

Gavel to gavel at the NAB ☐ Getting ready
for MIP ☐ DBS's day at the FCC

Broadcasting Apr 20

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 16

50th Year ☐ 1981

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The First
50
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Broadcasting

1957

PAGE 99

50

A new high in entertainment!

Goodson-Todman Productions produced 50 half hours of new programming for the week of April 11-17, 1981.

That's more television than most Americans watch in a week. And a little more than we usually produce.

It's a record for Goodson-Todman and most likely for the industry.

Our April 11-17 production covered the television spectrum. With programming for network prime time, network daytime and first-run syndication.

Programming was produced for all three networks and for two distribution companies.

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Goodson-Todman Productions

NEW YORK, LOS ANGELES

NETWORK PRIME TIME

That's My Line

CBS-TV, APRIL 11, 9-10 PM

**All-Star
Family Feud Special**

ABC-TV, APRIL 12, 8-9 PM

NETWORK DAYTIME

Blockbusters

NBC-TV, APRIL 13-17, 10:30-11 AM

The Price Is Right

CBS-TV, APRIL 13-17, 11-12 NOON

Password Plus

NBC-TV, APRIL 13-17, 11:30-12 NOON

Family Feud

ABC-TV, APRIL 13-17, 12-12:30 PM

Card Sharks

NBC-TV, APRIL 13-17, 12-12:30 PM

FIRST-RUN SYNDICATION

Family Feud

VIACOM. 5 NEW HALF HOURS

Match Game

VICTORY TELEVISION.
5 NEW HALF HOURS

Match Game PM

VICTORY TELEVISION.
1 NEW HALF HOUR

To Tell the Truth

VIACOM. 5 NEW HALF HOURS

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"—much cleaner on the air—"

M203 photo taken at KBHK, San Francisco, California



More than 100 GVG™ 1600-4S Master Control switchers, many with M200 modular Automation Systems, are giving broadcasters worldwide that sought-after better on-air look. Letter after letter praises system reliability, ease of operation, and smoothness of the 1600-4S/M200 combination.

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The Week in Brief

TOP OF THE WEEK

HALLELUJAHS IN VEGAS □ Happy sounds of deregulation and other positive trends make 59th annual convention scene for celebration. **PAGE 27.** Bolger, Wasilewski and Cannon set tone. **PAGE 28.** Bob Lee tops off 28 years of FCC service with plea for prudence. **PAGE 29.** DSA winner Madsen calls for more support for World Press Freedom Committee. **PAGE 30.** There is virtual guarantee that 9 kHz will not be ratified by Senate. **PAGE 31.** Wirth advises that House committee has only begun to make deregulatory waves. **PAGE 32.** Michel and Hill colleagues prod broadcasters for improvements. **PAGE 33.** FCC-congressional panel optimistic about chances of rewrite bill passage. **PAGE 33.** Copyright controversy flares up in Las Vegas. **PAGE 34.** Broadcasters hear most of what they wanted to hear from Republicans. **PAGE 39.** New AT&T poll-by-phone service gets consensus on broadcaster issues. **PAGE 40.**

NAB CONVENTION: RADIO

Panels counsel delegates on how radio should adjust to its new regulatory freedom. **PAGE 43.** Mutual's DeVos calls for more business pride and leadership in radio. **PAGE 44.** AM's resurgence tied to its service to local audiences. **PAGE 44.** RAB forum emphasizes training and motivation in radio sales. **PAGE 46.** Spanish broadcasters air common complaints in Las Vegas. **PAGE 48.** New technologies seen creating benefits for radio. **PAGE 50.** Radio news panels say emphasis should be on product rather than ratings. **PAGE 51.**

NAB CONVENTION: TV

TVB makes bullish report on medium. **PAGE 52.** Network dominance expected to continue despite inroads of pay and cable. **PAGE 52.** Advocacy advertising is making headway. **PAGE 54.** Local TV news cited as prime weapon against competing media. **PAGE 56.** Focus put on problems and potentials for TV under satellite revolution. **PAGE 56.** STV proponents feel they're in catbird seat. **PAGE 59.** Prescription for small-market TV profitability offered. **PAGE 62.**

NAB CONVENTION: TECHNOLOGY

Freeze on low-power TV doesn't cool interest in new service. **PAGE 68.** Engineering considerations of new

technologies move onto front burner alongside social implications. **PAGE 72.** SMPTE panelists update report on digital TV progress. **PAGE 72.** Battle for teletext supremacy brought to Las Vegas. **PAGE 75.**

SPECIAL REPORT

BARGAINING AT MIP-TV □ Here's an advance look at the 17th annual forum for international programming deals and business contacts that gets under way in Cannes. **PAGE 77.**

TECHNOLOGY

DBS DAY AT FCC □ Discussion slated tomorrow on interim policy issues. **PAGE 79.**

PROGRAMING

WRITERS STRIKE □ Pay TV is big issue as WGA walks out. In the wings: negotiations with directors guild. **PAGE 82.**

BUSINESS

ARBITRON EXPANDS □ Control Data Corp. will spend \$23 million to establish TV meter service of its subsidiary in 10 additional markets. **PAGE 87.**

LAW & REGULATION

DROP-IN MISGIVINGS □ Broadcasters, lead by AMST, tell FCC that insertion of 140 short-spaced channels will create more harm than good. **PAGE 93.**

JOURNALISM

FROM CANAVERAL TO EDWARDS □ Radio and TV audiences around the world are carried on odyssey into space and back. **PAGE 96.**

1957

THE 'BROADCASTING' YEARS □ Networks were given advance warning of coming reforms when the FCC released its Barrow report. And Russia stirred America by putting a Khrushchev on U.S. TV and a Sputnik in the international skies. **PAGE 99.**

PROFILE

CANNINESS AT CANNES □ When Bernard Chevry established MIP-TV in 1963, there were many doubters. When the 17th annual international programming marketplace again opens this Friday, there will be more than 3,600 believers. **PAGE 127.**

Index to departments

Business..... 87
Business Briefly..... 8
Changing Hands..... 88

Closed Circuit

..... 7
Datebook..... 15
Editorials..... 130
Fates & Fortunes..... 123

For the Record

..... 103
Journalism..... 96
Law and Regulation..... 93
Monday Memo..... 20

Open Mike

..... 19
Programing..... 82
Special Report..... 77
Technology..... 79

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Index to advertisers ■ ABC Television Network 26 □ ABC Video Enterprises 16-17 □ Accuracy in Media 78 □ Aetna Life & Casualty 73 □ American Enterprise Institute 90 □ Emil Ascher Inc. 95 □ Beck-Ross Communications 10 □ Blackburn & Co. 88 □ Bridal Fair 14, 123 □ British Videotext & Teletext 47 □ Broadcast Electronics 64 □ Broadcast Music Inc. 71 □ CBS Radio 49 □ Columbia Pictures 9 □ Continental Electronics 94 □ John Doremus Inc. 53 □ Doubleday Back Cover □ Enterprise Radio 22-23 □ Goodson-Todman Inside Front Cover/Page 3 □ Grass Valley Group 4 □ Harris 11, 45, 98 □ Home Theater Network 76 □ ICC Business Research 83 □ KDFW-TV 6 □ KSTP-TV Front Cover □ Katz 42 □ Listec 85 □ Lorimar 60-61 □ Major Market Radio 74 □ Metro Weather 84 □ Mobil 15 □ Multimedia Program Productions 55 □ NBC Owned TV Stations 63 □ NBC Radio 41 □ Panasonic 36-37 □ Paramount Television 21, 35 □ Mrs. Paul's Kitchen 24-25 □ RKO Radio Inside Back Cover □ Cecil L. Richards 89 □ Satellite Music Network 38 □ Selcom 79, 87, 91, 97 □ Seltel 81 □ Station Business Systems 75 □ Tektronix 66-67 □ TeleRep 69 □ United Press International 65 □ WIICTV 57 □ Warburg, Paribas Becker 92 □ Warner Brothers Television 12-13 □ Westwood One 8 □



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Monday-Friday, February, 1981



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Insider report: behind the scene, before the fact

Union labeled

"The worst it's been since 1976 Chicago convention" was comment of one manufacturer. "Worse than Chicago," said another. They were referring to union problems at this year's equipment exhibition at National Association of Broadcasters convention in Las Vegas. Local electricians union insisted not only on bringing in power lines (as in past) but also on hooking up control and video cable and assembling satellite earth stations. Exhibitors were faced with two equally distasteful options: to allow unqualified electricians to handle their equipment or bribe union bosses and do work themselves. Some exhibitors took latter approach.

Problem was particularly acute in parking lot where earth stations were going up. NEC America, exhibiting earth station for first time, said it went \$4,000 over budget to set up dish simply because of union interference. Microdyne Corp. budgeted \$10,000 for union help to set up four dishes and spent \$32,000. Electricians' straight-time hourly rate of \$37.50 doubled with overtime. Exhibitors' experience with unions in Chicago in 1976 is one reason NAB has stayed away from there.

Money rolls in

Spot broadcasting is rolling along at rapid clip in second quarter. Spot TV is registering increases ranging from 18% to 20% ("Closed Circuit," April 6) and spot radio is even more impressive. Reps report spot radio surge of 20% to 25% in second quarter, attributing gains, in part, to sold-out positions of TV networks and brisk business in spot TV, including spot rate hikes by some TV stations.

End game

ABC is making last-minute effort to slow FCC move to authorize direct broadcast satellite service. ABC Washington Vice President Gene Cowan last week began calling on commissioners to urge that commission proceed as it did in establishing domestic communication satellite service, when it based policies on applications from interested parties. Thus far, only Communications Satellite Corp. has filed. ABC says it has heard of other companies that are interested and says commission should invite applications.

ABC appears to have difficult selling job, however. Indications last week were that majority of commissioners is prepared to support staff's recommendation to go ahead both with rulemaking on interim DBS policies and with order accepting

Comsat's application for filing and inviting comments on it. Notice would say DBS is in public interest and would allocate 12.3-12.7 ghz to DBS and to terrestrial service (now exclusive in band) on co-equal basis. It would also make clear that DBS grants would be conditioned on outcome of western hemisphere DBS planning conference, to be held in 1983. Staff recommends 45 days for comments and replies on rulemaking, 60 on days on Comsat application. (See page 79.)

Angels

Public Subscriber Network, Public Broadcasting Service's proposed pay TV service (BROADCASTING, Feb. 9), caught some wind in its sails last week with Carnegie Corp. promising PBS \$225,000 for further development of plan for PSN—and more money may be on way. Aetna Life & Casualty is currently considering whether to chip in, but company spokesman declined to reveal details and cautioned that decision was probably two or three weeks away.

HDTV progress

High-definition TV enthusiasts are encouraged by reports from laboratories that hardware developments in that field are farther along than previously believed. One manufacturer is said to have 100-inch high-definition projector ready to go. That compares to 58-inch models that are biggest so far shown and—at more than eight feet dimension—would be large enough for small theaters. Developments in higher packing densities for videotape recording of HDTV signals also are more advanced than publicly acknowledged.

Digital glitch

Progress toward establishment of worldwide digital standard suffered setback at meeting of Society of Motion Picture and Television Engineers last Wednesday during NAB convention. Despite best efforts of CBS, SMPTE voted against 13.5 mhz sampling frequency agreed to by SMPTE representatives and European Broadcasting Union last month ("Closed Circuit," March 31). SMPTE will vote again May 6 in New York.

SMPTE members favoring 14.3 mhz sampling frequency had indicated willingness to compromise at lower standard following SMPTE television conference in February, but when faced with reality of 13.5 mhz for key parameter last week, they turned backs on it. Higher sampling frequency is based on multiple of NTSC subcarrier and is more palatable to most NTSC equipment manufacturers.

Carrying on

After quarter-century as Washington-based watchdog over sanctity of TV allocations, Association of Maximum Service Telecasters feels it has as much work ahead as behind. New technology, particularly by satellite transmission, imposes new strains on status quo. That was consensus of AMST members attending closed sessions in Las Vegas last week in conjunction with NAB convention. AMST now has 260 station members (up from 240 a year ago).

Matter for courts?

Fairness doctrine and political broadcasting laws are no longer constitutional because of profusion of broadcast and other media, according to much-anticipated report to be submitted to Senate Commerce Committee by end of April. Compiled by William Bebout, journalist on leave from *Portland (Ore.) Statesman-Journal*, report is likely to argue that Supreme Court's landmark Red Lion decision of 1969, which upheld fairness doctrine, is outdated. Committee plans on issue are unknown, although legislators are said to be wary of legislative redress for fear of jeopardizing passage of broadcast deregulation bills this year (see story, page 33).

Letting air out

Estimates of national spot TV expenditures for 1980 will be issued shortly by Television Bureau of Advertising—along with what are said to be considerably revised spot TV estimates for 1979. New figures are part of project in which TVB and Broadcast Advertisers Reports, which compiles them, undertook, as one source said, "to bring the figures into line with reality." In past, estimates have been criticized as too high.

Trib dip

Fair market value of Tribune Co. stock (*Chicago Tribune*, *New York Daily News*, four other newspapers, plus WGN Continental and Tribune Cable) remained fairly static for first quarter of 1981 in contrast to spectacular advances past several quarters. Company's 300 stockholders were told evaluation was \$83,500 per share for outstanding 8,000 shares. This was in comparison to \$82,750 last Sept. 30. Previous quarter, however, had been \$66,250 per share. Total current evaluation of company: \$668 million. Failure of stock to show bigger gain is ascribed largely to *New York Daily News's* afternoon edition expenses.

Business Briefly

TV ONLY

Naked Furniture □ Begins this week for 10 weeks in Detroit, Milwaukee and Minneapolis. Day, early fringe, late fringe and weekend times. Agency: Smith, Badofsky & Raffel, Chicago. Target: adults, 25-49.

Jimmy Dean □ Chorizo sausages. Begins this week for nine weeks in five markets. Day and fringe times. Agency: Summer-Berry-Brown, Dallas. Target: women, 25-49.

Lykes Meats □ Begins May 18 for two weeks in about 10 markets concentrating on Alabama, Florida and southern Georgia. Day times. Agency: Barney & Patrick Advertising, Mobile, Ala. Target: women, 25-49.

Dep Corp. □ Hair products. Begins May 1 for nine weeks in under 10 markets. Day, fringe, news, prime access and weekend times. Agency: Asher/Gould Advertising, Beverly Hills, Calif. Target: women, 25-49.

Montezuma Imports □ Dos Equis beer.

Begins May 18 for varying flights in five East Coast markets and about four West Coast markets. Sports programming. Agency: Basso & Associates, Newport Beach, Calif. Target: adults, 18-34.

H.J. Heinz □ 57 Sauce. Begins May 11 for six weeks in about 77 markets. Late fringe and fringe times. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: women, 25-54.

Pennsylvania Lottery □ Daily number. Begins May 11 for three weeks in Philadelphia, Erie, Altoona-Johnstown, Harrisburg, Pittsburgh and Scranton-Wilkes-Barre, Pa. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25-64.

Grolsch Beer □ Begins May 18 for seven weeks in seven to eight markets. News times. Agency: Warwick, Welsh & Miller, New York. Target: men, 25-49.

Grolier Enterprises □ Happy plants book. Begins this week for one week in 43 markets. Day, early fringe and prime

Rep Report

KTWO-TV Casper, Wyo.; KULR-TV Billings, Mont.; KCOY-TV Santa Maria, Calif. To Katz Television Continental from Seltel.

□

WTVZ(TV) Norfolk, Va.: To Katz's Independent TV Sales from Seltel.

□

WLIR(FM) Garden City, N.Y.: To Buckley Radio Sales from Roslin Radio Sales.

times. Agency: Wunderman, Ricotta & Kline, New York. Target: adults, 18-49.

Teledyne □ Water pik. Begins April 27 for two weeks in about 46 markets. Early fringe times. Agency: J. Walter Thompson, New York. Target: adults, 25-54.

All-Star □ Roach killer. Begins May 25 for two weeks in Florida markets. Day times. Agency: Van Hecker, Chicago. Target: women, 25-54.

RADIO ONLY

3M Co. □ Vistar herbicide. Begins June 1 for six weeks in about 30 markets. Agency: Interagriculture, Chicago. Target: farmers; men, 25-49.

Zales □ Jewelry store division. Begins late April for two weeks in about 125 markets. Agency: The Bloom Agency, Dallas. Target: adults, 25-54.

Security Pacific National Bank □ Begins May 4 for 10 weeks in over 10 California markets. Morning drive, middays and afternoon drive times. Agency: Young & Rubicam West, Los Angeles. Target: adults, 25-49.

Northwest Cherry Growers □ Begins June 29 for three weeks in about 70 markets. Morning drive, middays, afternoon drive times and Saturday middays. Agency: Evans/Pacific, Seattle. Target: women, 25-54.

FMC □ Pounce agricultural product. Begins in June for 10 weeks in 15 southern markets. Agency: Marsteller, Chicago. Target: men, 18 and over.

Canandaigua Industries □ Wild Irish Rose/Red Label. Campaign begins this month for eight weeks in Columbus, Ohio. Agency: Helfgott, Towne & Silverstein, New York. Target: adults, 25-49.

General Tire & Rubber □ Tires. Begins



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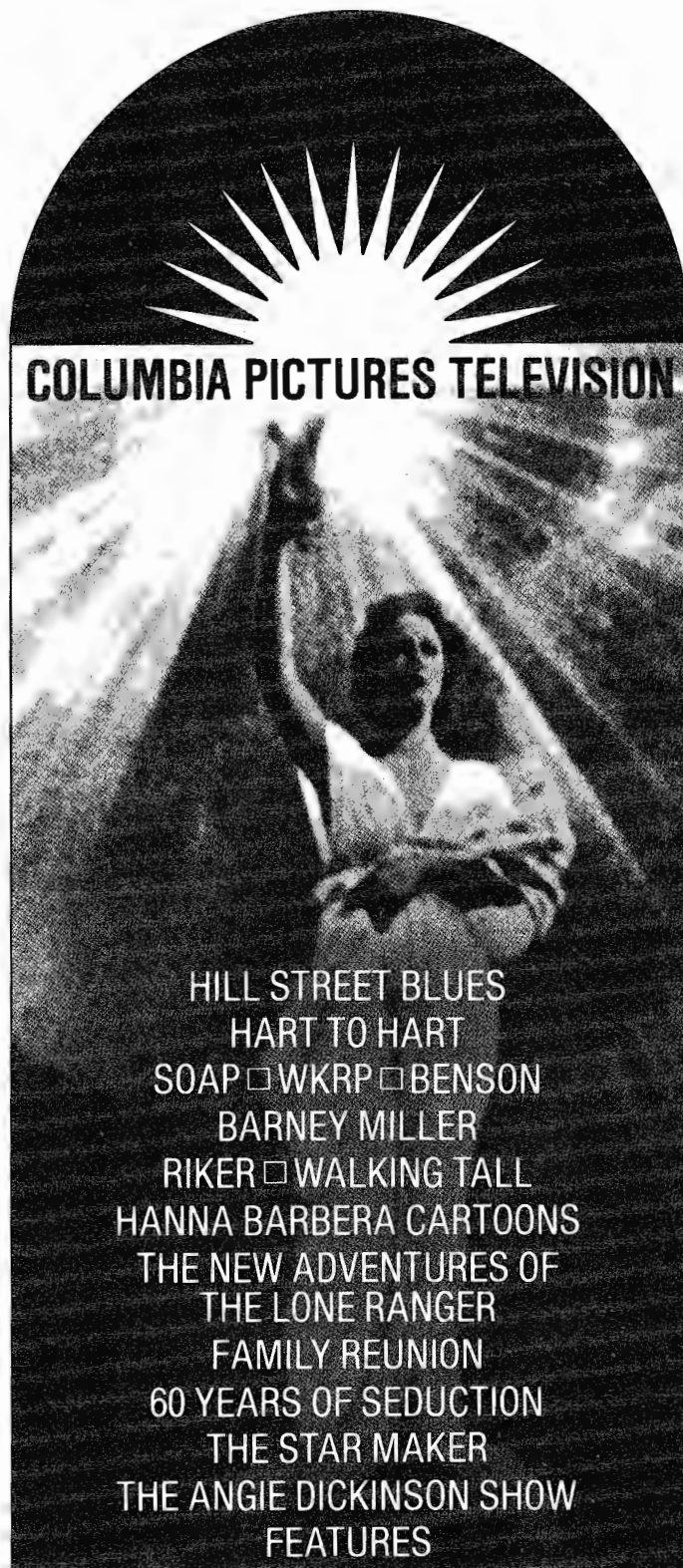
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John Verge — Montreal, Tim Vignoles — London,
James Wills — London, Patrick M. Williamson — New York.

AdVantage

For children only. Garan Inc. clothing manufacturer in New York, introduces new line of children's jeanswear in national spot campaign beginning this spring in 18 markets. Shaller Rubin Associates launches campaign featuring series of 10 spots that will run through fall back-to-school season. Fashion jeans campaign carries message: "Who else could give you a herd of rugged, fashion jeans at unheard of prices?" Garan used spot television previously to highlight company's Garanimals line of children's wear.

Branching out. In its first media sales representation activity outside broadcast field, John Blair & Co.'s television division has been named exclusive representative of On-Line Media Inc., New York, national in-store video network for consumer product advertising. On-Line's OMI System, in operation since May 1980, consists of closed-circuit monitors positioned for maximum visibility over every checkout lane in food store outlet. System now is operating in 25 stores of leading supermarket chains in New York, Chicago and Los Angeles. Special sales unit of Market Development Division of Blair Television will attempt to line up advertisers to appear in six-minute presentation, consisting of three-, five- and 10-second video-only product commercials. Presentation is repeated automatically throughout supermarket's operating hours.

What's in a name? Borden Inc., will capitalize on trend to avoid chemical additives in food in new campaign for its ReaLemon Lemonade Flavor Crystals that breaks this week on network television. Doyle, Dane, Bernbach, New York sought genuine families with name Lemon to promote drink mix advertised as blend of 100% natural lemon flavors. Campaign theme is Real Lemons for ReaLemon.

New diamond ring. De Beers Consolidated mines will spend about \$20 million beginning with major broadcast campaign, to introduce newly-named Diamond Anniversary Ring. Presented as gift for any anniversary, N.W. Ayer ABH International developed campaign designed for more affluent adults and professionals, 25-and over. Starting in May for network television, spots will run on programs including, *The Love Boat*, *Aloha Paradise* and *Dallas*. Also using major portion of advertising budget will be print and extensive display ads for retailers. Climax of promotional campaign will be in December.

April 27 for three weeks in 21 markets. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: adults, 18-49.

Field Packing Company Processed meats. Begins April 29 for six weeks in eastern Kentucky markets, plus Nashville. Agency: Hoffman-York, Milwaukee. Target: women, 25-49.

General Motors Delco electronics. Begins this week for five weeks in over 10 markets. Agency: Campbell-Ewald Company, Warren, Mich. Target: men, 18-34.

Health Chemicals Gypsy moth killer. Begins May 10 for two weeks in about 25

markets. Agency: American Media Consultants, New York. Target: adults, 18 and over.

Ontario Tourism Begins June 1 for four weeks in about 20 markets. Agency: Media Buying Services, Ontario, Canada. Target: adults, 25-49.

Hubbard Milling Co. Livestock and poultry feeds. Begins this month in over 20 markets. Agency: The J.I. Scott Company, Grand Rapids, Mich. Target: men, 25-54.

Allstate Insurance Begins this month for 2nd quarter in 35 markets. Agency: Leo Burnett Co., Chicago. Target: adults, 25-49.



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WKTZ-AM
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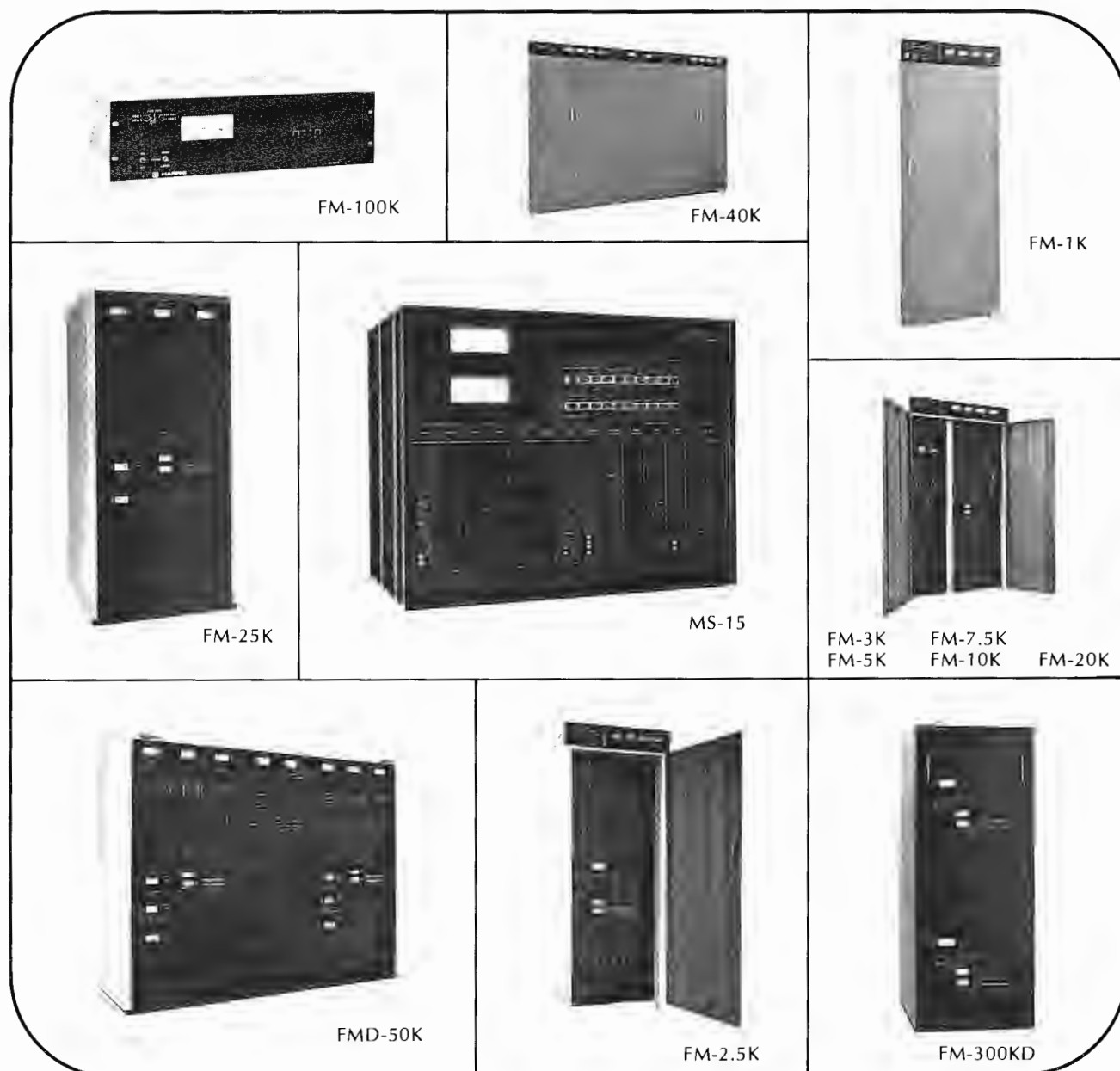
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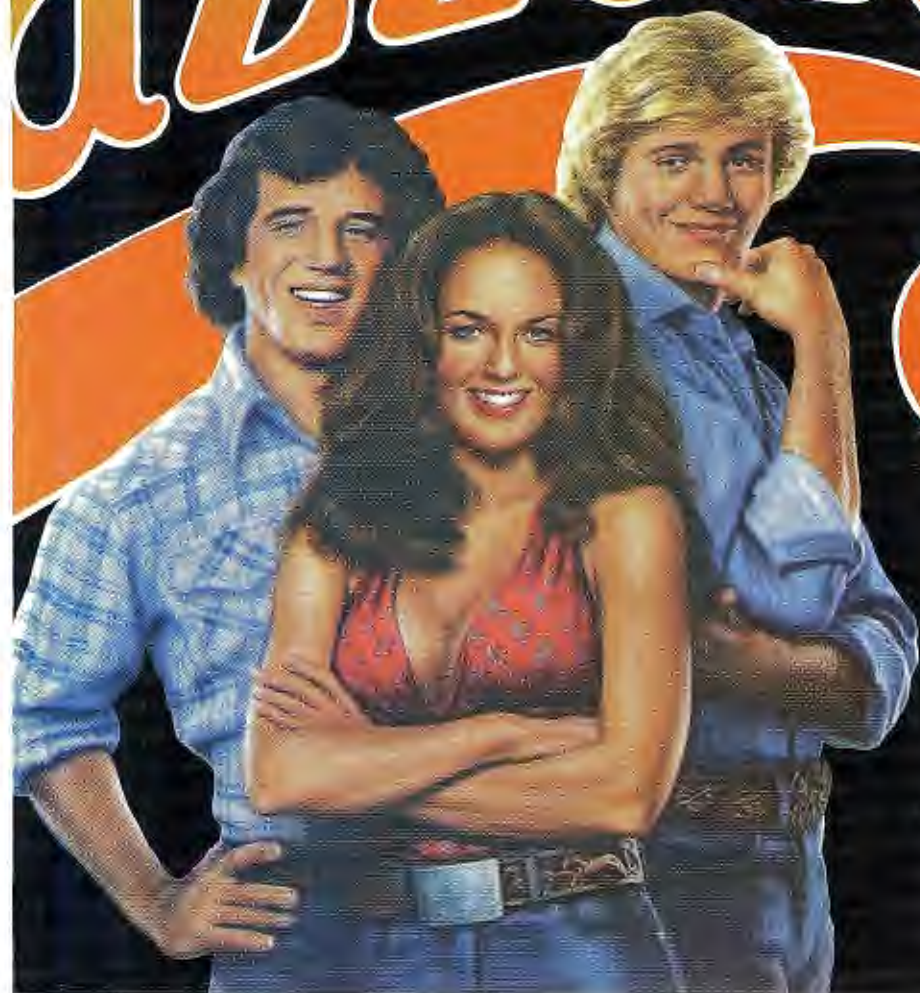


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This week

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 communications week. ECU campus, Richmond, Ky.

■ **April 21**—*Louisiana Association of Broadcasters* luncheon with Congressman Billy Tauzin (D-La.). Sclafani Restaurant, Metairie.

■ **April 21**—*Women in Cable*, New York chapter, meeting. Theme: "Women VIP's". Doral Inn, New York.

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

■ **April 22**—*New York State AP Broadcasters Association* spring seminar, "Beyond Basics: How to Make a Good Product Better". Americana hotel, Albany, N.Y.

■ **April 22**—*Louisiana Association of Broadcasters* luncheon with Congressman John Breaux (D-La.). Travel Lodge North, Lafayette, La.

April 23—Children's Television Conference, spon-

sored 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 for 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 24-25**—*Society of Professional Journalists, Sigma Delta Chi*, region four and five conference. Stauffer's Waterfront Inn, Cincinnati.

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

April 24-26—*Alabama AP Broadcasters Associ-*

ation 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**—*Detroit Cablevision's* 2d cable seminar, designed to inform leadership of black community about local origination and satellite programing opportunities offered by Detroit Cablevision. Featured speaker: Bob Johnson, president of Black Entertainment Network. Mackinac Room, Detroit Plaza hotel, Detroit.

■ **April 25**—Fourth annual Great Lakes Radio Conference, sponsored by *Alpha Epsilon Rho* of *Central Michigan University and Broadcast-Cinematic Arts Department*. Conference geared to students interested in broadcasting. Central Michigan University, Mount Pleasant, Mich.

■ **April 25-26**—*National Federation of Local Cable Programers* "Community Television in the Northwest: Past, Present and Future." Speaker: George Stoney, co-director, Alternate Media Center. Portland State University, Portland, Ore. Information: Adam Haas, (503) 239-8545.

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

April 24-30—17th annual *MIPTV* 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.

Also in April

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. Onmi 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: "Programing 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**—"Back to Basics—The Question of Who's Out There" lecture by Dr. Murray Yaeger, profes-



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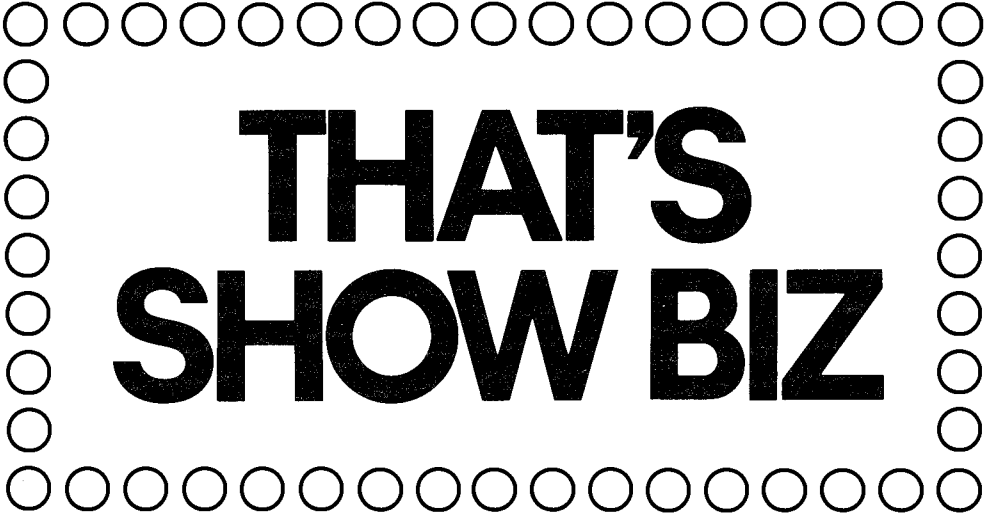
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THAT'S SHOW BIZ

***“TV news, no matter how lofty its pronounced aims,
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business considerations.”***

*—TV critic John J. O'Connor
(The New York Times; April 4, 1975)*

Whether the presentation of news on television is more show business than journalism is being hotly debated. Journalists themselves seem uncertain of the answer; it's a touchy and sensitive issue with most of them. We think their concern is well-founded.

As an oil company, we're part of one of the most complex industries on earth. Questions involving science, economics, politics, and law are natural features of our terrain. We deal with facts, not appearances. Show business is just the opposite—and whenever it encounters energy issues, it is usually the

facts that suffer.

Reporting on energy requires thorough investigation and analysis. The people can't make good decisions on energy issues on a steady diet of superficial or sensational energy news.

One might say the press is in its own clutches: the cause and cure are both within its hands. And it's the responsible press—not the government, not the advertisers, not even the customers—that has both the duty and the power to correct any deficiencies and live up to its own lofty aims.

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THERE'S A BIG DIFFERENCE BETWEEN ARTS AND ARTSY. ■ Art sells. Artsy doesn't. ■ Why? Because people know the difference between a stuffy presentation and one that invigorates by capturing the imagination. ■ And that's why we have created ARTS, the Alpha Repertory Television Service, which will be offered on the NICKELODEON channel, the award winning young people's program service. ■ Premiering April 12, ARTS is a 3-hour nightly cable program service. It's a dazzling panorama of the arts presented the way your audiences want it. ■ Familiar personalities like Olivia DeHavilland, Anne Baxter, and Pierre Salinger on location throughout the world, will guide audiences through particular eras of exciting creative work. Each week ARTS will have a different

ARTSY

theme like "Paris: The Dream and the Reality," and "Vienna: The Home of Genius." ■ Viewers will see where artists, writers and composers like Debussy and Degas lived and worked. They'll see what they saw, meet who they knew and even feel what they felt. ARTS brings this special world of art to viewers the way they've never seen it before. Without the "Y." ■ Every night at 9 PM EST, when NICKELODEON signs off, ARTS signs on. ■ ARTS and NICKELODEON are a powerful combination of program services which are uniquely compatible. Subscribers will find this new viewing opportunity irresistible. For more information about ARTS on the NICKELODEON channel call Gary Koester at (212) 944-4250.

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Major Meetings

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, Viktoriast. 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, Wash-

ington.

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.

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

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

May 12—*New Hampshire Association of Broadcasters* annual spring sales seminar. Highway hotel, Concord.

May 12-14—1981 Video Forum, sponsored by *Peirce-Phelps Inc.*, Philadelphia. Sheraton, New Carrollton, Md.

May 13—*Federal Communications Bar Association* luncheon. Speaker: Corydon Dunham, executive VP-general counsel, NBC Touchdown Club, Washington. Information: Carolyn McArdle, (202) 857-6031.

May 14-15—*American Bar Association's Forum Committee on Communications Law* seminar, "All You Wanted to Know About Communications Law—But Were Afraid to Ask." Radisson hotel, Chicago. Information: Norman Nelson, ABA, 1155 East 60th Street, Chicago, Ill., 60637.

■ May 14-15—*American Bar Association's* Forum Committee on Communications Law. Radisson hotel, Chicago.

May 14-16—*New Mexico Broadcasters Association* annual convention. Santa Fe Hilton Inn, Santa Fe, N.M.

May 15-16—*Cable Television for Community Leaders and Educators*, co-sponsored by Monroe Gutman Library of Harvard University's Graduate School of Education and Massachusetts Educational Television. Gutman Library, Harvard, Cambridge, Mass.

May 16—*Oklahoma UPI Broadcasters Association* state convention. Holidome, Midwest City.

May 16—*Radio-Television News Directors Association of Canada* Atlantic regional. Inn on the Hill, Charlottetown, Prince Edward Island.

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

■ May 19—*Women in Cable*, New York chapter, meeting. Theme: Current Status of Government Regulation." Doral Inn, New York.

May 20—*National Association of Broadcasters and Communications Media Center of New York Law School* conference on "Broadcasting and Antitrust: Living with Your Competition." Communications Media Center, New York Law School, New York.

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

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

sor at Boston University's School of Public Communication, sponsored by *Boston University School of Public Communication Tri State Alumni Association*. Lincoln Center Library of the Performing Arts, New York.

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

April 29-30—Two seminar programs, "Contracts and Copyrights" and "Film Programming 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.

■ April 30-May 2—*Society of Professional Journalists, Sigma Delta Chi*, region nine conference. YMCA of the Rockies, Estes Park, Colo.

May

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

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

■ May 1-2—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. John Ascuaga's Nugget, Sparks, Nev.

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.

May 6-9—*Concert Music Broadcasters Association* annual meeting. Host station will be WQRS-FM Detroit. Pontchartrain hotel, Detroit. Information: J.K. Major, WFMT-AM-FM, 500 North Michigan Avenue, Chicago, 60611, (312) 751-7119.

May 8-9—*Florida AP Broadcasters* 33d annual convention. Airport Holiday Inn, Sarasota.

■ May 8-10—*Academy of Television Arts & Sciences and Caucus of Writers, Producers and Directors* symposium on how to deal with proliferation of TV pressure groups. Among participants in event: Norman Lear, Lorne Michaels, Lee Rich, David Susskind, Grant Tinker, David Wolper, Bud Yorkin and Brandon Tartikoff.

