	314
O Heritage Commun.	15 1/4	15 7/8	- 5/8	- 3.93	8	82
N Insilco Corp.	21 1/2	22 1/4	- 3/4	- 3.37	9	231
N Jefferson-Pilot	27 3/4	29 1/4	-1 1/2	- 5.12	6	608
O Marvin Josephson	12	12			8	28
N Knight-Ridder	34 1/8	33 1/4	+ 7/8	+ 2.63	12	1,104
N Lee Enterprises	26 1/2	25 7/8	+ 5/8	+ 2.41	13	189
N Liberty	16 1/4	17 1/4	-1	- 5.79	6	206
N McGraw-Hill	43	44 3/4	-1 3/4	- 3.91	14	1,068
A Media General	33 3/4	34 3/8	- 5/8	- 1.81	9	244
N Meredith	59 3/4	60 1/4	- 1/2	- .82	9	188
O Multimedia	34	32 1/2	+1 1/2	+ 4.61	18	342
A New York Times Co.	33	32 5/8	+ 3/8	+ 1.14	10	395
N Outlet Co.	32 1/4	33 1/2	-1 1/4	- 3.73	47	81
A Post Corp.	26 5/8	26 3/4	- 1/8	- .46	13	48
N Rollins	21 7/8	20 1/8	+1 3/4	+ 8.69	9	596
N San Juan Racing	18 3/4	18 1/2	+ 1/4	+ 1.35	21	47
N Schering-Plough	35	36 1/8	-1 1/8	- 3.11	8	1,858
O Stauffer Commun.	46	46			11	46
A Tech Operations	20	21 3/4	-1 3/4	- 8.04	22	21
N Times Mirror Co.	50	49 1/8	+ 7/8	+ 1.78	12	1,705
O Turner Bcstg.	19 1/2	19 1/2				195
A Washington Post	26 3/8	26 1/4	+ 1/8	+ .47	10	370
N Wometco	20 3/8	21	- 5/8	- 2.97	9	270

## CABLE

A Acton Corp.	15 7/8	15 3/4	+ 1/8	+ .79	11	48
N American Express	44 3/4	45 1/2	- 3/4	- 1.64	9	3,190
O Burnup & Sims	16 3/8	15	+1 3/8	+ 9.16	20	146
O Comcast	33 1/4	33 1/2	- 1/4	- .74	37	85
O Entron	5	5			5	4
N General Instrument	96 1/8	99	-2 7/8	- 2.90	16	846
O Rogers Cablesystems	10 5/8	11 1/8	- 1/2	- 4.49	20	201
O Tele-Communications	27 3/8	28 7/8	-1 1/2	- 5.19	26	652
N Teleprompter	33 5/8	33 7/8	- 1/4	- .73	28	572
N Time Inc.	65 5/8	67 3/4	-2 1/8	- 3.13	13	1,847
O Tocom	15 3/4	16	- 1/4	- 1.56		51
O UA-Columbia Cable	68 3/4	70 3/4	-2	- 2.82	51	230
O United Cable TV	28 3/8	29 3/8	-1	- 3.40	20	278
N Viacom	55 1/2	59 1/4	-3 3/4	- 6.32	20	247

Exchange and Company	Closing Tues. April 7	Closing Wed. April 8	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 1/4	- 1/8	- 2.94	4	12
N Columbia Pictures	44	44			13	446
N Disney	60 1/8	61	- 7/8	- 1.43	15	1,956
N Filmways	6 5/8	6 3/4	- 1/8	- 1.85		41
O Four Star	1 1/2	1 1/2			15	
N Getty Oil Corp.	70 3/4	72 1/2	-1 3/4	- 2.41	8	5,812
N Gulf + Western	16 7/8	17 3/4	- 7/8	- 4.92	4	1,259
N MCA	53	55 3/4	-2 3/4	- 4.93	9	1,245
O Medcom	7 1/4	7	+ 1/4	+ 3.57	26	12
N MGM Film	10	10 3/8	- 3/8	- 3.61	6	325
O Reeves Commun.	37 3/4	39 3/4	-2	- 5.03	27	136
O Telepictures	6 1/2	6 3/4	- 1/4	- 3.70	30	15
N Transamerica	20 5/8	20 7/8	- 1/4	- 1.19	6	1,347
N 20th Century-Fox	62 3/4	57 3/4	+5	+ 8.65	10	676
O Video Corp. of Amer.	15	14 1/4	+ 3/4	+ 5.26	31	14
N Warner	47 3/4	46 3/8	+1 3/8	+ 2.96	12	2,806
A Wrather	26 1/8	27 7/8	-1 3/4	- 6.27		60

## SERVICE

O BBDO Inc.	42 1/4	42 1/2	- 1/4	- .58	9	106
O Compact Video	21 1/2	20 7/8	+ 5/8	+ 2.99	20	63
N Comsat	48 1/8	49 1/2	-1 3/8	- 2.77	10	385
O Doyle Dane Bernbach	16	16 1/2	- 1/2	- 3.03	4	19
N Foote Cone & Belding	36	37 1/4	-1 1/4	- 3.35	9	98
O Grey Advertising	62 1/2	63	- 1/2	- .79	6	38
N Interpublic Group	34 1/4	32 1/2	+1 3/4	+ 5.98	7	153
N JWT Group	36 1/4	37	- 3/4	- 2.02	8	110
O MCI Communications	15	13 7/8	+1 1/8	+ 8.10	75	548
A Movielab	6	6			5	9
A MPO Videotronics	6 1/2	6 1/2			18	3
O A.C. Nielsen	41 1/8	40 1/4	+ 7/8	+ 2.17	17	461
O Ogilvy & Mather	29	29			9	120
O Telemation	2	2			12	2
O TPC Communications	5 7/8	5 3/4	+ 1/8	+ 2.17	42	5
N Western Union	23 7/8	24	- 1/8	- .52		362

## ELECTRONICS/MANUFACTURING

O AEL Industries	14 3/4	15 3/8	- 5/8	- 4.06		24
N Arvin Industries	16 3/8	16 1/4	+ 1/8	+ .76	8	127
A Cetec	7	7 1/4	- 1/4	- 3.44	9	14
O Chyron	12 1/2	12 1/4	+ 1/4	+ 2.04	20	15
A Cohu	9 1/2	9 3/8	+ 1/8	+ 1.33	13	16
N Conrac	22 1/2	20 7/8	+1 5/8	+ 7.78	10	47
N Eastman Kodak	80 1/2	83	-2 1/2	- 3.01	13	12,991
O Elec Missile & Comm.	6 3/4	7	- 1/4	- 3.57	84	18
N General Electric	65 1/4	67 1/4	-2	- 2.97	10	14,789
N Harris Corp.	53 1/4	55 3/4	-2 1/2	- 4.48	20	1,638
O Intl. Video	1/8	5/8	- 1/2	-80.00		
O Microdyne	25 1/2	25 1/4	+ 1/4	+ .99	19	67
N M/A Com. Inc.	27 7/8	29 1/8	-1 1/4	- 4.29	24	930
N 3M	61 3/4	63 3/8	-1 5/8	- 2.56	11	7,192
O Motorola	71 1/2	72 3/8	- 7/8	- 1.20	13	2,040
N Nippon Electric	77 1/8	79	-1 7/8	- 2.37	59	2,532
N N. American Philips	48 7/8	49 1/2	- 5/8	- 1.26	8	588
N Oak Industries***	29 1/4	29 7/8	- 5/8	- 2.09	10	318
A Orrox Corp.	9 1/2	9	+ 1/2	+ 5.55	31	15
N RCA	24 7/8	25 3/4	- 7/8	- 3.39	7	1,865
N Rockwell Intl.	37 1/8	35 5/8	+1 1/2	+ 4.21	10	2,784
A RSC Industries	5 5/8	5 5/8			14	13
N Scientific-Atlanta	27 7/8	27 3/8	+ 1/2	+ 1.82	24	590
N Sony Corp.	18	18 5/8	- 5/8	- 3.35	30	3,881
N Tektronix	52 3/4	53 3/4	-1	- 1.86	12	963
A Texscan	35 7/8	34 3/4	+1 1/8	+ 3.23	70	53
N Varian Associates	25 1/2	25 7/8	- 3/8	- 1.44	12	196
N Westinghouse	30 1/4	31 1/2	-1 1/4	- 3.96	7	2,569
N Zenith	17 3/8	18	- 5/8	- 3.47	16	327

## Standard & Poor's 400

Industrial Average 151.75 154.39 - 2.64

**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 Rhoades, 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. \*\*\* Oak Industries stock split 2 for 1. + Stock traded at less than 12.5 cents.



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# Changing Hands

## PROPOSED

■ **WYEA-TV** Columbus, Ga.: Sold by American Eagle Broadcasting Co. to Columbus Television Inc. for \$3.25 million. Seller is subsidiary of publicly held American Family Corp., Columbus-based group owner of six TV's. John B. Amos is chairman. Buyer is subsidiary of Lewis Broadcasting Corp., wholly owned by J. C. Lewis Jr. He also owns WJCL(TV)-WJCL-FM Savannah, Ga., and WLTX(TV) Columbia, S.C. WYEA-TV is NBC affiliate on ch. 38 with 1,070 kw visual, 209 kw aural and antenna 1,310 feet above average terrain.

■ **WHUM(AM)** Reading, Pa.: Sold by Berks Broadcasting Co. to Reading Radio Inc. for \$1.9 million. Seller is owned by Kerby Confer and Paul Rothfuss (39% each) and David Bernstein and Henry Kirk (11% each). Confer and Rothfuss each own 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y.; 50% each of WLYC(AM)-WILQ(FM) Williamsport, Pa., and 25% each of KSSN(FM) Little Rock, Ark. They sold, subject to FCC approval, Williamsport stations to Grit Publishing Co. (BROADCAST-

ING, Jan. 12). Buyer is owned by Alan R. Brill, who also owns WPVA-AM-FM Colonial Heights, Va., and bought, subject to FCC approval, KLIK(AM)-KJFF(FM) Jefferson City, Mo. (BROADCASTING, Feb. 23). WHUM is on 1240 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ **KEVT(AM)** Tucson, Ariz.: Sold by Tucson Radio Inc. to Abundant Life Ministries for \$1,007,524. Seller is owned by Alvin L. Korngold, who also owns 60.2% of KLAU(AM) Las Vegas, has sold, subject to FCC approval, KWFM(FM) Tucson (BROADCASTING, Sept. 29, 1980) and bought KODY(AM) Reno, which FCC approved July 27, 1979, but has not yet been consummated. Buyer is owned by Grace Broadcasting Systems Inc. (general partner), Daniel G. Carless and Joseph H. Dial (limited partners). Grace Broadcasting is wholly owned by Grace Full Gospel Church, Tucson-based nonprofit corporation; John E. Casteel is president and pastor. Carless is Tucson-based real estate broker. Dial is Tucson investor. They have no other broadcast interests. KEVT is 250 w daytimer on 690 khz.

■ **WGBB(AM)** Freeport, N.Y.: Sold by Nassau Radio Corp. to The Radio Company Inc. for \$1,005,000. Seller is subsidiary of Susquehanna Broadcasting, York, Pa.-based group owner of seven AM's, seven FM's and one TV, principally owned by Louis J. Appell family. Buyer is owned by Franz Allina and nine others, who also own WBAB-FM Babylon, N.Y., and KACY(AM) Port Hueneme and KACY-FM Oxnard/Ventura, both California. WGBB is on 1240 khz with 1 kw day and 250 w night.

■ **KDHI(AM)-KQYN(FM)** Twentynine Palms, Calif.: Sold by Hi-Desert Broadcasting Corp. to Pinon Broadcasting Corp. for \$775,000. Seller is owned by Arthur E. Sipherd and wife, Adeline F., who have no other broadcast interests. Buyer is owned by B. G. Allen (50.02%), brother-in-law, William S. Sanders, and Fluid Capital Corp. (24.99% each). Allen is senior marketing representative for IBM, Chicago. Sanders is former vice president of Sunbelt Communications. Fluid Capital Corp. is Albuquerque, N.M.-based investment firm. They have no other broadcast interests. KDHI is 1 kw daytimer on 1250 khz. KQYN is on 95.7 mhz with 16 kw and antenna 79 feet below average terrain. Broker: Chapman Associates.

■ **KJAK(FM)** Slaton, Tex.: Sold by Faith Broadcasting Service to Williams Broadcasting Group for \$575,000. Seller is owned by Gary L. Acker and James E. McCuiston (50% each). Acker also owns WROS(AM) Jacksonville, Fla.; KWAS(AM) Amarillo, Tex.; 50% of KEPT(FM) Shreveport, La.; 50% of KFIX(FM) Laredo, Tex., and 25% of KLFJ(AM) Springfield, Mo. He sold, subject to FCC approval, construction permit for KJTV(TV) Amarillo (BROADCASTING, March 30) as partial consideration for his purchase of KRIZ(FM) Roswell, N.M. Buyer is owned by G.O. Williams Oil Inc. (87.5%) and Jay Galt (12.5%). Williams Oil is principally owned by G.O. Williams, Sharon, Okla.-based oil jobber and automobile dealer. Galt is Oklahoma City attorney. They have no other broadcast interests. KJAK(FM) is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KSFE(AM)** Needles, Calif.: Sold by James J. Parr to Veach Associates for \$525,000. Seller has no other broadcast interests. Buyer is principally owned by Jesse Veach, morning announcer at WPAY-FM Portsmouth, Ohio, who is also new FM applicant for Needles. KSFE is on 1340 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **KVAS(AM)** Astoria, Ore.: Sold by Lower Columbia Broadcasting Co. to Kay Broadcasting Inc. for \$500,000. Seller is owned by Charles A. Farmer, who also owns KTDO(AM) Toledo, Ore. Buyer is owned by Lawrence Heinrich and Robert Loucks (50% each). Heinrich is sales manager and Loucks is salesman at KJUR(AM) Whitefish, Mont. They have no other broadcast interests. KVAS is on 1230 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

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■ **WBIO(AM)** Parsippany-Troy Hills, N.J.: Sold by Radio 13 Inc. to Troy Communications for \$499,000. Seller is owned by Roy Schwartz (29.2%), Frederick Weiner and Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%) and John Dziadzio (3.5%), who have no other broadcast interests. Buyer is owned by George Poydinecz (80%) and Louis Steele (20%). Poydinecz is Clifton, N.J.-based real estate developer. Steele is announcer for WNEW-TV New York. They have no other broadcast interests. WBIO is 1 kw daytimer on 1310 khz.

■ **WLTH(AM)** Gary, Ind.: Sold by Inter-Urban Broadcasting Inc. to Chicago Metropolitan Mutual Assurance Co. for \$495,000. Seller is owned by Thomas P. Lewis (51%), A. Martin Katz, Albert E. Weinstein and James J. Hutchinson (12.5% each) and Harry W. Porterfield (11.5%). They also own WYLD-AM-FM New Orleans. Buyer is Chicago-based insurance company; Anderson M. Schweich is president and chairman. It has no other broadcast interests. WLTH is 1 kw daytimer on 1370 khz.

■ **KUTY(AM)** Palmdale, Calif.: Sold by Bates Hall Communications Inc. to Ware Communications Inc. for \$400,000. Seller is owned by Laurens C. Hall, who has no other broadcast interests. Buyer is wholly owned subsidiary of Fontana Steel Inc., Fontana, Calif.-based steel fabrication company. Paul D. Ware is president and owner. He has no other broadcast interests. KUTY is 5 kw daytimer on 1470 khz. Broker: Chapman Associates.

■ **WPOK-AM-FM** Pontiac, Ill.: Sold by Bret Broadcasting Corp. to Livingston County Broadcasters Inc. for \$304,500. Seller is owned by E.B. Groen and wife, Naomi, who have no other broadcast interests. Buyer is owned by Lawrence W. Nelson and wife, Pamela (52% jointly), J. Collins Miller and wife, Candace (22% jointly), Paul Fink (15%) and Richard Arnold (11%). Nelsons own 98% of WSPY(FM) Plano and 32% of WCCQ(FM) Crest Hill, both Illinois. Miller is general manager of WCCQ. Arnold is engineering supervisor at WIND(AM) Chicago. Fink is general manager at WSPY. Nelsons and Millers are also new FM applicants for Paxton, Ill. WPOK is 1 kw daytimer on 1080 khz. WPOK-FM is on 103.1 mhz with 3 kw and antenna 185 feet above average terrain.

■ **WKED(AM)** Frankfort, Ky.: Sold by D&R Broadcasting Inc. to Allan Communications Inc. for \$350,000. Seller is owned by David Roederer and David Rogers, who have no other broadcast interests. Buyer is owned by Leigh Allan, news director at WKRS(AM) Waukegan, Ill. He has no other broadcast interests. WKED is on 1130 khz with 500 w day. Broker: Richard A. Shaheen Inc.

■ **WBGR-AM-FM** Paris, Ky.: Sold by WBGR Broadcasting to Fairfield Broadcasting Co. for \$350,000. Seller is owned by Bill Brown, who has no other broadcast interests. Buyer is owned by Steve Trivers and Bill Wertz, who also own WQLR(FM)

Kalamazoo, Mich., and WEZV(FM) Fort Wayne, Ind. WBGR is 1 kw daytimer on 1440 khz. WBGR-FM is on 96.7 mhz with 3 kw and antenna 198 feet above average terrain. Broker: Chapman Associates.

■ Other proposed station sales include: KCVR(AM)-KWIN(FM) Lodi, Calif.; KLON(FM) Long Beach, Calif., and WTLK(AM) Taylorsville, N.C. (see "For the Record," page 169).

#### APPROVED

■ **WADV(FM)** Buffalo, N.Y.: Sold by Adver-cast Inc. to Stoner Broadcasting System Inc. for \$1.6 million. Seller is owned by Daniel Lesniak (50.124%) and wife, Nancy Lee (49.876%). They have no other broadcast interests. Buyer is station group principally owned by Thomas H.

Stoner. It owns KSO(AM)-KGGO(FM) Des Moines, Iowa; KHAK-AM-FM Cedar Rapids, Iowa; WGNT(AM) Huntington, W.Va.; WHEL(AM)-WIMZ(FM) Knoxville, Tenn., and WNBF(AM)-WQYT(FM) Binghamton, N.Y. WADV is on 106.5 mhz with 29 kw and antenna 390 feet above average terrain.

■ **WKTQ(AM)** Pittsburgh: Sold by Nationwide Communications Inc. to Broadcast Enterprises National Inc. for \$1.5 million. Seller is group owner of three AM's, four FM's and three TV's owned by Columbus, Ohio-based Nationwide Mutual Insurance Co. Charles Fullerton is president. Buyer is group owner of four AM's, two FM's and one TV principally owned by Ragan Henry. It has sold WTAN(AM)-

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WOKF(FM) Clearwater, Fla., last year to separate buyers (BROADCASTING, Aug. 25, 1980), and also sold WGIV(AM) Charlotte, N.C. (BROADCASTING, March 16), and bought, subject to FCC approval, WTLC(FM) Indianapolis (BROADCASTING, March 30). WKTQ is on 1320 khz with 5 kw full time.

■ Other approved station sales include: WVLV(AM) Lebanon, Pa., and WFGM(FM) Fairmont, W. Va. (see "For the Record," page 170).

## Network advertising rookies nudge billings past \$5 billion mark

Fifty-four first-time users of network television were among the 550 companies that pushed network TV billings across the \$5-billion mark in 1980 for the first time.

The 54, nine of which invested \$1 million or more in network TV during the year, were identified by the Television Bureau of Advertising along with the other 504, together with estimates of their individual investments as compiled by Broadcast Advertisers Reports.

The nine newcomers who topped \$1 million in network spending were identified as McDonnell Douglas Corp., \$4,659,800; Denny's Inc. (fast food restaurants), \$4,432,100; Minnetonka Inc. (soft soap), \$4,125,800; Realty World Inc. (realtor), \$2,562,200; Armor All Products (auto protectant), \$1,768,600; S.S. Pierce Co. (Seneca frozen apple juice), \$1,538,200; Deere & Co. (lawn and garden equipment) \$1,239,800; Shearson Loeb Rhoades (investment firm), \$1,186,500, and Frederick Purdue Co. (Senokot laxative), \$1,052,100.

P&G, long-time front-runner, reached the \$361,066,700 mark with a 25% increase over 1979. General Foods kept a good grasp on second place despite a 1% decline to \$201,488,400. Ford Motor Co. moved into third with \$125,701,500, up 30% from 1979. American Home Products ranked fourth on a 1% boost to \$123,911,900, with General Motors close behind at \$123,498,900, up 5%.

The year's 558 companies and their estimated network TV expenditures are listed below. Estimates are by BAR. An asterisk identifies first-time network advertisers.

Rank	TV Expenditures
117	Abbott Laboratories 8,928,700
329	Ace Hardware 1,425,200
217	Adolph Coors 3,259,300
447	Advance Publications* 330,600
515	Aero Mayflower Transit 80,400
373	AFL-CIO 953,100
506	Agway 104,300
398	Aladdin Industries 737,900
94	Alberto Culver 13,109,200
248	Alleghany Corp. 2,534,100
522	Alleghany Pharmacal* 70,000
187	Aluminum Company of America 4,442,300
358	American Airlines 1,056,300
166	American Bankers Association 5,272,900
527	American Biltrite 61,900
151	American Brands 5,956,400

Rank	TV Expenditures	Rank	TV Expenditures
194	American Can 4,215,600	15	Chrysler 65,289,900
65	American Cyanamid 19,293,900	164	Church & Dwight 5,323,500
239	American Dairy Association 2,665,800	73	Ciba-Geigy 17,840,000
302	American Egg Board 1,755,400	97	Citicorp 12,336,700
68	American Express 18,725,300	516	Classic Laboratories* 79,700
388	American Florists Marketing Council 830,900	466	Clorox 252,300
198	American Gas Association 3,836,000	28	Clorox 44,490,500
542	American Hardware Supply* 28,200	19	Coca Cola 57,897,300
255	American Hoechst 2,461,300	360	Coit International 1,042,000
4	American Home Products 123,911,900	240	Coleco 2,656,300
74	American Motors 17,733,900	32	Colgate Palmolive 40,096,900
313	American Safety Razor 1,560,900	47	Columbia Pictures 27,121,000
20	AT&T 57,388,100	196	Combe 4,004,400
249	AMF 2,530,900	154	Comerco 5,875,200
229	Amway 3,006,300	489	Communications Satellite* 135,000
430	Anchor Hocking 463,300	211	Connecticut General Insurance 3,366,800
300	Anderson Clayton & Co. 1,778,200	170	Conoco 5,110,400
368	Anderson for President Committee 1,009,300	30	Consolidated Foods 43,293,300
14	Anheuser-Busch 65,423,500	241	Continental Corp. 2,654,700
481	Archer Daniels Midland* 171,000	553	Conwood 11,300
497	Arkansas Louisiana Gas 115,100	554	Copersucar 7,800
301	Armor All Products* 1,768,600	432	Cordura 446,500
507	Armstrong Rubber 104,100	137	Corning Glass Works 7,396,600
227	Asahi Optical 3,050,900	130	Cosmair 7,912,800
223	Ashland Oil 3,132,400	260	Cotter & Co. 2,359,600
183	Associated Film Distribution 4,526,900	155	Cotton Inc. 5,834,800
556	Atlantic Aviation* 6,000	66	CPC International 19,211,800
105	Atlantic Richfield 10,755,800	511	Creative Tools 87,800
297	Avco 1,846,100	213	Credit Union Associates 3,340,400
111	Avon Products 9,865,000	363	Crum & Forster 1,029,500
355	Azrak-Hamway International 1,076,300	185	Culbro 4,519,700
334	Bache Group 1,309,800	391	Cutter Labs 765,700
539	Baker for President Committee 37,400	310	Daimler-Benz 1,624,700
544	Bancal Tri-State 24,100	528	Dana Corp. 58,000
120	Banfi Products 8,693,400	433	Dana Perfumes 446,400
411	Bausch & Lomb 589,000	26	Dart & Kraft 48,200,300
37	Bayer A G 35,073,600	296	De Beers Consolidated Mines 1,849,600
163	Beatrice Foods 5,346,100	474	Dean Witter/Reynolds 213,300
29	Beecham Group 43,523,800	339	Deere* 1,239,800
231	Beiersdorf 2,966,000	487	Del Labs 147,600
258	Bell & Howell 2,416,900	496	Delaware Management Fund 116,400
208	Bendix 3,484,200	437	Dell Publishing 419,900
286	Beneficial 1,987,200	189	Dennys* 4,432,100
387	Benjamin Moore 834,700	475	Diet Centers 206,400
112	Bic Pen 9,810,400	141	Walt Disney Productions 7,206,200
331	Binney & Smith 1,352,900	366	Doric Foods 1,021,300
104	Black & Decker 10,830,700	92	Dow Chemical 13,202,500
95	Block Drug 12,732,700	288	Dow Jones 1,955,700
150	Blue Bell 6,009,200	378	DPF 918,200
442	Blue Coral* 353,000	143	Dr Pepper 6,932,100
377	Boehringer Mannheim 920,700	78	Du Pont 15,728,800
202	Boeing 3,726,800	269	Dunkin Donuts 2,260,500
75	Borden 17,589,000	287	Eastern Air Lines 1,963,400
413	Borg Warner 567,000	38	Eastman Kodak 34,694,200
109	Milton Bradley 10,245,300	491	Jack Eckerd Corp.* 133,700
547	Brioschi 20,600	205	Electronic Realty Association 3,554,600
6	Bristol Myers 106,061,100	409	Eli Lilly 603,000
453	Brown Group 295,300	327	Emerson Electric 1,461,800
172	Brown-Forman Distillers 5,000,500	379	Emery Air Freight 916,200
477	Brunswick 193,700	395	Entex Industries 756,100
536	C. C. Development* 43,400	31	Esmark 41,854,800
133	Cadbury Schweppes 7,729,100	110	Exxon 9,891,200
493	California Iceberg Lettuce Commission 125,200	234	Faberge 2,872,500
284	Calif.-Oregon-Wash.-Dairymen Association 1,998,400	157	Federal Express 5,704,900
233	California Raisin Advisory Board 2,926,900	299	Fibic 1,804,800
460	California Strawberries Advisory Board 265,900	356	Fidelity Electronics 1,074,900
76	Campbell Soup 16,403,000	408	Fieldcrest Mills 605,400
524	Canandaigua 65,400	102	Firestone Tire & Rubber 11,045,000
98	Canon 12,294,900	467	Flambeau Products 249,500
57	Carnation 22,817,600	203	Fleet 3,689,300
142	Carter for President Committee 7,068,100	89	Florida Citrus Commission 13,725,400
93	Carter Wallace 13,121,400	181	Florists Transworld Delivery Association 4,572,500
385	Carter William 837,900	393	FMC 762,000
394	Castle & Cooke 760,000	3	Ford 125,701,500
436	Castle Toys 420,400	406	Foremost-McKesson 606,700
168	CBS 5,200,600	267	Fotomat 2,281,400
502	Cervceria Moctezuma* 110,100	138	Fuji Heavy Industries 7,277,500
161	Champion Spark Plug 5,387,700	478	GAF 189,900
319	Chanel 1,520,400	330	Gallery of Homes 1,396,900
191	Chatterm Drug & Chemical 4,353,300	67	E. & J. Gallo Winery 18,970,200
25	Chesebrough Ponds 49,038,300	292	Garan 1,907,400
		40	General Electric 32,986,800
		2	General Foods 201,488,400
		275	General Host 2,116,600
		11	General Mills 75,751,000
		5	General Motors 123,498,900



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Rank	TV Expenditures	Rank	TV Expenditures	Rank	TV Expenditures
435	General Signal 425,800	459	Huffy* 272,900	140	Metropolitan Life Insurance 7,207,100
135	General Telephone & Electronics 7,603,900	551	Hurst 14,300	162	Michelin Tire 5,374,900
216	General Tire & Rubber 3,282,500	236	Husky Oil 2,816,900	195	Minnetonka* 4,125,800
226	Georgia Pacific 3,065,800	165	E. F. Hutton 5,292,400	148	Minolta 6,381,400
18	Gillette 59,509,700	367	Hygrade Food Products 1,016,900	404	Minwax 622,900
261	Gold Seal Products 2,348,600	125	IC Industries 8,462,500	482	Mirror Bright Polish* 171,000
281	B. F. Goodrich 2,016,000	417	Idaho Potato Commission 540,000	121	Mobil 8,666,400
108	Goodyear Tire & Rubber 10,336,000	308	Ideal Toy 1,654,100	295	Monroe Auto Equipment 1,863,100
495	Gott Manufacturing 117,800	270	IFI International 2,244,500	348	Monsanto 1,128,900
113	Grand Metropolitan 9,590,500	415	Illfelder Toy 557,800	454	Mony-Mutual of New York 290,000
54	Greyhound 24,155,100	145	Inter Bank 6,782,200	43	Morton-Norwich 31,190,200
58	Gulf & Western 22,681,400	451	Inter North 301,500	33	Nabisco 39,151,400
485	Gulf Oil 159,900	81	IBM 14,777,200	534	National Appliance* 44,900
279	Haggar 2,069,000	282	International Harvester 2,002,700	384	National Association of Realtors 852,500
90	Hallmark Cards 13,569,800	159	International Nickel 5,547,800	237	National Association of Insurance Agents 2,719,700
427	Hardees Food Systems 491,800	304	International Spikes 1,696,200	230	National Automotive Parts 2,976,700
492	Hardwick Stove 128,200	70	ITT 18,270,100	550	National Bakeries Services 15,000
220	Harlequin Enterprises 3,226,500	177	Jaguar Rover Triumph 4,764,500	116	National Bankamericard 8,940,500
402	Hart Schaffner & Marx 667,600	455	James Industries 287,800	221	National Fed/Coffee Grws/Colombia 3,213,600
192	Hartz Mountain 4,257,100	87	Jeffrey Martin 14,187,500	469	National Fisheries Institute* 226,700
293	Hasbro 1,890,800	488	Jel Sert 143,700	320	National Grape Cooperative 1,520,200
500	Hastings 113,100	289	Jenos 1,950,400	464	National Gypsum 257,200
461	Hearst 265,600	513	Jerry Gross Organization* 82,700	332	National Railroad Passenger Association* 1,327,600
268	L. S. Heath & Sons 2,280,700	8	Johnson & Johnson 90,471,500	374	National Retail Hardware Association* 942,100
264	G. Heileman Brewing 2,290,800	55	S. C. Johnson & Son 23,330,900	257	National Union Electric 2,425,300
52	H. J. Heinz 24,740,100	501	Jones Dairy Farm* 111,400	403	Nationwide Insurance 642,600
232	Helene Curtis 2,935,800	171	K Mart 5,060,100	35	Nesfood 35,993,900
61	Hershey Foods 21,328,600	336	K-Tel International 1,284,500	265	New York Life 2,286,300
44	Heublein 30,293,000	126	Keebler 8,375,900	509	New York Times 103,000
218	Hillenbrand Industries 3,249,200	17	Kellogg 59,803,200	71	Nissan Motor 18,150,000
222	Hilton Hotels 3,198,800	247	Kemper Group 2,539,100	361	Nissin Foods 1,042,000
540	Hitachi* 32,800	518	Kennedy for President Committee 74,200	351	NL Industries 1,125,300
337	Hobart 1,263,400	504	Kentucky Department of Tourism* 109,200	91	North American Philips 13,270,000
118	Holiday Inns 8,900,300	414	Kero-Sun* 564,200	238	North American Systems 2,717,700
79	Honda Motor 15,625,200	396	Keyes Fibre 755,400	107	Northwest Industries 10,515,200
315	Hoover Co. 1,556,500	439	Kikkoman International 379,900	209	Northwestern Mutual Life 3,474,300
294	Hormel 1,884,800	72	Kimberly Clark 18,107,000	514	Norton* 81,200
529	Houghton Mifflin 56,400	325	Kiplinger Washington Editors 1,470,400	48	Norton Simon 26,734,000
307	Household Finance 1,673,800	456	Knots* 283,100	46	Noxell 28,092,700
		352	Kraco Enterprises 1,123,200	472	O'Conner Products* 217,400
		545	Kristy Wells 22,400	235	Ocean Spray Cranberries 2,864,500
		428	Kusan 485,100	523	Ohio Art 67,400
		557	L J N Products 3,900	390	Olin 796,800
		424	La Rouché for President Committee 508,800	149	Olympia Brewing 6,299,500
		470	La-Z-Boy Chair 225,200	129	Olympus Camera 7,947,600
		254	Lanier Business Products 2,462,000	473	Orange Bowl Committee 215,700
		188	Lee Pharmaceuticals 4,437,300	441	Owens Country Sausage 353,600
		309	Lego Systems 1,632,400	438	Owens Illinois 406,000
		354	Leisure Dynamics 1,082,000	144	Owens-Corning Fiberglas 6,831,500
		519	Leland Energy* 74,200	182	Pabst Brewing 4,528,200
		370	Lennox Industries 1,004,700	381	Paine Webber Jackson & Curtis 878,400
		12	Lever Brothers 74,111,800	259	Pan American World Airways 2,396,900
		353	Libertarian Party 1,087,500	510	Parker Pan 96,600
		369	Liberty Mutual Insurance 1,008,000	69	J. C. Penney 18,579,100
		476	Life Insurance Co. of Georgia 202,000	274	Pennwalt 2,156,800
		160	Litton 5,393,100	156	Pennzoil 5,764,400
		525	Loctite 63,200	434	Pentel 441,200
		190	Loews 4,363,600	468	Penthouse International 242,000
		520	Lorentzen Levolor 73,900	9	Pepsico 88,822,100
		512	M. Lowenstein & Sons 84,000	448	Petersen 323,600
		291	Lowe's 1,930,300	53	Pfizer 24,301,700
		425	J. Lyons & Co. 507,200	7	Phillip Morris 97,392,200
		77	M C A 15,976,800	122	Phillips Petroleum 8,630,000
		429	M J B 483,300	484	Philmont & Hart Labs 160,400
		405	Mannington Mills 612,100	555	Physician Mutual Insurance* 7,200
		416	Manor Care* 547,100	23	Pillsbury 53,254,900
		365	Maremont 1,022,500	346	Pioneer Electronic 1,167,400
		34	Mars 36,689,200	347	Pittway 1,156,200
		450	Matex 305,800	45	Polaroid 29,812,500
		242	Matsumita 2,649,100	457	Polyglycoat 278,300
		83	Mattel 14,556,600	283	Ponderosa 2,002,600
		85	Oscar Mayer 14,438,500	486	Postal Instant Press 148,300
		228	Maytag 3,036,000	443	PPG 352,100
		22	McDonalds 53,588,300	480	Pressman Toy 186,200
		178	McDonnell Douglas* 4,659,800	412	Pritzker Family 581,600
		338	Mead Products 1,257,900	1	Procter & Gamble 361,066,700
		558	Mego International 3,000	114	Prudential 9,558,000
		541	Melville 31,900	176	Publishers Clearing House 4,802,400
		298	MEM 1,823,300	359	Frederick Purdue* 1,052,100
		312	Memorex 1,594,400	340	Purex 1,223,300
		84	Mennen 14,495,200	546	Puritans Fashions* 22,000
		444	Mentholum 348,400	410	Purolator 591,800
		426	Meredith* 497,200	490	Qantel 134,400
		380	Merle Norman Cosmetics 912,000		
		127	Merrill Lynch 8,086,600		