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

May 11-12—*International Video Conference* sponsored by *The Economist* magazine. Topics of discussion will include cable, videodisks and cassettes, direct broadcasting satellites and video theaters. Information: Marion Bieber, *The Economist* conference unit, 25 St. James Street London.

May 22—*Radio-Television News Directors Association of Canada* central Canada regional meeting. Wandlyn Inn, Trenton, Nova Scotia.

May 22—*Massachusetts AP Broadcasters* annual awards banquet. Springfield Marriott, Springfield, Mass.

May 22-23—*National Federation of Local Cable Programmers* Southwest region seminar, "After Franchising." Texas Christian University, Fort Worth. Information: Ed Deane, (214) 521-3111.

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

May 27-28—*University of Wisconsin-Extension* "Technical Management Seminar for Broadcast Engineers," Wisconsin Center, UW campus, Madison, Wis.

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

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

May 28-31—Airlie III, third invitational seminar on the art of radio, produced by *The Radio Foundation* with *National Public Radio*, *National Federation of Community Broadcasters* and *Audio Independents*. Information: The Radio Foundation, Box 884 Ansonia Station, New York, N.Y., 10023.

May 29—*Radio-Television News Directors Association of Canada*, British Columbia regional meeting. Dome Motor Inn, Kamloops, British Columbia.

May 29—UPI New York State Broadcast Awards banquet. Buffalo Hilton, Buffalo, N.Y.

May 29-May 31—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

May 31-June 13—*National Association of Educational Broadcasters* executive management program, including lectures and working sessions on key management issues in noncommercial telecommunications. Parker house hotel, Boston. Application deadline: April 30. Information: NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C., 20036.

June

June 1-5—*Community Antenna Television Association* technical seminar. George Washington Motor Lodge, Philadelphia. Information: (305) 562-7847.

June 2-4—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

June 3-7—National Video Festival and Student Competition presented by American Film Institute and sponsored by *Sony Corp.* John F. Kennedy Center for the Performing Arts, Washington. Information: National Video Festival, AFI, John F. Kennedy Center, Washington, 20566, (202) 828-4013.

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

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

June 10—*Federal Communications Bar Association* annual meeting. Speaker: Acting FCC Chairman Robert E. Lee. Capital Hilton, Washington.

■ **June 10**—*National Religious Broadcasters*, Eastern chapter, "How To" meeting. Philadelphia College of Bible, Longhorne, Pa.

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

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

June 10-13—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York.

■ **June 10-13**—*Real to Reel* workshop for television directors, sponsored by *Dabar Productions* and

Undall/USA. Real to Reel is syndicated Catholic magazine show. Sheraton Washington hotel, Washington.

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

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

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

June 12-13—*Radio-Television News Directors Association* board meeting. Hyatt Orlando, Orlando, Fla.

June 12-13—*Wyoming Association of Broadcasters* annual convention. Hilton Inn, Casper, Wyo.

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

June 14-18—International Conference on Communications, sponsored by *Denver section and Communications Society of Institute of Electrical and Electronic Engineers*. Denver Hilton hotel. For information: ICC '81, P.O. Box 21291, Denver, 80221.

June 15—FCC deadline for reply comments on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

June 15-16—Conference on "Cable Television and the Independent Producer." Supported through grants from National Endowment for the Arts and Temple university. Temple university, Philadelphia. Information: Alan Bloom, (215) 787-1837.

Open Mike®

Monitoring the media

EDITOR: Although the networks are to be commended for extraordinary film footage of the recent assassination attempt on our President, would it be inappropriate to express dismay and discomfort at the near-circus atmosphere generated at early news conferences with Mutual's Ross Simpson and George Washington University's Dr. Dennis O'Leary? After viewing both interviews, it seemed that the media soon grew overzealous in their questioning and created much tension through the interview process. Queries of questionable value and near shouting to get a question on the floor seemed to create an atmosphere of "losing control." In efforts to flesh out the story, the means used during these interviews seemed to add unnecessary pressure to an already volatile situation. The qualities of calm and level-headedness, so very important at times like these while holding the nation's attention, seemed to be neglected during these particular interviews.—*Stuart F. Schaeffer, Marquette, Mich.*

Fowler praise

EDITOR: I would like to take this time to commend President Ronald Reagan on his choice to head the Federal Communications Commission.

Mark Fowler has been my able attorney and trusted friend for several years, for which I am grateful. He is a man who I am confident will do an outstanding job in his new position.

I hope and trust that all broadcasters will show their support for the new FCC Chairman-designate Mark Fowler.—*Bob Christensen, general manager, Christensen Broadcasting Co., Humboldt, Iowa.*

Buff's muff

EDITOR: Edwin J. Howard of Blair Radio is quite correct in noting that Bobby Thomson's home run came with only one out ("Open Mike," March 23). However, this bit of heroics won the National League playoffs, not the World Series, for his Giants. Who can forget announcer Russ Hodges screaming, "The Giants win the pennant! ... The Giants win the pennant!"—*David Gillmore, general manager, instructional television services, Marshall University, Huntington, W. Va.*

EDITOR: ... Knowing the number of outs and identifying the wrong series represents a classic case of missing the forest for the trees. By the way, the Yankees won the World Series that year [1951].—*Roy R. Russo, Cohn & Marks, Washington.*

On the contrary

EDITOR: Robert Mount has shed no light on the debate about the legitimacy of economic boycotts by simply referring to the Coalition for Better Television's boycott as "rape" and to advertising as "seduction" ("Open Mike," April 6).

I regard both advertising and economic boycotts as legitimate attempts to influence behavior on a large scale. My previous letter (March 16) noted a quantitative difference in (the number of people reached by) the two forms of persuasion; Mr. Mount apparently sees a qualitative difference between them that was so obvious to him that he neglected to specify what it was.

But the most interesting aspect of his letter is his implicit support for the now-defunct FTC inquiry into television advertising directed toward children. Consider what his clever rape/seduction analogy leads to if taken seriously: if advertising is seduction, what does that make advertising directed at minors? Hm.—*Andy Finn, St. Louis.*

Monday Memo®

An international broadcast commentary from Ralph C. Franklin, vice president, program operations, International Executive Service Corps, New York

IESC: A peace corps for broadcasting

What do you do when the owners of the local television station ask you for management advice or assistance to help formulate a management organization plan; improve financial forecasting; upgrade transmission facilities, or re-design broadcasting studios? Perhaps they are asking for advice on improving news coverage, program scheduling or community involvement. And, as always, they are looking for a method to increase advertising revenues. In short, apply some good U.S. business know-how and TV experience.

Now here's the catch. What if the local station is in Ecuador, Chile, Mexico, the Philippines, or any other developing nation?

You do exactly the same. You follow the identical procedures.

How?

Through the International Executive Service Corps.

IESC is an innovative partnership of U.S. business and government, run by businessmen. Its purpose is to help the people of underdeveloped countries speed their own economic development and improve the quality of their lives.

IESC, a New York-based nonprofit organization, serves those countries by helping locally owned private enterprise, government entities, educational, health care and other organizations to improve their management skills and productivity.

Founded in 1964 by a group of United States businessmen headed by David Rockefeller, IESC recruits experienced executives to volunteer for short-term assignments abroad as management advisers.

IESC volunteer executives, men and women, have been assigned to nearly 8,000 projects in 67 countries of Latin America, the Middle East, Southeastern Europe, Africa, South Asia and East Asia. Travel and living expenses are paid for executive and spouse, but there is no salary.

The broadcasting expert for the recruiting group is J. Robert Myers of Port Washington, N.Y. Myers retired in 1972 as vice president, NBC International and joined the IESC recruiting staff the same year. He has served as a volunteer executive in Latin America and as a country director in Africa.

Myers was assigned to the television station operated by the University of Chile to help evaluate a market study and to advise on the necessary modifications of the station's operations. The university asked IESC for "a highly qualified expert with experience in commercial television. One that not only knows the technical market;



Ralph C. Franklin is vice president, program operations for the International Executive Service Corps. This nonprofit organization, with headquarters in New York, assigns recently retired businessmen and women as management advisers to locally-owned firms in developing nations. Franklin joined IESC in January of this year following his retirement as president of MCA TV International, and vice president of MCA Inc. He also served as president of the New York World Television Festival 1980, and continues as vice chairman of the International Council of the National Academy of Television Arts and Sciences.

but also the administrative and marketing aspects of television." Myers was able to fill that tall order.

Our most recent volunteer, Joseph M. Higgins, retired president and general manager of WHP-AM-FM-TV Harrisburg, Pa., and broadcaster for 35 years, spent five months in Guayaquil, Ecuador. Higgins's assignment with channel 10 dealt with major management objectives. Basically, the station wanted organization philosophy, information systems, program scheduling, increased sales and community involvement.

Higgins developed an organization chart that slightly differed from existing practices, detailing areas of responsibilities for each of the six departments and a job description for each department head. The department heads became middle management and met twice a week to exchange ideas and report the progress of the new system.

The information system concentrated on budgeting and financial forecasting. The chart of accounts was reduced to a workable number. Income was forecast for each month, by each salesman and by agency or direct account. Budgets for each department were established by the month, by the quarter and annually. A cash flow budget forecast was based on the

forecast of income and expenses.

Sales increases depended upon the ratings. All stations and the 14 advertising agencies subscribed to the rating service. One week each month the rating services make over 29,000 house-to-house calls. They ask three questions: 1. Set on? 2. Program viewed. 3. People in home. The results are published within two weeks after the conclusion of the survey. Higgins taught station personnel to convert raw numbers into shares so that the station would know how each program was performing. Publiccontrol, a private company, publishes each station's log each day of the year so all stations know what each other is broadcasting and advertisers know how often and where their competition is using TV. These helpful ideas dramatically increased sales for 1981, probably 50% increase.

Higgins is bullish on TV in Ecuador because over 70% of homes have TV sets and viewing shows at least 50% to 80% of sets are in use at all times. Consequently, the community involvement by channel 10 in Higgins' opinion was vital. The newscast stories were changed. The station more than tripled their public service announcements.

Higgins will return to channel 10 in July and August. The station has requested IESC to provide, along with Higgins, a transmitter engineer, a studio engineer and a production manager. This assignment will probably be for two months. The follow-up by Higgins will review the 194-page report left with the station for future operation.

One television retiree applied his combined broadcasting and journalism skills to a variety of overseas assignments. Howard Kany of New York, executive director, Broadcasting Foundation of America, may, literally, be changing scenery on his current assignment in Barbados. He is advising a local historical theater production company on promotion efforts to aid the island's tourism development.

He has previously advised the local news agency in Malaysia on establishing a training program for reporters and writers. For this assignment he used his background as a former broadcast group executive at CBS, and earlier service with the Associated Press. He has also served on similar assignments in Chile and Guatemala.

In summary, some 20 radio and television retirees have served on IESC assignments overseas. Their expertise has been shared with management counterparts and technicians in all phases of broadcasting operations. Their assistance to this vital industry has won them a reputation as "Ambassadors of U.S. Business," and resulted in many international friendships.

TAXI Picks Up Another Fan!

Los Angeles Times

TUESDAY, MARCH 24, 1981

A VOTE FOR 'TAXI' AS THE BEST SITCOM

By JAMES BROWN
Times Staff Writer

Quick now... what's the best comedy series on television? It has to be "MASH," right? After all, they have a truckload of Emmys to prove it, don't they? Absolutely. And wasn't "MASH" the series that dragged the TV sitcom kicking and screaming to a higher plateau, where the humor evolved not from rimshot one-liners but from the interaction of some very human characters? Yes, indeed.

But "MASH," while still a quality show, has begun to slip a bit after nine seasons on top. And today, if you take quality over reputation, the best comedy series on television is ABC's "Taxi," a show that, week in and week out, delivers the sharpest writing and the best ensemble acting around. Like the finest TV sitcoms, "Taxi's" humor comes fully equipped with a ring of truth. The difference is, it's just plain funnier than the rest.

"Taxi" has the proper bloodlines, being the creation of "Mary Tyler Moore show" alumni James Brooks, Stan Daniels, David Davis and Ed Weinberger. The series took a couple of seasons to develop its characters to the point where the laughs flowed not necessarily because of clever dialogue, but because of who these people were and how they acted in certain situations. "Taxi's" characters now have a history. And they can be funny by merely being themselves.

For the uninitiated, the series pretty much begins and ends amid the seedy surroundings of the Sunshine Cab Co., a ramshackle outfit ruled with a gleefully nasty iron fist by the diminutive Louie De Palma (Danny DeVito), the dispatcher we love to hate.

Most of the cabbies on "Taxi" are marking time for something better to come along. Bobby Wheeler (Jeff Conaway) is an aspiring actor. Tony Banta (Tony Danza) is a professional boxer who, unfortunately, isn't very good at it. Elaine Nardo (Marilyn Henner) is a would-be artist who drives a cab to support her two kids.

Then there's the Rev. Jim (Christopher Lloyd), an ex-hippie with a deep-fried brain who's oblivious to just about everything. And Latka Gravas (Andy Kaufman), the cheerful mechanic from some unknown foreign country who is one of the few human beings the Rev. Jim can understand.

At the centerpiece of "Taxi," though, is Alex Rieger (Judd Hirsch), a somewhat cynical leader-of-the-pack who respects and nourishes his fellow drivers' hopes and dreams, but stopped chasing the rainbow himself long ago.

It takes an exceptional actor such as Hirsch to be able to underplay this essentially straight-man's role and not only make an impact, but be the quiet focal point around which much of "Taxi's" craziness revolves. Like Hal Linden's Barney Miller, Hirsch's Rieger is a sane, sensible man trying to reason with a troupe of loonies that would do Fellini proud.

All of the "Taxi" principals have had their moments. One recalls an episode last season when actor Bobby befriended another aspiring star, only to lose an audition to him and then trying to mask his hurt with a "who-gives-a-damn" attitude.

In a recent "Taxi" episode, fighter Tony Banta suffered yet another knockout — only this time the boxing commission threatened to revoke his license. His dream, however unrealistic, is about to end for good. And though we laugh along with the punch lines, we also share his desperation.

We've even been allowed a tinge of sympathy for Louie, the villain of the piece. In the early days of "Taxi," there was a memorable episode in which Louie persuaded Bobby to impersonate him at his high school reunion because he was too embarrassed to make an appearance himself. Louie's vulnerability has been shown in other

ways, too, but he seldom lets his guard down too far. We can usually muster up enough dislike for him by the end of the show because, deep down, he's just not a very likeable guy.

Emerging this year as "Taxi's" premier clown is Christopher Lloyd's poor, burned-out Jim. Jim is the kind of guy for whom a simple "How are you?" is a question that can weigh on his mind for weeks. He isn't dumb. It's just that his thought process got short-circuited along the way. So he forgets.

Lloyd's timing is marvelous. He can string Jim's confusion right to the edge without forcing the issue and milking every laugh.

This appears to be a common trait with the entire "Taxi" ensemble. They don't try to do too much. With the exception of Kaufman's cartoon-like Latka, they all stop just short of farce. They are given their moments and then pull back to rejoin the band. And we appreciate their characters all the more for it.

So... the next time someone asks you about the best comedy series on television, consider this heretic's viewpoint. "MASH" has the hardware. "Taxi" has the goods.



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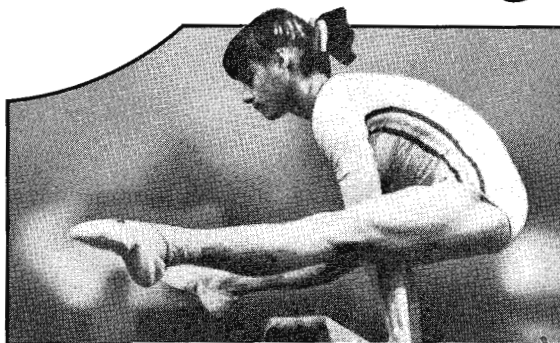
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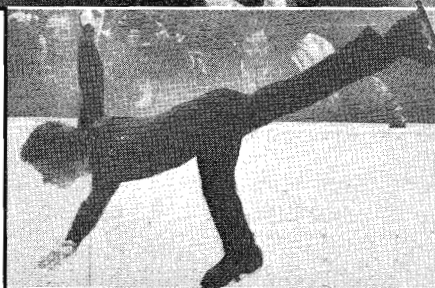
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**#4
PRO
BOWLERS
TOUR**



**#5
THE
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Source: NTI Ratings Reports January 1–March 31 each year (March 23–29, 1981 NTI-FWH Report), household average audience estimates. Regularly scheduled, multiple telecasts, weekend daytime sports programs. Seasonal sports based on combined telecast average. Data subject to qualifications, which are available on request.

Broadcasting Apr 20

Vol. 100 No. 16

TOP OF THE WEEK

Hallelujah convention in Las Vegas

Despite prospect of new media competition, and principally in response to deregulatory signals from Washington, NAB allows itself to think happy; industry back in the saddle?

Members of the National Association of Broadcasters didn't merely hold their 59th annual convention last week: They celebrated it. Celebrating for all the signs they saw there that emancipation was at hand.

The largest NAB convention, perhaps the busiest NAB convention, was also the most optimistic NAB convention in memory, as the members heard one important government figure after another sound the bell for deregulation.

One prominent broadcaster, not normally given to making excessive appraisals, offered an assessment that seemed to typify the prevailing mood after four days of speeches, panels, workshops, clinics and cocktail and corridor talk in Las Vegas. He put it this way:

"This is the first time since Newton Minow made his 'vast wasteland' speech in 1961 that the convention has seemed upbeat and the industry in control of its own destiny."

There was much to support that kind of attitude and the almost carefree air that went with it.

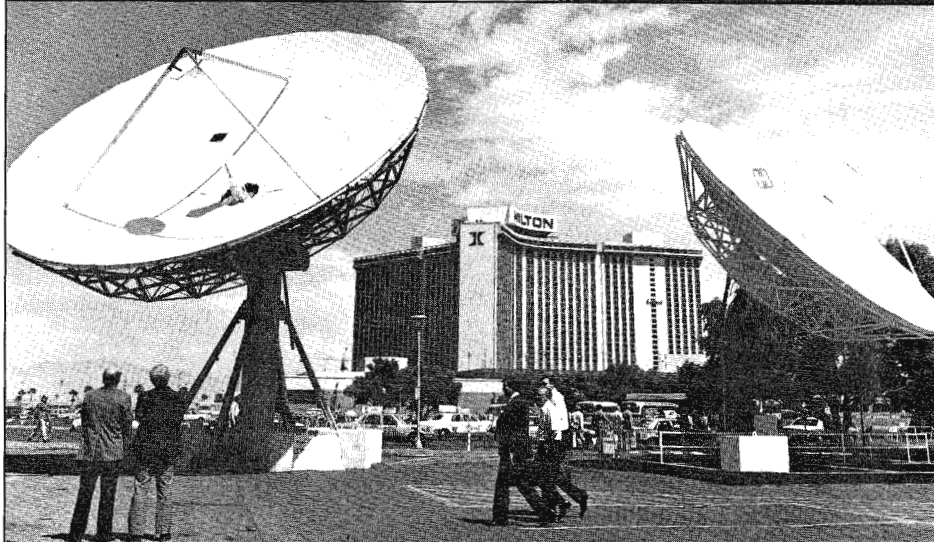
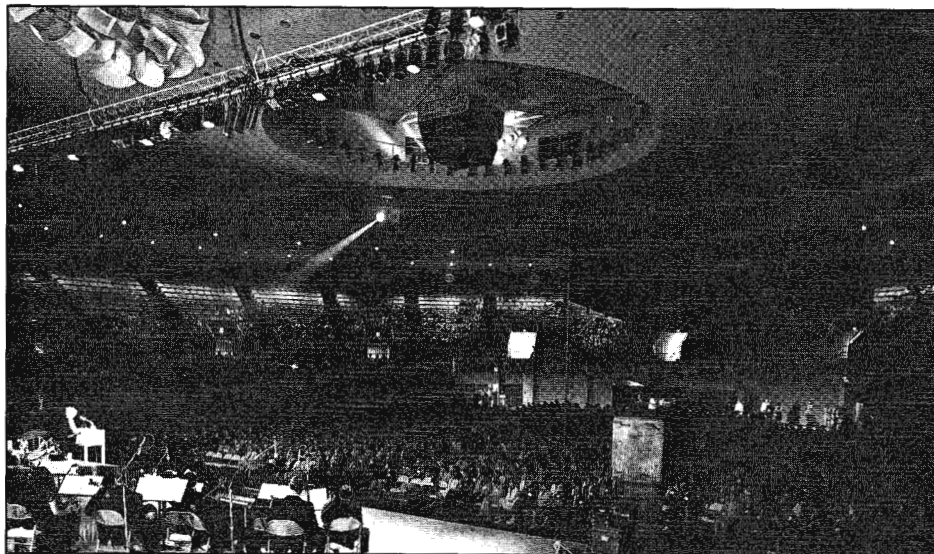
"Getting government off the broadcaster's back" could have been the text for several Capitol Hill leaders in their convention appearances.

Senator Barry Goldwater (R-Ariz.), for example, chairman of the Senate Communications Subcommittee, predicted flatly that the radio deregulation bill (S. 270) will be passed at this session of Congress. Ditto his own bill (S. 601) to extend TV license terms to five years and eliminate comparative renewal proceedings.

Goldwater even held out some hope that Congress would eventually—although not this year—get rid of the fairness doctrine.

Senator Robert W. Kasten Jr. (R-Wis.) of the Senate Commerce Committee told broadcasters that "it's the sense of Congress to get out" of regulation.

Senator Howard Cannon (D-Nev.), the



ranking minority member of the Senate Commerce Committee, said in welcoming the convention to his home state that "we are entering an age of greater freedom for the broadcast industry."

The regulatory voices were not all entirely in tune, however. Some dissidents suggested that broadcasters should not expect too much. Typical of these was Senator Ernest Hollings (D-S.C.), ranking minority member of the Senate Communications Subcommittee, who advocated caution.

"We don't want to just mess up with reregulation," Hollings said, "but at the same time don't want to get rid of things that helped."

But these were minority voices in Las Vegas, and the cheers for deregulation tended to muffle their message.

There were other reasons for optimism at this convention.

Television business was pronounced good and getting better. Radio business was also pronounced good, and radio broadcasters spent an enthusiastic day in sessions to sharpen their selling and keep revenues on the rise.

The convention had all the usual nuts-and-bolts sessions—on news, programing, station economics, copyright legislation, music licenses, small markets, large markets, TV and children, EEO, promotion, 9 khz and more.

There were also new subjects and subjects given new emphasis—low-power TV, teletext, radio and satellites, cable and the other new media, advocacy advertising and, perhaps most pertinent to the current deregulatory mood, how radio stations should proceed in exercising their new freedoms.

Officials said it was the biggest NAB convention ever. Registrations as of Tuesday, the last full day, were put at 24,647 (as compared to 21,155 in 1980, for an increase of 16.5%). That number included representatives from 44 foreign countries. But it did not include some 4,000 persons running hospitality suites, or some 500 reporters on hand to cover the events. And the equipment exhibits, ranging across the convention hall's carpeted acres, reached equally record proportions.

As of last Friday, a final count of convention participants hadn't been completed, because the computer counting them had reached its capacity at 28,000. The eventual total will include 5,894 broadcasters who registered on-site, a hefty increase over the 1,000 or so on-site registrants NAB usually attracts. NAB went into the convention nearly 10% behind in pre-registration.

That total will also include an as-yet uncounted total of exhibitor guests who received passes free-of-charge to enter the exhibit hall. This year, for the first time, NAB charged exhibitors one dollar for each exhibitor-guest pass.

But for all its size and its seemingly endless rounds of meetings, the 1981 convention seemed an uncommonly happy one. In all that talk about freedoms received and more to come, discouraging words were hard to hear.

Basking in sunshine of deregulation

That's what broadcasters were doing at the NAB's opening session; Cannon summarizes two bills favoring industry; Wasilewski says that while some battles have been won there are others like 9 khz that have not

The sounds of an industry being deregulated were everywhere on Sunday, April 12, at the opening session of the NAB convention. Officiating was NAB Joint Board Chairman Thomas Bolger who welcomed broadcasters to "the largest exhibition of



Bolger



Cannon



Wasilewski

electronic communications equipment in the history of the world."

Senator Howard Cannon (D-Nev.), ranking minority member of the Commerce Committee, set an optimistic tone for the convention in his opening address. Cannon summarized the two broadcast deregulation bills before his committee (S. 270, radio deregulation, and S. 601, TV licensing) and noted, "We are entering an age of greater freedom for the broadcast industry."

His remarks were not all "blue sky," however. As did NAB President Vincent Wasilewski, who followed the senator on the podium, Cannon expressed concern over attempts by some to control the media. "There is an ominous resurgence of book-burnings throughout the country," he said, "and increased cries for censorship and control of the media." Cannon said the only legitimate way to protest objectionable TV programs is to turn them off and not, as some have suggested, by putting pressure on stations through their advertisers. "The daily programing decisions must be left up to you—the broadcasters," he said, "and not the government or self-appointed special interest groups."

Wasilewski went beyond optimism in his address, and challenged broadcasters to compete aggressively in the changing communications market. "Communications evolved because of broadcasters," he said, and it is broadcasters who "are best equipped to understand the programing, engineering and financial risks involved in developing new technologies, new systems."

Broadcasters have won deregulatory battles recently at the FCC, the FTC and in the courts, according to Wasilewski, but the fight for the future of their industry has just begun. He noted two immediate goals: "We must strive to keep the federal government on the deregulatory path by not permitting it to foreclose us from the future," he said, and "as we seek to upgrade and improve our service through technology, we must guard against ill-advised governmental schemes to downgrade our existing product—which is what will occur if we allow the FCC to commit the colossal error of squeezing channel spacing to 9 khz."

Calling 9 khz the FCC's "snake oil of the 80's," Wasilewski said technical and economic arguments for reduced channel spacing are faulty, and that the politics surrounding the U.S. position "are putrid." Cuba's demands "should be countered through a strong and aggressive American U.S. foreign policy," he said, "not at the expense of American radio broadcasters."

In spite of uphill battles ahead, the future for broadcasters looks overwhelmingly bright from the vantage point of NAB leadership. "There is no question that the current climate favors us," said Wasilewski, "we must take advantage of it by taking charge."

Guaranteed growth and control of our destiny "are ours for the taking," said Wasilewski. "Our timing is right, and there's no time like the present."

Bob Lee signs off to the NAB

Lee's 'so long, pal' speech receives standing ovation; he urges 'prudence' in the face of deregulation

Robert E. Lee, topping off a record 28 years as a member of the FCC, urged broadcasters last week to temper governmental deregulation with "prudent self-regulation."

Addressing Wednesday's closing luncheon of the NAB convention, Chairman Lee—he got the full title officially last Monday, to hold until his designated successor, Mark Fowler, takes office in the next few weeks—said that "the absence of accountability to government increases the broadcaster's accountability to a higher authority."

That particular admonition was an echo from an address he made before the Radio and Television Commission of the Southern Baptist Convention a few weeks ago (BROADCASTING, Feb. 16). But it was also the underlying theme of his message to the more than two thousand broadcasters and guests who packed the NAB luncheon hall.

At the outset, he cited memorable phrases used by previous FCC chairmen in invoking broadcaster responsibility at other NAB conventions. There was James Lawrence Fly's 1940 characterization of the NAB as a mackerel in the moonlight because, as Lee recalled the phrase, "it shines and it smells." There was Newton Minow's "vast wasteland" speech in 1961, Dean Burch's "topless radio" address in 1973, Richard E. Wiley's "new ethic" in 1974.

Lee, who titled his own speech "So Long, Pal," said his offering to the broadcasters was "no gifts this year, only the reminder that your use of the spectrum is your greatest gift from nature and from God to be used in the public interest."

"Since this may well be my swan song," Lee said, "I have no overwhelming desire to decry the industry or even to draw on all precedents and predict in grandiose terms the great things still to come." But he hoped it was not "too immodest" to recall what he had told another NAB convention in 1976:

"I don't think broadcasters are responsible for all of society's problems, and I don't think broadcasters should be expected to provide instant cures any more than government should. But it is time for some serious soul-searching to be sure judgments are guided by the public interest, not just by ratings. Broadcasters have a lot to contribute. If they contribute all they can, the burdens of government regulation may become unnecessary."

Broadcasters and their regulators have seen many changes over the years, Lee said, and now are entering a new period: "The atmosphere is now that of a beneficent government emphasizing deregulation, a government striving to lick inflation, achieving those objectives through a government retrenchment program

unprecedented certainly in our history.

"This happens to be a windfall to your industry in the economics inherent in less government oversight," he continued. "But with it, it seems to me, an obligation for prudent self-regulation is on your back. You police not only yourself but you exert pressure on your peers to do likewise."

At the FCC, Lee said, "instead of saying that we can do everything with fewer resources, we are just not going to do as much."

He cited the commission's general support for the radio deregulation bill (S. 270), and noted that a companion bill (S. 601) has been introduced "to increase TV license terms to five years and to insure license renewal absent specific and serious violations and to eliminate comparative hearings in new applications."

Of the FCC's own radio deregulation action, Lee recalled that "I told the Senate committee that our basic rationale was the development of radio broadcasting into a competitive industry where natural market forces are more effective than commission regulation in inducing licensees to act in the public interest. These market forces, reflecting the public's tastes and desires, are the reason radio programming is responsive to the public interest and why most Americans can receive many radio signals offering a wide variety of entertainment and nonentertainment programs."

He also recalled from his speech to the Southern Baptist group that in his view "the idea of profit has somehow become involved in the electronic ministry in recent years," that "the miracle of electronics is not an unmixed blessing, for it includes pornography, violence, exploitation and other programming that appeals to our lowest instincts and debases human experience"—plus what may be the more subtle abuse of "mingling Biblical teachings with political goals."

It was in that context, noting that "of course we cannot censor or control the content of programs," that he cited broad-

caster accountability to a higher authority even in the absence of accountability to government. "And our programming decisions," he added, "should be based on that sense of responsibility."

Lee, whose term expires June 30, said his elevation to the chairmanship gave him "still another record—the only chairman to enter and to exit as a lame duck." He was introduced by NAB Joint Board Chairman Tom Bolger as a leader with "a record of great achievement," and as "a friend."

It was obvious that he reciprocated. His closing drew a standing ovation:

"This is probably my last opportunity to talk to a significant body of broadcasters. In a manner of speaking, I am bidding farewell to all my friends in the industry. Without getting maudlin, I would like to recall something I have heard said about Hawaii: 'To have to leave you is to die a little bit.'"

"May God be with you, but not too soon."

Deregulation's prophet without honor at NAB

Former Chairman Ferris still remembered, but without much enthusiasm; four of remaining FCC members offer views generally sympathetic to broadcasters

The deregulatory theme running through the National Association of Broadcasters convention in Las Vegas last week encountered no resistance at an FCC panel on Wednesday. Four of the five present commissioners—Joseph Fogarty remained behind in Washington—offered views on a variety of issues, and most, though not all, were of a kind to give broadcasters in the audience a warm glow. There was sympathy for their burdens in equal employment opportunity matters, for instance, and support for deregulation beyond that afforded radio this month—even a somewhat positive attitude toward broadcaster ownership of new technology.

And while former FCC Chairman Charles D. Ferris was not present, his record provided a service. It was the hook on which NAB executive vice president and general manager John Summers, who served as moderator, hung his questions.

Indeed, Summers even asked the commissioners their views on Ferris, one of the most controversial chairmen in recent years. The comments were mixed and restrained. Chairman Robert E. Lee called Ferris "an activist chairman who did a lot of good, a lot of bad." Commissioner Anne Jones said history will record that he was "a very good chairman," though she disagreed with his "style." Interestingly, after four days during which it was celebrated in many speeches and panel discussions, the radio deregulation Ferris piloted through the commission was ignored in the commissioners' comments.

Among what Summers described as the



Lee



Moderator Summers, Chairman Lee, Commissioners Quello, Washburn and Jones

"sweet and bitter" elements of the Ferris legacy and the commissioners' comments on them:

□ Further deregulation. Lee said that will be dictated by administration cuts in the agency's budget that will force the commission to abandon some activities. He said a task force is searching for programs to eliminate; licensing of citizen band operators is one possibility. Commissioner James H. Quello said television represents an area for deregulation, but added that legislation is needed to eliminate political broadcast regulation. There was not much enthusiasm for Summers's suggestion that the commission drop its requirement that broadcasters file financial information each year.

□ EEO. Several commissioners expressed sympathy for small broadcasters who complain of the burdens that EEO rules impose on them. But one of those commissioners, Abbott Washburn, also said he was "proud of the broadcast industry's record in EEO and of the commission's record in advancing the cause of EEO." Jones said that she opposes discrimination but that she doesn't think the commission should adopt rules paralleling laws on the books. "Our business is broadcasting," she said.

□ 9 khz channel spacing issue (beginning the "bitter"—or "more is better"—side of the ledger). Lee said the commission would take another look at the issue in June. And Washburn disclosed he had changed his mind and now favors retaining the present 10 khz plan. He thus joins Quello in opposition. Jones said she has yet to be persuaded by the arguments against 9 khz.

□ VHF drop-ins. Lee, Quello and Washburn are still against it. Jones offered a "no comment."

□ Direct broadcast satellite service. Is congressional oversight of commission activity in the area necessary? Lee thought oversight was appropriate. Jones did not think the commission "must have" general guidance. She and Washburn said it was unrealistic to believe that Congress would pass a law on the issue. Both were positive in their attitude toward DBS. Quello said technological advances cannot be stopped, but that care would have to be taken to avoid an adverse impact on stations' ability to provide local service. (A number of DBS issues, including whether to accept Communications Satellite Corp.'s DBS application for filing will be considered by the FCC at its "DBS day" on

Tuesday, see page 79.)

□ AM-FM crossownership. The commission has proposed breaking up commonly owned AM-FM outlets in the community, but it was hard to understand why, last week. No one seemed to favor it.

□ New technologies. Should radio and television licensees be allowed to own such new telecommunications facilities as low-power television stations? The answers were generally, if vaguely, positive. Quello said the commission had not yet established "standards" for ownership but thought it might be well to allow radio licensees to own low-power television stations. Washburn agreed but wasn't sure about network ownership. He said he is concerned about the multiple-ownership issue in view of the interest of major com-

panies in owning hundreds of low-power outlets. Jones said she tends to agree with ABC Chairman Leonard Goldenson's view that broadcasters should be allowed to own the new technologies. She said she is concerned with the issue of diversity of media ownership but that to impose an arbitrary bar on ownership of the new technology "is not supportable."

In all, it was a generally upbeat session for broadcasters. And there seemed to be no uneasiness generated by the knowledge that the makeup of the commission will be changed markedly over the next several months—Lee will be gone and three new members, one of them designated chairman, will be added. Broadcasters had no reason to think the favorable trends now running will slow, let alone be reversed.



DSA winner Madsen and his wife, Peg, and NAB Chairman Bolger

Militant defender of press freedom

Broadcasters were urged by one of their own last week to assume a larger role in the World Press Freedom Committee, seeking to counter efforts to gain governmental control of news and information.

Arch Madsen, president of Bonneville International, in accepting the NAB's Distinguished Service Award, said that "our newspaper colleagues have carried most of the load so far" in financing and staffing the committee.

"The suppression of truth," said Madsen, "has new and dangerous dimensions that should be of vital concern not only to broadcasters but to every socially and politically alert American. I am referring to the persistent, Soviet-sponsored attempts to gain, through UNESCO, a declaration that news and information

should be controlled by governments."

Madsen pointed to technological advances that have given U.S. broadcasters "a glittering tool box of communications instruments." But, he asked, "have we done as well in using these tools to deal with the crucial problems of the human race?"

Madsen said it was accepted that broadcasters are "the masters of entertainment communications," which he identified as "the source of our great power." But, he said, "it seems to me the growing responsibility of broadcasting must be to enhance understanding—to accelerate the use of our unusual power in helping to emancipate the goodness in people and to destroy ignorance. Everything else broadcasting does should be of secondary importance."

List of prominent 9 khz opponents grows

Goldwater says Senate won't ratify 9 khz treaty, Washburn comes out against proposal leaving only Shiben trumpeting cause

The U.S. initiative to persuade its western hemisphere neighbors to reduce AM channel spacing from 10 khz to 9 khz was in enemy territory last week, at the National Association of Broadcasters convention, in Las Vegas. It was raked with fire from all sides over four days, and by the time the NAB's 59th annual convention had concluded, the proposal appeared bloody, if not bowed.

Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, stunned observers—and delighted broadcasters—when he virtually guaranteed that the Senate would not ratify a treaty embodying the 9 khz channel spacing scheme. And the number of FCC commissioners publicly defecting from the cause of 9 khz reached two, when Commissioner Abbott Washburn, who had tentatively supported the idea, announced at the FCC panel on Wednesday he had changed his mind. "The trade-offs are not worth the cost," he said. Commissioner James Quello had second thoughts earlier.

The proposal's most vigorous supporter—if not its only one in Las Vegas—was the FCC's Broadcast Bureau chief, Richard Shiben. He pleaded emotionally with broadcasters who have lobbied vigorously and well against 9 khz to keep an "open mind" on the issue. He pictured the narrower spacing plan as critical to preserving the integrity of the AM system in the U.S. He was "skeptical" that the U.S. could preserve its interests through the 10 khz scheme. "I'm scared," he said at one point. "I'm scared for you."

The proposal has become the most controversial aspect of the planning now under way in the hemisphere for a regional plan for AM broadcasting. The second and concluding session of the conference will begin in Rio de Janeiro in November. Broadcasters are concerned about the costs involved in shifting to a 9 khz system, the interference they say will result and, it is believed, the additional competition the plan will make possible. But broadcasters are not unanimous on the issue. Daytimers, who advanced the plan as a way to acquire full-time stations, continue to back it.

The issue clearly was one of those that dominated the convention last week. It figured prominently in NAB President Vincent Wasilewski's keynote speech, where it was described as the "FCC's 'snake oil' of the 80's," guaranteed to solve a variety of problems but capable of solving none.

Goldwater's remarks were surprising, not in that they were critical of the plan—he has expressed criticism of it in the past—but in that he would put himself so far out in front of everyone else in the

Senate in what involves an element of a U.S. foreign policy question that the Reagan administration hasn't reviewed.

He did not equivocate. "I think I can guarantee," he said, "that the Senate will not approve a treaty involving a communications issue that the communications subcommittees of the two houses do not endorse." He said technical, not political, considerations are at issue. The question is: "Will it work? It won't work, in my opinion. So don't worry about it"—advice that brought a burst of applause.

Another indication that the treaty might face opposition from the Senate came during a "leadership panel" in which Communications Subcommittee member Senator Ted Stevens (R-Alaska) participated. Saying Alaskans "had not yet decided whether 9 khz would benefit them," Stevens indicated he "doubted the Senate would ratify the treaty."

Goldwater's "technical" argument is based not on problems of transmission but on what he believes will be the inability of AM receivers to receive signals under a 9 khz system. Receivers "have a hard time tuning 10 khz," he said. And he predicted Congress would not approve a plan he said "would mean the abolition of most AM receivers."

Goldwater's position was such as to cause FCC Chairman Robert E. Lee, who had headed the U.S. delegation to the first session of the conference, in Buenos Aires, in March 1980, to wonder whether the senator was not "oversimplifying" matters. Lee noted that it would be "a very serious thing" for the U.S. to fail to ratify a treaty approved by 26 other countries in the hemisphere. The U.S., he said, would "have to have a very strong reason."

Lee himself, however, stopped well short of an endorsement of 9 khz, during the FCC panel. He noted that the commission, on whose advice the State Department leans heavily in fashioning U.S. policy for the conference, will review the issue again in late May or early June.

Commissioner Anne Jones said she still favors 9 khz—at least, she said, "I'm yet to be persuaded the [commission's] posi-



Goldwater

tion was wrong." Commissioner Quello noted, as he did earlier this year, that he had changed his mind on the issue. "I don't think 9 khz is worth the cost in interference to [stations] and the average radio listener."

That essentially was the view expressed by Washburn in explaining his new position. "The evidence is mounting that the tradeoffs are not worth [the costs involved]," he said.

Thus, a commission that once voted 7-0 to recommend a 9 khz channel spacing plan now includes only three commissioners—Lee, Jones and Joseph Fogarty—who have not publicly changed their position. Former Chairman Charles D. Ferris and Tyrone Brown have resigned. Brown is to be replaced by Chairman-designate Mark S. Fowler, and Mimi Weyforth Dawson has been named to succeed Lee, but not until after the commission votes on the issue. Ferris's replacement has yet to be named.

The issues involved in the controversy were addressed with some heat in two panel sessions by Shiben and Wallace Johnson, his predecessor in the Broadcast Bureau job who now serves as director of the Association for Broadcast Engineering Standards. And as the lineup of supporters and opponents is changing, so is the focus of the debate.

Originally, the principal argument in favor of 9 khz was that, in creating 12 new channels, it would open the door to up to 1,400 new stations that could help meet the demands of daytimers and minorities



Khz kibitzing. The "real story" on 9 khz issue was debated during one NAB workshop. NAB's Erwin Krasnow, at far left, moderated the session which featured (l-r): Charles Wright, WYBS(AM) Canton, Ill.; Richard Shiben, FCC Broadcast Bureau chief, and Wallace Johnson of the Association for Broadcast Engineering Standards.

for full-time outlets. But, as Shiben said, the argument now is preservation of the existing system.

He noted that countries in the Caribbean have proposed increasing the number of stations serving their populations to such a degree that they threaten to cause U.S. stations serious interference. Cuba is a particular problem; it has proposed stations on every one of the 107 frequencies, some with power of up to 500 kw that could be received as far away as Alaska and Hawaii. The U.S. has 55% of the AM stations in the hemisphere; the other countries, he said, "want their share."

Shiben said he feels the additional 12 channels that the 9 khz plan would make available are necessary to enable the countries involved to resolve their "incompatibilities." He warned that 50 kw stations such as WNBC(AM) New York would suffer devastating loss of service if an agreement cannot be reached.

Johnson did not think in such apocalyptic terms. Indeed, he wondered why, if the situation was so dangerous, the U.S. allowed itself to become engaged in it. His answer, though, was not to abandon participation in the hemisphere conference but, rather, to provide more forceful leadership for it.

ABES has not formally endorsed either the 9 khz or the 10 khz plan. But it has been critical of the commission for approving the 9 khz plan without what ABES said was proper study.

But it wasn't clear how the U.S. was to persuade the other countries to take the approach to solving the incompatibilities problem Johnson suggested. Shiben noted that the U.S. has without success attempted to persuade the countries in the hemisphere to employ directional antennas. Cuba rejected the suggestion again two weeks ago.

However, Harold Kassens, former deputy chief of the Broadcast Bureau who is now a consulting engineer, said at one of the workshops the U.S. need not be alone in attempting to persuade Cuba to take a more accommodating approach. He noted Cuba's plans will affect the entire region, and said "pressure from the other countries" might cause Cuba to "back off."

Most of those who support retention of the 10 khz plan contend that the U.S. should employ "political" means in an effort to persuade Cuba to moderate its position. Washburn, for instance, during the FCC panel, said the Cuban issue "should be taken care of in a quid pro quo negotiation apart from the conference in Rio, not in the context of the Rio conference."

Meanwhile, a meeting gets under way in Geneva this week that could have a major impact on the outcome of the channel-spacing debate. A Panel of Experts, representing eight countries in the hemisphere, begins eight weeks of work comparing the 10 khz plan and two 9 khz proposals—the U.S. plan, which would require stations to shift a maximum of 4 khz and a Canadian one, which would require stations to move as much as 9 khz.



Q and A. Asking House Telecommunications Subcommittee Chairman Timothy Wirth (D- Colo.) about his legislative goals were Robert King, NAB TV board chairman and senior vice president, Capital Cities Communications Inc.

House telcomsubcom has only begun to make its waves, Wirth advises NAB

Deregulation hearings will be scheduled in May; problem of public broadcasting funding assigned a higher priority

The work of deregulating broadcasting will begin in earnest this summer in the House Telecommunications Subcommittee. The shape of legislation to be considered will be determined by three hearings the subcommittee plans to hold—in May—on competition and deregulation in the communications industry.

That timetable emerged last Monday morning during a "Conversation with the Chairman" of that subcommittee, Representative Timothy Wirth (D-Colo.). The other half of the conversation came from NAB Television Board Chairman Robert King, who questioned Wirth before an audience of TV broadcasters and other conventioners.

Wirth explained that his subcommittee has been slow in getting down to substantive issues because its responsibilities were expanded this Congress and because Wirth, himself, has been preoccupied with House budgetary concerns. By this summer, the budget should have been passed and new members of the subcommittee will be more acquainted with communications issues, according to Wirth. "Then you'll see some substantive bills," he said.

Wirth said competition between pay cable and free, over-the-air broadcasting is "a very real concern" but not an immediate threat to the public or broadcasters, and so not a priority issue for his subcommittee. A more immediate concern, he said, is how to fund public broadcasting. His subcommittee's hearings on the subject, held two weeks ago, "were not satisfactory in answering our questions," he said.

One piece of legislation at which the

subcommittee expects to look, according to Wirth, is a bill being circulated by Representative Al Swift (D-Wash.), a member of the subcommittee. Swift's bill, which would quantify broadcasters' public trust responsibility (BROADCASTING, April 6), "has a lot of interesting ideas," according to Wirth.

The chairman said his subcommittee will decide during its May hearings whether to hold hearings on DBS and the proposal by Comsat to provide such a service. The subcommittee would act on DBS, he said, only if the industry lacks competition. "If Comsat goes into DBS, fine," said Wirth, "as long as Comsat is not the exclusive provider of that service."

Common carrier legislation to come from the subcommittee is likely to resemble H.R. 6121, a bill considered during the 96th Congress. Wirth sees the question of AT&T's role in the future as involving how a dominant carrier moves into a competitive marketplace. "It should be allowed to offer the services of a carrier," he said, "but it should not be allowed to control what goes over its wires." Wirth raised the issue of separate subsidiaries, however, and said: "Are we not being inconsistent in forbidding AT&T from entering some new areas of communications?"

There is no groundswell of support in Congress to repeal the fairness doctrine or political broadcasting laws, according to Wirth, except as they apply to presidential debates. The subcommittee does not plan to become involved in early projections of election returns, he said, other than to hold joint hearings with the House Administration Committee on uniform poll closings. "We'll cooperate with them on this, but it's not our baby," he said. "There are too many First Amendment issues involved."

The regulators' views of regulation and of the media

Michel says broadcasters haven't devoted enough time to economic issues; Foley objects to network use of exit polls, says public broadcasting shouldn't be exempt from budget cuts; Wright is alarmed over networks' power

Broadcasters can combat the influence of single-issue politics by providing more in-depth coverage of national issues. Coverage of glamorous issues like gun control and abortion must be balanced by coverage of the less exciting issues: deficit spending, social security, food stamp laws.

"If you did more of that, we might not be in the economic predicament we're in today," said House Minority Leader Robert Michel (R-Ill.). Michel and three other congressional leaders fielded questions from an audience of broadcasters and NAB President Vince Wasilewski at a session entitled, "Washington, a Revolution in the 80's." The other panelists agreed with Michel that the "media have played no small role" in the development of special-interest groups—some of whom now seek to censor broadcast programming. "You give them hours of coverage and ignore much more important issues," said Michel. "For years you ignored the growth of federal spending programs while they've gotten out of hand," he said.

House Majority Whip Thomas Foley (D-Wash.) noted that major networks have experimented successfully with in-depth coverage of some issues and that local stations should follow suit. "There are many in Congress who won't mention social security issues because they fear their constituents will jump on them," he said. "In-depth coverage of these issues on TV would allow political discourse to take place in a more rational way."

Panelists also seemed to agree that election reform and voluntary restraint are the routes to overcoming what some people see as the problem of early broadcast projections of national election returns. Senate Majority Whip Ted Stevens (R-Alaska) who is a member of the Communications Subcommittee, said he introduced legislation to establish uniform poll closing in the 96th Congress, but that it had failed to pass the House. Foley said that "whatever we do, we shouldn't censor the press," but noted that "expanded use of exit polls by networks is dangerous." Exit polls can be "devastatingly accurate," he said, and it was the networks' declaring that the election was over and not President Carter's early concession that turned massive numbers of people in Western states away from the polls.

Michel drew applause from the audience when he said he does not believe public broadcasting should be spared from spending reductions in the federal budget. "I've been a supporter of public broadcasting for



Congressional perspectives. Discussing the revolution in Congress were (l-r): House Minority Leader Robert Michel (R-Ill.), Senate Majority Whip Ted Stevens (R-Alaska), House Majority Leader James Wright (D-Tex.) and House Majority Whip Thomas Foley (D-Wash.).

years," he said, "but there's nothing sacrosanct about the 'seed money' formula for raising money" and public broadcasters ought to be trying to find other methods of fund raising.

House Majority Leader Jim Wright (D-Tex.) said he is alarmed about the threat to local TV service by the growth of cable systems, but equally alarmed by the power of the major broadcast networks. "The people who control the keys to information are no longer local broadcasters, but networks, who are not licensed," he said. "They have become the most powerful people in America and that worries me."

Wright said he doesn't know what to do about the problem, except that "unnecessary rules and regulations" are not the answer.

Asked about fairness, equal time and courtroom closure issues, Stevens said, "You're in an area of conflict with other constitutional rights. Does our right to know preclude another's right to a fair trial?" Stevens did not appear to think so.

Foley noted that there is "no overwhelming consensus for doing away with fairness and equal time" and that "you can raise First Amendment issues so often that they begin to lose their effectiveness."

Optimistic outlook for a rewrite

Senate Commerce Committee may either pass separate bills or combine them into one, says Diefenderfer; Sarvis questions including telephone deregulation

A comprehensive rewrite of the Communications Act may well issue from the Senate Commerce Committee this year after all. What's more, there's a good chance the full Senate will pass such legislation by July, whether it considers it in separate measures, as introduced, or combines it in a single bill.

Those predictions came from the committee's staff director, William Diefenderfer, who appeared on a panel with three other committee staff members and Henry Baumann, chief of plans and policy of the FCC Broadcast Bureau. In addition to providing an overall view of legislation before the committee, panelists clarified specifics in the bills and in the committee's policies toward new technologies.

The committee has tactical reasons for considering combining the series of bills it has introduced this year to deregulate communications according to Diefenderfer. "The House is less likely to pick apart a combined bill and pass only the parts they like," he said.

Diefenderfer said the committee plans to introduce at least one more communications bill, one to deregulate television, before marking up all its legislation some time in June. During mark-up, he said, the committee will decide whether to go to the floor with a single bill or a series of bills.

Although he could predict few changes the House Telecommunications Subcommittee might make in the legislation, Diefenderfer is confident about its passage by the full Congress. "The key is how well we do in the Senate," he said, basing his prediction on the committee's experience last year in getting Congress to pass trucking deregulation legislation. "A lot of people said we'd never get that passed because labor and business opposed it," he said, "but it passed the Senate 80 to 20." Diefenderfer said once trucking deregulation passed in the Senate, cooperation from the House Commerce Committee was easier to attain, and he expects the same thing to happen with communications. "I think we'll get it through in the 97th Congress," he said.

Raising doubts about the combined bill approach was panelist Aubrey Sarvis, minority chief counsel to the Commerce Committee. "If I were a broadcaster," he said, "I'd be worried about legislation to deregulate my industry being attached to a bill to deregulate the telephone industry." Sarvis, who before this Congress held Diefenderfer's position under a Democratic majority, said he'd been encouraged by this year's bill-by-bill approach, but is "not as optimistic as Bill is about lumping the bills together," he said.

Broadcasters in the audience seemed most interested in a license fee bill introduced last month (BROADCASTING, March 30) by committee chairman Senator Bob Packwood (R-Ore.). Diefenderfer said fees were included in the bill to head off eventual challenges from those who



Predictors. Sketching an outline of deregulation, as planned by the Senate Commerce Committee, were some prime movers on the committee's staff and others. L to r: Belva Brissett, NAB government relations; Gordon Fink, minority counsel, Commerce Committee; Christopher Coursen, Communications Subcommittee counsel; Aubrey Sarvis, chief minority counsel, Commerce Committee; William Diefenderfer, staff director, Commerce Committee, and Henry Baumann, chief of plans and policy, FCC Broadcast Bureau.

oppose the bill on the grounds that broadcasters "aren't doing anything to deserve deregulation." A second reason for the fees, he said, is that "user fees," through which industries pay for regulatory services, are very popular with the Reagan administration. "We wanted to pre-empt an administration attempt to set such fees," said Diefenderfer, who said the committee has taken its bill to the administration, and "has reason to expect its support."

Diefenderfer said the committee has been getting pressure from broadcasters, especially in radio, not to allow the FCC to raise or lower fees as the bill now does. Broadcasters have asked that the bill freeze the fees or make changes in them subject to Commerce Committee review. "Both of these are live possibilities," he said.

Although Packwood's bill would preclude the FCC from basing fees on the value of spectrum, in past bills there has been support in Congress for allowing it to do so. Belva Brissett, NAB director, congressional liaison, asked the panel if the power to levy such "spectrum fees" had been raised by committee members this year. Sarvis replied that although Senators Howard Cannon (D-Nev.) and Ernest Hollings (D-S.C.) had favored such fees during the 96th Congress, they "had not yet indicated their positions on them this year."

In addition to levying fees, Packwood's bill would give the committee greater control over the FCC by requiring the FCC to secure committee approval for its annual budget. Sarvis said minority members are not sure this wouldn't cause the committee more trouble than it is worth. "The committee gets pressure from their constituents about TV programming," he said. "This pressure will increase when the FCC is up for budget approval and could lead eventually to FCC involvement in programming decisions."

Asked about DBS, Diefenderfer said Packwood has "committed to hearings on it," in response to pressure from TV

broadcasters and Comsat. Hearings will likely be held before the FCC decides whether to authorize Comsat's proposal to provide program service. "Packwood does not want the FCC making policy here," said Diefenderfer. "He feels it's Congress's responsibility."

Christopher Coursen, assistant counsel to the Communications Subcommittee, explained details of a bill introduced two weeks ago to deregulate the telephone industry (BROADCASTING, April 13). The bill would not allow AT&T to provide any TV programming, he said, but it would allow separate subsidiaries to offer the same services AT&T now offers such as weather, time and sports information, as well as the Yellow Pages on videotext.

Asked about legislative action on early projections of election returns by broadcasters, Gordon Fink, minority counsel to the Commerce Committee, said an indication of what Congress will do is likely to surface on May 7, when the Senate Rules Committee holds hearings on the issue. Fink said a study done in Los Angeles

county after last year's election indicated that voting dropped off dramatically shortly after then-President Carter conceded defeat. "It's impossible to say whether voting would have dropped off as much if the networks hadn't had a clear winner to whom to give the election," he said. "You can't stop the media from predicting election results."

Other facts emerging from the panel included:

- A crossownership bill, similar to that introduced last year by Representative Al Swift (D-Wash.) is likely to end up in Congress's overall package for broadcasters this year.

- There is little support for repeal of the fairness doctrine and other political broadcasting laws. "It's not fair," said Diefenderfer, "but I don't think you'll see much action there." Earlier, he indicated that attempts to repeal Section 315 would complicate matters for passage of other communications legislation this year.

The ever enraging issue of copyright

Kastenmeier bill hears cries for help from broadcasters; 1976 legislation is viewed as giving cable unfair advantage

The National Association of Broadcasters last week trotted out four members of a House subcommittee on copyrights to discuss cable copyright legislation in a workshop at the NAB's convention in Las Vegas. Whether the broadcasters in attendance learned much that was new was problematical. But the subcommittee members, at least, received fresh evidence of the emotions the copyright issue stirs in broadcasters. "This could be our Masada," said Milton Maltz, president of Malrite Broadcasting.

Focal point of the workshop was a draft bill to amend the 1976 copyright act that is being prepared by Representative Robert W. Kastenmeier (D-Wis.), chairman of

Tribunal tribulations. Whatever the prospects of change in cable copyright legislation (see above), broadcasters must deal with a Copyright Royalty Tribunal and its interpretation of the existing law. And that isn't easy, according to David B. Polinger of WPix Inc., New York, chairman of the NAB's ad hoc committee on cable copyright royalties.

Appearing at a television luncheon at the NAB convention last week, Polinger appealed for support in the NAB's appeal of the tribunal's first distribution of cable royalties and representation before the tribunal in current proceedings that will lead to the second distribution.

Royalties collected from cable during the first year, 1978, under the new copyright law, totaled a mere \$12 million, Polinger noted. (The distribution was enlarged to \$14 million by the accrual of interest while the tribunal decided how to divide it.) Television broadcasters got "only 3.25%; radio stations got nothing," Polinger said. "NAB has appealed the 1978 decision. We are confident we will prevail."

Polinger said his committee is determined to do better in the distribution of 1979 royalties, which will exceed those of 1978. The cable fee has been raised 21%. The NAB is representing all broadcasters and has hired new counsel, Vic Ferrall of Crowell & Moring.

Royalty collections could exceed \$150 million over the next five years, Polinger said. "And everyone is going to take advantage of the windfall. For example, syndicators have started putting clauses in their standard film contracts which say that if the tribunal awards a station any portion of the cable royalties, the station has to pay them over to the syndicator."

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Influential witnesses. Four men with a vote on copyright revision appeared during this NAB convention session devoted to that subject. Seated, l-r: Congressmen M. Caldwell Butler (R-Va.), George E. Danielson (D-Calif.), Robert W. Kastenmeier (D-Wis.) and Tom Railsback

(R-Ill.). Kastenmeier is chairman of the House subcommittee with jurisdiction over copyright. At left is Kenneth D. Schanzer, the NAB's senior vice president for government relations, who moderated the panel—and got in some lobbying licks of his own.

the Subcommittee on Courts, Civil Liberties and the Administration of Justice, that would toughen the existing legislation. It would, for instance, codify the FCC's rules limiting the distant signals cable systems import, expand the rate making power of the Copyright Royalty Tribunal and authorize it to establish syndicated exclusivity rules.

Kastenmeier acknowledged that the effort to rethink the copyright bill, only four years after it was enacted, stems in large part from the dissatisfaction of copyright owners with the law; and members of the subcommittee panel tended to agree that improvements were required.

Representative Tom Railsback (R-Ill.) said the system created by the act has not worked. "The tribunal [established to set the royalty payments and distribute them] has literally been a disaster," he said. Representative George Danielson (D-Calif.) said, "Legislation is needed." He, too, feels the tribunal has been a failure. Only Representative M. Caldwell Butler (R-Va.) was unconvinced of the need for change. "It's too early to make fundamental changes in the law," he said.

Another reason for Kastenmeier's effort to amend the law was the action of the FCC last year when it repealed its syndicated exclusivity and distant-signal rules. Broadcasters felt that action left them particularly vulnerable in view of the fact cable systems were not paying full copyright for programs they were importing into areas where the broadcasters had negotiated for their exclusive use.

Although broadcasters welcome Kastenmeier's initiative, they do not think it goes far enough. They complain—as do copyright owners—that the compulsory licenses given systems enable them to obtain programming at a relatively small price. They feel cable systems should be required to compete for product in the marketplace, and pay full copyright royalty.

Kastenmeier, in discussing that issue, explained the act's rationale. Cable "is different from broadcasting; it retransmits.

In the case of original programming," he said, "cable does compete in the marketplace. But in their traditional role of retransmission, they are not the same as broadcasters. So the compulsory license was resorted to."

He noted that broadcasters had not objected when copyright owners and cable systems agreed to the plan during the drafting of the 1976 act. "So what happened was justified at the time," he said.

But whatever the background, broadcasters do not think the present system is justified now. Stanley Hubbard, of Hubbard Broadcasting, said, "I fail to understand why I should have to negotiate for programming in the market, while a cable system takes the programming without negotiating. How is that fair?"

Maltz seemed as furious as former FCC Chairman Charles D. Ferris as he was worried about cable systems operating with signals for which they do not pay full copyright. He said the commission's repeal of the distant signal and syndicated exclusivity rules was the work of Ferris, "A highly politicized, biased individual. Broadcasters," he added, "are getting it in the neck." Maltz is one of a number of broadcasting companies which have appealed that commission action.

But Maltz does not think broadcasters' security rests with the courts. "From my point of view, this could be our Masada," he said. "We need—we beg for—Congress's help."

The subcommittee members were listening but were making no commitments. The parties involved—motion picture people, broadcasters and cable operators "who provide programming to homes even in distant areas"—all have valid arguments, said Danielson. He added, "I hope you [broadcasters] participate more fully [in work on the proposed amendment] than when you followed" the Motion Picture Association of America's Jack Valenti.

"We have a problem," said Kastenmeier. "We don't want to always arbitrate

disputes between industries. We weren't able to solve the problem in 1976. We still don't know the answer."

One interested observer at the session who chose not to participate was Thomas Wheeler, president of the National Cable Television Association. His statement later was no more unexpected than the cries of anguish heard from broadcasters during the session. "I heard nothing new. They're talking out of both sides of their mouth. If they want a free marketplace and full copyright liability for cable, they have to give up the must-carry rule [which assures stations cable coverage in their communities] and the no-commercial-deletion rule."

Mostly welcome words from Congress

Republicans imported for NAB tell broadcasters what they wanted most to hear, while Democrats aren't as accommodating; deregulation outlook favorable

It might be overstating things to say that important members of Congress promised broadcasters the moon last week—at the National Association of Broadcasters convention in Las Vegas—but not by too much. The theme seemed to be: "Getting the Government Off Broadcasters' Backs."

Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, predicted congressional approval in the current session of legislation deregulating radio and strengthening television broadcasters' license security. He even appeared to guarantee that the U.S. would not agree to reduce AM channel spacing from 10 khz to 9 khz (see page 31).

And while some members of Congress—notably Senator Ernest F. Hollings (D-S.C.)—minority member of the Senate

Communications Subcommittee—urged caution on those seemingly persuaded of the value of deregulation, the burden of the comment of a workshop on “Congress looks at television” appeared to be that deregulation is appropriate for television as well as for radio. Representative Thomas Luken (D-Ohio) said, “In radio, deregulation is the way to go. In television, why not try it? In the House, there will be support for legislation similar [to the television bill pending in the Senate].”

But it was Goldwater who made specific predictions. He said the radio deregulation bill (S. 270)—which would, among other things, make licenses indefinite in duration and bar program and commercial standards, as well as ascertainment and logging requirements—will pass in the current session. He said the same thing about the bill he introduced to extend television licenses to five years and eliminate comparative renewal proceedings (S. 601). The Senate is expected to act on the measures during the summer; the House is moving at a slower pace.

Goldwater said the bills face “some troubles.” He noted that the industry was born under “a socialist” government in the 1930’s and that some senators still do not believe it “can live without government regulation.” But he thought the bills should pass with help from broadcasters. “Get word to congressmen and senators that support . . . might help them in the next election,” he said.

Goldwater also won applause from his audience with a prediction that Congress will pass the Regulatory Reform Act (H.R. 746) that will empower Congress to veto actions of regulatory agencies. “You’re going to find a great turnaround in this country,” he said—“though,” he added, “under the FCC, you have suffered less than some other industries.”

The senator also had a negative prediction that was welcome to the broadcasters. He said he opposes the financial disclosure bill introduced by Representative Ron Mottl (D-Ohio)—it would require the commission to obtain financial information from broadcasters and make it public—and expressed confidence it would not pass either House of Congress. “Congress is beginning to realize that the free market is the only thing that will work,” he said.

In answer to a question from the floor, Goldwater offered some hope that Congress would eliminate the fairness doctrine, although not in the current session. “I’m in favor of doing away with it,” he said. He made clear that it would not be easy; “we’ll have several problems with this . . . Give us a little time.”

Although Goldwater’s zest for deregulation was matched in the congressional panel by some like freshman Republican Senator Robert W. Kasten Jr., a member of the Senate Commerce Committee, who said it’s “the sense of Congress to get out of the business [of regulation], Hollings recommended “caution.”

“Because the regulations haven’t been burdensome,” he said. “They provided

the best broadcasting system in the history of the world. . . . We don’t want to mess up with regulation.” He specifically urged retention of the equal time law—without which, he said, he would never have made his way to the U.S. Senate. “I’ll fight to the death for equal time,” he said. However, Representative Matthew J. Rinaldo (R-N.J.), a first-year member of the House Telecommunications Subcommittee, thought it might be possible to limit the equal time law’s reach to presidential and vice presidential candidates.

Hollings also picked up on the issue of direct broadcasting satellite service, raised during the workshop, to press home his point on the need to proceed with “caution” in deregulatory matters. Several members of the panel expressed concern over the possible impact of DBS on the

concept of localism. And a member of the audience warned: “The issue of DBS poses potentially the greatest threat to the broadcasting industry since the creation of the Communications Act of 1934.”

“You meet yourself coming around the corner on DBS,” Hollings told the audience. Broadcasters, he said, “don’t want this [DBS] network to come in unregulated, like the other [established] three, do we? Or do we?” he asked, seeming to enjoy the rhetorical question he had posed.

But, he said, “we should hold hearings to make sure we don’t destroy what we have. So you have to be cautious.” Goldwater has said he wants to hold hearings, and last week an aide to Senator Bob Packwood (R-Ore.), chairman of the parent Commerce Committee, said Packwood is “committed” to hearings.



AT&T's poll-by-phone service tested at NAB

Conventioners asked to vote yes or no on issues including DBS, low power, AM stereo by dialing one number on phone

AT&T's new Dial-It telephone polling service was put to a test at the NAB convention, and it produced some strange results. For instance, 62% of the telephone callers participating when the question was put to radio broadcasters, and 58% of the TV broadcasters participating, “voted” in favor of Comsat being allowed to establish its proposed direct satellite-to-home service.

The system, employed with controversial results by ABC News to determine who viewers thought had won the Reagan-Carter TV debate during last fall’s presidential campaign (BROADCASTING, Nov. 3, 1980), involves asking a question and letting callers vote “yes” by dialing one telephone number or “no” by dialing another number.

In the convention test, a joint venture of AT&T and NAB, the participants are not likely to be considered representative of all broadcasters. With almost 30,000 people on hand and eligible to participate by picking up a phone at one of the call booths, the average question put to radio broadcasters elicited responses from about 150, according to an AT&T spokesman, while most questions put to TV broadcasters averaged 50 to 60.

For whatever they’re worth, the ques-

tions and division of answers (in addition to the DBS query) were reported as follows:

On the radio side

Should broadcast stations be forbidden to project election results until all polls are closed? Yes 60%; no 40%.

If the FCC approves a system tomorrow, will you invest in AM stereo? Yes 58%; no 38%.

Should Congress abolish the fairness doctrine? Yes 76%; no 24%.

Will you increase the size of your sales staff in the next 12 months? Yes 78%; no 22%.

Are you planning to invest in low-power TV? Yes 62%; no 38%.

On the TV side

Should the fairness doctrine be abolished? Yes 57%; no 43%.

Will your station employ a teletext system within the next five years? Yes 56%; no 44%.

Is there a need for qualitative life-style ratings in your market? Yes 83%; no 17%.

Have you or do you plan to apply for low-power TV? Yes 56%; no 44%.

Do you believe that cable TV should be subject to copyright liability for carriage of broadcast signals? Yes 84%; no 16%.

Will your company be investing in MDS, STV, cable, teletext or LPTV in the next five years? Yes 70%; no 30%.

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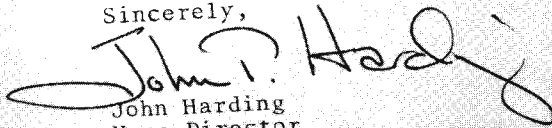
Ms. Jo Moring
Vice-President
NBC Radio Network News
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New York, New York 10020

Dear Jo:

Our sincere congratulations to all of you at NBC Radio News for a truly magnificent job in covering the dramatic hostage release story. It was really an outstanding effort and one which all NBC Radio News staffers should be proud of.

Frankly, we at WRVA Radio have come to expect such top-notch reporting from NBC Radio and we will settle for no less. The hostage release story is only the latest example of NBC Radio's ability to cover the news with the accuracy, clarity and speed that our listeners demand.

Sincerely,

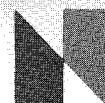

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NAB CONVENTION: RADIO

Life after dereg: Some tips on how to use that new freedom

Caution is the word passed out by advice-givers on panels; others, such as NAB, urge radio broadcasters to take FCC orders at 'face value'

The American radio broadcaster seemed, last week, like a person emerging into the sunlight after a long confinement. He was blinking in the bright light, unsure of where or how fast to go in his new freedom. But he was not without advice even if it was contradictory: Be careful, be strong.

The radio broadcaster's new freedom—granted him in the FCC's order deregulating the service to a considerable extent—was celebrated at the NAB convention in several panels. The discussions indicated that it will take broadcasters and their attorneys some time to feel comfortable out from under the regulatory constraints they had long known.

But former FCC Chairman Richard E. Wiley, who is now in private practice in Washington and who is credited during his term on the commission with helping to set in motion the policies that resulted in the deregulation order, endorsed the action taken during the chairmanship of his successor, Charles D. Ferris. "The commission action was in the public interest and your interest," he said during one of the panels on the subject. "I'm very much for it." Then he said: "It sets the stage for meaningful deregulation in the next few years." The order, which became effective April 3, eliminates formal ascertainment requirements and nonentertainment programming and commercial guidelines, drops the policy against program-length commercials and repeals the requirement that radio broadcasters maintain program logs and make them available to the public. The only requirement involves an

annual list, submitted to the FCC, of five to 10 issues of importance that the broadcaster addressed in his programming, along with examples of the programming and a brief description of the issues.

With the shackles removed, what kind of behavior is prudent for a radio broadcaster? After all, the shackles at least prescribed the limits of allowable activity. Now a broadcaster is free to roam at will, even into dangerous territory. Gordon Coffman of Wilkinson, Cragun & Barker, a Washington law firm, said at a clinic on "How to Operate Under Radio Deregulation," that he is telling clients "to go slow." After all, he said, "if I were an interest group, I'd do everything I could to test deregulation."

That kind of advice, apparently, is not unusual. Peter Tannenwald, of Arent, Fox, Kintner, Plotkin & Kahn, another lawyer at the how-to clinic, said broadcasters faced with challenges at renewal time because of commercial practices are better off if they carried no more commercials than previously. And Richard Chapin, of Stuart Broadcasting, Lincoln, Neb., a former NAB chairman, said at a panel on "Deregulation—What's It All About," "We won't change what we've been doing, though we might not be carrying as much religion on Sunday morning."

Such caution seemed excessive to NAB officials, who had pressed hard for the deregulation order and who regard it as a major benefit for broadcasters. "You should be able to take the commission order at face value," said Barry Umansky, a member of the NAB law staff, who presided at the clinic. "If the commission says 'X,' do 'X.'" Apparently, however, "X" is not always clear, even to the NAB. It has asked the commission to clarify portions of the order.

Some broadcasters do appear to be pre-

paring to break loose from the old bounds. Eleanor Applewhaite, a CBS attorney who had been in the audience for the session on "Deregulation—What's It All About," asked the panel if the commission would regard a licensee as violating a promise it made at license renewal time if it abandoned the promise to take advantage of the new freedom. Would such action reflect adversely on a licensee's character?

The answer from Richard Shiben, chief of the FCC's Broadcast Bureau, was quick and unequivocal: No. "Broadcasters now are obligated only to treat issues of concern to their community. That is it. Whether they promised 10%, for instance, at the last renewal is of no interest [to the commission]." Later, at another panel, Henry [Jeff] Baumann, chief of the commission's Policy and Rules Division, offered a minor quibble: Promises made in the last renewal application must have been kept until April 3, when the deregulation order became effective.

It wasn't only that some communications attorneys felt that prudence dictated that their clients use very little of the new freedom available to them. Everyone seemed to agree prudence dictated care in how broadcasters ventured into the new areas.

For instance, speaking of the removal of guidelines for nonentertainment programming—they had called for AM stations to devote 8% of their time to such programming and FM stations, 6%—Wiley said, "This is the heart of the FCC action, but be careful. There's no free ride. You have to present a list of issues [relevant to the community] and programming. If challenged, the burden is on you. So keep good records."

The matter of records in the transition to the new era of less regulation produced some disagreements among the experts discussing the issue. For instance, Shiben said he thought broadcasters "probably" could scrap their old logs, since they are no longer required to keep such records. But Michael Senkowski, of McKenna, Wilkinson & Kittner, speaking at a subsequent workshop on "What You Are Supposed to Know About FCC Rules and Regulations"—offered a different view. He said the old logs would be needed to defend a station against a charge of having violated a rule or policy that had been on the books until April 3—commercial time standards, for instance. (As a practical matter, given the caution of the lawyers on view, it seems unlikely many program logs will be committed to the shredder for a



Answer man. Trying to explain the ins and outs of the FCC's radio deregulation policy are (l-r): Richard Chapin, Stuart Broadcasting; Richard Wiley, Kirkland & Ellis, and Richard Shiben, Broadcast Bureau chief of the FCC.

long time.)

Despite the attention paid to deregulation, the workshop on "What You Are Supposed to Know about FCC Rules and Regulations" was intended to remind broadcasters that more regulations and policies remain on the books than were removed. Senkowski, for instance, ticked off a number of them—maintaining a public file, filing equal employment opportunity reports, observing the sponsorship identification rule and the fairness doctrine and the equal-time rule among them. And Michael Bader of Haley, Bader & Potts, of Washington, said that he sees "a major shift of regulatory emphasis—away from Washington and into the field." He was referring to the fact that while all commercial radio licensees and all but 5% of commercial and noncommercial television licensees and 5% of noncommercial

radio licensees will be required to complete only five-question license-renewal forms—the rest will receive a long form audit—the Field Operations Bureau will conduct random audits of 10% of each renewal group and will check public files.

But even that panel was concerned with deregulation—and the tentativeness with which communications attorneys are treating the commission's order. There is, for instance, the provision allowing broadcasters to rely on the programming of other stations in the market in selecting the issues they will address. Bader warned that broadcasters would have great difficulty documenting the programming of the other stations—and said such documentation might be necessary to withstand a competing application or petition to deny at renewal time.

That expression of concern about the

possible pitfalls of the new order of things prompted Baumann to offer broadcasters the sympathy they might need and the advice they could accept.

"Deregulation is not easy," he said. But for those concerned about petitions to deny license renewals, he suggested a look at the history of such petitions. "It takes a hard showing by a petitioner to make a case," he said. Then he added, in response to Bader's comment, "Instead of getting bogged down in all possible plans, keep in mind the 'reasonable man' standard—that the commission had in mind . . . All the commission did was open the door to greater flexibility [on broadcasters' part]. If you don't feel comfortable about specialized programming and counting on the programming of other stations [to make the showing needed to fend off a challenger at renewal time], don't do it."

DeVos calls for pride in business and leadership role for radio

Mutual co-chairman exhorts audience to be a positive force in the country; opposes 9 khz and antibusiness sentiment

"Radio, more than television and other media, can help rebuild faith in America." That sentiment, elaborated by the co-chairman of the Mutual Broadcasting System, Richard DeVos, in his keynote address opening the general radio session of the 59th annual NAB convention on Monday morning, met with loud approval from the estimated 1,500 persons in attendance.

DeVos, president and co-founder of Mutual's parent, the Amway Corp., maintained that broadcasters play a key role in shaping public attitudes and opinions, saying the electronic media too often give exposure to "fault-finders who know how to tear down, but not to build" social institutions. He was interrupted by applause several times and treated to a standing ovation at the conclusion of his talk.

"This is a great time for this industry," he continued. "It's almost as if the chains have been dropped from your wrists—the question is, 'What are you going to do now?'"

DeVos, who helped lead Amway from its origins in 1959 as a garage-bound soap manufacturer to a \$1.1-billion-a-year multinational corporation, challenged his audience to "stop apologizing for being in business."

"We live in a society where achievement is too often characterized as evil, success is seen as sinful, and big business is considered bad. I refuse to accept this attitude."

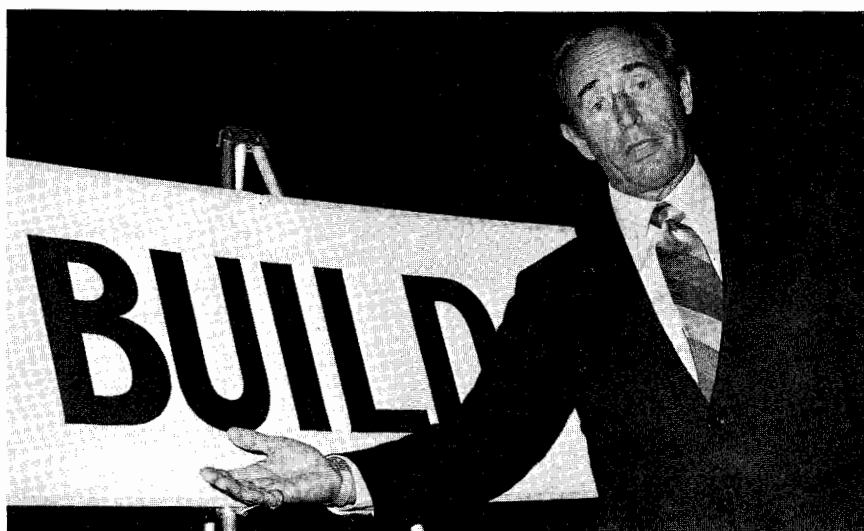
The decision by Amway to acquire Mutual, a radio network which has since purchased two major market AM stations,

came about, according to DeVos, "because we are concerned about America . . . and wanted to be involved in a vital communication link to the American people." He added that he considers radio to be a more intimate medium than television, and more influential than other media in development of key social attitudes.