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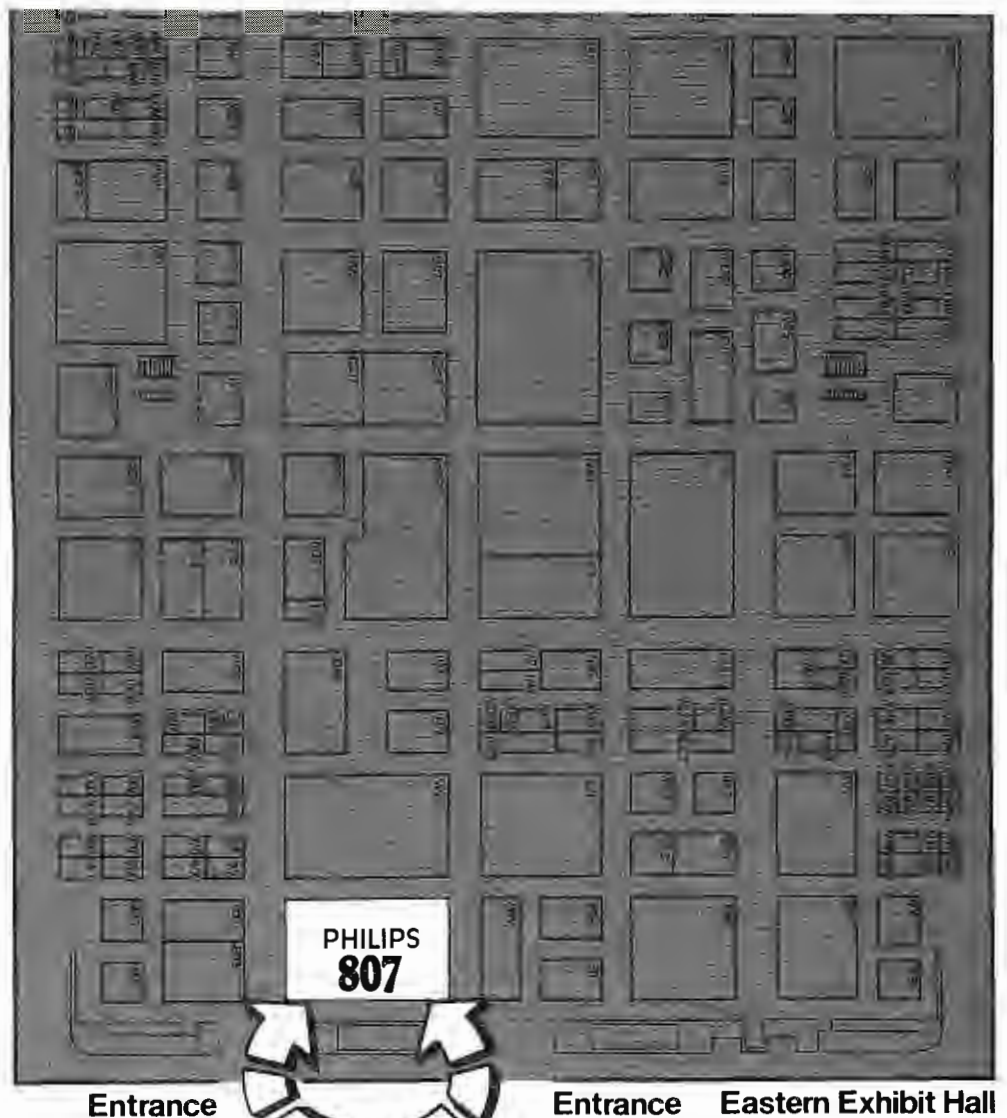
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Rank	TV Expenditures
27	Quaker Oats 46,653,600
224	Quaker State 3,108,200
341	Questor 1,221,200
183	Rachengold-Werk 4,215,900
13	Ralston Purina 73,386,200
253	Ramada Inns 2,478,800
206	Raytheon 3,508,700
63	RCA 19,873,800
276	Readers Digest 2,090,300
131	Reagan for President Committee 7,847,300
246	Realty World* 2,562,200
244	Remington 2,605,800
382	Renfield Importers 873,900
225	Republican National Committee 3,067,100
50	Reylon 25,305,600
463	Rexall 258,100
174	Reynolds Metals 4,877,100
103	R. J. Reynolds 11,025,500
24	Richardson Merrell 49,885,200
538	A. H. Robins 38,900
252	Roman Meal 2,482,400
316	Rorer Group 1,551,200
158	Royal Crown Cola 5,663,400
357	Rubbermaid 1,072,600
421	Rush-Hampton Industries* 526,200
272	Rust-Oleum 2,188,600
303	Ryder 1,741,800
328	SCM 1,436,800
317	S. S. Pierce* 1,538,200
446	SSS 332,000
214	Safeco 3,332,400
471	Safeway* 218,500
440	Sambos 360,000
321	Sandoz-Wander 1,519,500
537	Sasson Jeans* 41,700
136	Vidal Sassoon Inc. 7,515,800
184	Savin Business Machines 4,526,600
199	Savings & Loan Foundation 3,827,300
36	Schering-Plough 35,242,700
462	Schiffelin 264,400

Rank	TV Expenditures
51	Jos. Schlitz Brewing 24,802,200
503	C. Schmidt & Sons 110,100
458	Schwinn Bicycle 276,400
167	Scott Paper 5,250,800
101	Seagrams 11,207,300
263	Sealy 2,297,200
251	Searle 2,483,200
10	Sears, Roebuck 86,951,500
431	Selchow & Righter 463,100
322	Sentry Insurance 1,491,700
350	Serta 1,125,800
423	Sharp 514,000
343	Shearson Loeb Rhoades* 1,186,500
134	Shell Oil 7,689,400
201	Sherwin Williams 3,774,100
483	Shinsei 170,300
549	Sidney A. Tarrson* 18,000
401	Singer 672,100
422	Skil 520,000
543	Skyline 24,800
59	Smithkline 22,529,100
364	J. M. Smucker 1,026,800
465	Snelling & Snelling 255,700
180	Sony 4,580,700
548	Source Securities* 20,100
123	Southland 8,573,600
311	Specialty Brands 1,612,600
243	Sperry 2,631,900
419	Spring Air 530,900
49	Squibb 25,439,700
386	St. Regis Paper 837,300
146	A. E. Staley Mfg. 6,763,900
152	Standard Brands 5,942,100
335	Standard Oil 1,292,700
197	Stanley Works 3,954,400
508	Stanwood 104,100
153	State Farm 5,939,000
21	Sterling Drug 56,790,400
400	Sterns Nursery 693,500
531	Stihl American 50,200
80	Levi Strauss 14,962,400

Rank	TV Expenditures
333	Stride Rite 1,323,600
169	Stroh Brewery 5,118,500
445	Suffolk Marketing 333,800
280	Sun 2,029,300
285	Sunbeam 1,997,700
179	Sunkist 4,649,900
326	Suzuki 1,469,800
371	TDK Electronics* 994,300
494	Talley 119,400
173	Tampax 4,947,300
132	Tandy 7,826,400
498	Tasty Baking 114,800
383	Taylor Rental* 853,400
376	Teledyne 932,400
533	Tenders* 48,100
372	Tenneco 977,500
99	Texaco 11,631,200
290	Texas Instruments 1,931,300
212	Textron 3,363,700
60	Thompson Medical 22,047,900
119	Time 8,791,600
499	Times-Mirror 113,800
106	Timex 10,572,700
245	Tomy 2,586,000
389	Tonka 819,100
418	Tootsie Roll 532,500
273	Toro 2,175,500
517	Total Petroleum* 77,900
420	Totes 526,700
62	Toyo Kogyo 20,335,100
56	Toyota 22,945,300
449	Trailway 314,700
375	Trane* 936,400
86	Trans World 14,225,100
96	Transamerica 12,388,800
323	Travelers 1,484,800
452	Travelodge* 297,500
262	TRW 2,308,600
342	Turtle Wax 1,193,600
124	UAL 8,491,000
41	Union Carbide 31,752,800
552	Union Oil 14,200
204	Uniroyal 3,645,900
344	United Aircraft 1,186,100
219	United Brands 3,245,500
399	United Brotherhood of Carpenters* 726,700
521	United Gilsonite Labs 73,600
82	United States Armed Forces 14,771,200
532	United States Golf Association 49,100
250	United States Government 2,506,400
175	United States Tobacco 4,818,200
271	United Technologies 2,203,000
349	Unity Buying Service 1,127,600
147	Upjohn 6,510,100
479	Usair* 189,300
305	V F 1,677,100
64	Volkswagen 19,434,700
345	Jim Walter 1,168,600
256	Wang Laboratories 2,454,800
42	Warner Communications 31,431,600
16	Warner-Lambert 63,167,100
362	Washington Post 1,038,900
200	Wausau Insurance 3,817,500
530	Victor F. Weaver 51,000
215	Wella 3,300,600
115	Wendy's International 9,036,400
535	Western Air Lines 43,900
505	Western Textile* 104,500
210	Westinghouse 3,383,800
186	Weyerhaeuser 4,482,000
407	Wham O 605,800
139	Whirlpool 7,234,200
392	Wienerschnitzel International 765,100
314	Wilkinson Match 1,559,900
318	Wine Imports of America 1,526,400
397	Witco Chemical 744,800
278	Wolverine World Wide 2,080,200
306	Woolworth 1,676,200
39	Wrigley 34,127,600
100	Xerox 11,464,700
207	Yamaha 3,484,800
526	Yonezawa* 61,900
277	W. F. Young 2,081,400
266	Zale 2,283,600
128	Zenith 8,084,500
88	20th Century-Fox Film 13,950,200
324	3M 1,484,000

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# 25 YEARS TOGETHER



## 1956

1956 was the beginning of CBS Television service to the nation's 37th largest television market. On April 29, 1956, WSPA-TV, in Spartanburg, S.C., a CBS Affiliate, presented its first network telecast. Today, transmitting from high atop Hogback Mountain, 3,468 feet above sea level (2,000 feet above average terrain), WSPA-TV reaches into 532,900\* TV homes in 29 counties in North Carolina, South Carolina and Georgia. WSPA-TV was the first South Carolina station to colorcast (1963), and presented the first local live color programming in 1966.



## 1981

In 1979, WSPA Television completed construction of one of the most modern, best equipped, technically sophisticated television centers in the South — strategically located in the Greenville-Spartanburg-Asheville Market at the intersection of I-85 and I-26. This extraordinary facility again leads the way in the Carolinas in providing the WSPA-TV staff with the professional tools and environment to produce the finest television programming possible. We are proud to be celebrating 25 years of service to more than 1,459,900 men, women and children in America's 37th largest television market.

# **WSPA-TV**

A CBS Affiliate

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Walter J. Brown, President. TV 7 AM 95 FM 99  
National Reps: Seltel \*Arbitron '80.

**The Greenville—Spartanburg—Asheville Market**  
**\*37th in the U.S.**



# THE FIRST 50 YEARS



## OF BROADCASTING

The Senate Interstate and Foreign Commerce Committee in 1956 was the center of legislative interest in broadcasting. Before the congressional recess in July, nearly 150 witnesses testified in 31 days of hearings under the chairmanship of Senator Warren G. Magnuson (D-Wash.). More than a dozen other hearings and studies of broadcasting and the FCC were also conducted that year on Capitol Hill.

The year 1956 also saw several developments that were to reshape television programming. Motion pictures at last began to flow from producers' vaults to TV. Ampex unveiled its videotape recorder at the National Association of Radio and Television Broadcasters convention (page 163).

It was also a presidential election year, and television matured into a major vehicle of political news and advertising.

Adlai Stevenson, again the Democratic candidate for President, professed to dislike merchandising of politicians, but he appeared in five-minute spots called "The Man From Libertyville," prepared by Norman, Craig & Kummel. President Dwight D. Eisenhower and Richard M. Nixon stayed with their 1952 agency, BBDO. They too concentrated on five-minute spots inserted at the end of regular programming.

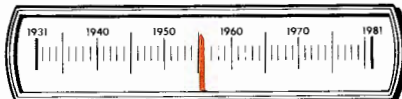
A special report by the Senate Election Subcommittee, released in early February 1957, showed that \$9,907,000 was spent in radio and television in behalf of political candidates—presidential down through local offices—from Sept. 1, 1956, to Nov. 6, 1956. Of that figure, the Republicans spent \$5,381,891 and the Democrats \$4,120,712.

The networks reported that sponsors paid between \$15 million and \$16 million for the coverage of the national conventions, which BROADCASTING reported as "the most extensive coverage of any event in electronics history."

NBC had 400 persons, three mobile units and more than 40 cameras at each convention. Chet Huntley, David Brinkley and Bill Henry worked as the anchor team, an assignment that led to Huntley's and Brinkley's replacement of John Cameron Swayze as anchor of the NBC-TV early evening news.

CBS had a crew of 350 and 22 tons of equipment. Its news team was led by Sig Mickelson, vice president in charge of news and special events.

ABC had a staff of 350, led by John Daly, vice president in



*Joseph Stalin and the cruelties of his regime were denounced in February by Nikita Khrushchev and other Soviet leaders who declared a policy of peaceful co-existence with the West. Egypt seized the Suez Canal on July 26 under a new nationalization decree. Israel invaded the Sinai Peninsula Oct. 29, touching off fighting that lasted until Nov. 8. A Hungarian revolt against that country's Soviet-dominated regime was crushed Nov. 4. In the U.S., President Eisenhower handily turned back the presidential challenge of Adlai Stevenson in November. A month earlier, New York Yankee Don Larsen turned back the Brooklyn Dodgers with the first perfect no-hit no-run game in World Series history. And in BROADCASTING...*

charge of news, and a new system of audio-receivers called "page boy" and "audiopage" to maintain communication between staffers and ABC's base of operation.

BROADCASTING observed: "There are two sure bets about the political conventions of the next three weeks. ... One is that the work of nominating candidates for President, starting with the Democratic convention in Chicago next week and continuing with the Republican sessions in San Francisco a week later, will be witnessed and heard by more millions than ever before. ... The

other is that the networks which present these quadrennial dramas will lose money in doing it. ... The mechanics of TV-radio coverage ... are vast almost beyond description. Preparations have been under way for more than a year. ... In all, more than 1,000 network people will be employed at the scene—and most of them will have to make the quick switch, along with equipment of fantastic tonnage, from Chicago to San Francisco virtually overnight. ... What will be the result? American viewers and listeners ... will get an insight into fundamental affairs of state such as would be impossible by any other means, including personal attendance. ... The networks will have taken a beating financially ... but they will have put on one of the most mammoth 'educational public service' programs conceivable—a thought that detractors of 'commercial' programming would do well to keep in mind."

The nation relied heavily on television for the election returns. Between 8:30 and 9 p.m. (when NBC had not yet started its coverage), ABC and CBS received a Trendex rating of 40.8, or 65.2% of the sets in use. Then, all three networks from 9 to 9:30 received a Trendex rating of 55.2, with 63.4% of all sets in use. By 8 p.m., Univac, Remington Rand's high-speed computer, used by CBS, had predicted a landslide victory for Eisenhower. Because of this and other early predictions for an Eisenhower victory, audience viewing dropped after the first hours of coverage.

When Senator Magnuson's Commerce Committee started hearings in January, testimony on TV allocations, VHF-UHF deintermixture and pay TV spilled over to more areas. Soon the committee heard testimony that TV network option time and "must buys" violated antitrust laws. In an attempt to

analyze network-station relations, the Magnuson committee sent a nine-page questionnaire to all network affiliated TV stations.

While this data was being amassed, Senator John W. Bricker (R-Ohio), ranking Republican on the Commerce Committee, charged domination of television by CBS and NBC. Making public statistics that the networks had given the FCC on the promise of confidentiality, Bricker argued that the 1954 gross revenue of CBS and its three owned stations amounted to more than one-fifth of the 1954 revenue of the entire TV industry, as did the revenue of NBC and its five owned stations. Bricker proposed to give the FCC power to regulate the networks, reduce the service of VHF stations in high-density population areas, restrict market straddling through reductions in power and antenna heights, and revise the FCC's multiple ownership rules. Bricker wanted to permit common ownership of any number of television stations as long as their combined coverage did not exceed 35% of the country's population.

Network spokesmen denied the charges of monopolistic practices in TV. "To curtail or destroy the networks' unique quality of instantaneous national interconnection," CBS President Dr. Frank Stanton warned, "would be a colossal backward step." To regulate networks, NBC President Robert Sarnoff argued "is to take the first step down the road to government decision on whether advertiser A or advertiser B should occupy a particular network time period." Robert E. Kintner, ABC president, urged that "the major attention of the Senate committee and of the FCC should be directed to the scarcity of stations, because with its solution, alleged monopolistic practices in the in-

dustry will disappear, just as they disappeared in radio when the factor of a too limited audience was removed."

While the Magnuson committee in July issued a report supporting the FCC proposals of selective deintermixture, and urged speed to help the UHF stations, several other studies of broadcast operations were in progress in Washington.

Roscoe Barrow, dean of the University of Cincinnati Law School, continued his FCC mandated network study, hoping for a final report in June 1957.

The House Transportation and Communications Subcommittee, led by Representative Oren Harris (D-Ark.), held hearings on bills to prohibit FCC discrimination against applicants with newspaper interests and on bills to provide relief for broadcasters from current libel laws.

Acting on material gleaned from questionnaires, Representative Joe L. Evins (D-Tenn.), chairman of the House Small Business Subcommittee, charged that RCA-NBC and CBS controlled the FCC. "These allegations," stated Evins, "... to the effect that the networks have the power to hire and fire those who do not vote or speak in the networks' interests are a serious matter and demand an immediate and thorough investigation." As one investigation begets another, Evins' allegations led to the subpoena of CBS and RCA-NBC records, further study, and the publication of eight of those documents in September as part of an official hearing record. Calling the publication procedure "outrageous, inexcusable, and novel," a CBS spokesman objected to the selection of eight documents out of 8,000-12,000 in order to establish a public record.

In another investigation, the House Antitrust Subcommittee, led by Emanuel

Celler (D-N.Y.), questioned why the FCC approved the swap of NBC's WTAM-AM-FM and WNBK(TV) Cleveland for Westinghouse's KYW(AM) and WPTZ(TV) Philadelphia after the Justice Department had said that the transfers were being investigated. Celler also got into music licensing. Executives of the American Society of Composers, Authors and Publishers testified that Broadcast Music Inc., the industry-supported music-licensing organization formed in 1940 to combat escalating ASCAP fees, constituted a monopolistic control of the music industry and "seriously impaired the freedom of music in America." "Mr. Celler's investigation of the music licensing field," BROADCASTING editorialized in November, "is ... a tourist's junket into an area where all the exploring has been done. The Justice Department has carefully watched both BMI and ASCAP for years, and only ASCAP has run afoul of the law in that time. Unwittingly or not, Mr. Celler was used by the ASCAP songwriters to advance their campaign against BMI."

As the Celler investigation wound down toward the end of the year, the Justice Department filed a civil antitrust complaint against NBC and RCA for alleged coercion of the Westinghouse Broadcasting Co. in the Philadelphia-Cleveland station swap. BROADCASTING analyzed the importance of this case: "The suit, which comes as a grotesque 30th birthday gift to NBC, is the first dealing with the relationship of networks to their affiliates. Its importance cannot be overestimated because a decision sustaining the government's contention would affect the whole broadcasting economy. It is not a suit against NBC alone because all network affiliate relationships would be affected. ... Trading in television properties has reached a high level in recent months. The factor of network affiliation is the most important single consideration next to acquisition of the license itself, running in excess of the value placed upon equipment and real estate. If a test must be had, it is perhaps better to have the rules known now rather than at a time when the stakes will be infinitely greater, and the public interest as well as the private interest of licensees would be more severely affected."

The first major television purchases of feature films were made in 1956. RKO Teleradio Pictures sold 740 feature films and 1,000 short subjects for \$15.2 million to the C&C Super Corp., which later released them to television in barter deals through which C&C built up a huge bank of television advertising time. Among the properties released were "Citizen Kane" with Orson Welles, "Crossfire" with Robert Mitchum, "Hunchback of Notre Dame" with Charles Laughton and Maureen O'Hara and eight Fred Astaire and Ginger Rogers musicals. Columbia Pictures released 104 features to television through its subsidiary, Screen Gems; CBS negotiated to buy Terrytoons for about \$5 million; Paramount Pictures released 1,600 short subjects for television, and in



OFFICERS and directors of the newly-formed Broadcasters Promotion Assn. include (l to r): seated, Haywood Meeks, WMAL-AM-FM-TV Washington; Samuel Elber, WERE Cleveland, Ohio; David Partridge, Westinghouse Broadcasting Co., president; Montez Tjaden, KWTU (TV) Oklahoma City, second vice president; Charles Wilson, WGN-AM-TV Chicago, first vice president; Bruce Wallace, WTMJ-AM-TV Milwaukee; and standing: Roy Pedersen, WDAY-AM-TV Fargo, N. D.; Marion Annenberg, WDSU-AM-TV New Orleans; Joe Hudgens, KRNT-AM-TV Des Moines; Foster Brown, KMOX St. Louis; Paul Woodland, WGAL-AM-FM-TV Lancaster, Pa. Not present were board members Gene Godt, WCCO-AM-TV Minneapolis; Joe Zimmerman, WFIL-AM-FM-TV Philadelphia; John Keyes, WMAQ-AM-FM, WNBQ (TV) Chicago, and Howard Meagle, WWVA-AM-FM Wheeling, W. Va.

—Broadcasting, Nov. 26



the largest sale of a motion picture library to that date, PRM Inc., a Canadian investment firm, paid \$21 million to Warner Brothers for 750 sound features, 100 silent features, and 1,500 cartoons and short subjects produced before 1948.

The film purchases continued. In May National Telefilm Associates, which had acquired the total assets of UM&M Corp., including Paramount's entire short-subject library, signed a 10-year lease arrangement with 20th Century Fox to distribute 52 feature films to television, among them "How Green Was My Valley," "Les Misérables," "The Ox-Bow Incident" and "Mother Wore Tights."

None of movies released to television had been made later than 1948. By September telecasters were bargaining with the Motion Picture Producers Association for the release of post-1948 material.

The influx of film worried some network officials. RCA President David Sarnoff warned that a "film invasion" of television would cause television to "ride a toboggan of decline" since "television's future lies along the route we now chart... emphasis on live television, on fresh new programs designed for the medium, and on the development of color."

In addition to its offering of new movies, television continued to present special programming. Among 1956 presentations: a two-hour, \$150,000, NBC *Opera Theater* production of Mozart's "Magic Flute," with material by W. H. Auden and Chester Kallman, choreography by George Balanchine, and a cast that included Leontyne Price, Laurel Hurley, and Adelaide Bishop; a 90-minute, \$200,000 CBS colorcast of *Ford Star Jubilee* that presented Noel Coward's "Blithe Spirit" starring Claudette Colbert; a 90-minute, \$100,000 NBC *Hallmark Hall of Fame* production of Shakespeare's "Taming of the Shrew" with Lilli Palmer and Jerome Kilty; a 90-minute, \$100,000 NBC production of "The Barretts of Wimpole Street" with Katherine Cornell and Anthony Quayle; a 90-minute, \$200,000 NBC colorcast of *The Music of Gershwin* with a cast that included Ethel Merman, Alfred Drake, Tony Bennett and Cab Calloway; a 90-minute, \$150,000 NBC colorcast of *Jack and the Beanstalk* with Celeste Holm, Cyril Ritchard, Arnold Stang and Joel Grey; and a 90-minute, \$130,000 NBC *Hallmark Hall of Fame* production of Lillian Hellman's "The Little Foxes" starring Greer Garson, E. G. Marshall, Eileen Heckart and Peter Kelley.

Another special event occurred in 1956: Elvis Presley, the rock n' roll superstar-to-be, appeared—but only from the waist up—on the CBS-TV *Ed Sullivan Show*. Presley launched a generation of rock n' rollers.

Quiz shows continued to be popular in 1956. Three new varieties included *Do You Trust Your Wife?* (CBS) in which host Edgar Bergen aided by his dummy cohorts (Charlie McCarthy, Mortimer Snerd, and Effie Klinker), determined whether questions were to be answered by



**KEYNOTER Robert E. Kintner (l), president of ABC, is congratulated on his award by NARTB President Harold E. Fellows at the general session officially opening the Chicago convention last Tuesday morning.**

—Broadcasting, April 23

the husband or wife part of a team as they competed for the top prize of \$100 a week for a year; *To Tell the Truth* (CBS) in which emcee Bud Collyer introduced to a celebrity panel (Polly Bergen, John Cameron Swayze, Dick Van Dyke and Hildy Parks) three contestants who all claimed to be the same person and challenged the panel to decide who told the truth; and *Treasure Hunt* (ABC) in which host Jan Murray quizzed contestants for prizes and cash up to \$25,000.

The combination news and romance spectacular of 1956 was the Grace Kelly-Prince Rainier wedding in Monaco. About David Schoenbrun's special half-hour CBS report, BROADCASTING wrote that he brought "just the right mixture of

enthusiasm, sanity and good humor... With his cameramen he turned out a document that reflected the awe and solemnity, the fantasy and gaiety of one of the country's biggest news stories. Seen by the CBS camera eye: ... the spectacle of the palace courtyard ballet, with the royal pair viewing from above. Trumpet rolls and military bands playing American songs. A fat man in the middle of the crowded palace grounds, chewing a cookie and clutching his champagne at the public reception. The bride helping slip on her wedding band indicating... her voluntary acceptance according to Monacan custom."

RCA, with more than \$70 million already invested in color television, announced a new color promotion that included the marketing of a 21-inch color set for \$495, \$200 below the prevailing price. General Electric also announced a similarly priced set.

Starting with the fall of 1956, NBC planned to increase its evening schedule of color TV programming by 50%. CBS planned increases as well, but ABC still was reluctant to enter the color field. In addition to color spectaculars, NBC's plans called for one major color program for every night of the week. Despite the increase in color advertisers and color home sets, color television still ran at a financial loss. RCA, for example, admitted a net loss on color production of \$6.9 million in 1956. The company called it "a reasonable expenditure to lay the foundation for a business that promises substantial profits in the near future."

UHF continued to experience



**NEW board of directors of Assn. of Maximum Service Telecasters met following formal organization meeting of the full-power tv station trade group in Chicago Aug. 10 [AT DEADLINE, Aug. 13]. L to r: Seated (officers), Ken Carter, WAAM (TV) Baltimore, second vice president; Jack Harris, KPRC-TV Houston, president; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Harold Gross, WJIM-TV Lansing, Mich., secretary-treasurer; standing, P. A. (Buddy) Sugg, WKY-TV Oklahoma City, Okla.; John H. DeWitt, WSM-TV Nashville, Tenn.; Howard Lane, KOIN-TV Portland, Ore.; John S. Hayes, WTOP-TV Washington, D. C.; Harold C. Stuart, KVOO-TV Tulsa, Okla.; Harold V. Hough, WBAP-TV Fort Worth, Tex.; Payson Hall, WOW-TV Omaha, Neb.; Messrs. Sugg, DeWitt, Hayes and Hough are members of executive committee. Board members absent when the picture was taken included Robert D. Swezey, WDSU-TV New Orleans; David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Don Davis, KMBC-TV Kansas City, and Joe Bernard, WGR-TV Buffalo.**

—Broadcasting, Aug. 20

difficulties in 1956. By the last week of December, only 91 commercial UHF stations remained on the air, compared with 377 VHF stations. The FCC, to foster UHF development, ordered 83 UHF permittees to justify extensions of their construction permits or give them up. In April the FCC organized a study group to determine whether all television facilities throughout the country or in a major geographical area could feasibly be moved to the UHF spectrum. Delegates from five industry groups, the NARTB, Committee for Competitive TV, Radio-Electronics Television Manufacturers Association, the newly formed Association of Maximum Service Telecasters and the Joint Council of Educational TV, met in September. As one of the conferees stated, "[the] need for engineering facts has been emphasized by the FCC. . . . Our organization welcomes and enthusiastically supports a thorough, careful, objective and energetic study of the engineering data necessary to determine how the UHF can be made and kept an integral part of the broadcast band . . ."

As an immediate remedy, broadcasters in December called for Congress to repeal the 10% federal manufacturer's excise tax on all-channel TV sets. BROADCASTING noted: "While the experts desperately seek an answer to the vexatious problems of the UHF station operators, they apparently are all but ignoring the one sure way in which to bring a large measure of prompt relief. This is the elimination of the 10% excise tax on TV receivers which will tune the entire TV range so that manufacturers will find it just as profitable to make and merchandise the nontaxed all-band receivers as to manufacture VHF-only sets on which excises would still be paid. . . . If an excise tax on all-band sets is withdrawn . . . , we predict most of those 83



**HUGH B. TERRY** (r), president and general manager of KLZ-AM-TV Denver, shows his Paul White Memorial Award (the first annual award) to KLZ News Director Sheldon Peterson (l) and CBS newscaster Robert Trout. The citation was given for Mr. Terry's fight against Canon 35 barring radio-TV from the courts and cites him for having made "the most significant contribution to radio and tv journalism" during 1956 [B•T, Nov. 19].

—Broadcasting, Nov. 26

nonoperating UHF's that have been given an ultimatum by the FCC . . . will reactivate, and that new applications will be filed in increasing numbers."

Such solutions awaited the new year, but the perennial arguments for pay TV reached a hearing on Capitol Hill in April. Colorado Governor Edwin C. Johnson's testimony typified that of pay TV's supporters. The one-time senator said that "under our system of free enterprise, government should be the last to attempt

to prevent the television industry from taking the new product of subscription TV to the marketplace." He said the existing system of TV "falls far short of fulfilling the potential of serving the public which it has the technical ability to accomplish—a failure which is particularly pronounced in Colorado and other Western states." Harold Fellows, NARTB president, voiced the rebuttal of most broadcasters when he described pay TV as based "on the fallacious promise that through the revenues accruing to the system, the American public will receive a type of programming superior to that it now receives." Fellows warned that "under pay television . . . there will be no more free World Series, dramas, musicals, etc., and the only loser will be the public."

Pay TV or not, television continued to expand with the TV home count reaching 36.7 million. Television's total billings came to \$823.1 million, up 20.8% over 1955.

Radio increased its revenues as well, with net time sales reaching an all-time high of \$491,707,000, a 7.7% increase over the figure for 1955. Local advertising rose 9.9%, to a record \$297,822,000; spot rose 20.8%, to a record \$145,461,000. Network time sales declined for the eighth consecutive year to \$44,839,000, a 25.6% drop.

The number of AM radio stations increased from 2,824 on Jan. 1 to 3,008 at yearend. FM radio continued its slide, with the number of stations down 10 to 530.

It was another banner year for changes at the top echelon of the networks. Some of the more notable:

■ In April, MBS President and Chairman Tom O'Neil relinquished his presidency to devote more time to his position as president of the parent RKO Teleradio Pictures Inc. He was succeeded by John B. Poor, formerly Mutual's executive vice president.

■ In September, NBC Board Chairman Sylvester L. (Pat) Weaver resigned and four executive vice presidencies were created under NBC President Robert Sarnoff.

■ In October, Robert E. Kintner resigned as ABC president in a policy tussle with Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, who took active command of the broadcast division. Oliver Treyz was taken from the Television Bureau of Advertising to become ABC vice president in charge of TV, succeeding John H. Mitchell, who was made vice president and special assistant to Goldenson. Kintner very shortly thereafter was appointed an executive vice president of NBC, effective Jan. 2, 1957.

■ As the year ended, J. L. Van Volkenburg retired as CBS-TV president. He was succeeded by Merle S. Jones, an executive vice president of CBS-TV.

In 1956, NBC celebrated its 30th anniversary. In an anniversary address, NBC President Robert Sarnoff announced: "We shall continue our emphasis on live televi-



**THE NEW** triumvirate at ABC is headed by Leonard H. Goldenson (c), president of AB-PT and now in direct charge of the network. Don Durgin (l) will head the radio network; Oliver Treyz (r) the tv network.

—Broadcasting, Oct. 22



sion, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality."

In 1956 David Sarnoff celebrated 50 years in the industry. BROADCASTING wrote: "The storybook story of David Sarnoff—from immigrant messenger boy to the head of a billion dollar business—was retold last week as 80,000 RCA-NBC workers, and leaders of art and industry paid him tribute on his 50th anniversary in radio, television, and electronics. . . . David Sarnoff more than any one else is responsible for the development of broadcasting. He didn't invent it. But he did prescribe it. It was his idea that there would be a 'music box' in the home that would pluck signals from the air and translate them into music, information, and entertainment. Here is a combination of philosopher, business leader, engineer, broadcaster, soldier, and patron of the arts. A dreamer who made his dreams come true."

It was BROADCASTING's 25th year. Its editors reported: "We round the bend into our second quarter century proud of the field we serve. Our constant effort is to do a better job of reporting the news of our field. And we'll continue to express our own views in these columns as constructively as we know how, without grinding anybody's axe." About BROADCASTING's birthday the *Washington Post and Times Herald* wrote: "It is a privilege to join the communications industry in congratulating BROADCASTING TELECASTING on its 25th anniversary, celebrated this week. This distinguished publication, . . . makes a solid contribution to the improvement of broadcasting. It maintains a healthy critical attitude toward the practices of broadcasting enterprises at the same time that it maintains a sturdy defense of the freedom and independence of broadcasters. Its commercial success is the more gratifying in that it has so eminently deserved success."