DeVos called on radio station owners and managers "to use your new found prosperity as an opportunity to help people." The executive blasted socialism as "slavery of the people," pointing out that "only rich nations can afford to help poor nations. The free enterprise system says that people are the great ones."

In a direct response to Cuba's recent suggestion that it sees adoption of 9 khz AM band spacing as the only solution to its incompatibilities with the U.S. over band usage, DeVos exhorted his listeners to "stand up to Fidel Castro" on the issue, by opposing any move to adopt a narrower spacing.

DeVos outlined four stages in the development of a typical business—building, managing, defending and blaming—which he contended must be understood if an enterprise is to be successful.



DeVos

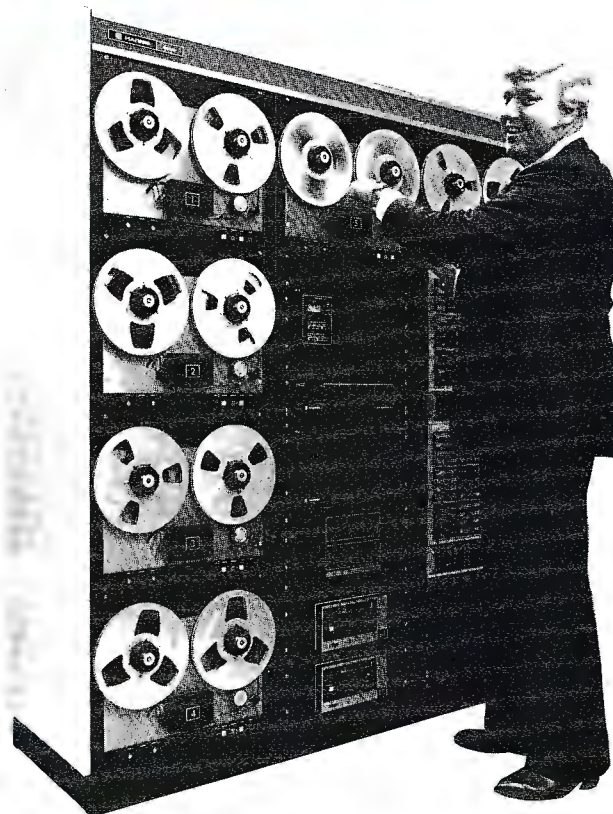
"Too often we are preoccupied with the intricacies of management, as opposed to selling and building," he said. "You don't get anywhere sitting around and being a manager. You tend to stop growing [when you do that]." He warned that broadcasters must avoid the temptation to "explain away" slow growth or nonperformance by a new set of factors now that deregulation has removed burdens complained about for many years.

AM: There's life in the old medium yet

Aggressive sales postures, innovative promotion, separate images—all techniques to help win audiences from FM's

To hear the experts tell it, those who succeed in AM radio in the 1980's will likely be those who best understand and meet the needs of their local audience. The substance of remarks by three panelists—one each from a small, medium, and large market—at a Monday afternoon session last week on "selling AM" was that

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Veterans. The annual Broadcast Pioneers award for long and distinguished service to broadcasting was presented last week to the radio comedy team of Bob (Elliott) and Ray (Goulding). At the presentation, during the annual Broadcast Pioneers breakfast during the NAB convention last Tuesday, were (l-r) Elliott, Jerry Lee of WEAZ(FM) Philadelphia, Pioneers president, and Goulding.

Training, motivation keys to radio sales

RAB forum cites medium's worth and ways to train staff to take maximum advantage of it

The selection, care, feeding and motivation of radio sales people for more professionalism and better results formed the centerpiece of the opening half of the Radio Advertising Bureau's sales forum at the NAB convention last Tuesday.

An estimated 800 broadcasters attended the morning-long session, which opened with statistical measures of radio's standing as a sales medium and of its sales people's performance, examined criteria for the selection of sales personnel, heard case histories on sales training and sales department operations and ended with an enthusiastic account of motivation techniques that produced a standing ovation.

Miles David, RAB president, set the stage with a report on a survey that showed, he said, that in the perception of advertisers and agencies radio leads other media in terms of selectivity and flexibility, is ahead of newspapers and magazines in advertising impact and is rated the most efficient of all.

"The survey also asked which media are becoming more important," David said. "Radio is number one. That's very encouraging. It shows that our customers believe there is a trend toward radio."

Another survey, David said, showed that 64% of radio sales people have been at their stations for two years or less, and that only 37% of stations have a formal sales training program. This is "ridiculous," he said, especially when considering that the cost of a sales person who doesn't work out is \$5,824, amounting to "\$82 million on a national basis."

David called on radio executives to work harder, "on the premise that we are the electronic marvel of the 80's that's here and now" while cable TV and the other new media forms "are still in the ballyhoo and Bali-Hai stage."

Jeanne Greenberg, executive vice president of Personality Dynamics Inc., a company specializing in personnel, told the session that successful sales people need empathy but that empathy alone is not enough. They must also have persuasiveness, she said, plus a quality she described as ego-drive, the "means by which some people derive personal gratification through enhancement of their own ego."

Greenberg, who also is president of WIMG(AM) Trenton, N.J., said careful personnel selection is vital because only about 20%-25% of all people—including those now selling—possess these qualities.

Steve Bellinger of WDCZ(AM) Decatur, Ill., described a detailed record-keeping system that he developed, called Systemagic, that he said keeps sales people on their toes and selling more effectively. "The first rule," he said, is that "no sales call is complete until the sales person

notices of the band's death at the hands of FM are decidedly premature.

"It has become chic to buy and listen to FM," offered Gary Fisher of WABC(AM) New York, "even if we don't really believe in it or listen to it." In reality, Fisher believes, "it's a free-for-all dogfight out there. That's what the FCC really means by a 'competitive marketplace'."

Calling himself a "self-confessed, roll-the-windows down, turn-the-volume-up AM radio addict," Fisher suggested that while the medium will never have the prominence among youth that it enjoyed during the late '50's and '60's, promotion people should learn to draw on AM's colorful traditions as a sales tool.

"You're seeing more of this today," he said, "with stations reminding listeners 'we are the one you grew up with' and similar themes."

For too long, Fisher continued, advertisers have paid too much attention to the specialized, segmented types of audiences most FM stations claim to deliver.

"AM continues to draw a broad, horizontal audience. In many cases the AM station with a broader format may be drawing more numbers in the audience category the advertiser is looking for than the FM station specializing in that category. Radio has always been a mass medium," Fisher maintained, "and in most cases you can still find the masses on AM."

Speaking from an entirely different vantage point, Roy Mapel, the part owner and general manager of KIML(AM) Gillette, Wyo. (population 12,000), pointed out that "in a small market you have to be all things to all people—nobody ever succeeds at that and neither do we, but you at least need to make them feel like you care."

Mapel described how his station promotes local charitable events while main-

taining a policy that if such events go to print media for paid promotion, they lose KIML's public service support. "We send them a bill," he said, "if we find out they bought a newspaper ad for the same event."

Mapel said his station has capitalized on local sports and news, two services he believes are of vital interest to most small town audiences. "Don't apologize for commercials," Mapel said. "They are the lifeblood of the station . . . and one of the greatest services a station can provide. Don't ever allow your announcers to downgrade commercials on the air—people in the community need them."

The medium-market perspective was provided by Gary Edens, of Southern Broadcasting's KOY(AM) Phoenix. Edens chastized AM broadcasters for not working hard enough to create separate, identifiable images for their stations. Among the steps he recommended was maintaining separate call letters from any co-owned FM or TV stations.

"When Coca Cola creates a diet soft drink, they don't call it Diet Coke, they call it Tab," he pointed out. "That's why they're number-one in sales and not Diet Pepsi. You need to maintain a separate identity for your station."

Edens presented research indicating the market will remain extremely volatile in the 1980's, with shifts not only in age, income levels and education, but in life style and the need for "psychic compensation."

"The key term will be 'target monitoring,' and the buzz word will be 'positioning,'" said Edens. He explained this as the need for more AM broadcasters to devise better strategies and make more frequent evaluations of their position with respect to other stations in a given market.

"The days when we gave our sales personnel their rate cards and a map and said 'go kill' are over," Edens concluded.



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Radio pepper-uppers. Some 800 broadcasters were on hand for Radio Advertising Bureau's sales forum during NAB convention, with participants including (l to r): RAB President Miles David; Pam Lontos, Shamrock Broadcasting; Steve Bellinger, wdz(AM) Decatur, Ill., and Michael O. Lareau, wood-AM-FM Grand Rapids, Mich., who was moderator.

determines what his next course of action will be."

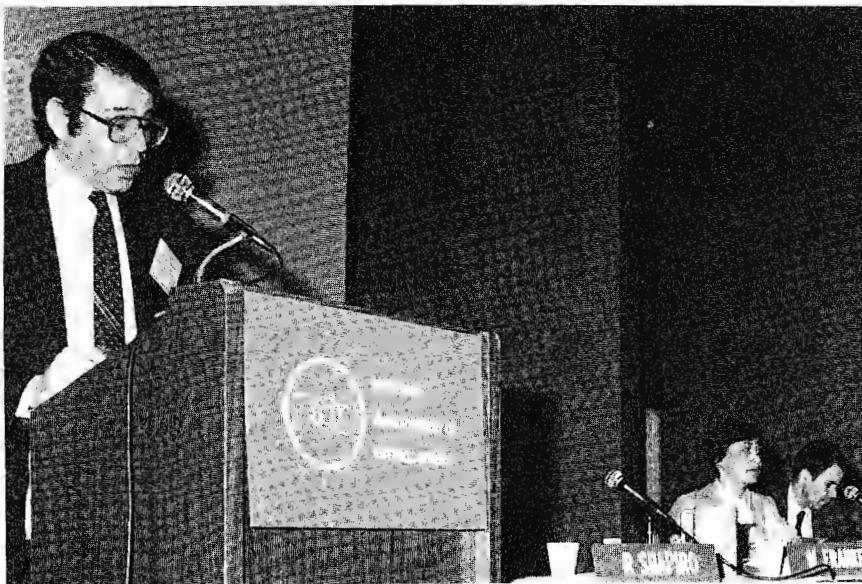
Sales people, he said, must fill out a complete report on every call—immediately—and this report must be filed and be kept constantly at hand for follow-up and further action. "Without this basic information," Bellinger said, "I submit that 80% of sales calls are wasted." With it, he added, sales can go up dramatically.

Bernie Mann of Mann Media, group station owner based in High Point, N.C., took the audience day by day through the two-week training program given new sales people at his stations.

A basic rule, he said, is to assign the

new person to an experienced sales person and to see that there is close daily contact between them, in addition to the intensive in-house training the newcomer gets before going out on the street under the guidance of his senior.

The morning's standing ovation went to Pam Lontos of Shamrock Broadcasting after she told how determination and refusal to take no for an answer kept sales rolling, and how she kept the local staff psyched up for selling with techniques ranging from awards and contests to dream charts, pillow fights, music and exercises in chanting "gotta have it, gotta have it; do it now, do it now."



Refining the fix on ratings. A new method to distinguish real change from random statistical bounce has been developed by Martin Frankel (at microphone), a consultant under contract to Arbitron, who announced to an NAB session on radio research that the fall radio rating books would incorporate his innovation—one cited from the audience by Mal Beville, executive director of the Broadcast Rating Council, as a major improvement in that service. Among the things he found during his study, Frankel reported, was that reliability levels of broadcast ratings are significantly higher than generally thought. Once his system is in use, Arbitron ratings will be "at the leading edge of available statistical technology," he said. Fellow panelist Gary Stevens, of Doubleday Broadcasting, said he applauded such efforts to reduce error, but also cautioned that a broadcaster has to wait for rating results to know whether things are going good or if "you're already in a lot of trouble." He said there are biases in all ratings (saying Arbitron tends to reward long-listening type stations) and managers should factor those biases into their reading of rating results. "Every five or six books your ratings are going to bounce up or down," he said. "Don't over-react." Carol Mayberry, of Katz Radio, said that "in the real world, most buys are based on average quarter hour numbers." Rather than trying to bring new listeners into a station's audience quickly—that may take two or three rating books, she said—Mayberry advised working to get the existing audience to listen longer, thus raising the quarter-hour figures.

Lontos, credited with having once tripled local sales at Shamrock's WMGC(FM) Dallas despite a sharp drop in the station's ratings, said: "We've gone up more than 400% in local sales because we've gone back to basics. We're selling with an upbeat positive approach, and all our salespeople emphasize these three steps in all sales: (1) Fact; (2) Benefit, (3) Close."

"The only difference between success and failure," she insisted, "is attitude." At another point she said: "Don't tell me anything's impossible until after I've done it."

Lontos was introduced by Bruce Johnson, president of Shamrock until two weeks ago (BROADCASTING, April 13), who called her "the best producer I've ever seen." He said the Shamrock selling course, developed in large part with her help, is available on tape and with accompanying manuals, through TM Co.

Spanish broadcasters air common complaints at forum in Las Vegas

Growth notwithstanding, ethnic community finds discrimination still largest problem; success attends the format nevertheless

A long and lively discussion of the growing pains of one of broadcasting's fastest-growing sectors occupied participants in the NAB's first-ever forum on Spanish-language radio last Monday afternoon (April 13) in Las Vegas. The four-part session coincided with a special meeting of members of the Spanish Radio Broadcasters Association, a trade association (not affiliated with the NAB) representing most of the more than 100 Spanish-language radio stations in the country.

With the NAB's Raul Rodriguez (an attorney with the legal department) presiding, a trio of station program executives told of increasing growth in both audience and advertiser acceptance.

Herb Levin, director of marketing/research for WQBA(AM) in Miami, noted that the Spanish-surname population in the U.S. has grown from 12 million to 19 million in the past 10 years, a pace not matched in terms of actual station growth.

"Our biggest problem remains discrimination," said Levin, one of two anglos on WQBA's sales staff. "The anglo population still tends to think of Hispanics as something less than full persons." The impact of this discrimination, according to Levin, has meant Spanish-language stations must work harder to sell anglo advertisers on the buying power of the Spanish-speaking audience. Even so, WQBA estimates its average spot sells for "significantly less" than an anglo station charges for a comparable audience.

"We spend \$250,000 a year promoting our station," noted Julie Mendez, WQBA's promotion director. He cautioned outsiders not to look at the Hispanic market as a monolithic entity, pointing out that Cuban, Puerto Rican and Mexican-Amer-

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Bienvenidos. NAB executive vice president and general manager John Summers (at podium) welcomes participants in NAB's first Spanish-language broadcasters session. L-R: Summers; Raul Rodriguez, NAB staff; Julio Mendez, WQBA(AM) Miami; Ernestina Compean, KABQ(AM) Albuquerque, N.M.; Manuel Davila, KCCT(AM) Corpus Christi, Tex.

ican communities may share a common language, but not traditions. Age and affluence also make a difference, said Mendez, noting the FM side of WQBA has developed a separate format to keep up with the interests of Cuban youth.

At Albuquerque's KABQ(AM), reported Ernestina Compean, promotion is keyed to "specific ethnic celebrations" throughout the year. Meanwhile, in Corpus Christi, Tex., said Manuel Davila of KCCT(AM), "we play the same promotional games as the anglos. This includes T-shirts, billboards, bumper stickers and games."

In a question-and-answer session following the programing session, a disgruntled chicano in the audience pressed the broadcasters on why they didn't provide more news, public affairs and editorial material. He pointed out that there is no interconnected Spanish-language national news network in the U.S. at present, and charged that since most Spanish-language stations are anglo-owned they have little long-term interest in the welfare of minority communities. A second questioner, representing Western Bilingual Community Radio, said many producers of such nonentertainment material are turning to Spanish-language public radio stations for lack of demand among commercial outlets.

Those observations were challenged by Howard Kalmenson, whose Lotus Com-

munications represents the sales division of KWKW(AM) Pasadena, serving Los Angeles.

"Our station produces six hours of live, locally-produced public affairs programing daily," he countered, "and more than half the Spanish-language stations in the market are chicano-owned."

There was greater agreement on the need to improve research methods used to assess Spanish-language audience characteristics by Arbitron, the nation's largest radio ratings firm.

"We speak to the audience in their language and they listen," insisted Luis Diaz-Albertini, of the Spanish Advertising Marketing Service in New York. "[Our research] shows Spanish-speaking women listen an average of four hours each day to Spanish-language radio."

A representative of Arbitron, speaking from the audience, acknowledged that the research service "has room for improvement in the way [it] gathers data on Spanish-speaking audiences. But we are working on it all the time." According to the spokesman, Arbitron uses Spanish-speaking, Hispanic surveyors in placing its self-report diaries in Spanish-language homes, with a minimum of three points of personal contact for each diary distributed. Critics complained that a significant number of the Spanish-speaking pollsters are not sufficiently literate in the language, and that Arbitron underrepresents this

ethnic population in its sample selection.

"We have a long way to go," conceded Eduardo Caballero of Caballero Spanish Media, an advertising agency involved in research and development of Spanish-language radio. "We have to order research that will help us sell the concept of Spanish radio in the first place—making it that much harder than just selling the radio station, as anglo radio does." The weight of time, Caballero concluded, is shifting in favor of Spanish-language media, since the growth rate among the Spanish-speaking population is significantly higher than among anglos.

As an example of how Spanish-language broadcasters must play "catch-up" to their anglo counterparts, sales director Nathan Safir of KCOR(AM) San Antonio told the group of his station's heavy involvement in merchandising tie-ins on behalf of advertisers interested in penetrating the Spanish-speaking market.

"Of the 19 English-language stations in San Antonio, there isn't one that uses merchandising at the store level," he noted. Levin and Kalmenson noted similar trends in their markets.

Kalmenson also downplayed the role of rating services in developing Spanish-language station advertisers, contending that "major national retailers are beating down the doors to buy air time on our stations. They know what gets people into their stores and they don't need Arbitron to tell them—the response [to advertising] is almost immediate."

New technologies more good news than bad for radio operators

Visual media threatened by fragmentation, but aural broadcasters stand to gain, NAB delegates are advised

New technologies offer more opportunities than threats to radio broadcasters, panelists agreed last Monday (April 13) at a radio session of the NAB convention.

In the general fragmentation of audiences that is expected with the growth of cable, videodisks and other methods of electronic delivery to the home, radio may face new competition for listeners' time, but its function as a mass medium will continue, in the view of panelists. Paul Bortz, of Browne, Bortz & Coddington, Denver consulting firm, put it this way: By 1990 there may be 42 million cable homes, as now forecast, but there will be a total of 94 million homes in the country. "That will leave 52 million homes not on cable," Bortz said.

In a world of electronic plenty, radio's share of audience may decline, Bortz said, but radio ratings will decline less, and with the increase in total homes, radio's delivered audience will be as big as ever, perhaps bigger. Bortz sees no structural



Future looks bright. Participants in the first-ever NAB panel on Spanish-language broadcasting predicted a rosy future for their stations. L to r: Raul Rodriguez, NAB staff; Herb Levin, WQBA(AM) Miami; Luis Diaz-Albertini, Spanish Advertising Marketing Service; Nathan Safir, KCOR(AM) San Antonio; Eduardo Caballero, Caballero Spanish Media, and Howard Kalmenson, Lotus Communications.

change forced upon radio in the next decade.

The most direct competition Bortz foresees for radio may come from "pocket television sets" that he said would be introduced this year. Mini-sets in television could eventually become as "ubiquitous as the transistor radio," he added.

Richard Geismar, chairman of Insilco Broadcasting, New Haven, Conn., said radio should take advantage now of technology developed in the 70's. Audio processors, improved transmission systems

and other equipment now on the market should replace older gear in the interests of operating economy and improved sound, Geismar advised.

Geismar, too, forecast more total usage of electronic media, meaning no diminution of the radio universe.

J.T. Shrigley, former manager of KSPN(FM) Aspen, Colo., now a broadcasting consultant in New York, said radio broadcasters would be wrong to over-emphasize technology. "If I had \$15,000 to spend at a smaller-market station," he said, "I'd put it into sales training and material, to implement with great conviction a local marketing program. Then I'd use the proceeds from higher rates and increased sales to buy new equipment."

Shrigley said it was "unfortunate" that the FCC has decided "preliminarily" to prohibit radio broadcasters from acquiring co-located low-power television stations. Radio broadcasters in smaller markets, he said, were uniquely trained to operate low-power TV, which he said would probably be suited more to markets of 5,000 to 20,000 population than to bigger ones if it is to succeed at all. Shrigley thought low-power stations could function primarily as outlets for satellite-delivered network programming, with only "small portions of the broadcast day" devoted to local news and information. The secret, he said, would be in promotion of the LPTV by its associated radio station.

Geismar, in response to a question, saw little future for any venturer in low-power television. "It's exotic," he said, "for hobby, fun and games."

In satellite distribution, new technology has already made profound changes in radio networking, Edward McLaughlin, president, ABC Radio Networks, told the panel session. He now counts 11 radio networks in operation and said there would be 16 to 24 by 1984.

ABC intends to convert its distribution system to satellite by 1984, McLaughlin said. As the system is now conceived, ABC affiliates would pay for what he called the "outside equipment"—the dish and related hardware for earth stations—and ABC would supply the receiver. McLaughlin said he thought there was a "good chance" that most or all radio networks would wind up eventually on the same bird to facilitate affiliation changes and multinet network delivery. Those functions are complicated now, he pointed out, by the necessity to reorient earth stations.

The increase in network numbers has been accompanied by an increase in network revenue. McLaughlin predicted that the radio network marketplace would grow to \$200 million this year and \$300 million in 1984. More networks mean more total network reach and therefore added advertising value, he said.

ABC Radio has succeeded with its four networks, he said, because it positioned itself to compete against television and magazines for advertisers with budgets of \$500,000 to \$2 million. Advertisers in that category "can't afford much TV," said McLaughlin, "but we can offer them national exposure."

Radio news: Doing it right pays off

How to get ratings with radio news? Don't worry about the ratings; worry about the news. That advice was given last week in a panel session at the NAB convention.

"Establish yourself as the single most dependable source of information in your market," said I. Wally Ausley, vice president and general manager, WPTF(AM) Raleigh, N.C. "If your listeners trust you, the numbers will take care of themselves."

Ausley said WPTF presents 44 newscasts daily. The emphasis is on localizing the news. WPTF reporters are each equipped with a two-way radio and a cassette recorder. Each has a newsroom cubicle with reel-to-reel, cartridge and cassette recording and playback equipment.

Harry Barker, president and general manager, KQMS(AM) Redding, Calif., said: "The future of AM is in localism, more news, more talk." Music still occupies much more time on KQMS than news, but news brings in 40% of the station's revenue. Not only that, advertisers that buy news tend to be long-term, Barker said.

Bill McMahon, president and general manager of the all-news KSDO(AM) San Diego, said it isn't necessary to be number one in ratings to be number one in sales. "If you make the commitment to serious news," said McMahon, "forget the kids, young women and, to a great degree, young men. But you will get an upscale audience that can afford automobiles, home computers, real estate."

The new audience is slow to build, said McMahon, but it is also slow to leave the station.

Norm Woodruff, former news director of all-news KCBS(AM) San Francisco, now a consultant in San Francisco and the moderator of the panel, said he detected a trend toward more news on FM stations. Even beautiful music stations are paying more attention to news and news features. Like Ausley, Woodruff thinks news must be localized. NBC Radio's News and Information Service failed, Woodruff said, because it provided a national service that stations broadcast to the exclusion of their local efforts. Without local commitments by affiliated stations, NIS was doomed, said Woodruff.

A questioner in the audience wondered: What about news people delivering commercials? Barker forbids the practice on KQMS. Woodruff, however, sees no fault in it if journalists forbear from endorsements and if a buffer or change of inflection in the news person's voice clearly indicates the shift from news to a commercial message.

The value of editorializing was stressed by Ausley, who delivers an editorial daily. Editorializing, he said, "not only is good programming, it is also an obligation."

Woodruff also is high on editorializing, if it is carefully done. "Take a stand," he told the broadcasters. "Stimulate people to think."



Gloomy optimist. Howard Ruff (top), financial adviser featured in radio and TV reports, told the radio luncheon at the NAB convention last Tuesday that "Ronald Reagan was elected president of the Titanic." Ruff anticipated rising waves of inflation punctuated by "scary" depressions, plus continuing high interest rates. One way to end inflation, Ruff said, might be through a more totalitarian government ("of either left or right"). One result would be less freedom of speech, which he said is already under attack. But, he continued, "despite what you hear from me, I am an optimist." He said the U.S. has "great inherent strength," and though it faces a test, "I think it will pass." He urged broadcasters, "the most powerful force for informing public opinion" in history, to "use your powerful voice" to educate listeners and viewers on the economic facts of life. Ruff was introduced by Harry O'Connor, who handles his TV and radio reports and who handled President Reagan's radio series. O'Connor said that "we happen to believe that radio elected Reagan." At the same luncheon, former sportscaster Reagan and singer Kate Smith, long-time "first lady of radio," were inducted, in absentia, into the Radio Hall of Fame by Cullie Tarleton, NAB Radio Board vice chairman.

NAB CONVENTION: TELEVISION

TVB bullish on state of industry

Things are good and getting better, Cookerly, Rice and staffers advise delegates in Las Vegas

The state of the business of television is "good, growing and in good hands," reported the chairman of the Television Bureau of Advertising board of directors last week. According to Thomas B. Cookerly, president of Allbritton Communications, in a Tuesday morning NAB session on "The State of the Medium," "the economic outlook for our business [for 1981] from both outside and inside the business itself is a positive one."

Cookerly disclosed that a TVB survey of industry analysts taken during the first three months of this year squared with an in-house prediction that television revenue in major categories (including local, national, and network) will grow by 8% to 12% in 1981, compared to 1980 figures. Total sales revenue for TV passed \$11 billion last year, and is expected to almost double in the next five years. It is expected to reach about \$41 billion annually by 1990.

Cookerly noted that the public is watching more television than ever before (six hours and 36 minutes a day on average) and that the government is expressing a pro-business attitude. "The bad news," he continued, "is that our sales management strength is not what it should be."

Taking over from Cookerly on the dais, TVB President Roger Rice presented a mixed review of trends among TV sales departments. The conclusions were based

on the organization's semiannual survey of sales personnel in TV markets throughout the country.

"There is a tremendous turnover in sales," said Rice, pointing out that 32% of general sales managers surveyed had been on the job for two years or less. This compared with 20% in 1970. In addition, 22% of national sales managers and 27% of local sales managers had been in their present positions for a year or less. "And," warned Rice, "it's getting worse."

While sales employees are earning more money and growing in number, the survey found that significantly less is being spent on their training.

"In 1977," he said, "74% of stations spent money on training. Last year, only 57% did." Rice suggested more member stations take advantage of the regularly-scheduled Sterling Institute sales training sessions sponsored by TVB.

As an immediate follow-up to Rice's recommendation, TVB's Robert Lefko and Dick Severance presented a series of

videotapes highlighting ways in which local sales personnel could develop new and stagnant sources of TV advertising revenue. They named automobile dealers and savings and loans as the only two categories among local TV's top 10 advertisers that declined or remained level in sales volume during 1980.

"Television advertising is appealing to a broader spectrum of clients than ever before," said Severance. "The top 10 advertising groups accounted for 62% of all sales in 1980, compared with 69% in 1975."

He used examples of solar manufacturers, computer retailers, videocassette distributors and medical professional as advertisers gaining new acceptance on television.

"We are encouraging stations to use their own air to promote, attract and protect sales," said Lefke, singling out several local TV campaigns articulating the advantages of TV over print media as a sales vehicle.

Network dominance picked to continue

Despite reports of increasing cable and pay viewing, panel sees networks remaining strong; advertisers say cable needs better measurement figures

The television networks are losing audience share to some extent, but an NAB convention workshop seeking an answer to the question, "Is the sky really falling?," found no real Chicken Littles among the participants.

Total TV viewing has increased, minimizing to that extent the real effect of any decline in network ratings, it was pointed out. Although pay cable was seen as a major factor in the decline, it was also suggested that the erosion may come as much from increased viewing of independent and public broadcasting stations, and from more frequent pre-emptions of network programs by affiliates, as from defections to cable.

In any event it seemed agreed that the networks would maintain their dominance at least through the next five years if not for a longer span.

David Traylor of the A.C. Nielsen Co. said the networks' prime-time share dropped from 94.5 in October 1976 to 88.3 in October 1980, for example, and said cable had to be a major factor because cassettes and subscription television lack the

penetration to make a significant impact.

Traylor put cable penetration at about 27% of U.S. TV homes, including pay cable penetration of about 11%. In noncable homes, he said, the networks get about 92% of the prime-time viewing, in basic cable homes about 86% and in pay cable homes about 71%. In the pay cable homes, Traylor said, about 20% of the prime-time viewing goes to pay programs.

He doubted, however, that anybody should suggest "that network is going down the tube this year or next year, or ever."

David Martin of Campbell-Ewald agreed it was "not likely" that cable would "destroy" the networks, and said that "for the next five years," anyway, "networks are going to be the dominant force."

Advertisers, Martin said, for the most part take a "realistic approach" to cable and the other new media. Cable, he said, offers an opportunity, for instance, to develop long-form commercials. And he said he was confident that pay cable would go commercial. One thing advertisers want, he said, is "hard measurement" of cable insofar as possible.

On the cable measurement question, Traylor noted that Nielsen had been retained by the cable industry to conduct methodological studies. To criticisms that cable was selling cume audiences without



Cookerly



TVB's Lefko, Severance

**When
John Doremus
talks,
8,000,000
people listen!**

And for good reason. He talks to each one individually. Like a friend. That's what's made the John Doremus Show one of the most listened to radio programs in markets throughout the U.S.

You see, John Doremus just doesn't play beautiful music. He relates to listeners with anecdotes, humor and human interest. Makes 'em feel right at home. That's why 54,000 listeners in Detroit make sure they are home the minute "John" comes on the air. And, why 15,000 listeners a week write "Dear John" letters just to tell him how much they enjoy the show.

Maybe you'd like to listen in? Then write or call "John" collect (312-664-8944), and have him send you his tape. We're sure your ears will see why so many people listen to John Doremus. **875 N. Michigan Ave., Chicago, IL 60611.**

I'd like to hear more. Please send me _____ tape(s) to:

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

much documentation. Traylor said that commercial television "sold blue sky" until it reached the point where it could afford to pay for more realistic measurements. Cable, he suggested, probably will go that route too.

Marvin Mord of ABC said that movies on pay cable are "having an impact" on network movie audiences but that cable will need more than a multiplicity of channels. It will need good programming to put on those channels.

Viewers, Mord said, will watch programming they like and need, no matter by what means it reaches them. He said he was confident that networks will flourish as the most effective way to reach mass audiences, because they have demonstrated that they can develop and offer programming that viewers want.

Returning to the Chicken Little theme, Mord said that "no network or any strong station is a Turkey Lurkey."

Tracking cable audiences, Mord said, will be difficult, because "how can you ask a viewer to record his viewing to 20 or 30 channels?" He said meters can handle that part but cannot provide the viewer demographics to go with it.

The question-and-answer session produced this warning: "If [FCC Commissioner] Anne Jones and the rest of the commission think over-the-air television will become obsolete, they can make it happen. This is apt to hurt the small markets more than the new technologies will."

Gary Chapman, WLNE(TV) Providence, R.I. (New Bedford, Mass.), was moderator of the workshop.

Advocacy ads making some headway

Workshop shows many stations willing to take such spots, if only on case-by-case basis; Cookerly says companies deserve chance; Sharp reviews legal side

More and more advertisers want to do advocacy or issue advertising on television, and more and more stations are willing to take it, at least on a case-by-case basis. That was evident at an NAB convention workshop last Monday on "Advocacy Advertising: What Are Your Obligations?"

An estimated 150 broadcasters turned out in search of answers. A show of hands suggested that somewhat fewer than half had as yet taken the plunge, but the presence of the rest symbolized an inclination to at least test the waters. In addition, Roger D. Rice, president of the Television Bureau of Advertising, noted from the audience that a TVB survey had found that 89% of the stations queried were willing to consider carrying issue advertising, with the circumstances in each case likely to be the determining factor.

Tom Cookerly of WJLA-TV Washington, who is also chairman of TVB, said his station decided eight years ago to become "a



Advocacy backgrounders. Obligations incurred or not incurred by acceptance of advocacy or issue commercials were examined by this NAB workshop panel. L to r: Moderator Jim Popham, NAB; Tom Cookerly, WJLA-TV Washington; Stephen Sharp, Schnader, Harrison, Segal & Lewis, and William H. (Troy) Taylor, Edison Electric Institute.

marketplace of ideas" and accordingly has been accepting issue advertising, in addition to carrying "speak out" spots free of charge and providing coverage of issues in news, public affairs and special programs.

Advertisers, Cookerly said, should be able to "come on the air and say what they want to say." But, he cautioned, stations should not make money a primary consideration, if the experience of WJLA-TV is any guide. "The money is very small compared with the time, effort and trouble involved," Cookerly said.

In deciding whether to accept a given advocacy commercial—or whether, if they run it, there may be demands from opposing viewpoints under the fairness doctrine, stations should consider (1) the total amount of time they have given to both sides in regular programming or in other ads, (2) whether the total audiences for both sides are at least roughly in balance, and (3) whether the frequency ratio between the two sides is at least "somewhat balanced." That was the advice of attorney Stephen Sharp of the Washington law firm of Schnader, Harrison, Segal & Lewis.

William H. (Troy) Taylor of the Edison Electric Institute, a trade association of electric public utilities, said that his group was able to place a pro-nuclear campaign with relative ease because a short time before there had been so much news coverage of the Three Mile Island nuclear accident, all of it considered anti-nuclear almost by definition. He said 63% of the stations approached to carry the commercials accepted them.

Sharp said that to trigger the fairness doctrine it is necessary for the complainant to define the issue and that the issue has to be both controversial and of public importance. Defining the issue is easy in the case of ballot issues and "direct hit" ads, he noted, but in other cases can sometimes be difficult. A Norman Lear spot was shown that was construed by many in the audience as a slap at the Moral Majority, although the Moral Majority was in no way mentioned. Sharp said he was sure that Lear fashioned the spot deliberately to avoid fairness doctrine in-

volvement, and that he himself sometimes advises clients to take the same course to make the spots easier for stations to accept.

Sharp reminded stations that the Supreme Court has ruled that broadcasters are not required to accept issue advertising. The networks do not accept it, although ABC has announced plans for a test of acceptance in late-night programming under strict guidelines.

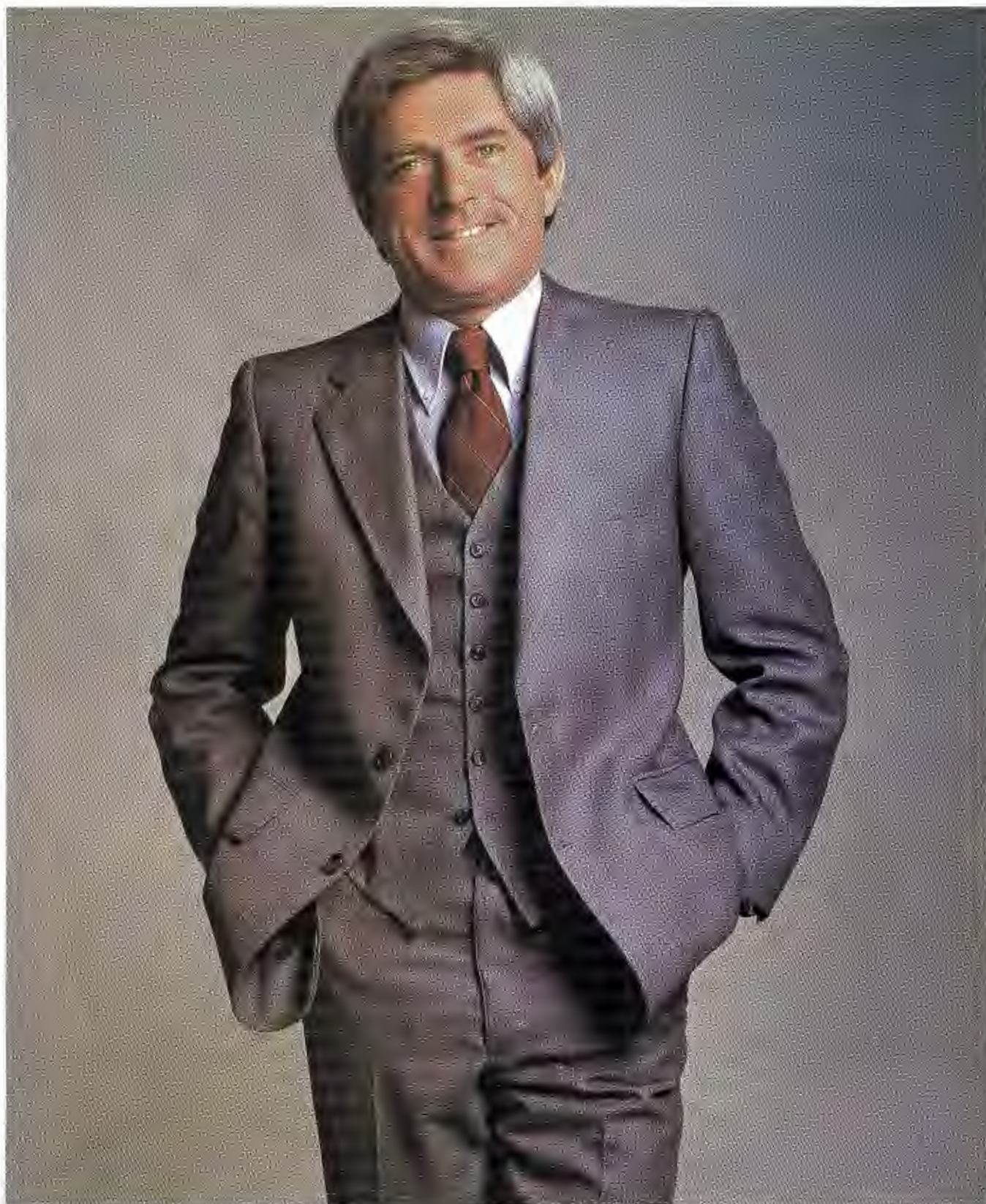
Taylor said the Edison Electric Institute on occasion had found networks cooperative to the extent of suggesting changes in submitted spots but that none had reached the point of acceptance, "and we didn't want to water them down."

He said he recognized that if the networks triggered a fairness-doctrine problem they would put their affiliates in a difficult position, but Sharp noted that when networks become involved in a fairness-doctrine situation unrelated to issue advertising, they present the other side and the affiliates are not held responsible.

A Mobil spot featuring an announcer at what many took to be an anchor desk and with a reporter in the field with the Capitol in the background was considered by some onlookers to look too much like a newscast. But Cookerly disagreed, pointing to the Mobil insignia. "I don't think it can be mistaken as a news report," he said, adding that WJLA-TV is carrying it. He emphasized, however, that the station does not carry this or any other issue advertising in or near newscasts.

Asked how much free time he had been required to give away as a result of issue advertising, Cookerly replied, "I don't know. It really hasn't been a big problem." Many such ads, he said, do not involve the fairness doctrine. He said Mobil buys five a week but many of them don't deal with controversial issues.

Asked what would cause him to reject an advocacy ad, Cookerly cited a storybook that he said was submitted the week before by the Congressional Club, a conservative group, attacking the liberal views of Senator Paul Sarbanes (D-Md.). The ad "questions Sarbanes's motives," he said. "We sent it back and said we could not take it as



**MULTIMEDIA CONGRATULATES THEIR MAN OF THE DAY
ON WINNING NATPE'S AWARD OF THE YEAR.**



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Multimedia Program Productions, Inc., 140 W. Ninth Street, Cincinnati, OH 45202.

written," but he told the workshop that WJLA-TV would probably accept it if it were presented merely as a discussion of the senator's voting record.

"It isn't easy," Cookerly said of the whole question of issue advertising, "but we think it's worth it."

Jim Popham of NAB was moderator.

Promoting earth stations for radio

Wold's Worth predicts that by '83 dishes will be as indispensable as cart machines; other panelists report growth figures to date

The use of satellite communications by radio stations is about to "break loose," predicted Gary Worth, president of Wold Communications, at a Tuesday morning panel session at the NAB convention. By 1983, earth stations at radio stations "are going to be about as indispensable as a cart machine."

Support for Worth's forecast was provided by his three fellow panelists who have been making use of the technology to distribute programming to local radio stations.

Dave Bowen, of the Associated Press, reported substantial progress in the installation of earth stations at AP-affiliated newspapers and radio stations for use in AP's satellite network. As of last week, there were 205 stations in operation and 120 in the process of being installed, Bowen said. The number of operational stations will grow to 400 this summer, to 600 by the end of the year and to 900 by the middle of 1982.

More than just new AP services are being pumped to radio stations over the AP network. The earth stations are shared by RKO, Dow Jones and Wold Communications.

Jerry Wallace, of the Mutual Broadcasting System, said its earth station network is also well on its way to completion.

MBS has already installed 235 dishes at affiliated radio stations and will install 10 earth stations per week until all 650 MBS affiliates are part of the network, Wallace said. According to Wallace, MBS sees three primary advantages to satellite distribution: It's more economical, it allows more flexibility and it produces "an incredible improvement in sound quality that can only be achieved through satellites."

Although the widespread application of satellite communications in radio seems inevitable there are some problems that are retarding its growth.

Worth pointed out that there are now only two Westar transponders dedicated to audio service and they are both sold out. But, Worth said, the shortage of audio channels should be relieved in the years ahead as more satellites are launched.

That different audio services are delivered on different satellites is also troublesome, according to Tony Masiello of Enterprise Radio, as it requires broadcasters to go to the added expense of con-

structing a second earth station (for simultaneous reception) or installing single steerable stations (which precludes simultaneous reception). Masiello said he didn't know whether it would be possible to move all radio programming to one satellite, but said "it would help." On the other hand, he said later, dividing the programming between two satellites would protect the radio operator against the possibility of losing all his network programming upon the failure of one satellite. While agreeing that a single satellite dedicated to radio programming would be a good thing, Worth called it a "pipe dream."

There were some questions from the programmers in the audience. One questioner asked whether time was available for sublease from any of the panelist's companies. After Bowen, Wallace and Masiello said no, Worth of Wold said: "Now you know why we are in business."

Bowen used his forum to rebuke publicly Western Union, AP's satellite carrier, for a two-hour service failure during AP's coverage of the aborted launch of the space shuttle on April 10. Under its tariff, AP is supposed to have protected service, Bowen said. But the failure of a high-power amplifier at Western Union's uplink in Glenwood, N.J., and the subsequent loss of service showed "that the back-up that was supposed to be there, was not."

Bowen read a letter he sent Western Union threatening legal action on the ground that the service failure "due to gross negligence at a minimum" caused substantial damage to AP's reputation.

Broadcasters are invited to join the pay TV club

TV stations urged to program pay material in their cities with MDS; NAB panel cites number of advantages including getting jump on new technologies

A new opportunity for broadcasters to make money and at the same time provide competition for cable TV was offered at the NAB convention. That interesting combination was billed as "MDS—A Billion Dollar Baby?"

"There is an opportunity for a broadcaster to set up a second business in his town—pay TV through MDS," said discussion leader Mark Foster, president of Microband National Systems. He went on to give some background on MDS—multi-point distribution service. It's an omnidirectional microwave link usually with either 10 or 100 watts that broadcasts in a radius of about 15-20 miles. The licensee is considered by the FCC to be a common carrier and cannot originate programming, but sells time to whoever is willing to buy.

There are currently 84 MDS systems in operation, according to Foster. MDS began about 10 years ago as a way to provide pay programming, mostly movies, to apartments, hotels and other multi-unit dwell-

ings. Up until 1979 it was not feasible for home use because of the high cost of receiving antennas—around \$1,400. But with new technology, the price began to drop until today antennas cost about \$55.

"Broadcasters are ripe to get into MDS," said Foster. "They can introduce advertising, use their technical and sales staffs and their own airwaves to promote it." He went on to talk about a complete turnkey system provided by Montgomery Ward. The store handles billing and collection, equipment inventories, installation and maintenance and customer service for an incremental part of the subscriber fee. Foster estimated that with such an arrangement, the cost to a broadcaster to get into MDS would be about \$50,000-\$75,000 with a break-even point of between 4,000 and 6,000 subscribers.

An added benefit of MDS entry for the broadcaster would be getting the jump on cable systems by being the first to offer a pay service. According to Foster, once a pay service is offered, competing services such as cable, STV and LPTV will have a difficult time getting established.

The growing vistas of local TV news

Satellites, helicopters and other new gear help stations get more stories in the fight to keep audiences; journalists are reminded that content is more important than equipment

Using strong local news programming as a tool in warding off the competitive threats posed by the new technologies was emphasized at a Monday morning NAB session, "Local News Isn't Local Anymore."

The panel, moderated by Fred Young of WTAE-TV Pittsburgh, discussed ways to utilize satellites and other technology to expand their stations' news operations.

Al Buch, news director of KPNX-TV Mesa (Phoenix) Ariz., told of his station's use of a helicopter to expand the limits of its news gathering capability. The "Sky 12" uses a reporter-pilot and a cameraman and is equipped with two-channel microwave transmitter and receiver in addition to two videotape recorders. In addition to the obvious traffic stories, the helicopter is used for a variety of spot news (floods, rescue efforts and even following police in a high-speed chase down a highway), specials, inserts for various pieces and as a field anchor for spot news stories. The helicopter costs the station \$200 an hour in upkeep and is used about 50-60 hours a month, according to Buch. The pilot and cameraman are on call 24 hours a day, seven days a week and can be in the air 20 minutes after learning of a story over scanners at home. This ability to react is part of Buch's philosophy. "If [local TV stations] are to survive, we have to be a video news service," perhaps 24 hours a day.

Satellites are another device local sta-

Look at



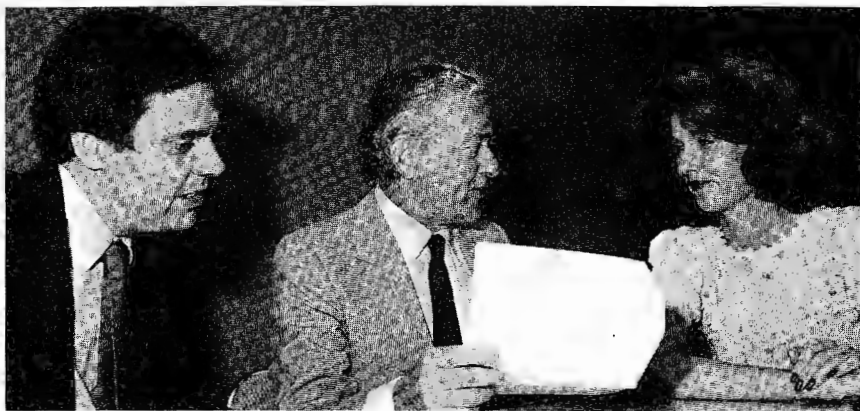
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On TV and children. An "In the box" debate on TV's effect on children aligned Neil Postman (l) of New York University against Roy Danish of the Television Information Office, with Betty Hudson of NBC as moderator.

tions are using more and more to bring far away angles to local stories. Richard Sabreen of Westinghouse Broadcasting described how his company got involved with satellites. It was after the Three Mile Island crisis, when Group W executives were reviewing how their stations in Pittsburgh, Philadelphia and Baltimore covered the story that they came to the decision to set up a satellite capability. They realized how close they had come to missing the story if they had not been able to rent land lines and also noted the high cost of those lines. So they made an agreement with Western Union for up and down capability on Westar. Then it became more and more apparent that there was another use for the bird. Sabreen said: "The networks are concerned with generic news coverage. We must provide customized coverage. They have a different job" than local stations. So Group W Newsfeed was born. The company's six TV stations exchange news stories each day and share features and sports as well. Now the service is open to others and Sabreen announced that Outlet Co.'s five stations are the first subscribers.

Back and forth on children and TV

'In the Box' debate finds Postman contending that viewing is harmful; Danish says it is valuable educational tool, but can't replace role of teachers

A debate over the effects of television on children "at home and at school" ended in an agreement of sorts but not of substance last Monday at the NAB convention.

The debaters, Neil Postman, professor of communications arts and sciences at New York University, and Roy Danish, director of the Television Information Office, seemed to agree at least loosely that, as Danish put it, teachers can't control the new media and so, "like the rest of us, they have to live with them." Otherwise they were in complete discord.

Postman, who in the early 1960's tended to look upon TV as a teaching tool and wrote "Television and the Teaching of

English" for the National Council of Teachers of English, argued that the process of viewing TV, not TV's program content, is essentially at fault.

Watching television, he contended, calls for instant emotional response but neither requires nor develops analytic skills. It is, he said, an "assault on literacy," producing "cognitively regressive" results and undermining the work of teachers. Moreover, he argued, TV viewing is not susceptible to "remedial" teaching.

It also undercuts the traditional structure of family by exposing children at an early age to "adult secrets"—social, sexual and otherwise—that they normally would grow into gradually, Postman said, and "its total accessibility erodes the line between adult and childhood."

Danish replied that many educators and groups of educators had been and still are developing techniques for using television in the classroom and the home. He scoffed at the notion that TV cannot be used positively with children, and he noted that many broadcasters, individually as well as through TIO and other organizations, are supporting work on teachers' guides, parents workshops and reading and writing projects. They also, he said, are trying to "help teachers to help children understand how television works, just as English teachers help them learn how language works." For most children, Danish said,

television is probably neither very harmful nor very helpful, but that, he contended, is no reason not to try to make it work better.

Neither debater seemed to sway the other.

Postman said when educators gave Joan Ganz Cooney of the Children's Television Workshop an award as an educator, it was like "railroad workers celebrating the birthday of the Wright brothers." Danish said, "If television ever assumes a disproportionate role in children's education, it will only be by massive default, a dereliction of duty on the part of teachers, school systems and parents."

Betty Hudson, NBC vice president, corporate affairs, was moderator of the convention "In the Box" session.

TV broadcasters are preparing for the satellite revolution

Panel sees increasing use of birds to deliver programs, commercials leading to great changes in relationship with networks, programing expenses

A vastly changed network-affiliate relationship and a prediction that in 1984 the number-one rated TV show will be independent, advertiser-supported and fed by satellite to a group of stations.

Those predictions were a few to emerge from an overflowing Tuesday workshop, "Satellite Distribution—Problems and Potential," moderated by Joel Chaseman of Post-Newsweek Stations.

The panelists agreed that the growing number of programs and programing services being made available on satellites is going to cause a change in the current network structure. According to Chaseman, the networks have been described as "a barter service that has reached critical mass." Some in the audience agreed that change is coming. Les Arries, president and general manger of WIVB-TV Buffalo,



Future talk. Predictions on how satellite distribution of programing will affect TV stations and their relationship with networks was the topic of a popular Tuesday workshop, "Satellite Distribution—Problems and Potential." The panel (l-r): Joel Chaseman, Post-Newsweek Stations; William F. Baker, Group W; Robert Seidenglanz, Compact Video Systems, and Richard Frank, Paramount Television.

N.Y., one of the first commercial TV broadcasters to install an earth station, said the reason the networks haven't switched to satellite distribution is that they are afraid once stations have earth stations they will begin pre-empting network shows for some of the other satellite-delivered fare.

But that's not to say all in the room were predicting the demise of the networks. Far from it. According to panelist William Baker of Group W, "The networks are here to stay." They provide a major national source of material not available elsewhere—especially news—and stations will continue to rely on a combination of them and strong local service. "There's room for all of them," he said.

Richard Frank, Paramount Television, said that a key to his and other programmers' success in satellites is "going to affiliates and having them pre-empt the network to run your show."

The growth of satellite acceptance was shown in a "raise-your-hand" poll taken by Chaseman of the crowd. Of all the station people in the gathering, about 200, only one did not already have an earth station or expect to have one in two years—and that was WPIX(TV) New York which finds it more economical to rent, rather than buy its own. Baker said there are now about 150 commercial stations with dishes, and that figure is growing by about six a month.

Distribution of shows by satellite was cited as a major economic incentive for getting a dish. Baker said postage and freight costs for mailing film and videotape are going up 5% a month. "Once you get 25-30 stations, distribution by satellite starts to be cost effective." Frank said that Paramount is planning to start feeding *Laverne and Shirley* at night by satellite for recording by stations; Baker said Group W will do the same with *PM Magazine*, and it was mentioned that Robert Wold Co. is going to start doing the same with *Merv Griffin*.

In addition to the distribution of programming, there is distribution of commercials. Another participant from the audience was Walter Schwartz of Blairsat. He cited an example of an advertiser that had been spending \$385,000 to duplicate and mail commercials. Blairsat delivery cost only \$130,000.

The broadcasters were chided by the panelists for not being as aggressive as cablecasters in satellite development. And what should broadcasters be doing is planning for the future? Baker thought a motorized dish that could be moved to look at different satellites is important as more and more programming appears. That was seconded by Robert Seidenglanz of Comsat Video Systems. Baker said you shouldn't buy cheap gear. "Look at the satellite as a future investment and get good quality equipment."

The free-wheeling discussion also considered direct broadcast satellites. Nobody thought very much of the proposed Comsat service. Frank said he thought it would only be popular in rural areas. There are

too many more attractive options in most urban areas, he said. "Given a choice, the consumer will take 50 channels of cable rather than DBS. Frank said he was also "concerned that Comsat may become a monopoly with DBS—a delivery system that no one has access to."

Baker said he was all in favor of CBS's

plan to use DBS to deliver high resolution TV. So was Seidenglanz: "We should take a look at high-resolution before some other country does."

The inevitability of satellite delivery was summed up by Chaseman: "There are just so many compelling reasons to deal in space."

STV: patiently waiting for success

Despite pirates, FCC policies, competition, pay TV survives; looks to be in it for the long haul

Subscription television operators are pragmatic about the host of special problems that affect their industry, but optimistic about their ability to make a profit in spite of circumstances. The consensus of a Tuesday morning panel entitled "STV: Boom or Bust?" was best summed up by Oak Communications President John Gwin, whose company operates STV stations in five markets. Said Gwin: "You've got to have the intestinal fortitude to stick your neck out, and at the same time know what you're doing business-wise."

Putting it more bluntly, Richard Wolfson of Wometco Enterprises, a Miami-based TV operator, stated: "STV is obviously not a boom. We have yet to make a buck from STV, although we expect to by the end of this year." Wolfson criticized the FCC for "playing favorites with cable TV" in its regulatory policies, noting that cable's rapid growth has created tremendous competition for programming. He cited the FCC's requirement that STV outlets program a minimum number of hours per day of nonsubscription programming as an example of the commission's alleged anti-STV bias.

Asked if the advent of low-power TV stations bodes well for STV, most of the panelists expressed a wait-and-see attitude, cautioning that the current video market is too volatile to make long-range predictions.

"[Low-power TV] is a snare and a delusion," Wolfson maintained, "Programming on LPTV using addressable boxes [STV decoders] represents serious potential problems."

Among problems described by Wolfson

and others were the high cost of decoder boxes and program acquisition.

"Programming is everything in STV," according to Oak's Gwin. "The subscriber is concerned about what's on the screen, not how it got there." That sentiment was echoed by Chip Morris of American Television & Communications Corp., who contended that "STV is really a programming business, as opposed to cable TV. Cable operators are not very interested in originating programming, they'll carry whatever you give them—hopefully with a good [profit] margin."

The specter of STV piracy was raised by Robert Cahill of Chartwell Communications, Oak's partner in its Los Angeles ON-TV service. Cahill outlined a wide range of activities his company is involved in to try to defeat those who are illegally siphoning STV signals off the air.

"It's a slow battle," he said, "but we are in it to stay and we will win it." He warned that implementation of direct broadcast satellite (DBS) services must also take into account the likelihood that signal pirates will try to obtain such signals outside the law. "There are already lots of backyard earth stations out there," he noted.

Cahill also repeated the panel's theme that STV is likely only to succeed on the strength of its programming. Sports, movies and localized event coverage were said to have the best reception with the audience. "Sports audiences," said Cahill, "are very loyal. But movies remain the backbone of any STV service."

The operators cited program tiering (using addressable decoders) and signal compression as two technological advances being looked at as potential means of increasing the number of separate program services offered by future STV outlets.



Pay panel. Tracking the fortunes of subscription television was this group—"STV—Boom or Bust?" L to r: Robert Cahill, Chartwell Communications; John Gwin, Oak Communications; Chip Morris, American Television & Communications Corp., and Richard Wolfson, Wometco Enterprises.

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**It's 5 PM.
Do you know
where your
teens are?**



**It's 6 PM.
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where your
wife is?**



**It's 7 PM.
Do you know
where your
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Last chance. Featured speaker at the Tuesday luncheon for television delegates at the NAB convention was George Will, syndicated columnist based in Washington. Will said the Reagan economic plan was a risky venture but the only choice the country had to revitalize the private sector. If adopted, it will work only if the American people exercise the initiatives it promises, he said. Will noted the percentage of the elderly in the population was due to increase steadily and said the welfare burden would be too great for the country to bear unless imaginative ways are found to adjust to the growing presence of the aged. "We may look back upon the present as the good old days," Will told the broadcasters.

The growing mixture of news and programing

More cross-over efforts between those two departments predicted

Where local origination is concerned, news and other "reality based" programing clearly has the upper hand in most television stations, and that trend is likely to continue for the foreseeable future.

That assessment by a panel of television news executives at last week's NAB was tempered by a warning that the rising star of local news may create potentially dangerous strains among station personnel.

"Will there even be local TV production departments five years from now?" asked Bruce Marson, general manager of Boston's WCVB-TV. He pointed out that although there is much that is "news like" on the air these days, the persons producing it are not always from a news discipline. "Program producers must work more

closely with news directors in the future because [program] expansion will be taking place in news."

WABC-TV New York's Chuck Larsen said there is "no easy answer" to questions about whether programing or news departments ought to supervise the informational programs that are in the "grey area."

"Such a decision is better left up to the situation and the personnel involved," Larsen concluded. That viewpoint was reiterated by Alan Perris, general manager of WPLG-TV Miami.

"You'll see more 'cross-over' employment in the future," predicted Perris. He said his station recently hired a former news reporter who will divide his time between the programing department and the news department. The programing department, where he will produce documentaries and public affairs shows, will pay 80% of his salary. The news department, where he will work one day a week as a street reporter, will pay the remaining 20%.

"It's a rocky road," noted Philip Nye, representing ABC News, "mostly because of the relationships between news and program directors ... [These relationships] must work if TV is to survive in the future."

An executive with Turner Broadcasting's Cable News Network, Robert Wussler, cautioned that the trend toward prime-time programing that emphasizes "factual" content is already confusing many viewers who are uncertain as to how much stock to put in what is portrayed on the screen. "It's a serious issue," said Wussler, "and there are no easy answers."

He went on to predict that each of the three TV networks "will expand their evening newscasts to 45 minutes within the next 18 months." Polled on the question, the remaining members of the panel agreed that such an expansion could be expected, although they declined to make any forecast as to when it might come.

Asked by moderator Steve Currie, president of the National Association of Television Program Executives and general manager of KOIN-TV Portland, Ore., if a saturation point is in sight for television news, the consensus was that it is not.

"ABC has, in effect, already gone to a

one-hour nightly newscast with the addition of *Nightline*," said Larsen. Others pointed out that all three networks have now scheduled one hour news magazines in prime-time on a weekly basis.

"The marketplace will tell you when and if you reach audience saturation in news," concluded Wussler. "The numbers will let you know within 60 to 90 days."

Profitability prescription for small TV stations

New study finds sales and programing deserve most emphasis in operations below top 100; market's economy not a primary factor of success

Sales and programing, in that order, are the most important areas for small-market TV stations to invest money to improve their profitability. General and administrative expenses are areas where they may profit by cutting back.

That advice emerged last week from a new study, underwritten by NAB, among stations in markets ranked 100 and below. The study was conducted by the Denver research firm of Browne, Bortz & Coddington with the assistance of Michael Wirth of the University of Denver. The findings were previewed at a workshop on "Smart Management for Small Markets" last Monday during the NAB convention.

The research, a computer study supplemented by case studies in 15 markets, found that in the long run the nature of a market's economy is "not a primary determinant" of station success, according to Paul Bortz of the research firm. He said the study found instances of "successful stations in stagnant markets" and "unsuccessful stations in booming markets."

Nor, he said, was regulation found to make a difference between profit and loss. "It's a nuisance, but you can deal with it," he told the workshop.

Cable, on the other hand, does have a significant impact on small-market stations. For instance: If cable penetration goes from 40% to 70%, station profits may



Small-market TV economics. New NAB-sponsored study of TV stations in markets ranked 100 and below was presented at convention workshop on "Smart Management for Small Markets" by (l to r): Dr. Michael Wirth, University of Denver; Paul Bortz, Browne, Bortz & Coddington; Bill McAlister, KAMC-TV Lubbock, Tex., and George Gonyar, WABI-TV Bangor, Me.

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be reduced 10%.

The study found that a small-market station has on the average, a household audience potential about one-fourth that of a station in the top-50 markets. And they spend on syndicated programming from \$50,000 a year (in the smallest markets) to \$200,000 a year (in markets nearer 100), or about a dollar per household in their areas of dominant influence. This, it was noted, is about what their cable competition spends to bring in five distant stations.

And it was estimated that the average small-market UHF station has about 25% less audience, and 17% less revenue, than if it were a V. But there were also indications that the "UHF handicap," though

still considerable, is diminishing.

Bortz said that from the standpoint of profitability, the stations are spending on technical operations about what they should be spending. But there were some indications that, though good management is important, general and administrative expenditures contain some fat that might profitably be trimmed.

Sales were called "the single most important area in which you can invest to improve profits," and programming "the second most important investment in terms of profitability."

Wirth translated this to mean that a station that spends more than "similarly situated" stations do on sales and programming will increase profits; that its tech-

nical expenses should be about the same as those for similarly situated stations and that general and administrative expenses may "hold some potential for economizing."

It was also found that satellite stations and translators "tend to be associated with stations that are doing well." There were indications that satellites and translators may often seem to be unprofitable but it was suggested that this may be a book-keeping rather than a real unprofitability.

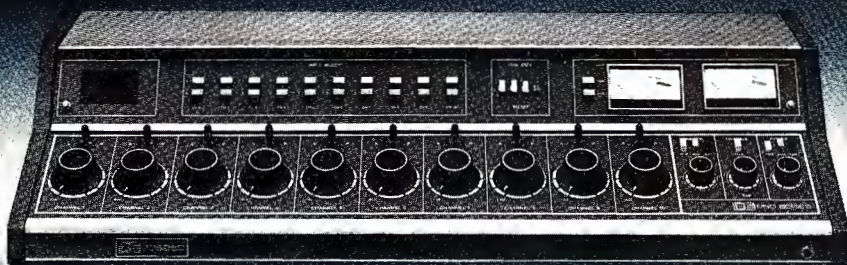
Bill McAlister of KAMC(TV) Lubbock, Tex., in one of the markets where case studies were done, said he had found at his station that "the sales department is the key" to success, but that good production people and production facilities and aggressive promotion are important too.

George Gonyer of WABI-TV Bangor, Me., in another case-study market, stressed good local news and good syndicated programming as "vital in our market," and said that sales efforts "can make the ordinary something special." He suggested that retention of good personnel may be the biggest problem for stations in small markets and underscored the importance of hiring, whenever possible, people with local roots.

Gonyer also said his competition includes a public station that "has a sales staff." He said that's the way three persons from the station had described themselves but that they were selling a service to the community, not selling commercials. He said the station does preempt "cultural" programs to present high-school basketball.

Larry Patrick, NAB senior vice president, research, opened and closed the workshop. Copies of the new study, "The Economics of Television Station Operation in 100-Plus Markets," are available from NAB at \$10 a copy to NAB members, \$30 a copy to nonmembers.

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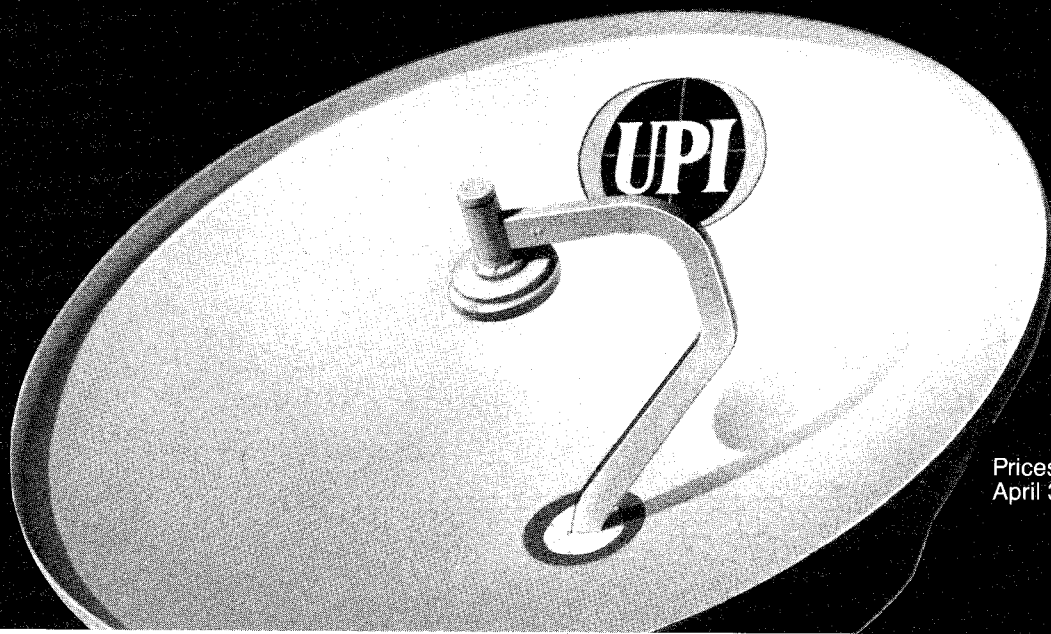
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NAB CONVENTION: TECHNOLOGY

It takes more than a freeze to dim enthusiasm for low power

NAB convention sessions are marked by high interest in new medium, regardless of FCC's cautionary action; some expect year's delay

The FCC's sudden freeze on low-power television applications, on the eve of the NAB convention (BROADCASTING, April 13), failed to dampen interest in the proposed new service at Las Vegas. The freeze became just one more question for many delegates, eager to learn all they could about that prospective new medium, at meetings, seminars and exhibition booths.

The FCC imposed the freeze without warning on April 9, on the grounds that it was administratively overwhelmed by the unexpected deluge of applications—over 5,000 since the proposed rules were issued last September—and that it did not have adequate technical guidelines for their processing. The freeze was not absolute; the FCC said it would accept and process applications for some frequency changes and for low-power stations in areas served by no more than two full-service stations.

At a Monday evening (April 13) legal clinic, Jay Baraff, of the law firm of Baraff, Koerner & Olender, guessed it would be "more than a year" before the FCC would "unfreeze" the process. And even then, he said, there is no guarantee low-power grants will begin to be made. Because the freeze came without warning and caught many with unfilled applications, Baraff said it was "harsh" and sure "to kick up a lot of dust." The freeze, Baraff said, should not be interpreted as the beginning of the end for LPTV. With 5,000 applications now on file, it would be hard for the FCC to turn its back on the service. "They've got to go with it."

When the FCC does finally begin accepting applications again, Baraff suggested to the broadcasters squeezed into the small meeting room that they submit them. "You should protect your flanks and get something on file. You might have just as much chance [of being granted a frequency]—if they don't bar you altogether—as anybody else."

"If they can sort this thing out in a year," said a skeptical George Borsari of Daly, Joyce & Borsari, "they will be doing well."

Borsari advised applicants who can still be granted frequencies under the exceptions of the freeze to file amendments "to make a showing that they are in compliance with an exception."

Borsari was bullish on the future of the service. He suggested that as the medium evolves, it will go from a secondary to a primary service and that transmitter powers higher than those now proposed

will be allowed.

Speaking before a meeting of the National Translator Association on Sunday, Michael Couzens, the principal author of the proposed rules (he is now a private consultant), saw the freeze in a positive light. By restricting the acceptance of new applications only to those proposing to serve small markets, Couzens said, the FCC has shifted the emphasis of low-power service from the urban market to the rural market—where he believes it belongs.

Couzens also felt the freeze might accelerate the processing of applications. Under the freeze, 30 to 80 applications could be granted, he said. There was no way any application could have been processed had the freeze not been imposed, he said.

□

About 100 persons turned out for an early morning session on Tuesday to hear FCC Broadcast Bureau Chief Dick Shiben's explanation of the freeze and were disappointed to learn that he was nearly as ignorant of its specific provisions and ramifications as they. Shiben did reaffirm the FCC's commitment to get out the rules necessary for technical evaluation of applicants by this fall. But he said a lifting of the freeze would not necessarily follow. "The freeze will be lifted," Shiben said, "when I believe we have the tools necessary to process the applications in the most expeditious manner."

Like Couzens, Shiben tried to put the

freeze in the best light. "It's not good management to create something we couldn't deliver back [in the form of a construction permit]. If you are going to spend money we should be able to accept and process them."

For Shiben, the freeze is no more than a temporary setback. What he feels could retard the growth of the service are comparative hearings. The proposed rules state that, all else being equal, the award of contested channels should be determined by lottery—and Shiben strongly endorsed the idea. He said that if the FCC is required to go through any type of comparative hearing, there will be long delays in the implementation of the service.

Shiben gave no solace to those who felt that the applicants for conventional translators were being unfairly victimized by the freeze. Shiben said there was nothing he could do for them. They have, he said, "been caught in the avalanche of the rulemaking."

□

The National Translator Association audience on Sunday also heard a nuts-and-bolts lecture on low-power television by Byron St. Clair, president of Television Technology Corp., a maker of low-power transmitters and translators, and a tale of a low-power success from Henry Hove, vice president and general manager of Northern TV Inc., which operates a string of publicly owned low-power stations in Alaska.

St. Clair's lecture focused on the

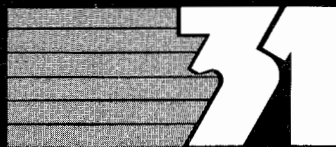
Coming Next Week

BROADCASTING will take a broad look at the panoply of high-technology wares that filled the Las Vegas Convention Center—with particular emphasis on the latest developments—in its "post-post" NAB coverage next week. The equipment news will be complemented by a review of the equipment and pervasive technical issues, supplied by panels of broadcast engineering experts.

With some 470 exhibitors, there was more to look at than ever before, some new, some old and much improved. ENG gear attracted much attention. The all-in-one camera/recorder using half-inch tape developed by RCA and Panasonic was shown by both companies along with a comparable but incompatible half-inch camera/recorder by Sony. Sony has no intention of abandoning the three-quarter inch market it has dominated, however; it introduced a new U-matic recorder/editor that can be rack mounted and front loaded. Sony countered the proliferation of low-cost ENG cameras with one of its own for just \$12,000. Toshiba and Ikegami also came with new ENG cameras. Ampex didn't make quite the splash it did 25 years ago at the convention with the introduction of the first practical videotape recorder, but it came up with a dazzling special effects system. In Ampex's words, Merlyn "can generate picture rotation about all three axes and execute flips, spins and tumbles" with complete digital transparency. Refinements in video graphics were much in evidence, presented by companies like Aurora Imaging Systems, Interand Corp. and Weathercaster. And among the many companies offering various types of automation systems was another offering an "electronic newsroom," Radio Computing Services.

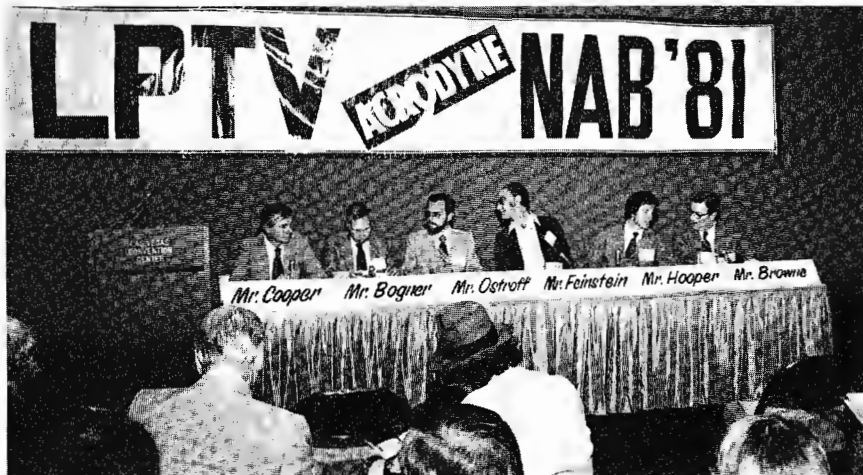
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Banner session. Some 200 convention delegates turned out for the first of two low-power television seminars sponsored by Acrodyne Industries, a low-power transmitter manufacturer. Panelists (l-r): Grover Cooper, Fisher, Wayland, Southmayd & Cooper; Richard Bogner, Bogner Broadcast Equipment Corp.; Nat Ostroff, Acrodyne; Ellis Feinstein, Scala Electronics; J.M. Hooper, Scientific-Atlanta, and John F. X. Browne, John F. X. Browne & Associates.

differences between UHF and VHF low-power signals and what they mean to the low-power operator in signal coverage. A 100-watt UHF transmitter, St. Clair said, on flat, clear terrain can be broadcast 20 miles or 30 miles if the homes receiving the signals install outdoor antennas in place of their rabbit ears. A similarly powered VHF would produce the same coverage, "perhaps a little bit less," St. Clair said.

The VHF signal, St. Clair said, also is more susceptible to man-made interference—power lines and automobile ignitions. Although UHF is not subject to the man-made interference, it does not penetrate foliage or buildings as well as VHF and is more susceptible to ghosting.

According to Hove, there are 85 operating low-power television stations now serving remote communities of Alaska and, assuming the FCC processing of applications doesn't totally bog down, the number will grow to over 200. The stations, built with public money, broadcast programs selected from the three networks and the Public Broadcasting Service at night and information and educational programs during the day, Hove said.

Hove traced the history of the Alaskan "mini-stations" to the construction of the Alaskan pipeline in the mid-1970's. To provide entertainment to the workers, the

FCC authorized the construction of the mini-stations at 26 camps along the pipeline. So successful was that project, Hove said, that many of the nearly 100,000 native Alaskans who received no television began demanding their own stations. The state obliged with a 21-station demonstration project in 1977 and later with a law stipulating that every community with 25 or more homes is entitled to a low-power station.

□

As were the meetings, booths of translator manufacturers were forums for the sharing of information on low-power. Jim DeStefano, vice president, sales, EMCEE Broadcast Products, said that although he wasn't selling any transmitters or translators, the EMCEE booth and hospitality suite were busy. Technical and non-technical people alike, he said, stopped by to pick up what information they could about the equipment and the costs of the equipment.

The message was the same from Acrodyne Industries, one of EMCEE's competitors. "Everybody is just looking for information," said Nat Ostroff, vice president of marketing for Acrodyne. "Nobody is buying anything." To emphasize its commitment to low-power television, Acrodyne sponsored two seminars, one on Monday morning, the other on

Tuesday afternoon, covering all facets of the service from the proposed rules to designing complex antenna patterns for the stations. Representatives of Scientific-Atlanta (earth stations) and Scala Electronics (antennas) and Bogner Broadcast Products (antennas) appeared on the seminar's panel along with Ostroff, an attorney and a consulting engineer.

EMCEE and Acrodyne were particularly aggressive in trying to appeal to the expected low-power market. DeStefano said EMCEE will provide a turnkey station, including building, tower, antenna, transmission line and studio package, customized to meet the requirements of each station operator. The whole package will be installed and, if desired, maintained by EMCEE field and applications engineers.

Acrodyne's initial plan, Ostroff said, was to put together a complete studio package to go with the transmission hardware. But that's been temporarily postponed until the company has a better



Accepting the honor. Wallace Johnson, formerly with the FCC's Broadcast Bureau and now executive director of the Association for Broadcast Engineering Standards, acknowledges receipt of the Engineering Achievement Award from NAB during last Tuesday's engineering luncheon.



Low power interogation. The need for information on the FCC's low-power television proceeding came to the fore at a session featuring FCC Broadcast Bureau Chief Richard Shibben. L-r: Jim Popham, NAB; Alan Campbell, Dow Lohnes & Albertson; Shibben, and Donald Smullin, KOTV-TV Klamath Falls, Ore.

idea of what should go into the studio package. Nobody knows what kind of programming, and therefore, what kind of gear they need, explained Ostroff.

Television Technology, another major low-power transmitter and translator manufacturer, wasn't promoting any special low-power plans. But Greg Morton, vice president of marketing, said that the company has been providing transmission packages, backed by its corps of "go-anywhere" technicians.

Television technology was displaying the cheapest 1 kw and 100 watt translators. The 11 w unit translator (XL1000U),

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Morton said, retails for \$55,000. Morton said the transmitter was not yet type-accepted but said it should be ready for delivery by the end of the year. The 100 w translator is priced at \$12,900, Morton said. All prices are subject to a 9% increase on June 1, he added.

The prices being quoted by EMCEE and Acrodyne were comparable. EMCEE showed a new UHF translator package, featuring a 50 w solid state driver (TTU-50) and 1 kw amplifier (TUA-1000C), with a price tag of \$79,000. When the translator is type-accepted it will replace a heavier and larger translator, employing a 100 w driver (TU100 D/U) and the current 1 kw amplifier (TOA1000A), which also costs around \$76,800. The 100 w driver can be used as a 100 w translator and as such sells for \$20,550.

Acrodyne's 1 kw UHF translator (T-2400 M/U), introduced last year, lists at \$77,000, Ostroff said. A 100 w UHF translator (T2300 M/U) is available for \$38,000, he said.