### Stay Tuned

1. What New York University law professor was counsel to Representative Moulder's subcommittee on oversight that pointed a finger at members of Congress and the FCC?
2. Who became the new chairman of the FCC?
3. What impetus did the FCC afford pay television in 1957?
4. What foreign leader participated in an extraordinary *Face The Nation* interview?
5. What long-awaited report was issued by the FCC?

The answers next week,  
in "1957."

**Silver anniversary.** It took six men four years to develop it, and when it was finally and dramatically introduced at the National Association of Radio and Television Broadcasters convention in Chicago 25 years ago tomorrow (April 14), broadcasters literally stood up and cheered Ampex's revolutionary machine: the first practical videotape recorder that was to expand the world of television.

And they did more than applaud. They lined up to order the new machines. By the end of the month, there were orders for 82 units, at \$45,000 each, to be delivered early in 1957. That did not include orders for prototypes, at \$75,000 each, from CBS and NBC to be delivered in 1956. In all, the sales totalled over \$4 million.

The reaction of the broadcasters was predictable. Laboring with the costly and technically awkward kinescope, broadcasters had been eagerly awaiting the commercial development of the machine. The Ampex recorder was designed to be used in exactly the same way an audio recorder was used in radio. A self-contained unit, it took a TV program off the network line, recorded it and then played it back at a later time just as in radio. In addition, the station could feed its own production into it for presentation later.

The first application of videotape and the Ampex recorder was CBS's broadcast on Nov. 30, 1956, of *Douglas Edwards and the News*. CBS in Hollywood recorded the feed and replayed it three hours later.

The key to the Ampex recorder was the rotating head. Instead of developing a machine with a high-speed tape transport, Ampex worked on a low-speed transport with a rapidly rotating recording head. Ampex's unique concept permitted the recording of the wide video bandwidths without using enormous amounts of videotape.

That Ampex came up with the first practical video recorder was not wholly surprising. It had after all introduced the first practical audio tape recorder in 1947. But it was surprising in that Ampex was competing against companies far richer in research and development funds and broadcasting experience, including RCA and the British Broadcasting Corp., Bing Crosby Enterprises, Armour Research Foundation, Brush Development Co. and Magnecord Inc.

The five-year technical struggle that ended at the Chicago convention began in 1951 when Charles Ginsburg joined Ampex for the sole purpose of recording pictures on tape. His early efforts were aided by Ray Dolby; they were joined in 1953 by Charles Anderson, Alex Maxey, Fred Pfost and Shelby Henderson. The basic technical concepts worked out by these six men under fierce competitive pressure are still integral elements of all videotape recorders. Much of the credit for the machine must go to former Ampex chairman, the late Alexander M. Poniatoff, who took the financial risks necessary to bring it to fruition.

A quarter of a century later, Ampex is still a leader in the development and manufacture of videotape recorders. It introduced a one-inch helical scan recorder in 1976 and since then has sold 4,000 of them. And Ampex fully intends to remain a leader. It is one of the several firms actively developing a digital videotape recorder, which all expect will sweep the analog machine out of the marketplace some time in this decade.



THIS is the new Ampex television tape recorder. Development of the project was in charge of Charles P. Ginsburg (l), senior project engineer in charge of video development, and Phillip L. Gundy, manager of the audio division, here inspecting the magnetic head assembly.

—Broadcasting, April 16

## FCC reports 25.6% drop in radio profits in 1979

The FCC has released the final, corrected and official version of its 1979 radio financial figures, reporting total radio revenue of \$2,873,600,000, up 9% from the previous year. But radio's profits were down considerably in 1979, totaling \$231,400,000—a decline of 25.6% from 1978's \$311,100,000.

The revised radio figures, added to the earlier television report, reflect total net revenues of \$10,748,800,000 for the broadcasting industry, up 12.6% from 1978. BROADCASTING had calculated last winter that industry revenues in 1979 totalled \$10.6 billion (BROADCASTING, Dec. 22, 1980).

Of 7,655 stations in operation in 1979, 7,207 reported financial data: 4,253 AM's; 1,438 FM's filing a combined report with an AM; 681 FM's associated with an AM but filing a separate report, and 835 FM independents.

Of those reporting, 6,893 were in opera-

tion for the full year and 314 were in operation for only part of 1979. Four hundred and forty-eight stations in operation during all or part of 1979 did not report.

The \$231.4 million in radio profits broke down this way: national networks, \$15.9 million; AM's and AM-FM combinations, \$157 million; FM independents, \$13.5 million; FM's associated with an AM but filing separately, \$45 million.

Of the 4,079 AM's and combinations reporting, 60% reported profits and 40% reported losses, while 64% of 658 FM's associated with AM's but filing separately reported profits and 36% reported losses.

Of the 753 independent FM's filing, 52% reported profits and 48% reported losses. The average profit of an AM or combination for 1979 was \$118,910, while the average loss was \$78,317. For FM's associated with an AM but filing separately, the average profit was \$166,456, the average loss \$100,579. The average profit for an independent FM was \$123,225, the average loss \$86,620.

Advertisers spent \$3,172,400,000 on radio in 1979, up 9.0% from 1978. Of that total, \$138,500,000 was for network advertising (up 9.6%), \$637,300,000 for national and regional spot (up 7.6%), and \$2,396,600,000 for local advertising (up

### 1. The radio and television broadcast services' 1979 totals of revenues, expenses and income, for networks and stations

	1979	1978	% Increase 1978-79
<b>Broadcast revenues</b>			
Radio	\$2,873,600,000	\$2,635,300,000	9.0
Television	7,875,100,000	6,913,000,000	13.9
<b>INDUSTRY TOTAL</b>	<b>10,748,800,000</b>	<b>9,548,300,000</b>	<b>12.6</b>
<b>Broadcast expenses</b>			
Radio	2,642,200,000	2,324,200,000	13.7
Television	6,184,900,000	5,265,900,000	17.5
<b>INDUSTRY TOTAL</b>	<b>8,827,100,000</b>	<b>7,590,200,000</b>	<b>16.3</b>
<b>Broadcast income (before federal income tax)</b>			
Radio	231,400,000	311,100,000	-25.6
Television	1,690,200,000	1,647,100,000	2.6
<b>INDUSTRY TOTAL</b>	<b>1,921,600,000</b>	<b>1,958,200,000</b>	<b>- 1.9</b>

Notes: 1979 radio data covers the operations of the nationwide networks (CBS, MBS's two networks, NBC and ABC's three AM networks and one FM network), 4,253 AM and AM-FM stations, 1,438 FM stations filing a combined report with the AM, 681 FM stations associated with AM stations but reporting separately in 1979, and 835 independent FM stations. This data also includes the compensation paid by other (regional, state etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, or their expenses. Radio data for 1978 covers the operations of the nationwide networks, 4,316 AM and AM-FM stations, (1,479 FM stations filing a combined report with the AM). 655 associated FM's that reported separately and 777 independent FM stations. TV data for 1979 covers the operations of three networks and 723 stations. TV data for 1978 covers the operations of three networks and 714 stations. Figures may not add to totals because of rounding.

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## 2. Breakdown of revenues and expenses for radio stations

### Broadcast revenues

	AM and AM/FM stations <sup>1</sup>		FM stations <sup>2</sup>	
	Individual Items	Totals	Individual Items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges).....	\$18,047,000		\$2,409,000	
Sale of station time to other networks (before line or service charges) ..	2,865,000		703,000	
Total .....		\$20,912,000		\$3,112,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors. ....	471,347,000		164,492,000	
Sale of station time to local advertisers or sponsors .....	1,777,160,000		606,382,000	
Total .....		2,248,507,000		770,874,000
<b>Total sale of station time .....</b>		<b>2,269,419,000</b>		<b>773,986,000</b>
B. Broadcast revenues other than from sale of station time (after deductions for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors.....	1,130,000		324,000	
(b) to local advertisers or sponsors.....	9,853,000		2,131,000	
(2) Other broadcast revenues.....	17,486,000		6,229,000	
Total broadcast revenues, other than from time sales .....		28,469,000		8,635,000
C. Total broadcast revenues.....		2,297,888,000		782,671,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts .....	218,385,000		86,102,000	
D. Net broadcast revenues.....		2,079,503,000		696,569,000 <sup>3</sup>
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commission, etc.)	187,023,000			
FM revenues from providing functional music or other special services ..	2,902,000			
Other FM revenues .....	1,012,000			
Total .....	190,937,000 <sup>4</sup>			

Chart 2 continues on page 166

9.3%). These amounts include commissions to advertising agencies, representatives, brokers and others, but do not include advertiser-supplied commercials or programs.

The eight national radio networks (CBS, Mutual Broadcasting's two networks, NBC and ABC's three AM networks and one FM network) showed a profit of \$15.9 million (up 3.2%) against broadcast revenues of \$96.5 million. (up 6.9%).

Broadcast revenues of the 17 AM and 18 FM network-owned-and-operated stations were \$155.5 million, up 6.2% from 1978 when there was one more network radio O&O station (ABC's KXYZ[AM] Houston, which was sold to Slater Broadcasting Co. for \$1.8 million [BROADCASTING, Feb. 5, 1979]). The profit decline for that group was close to the industrywide downturn: 25.1%, to a total of \$21,258,000.

Revenues for the 7,172 other radio stations were \$2,621,600,000, up 9.3% from 1978, while profits dropped 27.3% from that year to \$194,300,000.

Of the 378 stations reporting revenues of more than \$1 million, 297 reported earning a profit while 81 reported losses. Of those reporting a profit, 119 said they earned \$500,000 or more; 78 reported

earnings in the \$250,000-\$500,000 range; 60 in the \$100,000-\$250,000 range, 24 in the \$50,000 and \$100,000 range, four between \$25,000 and \$50,000; six between \$10,000 and \$25,000; one between \$5,000 and \$10,000, and five earned less than \$5,000.

The radio industry reported a total of 94,427 employees, with a total payroll of \$1,188,185,000. Full-time employees totalled 70,580 and part-time employees

totalled 23,847. The national radio networks employed a total of 979 of whom only 43 were part-time. The national network payroll totalled \$25,546,000. The network radio O&O's employed 2,193 of whom 213 were part-time, with a payroll totaling \$57,716,000. The remaining stations employed a total of 91,255 persons—67,664 full-time and 23,591 part-time—with a payroll figure totaling \$1,104,923,000.

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Broadcast expenses	AM and AM/FM stations <sup>1</sup>		FM station <sup>2</sup>	
	Individual Items	Totals	Individual Items	Totals
Technical expenses:				
Technical payroll*	73,359,000		18,282,000	
All other technical expenses	64,118,000		22,301,000	
Total technical expenses		137,477,000		40,583,000
Program expenses:				
Payroll* for "talent" and all other program employees	350,551,000		97,041,000	
Rental and amortization of film and tape	2,093,000		1,433,000	
Records and transcriptions	8,085,000		3,842,000	
Cost of outside news service	29,493,000		6,037,000	
Payments to talent other than reported above	11,825,000		2,678,000	
Music license fees	49,069,000		16,762,000	
Other performance and program rights	25,154,000		4,274,000	
All other program expenses	81,907,000		27,944,000	
Total program expenses		558,178,000		160,011,000
Selling expenses:				
Selling payroll*	254,978,000		93,448,000	
All other selling expenses	169,033,000		79,749,000	
Total selling expenses		424,011,000		173,197,000
General and administrative expenses:				
General and administrative payroll*	212,957,000		62,023,000	
Depreciation and amortization	107,105,000		38,377,000	
Interest	66,813,000		23,253,000	
Allocated costs of management from home office or affiliate(s)	53,061,000		21,660,000	
Other general and administrative expenses	361,645,000		117,674,000	
Total general and administrative expenses		801,581,000		262,986,000
Total broadcast expenses		1,921,247,000		636,777,000

## Broadcast income

Broadcast revenues	2,080,084 <sup>5</sup>	697,051,000 <sup>5</sup>
Broadcast expenses	1,923,012 <sup>5</sup>	638,598,000 <sup>5</sup>
Broadcast operating income or (loss)	157,072,000	58,454,000

<sup>1</sup>Includes 5,691 AM and AM/FM combination stations. Does not include 681 FM stations that are associated with AM's but reported separately.

<sup>2</sup>Includes 681 FM stations that are associated with AM stations but which reported separately, and 835 independent FM stations.

<sup>3</sup>Excludes 1,060 AM/FM stations that reported FM revenues of \$190,937,000.

<sup>4</sup>Of the 1,438 FM stations that filed a combined report with AM's, 1,060 FM's reported revenues.

<sup>5</sup>Stations reporting less than \$25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.

\*Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: \$891,846,000; for FM's: \$270,793,000.

Note: Totals may not add due to rounding.

## 3. Network and station breakouts

Broadcast revenues, expenses and income	Networks <sup>1</sup>	% change from 1978	35 owned-and-operated AM and FM stations <sup>2</sup>	% change from 1978	7,172 other AM, FM and AM/FM stations <sup>3</sup>	% change from 1978	Total networks and stations	% change from 1978
Sales to advertisers for time, program talent, facilities, and services								
Network sales	\$136,548,000	9.8						
Deduct: Payments to owned-and-operated stations	2,208,000	13.4						
Deduct: Payments to other affiliated stations	19,818,000	16.7						
Retained from network sales	114,522,000	8.6	\$ 2,408,000	21.8	\$ 21,616,000 <sup>2</sup>	14.0	\$ 138,546,000	9.6
Nonnetwork sales <sup>4</sup>								
to national and regional advertisers	—	—	72,339,000	2.7	564,955,000	8.3	637,294,000	7.6
to local advertisers	—	—	111,859,000	7.6	2,284,731,000 <sup>3</sup>	9.4	2,396,590,000	9.3
Total nonnetwork sales	—	—	184,198,000	5.6	2,849,686,000	9.2	3,033,884,000	8.9
Total sales to advertisers	114,522,000	8.6	186,606,000	5.8	2,871,302,000	9.2	3,172,430,000	9.0

Chart 3 continues on page 167.



Broadcast revenues, expenses and income	Networks <sup>1</sup>	% change from 1978	35 owned-and- operated AM and FM stations <sup>2</sup>	% change from 1978	7,172 other AM, FM and AM/FM stations <sup>3</sup>	% change from 1978	Total networks and stations	% change from 1978
Sales to other than advertisers.....	2,781,000	3.2	298,000	7.2	23,417,000	10.4	26,496,000	9.5
Total sales.....	117,303,000	8.5	186,904,000	5.8	2,894,119,000	9.2	3,198,926,000	9.0
Deduct: Commissions to agencies, representatives, etc.....	20,800,000	13.8	31,398,000	4.0	273,089,000	8.5	325,287,000	8.4
<b>Total broadcast revenues</b> .....	<b>96,503,000</b>	<b>7.4</b>	<b>155,506,000</b>	<b>6.2</b>	<b>2,621,630,000</b>	<b>9.3</b>	<b>2,873,639,000</b>	<b>9.0</b>
<b>Total broadcast expenses</b> .....	<b>80,585,000</b>	<b>8.2</b>	<b>134,248,000</b>	<b>13.7</b>	<b>2,427,361,000</b>	<b>13.9</b>	<b>2,642,194,000</b>	<b>13.7</b>
<b>Total income</b> (before federal income tax).....	<b>15,918,000</b>	<b>3.7</b>	<b>21,258,000</b>	<b>(25.1)</b>	<b>194,269,000</b>	<b>(27.3)</b>	<b>231,445,000</b>	<b>(25.6)</b>

<sup>1</sup>CBS, MBS (2 networks), NBC, and ABC's 3 AM networks and 1 FM network.

<sup>2</sup>Includes \$13,568,750 in compensation from regional networks. The balance differs from the amount reported by the networks as payment to other affiliated stations because of differences in accounting methods.

<sup>3</sup>Since stations with less than \$25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national non-network time and program sales may be included here.

\*Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

## 4. How many radio stations won, how many lost

Number of AM and AM/FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, 1979  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
<b>Revenues of:</b>												
Over \$1,000,000	378	297	119	78	60	24	4	2	2	2	1	5
\$500,000 to \$1,000,000	595	421	1	13	124	149	68	13	16	18	12	7
\$250,000 to \$500,000	1,189	749			46	187	205	64	68	80	44	54
\$200,000 to \$250,000	462	265			2	35	76	22	28	26	35	41
\$150,000 to \$200,000	514	304				18	76	20	38	53	48	51
\$100,000 to \$150,000	545	266				9	39	22	26	44	57	69
\$75,000 to \$100,000	189	88					5	12	8	14	21	28
\$50,000 to \$75,000	138	42					2	1	4	5	15	15
\$25,000 to \$50,000	51	11								1	5	5
Less than \$25,000	17	1										1
<b>Totals</b>	<b>4,079</b>	<b>2,443</b>	<b>120</b>	<b>91</b>	<b>232</b>	<b>422</b>	<b>475</b>	<b>156</b>	<b>190</b>	<b>243</b>	<b>238</b>	<b>276</b>

<sup>1</sup>Excludes 681 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, 1979  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
<b>Revenues of:</b>												
Over \$1,000,000	378	81	18	18	21	11	7	1	1	2	2	
\$500,000 to \$1,000,000	595	174	13	17	40	37	23	6	5	9	11	13
\$250,000 to \$500,000	1,189	441	5	23	66	76	75	30	36	37	40	53
\$200,000 to \$250,000	462	197	1	3	19	34	41	9	12	26	17	35
\$150,000 to \$200,000	514	210		4	20	29	39	17	15	21	24	41
\$100,000 to \$150,000	545	279		2	14	32	45	19	22	37	47	61
\$75,000 to \$100,000	189	101			8	13	13	2	12	12	17	24
\$50,000 to \$75,000	138	96	1		1	9	8	7	13	19	29	29
\$25,000 to \$50,000	51	40		1	1	4	8		2	2	4	18
Less than \$25,000	17	16			2	3	2	1		3	1	4
<b>Totals</b>	<b>4,079</b>	<b>1,635</b>	<b>38</b>	<b>68</b>	<b>192</b>	<b>248</b>	<b>262</b>	<b>93</b>	<b>112</b>	<b>162</b>	<b>182</b>	<b>278</b>
<b>Total both</b>		<b>4,079</b>	<b>158</b>	<b>159</b>	<b>424</b>	<b>670</b>	<b>737</b>	<b>249</b>	<b>302</b>	<b>405</b>	<b>420</b>	<b>554</b>

<sup>1</sup>Excludes 681 FM stations that are associated with AM's but which reported separately.

Number of independent FM<sup>1</sup> stations reporting profit or loss, by volume of total broadcast revenues, 1979  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting profits of:									
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	Less than \$5,000
<b>Revenues of:</b>												
Over \$1,000,000	74	59	17	18	18	2	4					
\$500,000 to \$1,000,000	106	73	1	3	31	20	14		1	3		
\$250,000 to \$500,000	166	107			8	33	39	6	4	7	7	3
\$200,000 to \$250,000	68	38				1	12	6	2	7	7	3
\$150,000 to \$200,000	90	31				2	7	2	4	5	7	4
\$100,000 to \$150,000	121	50				2	12		5	7	10	14
\$75,000 to \$100,000	53	18					1	1	5	2	5	4
\$50,000 to \$75,000	36	8					1			2	2	3
\$25,000 to \$50,000	26	8						1	1		2	4
Less than \$25,000	13	2										2
<b>Totals</b>	<b>753</b>	<b>394</b>	<b>18</b>	<b>21</b>	<b>57</b>	<b>60</b>	<b>90</b>	<b>16</b>	<b>22</b>	<b>33</b>	<b>40</b>	<b>37</b>

<sup>1</sup>Excludes FM stations that are associated with AM's but which reported separately.

Chart 4 continues on page 168.

Number of independent<sup>1</sup> FM stations reporting profits or loss, by volume of total broadcast revenues, 1979.  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
<b>Revenues of:</b>												
Over \$1,000,000	74	15	5	3	3	2				1		
\$500,000 to \$1,000,000	106	33	2	8	8	6	2	1	1	3	1	1
\$250,000 to \$500,000	166	59	1	3	9	16	11	5	3	4	2	5
\$200,000 to \$250,000	68	30			5	5	7	1	2	2	5	3
\$150,000 to \$200,000	90	59	1	2	8	7	17	1	7	4	7	5
\$100,000 to \$150,000	121	71		1	6	8	14	4	7	5	14	12
\$75,000 to \$100,000	53	35		1	4	6	7	5	5	1	5	1
\$50,000 to \$75,000	36	28			1	4	9	5	1	3	1	4
\$25,000 to \$50,000	26	18				2	4		3	2	3	3
Less than \$25,000	13	11			3		4				3	1
<b>Totals</b>	<b>753</b>	<b>359</b>	<b>9</b>	<b>18</b>	<b>48</b>	<b>56</b>	<b>75</b>	<b>22</b>	<b>29</b>	<b>25</b>	<b>41</b>	<b>36</b>
<b>Total both</b>		<b>753</b>	<b>27</b>	<b>39</b>	<b>105</b>	<b>116</b>	<b>165</b>	<b>38</b>	<b>51</b>	<b>58</b>	<b>81</b>	<b>73</b>

<sup>1</sup>Excludes FM stations that are associated with AM's but which reported separately.

Number of associated<sup>1</sup> FM stations reporting profit or loss, by volume of total broadcast revenues, 1979  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
<b>Revenues of:</b>												
Over \$1,000,000	95	81	31	32	11	3	2	1				1
\$500,000 to \$1,000,000	115	90		17	44	13	11	2	1	1	1	
\$250,000 to \$500,000	149	107		3	22	41	17	6	5	6	2	5
\$200,000 to \$250,000	53	31			2	7	7	2		2	8	3
\$150,000 to \$200,000	64	38					11	3	3	3	1	2
\$100,000 to \$150,000	70	35			1		8	4	6	2	7	7
\$75,000 to \$100,000	31	12					3	1	1	1	4	2
\$50,000 to \$75,000	39	15					5		1		2	5
\$25,000 to \$50,000	31	8									2	6
Less than \$25,000	11	5									2	3
<b>Totals</b>	<b>658</b>	<b>422</b>	<b>31</b>	<b>52</b>	<b>80</b>	<b>75</b>	<b>68</b>	<b>19</b>	<b>17</b>	<b>17</b>	<b>29</b>	<b>34</b>

<sup>1</sup>Does not include 1,438 FM stations that filed a combined report with the AM.

Number of associated<sup>1</sup> FM stations reporting profit or loss, by volume of total broadcast revenues, 1979  
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting losses	Stations reporting losses of:									Less than \$5,000
			\$500,000 and over	\$250,000 to \$500,000	\$100,000 to \$250,000	\$50,000 to \$100,000	\$25,000 to \$50,000	\$20,000 to \$25,000	\$15,000 to \$20,000	\$10,000 to \$15,000	\$5,000 to \$10,000	
<b>Revenues of:</b>												
Over \$1,000,000	95	14	6	1	3		2		1		1	
\$500,000 to \$1,000,000	115	25	3	5	3	5	3	1	1		2	2
\$250,000 to \$500,000	149	42	1	4	8	6	9		2	4	3	5
\$200,000 to \$250,000	53	22	1	1	3	5	3	1	2	2	2	2
\$150,000 to \$200,000	64	26			2	5	7	2	2	1	2	5
\$100,000 to \$150,000	70	35			1	5	8	5	3	6	4	3
\$75,000 to \$100,000	31	19			2	1	6	2	1	2	2	3
\$50,000 to \$75,000	39	24			3	6	5		1	2	4	3
\$25,000 to \$50,000	31	23		1			1	1	6	3	6	2
Less than \$25,000	11	6					2			2		2
<b>Totals</b>	<b>658</b>	<b>236</b>	<b>11</b>	<b>12</b>	<b>25</b>	<b>36</b>	<b>46</b>	<b>12</b>	<b>19</b>	<b>22</b>	<b>26</b>	<b>27</b>
<b>Total both</b>		<b>658</b>	<b>42</b>	<b>64</b>	<b>105</b>	<b>111</b>	<b>114</b>	<b>31</b>	<b>36</b>	<b>39</b>	<b>55</b>	<b>61</b>

<sup>1</sup>Does not include 1,438 FM stations that filed a combined report with the AM.

As compiled by BROADCASTING March 30 through April 3 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### AM applications

■ Window Rock, Ariz.—The Navajo Nation seeks 660 khz, 50 kw-U. Address: c/o Navajo Film & Media Commission, Box 308 Window Rock 86515. Estimated construction costs: \$669,000; first-quarter operating cost: \$114,500; revenue: \$450,000. Format: Indian culture. Principals: Peter MacDonald, chairman, Navajo Tribal Council; Ray Gilmore, council member and chairman, Navajo Film & Media Commission. They have no other broadcast interests. Filed March 6.

■ Chula Vista, Calif.—LDA Broadcasting Inc. seeks 1040 khz, 1 kw-U. Address: P.O. Box 7067, Carmel, Calif. 93921. Estimated construction costs: \$278,000;

first-quarter operating cost: \$90,000. Format: Contemporary. Principals: Samuel Urcis (89%), R. David Legg (9%), Herbert R. Hunt (2%). Urcis is Carmel-based management consultant. Legg is Houston attorney. Hunt is Silver Spring, Md., consultant. Urcis and Legg are also new TV applicants for San Francisco, Calif. (see below). Filed March 20.

■ Gonzales, Calif.—Gonzales Broadcasters seeks 880 khz, 5 kw-D, 1 kw-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: \$78,000; first-quarter operating cost: \$98,000; first-year revenue: \$ N/A. Format: MOR. Principals: Robert A. Jones, Marvin B. Clapp and Carl J. Auel (one-third each). Jones is La Grange, Ill.-based consulting engineer. Clapp is chief engineer of KEBR(FM) Sacramento and Auel is manager of KEBR. Auel and Clapp also each own 50% of KEWQ(AM) Paradise, Calif., 14.5% of KNCO(AM)



Grass Valley, Calif., 25% of KGMA(FM)[CP] Holtville, Calif., and 49% of Community Service Telecasting, UHF and LPTV applicant for California. Jones owns 85% of WJQQ(AM) Tomahawk, Wis., and 33% of WWBC(AM) Cocoa, Fla. Ann. March 16.

■ La Mirada, Calif.—New Radio Corp. seeks 830 khz, 50 kw-D, 1 kw-N. Address: P.O. Box 1011, Goleta, Calif. 93116. Estimated construction costs: \$663,000; first-quarter operating cost: \$488,000. Format: Talk/Public Affairs. Principals: Clarence S. Duke (65%), Lincoln C. Hilburn and Evans W. Cantrell (10% each), Benjamin F. Dawson, James Roosevelt and Dickstein, Shapiro & Morin (law firm) (5% each). Duke is teacher at Oxnard, Calif., community college. Hilburn is investment officer with National Security Mortgage Co., Beverly Hills. Cantrell is Lynwood, Calif., business consultant. Dawson is Seattle, Wash., engineer. Roosevelt is Newport Beach, Calif., business consultant. They have no other broadcast interests. Ann. March 16.

■ Shreveport, La.—Red River Radio Inc. seeks 880 khz, 10 kw-D, 5 kw-N. Address: 3701 Hollywood Avenue, Shreveport 71109. Estimated construction costs: \$248,000; first-year operating cost: \$345,200; revenue: \$500,000. Format: Adult contemporary. Principals: Ben D. Johnson (50%), James C. Richards (15.8%), Ana Araiza, A. Mixon Bankston Jr. and James Bankston, brothers, and their father, A. Mixon Bankston, Larry Taylor, John R. Boyle (5.7% each). Richards owns 22%, Johnson, Mixon Bankston Jr., and James Bankston, Taylor each own 12.5% of KLAX-TV[CP] Alexandria, La. Filed March 9.

■ Elmwood Township, Mich.—Good News Media Inc. seeks 1400 khz, 1 kw-D, 250 w-N. Address: 201 West 17th Street, Traverse City, Mich. 49684. Estimated construction costs: \$29,000; first-quarter operating cost: \$28,000; first-year revenue: \$160,000. Format: Inspirational. Principals: non-stock corp.; Benjamin C. Agler, president; Donald E. Brubaker, secretary; Robert D. Schoonover, vice president-treasurer. Agler is Traverse City, Mich., pastor. Brubaker is former account executive at WGTW-TV Traverse City. Schoonover is Traverse City-based excavating company executive. They have no other broadcast interests. Filed March 9.

■ Greenwood, Miss.—Leflore-Dixie Inc. seeks 1540 khz, 1 kw-D. Address: P.O. Box 885, Greenwood 38930. Estimated construction costs: \$2,500; first-quarter operating cost: \$40,000; first-year revenue: \$170,000. Format: Adult Contemporary. Principals: Keith Worrell Jr. (44%) and wife, Alice (8%), and Hardin, Tony and David Browning, brothers (8% each), James Brown, Eddie Galey, Susan Mansfield (8% each). They also own and operate WSWG-FM Greenwood and are operating WSWG(AM) on requested frequency under interim authority. Filed March 12.

■ Blue Springs, Mo.—Eastern Jackson County Broadcasting Corp. seeks 1030 khz. Address: 1409 Sunnycreek Lane, Blue Springs 64015. Estimated construction costs: \$148,000; first-quarter operating cost: \$30,000; revenue: NA. Format: MOR. Principal: Gloria Diaz Lupkey (100%), housewife, who has no other broadcast interests. Her husband, Francis Dean, is regional administrator for Small Business Administration. Filed March 10.

■ Washington, Utah—Tri-State Broadcasting Inc. seeks 1210 khz, 10 kw-D, 250 w-N. Address: 729 Picturesque Drive, St. George, Utah 84770. Estimated construction costs: \$101,500; first-year operating cost: \$21,000; revenue: \$86,800. Format: CW/Beautiful Music. Principals: Willard M. Tucker and wife, Phyllis O. (37.5% each), Glen S. Gardner and wife, Connie Lyn (12.5% each). Willard Tucker is Washington, Utah-based real estate investor. Glen Gardner is former owner of KNAK(AM) [formerly KDLT] Delta, Utah and presently salesman there. They have no other broadcast interests. Filed March 12.

## FM applications

■ Fruita, Colo.—Jan-Di Broadcasting Inc. seeks 99.9 mhz, 100 kw, HAAT: 1384 ft. Address: 607 26 Road, Grand Junction, Colo. 81501. Estimated construction costs: \$131,000; first-year operating cost: \$159,000; revenue: \$200,000. Format: Popular. Principal: Janet S. Maynard, president, and her husband, Richard G. (50% each). Janet is speech therapist at Hilltop Rehabilitation Center, Grand Junction, Colo. Richard is western regional manager for Century 21 Programming Inc., Grand Junction. They have no other broadcast interests. Ann. March 25.

■ \*Twin Falls, Idaho—Christian Radio of Magic

Valley Inc. seeks 90.7 mhz, 18 kw, HAAT: 3276 ft. Address: P.O. Box 1644, Twin Falls 83301. Estimated construction costs: \$218,000; first-year operating costs: \$201,000. Format: Educational. Principal: non-profit corp.; Gerald R. Reinke, president. It has no other broadcast interests. Ann. March 25.

■ Mt. Zion, Ill.—Mary Ellen Burns seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 106 Whippoorwill, Michigan City, Ind. Estimated construction costs: \$124,500; first-quarter operating cost: \$30,000. Format: Easy-listening. Principal: Mary Ellen Burns (100%). She is vice president of WMCB-FM Michigan City and wife of B. Thomas Burns, sole owner of WMCB. Ann. March 25.

## TV applications

■ San Francisco, Calif.—LDA Communications Inc. seeks ch. 38; ERP: 55 kw vis., 30 kw aur., HAAT: 1283 ft.; ant. height above ground: 188 ft. Address: P.O. Box 7067 Carmel, Calif. 93921. Estimated construction cost: \$2,200,000; first-quarter operating cost: \$162,500; first-year revenue: \$750,000. Legal counsel: Thomas L. Siebert-Washington, D.C.; consulting engineer: Cohen & Associates-Washington, D.C. Principals: Samuel Urcis (89.1%), R. David Legg (9.9%) and Clyde E. Pettit Jr. (1%). Urcis is Carmel-based management consultant. Legg is Houston attorney and real estate investor. Pettit is former producer at WTOP-TV Washington, DC, and presently author and investor. Urcis and Legg are also new AM applicants for Chula Vista, Calif. (see above). Ann. March 20.

■ Seaford, Del.—Delaware Citizens Committee seeks ch. 64; ERP: 140 kw vis., 14 kw sur., HAAT: 945 ft.; ant. height above ground: 312 ft. Address: P.O. Box 311, Route 26, Ocean View, Del. 19970. Estimated construction cost: \$1,138,000; first-quarter operating cost: \$21,600; consulting engineer: James Audet-Salisbury, Md. Principals: non-profit corp.; Shelton J. Merrill, president. Ann. March 20.

■ Seaford, Del.—Seaford Television Co. seeks ch. 38; ERP: 516 kw vis, 93 kw aur., HAAT: 317 ft.; ant. height above ground: 341 ft. Address: Box 191, R. D. Dysert, Pa. 16636. Estimated construction cost: \$212,000; first-quarter operating cost: \$281,000; revenue: \$111,000. Legal counsel: Thomas Root—Washington, D.C. Consulting engineer: John R. Powley. Principal: John R. Powley (51%) and wife, Sandra (49%). John Powley also owns WHGM-FM Bellwood and WOPC(TV) Altoona, both Pennsylvania, and is new TV applicant for Iron Mountain, Mich. (BROADCASTING, March 30).

■ Manchester, N.H.—Golden Triangle Broadcasting Corp. seeks ch. 50; ERP: 4709 kw vis, 471 kw aur., HAAT: 700 ft.; ant. height above ground: 540 ft. Address: 1000 Elm Street, Manchester 03101. Estimated construction cost: \$1,600,000; first-quarter operating cost: \$341,000. Legal counsel: Martin E. Firestone-Washington, D.C. Consulting engineer: John A. Fergi-Feeding Hills, Mass. Principal: Neal P. Cortell and S. Joseph Hoffman (25% each), Walter R. Peterson, William S. Green, Samuel A. Tamposi Sr., Thomas E. Singer (10% each), Celina T. Mead and David Horn (5% each). Cortell is president of Masscasting Corp., Boston-based TV production firm. Hoffman and Singer are Boston-based advertising and public relations executives. Peterson is president of Franklin Pierce College, Rindge, N.H., and Peterborough, N.H.-based real estate investor. Horn is Ontario, Canada, life insurance executive. Mead is newswriter at WERS(FM) Boston. They have no other broadcast interest. Ann. Feb. 27.