Although the three companies are highly competitive, Ostroff said they met during the convention to discuss the formation of a Television Translator Manufacturers Association to help maintain the "standards of excellence that currently exist" in translator technology. The talks Ostroff said, were born out of the fear, that the market would be invaded by "unqualified newcomers, huckstering" inferior equipment.

It's about to be engineer's turn at new technologies, Walker tells NAB

Social implications have been in the lead until now, he suggests; Comsat DBS plan, 9 khz opposed

Engineering considerations in the development of new technologies—as opposed to their social implications—should move from a back to a front burner in the years ahead, if the predictions of technical consultant A. Prose Walker (former NAB engineering chief, later an FCC Broadcast Bureau official) come true. In a Tuesday luncheon address to engineers attending last week's NAB convention, Walker, now based in Tallahassee, Fla., recalled his 1957 forecast "that the chief inhibiting factor [in developing low-power television] was a source of program material, and that would be solved as technology moved ahead. The day I anticipated seems almost to have arrived."

In another vein, Walker speculated that unresolved technical considerations would be critical determinants of how direct broadcast satellite (DBS) would be developed in the years to come.

"The timing of Comsat's DBS proposal is certainly not auspicious," Walker remarked, referring to the company's pending request for experimental DBS



Walker

authorization from the FCC.

Walker said that three major questions are posed by the application, including its impact on current services, future development and preparation of the U.S. position for the 1983 broadcasting-satellite conference. He argued that "the application is not really experimental, and would severely damage our preparation for the conference." Specifically, Walker suggested that Comsat's current proposal "would make efficient spectrum utilization less than optimum."

Continuing his theme that the next few years would be critical in deciding how the broadcast spectrum is managed, Walker picked up a theme voiced in many quarters last week when he attacked the proposal that AM frequency spacing be reduced from 10 to 9 khz.

"The social engineers of NTIA [the National Telecommunications and Information Administration] have probably never listened to the AM band in Europe, Africa and other areas where 9 khz spacing is in place," charged Walker. "I think it is a travesty that the U.S. doesn't get behind the Canadians and say we want 10 khz to stay." The Canadian Association of Broadcasters is now on record as being opposed to any attempt to reduce the current frequency separation on the AM band (BROADCASTING, April 13).

Referring to plans to discuss the issue at an International Telecommunication Union

Region 2 meeting upcoming this fall, Walker argued such a proposal "is not negotiation, it's blackmail—spearheaded by a surrogate of the Soviet Union 90 miles off our shores." Cuba has requested adoption of the 9 khz spacing by the U.S., allegedly to protect its own broadcast operations.

"I think the FCC is running scared," Walker said. "They are afraid of Cuba." He called on the U.S. to exert its influence in upcoming broadcast spectrum management negotiations involving both new and old technologies from a position of strength rather than weakness.

"We have what is essentially a model broadcasting system in the world," Walker concluded, calling on the fraternity of U.S. engineers to become more closely involved with international bodies now developing policies with long-term ramifications.

The two speeds of digital TV

On one hand, progress is coming faster than most had expected; on the other, there's still a long way to go, so NAB delegates are told at SMPTE panel session

An update on the progress toward digital television—and a warning that, however well things go, it's going to take a long time in evolving—were presented to NAB engineering delegates by a panel of experts representing the Society of Motion Picture and Television Engineers.

The consensus was digital will utilize component as opposed to composite coding of television signals. It is the acceptance of that technique that makes possible a worldwide digital standard. Television broadcasting, of course, will remain analog, and in the incompatible NTSC, PAL and SECAM standards now utilized in various parts of the world (an incompatibility that rules out common TV receivers). But within the television environment—from the time a signal leaves the camera until it reaches the transmitter—commonality of equipment will enable TV professionals to interchange both equipment and programing with relative



Eyes left. Six experts on the subject of digital TV participated in this NAB convention panel. While RCA's C. Robert Thompson (standing) described developments toward a digital tape recorder (DVTR), fellow panelists (l-r) Frank Davidoff, Frank Davidoff Inc.; William G. Connolly, CBS-TV; Kenneth Davies, Canadian Broadcasting Corporation; Charles A. Ginsberg, Ampex, and Roland J. Zavada, Kodak, watched the slides out of sight at right.

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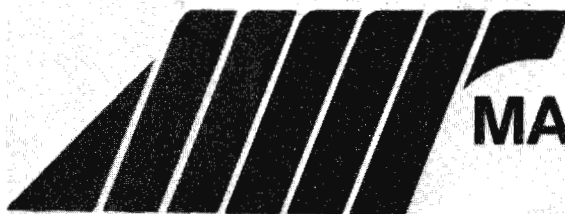
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ease.

Among the conceded advantages of component over composite editing: higher picture quality and elimination of subcarrier complications.

William Connolly of CBS-TV spoke forcefully for the panel in defending the decision favoring component coding (after being challenged by a question from the floor suggesting that the U.S. may have been "railroaded" on the subject): "If you stay in composite coding you're going to be stuck in four-field color sequencing forever (and eight-field sequencing in PAL). We want to be freed from this color framing business."

Roland Zavada of Kodak, who heads an SMPTE liaison group working with other international engineering organizations toward the worldwide standard, reviewed a number of actions that led to the growing consensus toward a sampling frequency of 13.58 mhz (864 samples per line) and a sampling ratio of 4:2:2. Meetings in both Brussels and Madeira have agreed to that standard, and it is expected to be put before the International Radio Consultative Committee of the International Telecommunication Union in Geneva this September.

One possible sticking point surfaced when a questioner from the floor, representing Japan's Toshiba manufacturing interests, asked Zavada about a communication from that country's broadcasting group opposing the 13.58 standard (and presumably advocating a higher sampling frequency of 14.3 mhz). Zavada indicated SMPTE representatives would meet with the Japanese manufacturers to attempt a reconciliation of viewpoints.

Zavada noted that national standards normally evolve before international standards—the situation that led to creation of a three-part television world. Technology is moving too fast now to allow nations to proceed on their own, he said.

In addition to addressing the broad compatibility question, the panelists also discussed specifics along the way. C. Robert Thompson of RCA described design development leading to a digital video tape recorder (DVTR) and compared four different recording drum designs (by Britain's Independent Broadcasting Authority and by Ampex, Bosch and RCA). They ranged from 270-degree tape wrap with four clustered heads to 180-degree wrap with four heads equally spaced around the drum.

While not dampening anyone's enthusiasm for digital, it remained for Connolly to interject a note of caution. "It took 13 months to reach a standard for the type C one-inch helical system," he said, "and that involved only the details of the mechanical format. In digital there are at least a half-dozen other considerations" to be ironed out before international agreement is reached. "One of the toughest" of those considerations is digital audio, Connolly noted. "What I'm warning everyone about is that the overall digital standardization process may take considerably longer."

Charles Ginsburg, of Ampex, injected

still another problem into the digital standards question: how broadcasters will interface with common carriers. "Who will be responsible for providing bit rate reduction?" he asked.

Teletext venturers lobby broadcasters in Las Vegas

French (Antiope), British (Ceefax) and Canadian (Telidon) push their product at NAB convention

The battle for teletext supremacy in the U.S. was waged before broadcasters at the NAB convention last week. Proponents of the competing systems—French Antiope, British Ceefax and Canadian Telidon—showed off the attributes of their respective systems on the exhibit floor and squared off at two Monday panel sessions.

Meanwhile, the teletext committee of the Electronic Industries Association, which has been struggling unsuccessfully to come up with an industry consensus on teletext standards, announced plans for a new comparative test. Dave Sillman, of the Public Broadcasting Service, said his committee task force is putting together a carefully controlled test which would generate an abundance of objective data

for evaluating the three systems. Sillman said he hoped to conduct the tests in late June or early July. "But it's a formidable task and the important thing is to do it right."

The other news from the committee was not good. Having failed to reach a consensus last summer on a single system, the committee turned its attention to parameters, independent of any of the systems, including bit rate, framing code, page format and character sets. But, said Zenith's Carl Eilers, another task force head, little progress has been made. "It has turned out," he said, "that the non-controversial items are not as non-controversial as previously thought."

Despite the EIA's best efforts—and absent second thoughts on the part of the competing systems—it appears that the question of a U.S. standard could be left to the FCC. Standards based on the British and French systems have already been submitted there and, according to John C. Smirle of the Canadian Department of Communications, developer of the Telidon system, a standard based on Telidon will be filed on top of the others. Smirle said the filing will be made by a number of manufacturers, but declined to say who they are or when they might act.

Smirle, who said he is still optimistic that some kind of compromise among the proponents can be worked out, warned that time for compromise is running out. In about six weeks, he said, Telidon

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Decoding teletext. The NAB's management session on teletext featured a line-up of panelists, most with actual on-air experience with the new technology. L to r: Jane Cohen, NAB moderator; David Percelay, CBS Broadcast Group; William Loveless, Bonneville International; John Smirle, Canadian Department of Communications; Joseph McAdams, Field Enterprises, and Charles Eissler, Oak Communications.

teletext standards will be filed with the Canadian government. Thereafter, Smirle said, Telidon will be committed to that set of standards and unable to make any concessions.

Live demonstrations of the British and French systems were made possible on the exhibit floor by importing teletext signals from operational trial systems operating in different parts of the country. In the Antiope booth, feeds were being brought in from noncommercial KCET(TV) and CBS's KNXT(TV), both Los Angeles, which each

began broadcasting Antiope teletext the week before the convention. For part of the day the KCET and KNXT teletext-encoded programing was sent directly to the Antiope booth via satellite. In a more effective demonstration of the system, at certain times teletext pages were sent from KNXT to KLAS-TV Las Vegas, the local CBS affiliate, where they were encoded into that station's programing for broadcast and reception off the air at the convention center.

The British imported the teletext signal for its demonstration from Field Enterprises's WFLD-TV Chicago, which also began teletext broadcast a week before the convention. That signal was delivered via satellite over the facilities of Southern Satellite Systems.

The Canadians, for their demonstration, made do with videotape although Telidon is being broadcast to some 55 decoders by TV Ontario in Toronto. (A trial of the system is expected to start soon at WETA-TV Washington.)

The on-air test of the Antiope system began April 8 simultaneously at both Los Angeles stations. KNXT has been broadcasting since then a continually updated 80-page teletext magazine called *Extravision*, 24 hours per day. At the same time noncommercial KCET is broadcasting a 99-page magazine called *Now*. As part of the trial, KNXT is also broadcasting closed captions for the hearing impaired for selected CBS shows. Since the captioned shows are aired during prime time, Antiope had to use videotape to demonstrate the service at its booth.

There now are fewer than 20 decoders scattered about Los Angeles at public places, but plans call for as many as 100 to be installed within the next few months.

Field Enterprises's trial has about the same dimensions. When the trial service is fully operational it hopes to send its 50-page magazine to 100 businesses and homes that will pay to lease the Zenith-made decoders. As of last week there were 15 decoders in place around Chicago and 10 decoders at the British booth. Field also hopes to recoup some of the cost of the

service by selling teletext time to three yet unnamed advertisers.

Although there were proponents of all three systems on both session panels—one management and one engineering, which overlapped each other—there was little open antagonism among them. The proponents were all allowed to make their system claims without provoking objections from their fellow panelists. There were, of course, exceptions. At the management session, Smirle suggested claims of the British that their system was far cheaper in terms of decoder costs were exaggerated. He said that once the Telidon decoders enjoy the economy of scale of mass production their cost should drop to around \$290, as compared to \$265 for the British decoder.

Smirle also took issue with the British claim that the five levels of service it proposed with its system are fully compatible. The text may be compatible, he said, but the graphics, which become more and more sophisticated with each level, are not. A level-one decoder will not be able to decode and display a level-three graphic, he said.

In addition to the teletext demonstrations, the Canadians and British demonstrated videotext versions of their systems. (Videotext is a fully interactive service delivered by telephone lines or cable.) At the British booth, monitors were linked by telephone lines to the central computer of Prestel in England and visitors to the booth were invited to call up any one of the hundreds of thousands of pages of text stored in that computer.

Over at the Canadian booth, visitors had a choice of calling up information, via telephone, from either of two computers located in Canada.

All three teletext booths on the exhibit floor were results of group efforts. The French booth involved CBS, which in addition to conducting the KNXT test has petitioned the FCC to start a teletext rulemaking and to adopt the Antiope standard; Telediffusion de France, the developer of the system; KCET, and the Caption Center of WGBH-TV Boston, which captions the programs for CBS. The whole operation was coordinated by Antiope Videotex Systems, Telediffusion's marketing arm in the United States.

In addition to Field Enterprises, which provided the teletext signals and the decoder-equipped television sets, the British booth included the equipment or services of British Telecom, Jasmin Electronics, Mullard, Logica and VG Electronics. It was put together by British Videotex and Teletext, a venture formed to promote the use of Ceefax and Prestel in the United States.

The Canadian booth was run by Telidon Videotext Systems, the U.S. subsidiary of Infomart, a private Canadian company operating a budding Telidon videotape service in Canada and seeking to disseminate the Telidon technology throughout the world. It was aided by TV Ontario and the Canadian Department of Communications, from which it licenses the Telidon technology.

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April in Cannes: MIP programing blooms profusely

Whether it's more countries or U.S. pay television services or new markets in countries that are veteran MIP attendees, international marketplace continues to expand to the point where it will be moving to new quarters next year

International television program distribution is big business that keeps getting bigger.

Take this week's Marche International des Programmes de Television for example.

When the Palais des Festivals in Cannes, France, this Friday (April 24) opens its doors to the 17th MIP-TV international program market, more than 3,600 TV professionals from 105 countries are expected. That means record numbers again this year for MIP which attracts buyers and sellers from countries ranging from the U.S. to the USSR and from Japan to Jordan. And joining in this year as well will be others from Benin, Haiti, Liberia, Mozambique, Sri Lanka, Trinidad, Tobago and Zimbabwe.

MIP isn't the only international marketplace, but for a week in Cannes in April it has been able to draw the most international buyers and sellers. MIP now anticipates representation from 250 networks and stations and 700 distribution and production companies.

A forum for both business deals and business contacts, MIP last year counted 8,570 programs and 1,843 films available for sale at the Palais. And while an estimate at best, MIP claimed \$45-50 million changed hands as a result of the marketplace.

From the U.S. perspective, MIP is but one stop of an international business route that keeps reaching higher ground. International sales revenues by U.S. program and film distributors are believed to have passed the \$400-million mark for 1980, up at least 14% from the \$350 million that sales sources estimated for 1979. And that was up some 23% from 1978's \$285 million estimate.

The explosive proliferation of commercial TV stations in Italy made that country a seller's paradise for U.S. distributors and others. U.S. sales there are said to have increased tenfold. And now there is the belief that Italy in 1980 may have displaced one of 1979's top five buyers of U.S. product. The leading buyers then were thought to be Canada, Japan, Australia, the United Kingdom and Brazil.

Traditionally the U.S.—at MIP and in the overall international marketplace—has been a seller and not a buyer. That remains the case. However a new wrinkle—albeit a small one so far—has been developing at MIP. This year about 30 U.S. companies have registered as buyers. The leading buying interest here has been coming from pay TV operations, with some already hav-

ing shown their face at previous MIP's.

Among the pay TV companies counted this year by MIP are Home Box Office, National Subscription Television, SelecTV of California, Telease, Times Mirror Satellite Programming, Warner Amex Satellite Entertainment, Bravo and RCTV.

Another from the new media will be Sidney Pike, vice president and director of TV operations for "superstation" WTBS(TV) Atlanta who is looking for co-production contacts and also to pick up properties WTBS can air first and then syndicate to others in the U.S. Pike, who attended MIP last year, has some deals in discussion now with French and British producers.

As Westinghouse Broadcasting expands its involvement in other electronic media, William Baker, TV group president, says it "just behooves us" to learn about MIP. Baker will scout the marketplace for Westinghouse. And aside from buying potential, he plans to see "if it can fly the other way," in other words, to check selling potential. Baker says he has been approached internationally regarding *P.M. Magazine*.

Representing a network owned-and-operated television group is Phil Boyer, the ABC O&O vice president, programing. Boyer strikes a common chord when he says that programingwise, "the world is getting smaller." While he's "not going there to purchase on the spot," he expects to make acquaintances that will be helpful in the future, possibly for co-production.

While there will be some from the U.S. checking out programing opportunities from abroad, the overwhelming U.S. thrust will be sales and customer contacts. In terms of international programing tastes, leading U.S. distributors do not report much change. For the most part, mini-series and action/adventure remain among the leading types.

For some shows like *Dallas*, the popularity in the U.S. seems to be matched abroad. That show's "who shot J.R.?" cliffhanger caused much ado in Britain and international distributor Worldvision Enterprises now has it sold in about 75 markets. Just three recent deals cited by Bert Cohen, senior vice president, international sales, are enough to demonstrate

how far and wide it has traveled: Germany, Japan and Iceland.

On the other hand, U.S. ratings success may not reflect on sales abroad. *The Gangster Chronicles* is performing poorly in the U.S. but Bob Bramson, president of MCA TV International, claims that "I've got my clients fighting over it."

A prime reason why tastes change slowly in the international sector, according to distributors, is that needs vary from country to country.

The marketplace itself, however, is expanding, and distributors this year were quick to cite the enormous growth of commercial television in Italy as the most dramatic development of late. Italy previously was a buyer's market for the government-owned RAI system, but now new commercial systems involving hundreds of new stations are competing for product.

Herb Lazarus, Metromedia Producers Corp.'s senior vice president, worldwide distribution, said the demand from Italy is "what a distributor lives for," adding that product has been "devoured." That has been good news for sellers who in the past had characterized RAI as too "complacent" and a difficult sell because it was a one-buyer market. Larry Gershman, MGM Television's executive vice president, worldwide syndication, claims that Italian buyers "are not paying outrageous prices" but rather that "prices are at a level where they should have been a long time ago."

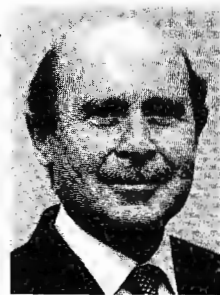


Lazarus



Gershman

There may be potential new sales turf elsewhere as well. Raul Lefcovich, vice president, international, for Viacom Enterprises, mentions the coming fourth network in Britain and that there is talk of expansion in Spain, France and New Zealand.



Lefcovich



Cohen



Bramson

At MIP, however, the emphasis is on business at hand rather than speculation on the future. Side by side on four floors of the Palais des Festivals in Cannes, distributors will have cassettes rolling in screening rooms with properties both vin-

MEDIA MONITOR

Advertisement

TV SHOWS UP PRESTIGE PRESS IN SPY SCANDAL COVERAGE

By Reed Irvine
and
Cliff Kincaid

Viewers of any of the three evening television network news shows on March 23 were informed of a new spy scandal that has broken out in Great Britain. They were told that the London Daily Mail had just published a front-page story alleging that Sir Roger Hollis, director-general of the British counter-intelligence service, MI-5, from 1956 to 1965 was now believed to have been a Soviet agent.

According to these reports, Hollis had come under suspicion after he retired. He was interrogated for two days by MI-5 officials trying to establish that he had been a Soviet agent. According to the Daily Mail reporter, Chapman Pincher, Hollis's answers to questions were regarded as unsatisfactory. The TV reports noted that these charges had rocked Britain, which has had a depressing record of vulnerability to Soviet espionage in high places. Two years ago Sir Anthony Blunt, the Queen's art adviser and former MI-5 official, was exposed as having been a Soviet agent. In 1963, Kim Philby, a top official in the counter-intelligence service, fled to Moscow when he learned that he was about to be exposed. Both Blunt and Philby had connections with two infamous Soviet moles in the British foreign service, Donald McLean and Guy Burgess, both of whom had earlier fled to the Soviet Union.

Those who saw the television stories on Monday night and who looked for further details on the story in the nation's two top newspapers the following morning were doomed to disappointment. The New York Times devoted 100 words to the story on page 5 in its round-up of world news. The Washington Post buried it even deeper, on page 17, and covered it in 80 words. The Post story was at the very bottom of the page and was part of a world

news round-up headed, "Arrests Quell Protests in Pakistan."

Editors of other papers put an entirely different value on this story. The Washington Star, the Baltimore Sun, and the Los Angeles Times all featured it on page one. The Los Angeles Times provided the most detail, running an 1100-word story from its London correspondent.

The L.A. Times noted that the charges against Hollis were equivalent to charging that the late FBI Director, J. Edgar Hoover, had been a Soviet agent. It said: "It would mean that for 25 years the Soviets had agents at the very center of the British secret services. And it would mean that there probably wasn't a major U.S. or British secret worth knowing that the Russians didn't have." The Los Angeles paper said that loyal MI-5 officers were reported to believe that the Soviet penetration was so deep that they not only neutralized the British intelligence and security services, but effectively ran them.

The charges against Hollis are shocking. It is also shocking that a story of this magnitude should be virtually spiked by the country's two most influential papers, The New York Times and The Washington Post.

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tage and new.

For some shows, word does come earlier than the overall network scheduling announcements. Viacom Enterprises, for example, is going to MIP knowing that NBC-TV has given a 13-hour commitment to a yet untitled Rock Hudson series. Among other Viacom properties are a second package of five specials from the Showtime pay-TV service; *East of Eden* mini-series, and the series *Nurse, American Dream* and *I'm a Big Girl Now*.

Paramount Television, according to Bruce Gordon, senior vice president, international sales, will be promoting itself as the place for mini-series. In addition to series and films, mini-series offerings include *Shogun*, *Evita Peron*, *Washington Behind Closed Doors* and *The Moneychangers*, with *Winds of War* in production.

MCA TV has the *Masada* mini-series and a wide range of properties including *Magnum P.I.*, *Aloha Paradise*, *Gangster Chronicles*, as well as others such as *Book Adventures* (CBS Library series) and *The Acts of Peter and Paul*.



Gordon



Harper

For Worldvision, the range of properties runs from Hanna Barbera animated half hours to a two-hour *Fred Astaire Life Achievement Award* special, in addition to made-for-TV movies and high-rated U.S. series *Dallas*, *Love Boat*, *Little House on the Prairie* and *Eight is Enough*.

Twentieth Century-Fox Television, according to Dick Harper, vice president, worldwide syndication, will be looking for renewals and extensions on *M*A*S*H* and *Trapper John M.D.* and highlighting such programs as an upcoming four-hour *Valley of the Dolls* and six-hour *Roots of Rock and Roll* mini-series and movies.

MGM Television also will be going for the international allure of Hollywood with its new *Great Mysteries of Hollywood* as well as offering renewals on *Chips* and *Tom and Jerry* and selling *Man, Myths and Titans* and *The World of Mother Theresa*, among other shows.

While leaders in U.S. distribution abroad, these only are a handful of the companies that will be represented at MIP—joining the others who will be packing the Palais des Festivals either situated in office-stands or just walking the floors. In past years, MIP has been able to offset the growth by rearranging and building on the Palais. By next year's MIP, however, a new and considerably larger Palais will be completed in Cannes.

FCC to take on DBS this week

Public comment sought on STC application; NPRM to be issued on interim policy matters; NTIA urges speedy action on DBS and rebuts high definition TV proposals of CBS and AMST saying marketplace should decide

Tomorrow (April 21) is "DBS day" at the FCC. Aside from discussion on the issue, the commission is expected to do two things: (1) Accept for filing and put out for public comment the application of Satellite Television Corp. (STC) for authorization of a direct broadcast satellite system; (2) Issue a notice of proposed rulemaking, drawn up jointly by the Office of Plans and Policy and the Office of Science and Technology, addressing regulatory DBS policy issues for the period prior to the Region 2 Administrative Radio Conference in 1983 (RARC 83).

According to one OPP staffer, the public will not be asked to address any specific issues regarding the STC application. However the commission will have to decide how to process it—as a broadcast, common carrier or experimental service or some combination thereof.

The interim policy issues to be discussed are:

- Whether to authorize a pre-RARC DBS service at all.

- Whether to impose content, economic and/or technical regulations on any authorized interim DBS service or none at all.

- Whether to allocate the 12 ghz band among several different services—fixed terrestrial and satellite services and broadcast satellite—or to reallocate some of the existing services in that band to another to make room for DBS.

Although the staff item does not specifically address the issue, it is expected that the commission will also discuss how a high-definition television service will fit into the DBS picture.

The National Telecommunications and Information Administration called on the FCC last week to adopt an open entry approach to direct broadcast satellite service in the U.S., free of all but technical regulatory shackles. Contrary to the view espoused by CBS, the three television network affiliate groups and the Association of Maximum Service Telecasters, NTIA, in filed DBS comments, said the implementation of a high-definition television system within the 12 ghz band should be decided by the marketplace.

Among other things, NTIA urged the

commission to:

- Adopt interim procedures for authorizing DBS services prior to the 1983 RARC, "to facilitate U.S. preparations for RARC 83 and to reduce service delays in the post-1983 period."

- Grant applications in a timely manner by issuing "conditional construction permits which will allow initial procurement activities, but not launch or operation, prior to RARC 83." (Orbit positions and frequencies should not be assigned until after RARC 83.)

NTIA strongly urged the commission to establish a "clear concept" of what U.S. domestic DBS policy will look like before the 1983 RARC. Without that concept, NTIA said, the U.S. "will be risking a result [at RARC] which fails to conform to our future interests in this spectrum."

At a press conference on the day of the filing, NTIA officials stressed that a pre-RARC DBS authorization of some kind—be it experimental or conditional—would only help bolster the U.S. position at the conference, showing other Region 2 countries the U.S. DBS spectrum needs are realistic.

Along these lines, NTIA noted that the Satellite Television Corp. (STC) DBS application submitted to the commission last December is "virtually the only DBS proposal that has been formulated under the pressure of the marketplace and although this does not guarantee that it fully reflects market realities, it is a proposal that rests upon the commitment of capital" (\$600 million worth). So that STC can be granted a "conditional construction permit," NTIA urged the commission to put the Comsat application out for public comment, "as soon as possible."

With its endorsement of the STC application, NTIA also urged those interested to submit applications or express their intention to submit DBS applications to the commission.

At the press conference it was noted that the U.S. should seek at least four complete orbital slots [one for each time zone] of 500 mhz of spectrum each. Donald M. Jansky, associate administrator, federal spectrum and systems management for NTIA, said, that based on the STC DBS model, each orbital slot has a capacity for 30 channels so that if the U.S. obtained four slots, there would be enough spectrum for 10 Comsat-like DBS operators.

From a regulatory standpoint, incorporating a high-definition television system within the DBS service is not on NTIA's high priority list, said Dale Hatfield, the agency's acting director. Jansky elaborated that this is "something for the marketplace to decide," and will involve future "trade-offs" of HDTV for fewer

DBS operators because the HDTV required more spectrum per channel.

Regarding the type and degree of regulation to be imposed on DBS, NTIA acting associate administrator for policy analysis and development John Lyons, speaking in Boulder, Colo., via teleconference at the press conference, said the commission should "look at what evolves absent governmental constraints," in determining the appropriate degree of regulation. Lyons did reveal the NTIA preference, however, when he suggested that a "hands-off programing content" philosophy—which is currently applied to pay cable—"would be ideal for DBS."

Technical DBS policy issues present "the greatest challenge," said NTIA, especially orbit/frequency options and interservice sharing. It urged the commission to take a greater role in the allocation of frequency per DBS operator than OPP would have it do. OPP suggested the commission simply allocate blocks of frequency to a given operator who would then have the flexibility to divide that frequency into as many channels as desired. NTIA

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said that method would result in an inefficient use of the DBS spectrum.

Regarding the interservice sharing issue, one solution that NTIA did not endorse was the exiling of all fixed services from the 12 ghz band as CBS proposed. It offered several alternatives: sharing within the band, extending the fixed services band, "encouraging" a fixed service move to a higher band, or a combination thereof. If sharing within the band is adopted as a short-term solution, NTIA urged the commission to adopt a policy "of prior (or incumbent) spectrum usage rights for all licensees in the 12.2-12.7 ghz band and allow DBS operators to compensate [fixed service] users for interference."

Despite the stand taken a few weeks ago by several representatives of existing fixed terrestrial and satellite currently using the 12 ghz band (BROADCASTING, April 6), CBS insists that band isn't big enough for the fixed services plus future DBS operators. CBS's solution: Move the fixed services out, preferably to the 18 ghz band. The network calculates that to implement such a solution would take "careful planning and a period of five to 10 years."

To support that position, CBS commissioned a study on the severity of interference that might result from a sharing of the band. It said the study concluded that sharing of the 12 ghz band is "not practical." CBS interpreted the study as saying that due to congestion of fixed services in the major markets such as Los Angeles and New York, "there is literally no room to fit them into a smaller frequency range in order to make room for the DBS service."

The network rejected the notion that the 22 ghz band could be used for DBS any time in the near future—if that service is to include implementation of a high-definition television (HDTV) system. The technology needed to compensate for the higher susceptibility of the 22 ghz band to rain attenuation, fading and depolarization effects, it said, is "well beyond the state-of-the-art, and beyond any reasonably achievable date for the implementation of a HDTV system in the 22 ghz band, and decades beyond the achievable date for the implementation of a HDTV system in the 12 ghz band."

CBS said the U.S. must obtain the adoption at the 1983 RARC of a "flexible spectrum allocation and assignment plan by which the commission retains a great degree of freedom in assigning disparate bandwidths to system operators." It also said that the U.S. should seek the full 500 mhz of spectrum at several orbital locations in order to accommodate the wider bandwidths needed for HDTV.

Noting the inefficiencies of such a plan, it said a modified block allocation could be implemented which would call for a "basic channelization" of 27 mhz with 20 mhz channel separation and 60 dbw or greater power (EIRP). That basic plan could be used to coordinate with other region 2 countries and still allow for a mechanism by which channels with different bandwidths could be assigned and used for providing HDTV and other DBS-related ser-

vices, the network suggested.

In their joint filing, the three television network affiliate organizations took a totally opposite view from that of NTIA. They told the commission that it "cannot and should not assume that any, much less all, of the 12.1-12.7 ghz band should be dedicated to DBS." It said that the "only conceivable purpose" of allocating a substantial amount of spectrum space to entertainment-type DBS, "will be to glut an already saturated market for conventional video programming."

The affiliates also argued that implementation of such a policy would be grossly unfair to the existing fixed services, for which the 12 ghz band is "virtually the last frontier, the last inexpensive growth space."

A different, more practical use of the spectrum, said the affiliates, would be to develop a high-definition system for terrestrial broadcasting.

The group also noted that the effect of DBS on localism could be detrimental and needs to be "carefully assessed" by the commission.

The Association of Maximum Service Telecasters also filed comments on DBS last week, concluding that the commission should "not squander this opportunity by prematurely fixating on conventional DBS as the highest and best use of this valuable resource." As did the affiliate groups (and as CBS has said all along) AMST suggested that a better use of the spectrum might be to develop HDTV.

Labor woes between PBS and NABET

Latter claims PBS doesn't know how to bargain and is dragging process out; PBS admits to lack of experience but maintains timing of schedule is 'realistic projection'

Negotiations between Public Broadcasting Service management and the National Association of Broadcast Employees and Technicians over PBS's first union contract haven't been going too well—at least as far as the team of NABET negotiators is concerned.

Leroy Sanders, NABET representative, said several kinks have hampered negotiations thus far. First, he said, none of the members of the PBS management negotiating team has ever attempted to negotiate a labor contract before and, as a result, they "don't know how to bargain." Second, he said, the PBS team had thus far failed to focus on substantial issues and had instead insisted upon "wrangling over surface issues." Finally, he said, PBS had been stalling the negotiations and had taken steps to train management in case PBS engineers walk off the job. As a result, Sanders said, NABET would file a complaint with the National Labor Relations Board, arguing that PBS wasn't bargaining in good faith.

NABET received NLRB certification to form a 52-member bargaining unit for PBS engineers in January. It submitted its first contract proposal at meetings held on March 5 and 13 and met again with PBS management on April 1 to answer questions about the proposal.

After another week had passed, management informed NABET that it would present its own contract proposal on April 29, and, according to Neil Mahrer, PBS senior vice president and chief negotiator for the management team, the NABET team got "quite upset" about how much time was being consumed by the negotiating process.

But Mahrer said the PBS team wasn't stalling. He admitted, however, that the management team didn't have labor negotiating experience—"quite frankly, we don't understand it"—but said management was "trying to be open and honest" about the negotiations and thought April 29 would be a "realistic projection" for management to prepare and present its own proposal.

Moreover, although Mahrer admitted PBS management had "talked through" what it would do if the engineers did walk out, he also noted that PBS management had heard rumors that the engineers were planning a walkout.

Microwave exposure ruled cause of death by N.Y. state board

The New York State Workers Compensation Board has affirmed an earlier ruling that a New York Telephone Co. employee who worked with television relay equipment at the Empire State Building was killed by prolonged exposure to microwave radiation.

A spokesman for the board said the decision affirmed the first official finding that exposure to microwaves can cause death.

The victim, Samuel Yannon, died in 1974 after having worked for eight years as a supervisor of microwave equipment on the building's 87th floor. The three-man panel of the Compensation Board, hearing an appeal by the telephone company of last summer's decision of the board's administrative judge, ruled that there was a "direct causal relationship between the decedent's exposure to microwave radiation during his employment and his subsequent disability, all of which ultimately resulted in his death."

The panel said it had relied in part on the testimony of various medical specialists in making its determination. A physician for New York Telephone, testifying from company records, said there was no evidence that the victim's illness and subsequent death were job-related.

A spokesman for New York Telephone said the board's ruling is under study and a decision will be made shortly whether to file an appeal to a state court.

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*Source: Arbitron Coincidental

Pay-TV issues arise in writers strike

As happened last fall with SAG strike, pay for new media is major contention in walkout by Writers Guild of America; expiration of directors contract around corner

The Writers Guild of America membership was picketing instead of writing last week following a 2-to-1 vote in favor of a strike against television and film production companies and the television networks.

At a Hollywood meeting Friday, April 10, the WGA voted 926-483 for the walkout. Negotiations earlier had stopped and last week the sides had not yet returned to the bargaining table.

The primary issue is how much writers will receive from pay-TV revenues. That's the same contractual area that the Screen Actors Guild struck over last summer and it is expected to be a major source of controversy when the Directors Guild of America shortly begins its negotiations with management.

While the actors' strike strongly affected network television, delaying the season start for many series, the writers' walkout isn't expected to have as severe an effect. Anticipating a WGA strike, the networks reportedly have a supply of scripts in hand and gave early renewal commitments on some series so production companies could get a jump on next season.

Evidence of the WGA strike, however, already has shown itself on the air. *The Tonight Show with Johnny Carson* last week was replaced with *Best of Carson* reruns after the walkout. Carson has denied earlier reports that he walked off himself but has said that, without writers, suspension of the late-night show was necessary because it depends on monologues, sketches and other prepared copy.

Although cost-of-living increases and other points put the writers and management far apart, pay TV futures are the hardest bargaining point.

Management is said to be offering 1.5% of the gross plus other benefits in a package on pay-TV similar to that settled upon by the actors guild. The writers guild, however, has rejected that, claiming it won't agree to a deal that wouldn't start paying percentages until shows had 10 playing days over a year.

Management has contended that WGA's proposals are not practical.

The WGA contract had expired in early

March but was extended for negotiating purposes. Now, however, there is the expectation that the strike could last at least until summer.

While there is concern over the writers strike, it does not match the worry caused by the prospect of the Directors Guild of America shutting down production when its contract expires June 30. The DGA is expected to begin its bargaining this week.

George Foster Peabody awards announced

Presentations to be made at May 6 luncheon at Hotel Pierre in N.Y.

Winners of 28 George Foster Peabody Awards were announced yesterday (Sunday) by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia. This will be 41st year in which organizations and persons will be honored for the "most distinguished and meritorious public service rendered each year by radio and television."

Among this year's winners is Sol Taishoff, editor of *BROADCASTING*, cited for his half century of service to broadcasting and its allied fields.

Presentations will be made at a May 6 luncheon sponsored by the Broadcast Pioneers in New York's Hotel Pierre.

The winners:

NBC Radio □ For *The Hallelujah Chorus*, a Source Report, an incisive and revealing look at the emerging power of the religious "right," their political action and influence.

Minnesota Public Radio, St. Paul □ For *A Prairie Home Companion*, a delightful rendering of down home music and humor in a conversational style.

WNCN Radio, New York □ For its overall station performance in broadcasting classical music as exemplified by *Conversations With Horowitz*.

National Public Radio, Washington □ For *Jazz Alive!* an exceptional effort to bring jazz to disadvantaged areas of New York City.

Canadian Broadcasting Corp., Toronto □ For *The Wonderful World of Science*, designed to spark interest and curiosity in science for young school-aged children.

Canadian Broadcasting Corp., Toronto □ For "Peniel" from

Music man. Mutual Broadcasting has signed entertainer Dick Clark to host and produce three holiday music specials. The first, scheduled for Memorial Day, is a tribute to the Beach Boys on their 20th anniversary. The three-hour show will feature interviews and songs. The other two shows will be on July 4 and Labor Day. In addition to the specials, Mutual President Martin Rubenstein said a weekly music program featuring Clark is in the works.

the *Hornby Collection* series, the sensitive account of a young woman minister's battle with cancer.

San Francisco Opera □ For the San Francisco Opera radio broadcasts, with intermission features which complement and enhance the operatic experience.

Studs Terkel, WFMT Radio, Chicago □ For his radio interviews which highlight the essence of America: the working man.

CBS News □ For *Universe*, a science magazine series exploring the widest range of human curiosity.

Mary Nissenson, WTVJ(TV), Miami □ For *Poland: Changing Nation*, an in-depth and professional study of the labor crisis in Poland and its effect on all sectors of Polish society.

CBS Entertainment □ For *Gideon's Trumpet*, a compelling true story of a Florida convict who alters the course of legal history through a handwritten campaign directed at the U.S. Supreme Court.

NBC and Paramount Television □ For *Shogun*, a tasteful and exciting adaptation of James Clavell's novel concerning an English navigator who became Shogun of Japan through a twist of fate.

Sol Taishoff □ A true broadcasting pioneer, who in his 50 years of reporting and interpreting the news in radio and television—and more recently cable—has earned the respect and admiration of the industry he serves with such distinction.

Public Broadcasting Service and Executive Producer Robert Geller □ For *The American Short Story* series, dramatizing the works of American writers, past and present.

ABC □ For *IBM Presents Baryshnikov On Broadway*, a dazzling display of internationally famous ballet dancer Mikhail Baryshnikov's foray into Broadway musical dance classics.

Elaine Green, WCPO(TV), Cincinnati □ For her extreme poise and professionalism in conducting a searching personal interview with a captor who held her at gunpoint.

ABC □ For *Amber Waves*, a strong statement concerning the work ethic in America and how it influences and shapes our destinies.

CBS Entertainment □ For *Playing For Time*, the dramatic memoirs of an Auschwitz survivor who, as a member of an all-woman orchestra, lives through the horror, indignity and degradation of a Nazi concentration camp.