■ San Juan, P.R.—Three Star Telecast Inc. seeks ch. 18; ERP: 3499 kw vis, 350 kw aur., HAAT: 1136 ft.; ant. height above ground: 250 ft. Address: c/o Barakat Saleh, The Unique Shop, Sunny Isle Shopping Center, Christiansted, St. Croix, V.I. Estimated construction cost: \$125,000; first-quarter operating cost: \$125,000. Legal counsel: Robert A. Marmet—Washington, D.C. Consulting engineer: Raymond E. Rohrer—Silver Spring, Md. Principal: Three Star Corp. (100%), whose stock will be voted by Barakat Saleh. He is St. Croix-based businessman and real estate investor. Saleh is part owner of WSVI(TV) St. Croix. Ann. March 24.

## Licenses

■ The following new stations have been granted licenses: AM: WYNO Nelsonville, Ohio; FM's: WYRQ Little Falls, Minn.; WVTH Goodman, Miss.; KZEU Victoria, Tex.

## Ownership changes

### Applications

■ KEVT(AM) Tucson, Ariz. (AM: 690 khz, 250 w-D)—Seeks assignment of license from Tucson Radio Inc. to Abundant Life Ministries for \$1,007,524. Seller: Alvin L. Korngold (100%), who also owns KWFN(AM) Tucson, which is sold, subject to FCC approval, to Prima Radio Inc., and 60.2% of KLAV(AM) Las Vegas, and has bought KODY(AM) Reno, Nev. (granted 7/27/79), which has not yet been consummated. Buyer: Grace Broadcasting Systems Inc. (general partner): Daniel G. Carless Sr. and Joseph H. Dial (limited partners). Carless is Tucson-based real estate broker. Dial is Tucson investor. They have no other broadcast interests. Ann. March 25.

■ KCVR(AM)-KWIN(FM) Lodi, Calif. (AM: 1570 khz, 5 kw-D; FM: 97.7 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from KCVR Radio to Snell Brothers Partnership-KCVR Radio for \$150,000. Seller: George D. Snell, B. Floyd Farr, Haig and Anita Naz Mardikian, last two for estate of George Mardikian, (one-third each). They also own KEEN(AM)-KBAY(FM) San Jose, Calif. Buyer: George D. Snell Jr. and his sons, Stephen P., Christopher R., Jonathan H. (8.33% each), Floyd Farr (33.33%), Haig Mardikian and sister, Anita Naz (16.66% each). Application requests assignment of license to establish new KCVR partnership; George Snell is transferring his one-third interest to new Snell Brothers Partnership, incorporating his sons into ownership. Ann. March 25.

■ \*KLON(FM) Long Beach, Calif. (FM: 88.1 mhz, 1.2 kw ant. 430 ft.)—Seeks assignment of license from Long Beach Board of Education to California State University for \$15,000. Seller: Henry S. Grauten, business manager. Because of tax revenue reductions, seller cannot afford to adequately operate station. It has no other broadcast interests. Buyer: Stephen Horn is president of University; Eugene L. Asher is director-designate of Public Radio KLON. They also operate KSUL(FM) Long Beach. Filed Jan. 19.

■ WPOK-AM-FM Pontiac, Ill. (AM: 1080 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, ant. 185 ft.)—Seeks assignment of license from Bret Broadcasting Corp. to Livingston County Broadcasters Inc. for \$304,500. Seller: E.B. Groen and wife, Naomi (50% each), who have no other broadcast interests. Buyer: Lawrence W. Nelson and wife, Pamela (52% jointly), J. Collins Miller and wife, Candace (22% jointly), Paul Fink (15%) and Richard Arnold (11%). Nelsons own 98% of WSPY(FM) Plano, Ill. and 32% of WCCQ(FM) Crest Hill, Ill. Collins Miller is general manager of WCCQ. Candace Miller is housewife. Arnold is engineering supervisor of WIND(AM) Chicago and Fink is general manager at WSPY. Nelsons and Millers are also new FM applicants for Paxton, Ill. Ann. March 25.

■ WBIO(AM) Parsippany-Troy Hills, N.J. (AM: 1310 khz, 1 kw-D)—Seeks assignment of license from Radio 13 Inc. to Troy Communications Inc. for \$499,000. Seller: Roy Schrawtz (29.2%), Frederick Weiner, Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%), John Dziadzio (3.5%). They have no other broadcast interests. Buyer: George Poydinecz (80%) and Louis Steele (20%). Poydinecz is Clifton, N.J.-based real estate developer. Steele is announcer for Metromedia N.Y. They have no other broadcast interests. Ann. March 25.

■ WTLK(AM) Taylorsville, N.C. (AM: 1570 khz, 500 w-D)—Seeks transfer of control of International Broadcasting Inc. from Estate of Hoyt P. Potts (100% before; none after) to Claudetta M. Potts (none before; 100% after) consideration: none. Principals: Claudetta Potts seeks to assume control of WTLK from estate of deceased husband, Hoyt Potts. She has no other broadcast interests. Ann. March 25.

■ KJAK(FM) Slaton, Tex. (FM: 92.7 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Faith Broadcasting Service to Williams Broadcasting Group for \$575,000. Seller: Gary L. Acker and James E. McCuiston (50% each). Acker also owns 100% of WROS(AM) Jacksonville, Fla., 25% of KLFJ(AM) Springfield, Mo., 50% of KFIX(FM) Laredo, Tex., and 50% of KEPT-FM Shreveport, La. He sold, subject to FCC approval KJTV(TV)[CP] Amarillo, Tex. (BROADCASTING, March 30) in exchange for KRIZ(FM) Roswell, N.M. McCuiston has no other broadcast interests. Buyer: G. O. Williams Oil Inc. (87.5%) and Jay Galt (12.5%). William Oil is con-

trolled by G. O. Williams, Sharon, Okla.-based automobile dealer and oil jobber. Galt is Oklahoma City attorney. They have no other broadcast interests. Ann. March 25.

## Actions

■ **WADV(FM)** Buffalo, N.Y. (FM: 106.5 mhz, 29 kw, ant. 390 ft.)—Granted assignment of license from Adver-cast Inc. to Stoner Broadcasting System Inc. for \$1.65 million. Seller is owned by Daniel Lesniak (50.124%) and wife, Nancy Lee (49.876%). They have no other broadcast interests. Buyer is station group principally owned by Thomas H. Stoner. It owns KSO(AM)-KGGO(FM) Des Moines, Iowa; KHAK-AM-FM Cedar Rapids, Iowa; WGNT(AM) Huntington, W.Va.; WHEL(AM)-WIMZ(FM) Knoxville, Tenn.; and WBNF(AM)-WQYT(FM) Binghamton, N.Y. Granted March 20.

■ **WVLV(AM)** Lebanon, Pa. (AM: 940 khz, 1 kw-D)—Granted transfer of control of Lebanon Valley Radio from Robert M. Leshner (33.33% before; none after) to Glenn Winters (33.33% before; 66.66% after) consideration: \$79,000. Principals: Leshner is selling his one-third interest in station to Winters, who already owns one-third. Winters is also part owner of WVFC(AM) McConnellsburg, Pa. Action March 19.

■ **WKTQ(AM)** Pittsburgh (AM: 1320 khz, 5 kw)—Granted assignment of license from Nationwide Communications Inc. to Broadcast Enterprises National Inc. for \$1.5 million. Seller is group owner of three AM's, four FM's and three TV's owned by Columbus, Ohio-based Nationwide Mutual Insurance Co. Charles Fullerton is president. Buyer is group owner of five AM's, two FM's and one TV principally owned by Ragan Henry. It has sold WTAN(AM)-WOKF(FM) Clearwater, Fla., late last year to separate buyers (BROADCASTING, Aug. 25, 1980) and WGIV(AM) Charlotte, N.C. (BROADCASTING, March 16), and bought, subject to FCC approval, WTLN(AM) Indianapolis (BROADCASTING, March 30). Action March 30.

■ **WFGM(FM)** Fairmont, W.Va. (FM: 97.9 mhz, 32 kw, ant. 150 ft.)—Granted transfer of control of Mountain Broadcasting Co. from Robert L. Purcell (50% before; none after) to Earl Judy Jr. (50% before; 100% after) consideration: \$225,000. Principals: Seller desires to withdraw from partnership and liquidate interest. Buyer desires to continue operation of station. Judy is also new AM applicant for Woodstock, Va. Action March 4.

## Facilities Changes

### AM applications

■ **WKEA(AM)** Scottsboro, Ala.—Seeks mod. of CP to change TL to just off Ridgedale Road, Scottsboro, Ala., and change type trans. Ann. March 26.

■ **WYHI(AM)** Fernandina Beach, Fla.—Seeks CP to increase power to 5 kw. Ann. March 25.

■ **WQBA(AM)** Miami, Fla.—Seeks CP to change N power to 10 kw and D power to 5 kw; install DA-2; change TL to intersection of Tamiami Trail & Road No. 27, Miami; change SL & RC to 1301 S.W. First Street, Miami. Ann. March 25.

■ **WMAZ(AM)** Macon, Ga.—Seeks CP to add new monitoring points for N directional ant. sys. and correct geographical coordinates. Ann. March 27.

■ **KWLA(AM)** Many, La.—Seeks CP to change hours of operation to fulltime D; change freq. from 1400 khz to 810 khz; change TL & SL to 1 half mile N.W. of Many on Highway 171, and make changes in ant. sys. Ann. March 25.

■ **WGAN(AM)** Portland, Me.—Seeks CP to make changes in ant. sys. (change from DA-1 to DA-2; change D DA and add third tower). Ann. March 27.

■ **WPGC(AM)** Morningside, Md.—Seeks mod. of CP to change TL to 5526 Walker Mill Road, Oakland, Md. Major environmental action. Ann. March 27.

■ **WSBY(AM)** Salisbury, Md.—Seeks CP to increase N power to 5 kw; change TL; Change SL & RC to undetermined sight, Salisbury. Ann. March 25.

■ **WMTR(AM)** Morristown, N.J.—Seeks CP to change hours of operation to U by adding N service with 1 kw; install DA-2, and make changes in ant. sys. Ann. March 25.

■ **WTHH(AM)** Newark, Ohio—Seeks CP to increase

power to 1 kw. Ann. March 25.

■ **WKVM(AM)** San Juan, P.R.—Seeks mod of CP to make changes in ant. sys., change MEOV's to horizontal plane pattern and change line of towers. Ann. March 26.

■ **Elgin, Tex., Bastrop City Communications Inc.**—Seeks mod. of CP for 1440 khz. to make changes in ant. sys. Ann. March 27.

■ **KJBC(AM)** Midland, Tex.—Seeks CP to change hours of operation to U by adding service with 1 kw; install DA-N; change freq. from 1150 khz to 1180 khz, and make changes in ant. sys. Ann. March 25.

■ **KASY(AM)** Auburn, Wash.—Seeks CP to change hours of operation to U, by adding N service with 1 kw; increase power to 10 kw; change to non-DA; change freq. to 1210 khz, and make changes in ant. sys. Ann. March 25.

■ **KLAY(AM)** Lakewood, Wash.—Seeks CP to change hours of operation to U by adding N service, with 5 kw; increase D power to 2.5 kw; install DA-2; change TL to behind 12160 Spanaway Loop Road, near Lakewood, Wash., and make changes in ant. sys. Ann. March 25.

■ **KREW(AM)** Sunnyside, Wash.—Seeks CP to change frequency from: 1230 khz; change N power to 1 kw and change D power to 10 kw. Ann. March 27.

■ **KMO(AM)** Tacoma, Wash.—Seeks CP to change community of license from Tacoma to Fife, Wash. Ann. March 25.

■ **WNAM(AM)** Neenah Menasha, Wis.—Seeks CP to increase MEOV's on N pattern. Ann. March 27.

### FM applications

■ **KFCM(FM)** Cherokee village, Ark.—Seeks mod of CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Ann. March 26.

■ **KEWE(FM)** Oroville, Calif.—Seeks CP to decrease HAAT: 159 ft. Ann. March 26.

■ **WGCV(FM)** Port St. Joe, Fla.—Seeks mod. of CP to change TL & SL to .45 mile south off Port St. Joe, on Long Avenue, extension, Port St. Joe, Fla; change ERP: .980 kw (H&V); increase HAAT: 530' (H&V) & change TPO. Ann. March 26.

■ **WMGX-FM** Portland, Me.—Seeks CP to change TL to Blackstrap Road, Falmouth Township, Me.; redescribe SL/RC to 562 Congress Street, Portland, Me.; increase HAAT: 497 ft. H&V and make changes in ant. sys. Ann. March 25.

■ **WCOZ(FM)** Boston, Mass.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 7.71 kw (H&V); decrease HAAT: 1053' (H&V) and change TPO. Ann. March 27.

■ **KCFV(FM)** Ferguson, Mo.—Seeks CP to increase ERP: .1 kw (H)', .064 kw (V); HAAT: 159' H&V; change type trans. and make changes in ant. sys. Ann. March 25.

■ **WFDD-FM** Winston-Salem, N.C.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 425' (H&V) and change TPO. Ann. March 27.

■ **West Salem, Wis. (Everybody's Mood Inc.)**—Seeks mod. of CP for 100.1 mhz. to change SL & RC to 9360 Highway 16, Onalaska, Wis.; decrease ERP: 1.9 kw (H&V) and increase HAAT: 530' (H&V). Ann. March 26.

■ **WEKZ-FM** Monroe, Wis.—Seeks change TL to 3.3 miles S.W. of Monroe, Wis.; increase ERP: 45 kw (H&V); HAAT: 532.7' (H&V); change type trans. and make changes in ant. sys. Ann. March 25.

### TV applications

■ **WSIU-TV** Carbondale, Ill.—Application granted to Commercial TV broadcast station requesting authority to operate trans. by RC from Communications Building, Southern Illinois University campus, Carbondale, Ill. Action Feb. 13.

■ **KFVS-TV** Cape Girardeau, Mo.—Seeks request for authority to operate RC from SL at 310 Broadway, Cape Girardeau, Mo. Ann. March 23.

■ **WBNB-TV** Charlotte Amalie, V.I.—Seeks CP to change ERP to vis. 5.68 kw, aur. 0.568 kw and make changes to ant. sys.; HAAT: 1603 ft. Ann. March 23.

### AM actions

■ **PYPK(AM)** Dora, Ala.—Granted modification of CP to change and SL to just off US Highway 78, west of

Dora; condition (BMP-810115AF). Action March 19.

■ **KLDR(AM)** Denver, Colo.—Granted modification of CP to make changes in ant. sys. (nighttime); change D TL to 9 miles at 107.3° from center of Aurora, Colo.; change type trans. and change SL & RC to 1790 Grant, Denver, Co.; conditions (EMP-901208AL, EMP-801208AR). Action March 19.

■ **KOFI(AM)** Kalispell, Mont.—Granted CP to increase power to 50 kw; make changes in ant. sys.; conditions (BP-890516AA). Action March 17.

■ **WLIC(AM)** Adamsville, Tenn.—Granted modification of CP to correct TL to read: .3 mile north of Highway 64, .6 mile inside Hardin Co., near Adamsville, correct geographical coordinates; and change SL & RC to 105 Main Street, Adamsville; conditions (BMP-801218AH). Action March 19.

### FM actions

■ **WIDR(FM)** Kalamazoo, Mich.—Granted CP to increase ERP 100 w (H&V); ant. height 180 ft. (H&V), and make changes in ant. sys.; conditions (BPED-791220AO). Action March 18.

■ **WXBA(FM)** Brentwood, N.Y.—Granted CP to change freq. to 88.1 mhz, increase power 180 w (H); ant. height 53 ft. (H) (BPED-791221AO). Action March 18.

■ **WNTE(FM)** Mansfield, Pa.—Granted CP to increase ERP to .115 kw (H&V); ant. height - 340 ft. (H&V), and increase ant. height (BPED-791226DI). Action March 18.

■ **WCZP(FM)** Sandusky, Ohio—Granted modification of CP to make changes in ant. sys.; change type ant.; increase ERP 10 kw (H&V); decrease ant. height 140 ft. (H&V), and change TPO; conditions (BMPH-801201AQ). Action March 17.

## In Contest

### FCC decisions

■ **FCC** renewed license of **WWMM(FM)** Arlington Heights, Ill., subject to revision of its EEO program to promote recruitment of minority employees, and imposed periodic EEO reporting on station. It denied petition by Latino Committee on the Media (LCM), group organization with interests in treatment of Chicago Hispanic community by media, to deny renewal. LCM said WWMM has worst minority employment record among stations in Chicago-Cook County area, saying that was supported by WWMM's annual employment reports since 1976. WWMM argued that its service area is 12 suburbs were few minorities live, commuting to suburbs is difficult because it is prohibitively expensive, and Chicago minority labor force figures do not apply to its market. However, FCC said those reasons were incompatible with figurous affirmative action, and WWMM's minority employment was inadequate in relation to Chicago area minority workforce. Furthermore, station had no effective sources and procedure for seeking minority applicants. Since there was no proof WWMM pursued racial employment policy intentionally, FCC would take no other action than requiring revision of EEO program and periodic reports on station's progress in increasing minority employment. Action March 26.

■ **FCC** granted conditional, 24-month waiver of cable TV-broadcast TV cross-ownership rules to Metropolitan Theatres Corp. Metropolitan has interests in Valley Cable TV, operator of cable systems serving Norwalk and Alhambra, both California. President of company also has interest in cable system that will serve part of Los Angeles. All these systems are located within service area of KMEX-TV Los Angeles, of which Metropolitan owns 2.2%. Once L. A. systems serves 50 subscribers then Metropolitan, because of its ties to both Valley Cable and KEMX-TV, would be in violation of cross-ownership rules. Metropolitan is willing to put KEMX-TV stock into irrevocable trust but not before shareholders suit against licensee that is pending in court is resolved. Metropolitan asked FCC to waive cross-ownership rules until suit is resolved and up to two years later, during which time trust will dispose of KEMX-TV stock. However, FCC granted only 24 month waiver, saying metropolitan could seek extension if necessary. Action March 26.

■ **FCC** upheld October 23, 1980, action denying request by **WATR-TV** (NBC) Waterbury, Conn., for network program nonduplication protection against **WNBC-TV** (NBC) N.Y. on cable television systems serving New Milford and Danbury, Conn. In that decision, FCC concluded that because **WNBC-TV** is sig-



nificantly viewed in these areas, WATR-TV was not entitled to this protection. To support its request for reconsideration, WATR-TV argued that it is itself significantly viewed in New Milford and Danbury. It claimed that its financial success had been marginal and noted in 1978 its revenues accounted for only 1.2 percent of total market revenues in Hartford-New Haven market. It added that its revenues were largely dependent on local cable subscribership. Commission pointed out WATR-TV had offered nothing more than its bare assertion, unsupported by affidavit, that it is significantly viewed in Danbury and New Milford. Moreover, it said WATR-TV had not presented fully relevant financial information. Fact that its 1978 revenues amounted to 1.2 percent of total market revenues, FCC noted, was irrelevant. Similarly, fact that WATR-TV's revenues increased as area cable subscribership increased did not indicate that without nonduplication protection its TV service to public would be diminished. Action March 26.

## Cable

■ The following cable service registrations have been accepted for filing:

- Storer Cable of Carolina Inc. for Laurel Bay Housing (Beaufort), S.C. (SCO178) new signal.
- Moshannon Valley TV Cable Inc. for Philipsburg, Pa. (PAO396) add signal.
- C-H Communications for Alexander (Saline County), Alexander (Pulaski County), Shannon Hills, Ranchette, Indian Springs, Spring Hill Manor and Spring Hill Acres, all Arkansas (ARO229, 230, 1, 2, 3, 4, 5) new signal.
- Alabama Television Transmission Inc. for Evergreen, Ala. (ALO128) add signal.
- OVC Tele-Communications for London, Ky. (KY0057) add signal.
- Leeds Cable TV Inc. for Leeds, Mo. (MO0025) add signal.
- Minnewauken Cable TV Inc. for Minnewauken, N.D. (ND0032) add signal.
- Iron River Cooperative TV Antenna Corp. for Iron River City, Miss. (MI0046) add signal.
- TV Cable Co. of Andalusia Inc. for Andalusia, Ala. (AL0043) add signal.
- Montana Cablevision Inc. for Glasgow, Mont. (MT0018) add signal.
- Montana Cablevision Inc. for Valley Industrial Park (MT0062) add signal.
- MBS Cable TV Inc. for Rittman, Ohio (OH0293) add signal.
- MBS Cable TV Inc. for Garrettsville, Ohio (OH0449) add signal.
- Sammons Communications Inc. for Estherville, Iowa (IA0007) add signal.
- Multivision Northeast Inc. for Helen, Ga. (GA0323) new signal.
- Halifax Cable TV Inc. for Daytona Beach, Port Orange, South Daytona Beach, Daytona Beach Shores and Ponce Inlet, all Florida (FL0057, 60, 61, 56, 219) add signal.
- Storer Cable TV Inc. for Monte Rio, Calif. (CA0443) add signal.
- Liberty TV Cable Inc. for Snohomish, Arlington, Marysville, all Washington (WA0098), 97, 101) add signal.
- Liberty Cable Television for Portland, Clackamas, West Linn, Gladstone, Washington, Oregon City, all Oregon (OR0004, 157, 226, 238, 231, 239) add signal.
- Pioneer Valley Cablevision Inc. for Palmer, Monson, Ware, Warren, Hardwick, all Massachusetts (MA0024, 22, 25, 26, 85) add signal.
- K-M Cable TV Inc. for Kenmare, N.D. (ND0031) add signal.
- Towner Cable TV Inc. for Towner, N.D. (ND0029) add signal.
- Tower Cable Inc. for Newark, Newark township, Licking township, Madison, Granville (village), Granville (township), all Ohio (OH02224, 654, 656, 701, 702, 655) add signal.
- Satellite TV Service for Summertree Apts. (Dallas), Tex. (TX0740) new signal.
- Satellite TV Service for Peppermill Apts. (Dallas),

Tex. (TX0738) new signal.

- G S Communications for Codorus and Jackson, both Pennsylvania (PA1943, 44) new signal.
- Gateway Cablevision Inc. for Belfield, N.D. (ND0085) new signal.
- Janney Cable TV Co. for Long Branch, W. Va. (WV0597) add signal.
- Ripley Video Cable Inc. for Ripley, Miss. (MS0169) new signal.
- Signal Cable TV Inc. for Beach, N.D. (ND0086) new signal.
- Clearview TV Cable of Hawaii Inc. for Hickam AFB, Hawaii (HI0043) new signal.
- Spectrum Teletronics Inc. for Bono, Trumann, Caraway, Monette, all Arkansas (AR0225, 6, 7, 8) new signal.
- Beaver Valley Cable TV for Steuben, N.Y. (NY0911) new signal.
- Antigo Cablevision Inc. for Antigo, Wis. (WI0241) new signal.
- Storer Cable Communications of Prince George's County Inc. for Bervuyn Heights, Edmonston, North Brentwood, College Park, Mount Rainer, Riverdale, Cottage City, all Maryland (MD0142, 5, 9, 3, 8, 50, 44) new signal.
- Alert Cable TV of Wilson Inc. for Elm City and Pikeville, Pine Level, Fremont, all North Carolina (NC0250, 252, 253, 251) new signal.
- Vucor for Fort Riley, Kan. (KS0031) add signal.
- Upper Valley Cable Corp. for Newbury, Vt. (VT0130) new signal.
- Crystal Clear CATV Inc. for Florence, Richland, District 1, all Mississippi (MS0146, 7, 8,) add signal.
- Peekskill Cablesystems for Peekskill, N.Y. (NY0912) new signal.
- Warsaw Television Cable Corp. for Warsaw, N.Y. (NY0558) add signal.
- Cablesystems Pacific et al for Portland, Ore. (OR0241) new signal.
- Beaver Valley Cable TV for Schuyler, N.Y. (NY0910) new signal.
- Cable TV of Dorchester for Berkeley County, S.C. (SC0179) new signal.
- Garden Valley Telephone Inc. for McIntosh, Minn. (MN0194) new signal.
- Garden Valley Telephone Inc. for Bransvold, Hill River, Sletten Township, Lessor, and Knute, all Minnesota (MN0189, 190, 195, 193, 192) new signal.
- Satellite TV Service for Melody Park Apartments (Dallas), Tex. (TX0739) new signal.
- Tele-View Inc. for Escobares, Garceno, Los Barrera, Morends, Rosita, all Texas (TX0441, 2, 3, 4, 5), new signal.
- Pueblo TV Power Inc. for Pueblo, Colo. (CO0098) new signal.

## Satellites

### Applications

- American Telephone & Telegraph Co. for Coram, N.Y. (10m; Andrews; E2902).
- Jones Tri-Cities Intercable Inc. for Broomfield, Colo. (5m; S-A; E3029).
- Campbell Communications Inc. for Plymouth, Mass. (5m; S-A; E3073).
- Netarts Cable TV Inc. for Netarts, Ore. (4.6m; S-A; E3074).
- Century Cable of Southern California for Brea, Calif. (5m; S-A; E3075).
- Cablevision of Plattsmouth Inc. for Plattsmouth, Neb. (4.6m; S-A; E3076).
- Arlington Cablesystems Corp. for Arlington, Mass. (5m; AFC; E3077).
- Hi-Net Communications Inc. for Alberta Lea, Minn. (5m; AFC; E3078).
- Hi-Net Communications Inc. for Augusta, Ga. (5m; AFC; E3079).
- Hi-Net Communications Inc. for Jackson, Miss.

(5m; AFC; E3080).

- Cylix Communications Network Inc. for Detroit, Mich. (4.6m; undecided; E3082).
- Satellite Business Systems for New Orleans (5.5m; Nippon; E3083).
- Satellite Business Systems for Baltimore (5.5m; Nippon; E3084).
- United Telephone Co. of Indiana Inc. for Warsaw, Ind. (10m; Andrews; E3085).
- Cylix Communications Network Inc. for Indianapolis (E3087).
- Satellite Business Systems for Miami (7.6m; Nippon; E3088).
- Betterview Cablevision of Oregon Inc. for Canyonville, Ore. (4.6m; S-A; E3089).
- Jones Intercable TV Fund for Glenrock, Wyo. (4.6m; S-A; E3090).
- Cox Cable Communications Inc. for Park Forest, Ill. (4.5m; Andrews; E3099).
- Cylix Communications Network Inc. for Houston (4.6m; S-A; E3036).
- Gem Communications Inc. for Greensboro, Ga. (5.6m; Gardiner; E3043).
- J & E Cable Company Inc. for Decorah, Iowa (5.6m; Gardiner; E3044).
- Tri-Star Cablevision Inc. for Newman, Ill. (4.6m; S-A; E3045).

## Call Letters

### Applications

<i>Call</i>	<i>Sought by</i>
	<b>New AM</b>
WJOZ	Joel Clawson, Troy, Pa.
	<b>New FM's</b>
KGBR	James H. Hoff, Gold Beach, Ore.
KCRK	Tri-County Broadcasting, Colville, Wash.
	<b>New TV's</b>
WTKW	Key West Television Inc., Key West, Fla.
WUNM-TV	University of North Carolina, Jacksonville, N.C.
KDSE	Prairie Public Television Inc., Dickinson, N.D.
WRWR-TV	La Fe Del Progreso Corp., San Juan, PR.
	<b>Existing AM's</b>
WTAK	WVOV Huntsville, Ala.
KUKO	KKKQ Tempe, Ariz.
KXLA	KRIH Rayville, La.
WCKG	WFFM Braddock, Pa.
	<b>Existing FM's</b>
KCRI-FM	KZRI Helena, Ark.
KWFG	KSRT Tracy, Calif.
WJYL	WZZX Jeffersonton, Ky.
WMVY	WIRI Tisbury, Mass.
WNBR	WCMC-FM Wildwood, N.J.
KZZB	KALO-FM Beaumont, Tex.
KOMX	KEUA Pampa, Tex.

### Grants

<i>Call</i>	<i>Assigned to</i>
	<b>New AM</b>
WFLE	Fleming County Broadcasting Inc., Flemingsburg, Ky.
	<b>New FM's</b>
WXAN	Harold L. Lawder, Ava, Ill.
WSCG	Jedco Broadcasting Corp., Corinth, N.Y.
	<b>Existing AM's</b>
KCBF	KFRB Fairbanks, Ala.
WMER	WJBQ Westbrook, Me.
KYKK	KCIA Humble City, N.M.
KAAR	KARO Vancouver, Wash.
	<b>Existing FM's</b>
KIIS	KIIS-FM Los Angeles
WRNO-FM	WRNO New Orleans
WWJF	WEWZ Fort Lauderdale
WJBQ	WJBQ-FM Portland, Me.
KWKK-FM	KYKK Humble City, N.M.
WRCK	WTLB-FM Utica, N.Y.
KWYX	KTXJ-FM Jasper, Tex.

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager**—group owned AM-FM in upstate New York must be strong leader for sales staff of six, plus handle key local and regional agency accounts. Stable position with great growth potential in growing broadcast group. Experienced preferred, but we will consider all top billers looking for management position. Excellent salary, bonus and benefits package for the right person. Contact Larry Rosmilso, General Manager, WDOX WSRK, Oneonta, NY 607—432-1500. E.O.E.

**Sunbelt Expansion Opportunity.** Growing chain needs Sales/Promotion oriented Group Manager. Successful track record and references a must. Superb financial package, fringes, incentives. EOE/MF. Box C-304.

**Help Wanted/Management.** GSM for major FM in Top 20 market. Experience in national/local sales a must, plus a documented track record. Your opportunity to join aggressive management team with excellent financial package. Resumes to Box D-70. EOE.

**Station Manager.** Great opportunity for qualified leader who can do it all. Position is with AM station that is owned by well established and successful small group in Northwest. Contact Mr. Moore at the Frontier Hotel in Las Vegas during the NAB or write to Box D-79 with resume, references and salary requirements.

**Utah** Medium to Small market. Need aggressive sales-oriented manager to operate AM-FM operation. We want a street-pounding hustler! Write Box D-81.

**Wanted, Radio Station** General Manager. We need a General Manager for a small middle Atlantic radio station. The compensation package is in excess of \$30,000 per annum. Please apply in confidence to Box No. D-94.

### HELP WANTED SALES

**Successful Local Salesperson** for 24 hour Modern Country AM in beautiful Western city. Excellent opportunity for creative aggressive person to be Sales Manager within 6 months. Excellent salary and commission plan. EOE/MF Tape and resume to Greentree Group, Box 68, Moraga, CA 94556.

**Salesperson.** Creating new territory, need go getter, young aggressive chain. Will have active list to expand. Contact Sales Manager-KIOQ, Bishop, California. P.O. Box 1388, or call 714—873-5861.

**I'm going** to hire my eventual replacement. At least someone who'd like to try. If you think you can get involved selling the Dominant North Jersey FM Album Rock station and the Dominant AM News-and-Information station, I need your help. You might need mine. I challenge you to send me your resume and give me a run for my money. Al Wunder, Commercial Manager, WMTR-AM/WDHA-FM, Box 1250, Morristown, N.J. 07960

**Minority Candidates** particularly encouraged to respond. Minority controlled broadcasting firm looking for candidates with: College education, sales training, sales experience, good appearance and desire to help us grow. Positions available in South East. Send resume in confidence to: Trident Communication, 33111 Manchester Lane, Cleveland, Ohio 44140

**Aggressive** hard working closer, good pay advancement probability in one year. Contact Denis Obshatkin, GSM WWNH AM/FM, Rochester Hill Rd., Rochester, N.H. 03867, Tel: 603—332-0800.

**Aggressive, Experienced** sales manager. Number one FM station in West Virginia's largest City. Strong sales team needs strong leader. Salary and incentives. Opportunity for advancement. Send confidential resume and track record to: Box D-83.

**Madison, WI.** and two other Mid-West Family markets offer excellent entry sales opportunity for bright problem solvers on the way up. Must be strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI. 53701 Mid West Family Station (EOE).

**Sales Manager** needed AM FM in S.E. Kentucky, Call Randall C. Bliss, 606—598-5102, before 1 PM EST.

**Growing Corporation** looking for a few good salespeople - Three Markets - all northern Illinois. Good compensation and benefits. Call Collins Miller 815—729-4400 or Paul Fink 312—553-7018. Equal Opportunity Employer. Female & minority applicants encouraged.

**Leading Southwest** group has an opening in its sales department for a retail oriented salesperson. List for these top rated stations in 450,000 metro should earn \$20,000+ first year. If 350 days of sunshine and a great sales list interests you send resume in confidence to Box D-78.

**Immediate Opening** for aggressive salesperson with solid sales background. Great opportunity with central Jersey's No. 1 AM-FM combo. EOE. Rush resume to Box D-52.

### HELP WANTED ANNOUNCERS

**Nights for Northeast** Powerhouse personality MOR. Possible step to daytime. If you can make the listener feel comfortable, rap on the phone without overdoing it, are informed and intelligent, detailed background. Prestige Organization. An Equal Opportunity Employer. Box C-227.

**KZLA AM/FM** is looking for a person who has a thorough knowledge and acquaintance with Country Music and a minimum of 3 years experience. Programming and computer experience helpful. Send resume and qualifications to: Tom Casey, KZLA Country Stereo, 5700 Sunset Blvd., Hollywood, CA 90028. E.O.E., A Capital Cities Communications Station.

**WEVE AM/FM,** Eveleth, Minnesota, has immediate opening for experienced announcer who wants to become a program director. Current PD is getting married this summer and moving to Alaska. A great opportunity to get into management! Send tape and resume to Lew Latto, 419 W. Michigan St., Duluth, MN 55802. 218—727-7271. EEO/MF.

**Adult Communicator** for Afternoon Drive. S.E. New York. Tape and resume to PD., WBNR, Box 511, Beacon, NY 12508. E.O.E.

**Morning Country Personality.** Modern Country 24 hour AM in beautiful Western City. Sharp on production remote and detail with flexible attitude. Must be sober, stable and ambitious. EOE/MF Tape and resume to Greentree Group, Box 68, Moraga, CA 94556.

**Experienced Personality,** male or female D.J., wanted for A.M. Drive on N.E. 5 kw. Station. Send Resume to Box D-27.

**Needed!!** Announcer that can communicate with an adult audience and be comfortable playing music of the 40s and 50s. Good Production a must. Live AM and Automated Top 40 FM. Now accepting tapes and resumes for possible opening soon. Rick Singer WINW/WOOS, P.O. Box 9217, Canton, OH 44711.