British Broadcasting Corp., London □ For *All Creatures Great And Small*, outstanding family entertainment which portrays the real happenings in the life of a small town veterinarian in England's Yorkshire countryside with warmth and charm.

Carroll O'Connor □ For *Edith's Death*, an episode of *Archie Bunker's Place*, in which his sensitive reaction to the loss of his beloved Edith is so profound, so moving and so real that it becomes more than a performance—it has all the agony of real grief.

KCET(TV) Los Angeles, Adrian Malone and Carl Sagan □ For *Cosmos*, a visually beautiful adventure into the world of science, designed to appeal to all ages.

Maryland Instructional Television, Owings Mills □ For *Terra: Our World*, a look at the world and its problems in a manner designed to stimulate young minds.

WQED(TV), Pittsburgh, and National Geographic Society □ For National Geographic Specials, unsurpassed excellence in documentaries as exemplified by *Mysteries of the Mind*, *The Superliners: Twilight of an Era*, and *The Invisible World*.

KETH(TV) Carol Mon Pere and Sandra Nichols, San Jose, Calif. □ For *The Battle of Westlands*, a concise study of the struggle between agribusiness giants and small farmers, and its effect on the American consumer.

Phil Donahue, host of *The Donahue Show*, □ For sensitive yet probing interviews on issues relevant to today's society.

KOED-TV San Francisco, □ For *Broken Arrow: Can A Nuclear Weapons Accident Happen Here?* A disturbing documentary which examines the history of nuclear weapons accidents and focuses on San Francisco in particular.

KUED-TV Salt Lake City and WNET-TV New York □ For "The MX Debate," a special edition of *Bill Moyers Journal*, a clear and complete statement of the MX missile system conflict, bringing to light important questions concerning the consequences of MX deployment.

Walter Cronkite, CBS News □ For his unsurpassed skills and integrity in reporting the news.

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Most men and women seriously interested in starting their own business are eligible to apply — including those who already own a business and need capital fast for expansion...or to stay afloat...even if they've been flatly refused by banks and turned down elsewhere! Yet, too, many never qualify, simply because they do not know how to "properly" prepare the loan application...

In order to help those people applying for these guaranteed and direct loans fill out their loan applications the "right way," ICC Business Research, through its diligent compilation and research efforts, has successfully assembled and published a comprehensive, easy-to-follow seminar manual: The Money Raiser's Guaranteed and Direct Loans Manual, that will quickly show you practically everything you'll need to know to prepare a loan application to get federally Guaranteed and Direct Loans.

Here are just some of the many important benefits the Money Raiser's Guaranteed and Direct Loans Manual provides you with:

- a completely filled in sample set of actual SBA loan application forms, all properly filled in for you to easily follow—helps you in quickly preparing your own loan application the right way. Each line on the sample application forms is explained and illustrated in easy-to-understand language.
- fast application preparation procedures for getting loans for both new start up business ventures and established firms.
- advises you on how to properly answer key questions necessary for loan approval and in order to help avoid having your application turned down—gives you advice on what you should not do under any circumstances.
- what simple steps you take to guarantee eligibility—no matter if you do not presently qualify.
- where you can file your application for fastest processing.

At this point the most important question you want answered is: Just where is all this loan money coming from? Incredible as it may sound—these Guaranteed Loans, Direct Loans...and Immediate Loans are indeed available right now — from the best, and yet, the most overlooked and frequently the most ignored and sometimes outright ridiculed... "made-run-of" source of ready money...fast capital, in America — THE UNITED STATES GOVERNMENT.

Of course, there are those who upon hearing the words "UNITED STATES GOVERNMENT" will instantly freeze up and frown and say:

"...only minorities can get small business loan money from the government!"

Yet, on the other hand (and most puzzling) others will rant on and on and on that:

"...don't even try, it's just impossible — all those Business Loans Programs are strictly for the Chryslers, the Lockheeds, the big corporations...not for the little guy or small companies..." etc.

Still there are those who declare:

"...I need money right now...and small business government loans take too darn long. It's impossible to qualify. No one ever gets one of those loans."

Or you may hear these comments:

"...My accountant's junior assistant says he thinks it might be a waste of my time!" "Heck, there's too much worrisome paperwork and red tape to wade through!"

Frankly — such rantings and ravings are just a lot of "bull" without any real basis — and only serve to clearly show that lack of knowledge...misinformation...and not quite fully understanding the UNITED STATES GOVERNMENT'S Small Business Administration's (SBA) Programs have unfortunately caused a lot of people to ignore what is without a doubt — not only the most important and generous source of financing for new business start ups and existing business expansions in this country but of the entire world!

Now that you've heard the "bull" about the United States Government's SBA Loan Program — take a few more moments and read the following facts:

- Only 9.6% of approved loans were actually made to minorities last year
- What SBA recognizes as a "small business" actually applies to 97% of all the companies in the nation
- Red tape comes about only when the loan application is sent back due to applicant not providing the requested information...or providing the wrong information
- The SBA is required by Congress to provide a minimum dollar amount in business loans each fiscal year in order to lawfully comply with strict quotas. (Almost 5 billion this year)

Yet, despite the millions who miss out — there are still literally thousands of ambitious men and women nationwide who are properly applying — being approved — and obtaining sufficient funds to either start a new business, a franchise, or buy out or expand an existing one. Mostly, they are all just typical Americans with no fancy titles, who used essentially the same effective know-how to fill out their applications that you'll find in the Money Raiser's Guaranteed and Direct Loans Manual.

So don't you dare be shy about applying for and accepting these guaranteed and direct government loans. Curiously enough, the government is actually very much

GUARANTEE #1
Simply — look over this most effective money raising loan preparation assistance manual for 15 days — and, then, if you are not convinced that it can actually help you obtain the Business Loan you need right away — just return it for a full and prompt refund.

interested in helping you start a business that will make a lot of money. It's to their advantage — the more money you make the more they stand to collect in taxes. In fiscal 1981, our nation's good old generous "uncle" will either lend directly or guarantee billions of dollars in loan requests, along with technical assistance and even sales procurement assistance. Remember, if you don't apply for these available SBA funds somebody else certainly will.

Don't lose out — now is the best time to place your order for this comprehensive manual. It is not sold in stores. Available only by mail through this ad, directly from ICC Business Research, the exclusive publisher, at just a small fraction of what it would cost for the services of a private loan advisor or to attend a seminar. For example:

Initially, this amazing Guaranteed and Direct Loans Manual was specially designed to be the basis of a Small Business Loan Seminar — where each registrant would pay an admission fee of \$450. But our company felt that since the manual's quality instructions were so exceptionally crystal-clear that anyone who could read, could successfully use its techniques without having to attend a seminar or pay for costly private loan advisory assistance services.

Therefore, for those purchasing the manual by mail, no 3 day class, no course and accommodations are required. And rather than \$450 we could slash the price all the way down to just a mere \$35 — a small portion of a typical seminar attendance fee — providing you promptly fill in and mail coupon below with fee while this special "seminar-in-print" manual offer is still available by mail at this relatively low price!

Remember, this most unique manual quickly provides you with actual sample copies of SBA Loan application and all other required forms—already properly filled in for you to easily use as reliably accurate step-by-step guides—thus offering you complete assurance that your application will be properly prepared, and thereby immediately putting you on the right road to obtaining fast, no red-tape loan approval.

GUARANTEE #2
Even after 15 days — here's how you are still strongly protected — if you decide to keep the manual — and you apply for an SBA Loan anytime within 1 year...your loan must be approved and you must actually receive the funds or your money will be refunded in full.

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THE EASY NO-NONSENSE WAY TO RAISE CAPITAL FAST!

Mater's turn to answer CBTv: let the public decide

In NATAS speech, CBS executive expresses faith in individual choice; says 'real majority' will prevail over Moral Majority

Gene Mater, senior vice president, policy, CBS/Broadcast Group, has aimed a rebuttal against the Coalition for Better Television, claiming that its methods are an infringement of the "real majority's" rights, as the Moral Majority and similar pressure groups hope to determine what is suitable television fare for the public.

Mater's speech, sponsored by the New York chapter of the National Academy of Television Arts and Sciences, served as part two of a discussion brought up two months earlier when the academy lent the podium to a CBTv founder, the Rev. Jerry Falwell.

Referring to the coalition's threats of advertiser boycotts, Mater expressed similar sentiments to those of network chiefs Fred Pierce, president of ABC-TV, Fred Silverman, president of NBC, and Mater's boss Gene Jankowski, president of the CBS/Broadcast Group, at the recent annual meeting of the American Association of Advertising Agencies (BROADCASTING, April 13 and this issue, page 90). All were in agreement that the public should be trusted to make its own programming choices.

Mater charged the Moral Majority with using television as a "scapegoat" for a "whole array of societal problems such as divorce, promiscuity and crime," and suggested, "we would be better advised to find real solutions to real problems, rather than focus on easy, convenient but false answers to real issues."

Mater discussed the "turn off CBS month" (November, 1979) proposed by the Rev. Donald Wildmon, founder of the National Federation for Decency and chairman of the CBTv. The CBS executive declared that more people watched the network that month than others "as individual choice was exercised."

Returning to the boycott issue, and using a CBS show as an example, Mater

said, "If an advertiser decides to leave *Dallas*—one of Mr. Wildmon's favorite hated programs, although the real majority disagrees with him—if an advertiser withdraws, someone will take his place." Mater said *Dallas* would not be cancelled because of lack of advertisers," and added, "We don't intend to respond to the Moral Majority by changing or cancelling programs; we will not comply with them."

After a question from the audience, Mater indicated that he believes the Moral Majority will have a short life, although he expressed concern over a possible trend as a result of this "vocal minority."

Nicholas moves up at Time

HBO veteran heads new strategy development position with parent; move spurs other changes

N.J. Nicholas Jr. is movin' on. Having been associated with Home Box Office for the last five years, as its president, then its chairman and most recently (while retaining the chairman title) as deputy to video group vice president Gerald Levin (with HBO president James Heyworth reporting to him), Nick Nicholas now has a new assignment with HBO's parent corporation, Time Inc. He'll be responsible for "coordinating the strategy development" for Time Inc., and report to the company's president and chief executive, J. Richard Munro.

Nicholas's background, with an MBA from Harvard, was in financial analysis within Time before he moved into the company's new media businesses. Munro, in announcing the appointment, said "Nick has played a leading role in helping to establish the video group as a major contributor to Time Inc.'s profits."

With Nicholas's move, several changes in the reporting structure of Time's Video Group were concurrently announced: HBO President James Heyworth will now report directly to group vice president Levin (as does American Television and Communication chairman Monroe Rifkin); Peter Gross, executive counsel for the video group, gets the title of general counsel, reporting to Levin.

Ratings Roundup

Buoyed by its *Masada* mini-series, ABC-TV made it two winning weeks in a row in the prime-time ratings race.

For the week ended April 12, ABC scored a 19.2 rating and 31 share to CBS-TV's 17.5/29 and NBC-TV's 14.9/24. A week earlier, with strong numbers from the *Masada* opener, *Academy Awards* and *Barbara Walters Special*, ABC was on top with a 19.1/30 (BROADCASTING, April 13)—ending a six-week CBS streak.

For the entire eight-hour *Masada*, ABC averaged a 26.4/41. The network said it pulled 20,540,000 homes per average minute and estimated that 75 million watched all or part of the mini-series. The shares were consistent night-by-night (9-11 p.m. NYT, Sunday, April 4, through Wednesday, April 8): 27.1/40, 25.6/40, 25.7/41 and 27.0/42.

Among all mini-series six hours or longer, ABC said *Masada* placed ninth in ratings and seventh in homes delivered.

The three two-hour *Masada* episodes during the week ended April 12 earned ABC second, fourth and fifth positions in the ratings rankings. (The opener the previous week ranked seventh.)

Also making it into the top-10 were two new CBS series, back-to-back on Monday 8-9 p.m.: *Private Benjamin* (third with a 25.8/39) and *The Two of Us* (eighth with a 22.7/33).

During the week, ABC took Monday through Wednesday (three *Masada* nights) and Saturday (*Eight is Enough*, *Love Boat*, *Fantasy Island*). CBS won Thursday, Friday and Sunday. NBC was left without a winning night.

Within the top-20 programs ranked, NBC only had two: *Diff'rent Strokes* (12th with a 20.6/31) and *Real People* (17th with a 19.5/30).

The First 20

1.	<i>Dallas</i>	CBS	30.0/54
2.	<i>Masada</i> (Part IV mini-series)	ABC	27.0/42
3.	<i>Private Benjamin</i>	CBS	25.8/39
4.	<i>Masada</i> (Part III)	ABC	25.7/41
5.	<i>Masada</i> (Part II)	ABC	25.6/40
6.	<i>60 Minutes</i>	CBS	25.5/42
7.	<i>Dukes of Hazzard</i>	CBS	24.2/41
8.	<i>Two of Us</i>	CBS	22.7/33
9.	<i>Love Boat</i>	ABC	22.3/39
10.	<i>M*A*S*H</i>	CBS	21.9/32
11.	<i>Peter & Paul</i> (Part I special)	CBS	21.0/31
12.	<i>Diff'rent Strokes</i>	NBC	20.6/31
13.	<i>Laverne & Shirley</i>	ABC	20.3/32
14.	<i>Fantasy Island</i>	ABC	20.0/39
15.	<i>All-Star Family Feud</i> (special)	ABC	20.0/30
16.	<i>Magnum, P.I.</i>	CBS	19.7/32
17.	<i>Real People</i>	NBC	19.5/30
18.	<i>Checking In</i>	CBS	19.4/33
19.	<i>Happy Days</i>	ABC	19.4/31
20.	<i>Convoy</i> (movie)	ABC	19.2/30

The Final Five

60.	<i>Those Amazing Animals</i>	ABC	11.4/19
61.	<i>That's My Line</i>	CBS	10.9/19
62.	<i>Riker</i>	CBS	10.7/21
63.	<i>Crazy Times</i> (movie)	ABC	9.8/17
64.	<i>NBC Magazine with David Brinkley</i>	NBC	7.9/14

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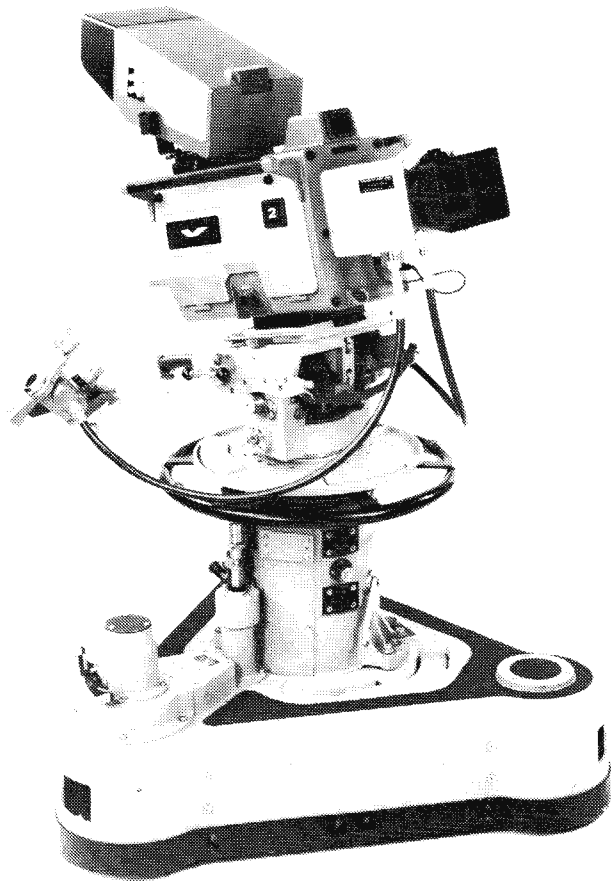
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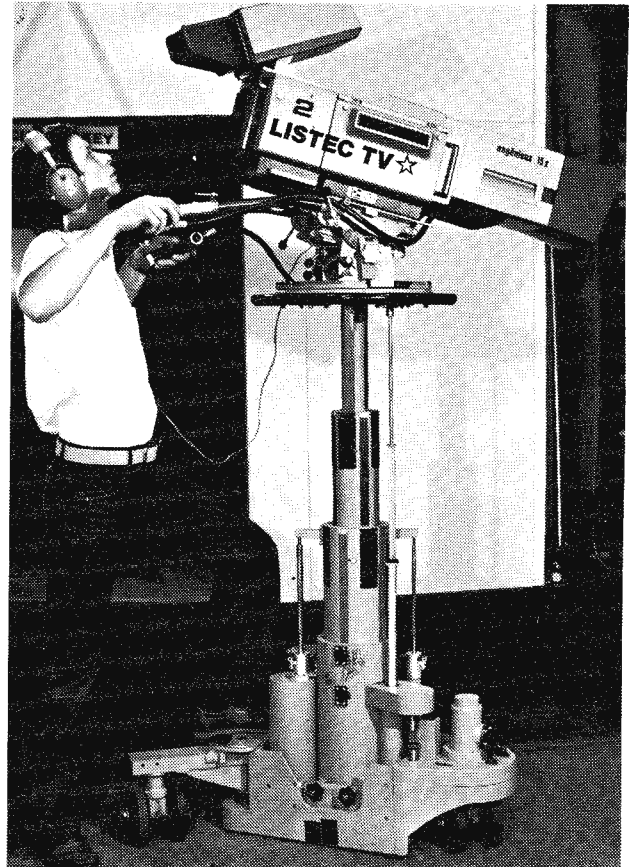


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Stock Index

Exchange and Company	Closing Wed. April 15	Closing Tues. April 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	35 1/4	31 5/8	+3 5/8	+11.46	6	987
N Capital Cities.....	74 3/4	72 1/4	+2 1/2	+3.46	15	984
N CBS.....	58 1/4	54 3/4	+3 1/2	+6.39	8	1,623
N Cox.....	67 3/4	69	-1 1/4	-1.81	10	915
A Gross Telecasting.....	28 1/8	28 1/2	- 3/8	-1.31	8	22
O LIN.....	35	35 1/2	- 1/2	-1.40	12	194
N Metromedia.....	119 3/4	102	+17 3/4	+17.40	13	536
O Mooney.....	9 1/4	9 1/4			12	3
O Scripps-Howard.....	58	58			9	149
N Storer.....	39 3/8	36 3/8	+ 5/8	+8.24	13	517
N Taft.....	28 5/8	29	- 3/8	-1.29	8	280

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	26 5/8	27 7/8	-1 1/4	-4.48	21	88
A Affiliated Pubs.....	29	28 5/8	+ 3/8	+1.31	12	149
N American Family.....	8 3/4	8 3/4			4	108
N John Blair.....	22 1/4	20 1/4	+2	+9.87	7	82
N Charter Co.....	12 1/8	12 3/8	- 1/4	-2.02	1	331
N Chris-Craft.....	35 1/4	37	-1 3/4	-4.72	17	111
N Coca-Cola New York.....	9 3/8	9 3/8			21	165
N Cowles.....	34 1/8	34 1/2	- 3/8	-1.08	23	135
N Dun & Bradstreet.....	63 1/2	63 3/4	- 1/4	-.39	19	1,771
N Fairchild Ind.....	26 3/4	25 3/8	+1 3/8	+5.41	8	305
N Fuqua.....	15 1/4	13 7/8	+1 3/8	+9.90	3	194
N Gannett Co.....	42 5/8	40 1/4	+2 3/8	+5.90	11	2,305
N General Tire.....	25 1/4	24 1/2	+ 3/4	+3.06	10	608
O Gray Commun.....	54	54 1/2	- 1/2	-.91	11	26
N Harte-Hanks.....	34	33	+1	+3.03	16	323
O Heritage Commun.....	15 1/2	15 1/4	+ 1/4	+1.63	8	83
N Insilco Corp.....	20	21 1/2	-1 1/2	-6.97	8	215
N Jefferson-Pilot.....	27	27 3/4	- 3/4	-2.70	6	591
O Marvin Josephson.....	12	12			8	28
N Knight-Ridder.....	34 1/4	34 1/8	+ 1/8	+.36	12	1,108
N Lee Enterprises.....	27 1/8	26 1/2	+ 5/8	+2.35	13	193
N Liberty.....	17 3/4	16 1/4	+1 1/2	+9.23	7	225
N McGraw-Hill.....	46 1/4	43	+3 1/4	+7.55	15	1,149
A Media General.....	34 3/4	33 3/4	+1	+2.96	9	251
N Meredith.....	61	59 3/4	+1 1/4	+2.09	9	192
O Multimedia.....	34 1/2	34	+ 1/2	+1.47	18	347
A New York Times Co.....	34 3/8	33	+1 3/8	+4.16	10	412
N Outlet Co.....	36 1/4	32 1/4	+4	+12.40	53	91
A Post Corp.....	26	26 5/8	- 5/8	-2.34	13	47
N Rollins.....	20 7/8	21 7/8	-1	-4.57	8	569
N San Juan Racing.....	18 3/8	18 3/4	- 3/8	-2.00	21	46
N Schering-Plough.....	38	35	+3	+8.57	9	2,017
O Stauffer Commun.....	46	46			11	46
A Tech Operations.....	21 3/4	20	+1 3/4	+8.75	23	23
N Times Mirror Co.....	53 3/4	50	+3 3/4	+7.50	13	1,833
O Turner Bcstg.....	20 1/2	19 1/2	+1	+5.12	20	205
A Washington Post.....	26	26 3/8	- 3/8	-1.42	10	364
N Wometco.....	20 3/4	20 3/8	+ 3/8	+1.84	9	275

CABLE						
A Acton Corp.....	17	15 7/8	+1 1/8	+7.08	12	51
N American Express.....	43 1/2	44 3/4	-1 1/4	-2.79	9	3,101
O Burnup & Sims.....	17	16 3/8	+ 5/8	+3.81	21	151
O Comcast***.....	24	22 1/8	+1 7/8	+8.47	27	92
O Entron*.....	5	5			5	4
N General Instrument.....	106 3/4	96 1/8	+10 5/8	+11.05	18	940
O Rogers Cable Systems.....	10 1/2	10 5/8	- 1/8	-1.17	20	199
O Tele-Communications.....	29 5/8	27 3/8	+2 1/4	+8.21	28	705
N Teleprompter.....	33 3/4	33 5/8	+ 1/8	+.37	28	574
N Time Inc.....	66 7/8	65 5/8	+1 1/4	+1.90	13	1,882
O Tocom.....	15 3/4	15 3/4				51
O UA-Columbia Cable.....	78 1/4	68 3/4	+9 1/2	+13.81	58	262
O United Cable TV.....	27 3/4	28 3/8	- 5/8	-2.20	19	272
N Viacom.....	55	55 1/2	- 1/2	-.90	20	245

Exchange and Company	Closing Wed. April 15	Closing Tues. April 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods....	3 3/4	4 1/8	- 3/8	-9.09	4	11
N Columbia Pictures.....	43 3/8	44	- 5/8	-1.42	13	439
N Disney.....	60 1/8	60 1/8			15	1,956
N Filmways.....	7 7/8	6 5/8	+1 1/4	+18.86		49
O Four Star.....	1 5/8	1 1/2	+ 1/8	+8.33	16	
N Getty Oil Corp.....	65	70 3/4	-5 3/4	-8.12	7	5,340
N Gulf + Western.....	17 1/2	16 7/8	+ 5/8	+3.70	4	1,306
N MCA.....	54 3/8	53	+1 3/8	+2.59	9	1,278
O Medcom.....	7 1/8	7 1/4	- 1/8	-1.72	25	12
N MGM Film.....	12 3/8	10	+2 3/8	+23.75	8	402
O Reeves Commun.....	40	37 3/4	+2 1/4	+5.96	28	144
O Telepictures.....	6 1/2	6 1/2			30	15
N Transamerica.....	20 7/8	20 5/8	+ 1/4	+1.21	6	1,364
N 20th Century-Fox.....	62 3/8	62 3/4	- 3/8	-.59	10	671
O Video Corp. Of Amer..	15 1/8	15	+ 1/8	+.83	32	14
N Warner.....	50	47 3/4	+2 1/4	+4.71	12	2,938
A Wrather.....	28 3/8	26 1/8	+2 1/4	+8.61		65

SERVICE						
O BBDO Inc.....	43 1/2	42 1/4	+1 1/4	+2.95	9	109
O Compact Video.....	20 1/8	21 1/2	-1 3/8	-6.39	19	59
N Comsat.....	48 3/4	48 1/8	+ 5/8	+1.29	10	390
O Doyle Dane Bernbach.....	15 3/4	16	- 1/4	-1.56	4	19
N Foote Cone & Belding.....	35 5/8	36	- 3/8	-1.04	9	97
O Grey Advertising.....	62 1/2	62 1/2			6	38
N Interpublic Group.....	34 1/2	34 1/4	+ 1/4	+.72	7	154
N JWT Group.....	37 1/8	36 1/4	+ 7/8	+2.41	8	113
O MCI Communications.....	15 5/8	15	+ 5/8	+4.16	78	571
A Movielab.....	6 1/4	6	+ 1/4	+4.16	5	10
A MPO Videotronics.....	6 3/8	6 1/2	- 1/8	-1.92	18	3
O A.C. Nielsen.....	45	41 1/8	+3 7/8	+9.42	19	505
O Ogilvy & Mather.....	28 3/4	29	- 1/4	-.86	8	119
O Telemation.....	2	2			12	2
O TPC Communications.....	5 5/8	5 7/8	- 1/4	-4.25	40	5
N Western Union.....	23 1/4	23 7/8	- 5/8	-2.61		352

ELECTRONICS/MANUFACTURING						
O AEL Industries.....	13 1/8	14 3/4	-1 5/8	-11.01		21
N Arvin Industries.....	16 3/8	16 3/8			8	127
A Cetec.....	8	7	+1	+14.28	10	16
O Chyron.....	12 3/4	12 1/2	+ 1/4	+2.00	21	16
A Cohu.....	9	9 1/2	- 1/2	-5.26	13	15
N Conrac.....	22	22 1/2	- 1/2	-2.22	9	46
N Eastman Kodak.....	83	80 1/2	+2 1/2	+3.10	13	13,395
O Elec Missile & Comm.....	7 3/8	6 3/4	+ 5/8	+9.25	92	20
N General Electric.....	66 1/4	65 1/4	+1	+1.53	10	15,016
N Harris Corp.....	57 1/2	53 1/4	+4 1/4	+7.98	21	1,768
O Intl. Video*.....	1/8	1/8				
O Microdyne.....	28	25 1/2	+2 1/2	+9.80	21	74
N M/A Com. Inc.....	29	27 7/8	+1 1/8	+4.03	25	968
N 3M.....	63 1/2	61 3/4	+1 3/4	+2.83	11	7,396
N Motorola.....	78 3/8	71 1/2	+6 7/8	+9.61	15	2,237
O Nippon Electric.....	77 1/8	77 1/8			59	2,532
N N. American Philips.....	46 7/8	48 7/8	-2	-4.09	7	564
N Oak Industries.....	28 7/8	29 1/4	- 3/8	-1.28	10	314
A Orrox Corp.....	9 3/8	9 1/2	- 1/8	-1.31	30	15
N RCA.....	25 1/2	24 7/8	+ 5/8	+2.51	7	1,911
N Rockwell Intl.....	38 7/8	37 1/8	+1 3/4	+4.71	10	2,915
A RSC Industries.....	5 1/4	5 5/8	- 3/8	-6.66	13	12
N Scientific-Atlanta.....	31 3/8	27 7/8	+3 1/2	+12.55	28	664
N Sony Corp.....	17 3/4	18	- 1/4	-1.38	29	3,827
N Tektronix.....	54 1/2	52 3/4	+1 3/4	+3.31	12	995
A Texscan.....	41 3/4	35 7/8	+5 7/8	+16.37	82	61
N Varian Associates.....	27 1/8	25 1/2	+1 5/8	+6.37	12	208
N Westinghouse.....	30 3/4	30 1/4	+ 1/2	+1.65	8	2,612
N Zenith.....	19 1/8	17 3/8	+1 3/4	+10.07	17	360

Standard & Poor's 400
Industrial Average 151.89 151.75 + .14

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. *** Comcast stock split 3 for 2. + Stock traded at less than 12.5 cents.

Arbitron expands metered services

Ten additional markets will be added in next four years; move seen as presenting competition to Nielsen's Television Index

Approximately \$23 million will be invested by the Control Data Corp. over the next five years to bring the television meter service of its subsidiary, the Arbitron Co., to 10 additional major markets by the fall of 1985.

The new markets to be added are Boston, Cleveland, Dallas, Detroit, Houston-Galveston, Miami, Minneapolis, Philadelphia, St. Louis and Washington. Six of these markets will have the television meters installed between January 1983 and February 1984 and the remainder by October 1985. The order of the installation has not been determined.

Arbitron now provides television meter service in New York, Los Angeles and Chicago, and San Francisco is to be added in 1982.

"Our goal is to provide timely information on *all* uses of the television set to the communications industry we serve," A.J. (Rick) Aurichio, executive vice president of Arbitron, told a news conference in New York. "Television set usage is ex-

audience estimates.

Attending the news conference were Robert W. Duncan, president of Control Data's Data Service Co., who stressed the parent firm's commitment to the expanded meter system, and Theodore Shaker, president of the Arbitron Co.

Without directly mentioning its rival, the A.C. Nielsen Co., Arbitron officials viewed the expansion as a move to make Arbitron more competitive. Nielsen now provides meter service in New York, Los Angeles, Chicago and San Francisco.

A Nielsen source would not comment on the Arbitron plans but mentioned that Nielsen will be adding Philadelphia to the meter service in October 1981 and Detroit in October 1982. No further expansion has been announced by Nielsen.

Some industry sources believe the Arbitron action may be the first step in the eventual development of a national television rating service to be competitive with the Nielsen Television Index. One Arbitron official would not comment directly but hinted that might be a possibility. The advertising community would favor a competitor to Nielsen in the national television ratings sphere.

"This move by Arbitron might well be the beginning of a second national TV rating system," commented Joel Fisher, vice president and media research director and media manager of Compton Advertising, New York. "We like to see the expan-



Aurichio



Duncan



Shaker

panding and changing. With the introduction of high capacity cable systems in major markets, the growth of new media, such as videocassette recorders, home computers, and video games, television set usage will expand. Arbitron is prepared to measure *all* uses of the television set."

Arbitron Television now conducts four-week diary surveys in 216 markets throughout the nation. During the seven months each year in which diary surveys are being conducted in meter service markets, these latter clients receive monthly reports which incorporate both diary and meter-based information. Meter clients also receive daily and weekly reports, showing Saturday through Friday

sion of the meter service—we consider it a better technique than the diary. But a new national metered service would be a tremendous plus.

"With competition, in my opinion, both services will be more receptive to advertiser and agency needs. It's not that Nielsen is usually intransigent but on occasions they have turned down our suggestions or recommendations. With two national services, both will be more ready to please.

"With the development of the new media, improved research is going to become more and more important. And competition, I believe, is going to spawn improvements," he said.

Westinghouse, Hearst/ABC sign for transponders

Those rare jewels of the cable business, satellite transponders, were proving their worth last week, as Westinghouse Broadcasting (Group W) signed deals with Western Union for 10 transponders on Westar birds that haven't even been launched yet, and Hearst/ABC Video Services struck a pact with Modern Satellite Network to obtain four-fifths of the week-day time MSN now leases from RCA on Satcom I, transponder 22 for its package of basic advertiser-supported programs.

Hearst/ABC will use the Monday-to-Friday 1-5 p.m. block to transmit its planned "Beta" women's program service (BROADCASTING, Feb. 9), and the announcement of the transponder deal also contained the first commitment to a start date for "Beta"—Jan. 4, 1982. MSN President Jay Campbell, stressing that his company will retain 42% of the time it now uses on the bird, noon to 1 p.m. week-

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days and 8:00 a.m. to 1:00 p.m. weekends looks on the deal as "enhancing our ability to compete for advertising dollars." No decision has been made as to what current MSN programs might remain on the reduced schedule after January, but the long lead time, Campbell said, will permit any current contracts MSN has to run their course.

MSN and Hearst/ABC will exchange research data and "endeavor to make their services compatible by sharing programming plans," according to the announcement. Although cable operators will be free to select the two services individually, ABC/Hearst believes the 3.5 million subscriber base offered by the 455 systems currently taking MSN will provide "a substantial viewership base and a strong marketplace position" for Beta. The deal, of course, puts Beta on what is now the primary cable satellite.

The particular arrangements with Western Union call for the leasing of five transponders on Westar IV, which is scheduled to become operational in the first quarter of next year, and a combination of purchase and lease arrangements for another five on Westar V, due to be turned on in the fourth quarter of 1982. Group W also said it's secured options for purchase and lease on Westar VI, set to launch in the middle of 1983.

Through this point, Group W has made no indication as to what services it plans to offer the cable industry, but announcements are promised soon.

Changing Hands

PROPOSED

■ **KTVE(TV)** El Dorado-Monroe, Ark.: Sold by Gray Communications Systems to Central Television Inc. for \$9 million ("In Brief," April 13). Seller is publicly held Albany, Ga.-based group owner of three TV's and publishes *Albany* [Ga.] *Herald*. Buyer is principally owned by Frank K. Spain and Ronald E. Hale. Spain is part owner of WTVA(TV) Tupelo, Miss., and WTVX(TV) Fort Pierce, Fla. Hale owns WJFL(AM)-WQMV(FM) Vicksburg, Miss. Central TV Inc. also owns WHTV(TV) Meridian, Miss. and holds CP for new TV at Hattiesburg, Miss. (BROADCASTING, Sept. 29, 1980). KTVE is ABC affiliate on ch. 10 with 316 kw visual and 63.1 kw aural and antenna 1,320 feet above average terrain. Brokers: Milton Q. Ford & Associates and Dan Hayslett & Associates.

■ **KITT(FM)** San Diego, Calif.: Sold by KITT-FM Radio Inc. to San Diego Broadcasters Inc. for \$5.25 million. Seller is owned by Melvin L. Wheeler and G. Russell Chambers (50% each). Wheeler owns 70% of WSLC(AM)-WSLQ(FM) Roanoke, Va., and 70% of KDNT(AM)-

KDDC(FM) Denton, Tex. Chambers owns KPLC-TV Lake Charles, La. Buyer is subsidiary of publicly held Chartcom Inc., New York-based group owner of two AM's and four FM's. Fred C. Danneman is chairman and J.P. Smith is president. Chartcom Inc. is wholly owned by The Charter Co., publisher of *Ladies Home Journal* and *Redbook*. KITT is on 105.3 mhz with 29 kw and antenna 620 feet above average terrain.

■ **KWBZ(AM)** Englewood, Colo.: Sold by Mullins Broadcasting Corp. to Brent Larson Group Stations for \$1,258,000. Seller is owned by John Mullins and Martha Welch (50% each), who have no other broadcast interests. Buyer is owned by Brent T. Larson, who owns KUUZ(FM) Nampa, Idaho; KSYC(AM)-KJMC(FM) Richfield, Utah; KCKO(AM) Spokane, Wash.; 51% of KOOS(FM) North Bend, Ore., and 20% of KXA(AM)-KYYX(FM) Seattle. KWBZ is on 1150 khz with 5 kw day and 1 kw night. Broker: Carolina Media Brokers.

■ **WMDT(TV)** Salisbury, Md.: Control (66.72%) of MDV Television Inc. sold by Jean Paul Audet, 33.4% to Pennsylvania Growth Investment Corp., 21.9% to Fostin Securities Inc. and the rest to 12 individual investors for \$1,025,000. Pennsylvania Growth is wholly owned by Pennsylvania Financial Development Corp.; William L. Mosenson is president and principal owner. Fostin Securities is closely held security investment firm with more than 40 stockholders; J.L. Foster is president. They have no other broadcast interests. Audet will retain 13.7% interest in station. WMDT is ABC primary and NBC secondary affiliate on ch. 47 with 3,470 kw visual, 347 kw aural and antenna 1,000 feet above average terrain.

■ **KUKA(AM)** San Antonio, Tex.: Sold by Por Favor Inc. to River Communications Inc. for \$850,000. Seller is owned by June Coe and her son, Marshall, and Jose Luis Amadoe. They have no other broadcast interests. Buyer is owned by Stewart Epperson and Ed Atsinger (50% each). They own WEZE(AM) Boston; WNYM(AM) New York; KCFO(FM) Tulsa, Okla.; KMFM(FM) San Antonio, Tex.; WKBA(AM) Vinton, Va.; KDAR(AM) Oxnard, Calif., and KTED(FM) Fresno, Calif. KUKA is on 1260 khz with 1 kw full time. Broker: Norman Fischer & Associates.

■ **WIGO(AM)** Atlanta, Ga.: Sold by WIGO Inc. to Brunson Communications Inc. for \$800,000. Seller is owned by Emil Mogul (70.3%) and wife, Helene (29.7%), who have no other broadcast interests. Buyer is owned by Dorothy Brunson, who also owns WEBB(AM) Baltimore. WIGO is on 1340 khz with 1 kw day and 250 w night. Broker: Richard A. Shaheen Inc.

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■ **WAEW(AM)-WXVL(FM)** Crossville, Tenn.: Sold by WAEW Inc. to Charles S. Hawkins for \$715,000. Seller is owned by Fred W. Dean Jr. (40%), wife, Jessie (30%) and R. Gene Cravens (30%). They are applicants for new AM in Algood, Tenn. (BROADCASTING, June 9, 1980). Buyer is owned by Charles Stanton Hawkins, Nashville-based oil jobber and truck stop owner who also owns WDKN(AM) Dickson, Tenn. WAEW is 1 kw daytimer on 1330 khz. WXVL is on 99.3 mhz with 3 kw and antenna 170 feet above average terrain.

■ **KENI(AM)** Anchorage, Alaska: Sold by Midnight Sun Broadcasters Inc. to KENI Associates for \$712,000. Seller is Anchorage-based group owner of four AM's and three TV's; Alvin D. Bramstedt is president, general manager and 21.3% owner. There are 50 other stockholders. They recently were granted approval to sell KENI-TV Anchorage and KFAR-TV Fairbanks (BROADCASTING, March 30). Buyer is owned by Randall D. Jensen, Edward W. Christianssen, Arthur Greenfield, William L. Simpson, Earl E. Rielly and Charles M. Gray (16.77% each). They are Northwest investors and also minority stockholders of Midnight Sun Broadcasters. KENI is on 550 khz with 5 kw full time.

■ **WVOV(AM)** Huntsville, Ala.: Sold by Powell Broadcasting Inc. to Barker Broadcasting Inc. for \$700,000. Seller is owned by Edwin W. Powell (99.8%), Jerry W. Beril (0.1%) and Daniel B. Banks Jr. (0.1%), who have no other broadcast interests. Buyer is owned by Peter B. Barber, station manager at WFIX(AM) Huntsville, Ala., who has no other broadcast interests. WVOV is 10 kw daytimer on 1000 khz.