**KLEB AM** has an immediate opening for an afternoon drive. Air Talent/Music Director on a Country Format. Mail air checks and resumes to KLEB Broadcasting Inc. 1842 Henry St., Golden Meadow, LA. 70357, or call Randy at 504—475-5141. KLEB Broadcasting Inc. is an Affirmative Action Equal Opportunity Employer.

**Central Indiana AM/FM** Combo seeks strong communicator for PM Drive shift. Contact Mike Kase, WHUT, Box 151, Anderson, IND. 46015. EOE.

**Radio Announcer** University of Florida. Responsible for developing, planning, preparing and presenting major radio programs for a University radio station. Announces remote radio programs involving spontaneous reporting of events or interviews. Operates a variety of radio broadcasting equipment in announcing and producing radio programs. Requires high school diploma and two years of experience as a radio announcer. B.A. in broadcasting preferred with strength in news and sports. Salary range \$10,878 - \$14,261 commensurate with experience. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL, 32611, by April 20, 1981. Requests must refer to position I.D. No. 12158 in order to guarantee consideration. EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

**Experienced Announcer** needed for beautiful music and big band station on the Jersey Shore. Experienced in news and production required. Knowledge of music of 30s and 40s plus. Third class license or restricted permit. Non-smokers preferred. EOE. Send resume, tape and salary requirements to WHTG AM/FM, Department B 1129 Hope Road, Asbury Park, New Jersey 07712, Station Manager Faye B. Gage, WHTG.

**Alaska,** Announcer, production pro needed for AM/FM. Two years experience required. Operations Manager possibility Salary \$1500 to \$1700 depending on duties and experience. Tape and resume to KSRM/KQOK, Box 852 RR No. 2, Soldotna, AK. 99669. 907—262-5811.

**KHAR,** Alaska's Premiere Beautiful Music station, and KKLK, the number one FM. Rocker in Anchorage, are accepting tapes and resumes from qualified announcers. We are looking for a well rounded pro-mature voice, clean delivery, strong on production, hard worker. Top pay, great benefits, very good facilities. Professional announcers only need apply. Contact Art Lewis, PD., KHAR/KKLK, 3900 Seward Highway, Anchorage, Alaska 99503. Male/Female. E.O.E.

### HELP WANTED TECHNICAL

**Sunshine & Opportunity** Chief Broadcast Engineer for Public Radio Station (KAWC). Salary based on education and experience; excellent fringe benefits. First class radio telephone operator's license required. Experience in operation, maintenance, repair of broadcast transmitting and production equipment and 4-GHz satellite system. Apply to Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364 or 602—726-1000, ext. 222. AA/EOE.

**C.E. for N.E. Pennsylvania** AM DA-NA. Excellent opportunity. Growing group operated station. Send resume to A. Lessner, Command Broadcasting Group, Box 511, Beacon, NY 12508. E.O.E.

**Chief Engineer** for regional 5 KW directional. Must be familiar with automation, Schafer 901. Good at studio and transmitter maintenance. New equip. Southeast. Must work short air shift. 803—534-4461.

**Chief Engineer** for 50,000 watt FM serving Washington, D.C. area. Opportunity to join progressive group operation at flagship station. We want a take-charge man with excellent knowledge of broadcast engineering. Resume and salary to Box D-41. EOE.

**Nationwide Communications Inc.** is looking for a Chief Engineer for 50 kw quality stereo in Cleveland, OH. FM broadcast experience a must. Enthusiasm, an ability to relate to people, a desire to be part of a winning team. First class license required. Apply in confidence by resume including salary history with a brief cover letter: David Gerard, General Manager, WKSW Radio, One Playhouse Square, Cleveland, OH 44115. M/F EEO



**Chief Engineer.** Class FM automated: Class 4 AM. New studios, well maintained, full benefits package, including attractive savings bonus plan. Pay level will reflect additional station 2-way gear duties and DEC PDP 134 possibilities. Challenging opportunity with growing station. Send resume to: Mr. DeRose, % WHMP, Box 268, Northampton, MA 01061.

**A real opportunity** for a young first-ticket ready to move up to Chief. Fulltime non-directional AM/FM. Maintain new studios, SMC automation, lots of remote gear. Airwork available, but not required. 13-station Midwest Family Group. Gayle Olson, WSJM/WIRX, Box 107, St. Joseph, Mich. 49085 616-983-3992. EEO.

**Northern Indiana AM/FM** combo needs Chief Engineer. Excellent opportunity for qualified man to move up. Call collect to Station Manager, Harvey Miller. 219-267-3115.

**Audio Engineers:** Radio network is looking for experienced audio engineers, First phone preferred. Heavy tape editing, remotes, board work. Good benefits package. Also maintenance positions open, first required; digital circuitry, RF, troubleshooting. Send resume to P.O. Box 796, Avon, CT. 06001.

**Chief Engineer** for 50kW stereo public radio station. State-of-the-art studio and test equipment. Responsible for design, installation and maintenance of all facilities. Supervises full and part-time staff. Requires university degree and three years broadcast/technical experience. Salary competitive, excellent benefits. Resume and references by April 30 to: Michael Lazar, Station Manager, WNIU-FM, Northern Illinois University, DeKalb, IL. 60115.

**Chief Engineer** available at Indian River Community College, Fort Pierce, for new 3 kw public radio station. Must have First Class FCC license, good voice and good command of spoken language, and ability to teach radio station operations to students. Responsibilities: install and keep operable all radio station equipment, take charge of station in director's absence, help plan programming with others on staff, instruct students and staff in station operations, schedule all announcer shifts including students, and assist in decision on equipment purchases. Excellent salary and fringe benefits. Send letter of application and resume to Personnel, Indian River Community College, 3209 Virginia Avenue, Fort Pierce, FL. 33450. An Equal Opportunity Employer.

**Maintenance Engineer:** First; audio and RF troubleshooting experience. Well equipped facility, good benefits. Send resume to: Randle Sather, KTNZ/KNBQ, Box 5200, Tacoma, WA 98405.

**Chief Engineer**, first class, for New Hampshire AM/FM. Good maintenance, with thorough knowledge of automation and directional antenna. Salary, benefits, possible TV later on. Send letter and resume to Cynthia Georgina, WKNE/FM-104, Box 466, Keene, NH. 03431. EOE.

**Chief Engineer** University of Florida. Responsible for design, installation and supervision of maintenance of all studio and transmitter equipment. Assures technical quality of station, meets all FCC and national standards. Responsible for technical reports, XMTR logs, proofs of performance, etc. Responsible for interface coordination with network satellite system. Requires bachelor's degree in electrical engineering and one year of experience in radio electronics. FCC first class license required. Salary \$16,265.00 negotiable. Send complete resume to Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611, by April 20, 1981. Requests must refer to position I.D. No. 22173 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

**Chief Engineer** for WIOD/WAIA Miami Florida. See Bill Viands General Manager 4-6 PM April 14 and 15 at Savoy Motor Hotel at NAB or send resume to P.O. 1177 Miami Florida 33138.

**Chief Engineer** for nation's leaders in Religious Radio, KCFO-FM and KAKC-AM, Tulsa. Top pay, benefits & work with a purpose! AM directional experience a must. Call Dennis Worden at 918-445-1186. An Equal Opportunity Employer.

#### HELP WANTED NEWS

**Creative, Determined, Capable.** Tape, Resume available. Justin Shay 312-874-7111.

**Experienced News** personnel needed for immediate opening. Mail tapes and resume to: Program Director, P.O. Box 8085, Nashville, TN 37207 EOE.

**Aggressive News Director** for regional AM with commitment to news. Some talk helpful. Relative newcomer with good voice considered. Ron Evans, KARV, Box 190, Russellville, Ark. 72801. 501-968-1184.

**The Nation's Largest** rush hour traffic reporting service is looking for reporters to anchor our reports in major markets throughout the United States. The positions require strong management skills and an excellent knowledge of the city applying for. Send a resume and air check to: David Statter, Director of Program Operations, Metro Traffic Control, 1 N. Charles Street, Suite 1113, Baltimore, Maryland 21201.

**News Producer** for public radio stations. Responsible for production of news and public affairs radio programs with particularly heavy involvement in telephone interviewing. Must be able to write scripts for news and public affairs features and produce and air newscasts. B.A. level degree in Journalism, related area or equivalent experience required. Public radio experience desired. Starting salary of \$15,000. Resume and air check demonstrating skills sent to: Donald Forsing, WOI-AM-FM, Iowa State University, Ames, Iowa 50011.

**Experienced Announcer** needed for beautiful music and big band station on the Jersey Shore. Experienced in news and production required. Knowledge of music of 30s and 40s a plus. Third class license or restricted permit. Non-smokers preferred. EOE. Send resume, tape and salary requirements to WHTG AM/FM, Department B, 1129 Hope Road, Asbury Park, New Jersey 07712. Station Manager, Faye B. Gage WHTG.

#### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Production Manager:** Billboard Station of the Year wants creative imagineer who can write, direct, and produce. Join us at our new million dollar facility. Send resume and tape to Damon Sheridan, WDFI, Box 10,000, Marion, OH 43302. EOE.

**Southeast, Class "C"**, FM Rock, Country AM both automated, need first class production voice. E.O.E. Box C-163.

**We'll pay** the right Program Director/Operations Manager \$1100-1400 a month (depending on capabilities) to run our successful small-market AM/FM operation in the Midwest. Must do a quality airshift, handle and set an example for announcers firmly and fairly and be community-oriented. PD experience a necessity. Please send resume with at least 5 professional references to Box D-72.

#### SITUATIONS WANTED MANAGEMENT

**Station manager** of WJMI-FM, Jackson desires General Manager position. My record speaks for itself. Strong programming, sales, FCC, and administration. Let me take your station to the top. Carl Haynes 160 Somerset Dr. Jackson, Ms. 39206. 601-981-4245.

**AFRTS Radio Station** manager with commercial background seeks new challenge. History: engineering, news, talent, programming, management. Aggressive young sm fixes problems—while building staff loyalty. Cost effective. Current on FCC. RAB believer. Ending successful five-year overhaul. If needed, top staff to right offer. Reply in confidence Box C-219.

**General Manager** seeks position with Equal Opportunity Employer. Experienced Sales programming, budgeting, FCC. Best in turn around situations; expertise urban contemp. and Black oriented formats. Proven record. Secondary or major markets, Box C-291.

**Marketing/MBA cand.;** Young. Currently employed as general manager of consulting firm. Diverse experience (10 years) in music/record and advertising industries. Intimate knowledge of CATV. Seeks responsible position in marketing (research, analysis, strategy, sales). Phone Milo Sobel 212-689-0888, 9 to 5.

**Eleven Years** as top biller! I'm seeking Sales Management that will prove beneficial to all concerned. Box D-28.

**First six months** as GM: net sales up 105%, expense down 9%, collection rate 98% and my percentage cut 30%. WRite Management, 27309 SW 143 Ave., Miami, FL 33032.

**General Manager**—At highly rated, respected large medium market money maker in the southwest. Proven abilities in sales, sales promotions and packages, programming, promotion, production, etc. I'm an involved family man, considered a community leader. My major market background allows me to furnish top references. Box D-16.

**General Manager** available immediately. Highly qualified, group experience, major markets. Documented performance, demonstrated ability. Familiar with all formats. Former GM of 50,000 watt country giant. Great references. Reply Box D-11.

**Substantial sales** mgmt. or GM opportunity wanted, dominant small-medium market facility. Sixteen years solid background (sales, management, programming) leading Country stations. Dedicated leader. Bachelors degree/ Business, First class license. Relocation no problem. \$25,000 min. income required. 417-862-9378. West, Rockies, Midwest.

**Sales Oriented PD** wants smaller market GM spot or larger market Operations Manager. Creative, dependable, motivator, bottom-line oriented. Family man, community involved, degree. Box D-50.

**Profit Oriented:** Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with incentives a must. Group owners only Box D-65.

**Successful Salesmanager** desires management or sales position in South, also have air experience. Box D-67.

#### SITUATIONS WANTED SALES

**Male, White, 47** Aggressive Sales or management Non-Jew Polish. Please no rock or teen stations. Retarded etc. Frank E. Zabielski, 4608 So. Spaulding, Chicago, 60632 312-254-2251.

**Experienced Salesmanager.** C.R.M.C., Welsh trained, hardworking, dependable will relocate, need minimum 20k. Box D-85.

#### SITUATIONS WANTED ANNOUNCER

**If you Rock, I'll Roll.** I am a young creative hard working A.O.R. jock. For tape and resume call Andy Fiducia at 815-399-3187 or write 1912 Greenfield Lane, Rockford, ILL 61107.

**Attention—Northeastern U.S.,** Texas Gulf Stations; Available Now! Experienced afternoon drive personality. Call 414-769-6966.

**Not just another** run-of-the-mill boring jock. Am creative, bright, LOVE radio, love music, let's roll! 312-728-5312 after 7 pm Rick Canton.

**Look no further.** Have Top-40 talent will travel! Music expert—I believe in "good" radio. Don't miss the boat—send for my tape and resume. Steve Michaels, 661 Volbrecht Rd., Crete, IL 60417 312-758-3850.

**Jock, Musicologist,** Programmer, One-to-one communicator with 6 years Top 40, CHR, AOR. Prefer east. Currently employed. Frank 603-522-9075.

**Dependable,** Hard Working, creative Disc Jockey ready for work—top 40! Afternoon and evening, Tape and Resume available. Call (Crazy Bernie) at 312-421-0428 after 3 PM or at 2355 West Ohio Street, Chicago, IL 60612.

**Experienced—**Top-flight Rock announcer. Quality tape available. Think. Your loss is the other guy's gain! George Quast 312-348-3314, 1952 N. Seminary, Chicago, IL 60614.

**Gimme a break!!** Minority broadcast grad seeking initial Radio job. Format no problem. Have 3rd, will travel. Call Mike Davis 212-798-9390.

**Need an A-O-R Jock?** Young ambitious male willing to work any hours. Anytime. This is My Life. Please Call for tape and resume. Bob McVey 317-463-9677.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Experienced Traffic Reporter**—Pilot seeks permanent position with large news oriented station. Prefer Sunbelt areas. Resume & tape on request. Mike, Box 38581, Denver, CO 80238. 303-364-4237.

**Good Voice** and reader. Professional sounding beginner. Eager to learn. Anywhere. Steve Siegel, 1404 Horns Corners Road, Cedarburg, Wisc. 53012 414-377-1272.

**Jock, Experience**, good voice, ambitious, will relocate. Bernie Ross 826 N. 15th Apt. 13 Milwaukee, WI 53233.

**Upbeat, Energetic, Creative**, highly motivated jock, looking for small market opportunity in the "Carolinas." Tape and resume available. Bruce Kacher 215-824-4830, Wk. No. CV9-1023. 11907 Academy, Rd. Phila, PA 19154, Apt. 5.

**Last chance** for December 1979 college grad in radio. Four-and-a-half years experience. Contact Box C-280.

**Excellent Voice:** relaxed warm delivery, looking for good first job anywhere. AOR, progressive rock. Dan Sanders, 104 Charles St., Box 368, Boston, MA 02114. 617-523-4012 after 4:30.

**Last chance** for Dec. 1979 college grad Four-and-a-half years experience. Contact Box D-6.

**Experienced PBP Announcer** very knowledgeable and articulate in all sports will double on news or sell time. Trained and talented with third ticket, willing to relocate any size market, tape and resume available. Call Sal Genovese, 1505 Alta Vista Ct., Seaside, CA 93955 408-394-7635.

**I've paid my dues** High energy, attractive, experienced female broadcaster - 2 years on-air and engineering/adult contemp-top 40. Album oriented-community affairs interviews-telephone line-Astrology Buff. Let's chat-it won't be dull. Gina 201-779-7224 or 201-777-1647 Eves.

**Highly experienced**, skilled, polished, professional personality with first phone available. Sharp news, crack copy, production. PD. experience. Affordable. 512-222-2886.

**Combo Looking**—1st Ticket chief/combo (500 w daylighter DA). Desires Air/Eng. Any position to use all my talents. Relocate for right job & S.T. & R on request. Call Mike McVey after 6 p.m. 513-321-6084. 432 Stanley Ave., Cinn., Ohio, 45226.

**Take a chance** on me. Experienced and college degreed announcer. If you're really looking for steady, long-term man call me. Prefer contemporary, Top 40 or MOR. Bruce, 512-992-4566 or 512-452-6536.

**Experienced Communicator** with talk show host experience looking for medium to large market. Controversial, topical, creative, humorous. Phone King 216-732-8383 mornings.

**Enthusiastic** and dependable D.J. looking for a station. Will relocate immediately. Give me a call, Mike Sullivan 312-830-4153.

**Bill Douglas on Sports**. Available on short notice. Sportscaster, talk host and knowledgeable editor. Opinionated. Not afraid to speak my mind. 9 years news, sports and talk experience. Solid writing and reporting skills. Good production. College Grad. Hosted sports oriented phone show in Detroit for last 4 1/2 yrs. Douglas Nagy 313-534-0251.

**Air personality**, easy style, good voice. Looking for spot on good local operation. Contact: Mark Vanderpool; 2451 Tanager Ct., Concord, CA. 94520.

**8 year pro**. Top 40, MOR, Adult Contemporary, Country. Mike 904-255-6950 or 373 Williams, Daytona Beach, Fla. 32018.

**Nice Guy** will give 100 percent in any format. Ready to move now. Call 312-333-2945 or write K. Bishop, 14833 Honore, Harvey, IL 60426.

**Creative, Aggressive**, Good Pipes, Adult Contemporary, Preferred. Call for resume and tape. Mark 219-844-3431 or 219-844-2849.

**People listen** to and talk about "Slightly Strange." Now a free agent. Experienced AM drive and PBP, wants immediate sports/Drive combo. Midwest only. Call 715-246-2254 before noon.

**Bright personality**; D.J., News, sales & promotion experience. Desire Florida West Coast station; beautiful music or MOR Format. Call: 1-313-673-2745.

**Veteran**, mature good music announcer with news and talk background additionally, seeking challenging position at living wage. Call 313-682-7798.

**Experienced**, hard working individual. No catchy lines to attract job offers. Just quality. Working regular air shift, extensive experience with interviewing. Much more than time and weather jock. I avoid rut of small talk. I love music. I know music and its artists. Sincerely want station that allows employees to expand on their talents. Only Northwest, preferably Oregon. Box D-68.

**Experienced West Coast Sportscaster** seeks college football play by play position for the Fall. Write Box D-74 or call 206-538-0336.

## SITUATIONS WANTED TECHNICAL

**Assistant chief engineer** at AM facility in San Jose, California area. Willing, ready, experienced in most things technical. Resume available. Reply to Box C-226.

**Registered PE**, highly proficient in audio, automation, and transmitter engineering, seeks new opportunities. Most recently CE of Los Angeles 50kW-DA; willing to relocate. Contact Karl Lahm, 213-256-7798 or at Flamingo Hilton during NAB show.

**Experienced Major Market AM-FM Chief** wishes larger corporate responsibilities. High profile manager with budgeting experience, 16 years in field. SBE certified Senior Broadcast Engineer. Current Salary over 30 K. Have handled multiple stations in past. Box D-95.

**Chief Engineer**, 38-21 years experience in all phases of AM and FM operations. Located Midwest. Re-locate for best offer over present situation. Box D-87.

## SITUATIONS WANTED NEWS

**Sports/Newsreader**—Resourceful, energetic college grad with four years experience in No. 4 market seeks position in NE Metro area. Proven writing ability. Box C-268.

**Whiz kid**. Versatile, dedicated, and innovative. Now working as an Anchor/Reporter in a Top Five market. Seeks News Director position in a medium size market. Box C-168.

**Experienced West Coast Sportscaster** seeks college football play by play position for the fall. Write Box C-220 or call 206-538-0336.

**Sports Anchor**, Reporter, PBP, Color. References Substantiate: I'm the one. Rian Danz 408-356-7307.

**Experienced News Man**. Prefers Midwest, but will relocate anywhere. Call John 312-381-2916.

**Female 22 News Announcer**, Ambitious/Enthusiastic. Also available for Tal Show Hostess. Dependable and Hardworking. Tape and Resume available. Call Valerie Johnson 312-787-8220 or write Box 44064 Chicago, IL 60644.

**1st Rate Professional** sportscaster, play-by-play, network experience, will also do news. Will relocate. Box D-39.

**First-rate Sports announcer** seeks move to larger market. Degree in Broadcast Journalism, good voice, delivery and production skills. May I send you a resume and tape? Box D-5.

**Energetic, Creative**, self-starter. Female Reporter/DJ, 26, seeking Medium Market position. Almost 3 years experience. Will relocate. Box D-2.

**Sports or News announcer** seeking employment. Recently received BA in telecommunications. Hard work, enthusiasm, and versatility will more than make up for slight lack of experience. All I want is a chance to prove myself. Please call Tommy Williams at 219-882-1934. Midwest Markets preferred.

**California Sportscasting** award winner with 16 years experience wants relocation. Will consider any market, area. Call Bill, 714-780-1165.

**Major Market** all-news anchor/reporter with management background seeks long-term growth opportunity in Broadcast Journalism. Box D-37.

**Five Yrs. Experience** with leader in market. Dependable, bright communicator who likes to dig. Will relocate. For air check 215-777-5515.

**Reporter** with journalism degree and wide range of experience. Seeks news position in small to medium market station. Call for tape, resume. John McDonald, Ionia, MI 616-527-9264.

**Talkhost, Newsman**, editorial writer CBS wants talkhost position. Deep references & credentials. Let's meet at NAB Vegas. Golden Nuggett Hotel or call Mike Edwards 312-775-3695.

**Sportscaster**, excellent PBP 5 yrs. experience including Angels Baseball Farm. Wants position for this fall basketball, football—college or pro. Lets meet at NAB Vegas, Golden Nuggett Hotel or call Chuck Thomas 605-996-5621 or 6364.

**Tireless**, enthusiastic, responsible journalist seeks reporter position. Self-starter, experienced. Amanda Gazley 518-642-1263.

**Newsreader/Sportscaster**. Recent college grad. looking for a break. Dedicated, motivated. Experience in news and sports reporting. Production background, PBP. Able to combine with sales. Steve Work, 516-433-4943 after 7:00 PM.

**Sports Anchor**, Reporter, PBP Color. References Substantiate: I'm the one. Rian Danz 408-356-7307.

**I love digging** in the field! Looking for major-medium market reporters position in west-southwest only. Experienced, aggressive, award winning. Write Box D-56 BROADCASTING.

**News Anchor** - 16 year veteran, 15 in major market, 5 as news director. Seeking East or West Coast anchor and/or news director position. Currently anchoring in Midwest. No beginner, great sound, family man. Box D-59.

**Dedicated News/Sports** Director in small Midwestern market searching for sports break in medium market. Nearly five years experience in sportscasting, plus PBP Football, Baseball, Basketball and talk show work. Box D-69.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Program Director** seeks challenging position with responsible facility. Fifteen year pro; seven of previous eight years with one station. Strong on community involvement, promotion, staff motivation, sales, dedication, EOE/AA, FCC, engineering, budgeting, research. All markets considered. Box C-173.

**Southern Connecticut** is my home and I'd like to find a radio situation to settle into now. PD, MD & on air experience. A proven winner. Let's talk. Mike 203-324-7518.

**Copywriter Craves Creative Challenges**. No cheap commercials, no cheap pay. Creative production also. Work samples available. Southwest preferred. Box D-62.

**Profit Oriented:** Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with incentives a must. Group owners only. Box D-64.

## TELEVISION

### HELP WANTED MANAGEMENT

**Business Manager Wanted**. Take-charge person with supervisory experience; accounting degree or equivalent required. Must have working knowledge of accounting principles and payroll. Send resume including salary history to Box D-66. An Equal Opportunity Employer.



**New ABC affiliate** in growing market seeking creative, experienced managers for key department positions. Sales manager with primary responsibility in local sales and back-up capability in national sales. Chief engineer with first class to manage experienced staff and state-of-art operation. Promotion manager to handle all promotion: on-air, outside media, creative, sales promotion. Traffic supervisor for manual traffic system with eventual move into computer. Great opportunity to join dynamic staff at independently owned station where you can develop your own potential. Send resume with references to Bill Mallory, Vice President, General Manager, WMDT-TV, Box 321, Salisbury, MD 21801. EOE/MF/Vets.

**General Manager** sought for unconventional public TV station near Denver, which offers unusual programming and an individualistic work environment. Salary: \$25,000 annually, plus incentive pay based on station income. Resumes to: Robert Bows, KBDI-TV, Box 427, Broomfield, CO 80020. Female and minority applicants encouraged.

**Director of Development.** Long Island public TV station seeks candidate to design, execute and administer all fund raising and public relations activities, including long range planning and development. Management experience in public TV (or related fields) of at least 5 years required with emphasis on development and/or public relations. Direct experience in on camera fund raising and television auctions highly desirable. Bachelors degree required. Salary open. Resume, Address to President and General Manager, WLIW-TV, 1425 Old Country Rd., Plainview, NY 11803.

**Television Help Wanted Management Program Director**—WXIX-TV, Cincinnati, Ohio is seeking an individual with strong programming background, knowledgeable in budgeting, basic accounting, all legal aspects of television (NAB & FCC) and has supervisory ability. Please send resume to WXIX-TV, 10490 Taconic Terrace, Cincinnati, Ohio 45215. WXIX-TV, Metromedia, Inc. is an equal opportunity employer, M/F.

**News Promotion Manager** We've got the number one news in town and we want to promote it. Looking for creative hands on promo man or woman for WNEP-TV News. Contact: Nick Lawler, News Director, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, Pa. 18641.

#### HELP WANTED SALES

**Television/Newspaper Syndicate** Sales Executive. A major, well-respected television and newspaper syndicate, has an opening for a qualified sales person. Our executives manage their own territories, reporting directly to the president and vice president. Excellent salary, commissions, bonuses and fringe benefits. The person we seek must have previous syndicate sales experience and be a self-starter. Our dynamic organization is expanding rapidly and the position we offer has tremendous potential. Only series professionals need apply. Please send letter of application and detailed resume to Box D-55.

**Sales Manager**—Major Midwest market network affiliate seeks aggressive individual who desires to get ahead with a major broadcast group. The right person will have local/rep experience and sales management background. Will supervise the local sales department and be involved in the entire sales effort of the station. Keep close track of inventory and be keenly aware of competitive market changes. Excellent benefits. An Equal Opportunity Employer, M/F. Send resume or personal presentation to Box D-58.

#### HELP WANTED TECHNICAL

**Expanding major post production facility** in Chicago has an immediate opening for a maintenance engineer with experience in 2-inch, 1-inch type-C, TK-28, Chyron, CMX computer editing systems, color cameras, and other related equipment. Send resume with salary requirements to: Post Office Box 11533, Chicago, ILL 60611.

**Maintenance Engineer** for rapidly growing south Florida market with rebuilding program at transmitter and studio. Need a person with good background in ENG equipment maintenance and experience with control room and studio equipment from cameras to video tape recorders. New transmitter complex to be installed soon. Control room remodeling imminent. XMTR experience helpful but not required. Please contact Howard Hoffman or Robert Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901 813-939-2020.

**Maintenance Technician:** Immediate opening at Upstate N.Y. independent UHF. Must be a self-starter with strong maintenance background. Advancement opportunities within growing broadcast group; company paid benefits. Send resume to: Chief Engineer, WUHF-TV, 360 East Avenue, Rochester, N.Y. 14604. An Equal Opportunity Employer.

**TV Maintenance Technician**—Must have working knowledge of color TV and solid state logic. First Class FCC Radio Telephone License and experience in maintaining broadcast equipment required. Send resume to Chief Engineer, WHBQ-TV, Box 11407, Memphis, TN 38111. Equal Opportunity Employer M/F/Ha.

**Remote Vehicle Supervisor** experienced in remote operations to oversee construction on 43 ft state-of-the-art vehicle and take charge of same upon completion. Heavy field experience, ability to maintain and control operations of vehicle and certain public contact required. Ability to meet uncompromising technical standards under difficult conditions. Salary commensurate. Position available immediately. Contact: Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. WYES-TV is an equal opportunity employer.

**TV Engineer:** Independent Houston UHF Station has an opening for a full-time licensed maintenance engineer. Duties include technical maintenance and alignment of all studio equipment, other duties as required. Send resume and salary requirements to KRIV-TV, 3935 Westheimer, Houston Texas 77027. We are an equal opportunity employer.

**TV Technician/Maintenance Engineer.** Requires FCC first class license. Two years broadcasting experience with RCA equipment: TCR100, TR600, TR50, TK27, TK760, CEI. Send resume to Doug Johnson, WKON-TV, 27777 Franklin Road, Southfield, MI 48034.

**Remote Engineering Supervisor.** Responsible for coordination of technical support for all television productions. Position requires FCC 1st Class license with a minimum of two years technical school and/or related experience and at least two years experience in videotape and camera control operation and maintenance. Applicant must be a self-starter with supervisory capability. Excellent fringe benefits, incl. overtime. WSWP-TV, PO Box AH, Beckley, WV 25801. EOE.

**Switcher** able to handle board with accuracy and judgment for South Texas VHF. EOE. Box C-282.

**Maintenance Engineer.** Needed for new state of the art 45 foot television remote truck; engineering background necessary. Moderate travel competitive salary, growing company. Interviewing at Space 40 at NAB Convention, or Reply to: VP Production, TCS Productions, 890 Constitution Blvd., New Kensington, PA 15068.

**Director of Engineering**—A Corporate Staff position is available with a group Broadcaster having six TV and five Radio stations. Knowledge of technical equipment, industry trends, capital budget expenditures required. Send resume and salary history to Box D-30. An Equal Opportunity Employer M/F.

**Chief Engineer** for Sunbelt production facility with studio, truck, edit suite, 8-track sound room and A/V hardware, 3/4", 1", 2", RCA, CEI, Datatron, Grass Valley. Must have hands on experience in maintenance of analog and digital systems, creative design abilities and administration in small staff situations. Competitive salary and benefits package. Resume and salary requirements to: Oliver Peters, General Manager, Florida Production Center, 150 Riverside Ave., Jacksonville, FL 32202. 904-354-7000 or make arrangements to interview at the NAB.

**Television Engineer:** Openings available experienced studio or transmitter maintenance personnel and switchers. Electronics school graduates or equivalent technical education desirable. Number one station, beautiful middle market. Resume, salary history, and references to Director/Engineering Donrey Media Group, Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

**Transmitter Engineers**—Qualified transmitter engineers with good background in RF and associated test equipment. Must have 1st class FCC license. Call 609-691-6565 or write Renaissance, 4449 N. Delsea Dr., Newfield, N.J. 08344. EOE, M/F/H.

**Television Maintenance Engineers:** First-Class FCC License. Strong background in all phases of TV maintenance required. Famous year around Colorado recreational area. Contact A. L. Ladage, DOE; XYZ Television, Inc., PO. Box 789; Grand Junction, CO 81502; 303-242-5000.

**Chief Engineer** for UHF Station in Lancaster, Pa. Position requires FCC. 1st Class Radiotelephone License and maintenance experience in both the transmitter and studio operations. Competitive salary with excellent fringe benefits. An equal opportunity employer. Contact Corporate Chief Engineer, R. Kline, Gateway Communications, Inc., WTAJ-TV, 5000 6th Ave., Altoona, Pa. Phone 814-944-2031.

**Television Engineers.** UHF station in Southern New Jersey needs engineers with strong technical and operational experience. TCR-100, TR-600, TH-200, TK-29 and associated test equipment. Call 609-691-6565 or write Renaissance, 4449 N. Delsea Dr., Newfield, N.J. 08344. EOE, M/F/H.

**Chief Engineer** Las Vegas CBS affiliate, KLAS-TV, is searching for a Chief Engineer with 10 to 15 years broadcasting experience, the past five of which should be as Chief or Assistant Chief. Your equipment familiarity should include TK-76/BVU-100, AE600's, TCR-100, TKP-45, TK-46 and parallel GE transmitters. Since we maintain our own 350 mile network microwave system, your background should include some familiarity with Lenkurt, Microwave Associates, or Farinon Microwave. Salary DOE. Submit resume, salary history and requirements, and references to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/MF.

**Television Maintenance Engineer.** Seeking self-starter and independent worker with minimum of two years broadcast maintenance experience to include familiarity with RCA video tape equipment, cameras, digital logic; salary DOE; submit resume and salary requirements to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/MF.

**Film Transfer Operator:** Applicant must possess a solid background in commercial and feature film transfer work. Contact: Lori Weiss, CFA Video, Los Angeles, CA 90028. 213-467-5103.

**Expanding** radio-television facility looking for qualified maintenance and repair technicians. Applicants should have a good solid grasp of the basics and experience with one or more of the following ... CETEC-7000 Automation, Gates Executive audio console, RCA TK-76, TK-760, TK-27 Film; TCR 100A, TR 22, TR-4, CDL Switchers, Ampex VPR 2B, ENG Portable tape. Contact Barry Fisher 215-797-4530 or send resume to WFMZ, East Rock Road, Allentown, PA 18103. WFMZ is EOE M/F.

**Photog for entry level** news department. We use ENG and CP-16. If you do too, and can edit for air, we need your hardworking, easy going personality on our staff. News Director, KFBB-TV, Great Falls, Montana. 406-453-4370.

**Maintenance Engineer.** KWTW needs a maintenance engineer with a valid first class radio/telephone operators license. Requires a high school diploma or equivalent plus two years training in electronics and two years related experience. TV experience preferred. Send resume to: Pamela Dean, KWTW, PO. Box 14159, Oklahoma City, OK 73113. EOE/MF.

**Chief Engineer** for top ranked UHF independent in Central California. Experienced in administration, maintenance and some design background. A.S. degree in electrical engineering and a minimum of five years experience as chief or assistant. Submit resume, references and salary history to: Box D-51. An EOE/M-F employer.

**Maintenance Technician** for a major NE VHF network affiliate. Minimum 5 years maintenance background on all types of studio equipment. Send resume to Box D-53.

**Major Market** Sunbelt Station needs production crew chief to supervise and train a young and energetic studio crew. Two to three years experience in crew supervision and excellent lighting background a must. Send resume and salary requirements to Box D-89. An Equal Opportunity Employer.

## HELP WANTED NEWS

**Wanted: Experienced** news cameraperson with working knowledge of ENG shooting and editing by well-equipped network affiliate in the Northeast. Experience with TK-76 and Sony editing equipment preferred. Excellent fringe benefits. Send resume and salary requirements to Box C-217. An Equal Opportunity Employer.

**Weekend Sportscaster/Reporter** needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone with a solid background in sports who can communicate that knowledge in an interesting and entertaining manner. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Ave., Huntington, WV 25701. Equal Opportunity Employer.

**Anchor/Reporter** needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Ave., Huntington, WV 25701.

**Top 20 Market** looking for News Photographer with at least 2 years experience using Live ENG Equipment and State of the Art ENG Cameras are being sought by Action News—Tampa, St. Petersburg, FL. WTSP is an Equal Opportunity Employer.

**Now Hiring** entire news department for new independent UHF in Fayetteville, North Carolina. News Director, Anchors, Reporters. Call Bob Doyle, Operations Manager 919—323-4040. EOE.

**Meteorologist** to take over main weathercasts at medium-market top rated news station on Sunbelt coast. A real challenge: hurricanes, droughts, tornados (small ones), nor'easters, monsoons, plus a lot of great weather. Good equipment: color-digital radar, computer graphics, ample air-time, easy access to NWS. No job-hoopers. Salary negotiable to right person. EOE. Reply to Box D-48.

**Sports Director**—M-F early and late anchor plus local sports reporting, high school, junior college, etc. ENG and on-air experience required. VHF, NBC affiliate. Send tape/resume to: Larch Hardy, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

**Weekend Anchor Reporter**—need anchor, 3 day a week reporter for VHF, NBC affiliate in beautiful Gulf Coast resort area market. ENG, on-air experience required. Send resume, tape to Larch Hardy, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

**News Director**—for WCAE, Northwest Indiana Public Television. We're looking for a broadcast journalist with the experience to produce and anchor a Monday-through-Friday newscast. If you're a reporter at a small station and are looking to move on to a position where you will have a chance to grow, have input, apply today. You've got to be creative, not afraid of hard work and be able to work well with people. Send tape and resume: Tara Missal, Program Manager WCAE-TV, St. John, IN. 46373 (no phone calls) An Equal Opportunity Employer.

**Economics Reporter:** I need someone who can make it make sense to me. Write, don't call: Tom Becherer, News Director, WLKY-TV, 1918 Mellwood, Louisville, Ky. 40206.

**Weather Anchor:** Meteorological background preferred but not necessary, to join expanding number 1 news team in 73rd market. Good communications skills. Send tape with first letter to: Jon Janes, News Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. EOE.

**Reporter/Anchor** to join expanding number 1 news team in 73rd ADL. Send tape with first letter to: Jon Janes, News Director, KFVS TV, P.O. Box 100, Cape Girardeau, MO 63701. EOE.

**Sports Director** position available immediately. If you know sports, talk sports, write sports, we have a position for a person of your calibre. Must have anchoring experience plus a knowledge of Big Ten sports. Salary negotiable. EOE/MF. Send tape and resume to Tom Milbourn, News Director, WICD-TV, 250 Country Fair Dr., Champaign, Ill. 61820.

**Photographer.** Aggressive news operation needs a good shooter who is also an efficient editor. ENG emphasis but film knowledge is essential. Degree and commercial experience required. Must be self-starter and street-ready from day one. Send resume, tape, and salary requirements to Bill Perry, News Director, WBBH-TV, 3719 Central Ave., Ft. Myers, Fla. 33901. EOE.

**News Reporter:** Central California NBC affiliate is looking for a 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 Olivia Lage, Personnel Manager, KSEE-Channel 24, P.O. Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

**Sports Director** Report, write, produce and air two nightly sports segments. Two years experience as television sports personality. Resumes or inquiries should be made to: Don Ross, News Director, KTXL TV Channel 40, 4655 Fruitridge Road, Sacramento, CA 95820. 916—454-4422.

**Midwest market** wants sports person as backup to Sports Anchor. Must be able to shoot, edit, and air. Send audition tape to WTVO, Channel 17, North Meridian Road, Rockford, Illinois 61105.

**Reporter.** Bright, enterprising go-getter able to do extensive live and on-set reporting. Minimum one year commercial TV reporting experience required. EOE. Minorities and women encouraged to apply. Tape and resume to: Robert Allen, News Director, KOTV, P.O. Box 6, Tulsa, Okla. 74101. No phone calls.

**Now hiring** entire news department for new independent UHF in Fayetteville, North Carolina. News Director, Anchors, Reporters. Call Bob Doyle, Operations Manager 919—323-4040. EOE.

**News Reporter** Seeking professional News Reporter with experience in straight, hard news gathering; must be familiar with ENG and other technical equipment and willing to relocate; salary \$12,500-14,000; submit resume and audition tape to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/Male/Female

**Anchor/Beat Reporter** for entry level station. Minimum two years radio news experience. Need maturity, charisma, and ability to work with small friendly staff. Box D-54.

**Top Ten West Coast** Independent needs producers, writers, ENG camerapeople and field producers/writers. Creativity and experience a must. Resumes and references to Box D-82.

**News Director**—Group owned medium market VHF committed to news needs committed aggressive news director to achieve leadership in the market. Send complete resume to Box D-88. An equal opportunity employer.

**Experienced Reporter** needed for 6-11 p.m. anchor position at No. 1 caps middle atlantic state VHF station. Salary range \$20,000, plus company-paid benefits. We encourage radio reporters and recent college graduates with experience to apply. Rush resume to Box D-93. All tapes returned promptly. An equal opportunity employer.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**King TV Seattle** has opening for Commercial Writer/Producer. Two years experience in station commercial production required. Sturges Dorrance 206—343-3911. The King Broadcasting Company is an Equal Opportunity Employer.

**South Florida Group** owned Medium Market Network V.H.F. is looking for a director, capable of own switching, for its No. 1 newscast, commercial production, public affairs programs. Send resume, tape, and salary requirements to: Mr. Oran Gough, WPTV, P.O. Box 510, Palm Beach, FL 33480. EOE.

**Production Manager** needed for network affiliate in Southeast. Well-equipped facility needs experienced, take-charge production manager. Good growth potential for successful applicant. EEO M/F Send resume and salary requirements to Box D-42.

**Training Coordinator** for unconventional VHF public TV station near Denver. This person will train station volunteers in video production skills. Send resume with complete work and salary history to: Robert Bows; KBDI-TV; Box 427; Broomfield, CO 80020.

**Director** who is capable switcher with speed and accuracy in handling news and weather for Texas station. EOE. Box D-14.

**PM Magazine** co-host to work with current male host on established PM Magazine in top ten market, network affiliate. Must have on-air experience, writing, and story production background. If you can demonstrate solid experience send tapes and resumes to attention S. Kelly, Room 501, 19th St. Northwest, Washington, DC 20036. All tapes will be returned. An equal opportunity employer.

**Director of Production** needed for Public TV Station. Min. 5 years experience in production and broadcast operations supervision. Salary range \$25K to \$33K. Send resume and salary requirement to WETA-TV, P.O. Box 2626, Washington, DC. Attn: Nettie Simmons.

**Assistant Producer:** Expanding state public television network is seeking chief videographer with creative EFP skills and experience to assist in the development and production of new weekly magazine. Must have knowledge of 3/4" gear including electronic editing and studio production. Contract salary minimum, \$14,690. Send resume and demo tape to: Minority Affairs Producer, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. Deadline for applications is April 30, 1981. Louisiana Educational Television Authority is an equal opportunity employer.

**WPVI is looking** for an associate producer for its number one rated morning magazine talk show. Must be creative and skilled in producing in studio and in the field. Please forward a video tape of previous production work and ideas for programing a show of this type along with a resume stating salary requirement. Replies are to be sent to Charles R. Bradley care of WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. An Equal Opportunity Employer.

**Television Director.** KCTS/9 Seattle, Public Television for the Pacific Northwest—Plan, direct, post-produce multicamera and single camera video programs for national, regional, local release. Area of concentration cultural performance: Music, dance, drama. Sample cassette should show strength as TV director in one or more of those areas. Other desirable experience: sports directing, live discussion, planning of camera angles for remote telecasts, CMX post-production. Applicants with national directing credits preferred. Minimum qualifications: BA in broadcasting or appropriate discipline, or equivalent experience; demonstrated directing ability in areas of music, drama, interview, etc; three years full time employment as broadcast TV director. Salary range \$14,724-\$21,048 plans liberal benefits. Starting salary dependent upon successful candidate's qualifications and experience. Application deadline: Postmarked April 24, 1981. No application will be considered without sample cassette containing applicant's best directorial work accompanying resume. First class or faster mailing recommended. Address to: Selection Committee 81-P-3E c/o Fujita, KCTS/9 University of Washington, 4045 Brooklyn Ave., NE, Seattle, WA 98105. AA/EEO.

**Promotion Manager:** Central California affiliate seeking creative & enthusiastic individual. Must have experience writing & producing TV, radio and print promotion. Great living in sunny California! Send resume and salary requirements to Box D-57. EOE.

**Top 10 market** seeking Producer/Director. Strong pro with heavy News background; minimum 3 years commercial experience. Creative, enthusiastic; EEO M/F. Box D-63.

**Traffic Manager** for group own dominant CBS affiliate in southeast. Prefer Columbine Computer experience. Salary negotiable per experience. EOE M/F. Send resume to Box D-86.

## SITUATIONS WANTED MANAGEMENT

**General Manager**—Experienced, with proven track record. Willing to locate in southwest area. Complete resume and references on request. Box 3054, McAllen, TX 78501.



**Controller/Business Manager** for 5 yrs. at TV/AM in medium-sized market. Degreed, with honors. 12 yrs. as CFO in other businesses, including ad agency, and consulting. Expertise in budgets, accounting, EDP, cash management, credit & collections, personnel, benefits, planning, organization, systems & procedures, insurance, union negotiations, etc. Enough of cold and snow. Enough of dead-end position. Earns mid-\$40's. Where are you: Raleigh, Dallas, Colorado Springs, Tampa? Box D-91.

#### SITUATIONS WANTED ANNOUNCERS

**Great Credentials** for beginning sports job. Former No. 1 draft pick of California Angels, major market sports internship, radio and cable experience, college grad. Bob 314-351-6516.

#### 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.

**Brrr**—Alaska's too cold. Experienced switcher, tape operator wants to relocate. 907-279-4279.

**Female, First Class** License, some experience, looking for entry-level Television full-time opportunity. Please contact CJ Barker, 2033 Castro, SF, CA 94131.

**ENG Photographer.** T.D. thoroughly experienced and versatile with all aspects of production, ENG and studio. Currently ENG photographer for eight network affiliates in Washington, D.C., will relocate, Gilbert Hammer 202-966-0078.

#### SITUATIONS WANTED NEWS

**Reporter:** Young, experienced self-starting newswoman now working as weekend reporter in top 25 market looking for full time reporter position. New York local and network experience. Prefer Northeast, but will consider all responses. Box C-275.

**Aggressive, Emerson College grad.,** 4 years broadcast news exp., PBP sports exp., seeking T.V. News reporting job. Write Box C-150 or call 617-222-4962.

**Solid Reporter** who tells the story with visual flair wants to work for you. Box C-213.

**Small Market Sports Director** wants sports reporter-weekend anchor job in medium market. Two years experience, TV and Radio PBP, ENG, degree. Box D-31.

**Attention small markets** ... I am seeking my first job as a television meteorologist. I have some air experience with a strong background in meteorology. If you want someone that enjoys weather, then write Box D-1.

**Producer/Assignment Editor:** Currently News Director at number one rated station in top-100 market. Seeking Producer or Assignment Editor position in larger market. Young award-winner looking to move up. Box D-17.

**Reporter:** Female, 26, 3 years experience in 50's market—looking for move up. Especially interested in features, documentaries or magazine pieces. Box D-35.

**White House reporter** with radio background looking to re-enter television as reporter/anchor. Immediate availability, willing to relocate. Box D-39. (202) 244-1463 after 7 p.m.

**Three Member News** team wishes to relocate from South Florida affiliate. Anchor, reporter and photographer. Will locate together or separately. Serious inquiries only. Box D-33.

**Talkhost/Newsman** editorial writer CBS wants TV host position. Deep references & credentials. Let's meet at NAB Vegas. Golden Nuggett Hotel or call Mike Edwards 312-775-3695.

**Female anchor,** 40's Northeastern market seeking professional move to warmer climate. Desire team spirit, and anchor involvement. 717-675-5669.

**Lawyer,** 28, seeks reporter spot. Articulate, aggressive, attractive. Call Deborah for tape/resume, 518-445-1220.

**Sports Director.** 10 year pro who knows how to put together and air a visually stimulating show. Exceptional packages. Available now. 716-223-0655.

**Radio News Director,** female, good voice, good writer, and dedicated journalist. Desires job in television news. Will send tape, writing samples, resume, and references. Box D-73.

**Weathercaster.** Beginning wants first job. Weather wise, witty and charming, willing to go anywhere. Charles 804-353-6587 eves.

**13 years experience.** I want a medium or small market sports or news opportunity. Call Steve, 612-831-4967.

**News Director**—hard working, dependable, solid journalist, family man. Now producer/anchor in Top 30's market, seeking News Director challenge. Box D-80.

#### SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative!** Northern Virginian, with past experience including assistant director for a nationally syndicated program, seeking challenging position in TV production/programming. Will relocate. Call Bryce 703-361-2505.

**Producer-Director.** Experienced director of a varied schedule of local productions would like to move into a middle or large market as a Producer-Director. Used to long hours, responsibility and hard work. Have B.A. Patricia Strausse, 907-279-4279.

**Florida TV Stations:** Skilled director seeks position in Florida. 12 years experience. Flexible. Efficient. News expert. Now with excellent station. Want to move south. Write Box D-61.

**Sales Power**—Under 30. Diverse background in all forms of syndicated program sales & marketing. Related experience in cable, media, production. Widely traveled. Top recommendations. Box D-96.

## CABLE

#### SITUATIONS WANTED MANAGEMENT

**Attention New York,** Connecticut, New Jersey: 10 years large system experience—all phases. Background also includes heavy Film/Tape production for top corporations. Box C-180.

**Super CATV Salesman.** Employed. March sales mid twenties! Detailed eleven year resume/references includes radio sales; promotions; budgeting; management/operations; programming; talent plus TV producer/host. Seeking executive position in CATV; TV; Radio. Box C-121.

**Marketing/MBA cand.;** Young. Currently employed as general manager of consulting firm. Diverse experience (10 years) in music/record and advertising industries. Intimate knowledge of CATV. Seeks responsible position in marketing (research, analysis, strategy, sales). Phone Milo Sobel 212-689-0888. 9 to 5.

## ALLIED FIELDS

#### HELP WANTED SALES

**Experience sales manager.** Broadcast equipment. Philadelphia area. Please submit brief resume. Box B-191 or phone 215-539-5300.

#### HELP WANTED TECHNICAL

**Television** Electronics Engineer: Major corporate teleproduction facility seeks Television Electronics Engineer. Major responsibilities include maintenance of TR600, UPR2B and UPR20 VTR's; EPIC computer editing system; TK45 and HL79A cameras; Fernseh Compositor and Grass Valley 1600 switches. Candidates should have hands-on electronic background. Digital broadcast and/or major teleproduction facility background is also desirable. Interested applicants send resume and salary history in confidence to: Bank of America, Instructional Media Services No. 3630, Barry Joseph, Box 37000, San Francisco, CA 94137. Equal Opportunity Employer M/F/H.

**Transmission Supervisor:** Available immediately; \$15,295 minimum, to supervise 2 UHF PTV and AM/FM transmitters, related microwave systems and translators. Call Jerry Carmean, 614-594-5374, Ohio University, Athens, OH.

#### HELP WANTED INSTRUCTION

**Assistant Professor** to teach television production, print and broadcast news writing and reporting, mass communication law and regulation. Tenure track, August 15, 1981. \$15,000 minimum, 9 months. MA with media experience and significant publications required. PHD preferred. Apply by April 15 to Voncile Smith, Department of Communications, Florida Atlantic University, Boca Raton, Florida 33431. Affirmative Action, Equal Opportunity Employer.

**Assistant Professor** to teach television production, print and broadcast news writing and reporting, mass communication law and regulation. Tenure track, August 15, 1981. \$15,000 minimum, 9 months. MA with media experience and significant publications required. PHD preferred. Apply by April 15 to Voncile Smith, Department of Communication, Florida Atlantic University, Boca Raton, FL 33431. Affirmative Action, Equal Opportunity Employer.

**Broadcasting.** Instructor or Assistant Professor, M.A. or M.S. in Broadcasting required, Ph.D. preferred, teaching experience in radio, three to five years in commercial or public radio with demonstrated skills in announcing and production. Teach courses in announcing, production, sales and management, 4-1-4 academic calendar, five courses per year plus operations manager of college radio station. Salary based on training and experience. Liberal fringe benefits and TIAA/CRF Deadline April 15, 1981. Phone or write inquiries to Dr. Earl C. Lammell, Chairman, Department Speech and Theatre, 412-946-8761 ext. 334, Westminster College, New Wilmington, PA 16142. AA/EEO employer.

**Assistant Professor** to teach courses dealing with business, governmental and educational applications of new telecommunications technology. Applications close May 15, 1981. Contact Dr. R. D. Colle, Department of Communication Arts, Cornell University, Ithaca, N.Y. 14853. Cornell is an equal opportunity, affirmative action employer.

**Broadcast Instructor/Radio Station Manager.** One position opening. Major duties: teach basic broadcasting classes and be responsible for management of a 2000 watt FM public radio station. Extensive professional radio station management, programming and production experience. Bachelors degree required. M.A. preferred. Write before June 1 to: Dr. James Chu, Director, Center for Information and Communication Studies, California State University, Chico 95929. Equal Opportunity Employer.

**Instructor/Assistant Professor** Tenure Track Position. To teach courses in mass communication. Competence in all media production areas essential; special interest in film desirable. Primary teaching responsibilities will include courses in media history, theory, writing, and production. Some assignments in basic speech may also be necessary. M.A. required; A.B.D. or Ph.D. or substantial professional experience preferred. Salary range: Instructor, \$13,470-\$17,911; Assistant Professor, \$16,269-\$21,679. Send letters of application, vita, transcripts, and at least three (3) recent letters of reference must be received by Professor Robert Miller, Department of Communications, Slippery Rock State College, Slippery Rock, Pennsylvania, 16057. To insure consideration, completed applications must be received by May 11, 1981.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Wanted six** to twelve bay FM antenna to be tuned to 94.5 ... call 916-233-2713.

**Wanted used tower** to support FM antenna. Must be at least 1200. Contact Ben Weiss, 816-531-3400.

## 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.

**Transmission Line,** 3-1/8" Copper, 50 ohm, EIA flange, 20' sections most with connectors and bolts. 913—232-1840.

**GE TT 57** 30 kw UHF transmitter. \$65,000.  
**GE TT-25 UHF-TV Transmitter,** 2 ea \$35,000.  
**RCA TT-10AL VHF Transmitter**—\$5,000.  
**RCA TT-35CC VHF Transmitter**—\$12,000.  
**RCA TT-50AH VHF Transmitter**—\$12,000.  
**Complete film island**—GE-Eastman—\$28,000.  
**TR-22 RCA Hi-Band VTR**—\$12,000.  
**IVC 500A Color Cameras**—ea. \$7,500.  
**GE PE-350 Color Cameras**—ea. \$4,000.  
**GE PE-240 Film Camera**—\$7,000.  
**CVS 520 Time Base Corrector**—\$8,500.  
**CVS 504B Time Base Corrector**—\$5,500.  
**CDL VSE-741 Switcher**—\$2,500.  
**RCA TK-27A Film Camera**—\$12,000.  
**RCA TP-6 Projectors**—\$1,000.  
**New Garrard Turntables,** \$100.  
**UHF Antennas**—Various Models and Prices.  
**New 1000 foot TV Towers**—best prices.  
Leader Test Equipment—Fast Delivery.

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. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

**IGM-500-2** Scully 270,3 Carousels, Time announce and extras. In three IGM racks. Good working condition. Only \$2975.00 Steve Dinkel 816—279-6346.

**New 5 KW Hi-Band VHF transmitter**—Never used, in factory crates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$65,000. Call 800-241-7878, Bill Kitchen, Quality Media Corporation. (In GA call 404—324-1271).

**For Sale: Two** (2) Thompson-CSF Model 8010 Image Enhancers. Unused, mint condition, \$4800/New, available for \$7500 for the pair or \$4000 each. Contact Fred Osler, CVP, Inc. 502—583-5732.

**RCA TP 66 Telecine** 16mm projector, new—never used! Still in crate, \$15,995. Simplex XL 35mm telecine projector equipped for Dolby stereo, excellent condition, \$16,950. Norelco FP 20 telecine, 35 mm, \$12,750. More Telecines available. Write, wire, or phone. International Cinema Equipment Company, 6750 NE 4th Court, Miami, FL 33138 305—756-0699.

**1 KW AM CSI T1-A,** 6 mos. old; 2.5 KW FM Harris with MS 15 exciter, stereo, 3 yrs. old; 3.5 KW FM McMartin with B 910 exciter, 3 yrs. old, mint condition; 5 KW FM CSI, 1 yr old; 10 kw FM RCA 10D, exciter and stereo, spares, proof; 1 KW AM RCA BTA 1R1, on the air, excellent condition; We also buy used equipment as well as supplying new cable and towers, antennas and studio gear. For more information, call M. Cooper, 215—379-6585.

**1 Kw, McMartin BA-1K** transmitter, 18 mos. old, perfect condition. Has 500 watt cutback. Available April due to power increase. Will tune to your frequency for \$8,000, or on 1510 for \$7500. KACJ, Box 1510, Greenwood, Ark. 72936.

**RCA TK-47's-2** 9 month old cameras with 1 computer and 2 Canon 10:1 lenses-170,000; 1 Ampex VPR-20 portable tape machine with all accessories, 9 months old—37,000. Call Barry Fialk, 201—379-7753.

**FM Transmitters** (Used): CCA FM-20 000DS-20KW; Sintronics DFM-20KB-20KW; Rust FMT-15B-15KW; Collins 830F-1A-10KW; ITA FM-7.5-K-7.5KW; Collins 830 E1A-5KW; Rust FMT-5C-5KW; Rust BTF-5D-5KW; Gates FM-5G-5KW; Collins 830E1A-5KW; Rust FMT-5C-5KW; Gates FM-1C-1KW; Gates FM-1B-1KW; ITA FM-1000C-1KW; Gates FM-250B-250KW; ITA FM-250B-250W. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314—334-7097.

**Continental** 10 KW AM, Continental 5 KW AM, Gates/Harris 5 kw AM, Collins 10 kw AM, Collins 5 kw AM—RCA 10 kw FM, Collins 20 kw FM all units in our inventory ready for delivery. Many other units from 1 kw to 50 kw both AM and FM. BESCO INTERNATIONAL, 5946 Club Oaks Drive, Dallas, TX 75248. A/C 214—630-3600.

**For Sale:** 1 very clean RCA BTF 5E 5KW FM transmitters with full documentation and all manuals plus conversion instructions to 10 or 20 KW less exciter. Also included 1 operational final and 2 used spare 4 CX 5000 A. For immediate sale. Priced right. Contact 918—687-3198.

**Microtime** Image Plus, Excellent condition \$3,500. Sony IF-1000 unit interface BVE-500 Editor to BVH Series 1" VTR's, \$3000. Videosmith 215—864-0658.

**For Sale:** Ikegami HL77 with Sony BVU100. Complete package asking 21,500. Steadicam Universal Model 1: complete. Asking \$20,000. 212—367-0806.

**For Sale: Remote Unit.** 40ft. Great Dane trailer with air conditioning, carpet, and racks ready for equipment. \$75K. or will sell with equipment including 3 Marconi Mark 7 Camera Chains, 2 TR4HB Quads, 1 HS100 SLOMO, switching equipment, etc. Ready to roll. \$175K. Contact: Guy Spiller 804—276-5110.

**Classic Microphones,** One RCA 44BX and two 77DX, \$500. each. D. Hollyer 703—893-6757.

**Audio Console Bargains!** Blank recording tapes. Write for catalog. Box 213, Dunkirk, MD 20754.

## COMEDY

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

**The Dongman Report**—Outrageous! Topical! WEEKLY! Two samples, \$3.00. Seastar, RD 1, Box 24, Rehoboth, DE 19971.

**Dallas Comedian** seeks radio opening. Short comic sermonettes called Early Morning Inspirations. Dave Brady, 909 Red Bud, De Soto, TX 75115.

## 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.

**Low power TV** and FM frequency searches from \$200. Larry D. Ellis, PE, Box 22835, Denver, CO 80222.

**Low Power Television**—Have a question? Free brochure. "Inside Reports-LPTV" TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

**Let us make** a complete programing analysis of your station. We have systems to aid you in 'sales' and programing. Call for more details today 1—216—861-8511.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or grade ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

**Wanted—Short,** interesting, recorded items, 30 to 90 seconds only. Send details to FM 94, Box 282, Southfield, MI 48034.

**Radio Promotion**—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200.00 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Eli Jenkins, (813) 522-6896, Drawer 84 St. Petersburg, FL 33731.

**Wanted:** Audio Interviews of British rock artists. Call Ben Cromer, collect: 703—345-9426, after Noon.

**Professional** production service. Reasonable. JD Productions, 4607 Baxter Dr., Charleston, WV 25302.

## RADIO PROGRAMING

**Bill's Car Care,** 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312—579-9578.

**New Custom IDs** by industry pro, for beautiful music/classical. Live or automated. For special intro rates, write IDs, 1825 Fordham, Thousand Oaks, CA 91360.

## EMPLOYMENT SERVICES

**Radio Jobs!!!** Placement!!! "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Box 852, Saco, ME 04072.

## 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.

**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.

**FCC "Tests-Answers" manual!** Free information: Command, Box 26348-B, San Francisco 94126.

**San Francisco,** FCC License 6 weeks 4/27/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415—392-0194.

## CONSULTANTS

**MJO News Associates.** For information on our broadcast news consulting services, please write or call us at Box 11043, St. Louis, MO 63135. 314—522-6325.

**Good people** are the key to our client's growth. If you are college educated, have radio sales experience, good appearance and want to work hard, we would like to recommend you. Send your resume in confidence to: Continental Broadcasting Consultants, 33111 Manchester Lane, Cleveland, Ohio 44140.

# RADIO

## Help Wanted Programing, Production, Others

## NETWORK O&O FM

seeking talented professionals in news, music, and production, as well as, air talent. Proven track record and credentials a must. Include salary requirements and references in first response. EOE/ MF Box D-84.

## RARE OPPORTUNITY

for outstanding adult personality. Northeast powerhouse market leader will be facing retirement of morning institution. Ability to communicate in heavy information environment a must. May come on board in other day part to become accustomed to audience, build acceptance. Strict confidence. Prestige organization. Send detailed description of your background. An Equal Opportunity Employer.

Box C-193





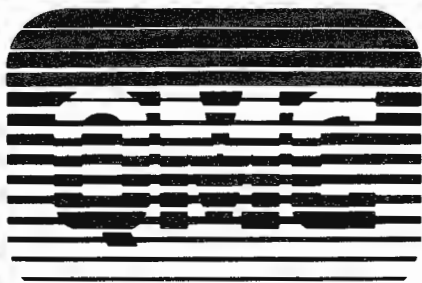
# **FOR SALE**

## **Color Remote Cruiser**

Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train, and beautiful paint job easily changed to your logo.

Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system.

**Only \$145,000 complete**



**CALL TOLL FREE 1-800-241-7878**  
IN GEORGIA CALL COLLECT 404/324-1271

**Quality Media Corporation**

P.O. BOX 7008 • COLUMBUS, GA. 31908

**PROMOTION MANAGER**

If you know the hows and whys of marketing a radio station; if you understand and can create campaigns for promotion, contests, positioning, sales support and advertising and have a successful track record in these areas of expertise; and if you want to live in one of America's most beautiful cities while working for one of the nation's most prestigious group owners; send resume to P.O. Box D-75. All replies held in strictest confidence.

AN EQUAL OPPORTUNITY EMPLOYER

**CAREER REPRESENTATIVES  
ARE YOU ONE OF THE BEST?**

We are conducting a search for top notch Management, Talent, Sales and Technical people in Radio & Television with the determination to get ahead. Qualified candidates are eligible for confidential representation at reasonable rates to the biggest and best stations all over America. If you think you have what it takes, mail your material with \$15 for initial consultation and evaluation to: President, North American Media Representatives, Box 3523, Quincy, IL 62301.

**Help Wanted Management**



**CREATIVE SERVICES DIRECTOR**

KGO Radio, San Francisco's No. 1 AM Station, is seeking a self-starting Marketing/Promotion/Publicity professional who can develop, implement, and monitor a total marketing plan for a complex Newstalk format station.

**We** provide the budget, staff and top management commitment to a professional Creative Services function.

**You** present a minimum five years Creative Services Management experience acquired in a major broadcast market, with a proven track-record in:

- Establishing station promotional goals, objectives and budgets
- Developing and directing consumer advertising, publicity, media and public relations, sales promotions, special events, contests, community involvement projects and promotional material
- Directing efforts of station advertising agency
- Interfacing effectively with station On-Air personalities

Outstanding opportunity for maximum exposure to successful 24 hour Newstalk format with remotes and innovative specials, top personalities, total community service and sports coverage.

Send complete resume with salary history in confidence to Personnel Manager, 277 Golden Gate Avenue, San Francisco, CA 94102. EOE.

**Situations Wanted News**

**SPORTS DIRECTOR  
PLAY/BY/PLAY**

Specializing in sportscasts, features, strong on personality and ad-lib. Will adapt style to fit your format. 10 years network and major market experience. 8 years major college basketball, high school football PBP and color. Will handle sportstalk. A dedicated pro looking for network, major-medium market station with solid sports commitment. Available now. Will relocate. Call Bob 301-431-0444.

**NEWS ANNCR.**

Veteran broadcaster offers expert weather or talk program. Community minded, great sales ability with college and management background. Major and medium markets preferred. Small market considered. I'm a communicator with a serious, no-nonsense business approach. Cart and resume available. Tidewater, Va., and west of Mississippi preferred. Other geographical options considered. Available after May 15th. Write John E. Parisi, Box 2133, Taunton, Ma. 02780. JAY SHERWOOD SAYS HELLO.

**I LOVE NEW YORK**

and I want to come home. Top medium market station ND. 8 year pro. MA Journalism. New York City stations only. Box D-60.

**Situations Wanted Sales**

**SALES GUERRILLA**

Sales Manager—10 yrs exp. developing local, agy, and nat'l dollars in 177th, 60th, and 36th markets. Huge increases. Promotions a Hobby. Devoted to training and responsible for many career successes. Jennings-Welch-RAB. Highest priority, increasing station revenue. Superb refs both local and nationally. Box D-77.

**PROFITABLE PACKAGE**

Male/Female Morning Team + A.C. and Country Program Director — Instant Ratings and Revenue. If you're looking for either or both a morning show and program director experienced from L.A. to Boston ... Call (817) 261-3769.

**TELEVISION**

**Help Wanted Programing,  
Production, Others**



We're looking for a dynamic & creative Executive Producer for aggressive PM Magazine in Providence, RI (32nd market). Applicants should have hands-on experience and proven track record in managing creative staff & budget. Prior PM experience helpful. Send resume and tape to Program Director, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer. NO PHONE CALLS PLEASE.



## Help Wanted Programing, Production, Others Continued

### PRODUCTION MANAGER TOP 20 MARKET

Group W Station WJZ, Baltimore, is looking for an experienced Production Manager. Applicants should have strong background in field and studio production, supervision and budget experience, and knowledge of state-of-the-art broadcast equipment. Resumes to Ralph Cole, WJZ-TV, Baltimore, Md. 21211. Equal Opportunity. M/F/H.

### PRODUCER/DIRECTOR

#### WPLG-TV MIAMI—A POST/NEWSWEEK STATION

Position immediately available for experienced Producer/Director. Respondents should have a minimum of 3 years commercial television experience. Duties include local news/weather/sports/public service/promotion/special projects. Send resume and current reel to: Linda Desmarais, Program Mgr., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137 (AN EQUAL OPPORTUNITY EMPLOYER)

### PRODUCTION MANAGER

#### WPLG-TV MIAMI—A POST/NEWSWEEK STATION

Position immediately available for Production Manager with minimum 3 years experience or 5 years experience as Producer/Director. Duties include coordination of all station production efforts, supervision of production crew and film department, and scheduling of producer/directors, assistant directors, and program department photographers/editors. Send resume to: Linda Desmarais, Program Mgr., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137 (An Equal Opportunity Employer)

### PRODUCER/DIRECTOR

for Philadelphia's No. One Independent Required. Good writing skills, ability to direct live and video taped programs and spots, organizational and creative talent, and a solid production oriented background. Prefer degree in communications or equivalent.

Send resume, salary requirement and demo tape to Production Manager, WKBS, 3201 S. 26th St., Philadelphia, PA. 19145.

### FIELD COMMUNICATIONS

IS AN EQUAL OPPORTUNITY EMPLOYER

## Help Wanted News

### Attractive co-host

for PM Show needed by WFMV-TV, Greensboro, N.C. Excellent staff, top-rated station in market, top-rated show in time period with lovely lady co-host. Beautiful, cosmopolitan city. Good compensation and benefits. On-air television experience requisite. Send resume and tape to David Baxter, P.O. Box TV 2, Greensboro, 27420.

### WEEKEND ANCHOR

WJXT, North Florida's news leader, is looking for an experienced TV newscaster to anchor 4 highly rated weekend broadcasts. This person would also serve as a general assignment reporter three days a week. We want someone who knows how to communicate effectively and who intimately understands the components of a contemporary newscast.

Send your resume and video cassette to Steve Wasserman, News Director, WJXT, Box 5270, Jacksonville, FL 32207. NO PHONE CALLS!

WJXT is a Post-Newsweek Station.  
An Equal Opportunity Employer

## Help Wanted News Continued

### NEWS ANCHOR

We have been looking for months, and have been unable to find the right person. Why? Because our standards are so high. We now offer the best, most comprehensive coverage in the market. We need the best anchor/reporter there is to match the rest of the product. If you are energetic, love news and are a proven winner, you may be ready for a Monday through Friday anchor position in one of the most beautiful and aggressive news markets in the country. Send tape & resume to Jim Cairo, WNGE TV 2, 441 Murfreesboro Road, Nashville, TN. 37210. EOE.

## 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  
EOE. M/F

### Transmitter supervisor

Must have broadcast VHF, UHF transmitter maintenance experience. Also, familiar with studio equipment maintenance helpful. Call KTXA-TV, Ed Reid, C/E, 817—265-2100.

### SYSTEMS DESIGN ENGINEER

Major video systems co. seeks qualified person to perform physical and electrical design of sophisticated, closed circuit and broadcast type television systems. Will develop system concept, design and manage projects in progress and perform testing and training on completed projects. Requires minimum 5 years direct experience and ability to handle total project management responsibilities. Send resume including salary history to: Barbara Fritz, Personnel Manager, PEIRCE-PHELPS, INC., 2000 North 59th St., Phila., PA 19131. Equal Oppty Employer M/F.

## Help Wanted Technical Continued

### CHIEF ENGINEER

We are looking for a certain person who would like to work in immaculate surroundings as Chief Engineer for a long established 5 million watt plant. Must be thoroughly experienced with UHF Klystron transmitter and be able to maintain VTR's and other Control Room equipment. Good pay and fringe benefits in Central California. E.O.E. Telephone 213—527-3060.

## Situations Wanted Announcers

### NEED A TV HOST

Attractive male TV talk host currently in top 5 market looking for opportunity and/or magazine format. I am stable, 33 and 12 yr. veteran. Background includes producing, directing, news anchor and reporter. Steve 617—334-3865.

## Situations Wanted Technical

### EX-BROADCAST FIELD SERVICE REPRESENTATIVE

desires to return to Field Service position.

Formerly employed by leading manufacturer of broadcast equipment. (Four years)

Experienced with cameras, (studio and film) Quad tape machines and associated studio equipment. Have also had recent digital training. Have traveled on assignments in Eastern U.S. and several foreign countries.

Fully familiar with duties and responsibilities of a Field Service Representative.

Prefer exclusive or very extensive travel position. (Field installations Etc.)

Located near excellent air transportation (Five major airlines) and have First Phone and valid passport.

Paul A. Lanoue  
(518) 482-1809  
10 AM-1 PM

## Situations Wanted News

### INVESTIGATIVE REPORTER

Anchorman in medium market seeking return to major market reporting. Dozens of awards, including Edward R. Murrow-Columbia School of Journalism Award. Recognized locally for international reporting. Excellent production skills. Stable personal life. Top references. Box D-3.

## ALLIED FIELDS

### Help Wanted Sales

### SALES MANAGER

#### TV BROADCAST ANTENNAS

### BOGNER®

The major supplier of UHF broadcast antennas, is seeking a sales manager with thorough knowledge of the TV broadcast industry.

Please reply in confidence to: Leonard King, President.

Bogner Broadcast Equipment Corp.  
401 Railroad Avenue, Westbury, NY 11593

## DISTRICT SALES MANAGERS

McMartin, the industry's dynamic, expanding leader in Radio Broadcast Products, has several Choice Territories open for immediate assignment of Top-Flight, High-Producing, Sales People.

This multi-million dollar corporation can offer those individuals, whose contributions assist in achieving our aggressive sales goals, a remarkably generous sales compensation plan.

Our newly designed compensation program provides outstanding rewards for the self-motivated, high-performing Sales Person, with the energy, drive, and self-discipline to really "take charge" and Produce.

An income of \$60,000 to \$100,000 annually, plus excellent benefits will be offered to the chosen candidates.

A good basic knowledge of the industry and a well documented, successful, sales track record offers an advantage, as does a solid technical background.

### JOIN THE WINNERS!

Call or send resume to:

**BOB SWITZER**, Vice President of Sales or  
**KIN JONES**, Broadcast Operations Manager



McMartin Industries, Inc. 4500 South 76th Street Omaha, Nebraska 68127 (402) 331-2000

## Employment Service

### CREATIVE BROADCAST SERVICES AGENCY

"Media Placement Professionals"

- Executives
- Management
- Technical
- Talent

(213) 467-8151  
100% FREE  
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



## Business Opportunities

### Planning a New Station or a Tower Incraser

FM frequency search with interpretation, \$150-300. Basic FM drop-in petition, \$280. AM contours field verified at a reasonable cost. List of largest cities without local radio/TV; 1980 census. Helpful for FM/LPTV. \$10 per state.

BROADCAST PLANNING ASSOCIATES  
Box 42, Greenwood, Arkansas 72938  
(501) 996-4055

### RADIO STATION OWNERS ... WE CAN INCREASE YOUR SALES WITH NO CASH OUTLAY ON YOUR PART

We have a two fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense, before we start our sales effort.

All sales will be done by principals of our company only. If you would like to increase your sales, at no cost, call us collect.

Stewart P. Lune, President  
Community Service Broadcasting  
601 Skokie Blvd.  
Suite 502  
Northbrook, Illinois 60062  
(312) 564-3904

**I WILL BE HAPPY TO MEET WITH  
YOU AT THE N.A.B. CONVENTION  
THIS WEEK**

## Help Wanted Instruction

### TELECOMMUNICATIONS TECHNOLOGY FACULTY

Telecommunications full-time faculty member needed for Fall 1981 for new 2 year degree program designed to prepare students to be radio, TV, cable TV technicians. West Windsor Campus houses State-of-the-Art Radio-TV-Cable TV facility. Your teaching will include satellite and microwave technology, broadcast and cable system design. Work with new public 3KW FM station and college's cable TV network. Requires knowledge and experience with transmitters, maintenance and repair, FCC 1st. Opportunity to develop unique industry-endorsed program at major N.J. telecommunications facility. 150 students enrolled in present radio-TV production curriculum. Excellent benefits. Tenure track. Salary negotiable, depending on credentials and experience. Respond in writing with resume to: MERCER COUNTY COMMUNITY COLLEGE, Personnel Services, Dept GS, PO Box B, Trenton, NJ 08690.

Equal Opportunity/  
Affirmative Action Employer

## Help Wanted Technical

### PRODUCTION SERVICES

New video production facility being formed in New York City, requires personnel in all categories. Union and non-union technicians and creative positions open, staff or freelance. Inquire in confidence. Include resume and salary requirements, P.O. Box 462, Radio City Station, NY, NY 10101.

## Situations Wanted Management

### VICE PRESIDENT CORPORATE COMMUNICATIONS

Fortune 100 Public Relations professional with solid background in commercial, public and corporate television, and employee communications seeks to invigorate established corporate communications organization or start a new one. Excellent communicator, public speaker, and media consultant with M.A. degree. Box D-71.

### NOW! An Affordable! RADIO STATION BUSINESS COMPUTER SYSTEM

For the small and medium market station. Does logs, billing, affidavits, and more. Available lease plan for national brand turn-key system or purchase software only. Developed by current station owner who will personally show you how to save labor costs and improve operations at 75% less than existing systems. This system will not only pay for itself, it will save you money. Call Bob Kramer collect at 614-967-6776 for straight talk about your bottom line.

### Ready to move

into broadcast ownership? If you know a good property available for sale and are prepared and qualified to run it, I will finance the purchase and work out a deal so you can participate in ownership and profits. Contacts confidential. I am a senior, long-time broadcaster and will exchange references. Write Box D-49, or phone: 305/423-4431.



# ANNOUNCING: The Videodisc Revolution

After more than a decade of exploration, videodisc recording techniques are making commercial inroads in the industrial as well as home entertainment marketplace.

**VHD's** entry into this exciting technological explosion creates unprecedented opportunities for qualified individuals in our new Orange County facility. We currently seek:

## ● Electronic Lab Technicians

Candidates must possess an AA degree in Electronics or 3-5 years current equivalent experience. Will be responsible for the maintenance of solid state equipment and for troubleshooting and repair of digital/analog control circuits. Current knowledge of all levels of test equipment is also required.

## ● Videotape Maintenance Technicians

Candidates must possess an AA degree in Electronics or 3-5 years current maintenance experience with emphasis on 1" C format. Practical knowledge of test and measurement procedures as well as knowledge of digital applications is also required.

Interested individuals are invited to submit resume or letter of interest to:



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Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. N.Y. 10017 212-599-3303



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#### STUDY-TRAVEL PROGRAM

Unique college course designed for students in TV Management/Programming/Production with emphasis on comparative studies of TV systems in Central Europe, including visits to TV and Film Centers in Athens, Sorrento, Venice, Rome, Florence, Innsbruck, Paris, & London. Leaving Los Angeles on June 27 and returning on July 23, 1981, the program includes all hotels, air & surface transportation, meals, sightseeing, tips, baggage transfer, insurance, tours, and a Greek Island cruise.

For additional information, write:  
James W. Bentley, Professor  
Radio-TV-Cinema Chairperson  
International Study Tour Director  
Los Angeles City College  
855 North Vermont Avenue  
Los Angeles, California 90029

### PUBLIC NOTICE

Applications for Cable Television License  
Foxborough, MA 02035

The Town of Foxborough 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 4:00 PM. on Tuesday, June 30, 1981. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a One Hundred Dollar (\$100.00) non-refundable filing fee, payable to the Town of Foxborough. 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 Board of Selectmen's Office during regular business hours (8:30 A.M.-4:00 P.M.) and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

BOARD OF SELECTMEN  
40 South Street  
Foxborough, MA 02035

### PUBLIC NOTICE

The Annual Meeting of the Membership of National Public Radio will be held on Thursday, April 30, 1981, from 11 a.m. to 12:30 p.m. in Salons E and F of the Marriott Hotel, 700 West Convention Way, Anaheim, California. Subject to amendment, the agenda includes: Chairman's Report, President's Report and Treasurer's Report.

The Board of Directors of National Public Radio will meet in regular session on Thursday, April 30, 1981, in Salons 2-5 of the Marriott Hotel, 700 West Convention Way, Anaheim, California, from 2 to 5 p.m. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Finance/Development, Long-Range Planning/Legislation, Membership, Programming, Public Information, and Technology/Distribution.

For further information concerning these meetings, please contact: Ernest Sanchez, NPR General Counsel, at (202) 785-5369.

April 24, 1981

Public Broadcasting Service, Interconnection Committee meeting, 9:00 a.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Consider FY 1982 interconnection budget; interconnection financing; policy on extension of PTV service and review of specific cases; Public Subscriber Network; satellite transponder allocations matters; other questions.

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## Wanted To Buy Equipment

### Chyron Character Generator

and other equipment to build new TV control room and studio in small market. Send list of available equipment to Chief Engineer, Sainte Broadcasting Corporation, Post Office Box 3689, Modesto, California 95352.

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**\$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 KWYD, 303-392-4219.

### Two Hitachi

Color ITV Studio Cameras with CCU's, Model FPC. 1000 BU, good condition, \$2,500. Also two B&W GBC ITV Cameras, \$300. Media Services, LEE MEMORIAL HOSPITAL, P.O. Drawer 2218, Ft. Myers, FL 33902, (813) 334-5306.

### HL-35 Ikegami Camera

with Canon 9 9-95, backpack, long & short camera cables, case, 2 HL-35 batteries, charger, acc. case, Panasonic port. recorder. Two Panasonic 3/4" recorders & editing controller. Keith O'Neil (417) 864-4404.

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### LOW POWER TV

Call me before or during NAB (answering service on line) 24 hours. "Call" 707-253-2220. Will gladly arrange to meet you in Las Vegas during NAB. Meyer Gottsman, Broadcast Consultant. I prepare technical portion of FCC form 346 (LPTV). I will check for messages while at NAB. Call anytime.

*When you start wondering  
when you would need a consultant;  
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## Consultants Continued

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Broadcasting Company seeks to buy radio stations. Minimum station revenue \$325,000. Confidential. Principals only.

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527 MADISON AVENUE, NEW YORK,  
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## For Sale Stations

### UPSTATE NEW YORK

Existing AM station with CP for new FM adjacent to Top 50 Market. Available at cost or with controlling interest plus liability assumption. Excellent growth opportunity. Box D-92.

### Small single market

automated fulltime AM in Texas. Long profitable history. Priced at 2X gross with \$50,000 down. Owner retiring. Include financial qualifications in first reply to ...

Box D-76

### ATLANTA AM

Atlanta daytimer-PSA-1K. Excellent facilities. Financing available. 804-623-6262.

### DANIELS & ASSOCIATES, INC.

Sunbelt location, good growth, AM leader in three radio station town, wide area coverage, priced less than 2 times gross. Call Jay Dugan, (303) 321-7550.

### Sunbelt properties

Low Dial—Power—Full-Time AM and Class C FM. Dominant Combo or will sell separately.

Beasley Broadcast Group  
P.O. Box 1355  
Goldsboro, NC 27530

### H.B. La Rue, Media Broker

RADIO, TV, CATV APPRAISALS

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44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
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## For Sale Stations Continued

### Regional AM

Low Dial Position, Power—Located in Southeast Metro Market. Under Developed. Priced at 2½ x Gross.

Beasley Broadcast Group  
P.O. Box 1355  
Goldsboro, NC 27530

- FM in Big Town in W. Oklahoma \$460,000.
- Powerful daytimer in east Tenn. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Powerful daytimer. Coastal area of Md. \$560,000.
- Fulltime N.W. Alabama City. Alabama's fastest growing area. \$520,000.
- Class C covering large Oklahoma city plus AM daytimer. \$1.75 million.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- UHF-TV in western Texas city. Buy 100% of assets for \$1.5 million including all new equipment or pay \$420,000 and equip it yourself. Terms.
- Fulltimer. Powerful big city in Ark. \$980,000. Terms.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000.
- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- 1000 watt daytimer. SE KY. \$300,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer 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. \$470,000.
- 3,000 watt FM. Arkansas. \$380,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- VA. Coastal. Attractive. \$650,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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# For Sale Stations Continued

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nationwide service

### STATION

S	Small	AM	\$80K	SOLD
S	Small	AM	\$165K	\$165K
S	Small	AM/FM	\$220K	Terms
W	Small	AM/FM	\$226K	SOLD
MW	Small	FM	\$235K	29%
W	Small	AM	\$250K	SOLD
W	Small	AM	\$265K	\$150K
SE	Small	Fulltime	\$350K	\$75K
W	Small	Fulltime	\$375K	25%
MW	Small	FM	\$385K	Terms
S	Small	Fulltime	\$390K	Terms
W	Small	AM/FM	\$400K	Terms
NW	Small	AM/FM	\$650K	29%
NW	Small	AM/FM	\$795K	\$200K
S	Medium	FM	\$260K	\$65K
S	Medium	AM	\$305K	\$88K
NE	Medium	Fulltime	\$310K	SOLD
MW	Medium	AM	\$435K	\$285K
NW	Medium	Fulltime	\$550K	29%
MW	Medium	FM	\$700K	Terms
S	Medium	AM/FM	\$1250K	\$750K
NW	Medium	AM/FM	\$1700K	SOLD
S	Metro	Fulltime	\$400K	Terms
SW	Metro	AM	\$475K	29%
S	Metro	AM	\$432K	SOLD
SE	Metro	Profitable	\$1100K	Terms
SW	Metro	FM	\$1156K	SOLD
S	Metro	Fulltime	\$1300K	\$450K

### CONTACT

J. T. Malone	(404) 458-9226
Paul Crowder	(615) 298-6484
J. T. Malone	(404) 458-9226
Peter Stromquist	(218) 728-3003
Jim Mackin	(312) 323-1545
Peter Stromquist	(218) 728-3003
Greg Merrill	(801) 753-8090
Bill Cate	(904) 893-6471
Corky Cartwright	(303) 741-1020
Jim Mackin	(312) 323-1545
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Bob Connolly	(603) 431-3421
Corky Cartwright	(303) 741-1020
Dan Rouse	(214) 387-2303
J. T. Malone	(404) 458-9226
Art Simmers	(617) 848-4893
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Bill Cate	(904) 893-6471
Bill Cate	(904) 893-6471
Ray Stanfield	(213) 363-5764
J. T. Malone	(404) 458-9226
Bill Whitley	(214) 387-2303
Bill Cate	(904) 893-6471
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Bill Chapman	(404) 458-9226

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Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

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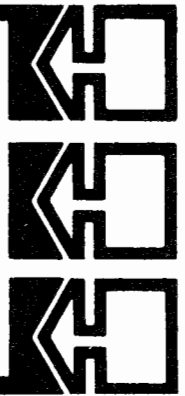
**TOP 50 MARKET**

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AM-FM combination. Unit operation in northern New England.  
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WV	AM—Downpayment 25K	
TX	AM & FM	750K Small
OH	Daytime AM	525K Suburban
NY	FM	700K Small
AR	FM	350K Suburban
CO	Daytime AM	300K Small
MS	Daytime AM	295K Medium
NC	AM Daytime	550K Small
MS	AM & FM	475K Small
WI	FM	700K Medium
SC	AM—Downpayment 25K	

Post Office Box 850/Albany, GA 31702/912-883-4917  
3500 S. Phillips/Sioux Falls, SD 57105/605-338-1180

**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 or Radio, Help Wanted or  
Situations Wanted, Management, Sales, etc. If this  
information is omitted, we will determine the ap-  
propriate category according to the copy. No make  
goods will be run if all information is not included.

The publisher is not responsible for errors in print-  
ing due to illegible copy. All copy must be clearly  
typed or printed.

Deadline is Monday for the following Monday's  
issue. Copy must be submitted in writing. (No  
telephone copy 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.

**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: \$2.00 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 adver-  
tising require display space. Agency Commission  
only on display space.

**Bill Exline**  
**NAB Address:**  
**Las Vegas Hilton,**  
**Suite**  
**1710**  
**732-5111**

*William A. Exline, Inc.*  
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Our 32nd Year of Service  
To the Radio Industry



# Fates & Fortunes

## Media

**Gerald Walsh**, general sales manager, WLVI-TV Boston, named general manager, succeeding **Steven Bell**, who left to join KTLA(TV) Los Angeles ("Fates & Fortunes" March 16).

**William Kunkel Jr.**, general manager of Metromedia's WOMC(FM) Detroit, named VP-general manager of co-owned WASH(FM) Washington.

**Ron Denman**, general sales manager, ABC-owned KSFX(FM) San Francisco, named general manager.

**Richard Jencks** has been elected to RKO General board of directors. Jencks is former president of CBS/Broadcast Group and between 1971 and 1976 was CBS's Washington vice president. He was proposed as chairman of separate company to be spun off from RKO General and composed of RKO's 13 broadcast properties, but FCC rejected spin-off proposal late last year.

**Oliver Gillespie**, executive director of FarmAmerica, Waseca, Minn., organization committed to preserving Minnesota's rural heritage, joins WQAD-TV Moline, Ill., as general manager and president of station's licensee, Quad Cities Communications.

**Philip Lamka**, general manager of Shamrock Broadcasting's WBOK(AM) New Orleans, named to same post at co-owned WWWW(FM) Detroit.

**William Barker**, VP-general manager, WDAK(AM)-WEIZ(FM) Columbus, Ga., joins WAPI-AM-FM Birmingham, Ala., as general manager.

**David Lynch**, business manager, WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y., named station manager for WRGB.

**Bob Fenderson**, sales manager, WXCF(AM) Clifton Forge, Va., named station manager.

**Jock MacKenzie**, sales manager-sports director, WTSN(AM) Dover, N.H., named assistant general manager.

**John Harper**, news director, KARO(AM) Vancouver, Wash., joins WXYZ(AM) Detroit as assistant operations manager.

**Stephen Nicholson**, accountant with Singer & Lusardi, Worcester, Mass., joins WEEI(AM) Boston as manager of accounting.

**Andre De Verneil**, director of media research, Peter Hart Research Associates, Washington, joins WJZ-TV Baltimore as research director.

**Jane Collins**, research analyst, KTLA(TV) Los Angeles, named assistant research director.

**Nicholas Verbitsky**, senior VP-operations and stations of Mutual Broadcasting System and VP-general manager of MBS's WHN(AM) New York, elected chairman of New York Market Radio Broadcasters Association (NYMRAD). He succeeds Nicholas Trigony who left New York market to become general manager, KIKK-AM-FM Houston ("Fates & Fortunes" March 23). Replacing Verbitsky as vice chairman of NYMRAD is **Jack Thayer**, VP-general man-



**Milestoned.** BROADCASTING magazine editor Sol Taishoff (r) was honored with a special citation last week by St. Bonaventure University, Olean, N.Y., in connection with that institution's "Future of Communications" seminar. The award was presented by the Very Rev. Mathias Doyle, O.F.M., university president. It read: "For 50 years the fates and fortunes of the broadcast industry have been faithfully chronicled by a remarkable publication called "Broadcasting—The News Magazine of the Fifth Estate." For a half century the founder and publisher of BROADCASTING has been watchdog, interpreter, historian, observer and witness. The entire field of electronic communication is endeared and indebted to Mr. Sol Taishoff. We wish him Godspeed."

ager, WNEW(AM) New York.

**Emmett White**, VP-general manager, Mountain States Video, Denver subsidiary of United Cable Television, joins Continental Cablevision as VP-general manager of its Chicago operations.

**Vincent Dolan**, district manager, Teleprompter's north coastal district, Newburg, N.Y., named VP for Northeast region. **James W. Waldo**, district manager, Teleprompter's Rocky Mountain district, El Paso, Tex., named VP of Southeast region. Both will be based at corporate headquarters in New York.

## Advertising



Miller

**William Scott Miller**, senior VP-creative director of Coca-Cola USA account at McCann-Erickson, New York, named executive VP-creative director of McCann-Erickson Worldwide's New York office. **Marcio Moreira**, VP-director of McCann-Erickson's creative task force called New York Team, succeeds Miller. **James Scully**, executive VP and manager of creative operations at McCann, named to new post of executive VP and director of creative services.

**Hank McWhinney**, senior VP-director of client services, and **Warren Peterson**, senior VP-director of creative services, Grey Advertising, San Francisco, named executive VP's. **Stuart Hardman**, senior account executive, Foote, Cone & Belding/Honig, Los Angeles, joins Grey there as VP-account supervisor.

**Dean Kaplan**, VP-senior account supervisor, William Esty, New York, joins Needham, Harper & Steers there as VP-director of network relations.

**Sumer Bileydi**, VP-director of media/market-ing information services, Carmichael-Lynch Advertising, Minneapolis, named senior VP. **Mike Komives**, management supervisor, D'Arcy-MacManus & Masius, Chicago, joins C-L, Minneapolis, as VP-account supervisor.



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**

**Linda Hittle**, media planner, Dancer Fitzgerald Sample, San Francisco, named media supervisor.

**Don Dempsey**, management representative, McCann-Erickson, Tokyo, joins Needham, Harper & Steers, Chicago, as account director.

**Lisa Schulte**, sales assistant, Buckley Radio, St. Louis, joins Kenrick Advertising there as media buyer. **Ellen Williams**, traffic manager, Batz-Hodgson-Neuwoehner, St. Louis advertising firm, joins Kenrick in same capacity.

**Gary Rothlein** and **Bernice Rice Gerstein**, assistant media planners, Rosenfeld, Sirowitz & Lawson, New York, named media planners.

**Marie Barrett**, media coordinator, Zimmer-McClaskey-Lewis, Louisville, Ky., advertising firm, named media supervisor.

**Tyrrell Ann Mathias**, account coordinator, Maslow, Gold & Rothschild, Boston, joins Ingalls Associates there as media coordinator.

**Nancy Tobin**, former teacher, Duxbury, Mass., joins Ingalls as marketing research coordinator.

**Sally Wilcox Jennings**, media buyer, Dial Media, Warwick, R.I., named media supervisor for television direct response advertising agency.

**Grace Lynch**, from National Association of Beverage Importers, Washington, joins American Advertising Federation there as legislative services manager.

**Jules Lennard**, executive VP-general manager, A. Eicoff, New York, retires.

**Harry Durando**, VP-national sales manager, RKO Television Representatives, New York, named to new post of director of station relations for RKO Radio Sales. He will be responsible for acquiring new stations in top markets.

**Jo Seekins**, operations manager, RKO Television Representatives, New York, named manager of station representative relations for RKO TV Group, New York.

**Frank DeMarco**, account executive, MMT Sales, New York, named branch manager for MMT's Philadelphia office.

**Whitney Smith**, account executive, Katz Television, New York, joins Seltel Inc., New York, as sales manager.

**Bill Cella**, account executive, ABC's WXYZ-TV Detroit, named account executive, ABC-TV Spot Sales, Chicago.

**David Kuropatwa**, business manager, Metro Data Services, New York, named to same position with co-owned Metro TV Sales.



Hayes

**Vivian Rose Hayes**, national sales manager, WTHR(TV) Indianapolis, joins WFLD-TV Chicago as general sales manager.

**Steven Herman**, local-regional sales manager, WPTZ(TV) North Pole, N.Y., named general sales manager. **James Perrin**, account executive, WPTZ, named New York sales manager.

**Robert Shields**, account executive, WPTZ named New England sales manager.

**Eddie Anderson**, sales representative, WTVR-AM-FM Richmond, Va., named general sales manager.

**Peter Spitalnick**, account executive, WDM(AM) Elizabeth, N.J., named general sales manager.

**Tom Ruffcorn**, account executive, KCCR(AM) Pierre, S.D., named sales manager.

**Les Gray**, account executive, WVBF(FM) Framingham, Mass., joins WITS(AM) Boston as local sales manager.

**Larry Harding**, account executive, WXYZ(AM) Detroit, named local sales manager.

**Rob Branham** and **Byron McClanahan**, account executives, WDRC(AM) Bloomfield, Conn., named co-managers, local sales.

**Bob Walden**, local sales representative, WRVQ(FM) Richmond, Va., named local sales manager.

**Gerard Noble**, sales manager, WGBB(AM) Freeport, N.Y., joins WOR(AM) New York as account executive.

**Stuart Wright**, retail account executive, KNXT(TV) Los Angeles, named local account executive. **Robert Perez**, manager of retail marketing and media research, KNXT, succeeds Wright. **Lindsay Kauffman**, senior sales assistant, KNXT, succeeds Perez.

**Jan Harrelson**, account executive, KBLX(AM)-KRE(FM) San Francisco, joins KFRC(AM) there in same capacity.

**Karen Wood**, from WBAP(AM) Fort Worth, joins KXAS-TV there as account executive.

**David Hinterschied**, sales manager, Peters, Griffin & Woodward, Chicago, joins WTSP-TV St. Petersburg, Fla., as account executive.

**Phil Johnson**, from KMOL-TV San Antonio, Tex., joins sales staff of KENS-TV there.

**Patti Glasser**, advertising director, Waterworks, Cleveland waterbed store, joins new WCLQ-TV there as traffic manager.

**Jeffrey MacDougall**, senior research analyst, TeleRep, New York, joins WFSB-TV Hartford, Conn., as account executive.

**Caroline Bedsole**, regional spot broadcast negotiator, J. Walter Thompson, Atlanta, joins WTVD(TV) Durham, N.C., as sales representative.

**Robert Del Vecchio**, regional sales manager, Golden Skillet Fried Chicken, fast-food chain in Greensboro, N.C., joins WMTV(TV) Madison, Wis., as account executive.

**Barbara Mathis**, account executive, WHHR(FM) Hilton Head Island, S.C., joins WRDW-TV Augusta, Ga., in same capacity.

**Mal Harrison**, from Hammond & Hammond, Washington-based radio sales consultant, and **Jim McTighe**, former owner of Energy Man, Raleigh, N.C., join WYNA(AM) Raleigh, as account executives.

## Programing

**Robert Pittman**, with Warner Amex Satellite Entertainment Co., New York, named VP-programing, responsible for The Movie Channel and Music Television (MTV). **Marshall Cohen**, director of programing, The Movie Channel, named VP-programing. **Andrew Orgel**, director of affiliate relations, WASEC, named VP-affiliate relations. **Gale Sparrow**, from CBS Records, New York, joins talent acquisition department of MTV.

**Harry Mulford**, director of national advertiser sales for 20th Century-Fox Television, New York, named to new post of VP, national advertiser sales.



Renwick

**Charles Renwick**, executive VP in charge of NBC's The Source, young adult radio network, New York, and NBC Radio Network, New York, named executive VP of network development. **Ellyn Ambrose**, VP, sales, The Source, named VP-general manager. **Richard Penn**, VP-general manager



Ambrose



Penn

WKQX(FM) Chicago, named VP-general manager of NBC Radio Network. Changes are in line with NBC Radio's plans to start additional networks (BROADCASTING, March 30).

**Charles King**, director, ABC Information Network, New York, named VP, ABC Entertainment Network, New York. **Barry Gordon**, director of business affairs, ABC-TV, West Coast, Los Angeles, named VP-business affairs.

**Frank Price**, president of Columbia Pictures, Burbank, Calif., named chairman and president of company, division of Columbia Pictures Industries. **Victor Kaufman**, senior VP and general counsel of CPI, named to new post of vice chairman of Columbia Pictures, retaining his title as senior VP of CPI. He will remain in New York and new general counsel to succeed him will be announced shortly. **Meryl O'Loughlin**, head of own casting company, based in Los Angeles, joins Columbia Pictures Television there as VP, talent and casting. O'Loughlin succeeds **Al Onorato**, who with CPT's director of talent and casting, **Jerry Franks**, leave to form casting company there. **Henry Tashman**, associate with law firm of Weil, Gotshal & Manges, New York, joins Columbia Pictures Industries there as assistant general counsel.

Appointments in business affairs and administration department, CBS Entertainment, Los Angeles: **James McGowan**, VP-business affairs, planning and administration, named VP-administration; **Sidney Lyons**, VP-business affairs, motion pictures for television and mini-series, named VP-business affairs, contract negotiations; **Arnold Brustin**, director of business affairs, talent and program acquisitions, succeeds Lyons, and **Ted Baer**, VP-business affairs, New York, named VP-business affairs, talent and program acquisitions.

**Pat Grotto**, north-central regional director, Showtime, Chicago, named VP-business development, New York.

**Rocky Chase**, senior sales consultant, TM Special Projects, division of TM Productions, Dallas, joins Sunbelt Network there as director



of station relations for network which offers radio information features.

**Ernest Kelly III**, congressional relations manager, Comsat, Washington, named assistant to chairman for government relations of its subsidiary there, Satellite Television Corp.



Collier

**Chet Collier**, former VP-programing, Metro-media Television and head of Collier Communications, Boston-based consulting firm, joins Boston Broadcasters Inc. (BBI), parent of WCVB-TV Boston and BBI Communications, Boston-based marketing-syndication company, as special assistant to its

president, Robert Bennett. Collier will oversee BBIC and newly formed BBI Productions, which will serve as BBIC's production arm. Previously BBIC's programing was produced through WCVB-TV. **Bruce Marson**, WCVB-TV's VP-program manager, named VP-general manager of BBIC, and D. Paul Rich, remains BBIC VP.

Staff changes within HBO's Eastern region affiliate relations division: **Marilyn Russell**, Northeast regional director, New York, named director of national accounts group; **Dick Stone**, regional manager, Fort Lauderdale, Fla., succeeds Russell; **Bart Swift**, New England regional manager, succeeds Stone in Fort Lauderdale; **Barbara Jaffe**, New York state regional manager, succeeds Swift, and **Ron Sigel**, regional manager for Tennessee, Alabama and Mississippi, based in Atlanta, named regional director for Ohio and New York state. Everyone but Swift will be headquartered in New York.

**Carol Jazwinski**, producer, Charisma Communications, New York, joins Marvel Productions, New York-based animation/television/feature film production unit of Marvel Entertainment Group, as producer-representative.

**Ronald Stein**, director of audio visual services, The Burbank Studios, Los Angeles, named director of production services.

**Stanley A. Shapiro**, account executive, Manhattan (N.Y.) Cable TV, joins SyniCable, Jericho, N.Y., as sales representative for mid-Atlantic region. **Kathy Dicker**, administrative coordinator at SyndiCable, named coordinator of sales and marketing.

**Mark Massari**, independent writer, producer and director, joins Wilcox Productions, Hollywood-based TV production company, as director of creative affairs.

**Paul Warren**, air personality, WSAY(AM) Rochester, N.Y., named program director. **Chet Walker**, air personality, WSAY, named music director.

**John Wetherbee**, music director, WFYR(FM) Chicago, named assistant program director. **Bill Gardner**, air personality, WBJW-FM Orlando, Fla., joins WFYR in same capacity.

**Dal Neitzel**, from noncommercial KCTS-TV Seattle, joins WNAC-TV Boston as producer-director for programming department.

**John Holden**, feature reporter-producer, WFRV-TV Green Bay, Wis., joins WTVJ(TV) Miami as field producer for its *PM Magazine*.

**Leonard DePanics**, producer, *PM Magazine*,

KUTV(TV) Salt Lake City, joins WDVN-TV Washington in same capacity.

**James Hoffhines**, film editor, WUAB(TV) Lorain, Ohio, joins new WCLQ-TV Cleveland in same capacity.

**Bill Brandy**, director of 6 p.m. newscasts, WNNH-TV Hanover, N.H., named production manager.

**Dr. Julio Brito**, chief engineer, WAPA-TV San Juan, P.R., assumes additional duties as manager of station's production company, Televiscentro Films.

## News and Public Affairs

**Doug Ramsey**, news director, WDSU-TV New Orleans, joins KGO-TV San Francisco in same capacity.

**Paul Brandt**, news director, KOB-TV Albuquerque, N.M., joins WCSC-TV Charleston, S.C., in same capacity.

**Brad Ganson**, reporter-anchor, WWL-TV New Orleans, joins WMAR-TV Baltimore as assignment editor.

**James Baum**, assignment editor, KTUL-TV Tulsa, Okla., joins KOTV(TV) there in same capacity.

**Wendy Bergen**, reporter, WPTZ(TV) North Pole, N.Y., named Burlington, Vt., bureau chief.

**Rick Brown**, from WOOF-AM-FM Dothan, Ala., joins WDHN(TV) there as news director. **Chuck Nolen**, from WLHQ(FM) Enterprise, Ala., joins WDHN as sports director.

**Charles Morris**, UPI regional executive for Kansas and Missouri, based in Kansas City, Mo., named regional executive for Florida, based in Orlando. **Jerry Mitchell**, Charlotte (N.C.) bureau manager, UPI, named regional executive for North Carolina and South Carolina, based in Charlotte, N.C. **Dan Lohwasser**, with UPI in Raleigh, N.C., succeeds Mitchell. **James Healion**, special projects editor for Connecticut, UPI, named bureau manager for UPI's new New Haven, Conn., bureau.

**Dave Overton**, assignment editor-producer, WCIV-TV Charleston, S.C., joins WISH-TV Indianapolis in same capacity. **Mike Androvett**, part-time reporter, WISH-TV, joins station full time as reporter-assistant news producer.

**Cheryl Aydelotte**, with WKHI(FM) Ocean City, Md., named news director.

**Jim Feltman**, reporter, WREC(AM) Memphis, joins WREG-TV there as news producer.

**Dennis Ager**, film-videotape editor, KOMO-TV Seattle, named producer for 11 p.m. newscast.

**Steve Stoler**, sports director, WCWB-TV Macon, Ga., named news anchor-producer. **Walt Grey**, sports director-anchor, WERI(AM) Westerly, R.I., joins WCWB-TV as Stoler's successor. **Carol Wilkinson**, news trainee, WXIA-TV Atlanta, joins WCWB-TV as general assignment reporter.

**William Newsom Reiley**, reporter-producer, KMST(TV) Monterey, Calif., joins KSBW-TV Salinas, Calif., in same capacity.

**Deirdre Bryant**, reporter-anchor, WHWH(AM) Princeton, N.J., named director of special events.

**Kevin McCullough**, anchor, Chronicle Broadcasting's KRON-TV San Francisco, named chief Washington correspondent for Chronicle stations.

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**Clyde Gray**, weekend co-anchor-reporter, WLWT(TV) Cincinnati, named co-anchor of weekday 11 p.m. newscast. **Asa Smith**, consumer-investigative reporter, WKBN-TV Youngstown, Ohio, joins WLWT in same capacity.

**Randy Little**, general assignment reporter, WAVE-TV Louisville, Ky., joins WKRC-TV Cincinnati as weekend anchor-reporter. **Vicki Yates-Orr**, general assignment reporter, WTVG-TV Toledo, Ohio, and **Steve Forrest**, general assignment reporter, KEF(TV) Dayton, Ohio, join WKRC-TV in same capacities.

**Jane Akre**, news producer, KOAT-TV Albuquerque, N.M., joins KGUN-TV Tucson, Ariz., as weekend co-anchor and reporter. **Lane Roberts**, weathercaster, KMOL-TV San Antonio, Tex., joins KGUN-TV as weathercaster-environmental reporter.

**Susan Burke**, general assignment reporter, KDKA-TV Pittsburgh, joins WNAC-TV Boston in similar capacity.

**Wayne Bennett**, anchor, WESH-TV Daytona Beach, Fla., joins WDBO-TV Orlando, Fla., as senior reporter. **John Morrissey**, reporter-weekend anchor, WSPA-TV Spartanburg, S.C., joins WDBO-TV as Brevard county (Fla.) correspondent.

**Michael Breen**, medical reporter, WTCN-TV Minneapolis, joins WJZ-TV Baltimore in same capacity.

**Donna LeBoeuf**, producer-reporter, noncommercial WBUR(FM) Boston, joins WLNE(TV) New Bedford, Mass., as general assignment reporter.

**Sheila Detrick**, partner in multimedia production company, Sea-Star Productions, Seattle, joins KREM-TV Spokane, Wash., as reporter.

**Chris Bury**, political-investigative reporter, WTMJ-TV Milwaukee, joins KTVI(TV) St. Louis, as reporter for station's newsmagazine, *Extra*.

**Maria Velasquez**, public service director, KCST-TV San Diego, joins KSBY-TV San Luis Obispo, Calif., as reporter-anchor.

**Jeff Ebner**, news director, KNOW(AM) Austin, Tex., and KCSW(FM) San Marcos, Tex., joins KCEN-TV Temple, Tex., as reporter.

## Technology

**Norman Friedman**, executive VP of Data Corp., Beaverton, Ore., named executive VP for co-owned U.S. Video, Los Angeles. **Steve deSatnick**, VP-operations, U.S. Video, assumes additional duties in marketing.

**Garth Orgill**, product line manager of instrument recorder division, Bell & Howell, Pasadena, Calif., joins Sawyer Industries, Arcadia, Calif., as VP-marketing responsible for marketing operations of Sawyer's commercial power supplies for cable TV.

**Keith Larson**, staff engineer, Hughes Microwave Communications Products, Torrance, Calif., joins Standard Communications Corp., Los Angeles, as VP-special products.

**John Phelan**, VP-sales, Filmways Audio Services, Los Angeles, joins Sony as Western region manager of its professional audio division, based in Compton, Calif.

**Herbert Klapp**, director of advertising, sales promotion and public relations, Victor Business Products, Chicago, joins Switchcraft there as manager of marketing communications.

**Al Crocker**, senior sales engineer, Moseley Associates, Santa Barbara, Calif., joins Broadcast Systems Inc., Austin, Tex., as West Coast regional sales manager, based in Nipomo, Calif.

**Mark Gray**, manager of Veterans Administration's Learning Resources Service, St. Louis, joins Tektronix, as Western regional sales manager, based in Santa Clara, Calif.

**Gail Clason**, manufacturing operations manager, Ampex's Colorado Springs facility, named plant manager.

**David Warnock**, manager of financial analysis and budgets, RCA American Communications, Princeton, N.J., named manager of business operations, Commercial Communications Services. **Martin de Alminana**, sales representative for RCA mobile communications equipment, based in Olathe, Kan., named Midwest region sales representative for RCA Cablevision Systems based in Olathe.

Appointments at Oak Industries, Rancho Bernardo, Calif.: **Eugene Mayer**, senior VP-finance for Oak Communications, Rancho Bernardo, named VP-staff operations; **Thomas Runge**, treasurer, Oak, named VP; **Michael Maury**, director of corporate accounting, named VP-controller, and **Allen Petersen**, corporate tax manager, named director of corporate taxes.

**Donald McCauley**, controller-treasurer, Fernseh, Salt Lake City, named VP-finance.

**Ray Carlk**, chief engineer, WGN Cable TV Systems, Albuquerque, N.M., joins Cable Television Co. of Puerto Rico, San Juan, as chief engineer for firm owned by Harris Cable, Los Angeles-based MSO.

**Lynn Kurth**, operations manager of King Broadcasting's production unit, Northwest Mobile Television, Portland, Ore., named chief engineer of King's KGW-TV there.

**Terry Grieger**, chief engineer, WYYS(FM) Fairfield, Ohio, joins KOGO(AM)-KPRI(FM) San Diego, as director of engineering.

## Promotion and PR

**Steve Astor**, director of advertising and promotion, 20th Century-Fox Television, Los Angeles, joins Columbia Pictures Television Distribution there as VP-advertising and promotion.

**Lynne Grasz**, director of creative services, CBS's KMOX-TV St. Louis, named director of communications, CBS/Broadcast Group, New York.

**Jay Rosenstein**, director of press relations, CBS Sports, New York, named director of sports information.

**Margaret Wade**, director of press relations, Warner Amex Satellite Entertainment Co., New York, named VP.

**Daniel Crampton**, manager of publications, Comsat, Washington, named manager of communications for its subsidiary there, Satellite Television Corp.

## Allied Fields

**Andrew Golding**, account executive, Arbitron Radio Station Sales, New York, named Northeast regional manager.

**George Freeman**, president, WDGS(AM) Louisville, Ky., joins National Association of Broadcasters there as regional manager for Tennessee, Kentucky, West Virginia and Pennsylvania.

**Simon Salamon**, marketing manager, for International Data Corp.'s Link Corp., New York-based market research and consulting firm specializing in new electronic media, joins Interpublic Group, New York, as director of new electronic media for Interpublic's Center for Advertising Services, its information facility.

**Saralee Hymen**, former national accounts manager, ABC Radio, New York, named director of operations, Cabletelevision Advertising Bureau, New York.

## Deaths



Ethridge

**Mark Foster Ethridge**, 84, who helped shape commercial radio in the 1930's and 1940's, died April 5 in Moncure, N.C. He had recently suffered stroke. Ethridge, one of most respected figures in American Journalism, was managing editor of *Louisville* (Ky.) *Courier-Journal* and *Louisville Times*,

operator of WHAS(AM) there, when he was drafted by National Association of Broadcasters to be temporary chairman for four months in 1938 during NAB reorganization and search for its first paid president. He was also in forefront of radio's early-day battles with American Federation of Music (as chairman of Independent Radio Network Affiliates) and American Society of Composers, Authors and Publishers. In the 1940's, Ethridge was appointed by President Franklin D. Roosevelt to participate in study of monopoly in radio ownership. He resigned in disagreement over FCC order that was responsible for breakup of RCA's NBC Red and Blue networks. In 1961, he became chairman of board of Louisville organization that today also includes WHAS-TV and WAMZ(FM) there under licensee WHAS Inc. He remained on board until 1980 after he left Louisville in 1963 to become president and editor of *Newsday* in Garden City, N.Y. He also taught at University of North Carolina from 1965 to 1968. In 1955, he received NAB's Distinguished Service Award. Survivors include his wife, author Willie Snow Ethridge, two sons and daughter.

**Frank Stewart**, 67, former senior VP-general manager, KTRH(AM)-KLOL(FM) Houston, died there March 31 of cancer. Stewart retired in 1979 but remained VP-director of Rusk Corp., stations' licensee. Stewart joined KTRH in 1958 as assistant business manager and was instrumental in developing station's news and talk format. He is survived by his wife, Moselle.

**George Goodman**, 80, founder of news and public affairs department at WLIB(AM) New York, died April 1 at St. Francis hospital Hartford, Conn., after suffering heart attack. Goodman, at time of his death, was official of National Urban League and dean of Fisk University, Nashville. He is survived by his wife, Amelia, and two sons.



# Profile

## Idea man Jerry Lee: rara avis in broadcasting

Jerry Lee has made a career out of taking on uphill battles and winning them. Among his more recent and conspicuous: the Broadcast Pioneers, whose presidency he assumed in 1979 when that organization was in the doldrums. Less than two years later the Pioneers' membership has doubled to almost 1,150. And its second annual breakfast meeting during the National Association of Broadcasters convention this week (honoring the Bob & Ray comedy team) is expected to be one of the highlights of the Las Vegas week.

In taking the BP presidency, Lee violated what is almost a rule with him: Wherever possible, delegate. "I delegate incessantly," he says. "I am not interested in running projects. I am interested in creating projects and seeing that they get into the hands of someone who can bring them to fruition."

Lee started taking on ambitious projects at an early age. Knowing he wouldn't have enough money for college, he went into the Army to qualify for a loan under the GI Bill. When that wasn't enough, either, he started producing record hops and was so successful at it—by this time he was producing nine a week—that he quit college to spend full time doing that and managing a Cleveland DJ.

During that period he was seized by the ambition to run "the largest rock 'n' roll show in the world," for which purpose he rented the Cleveland stadium and vowed to fill it three times for a total crowd of 240,000. The project came a cropper, however, when the manager of his DJ's station learned that the man he had hired to run the show was Dick Clark, heard locally on a competing station.

About that time, deciding that he didn't want to spend the rest of his life in rock promotion, he returned to college and completed two years' work in one year, getting his degree in economics.

For a year and a half after college he worked for a management consulting firm. But he found it unexciting and also, he says, made the depressing discovery that sometimes, after being counseled, businesses failed. Eventually, he left, either quitting or being fired; he's not sure which.

He then worked for the then-owner of WDBN(FM) Medina, Ohio, selling a program service, but was fired after nine weeks. He's sure about that. He next hired on as station manager of WAQE(FM) Baltimore. Then he heard that David Kurtz was putting up WDVJ(FM), now WEAZ, in Philadelphia, so he took Kurtz to



Gerald David Lee—president, WEAZ(FM) Philadelphia, and president, Broadcast Pioneers; b. April 20, 1936, Sharon, Pa.; BA, economics, Youngstown University, 1960; with Profit Counselors of New York and Chicago, management consultants, 1960-61; program service salesman, WDBN(FM) Medina, Ohio, 1961; station manager, WAQE(FM) Baltimore, 1961-63; sales manager and station operator, WDVJ(FM) (now WEAZ), 1963-65; general manager, 1965-68; president since 1968; president, Broadcast Pioneers, since 1979; M. Carol Campbell, 1960; children—Laura, 19; Joseph, 17, and Marjorie, 11.

lunch and told him he'd make the station number one in the market. They worked out a three-year contract on a napkin: Lee was to get \$125 a week and 25% of the gross. (At that time, he says, the highest billing station in Philadelphia was billing only \$50,000, "so he wasn't giving me anything.") In four and a half months, he says, the station was number one, and "started to make more money than it could cash-flow pay me, and I eventually converted that into an interest in the station." He now owns "a little less" than 50% and is president while Kurtz owns the rest and is chairman.

In 1966, Lee says, the station "had the largest audience of any FM in the country." In 1967 it billed \$339,000 "and was the number-one billing FM in the country."

In 1968, he says, "we raised the rates by 70%, and billings for the year went to \$1 million. No other FM station in the country even came close," he says. He also counts that "the turning point of FM radio," because "when we billed a million, the big guys came out of the woodwork, saying: 'Do you mean you can make money with FM?' and they all started jumping in." In 1969, he says, when no FM had sold for \$1 million, United Artists offered \$3.3 million for the station and was turned down.

Lee is currently winding up his second two-year term on the NAB board. He was among the originators of NAB's minority fund, has been co-chairman of its government relations activities, is on the 9 khz advisory committee, represents NAB on a committee to improve credit and collections for broadcasters and is also on a committee to improve the way co-op advertising is handled.

Jerry Lee counts himself an idea man, and works "wherever I can get my creative juices flowing." More often than not, that's in the library of his home, where he goes at 9 each morning to "start grinding out projects." He's a believer in "controlled distraction" as a contributor to creativity, an environment where "things are going on but you don't have to participate," as in an airplane or train. One of his favorites is Las Vegas, which he says is "probably the premiere think area in the country" because "something's going on there 24 hours a day and you just move from place to place." He goes there a couple of times a year to think, apart from conventions, and was going out for six days in advance of this week's NAB.

Lee also reads a lot—perhaps 75 publications a week, he says, and in many different fields, so that ideas from one may be put to use in another.

His main hobby is collecting coin-operated English games. The gem of his collection, however, is the Aston Martin used in the James Bond movie "Goldfinger." Although he won't say what he paid for it, he has turned down an offer of more than \$250,000. The car has an ejection seat, two machine guns, radar and a bulletproof screen that rises out of the trunk, and it throws an oil slick onto the road behind it, puts out a smoke screen and throws out special three-cornered nails to puncture the tires of any pursuing car that gets through the smokescreen or past the oil slick. It now sits in a wing he built onto the game room of his house, gleaming under floodlights.

The Aston Martin exemplifies much about Jerry Lee himself. It symbolizes a man who thinks big, who has a flair for the unusual and whose instincts often pay off in the long run.

Representative **Timothy Wirth** (D-Colo.), chairman, Telecommunications Subcommittee, **introduced three bills on Friday, April 10, including one to allow FCC to establish license fees.** Unlike bill introduced two weeks ago (see page 119) by Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, Wirth's bill would allow FCC to set fees itself, as long as it did not base fees on value of license or any public policy set by agency. Revenues from fees could equal up to half of FCC annual budget, which bill caps at \$77,351,000 in FY 1982. Wirth's **second bill would allow funding for Corporation for Public Broadcasting** up to \$160 million, \$145 million and \$130 million in FY 1984, 1985 and 1986, respectively. Bill would allow stations to engage in "income producing activities," but not advertising, except to use business and institutional logos in identifying program underwriters. Bill would require CPB to pass-through at least 50% of funds in direct station grants, and would allow CPB funding if interconnection and facilities funding by National Telecommunications and Information Administration. **Third bill would set NTIA's budget** at \$16,467,000 for FY 1982, level slightly lower than this year's (see page 116.) Wirth's subcommittee currently has nothing to do with NTIA's budget, but because it wants more control over agency, it is getting involved this year.

Five partners in **Premiere**, pay cable TV network enjoined from operating by U.S. district court last December, have **postponed until at least this week decision on whether to continue joint venture.** U.S. Court of Appeals for the Second Circuit (New York) last Tuesday substantially upheld lower court's preliminary injunction. According to Premiere Chairman Burt Harris, each partner is discussing with own counsel implications of restructuring company in manner that would satisfy Justice Department; last week's court action left door open for Premiere to refashion itself before again challenging lower court's injunction. Company is essentially shell at moment, with all but four of staff (which once numbered 75-80) having moved on.

**Worldwide digital TV standard** moved still another step forward last Tuesday (April 7) with approval by European Broadcasting Union's technical committee, meeting in Madeira. Earlier blessing of 13.58 mhz sampling frequency (864 samples per line) and 4:2:2 sampling ratio had been given at joint meeting of EBU-Society of Motion Picture and Television Engineers Representatives at Brussels meeting March 23-25. Next and presumably last step: International Radio Consultative Committee of International Telecommunication Union, meeting in Geneva this September.

**Time and events ran out last week on CBS's 11-year-old lawsuit** to compel two major music-licensing organizations to issue "per use" licenses for music on network TV. U.S. Supreme Court, which had refused to hear appeal from lower court's dismissal of suit, rejected CBS bid for reconsideration—to nobody's great surprise (BROADCASTING, March 30). Next:

**NAB President Vincent T. Wasilewski**—who conveys laid-back attitude toward new technologies in "At Large" interview with BROADCASTING editors in this issue (pages 39-58)—planned to strike militant stance favoring broadcaster involvement with them in address to NAB convention Sunday afternoon (April 12). **Main message:** for government to make it possible for broadcasters to participate in new technologies, and for broadcasters to take rapid advantage of any opportunities given. Wasilewski notes changed climate in Washington—"The country has rediscovered that the business of America is business"—and holds out hope for changes in copyright law he calls "no more than a federal subsidy for cable." Wasilewski's opposition to 9 khz AM spacing proposal is vigorous; he calls it "the FCC's snake oil of the '80's."

Negotiations on fees for new blanket licenses from ASCAP and BMI (BROADCASTING, March 9).

**Senate Communications Subcommittee plans to begin working soon on bill to return some federal control over cable TV industry.** Issues to be addressed are fairness and equal time laws, franchise fees and pay-service rate regulation, access and privacy. Also on agenda for subcommittee are May 1 hearings on bill to establish license fees (S. 821), and markups that same week on public telecommunications bill (S. 720) and S. 821.

**Public broadcasters apparently suffered funding setback** last week. Although Senate Budget Committee declined to recommend Reagan administration's proposed rescissions of Corporation for Public Broadcasting appropriations for 1982 and 1983 (BROADCASTING, March 23), and House Budget Committee recommended no rescissions at beginning of last week, House Appropriations subcommittee reportedly disagreed. Source says subcommittee Chairman William Natcher (D-Ky.) was of mind that CPB should share burden of budget cuts with everyone else. But, source says, Natcher also pushed compromise: let CPB keep full appropriation for 1982 but rescind full \$52 million Reagan requested for 1983. If rescission is approved, CPB would be cut back to \$120 million in 1983. Spokesman for appropriations subcommittee refused to confirm or deny report. Subcommittee rule prohibits members or staffers from disclosing markup action until reported to full appropriations committee. Markup is expected to be reported at beginning of May.

Plans for new **Transtar Radio Network**, live 24-hour satellite-delivered music-and-personality program service for radio stations, were announced by Sunbelt Broadcasting Group. Dwight Case, who resigned as RKO Radio president to become president of group (BROADCASTING, April 6), said Transtar would begin operations in late summer with 24 hours of programming aimed at adult contemporary audience. He said transmission will be in stereo.

**Gray Communications Systems Inc.** has agreed to **sell KTVE(TV) El Dorado-Monroe, Ark., to Central Television Inc. for \$9 million.** Seller is publicly-held Albany, Ga.-based group owner of three TV's and publishes *Albany* [Ga.] *Herald*. Buyer, owned by Frank K. Spain and Ronald E. Hale, also owns WHTV(TV) Meridian, Miss., and holds CP for new TV in Hattiesburg, Miss. Station is ABC affiliate on ch. 10. Brokers Milton Q. Ford & Associates and Dan Hayslett & Associates.

**Correcting record on Reagan assassination coverage** (BROADCASTING, April 6)—UPI's VP-Washington manager, Grant Dillman, said report based on interview with NBC News's Joe Angotti that both wire services reported death of White House Press Secretary James Brady was incorrect. UPI, Dillman said, "limited itself to a snap bulletin quoting the three networks as saying Brady was dead—but including a denial by [White House aide] Lyn Nofziger." Dillman said: "That is a far cry from UPI reporting Jim Brady dead." Mutual Broadcasting's complaint dealt with report that its Ross Simpson, who gained access to President's hospital, briefed other reporters, including NBC's Chris Wallace, that President had undergone "open heart surgery." Wallace readily acknowledges that Simpson twice mentioned "open chest surgery"—but that in on-air report on briefing Wallace used term "open heart."

**Wsb-tv Atlanta is airing weeknight news show on that city's recent killings. Special Edition: Atlanta's Children** began April 6 and runs through April 17. Show, which airs at 11:30, opens with three-to-five-minute news package, then features interviews with citizens, community leaders and public officials. **Among topics: how local media coverage has affected case.**





**Outgoing FCC Chairman Charles D. Ferris receives farewell card and certificate for set of golf clubs from Acting Chairman Robert E. Lee** at reception in chairman's office on Thursday. Ferris was to begin work today (April 13) in Washington office of Boston-based firm now known as Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. Law career is not what Ferris expected to enter after leaving commission. When he joined agency in 1977, he said he hoped to remain in "public service" and had promised President Carter "not to practice communications law for at least two years" (BROADCASTING, Dec. 6, 1977). Ferris said election results wiped out any chance of kind of government job he had had in mind then. As for promise not to practice communications law, he said that referred to legal ban on his practicing before commission for that length of time.

**Field Enterprises Inc. initiated its KeyFax teletext system** on WFLD-TV Chicago last Thursday (April 9). System is based on BBC Ceefax teletext system and offers color pages on both decoder-equipped television sets (news, financial, weather, sports and other types of information) and cable systems (news, display and classified advertising, commuter train schedules, etc.). System is designed to evaluate technical characteristics, public interest and economic viability of teletext. Meanwhile, teletext system based on the French Antiope system debuted on KNXT(TV) Los Angeles (see story, page 32).

**Despite reports that it will be unable to make its May 1 start-up deadline**, official word from Times Mirror Satellite Programming Co. last week was that new **Spotlight cable pay TV network will begin distributing 12 hours of daily programming on schedule**. Some Times Mirror Cable Television subscribers say company is hedging with them on when movie-oriented service will actually begin. About 40 of Times Mirror's 51 systems, serving over 200,000 homes, are expected to trade Home Box Office for Spotlight when latter becomes operational.

**Carlos Morales**, former owner of Development Technology Inc., Washington-based private fund-raising firm, **has joined Broadcast Capital Fund Inc. (BROADCASTCAP)** as vice president. BROADCASTCAP is non-profit minority enterprise small business investment corporation created by NAB in late 1977. **First investments to be made by BROADCASTCAP are likely to be decided at its April 28 board of directors meeting.**

**Beneficial Management Corp. (BMC)**, managing subsidiary of Beneficial Corp., publicly traded Morristown, N.J.-based financial lending institution (which describes itself as "an \$8 billion company") **has urged FCC to follow through on its proposal to reallocate channel 9 New York to New Jersey** within city grade contour of present facilities of channel, now operated by RKO. BMC said it intends to apply for channel 9 license if reallocated.

Although comments on proposal are due May 21, commission will not act on it until all appeals have been exhausted regarding its decision to deny license renewal to three of RKO's television stations—WOR-TV New York; WNAC-TV Boston, and KHJ-TV Los Angeles.

**National Parent-Teacher Association last week announced results of its sixth annual survey of prime-time TV programs**, and simultaneously disclosed it is **forming National PTA TV Review Panel**, based in Los Angeles, which will rule on possible PTA endorsements of individual programs. "The panel," said national PTA president Virginia Sparling in Los Angeles news conference, "will allow PTA to determine, upon request, whether PTA's name may be used in the list of credits on a given TV program." Criteria would include positive contributions to American life, lack of offensiveness and high artistic and technical merit. CBS-TV programs constituted four of top 10 programs considered "excellent" by PTA monitors for past season, with ABC-TV and NBC-TV splitting remainder. ABC led with six programs among the top 10 "poorest" programs listed, CBS had three, NBC had one in that category. ABC and CBS each had four programs in 10 "most violent" listing, while NBC had two. PTA cited Chrysler, Holiday Inns, and Timex for placing 100% of their ads in what PTA considered "exemplary programs." Named as "most offensive" advertisers, for sponsoring "lowest quality" shows most frequently, were American Home Products, Colgate-Palmolive, Dow Chemical, Gulf & Western, Mennen, Nestle, Olympia Brewing Co., RCA Corp. and Revlon.

**FCC broadcast industry employment figures (radio and television) show increase of 7,456 full-time and part-time positions in 1980 for total of 176,704, up 4.4% from 1979's total of 169,248.** Top-four job category positions (officials and managers, professionals, technicians and sales) for 1980 totalled 120,150, up 4.9% from previous year. **Women held 27,848 top-four jobs in 1980 (23.1%), up 2% from previous year. Minorities held 14,446 of top-four jobs in 1980 (12%) up 4% from 1979.**

**Stephen D. Seymour**, VP for sales/marketing and special projects, Westinghouse Broadcasting Co., New York, has been named chief executive officer of new subsidiary of A.S. Abell Co., Baltimore, that will oversee Abell's WMAR-FM-TV there and Abell's expansion into other areas of communications, including programming, cable television, low-power television stations and AM/FM radio ownership. Abell is also publisher of Baltimore Sunpapers. Spokesman said one of Seymour's first assignments will be to decide whether WMAR-TV, which is losing its CBS affiliation to WBAL-TV Baltimore (BROADCASTING, March 9), will shift to NBC or become independent station. Appointment is effective May 1.

**Universal Studios last week filed \$15-million breach of contract suit against Jack Klugman**, star of TV series *Quincy*, which Universal produces. Action, filed in Los Angeles Superior Court, alleges that actor failed to report for filming recent episode and that he has threatened not to participate in upcoming episodes for remainder of this year and next, as called for in Klugman's current contract. According to Universal, studio has already exercised its option to renew Klugman's contract for another season. Suit, which also seeks to prevent actor from working elsewhere while under contract to Universal, seeks \$15 million in damages for Klugman's anticipated appearance in upcoming stage production.

**John V. Saeman**, president and chief executive officer, Daniels & Associates, Denver, named vice chairman and chief executive officer. **Thomas Marinkovich**, chief financial officer and executive VP, named president and chief operating officer.

## Party time

Broadcasters from origins as disparate as Muleshoe, Tex. (KMUL-AM-FM) and New York (WABC-AM-TV, etc., etc., etc.) are in Las Vegas this week for the annual speechifying, socializing, hand-wringing and hardware display that they call the National Association of Broadcasters convention. The hand-wringing, however, may be in slighter evidence than usual this year. For once broadcasters have friends in Washington.

A year ago Washington was enemy territory. The FCC was readying rulemakings to shower AM, FM and television stations everywhere. The U.S. Court of Appeals had ordered the FCC to intercede in radio format changes. In both Senate and House, deregulatory legislation had come to a dead halt.

It is a different world. The FCC as now composed is reviving the interest in technical standards that the FCC of a year ago had all but abandoned in its determination to create new broadcasting and other services. The Supreme Court has put the appellate bench in its place. In both houses on Capitol Hill, legislation of significance is under active and serious consideration. Unless all signs prove wrong, conditions will only improve for broadcasters as Reagan appointees take office.

Mark S. Fowler, Reagan's designated chairman of the FCC, had confided to friends that he wanted to make his maiden speech to the NAB this week on the theme: "Free the broadcasting 10,000." Clogs in the bureaucracy kept him from confirmation in time, but his spirit will be hovering over the Las Vegas convention hall, and toasts will be drunk in absentia.

## Another vote of confidence

The latest Roper poll of public attitudes toward television, like the 11 that have preceded it, found much to encourage TV broadcasters and, for that matter, advertisers that support the medium. As it has done since 1963, the poll found television to be the place where most people get their news, but this time TV's margin over newspapers is bigger than ever. Television was also found, again, to be the most believable news source, and its performance was rated better than that of assorted other local institutions including churches, police, newspapers and schools.

Details of the study, which as in the past was underwritten by the Television Information Office, are presented elsewhere in this issue. One or two of the findings, however, deserve to be singled out.

News organizations, for example, may draw some comfort from the knowledge that people by and large felt that both Ronald Reagan and Jimmy Carter got fair treatment in TV news coverage of their campaigns. (People were much less sure, however, that John Anderson got a fair shake in his.)

We find it interesting, too, that although two-thirds of the people watched the Reagan-Carter debate on television, more than nine out of 10 (93%) said it did not cause them to vote or not vote. We don't know quite what to make of that statistic, except that it undoubtedly says more about the debaters and voters than about television. More positively, 27% said watching the debate helped them to decide who was the better candidate, and 13% said it helped them choose a candidate to vote for, in some cases causing them to change choices.

The study also contains findings to deflate the myth that TV news has a liberal slant. Asked whether the TV news and information programs they watch give "a pretty balanced view of

what's happening," or instead lean politically to the left or right, 62% of the respondents voted for the "balanced view," while only 11% detected a tilt to the left and 7% a tilt to the right. The rest—20%—had no opinion, which by definition denies any perceptible tilt either way.

Not only for these findings but also for its many others, the Roper report deserves wide distribution. TIO's money has been well spent for this ongoing and important research.

## First things first

To its credit, the FCC last week paused in its headlong rush toward administrative disaster and froze the processing of most low-power television station applications until it decides what its low-power rules will be. If the commission had proceeded that way from the outset of this overblown venture, it would not now be trying to count, let alone read, the 5,000 applications in its possession.

With its action of last Thursday, the FCC for the first time injected reality in a proceeding that was initiated in September 1980 as a publicity coup for the chairman, whose name has been forgotten here. Newspapers coast to coast reported that television stations were about to fall upon the countryside like autumn leaves, at the beneficence of an agency that was all heart and headed by a genius. "Not in memory," it was noted on this page at the time, "has another chairman of the FCC, aided expertly by the press agency he hired, so oversold a prospect of economic exploitation?"

It was also noted at the time that the low-power proposal and invitation to applicants were products of the same FCC meeting that produced four VHF drop-ins in markets where it had been proved they would cause serious VHF interference. It is worth noting now that of the four, two are yet to attract their first applicant.

The actions of that period of FCC history were not those of an agency paying much attention to the gritty technical details of television allocation. A week after acting on low-power TV and the four VHF drop-ins, the commission proposed to drop in 139 other VHF's.

When all these proceedings come to final votes, it was remarked on this page at the time, "the FCC owes it to the public, and especially to the minorities whose hopes it has now raised, to cut out the sales talk and explain just what it is creating."

Perhaps the action of last week started that process.



Drawn for BROADCASTING by Jack Schmidt

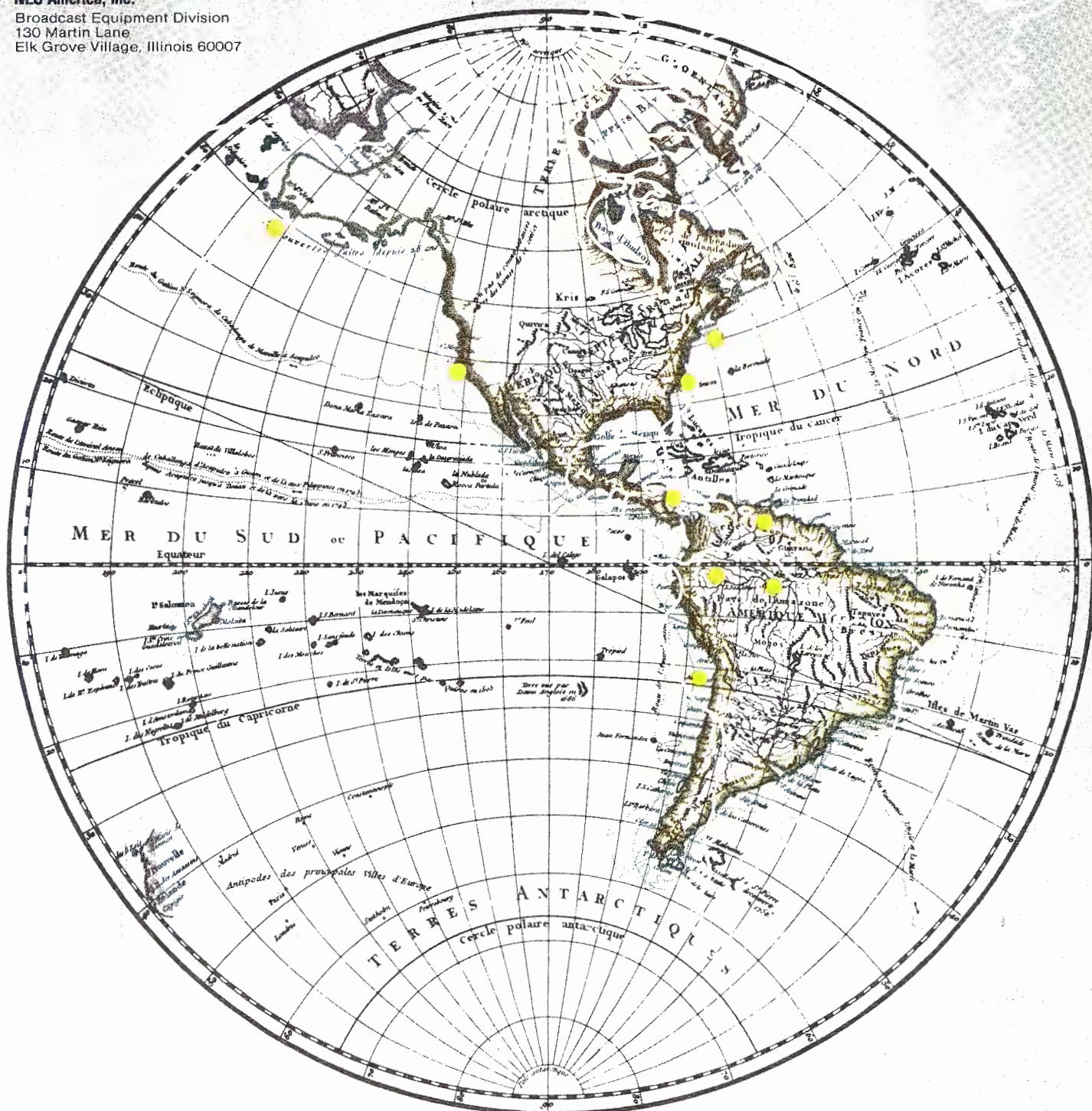
*"What's the good of watching TV if we never get called by any surveys?"*



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