■ **KGLC(AM)-KORS(FM)** Miami, Okla.: Sold by Ottawa County Broadcasting Inc. to Mahaffey Enterprises Inc. for \$700,000. Seller is owned by Jeryl L. Smith and wife, Deann D. (44% each), Kenneth Lingen (6.8%), David G. Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Buyer is owned by John B. Mahaffey, who also owns KCIJ(AM) Shreveport, La.; KDSX(AM)-KDSQ(FM) Dennison/Sherman, Tex.; 50% of KICA(AM) Clovis and 50% of KGRT(AM)-KGRD(FM) Las Cruces, both New Mexico. KGLC is on 910 khz with 1 kw full time; KORS is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain.

■ **KAWL-AM-FM** York, Neb.: Control (62.8%) sold by Melville L. Gleason and wife, Louise, to Robin Robson and wife, Marcia, for \$475,000. Sellers have no other broadcast interests. Robson is York, Neb., real estate agent. Robson's have no other broadcast interests. KAWL is 500 w daytimer on 1370 khz; KAWL-FM is on 104.9 mhz with 2.75 kw and antenna 310 feet above average terrain.

■ **KXGR(FM)** Grand Rapids, Mich.: Sold by Grand Rapids Radio Inc. to Rapids Radio is Grand Inc. for \$325,000. Seller is owned by Roger D. Olsen, who has no other broadcast interests. Buyer is owned by Donald H. Koenig and Michael J. Ives (50% each). Koenig is former salesman at

WJON(AM)-WWJO(FM) St. Cloud, Minn. Ives is St. Cloud-based real estate broker and investor who own 50% of KKAQ(AM) Thief River Falls, Minn. KXGR is on 96.7 mhz with 3 kw and antenna 390 feet above average terrain.

■ **WSOJ-FM** Jessup, Ga.: Sold by Happy Acres Broadcasting Co. to Wings Broadcasting Co. for \$300,000. Seller is owned by Raymond B. Forehand (54%), wife, Cleo H. (43%), and daughter, Sue Ann (3%), who have no other broadcast interests. Buyer is owned by F. Douglas Wilhite and Michael J. Brown (44% each) and C. Salen Herke (12%). Wilhite is station manager at WNIS(AM) Indianapolis. Brown is Indianapolis real estate agent. Herke is Indianapolis insurance agent. They have no other broadcast interests. WSOJ-FM is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WYGR(AM)** Wyoming, Mich.: Sold by Stuart Paul Noordyk to Donna Broadcasting Co. for \$233,000. Seller also owns WSHN-AM-FM Freemont, Mich. Buyer is owned by Alvin R. Umans, Howard N. Gilbert and Robert L. Haag (20% each), Avis C. Primack and Samuel Feigenbaum (15% each) and Frederick C. Jacob (10%). They also own WGLY(FM) Goulds, Fla., and WGWY(AM) Charlotte, Mich. WYGR is on 1530 khz with 500 w day and 250 w night. Broker: The Ted Hepburn Co.

■ Other proposed station sales include: KACJ(AM)-KAJJ(FM) (CP) Greenwood, Ark.; WCKC(AM) Milton, Fla.; WKVE(AM)

Cave City, Ky.; KDWZ(FM) Crookston, Minn.; WGGL-FM Houghton, Mich.; KTVL(TV) Medford, Ore.; WKZA(AM) Kane, Pa.; KKOL(AM) El Paso, Tex.; KRCT(FM) Ozona, Tex.; WBCI-AM-FM Williamsburg, Va.; WBOO(AM) Baraboo, Wis. and WFRV-TV Green Bay, Wis.

APPROVED

■ **KTLK(AM)-KDAX(FM)** Denver: Sold by Welcome Radio Inc. to Denver Great Empire Inc. for \$4.9 million. Seller is owned by Harrison Fuerst (president) and group of Cleveland businessmen. They also own WSLR(AM) Akron, Ohio. Buyer is subsidiary of Great Empire Broadcasting Inc., owned by F. F. (Mike) Lynch (75%) and Michael C. Oatman (25%). They also own KEDI-AM-FM Wichita, Kan.; KWKH(AM)-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield, Mo.; and KYNN-AM-FM Omaha. KTLK(AM) is on 1280 khz with 5 kw full time. KDAX(FM) is on 105.1 mhz with 100 kw and antenna 300 feet above average terrain.

■ **KIOY(FM)** Hanford, Calif.: Sold by Willson Broadcasting Co. to Western Sun Communications for \$2 million. Seller is owned by Gary E. Willson, who has no other broadcast interests. Buyer is owned by Bertram Cohen; wife, Nina; Adelaide O. Lazarus, and 13 minority stockholders. Bertram Cohen is president of chemical company in Fitchburg, Mass. Nina Cohen and Lazarus are housewives. Buyers are limited partners in KGSW-TV Albuquerque,

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N.M.; KTEE(AM) Idaho Falls, Idaho, and KADQ(FM) Rexburg, Idaho. KIOY is on 103.7 mhz with 50 kw and antenna 500 feet above average terrain.

■ WAIK(AM)-WGBQ(FM) Galesburg, Ill.: Sold by Creative Broadcasting Ltd. to Radio Communications Group for \$925,000. Seller is owned by Glenn W. Barger Jr. (51%) and Harold O. Bastian (49%), who have no other broadcast interests. Buyer is owned by Kenneth W. Gneuchs, Rolling Meadows, Ill., financial consultant who also bought WWMM(FM) Arlington Heights, Ill. (see below). WAIK is 5 kw daytimer on 1590 khz; WGBQ is on 92.7 mhz with 3 kw and antenna 355 feet above average terrain.

■ WKDC(AM) Elmhurst, Ill.: Sold by Dupage County Broadcasting Inc. to Snyder Broadcasting Inc. for \$1 million. Seller is owned by Frank Blotter (51%) and sister, Lois (49%), who have no other broadcast interests. Buyer is owned by Robert E.J. Snyder, Chicago business school professor, who has no other broadcast interests. WKDC is 250 w daytimer on 1530 khz.

■ KCOK(AM)-KJUG(FM) Tulare, Calif.: Sold by KCOK Inc. to West Coast Broadcasting Inc. for \$856,000. Seller is owned by Joel K. Munger and wife, Harriet (95% jointly), and Larry Woods and wife, Penelope (5% jointly), who have no other broadcast interests. Buyer is owned by Larry Woods (52.5%) and John E. and William C. Pucheu, brothers (23.75% each). Woods is vice president of KCOK Inc. Pucheu brothers are Tranquility, Calif., farmers and have no other broadcast interests. KCOK is on 1270 khz with 5 kw day and 1 kw night; KJUG is on 106.7 mhz with 870 w and antenna 2,550 feet above average terrain.

■ KATY(AM) San Luis Obispo, Calif.: Sold by Riverside Broadcasting Co. to Coastal Broadcasting for \$750,000. Seller is owned by Victor Armstrong (18.2%), Seymour Berns, Robert Lewine, Bernard Heumann (17.5% each) and William T. Hallen and Thomas C. Colcaterra (5.9% each), none of whom has other broadcast interests. Buyer is owned by Frederick Herdt Jr., former DJ at KPOP(AM) Roseville, Calif., who has no other broadcast interests. KATY is on 1340 khz with 1 kw day and 250 w night.

■ WWMM(FM) Arlington, Heights, Ill.: Sold by Northwest Community Broadcasting to Wynwade Properties Trust for \$577,500. Seller is owned by Bennett P. Trapani who has no other broadcast interests. Buying trust represents interests of Kenneth W. Gneuchs and family. Gneuchs also bought WAIK(AM)-WGBQ(FM) Galesburg, Ill. (see above). WWMM(FM) is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ WKND(AM) Windsor, Conn.: Sold by KND Corp. to Hartcom Inc. for \$500,000. Seller is owned by Jerome Dawson, who also owns 10% of WXLN(FM) Willimantic and 100% of WADS(AM) Ansonia, both Connecticut. Buyer is owned by John F.

Merchant, T. Gregory Teasley, John N. Catlett, Scott H. Robb, John J. Lawrence, James G. Harris, Richard Weaver-Bey and Gerard Peterson (10% each); Thomas L. Nadeau and Alan Neigher (5.7% each), and John D. Jessup (8.6%). Merchant is Stamford, Conn., lawyer. Neigher, Nadeau and Jessup are Bridgeport, Conn., lawyers. Teasley is real estate analyst and Peterson is manager for Aetna Life Insurance Co., Hartford, Conn. Harris is executive director of Hartford social services organization. Lawrence is Bridgeport physician. Jessup is high school teacher in Westport, Conn. Catlett is president of Citicom Corp., New York, communications services. Robb is former Washington attorney for NBC and president (no ownership) of WHPN(AM)-WHVS(FM) Hyde Park, N.Y. WKND is 500 w daytimer on 1480 khz.

■ Other approved station sales include: WKYD-AM-FM Andalusia, Ala.; WTOA(AM) Prattville, Ala.; KKR(B) FM Red Bluff, Calif.; WKEM(AM) Immokalee, Fla.; WAJL(AM) Winter Park, Fla.; WKDJ(FM) Winchester, Ky.; KRIH(AM) Rayville, La.; WCRV(AM) Washington, N.J.; WKSJ(AM)-WHUG(FM) Jamestown, N.Y.; WRVH(FM) Patterson, N.Y.; WACB(AM) Kittanning, Pa.; WUCR(AM) Sparta, Tenn.; KBYG(AM) Big Springs, Tex.; KWGO-FM Lubbock, Tex.; KFTN(AM) Provo, Utah, and WLIH-FM New London, Wis.

Thoughts from the four A's

The annual meeting of the American Association of Advertising Agencies, held in Boca Raton, Fla., provided top agency executives with a broad array of topics for consideration, not to mention an opportunity to enjoy that state's pleasant spring weather (BROADCASTING, April 13). Self-regulation and the public image of advertising were dominant concerns voiced by the organization's officers, while the presidents of the three commercial broadcast networks, invited to appear together on a panel at the meeting, demonstrated a philosophical unity through remarkably similar addresses attacking the boycott of the Coalition for Better Television and defending broadcast television's claim to continued dominance as an entertainment and advertising medium.

While those concerns pre-empted much of the headline space generated by the meeting, its other sessions contained a wealth of information valuable to those in the advertising business and media.

One session that bridged several areas was the report of 4A's Washington Executive Vice President Charles Adams. Adams grilled the three young agency executives who currently compose the 4A's Loaned Executives Panel (agency staffers serving with the association's D.C. office for one-year stints): Tabor Ames of Dancer Fitzgerald Sample, Lisa Bellar of J. Walter Thompson and Barbara Smith of Ogilvy &



People making news in Boca Raton. Far left, outgoing 4A's chairman Eugene Kummel, chairman, McCann-Erickson Worldwide, passes gavel to newly elected chairman Don Johnston, chairman of J. Walter Thompson. Speakers at the meeting included, top row, l to r: David Ogilvy, director, Ogilvy & Mather International; John E. O'Toole, chairman, Foote, Cone & Belding Communications; Barry Day, vice chairman, McCann-Erickson Worldwide; bottom row, l to r: Leonard Matthews, 4A's president; Julian Jaynes, professor of psychology, Princeton; Andrew F. Brimmer, Andrew Brimmer & Co.

Mather.

Exemplifying a thought 4A's Chairman Eugene Kummel expressed later, that opening the Washington office marked "the turning point" for the 4A's "in focusing our talents and efforts effectively," the three loaned executives stressed the importance of lobbying efforts in affecting legislation and regulation.

Several of the meeting's speakers and panels devoted attention to economic matters, including general forecasts for the nation's economic health.

Specific economic projections were provided during the 4A's meeting by economist Arthur F. Brimmer, a former member of the Federal Reserve Board, speaking at one of three concurrent "Breakfast With..." sessions on Friday. Brimmer sees the economic trend of 1981 as "a shallow 'U,'" with virtually flat growth across the year. Inflation will, he predicts, continue in the 11% to 11.5% range over the full year (higher in the first half, sinking to about 9% in the second). However, he also feels there is an underlying base of "hardcore inflation" that will keep it at or above 8.5% to 9% "for a long time."

Several speakers devoted themselves to creative considerations in advertising; notably vice chairman of McCann-Erickson Worldwide, Barry Day, who discussed the image of women in advertising; John O'Toole, chairman of Foote, Cone & Belding, who gave his view of the "Television Commercial of Tomorrow"; and David Ogilvy, founder of Ogilvy & Mather, who in person and in a film presentation discussed his philosophy of advertising.

Foote, Cone & Belding's O'Toole, began his look at tomorrow's commercials by identifying what's wrong with today's. Consumers often don't like them, he said, and they're frequently boring.

Much of what's wrong can be tied,

O'Toole suggested, to three limitations advertisers have accepted. The first was allowing television to become exclusively a mass medium, something he said resulted when "networks took over" and ratings rather than "qualitative superiority" became the measure of success. "Lowest common denominator" programs, a category in which O'Toole placed *All in the Family* and *Love Boat*, resulted in a situation where advertisers "didn't know the individuals to whom we were talking in a commercial."

The other two limitations O'Toole cited were the 30-second spot, and commercial testing scores which he called an evaluation system "that may or may not have anything to do with how effective (commercials) are."

Barry Day's analysis of the depiction of women in commercials, paid particular attention to the "working woman" and her depiction in commercials. Day warned the agency executives against "trading stereotypes," in creating a new generation of commercials. "What matters is the attitude—the male attitude—we bring to this new situation," Day told his audience, adding "if we play our usual trick of categorizing (the working woman) as a new set of stereotypes ... she won't forgive us in a hurry."

David Ogilvy's appearance before the 4A's meeting, for what he pronounced to be "my last speech," drew perhaps the heaviest attendance of any session. Ogilvy offered his colleagues his thoughts on the changes that have taken place in the industry since he attended his first 4A's meeting 43 years ago. Most striking, he said, was the change in scale—then the biggest agency billed \$115 million; today's biggest bills \$2.5 billion.

Another member of the academic community who addressed the 4A's was Prin-

ceton psychology professor Julian Jaynes. Jaynes detailed his theories on the origins of creativity, saying consciousness as we know it is distinct from creativity—indeed, that the greatest of human discoveries are a result of non-conscious creativity.

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April 1981

CBS's first quarter: a good report for stockholders meeting

The first quarter looked better than they thought it would. That was the word CBS Chairman William Paley and President Thomas Wyman had for stockholders last week during the company's annual meeting (held this year at the headquarters of Phoenix affiliates KOOL-TV and KARZ [AM]).

Revenues were up 2% to \$990.8 million from \$968.9 million the year earlier, while net income rose 7%, thanks to a favorable comparison on tax rates, from 1979's \$13.1 million, to this year's \$14 million, 50 cents per share. Pre-tax income dropped 8% however, to \$20.3 million, which the company said was due to a sharp increase in development spending for cable programming, theatrical films and home video.

Earlier projections from CBS had suggested a first-quarter earnings decline. However, the heavy development spending, after Wyman's meeting with security analysts last February (BROADCASTING, March 2), came as no surprise. According to CBS, "strong performance in March by the CBS Television Network," thanks to the economy and ratings, meant that the pre-tax drop was less than anticipated. At the same time, higher equity income and investment tax credits combined to trim the effective rate "to an atypically low level of 31%."

Broadcast Group profits were said to have risen "sharply" because of the network's performance, though the increase wasn't quantified. Broadcast revenues were pegged at a 10% rise, with network, television and radio stations all contributing to that climb.

ABC releases proxy on top officers

In anticipation of its May 19 annual meeting, American Broadcasting Companies Inc. last week issued its proxy statement, which contained the traditional listings of financial information for senior officers. Leonard H. Goldenson, ABC chairman, earned \$821,416 in cash and cash equivalent forms of remuneration, along with an additional \$407,814 in contingent remuneration. The similar amounts for company president Elton Rule were \$721,647 and \$261,583; and for ABC Television President Fred Pierce, \$618,875 and \$242,692.

The earnings performance of the company finds its reflection in the remuneration its top officers received. Totalling the cash, cash equivalent and contingent remuneration the three received in 1980 and 1979, each experienced a decline; Goldenson's total dropped from 1979's \$1,363,310 to 1980's \$1,229,230; Rule's from \$1,139,627 to \$983,230 and Pierce's from \$1,005,656 to \$861,567.

Consensus on VHF drop-in proposal: net service loss

Justice, NCCB endorse plan as pro-competitive, seen as providing additional opportunities for minority ownership of broadcast facilities.

Broadcasters, led by the Association of Maximum Service Telecasters and the National Association of Broadcasters, overwhelmingly opposed the FCC's proposed rulemaking to add 140 short-spaced VHF drop-ins to the nationwide television table of allocations in comments on the matter filed last week. The reasons cited were varied but included charges that the drop-ins would simply cause much more interference than the proposal could justify; that existing and proposed UHF operations would be severely affected and could, if allowed to do the job, provide more and better quality service than the drop-ins. Also cited were charges that the drops-ins would be an inefficient and inequitable way of providing service, thus conflicting with the Communications Act.

The Department of Justice, however, and the National Citizens Committee for Broadcasting (NCCB) endorsed the commission's proposal as an excellent method for providing additional competition and diversity of ownership within the broadcasting industry.

In urging the commission to end consideration of the drop-in proposal, AMST found that the costs far outweighed the benefits of implementing the plan. It found that television service in "one-third of the land mass of the continental U.S."—predominantly in the eastern half of the nation—"would be subject to new interference" from the proposed list of drop-ins.

It also concluded that the areas losing service would be "two-and-one-half times larger than the areas gaining service. Only 14% of the areas losing existing service would receive service from the new short-spaced V's."

AMST said the proposed drop-ins would have a potentially adverse effect on 352 existing UHF stations, located for the most part east of the Mississippi River. It also said the drop-ins "could have adverse effects on 415 outstanding (UHF) construction permits, pending applications, and vacant allotments." It said that the service areas of UHF stations and existing UHF allotments in the markets where the commission's staff suggested short-spaced VHF drop-ins would cover 15 times more territory than the service areas of the proposed V's. AMST characterized the above conclusions as "valid approximations," noting that "service doesn't begin on one side and stop on the other side."

As an example of the adverse interference which might occur as a result of the drop-ins, AMST cited WISH-TV Indianapolis. It said that if the four proposed drop-ins short spaced to it were

operational, "323,500 people residing in 2,507 square miles would lose service as a consequence ... and some 181,900 more people in 2,289 square miles would be subject to other kinds of adverse interference effects."

AMST anticipated those who would argue that this amount of interference is already permitted by the minimum separation requirements because that amount of interference would result if WISH-TV were surrounded by co-channel stations at minimum separations. It said that, "in the first place, neither Indianapolis nor any other city is surrounded by co-channel stations all at minimum separations." Also, said AMST, the commission intended to provide for wider coverage than the minimum mileage separations would permit. It said the commission relied on the fact that cities are usually farther apart than the minimum mileages and that therefore actual separations would be greater than the minimum separations. "This was the reason the commission was willing to set minimum separations as low as 170 and 190 miles in Zones I and II," said AMST.

As an example of how the proposed drop-ins might harm UHF service, AMST cited the ch. 2 drop-in proposed for Peoria, Ill., an all-UHF market. The drop-in V would cover virtually all of the metro market area, "which constitutes the heart of any television station's advertising base in Peoria." Because of this metro coverage, VHF's greater prestige and slightly better technical service to close-in



Separation	
WISH-TV 341	WISH-TV 21
WGLT-TV 28	WGLT-TV 21
WMT 124	WGLT-TV 21
WGLT-TV 28	WGLT-TV 21
WGLT-TV 21	WGLT-TV 21
AVERAGE 227 MILES	

Rebuttal. In its lobbying effort against the FCC's VHF drop-in proceeding, the Association of Maximum Service Telecasters has produced an 18-minute videotape analyzing the concept of equivalent protection and the fallacies which the organization claims are inherent in it.

The tape was displayed to the AMST membership at the NAB convention in Las Vegas and will be submitted to the commission's drop-in docket file. AMST will also make an effort to show the tape to a few "key people at the commission who don't understand what equivalent protection is," according to an AMST spokesman.

Frame (1) shows the tape's narrator, Ronald Graiff, member of AMST's engineering committee and vice president engineering for LIN Broadcasting Corp.

Frame (2) depicts how co-channel VHF stations begin to cause interference with each other at a distance of 330 miles although the respective coverage areas of the stations are only 60-70 miles.

Frame (3) depicts a VHF mileage separation zone map adopted as

part of the 1952 Sixth Report and Order which established the existing television allocations table. In the tape, Graiff notes that the commission adopted a 170-mile minimum spacing requirement for co-channel VHF's in Zone I (comprising much of the northeast section of the country) to "avoid wholesale disruption to public service" within the congested urban centers of that zone. Zone II comprises most of the rest of the nation, and therein the minimum mileage requirement is 190 miles for co-channel VHF's. Due to the atmospheric conditions along the gulf coast, TV signals travel farther. Thus the establishment of Zone 3, in which the commission established 220 miles as the minimum mileage spacing requirement.

Frame (4) depicts the actual distances between all of the ch. 8 operations in Zone I. Graiff notes that the average distance between those channels is 227 miles, 57 miles and 34% greater than the 170-mile minimum. Graiff also said that AMST discovered that the 227 mile average was "typical of all VHF co-channel operations in zone I."

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population centers, AMST concluded that "a short-spaced VHF station might well drive the full-spaced UHF stations off the air or deter other UHF stations from getting launched." The effect would be even more disastrous when it is realized that the UHF station that might be driven off the air "provides coverage to the public in 70% more area than would the short-spaced VHF drop-in," said AMST.

NAB said that it "flatly opposes the commission's proposal in every respect." It said the proposal was driven by the "myth" of equivalent protection. The proposal is designed to permit additional VHF stations on channels that never could be allotted under present mileage separations, it said. Continuing, it noted that, "obviously, stations which never go on the air pose no threat of additional interference to existing stations. When those stations are permitted to go on the air, they will cause interference which would not be permitted under the present table of allotments. While the level of interference might be no greater than the station would receive from another station located at the present minimum mileage separation, it is necessarily and obviously greater than the total absence of interference under the present table of allocations and existing minimum mileage separations. Consequently, existing VHF stations will be subject to interference which could not occur under the present rules."

NAB also noted the drop-in issue is one the commission has visited and revisited over the past three decades, rejecting it every time.

It said the commission's endorsement of the current proposal would "confirm the suspicion of many UHF broadcasters that the commission has given up on UHF as a means of providing significant additional service to the viewing public." Along these lines it noted the statements of Commissioners Abbott Washburn, Robert E. Lee and James Quello, all of whom dissented back in September when the then Ferris-led commission adopted the notice of proposed rulemaking.

At that time, Washburn said, "UHF has begun to turn the corner. It should not now be subjected to additional hazards." Lee said, "The proposal here to drop in VHF channels when UHF channels are still available strikes me more as a vote of no-confidence for UHF than as a vote for increased diversity." Quello noted at the time that "UHF is finally showing signs of progress, [and now] the majority is, in effect, adding new impediments to its further growth by proposing nationwide VHF drop-ins."

NAB said AMST's counterproposal (BROADCASTING, March 2) to utilize full-service UHF's to provide more service would be a better remedy for any lack of service that might exist than would the VHF drop-ins.

Justice said the current drop-in proposal affords the commission the opportunity "to remove significant entry barriers imposed by regulation that have restricted competition in television broadcasting. In essence, the commission can turn back the

clock on regulation and greatly expand the role of marketplace forces in shaping the television industry."

As it has noted before in previous drop-in proceedings, Justice said the existing television VHF allotment structure has "created an economy of scarcity... leading to highly concentrated local markets in which 36% of all households receive three or fewer commercial television stations."

Justice also said the existing structure has inhibited the development of new networks and as a result has "shielded the three national networks from actual or potential competition." This lack of entry into the market, Justice said, tends to "chill incentives of existing VHF operators to innovate, improve quality or make more efficient use of the spectrum."

Regarding the potential impact the drop-in proposal may have on UHF service, Justice noted that when the commission dropped in four new assignments last fall (BROADCASTING, Sept. 15, 1980), it concluded then that "the potential harm to UHF service had been significantly reduced and should not bar the new VHF television service."

Justice also said that the enactment of the All-Channels Receiver Act in 1962 and the subsequent development of UHF receiver technology have "obviated much of the UHF handicap... and have made it unnecessary to shield UHF television from competition."

NCCB in a filing prepared by the Media Access Project heartily endorsed the commission's drop-in proposal. NCCB said "there could be no more direct means of promoting diversity than the addition of new VHF assignments." Noting the substantial opposition to the proposal by broadcasters, NCCB suggested the reason for that was that drop-ins would "result in the rapid increase of substantial and meaningful competition for incumbent... licensees." The proceeding, NCCB concluded, "is a test of the commission's commitment to real competition in the communications industry."

NCCB urged the commission to afford a preference for female and minority drop-in applicants, "who have long suffered disadvantages in the broadcast market."

OMB vs. CPB: battle over the budget

Budget statement details reasons for cutting funds for public broadcasting; suggests it should be funded by audience; Fleming answers charges point-by-point

The umpteenth round of disagreement over federal funding between Corporation for Public Broadcasting and Office of Management and Budget is in progress, and still no clear victor has emerged.

The latest exchange was occasioned by

OMB's most recent budget statement (released April 8), which reiterated the administration's demand that CPB funds for 1982 and 1983 be rescinded (and that CPB funds be cut back more thereafter). But the statement also supplied a rationale for the cuts—and apparently a rationale for cutting off federal funds for public broadcasting altogether. Those rationales spurred CPB President Robben Fleming to fire off yet another letter of protest to OMB.

In its budget statement, OMB again recommended rescinding \$43 million of CPB's appropriation for 1982 (which would leave CPB \$129 million for that fiscal year) and rescinding \$52 million from CPB's appropriation for 1983 (which would leave CPB \$120 million). For 1984, OMB recommended cutting CPB back to \$110 million. It would leave CPB's appropriation ceiling at \$100 million thereafter. Those cuts, OMB said, will be "primarily directed at CPB's administrative costs and national program production, while CPB support for local stations will be maintained at as high a level as possible" to let the stations "determine the need for and type of programs they require and be allowed greater discretion to finance their own productions." OMB also said public broadcasting's contribution to society was "debatable." It said the "prime beneficiaries" of public broadcasting stations are their viewers and listeners and claimed that "nonlisteners and non-viewers" probably don't benefit from the expenditure of federal funds on those stations. "Thus, there is no overriding national justification for the funding of CPB," the OMB statement said.

The OMB statement also said the audience of CPB-supported stations tends to be wealthier and more educated than the general public. OMB argued that, as a result, public broadcasting's audience could and should support the stations on their own. "Taxpayers as a whole should not be compelled to subsidize entertainment for a select few," the OMB statement said.

OMB also said claims that the proposed cuts would "cripple" public broadcasting were "highly exaggerated." OMB said the cuts could be made leaving "most of the program in place."

OMB added that public broadcasting "is well enough established that its appeals for donations and support should be taken seriously. If they are not—if the viewing and listening public is not sufficiently interested in public broadcasting's future to provide adequate financial support—then there is even less reason why those who choose not to or cannot listen to such stations should be forced to pay taxes to support them."

Fleming's letter, dated April 10, criticized OMB both for basing its rationale on what Fleming said was inaccurate information and raising the notion of cutting federal funding altogether.

"The rationale and data you present are not completely accurate, nor are they consistent with the President's policy which calls, as we understand it, for a continued,

but limited, federal role in public broadcasting," Fleming said.

Fleming disputed the charge that public broadcasting's audience tends to be wealthier and more educated than the general public. Fleming cited figures which he said showed that public broadcasting's audience is "very much representative of the population as a whole."

Fleming said, for example, that 10.2% of households that watch public television are nonwhite while 12.2% of the general population is nonwhite. He said 26.9% of public television households are headed by persons with less than four years of high school while 33% of all households are headed by similarly educated individuals. And he said that 25.4% of public television households reported incomes of less than \$10,000 while 42.3% of all television households earn less than that amount.

Fleming also disputed OMB's claim that the proposed cuts wouldn't sink most of the program. To the contrary, Fleming said a "number of compensating actions will be necessary" to help public broadcasters replace the lost federal funds.

ASCAP, BMI under investigation by Justice Department

Antitrust probe revealed to NAB; TV broadcasters will proceed with suit against same interests

The Justice Department has begun a civil antitrust investigation of music licensing. The investigation was said to be at least partly traceable to information supplied by the television broadcasting committee that has filed a civil antitrust suit against the same targets—the American Society of Composers, Authors and Publishers and Broadcast Music Inc.

Word of the investigation was taken to the NAB convention in Las Vegas last week by Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., chairman of the All-Indus-

try Television Stations Music Licensing Committee. Arries, in a brief appearance at a convention luncheon last Monday (April 13), appealed for contributions to the committee's legal fund. Arries said preparations for the committee's suit, scheduled for trial next September in New York federal district court, must continue despite the government investigation.

A Justice Department spokesman confirmed that an investigation was under way in the music licensing field but declined to identify the organizations involved. ASCAP and BMI are pre-eminent among performing rights sources.

The Arries-led committee is attacking the long-established ASCAP and BMI method of collecting royalties from television broadcasters by issuing blanket licenses in return for fees based on station revenue. The committee wants the courts to declare that ASCAP and BMI must collect at the source—the producers of programs using music.

Arries told the broadcasters last week that the committee was optimistic about its suit, despite CBS's loss of a suit to compel ASCAP and BMI to give it per-use licenses instead of blanket licenses. The Supreme Court has denied reconsideration of its affirmation of the CBS loss in lower courts. Arries said the courts had made it clear that the CBS case pertained only to networks.

The stake that television stations have in the Arries committee suit is considerable. In 1979, the latest year for which figures are available, television stations, not counting the 15 network-owned, paid \$60 million to ASCAP and BMI, Arries noted. "Worse," he said, "these dollars that we pay grow each year as our revenues increase even though music usage does not grow and is only one of many creative elements in a television program."

Arries said the music committee would "be lending full assistance to the Justice Department." He also noted that the trial court, "over objections," had given committee lawyers access to ASCAP and BMI records, but "has kept ASCAP and BMI from learning of the state of our finances and fund raising activities." He said "great strides have been made in our case."

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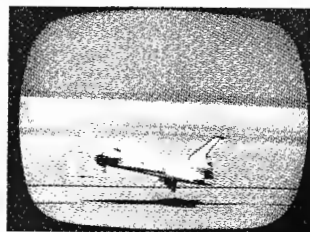
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CBS News



ABC News



NBC News



CNN

1981's TV space odyssey: The flight of the Columbia

After five-year hiatus, familiar phrases of Mission Control and Kennedy Space Center return to airwaves as broadcasters and nation follow flight of space shuttle from delayed blastoff to smooth landing

As it did two weeks earlier with the attempted assassination of President Reagan, the broadcast networks and news services brought the nation together again for another town meeting last week. But this time it was a joyous occasion as the nation and the world watched the space shuttle Columbia fly back to earth, completing the final leg of its two-day, 54-hour mission with ease.

Broadcasters provided extensive coverage of the historic flight, supplying live transmissions on television and radio of the launching on April 12, the re-entry and the landing. They supplemented this coverage with intermittent updates and special reports on the mission, which tested successfully the first re-usable winged spaceship.

The television coverage was spiced with models, animation, diagrams and comments from outside experts as networks and news services tapped their top reporters for the key assignment.

The bulk of the correspondents were centered at three sites: Cape Canaveral, Fla., for the launch; Mission Control Center in Houston and Edwards Air Force Base at Lancaster, Calif., for the re-entry and the landing.

Serving as anchor for the coverage on CBS-TV was Dan Rather while Reid Collins performed that function for CBS Radio. Co-anchors for NBC-TV were John Chancellor and Tom Brokaw while Peter Hackes assumed that role for NBC Radio. Coordinating coverage for ABC-TV was Frank Reynolds as anchor while Bob Walker and Vic Ratner shared that assignment for ABC Radio. Mutual's coverage was co-anchored by Jim Slade and Paul Henderson.

Other news entities also provided extended coverage of the space mission. For the Cable News Network, the principal correspondents were Bill Zimmerman, Kevin Sanders and Gaylin Young. Associated Press Radio on-air reporters were Mark Huffman, Rob Navias and Cynthia Hecht. John Bisney reported for the RKO Radio Network. UPI Audio correspondents were James Buchanan and Bob Fuss.

News organizations were poised for coverage of the mission, starting April 10 but the launch was delayed until April 12 because of technical problems. Television and radio news kept an apprehensive world apprised of the progress in repairing the malfunctions in the spacecraft on April 10 and 11.

CBS counted up almost six hours of live TV coverage, starting with the launch on April 12 and ending with the landing two days later. A highlight of the television presentation was the commentary provided by astronaut Alan Bean and research pilot Leo Krupp in discussions with Dan Rather at Cape Canaveral and astronaut Jack Lousma in talks with Morton Dean in Houston.

Threaded through out the coverage were special reports and features, touching upon such subjects as the military ramifications of the space flight; the failure of the computer two days before the launch and the future of space laboratory activities.

Russ Bensley was executive producer of the space coverage on TV for CBS News. Sam Roberts was senior producer.

CBS Radio News supplied live coverage of the launch, the re-entry and the landing and carried updates as warranted and nine-minute wrap-ups each evening. Tony Brunton was executive producer of the space shuttle coverage.

Allocating over 14 hours of special coverage entitled *The Next Giant Step: Space Shuttle Columbia* to the five-day space shuttle event, ABC News began its reports; with the aborted launch from 6 to

10:50 a.m. Friday, April 10. The space shuttle was the theme in various ABC specials and regularly scheduled news programs including *Issues and Answers*, *Good Morning America*, *ABC News Nightline* and *20/20*. Guest commentators for the shows included Apollo 17 commander Gene Cernan, current astronaut Kathryn D. Sullivan and Max Paget, a principal architect of project Mercury.

On Tuesday, April 14th, live coverage started from 11:37 a.m., as ABC provided what they claim was the "first and only live ground pictures of the orbiting shuttle as seen through the Air Force's long range tracking telescope at Anderson Peak Tracking Station in California."

At 12 noon ABC covered live the shuttle's de-orbit engine burn and then the touchdown. Live coverage that day lasted until 4 p.m.

ABC Radio used 16 live reports of varying lengths and 65 3-5 minute hourly reports from April 10 until Tuesday's landing. Eight ABC Radio reporters were on hand at the three locations to cover the five-day event. Coverage for the radio network on the space shuttle story actually began on March 30, with 3-5 minute reports at 7:12 a.m. daily.

NBC devoted seven hours and 16 minutes of live coverage of the undertaking from Sunday (April 12) until landing, not counting *Today* and nightly news programs. A key element of NBC News' coverage was a life-sized mock-up of the shuttle through which viewers were able to follow step-by-step the actions of the Columbia crew.

In addition to live coverage of the Columbia flight, NBC-TV carried numerous special reports by Chancellor and Brokaw, including commentary by astronaut Joe Kerwin. NBC News' coverage on NBC-TV was supervised by Gordon Manning, vice president, special programs. Lester M. Crysall was senior executive producer and Joe Angotti was executive producer.

On NBC Radio, the network broadcast

live the launch, the re-entry and the landing. Throughout the flight, two-minute special reports were transmitted at 20 minutes past the hour, every hour of the day and night. Coordinating NBC Radio's coverage in New York was James Farley, director of NBC Radio News.

The Cable News Network had a crew of 15 stationed at Cape Canaveral, three at Edwards Air Force Base and three at Mission Control. CNN had designated the week of April 6 as "Space Week" on its mid-day news program, *Take Two*. The show's hosts interviewed astronauts Neil Armstrong, Alan Shepard, and Senator John Glenn (D-Ohio) and science-fiction author Ray Bradbury, during the week.

Live reporting of the launch, the re-entry and the landing were carried on CNN. It also carried live coverage in Houston of the astronauts' "welcome home" festivities. Throughout the five-day period CNN provided up-to-date reports on the aborted launch, the progress of the flight and the landing.

Tricky times ahead with libel cases

Broadcast journalists face increasing threats of libel suits and newsroom invasions, a panel of experts in libel and First Amendment law agreed last week.

"Carol Burnett has done for libel what Ronald Reagan has done for jelly beans," said Bruce Sanford of Baker & Hostetler, Washington, of the star's recent award of \$1.6 million in a libel suit against the *Enquirer*. Sanford and the others appeared at the NAB convention in a panel session on "Shielding the Newsroom from Legal Risks." Libel, said Sanford, will be "most treacherous terrain in the next few years."

Not only that, plaintiffs in libel actions may be expected increasingly to demand disclosure of confidential sources and subpoenaing of notes and outtakes.

Conditions of resistance to such demands vary state to state, said Floyd Abrams of Cahill, Gordon & Reindell, New York. The first defense is a shield law, where one exists and where courts have interpreted the law in journalists' interests. Beyond that there may be refuge in what Abrams called "qualified First Amendment questions" that can be helpful in some parts of the country where courts have ruled that the Constitution implies a journalistic privilege to protect confidences.

Abrams noted, however, that in libel cases where confidential sources remain undisclosed, the defendant cannot rely upon those sources as proof of the truth of the report at issue. Richard Schmidt of Cohn & Marks, Washington, recalled a libel case that the defending station settled because of an unwillingness to disclose a source that was crucial to the defense.

Sanford said many problems could be avoided if newsrooms invoked strict discipline over retention procedures. Unneeded material ought to be discarded, he said, as a matter of routine.

Bernstein leaves ABC bureau chief role in Washington; Knowles replacement

Bernstein named correspondent for network 'special reporting effort'; Opatowsky becomes director of political operations; Murphy moves from deputy bureau chief to director of TV news

Carl Bernstein, who came to national prominence with his investigative reporting on Watergate, next month gives up his

responsibilities for the *Washington Post*/ABC News poll, election-year exit polling and voter tabulation and political coverage and research. He also will direct the "computerization" of various ABC news operations.

Murphy, who succeeds Opatowsky as director of television news coverage, has been deputy Washington bureau chief since January 1980. No replacement for Murphy has been named, according to



Bernstein



Knowles



Murphy

current post as ABC News Washington bureau chief. As part of a news management reorganization announced last week, Bernstein was named producer and principal correspondent for a "new ABC News special reporting effort."

Replacing Bernstein, who joined ABC in February 1980, will be Bill Knowles, Southern bureau chief based in Atlanta.

In other changes, Stan Opatowsky, director of television news coverage, becomes director of political operations. Robert Murphy, deputy Washington bureau chief, takes over for Opatowsky in New York.

Bernstein's new job returns him to more of an editorial role without the administrative work he has had as chief of ABC's 400-person Washington operation. According to Richard Wald, ABC senior vice president, Bernstein was not happy as a manager. Wald said ABC realized it has in Bernstein a Pulitzer Prize winning reporter but someone who was "not going to develop as a manager."

His role now will be to provide the various ABC News programs with stories. Bernstein will be based in New York but also have an office in Washington. He'll be working with a team of off-air reporters. Bernstein now is renegotiating his contract; as bureau chief he reportedly earned \$150,000 yearly.

Bill Knowles, the incoming Washington bureau chief, leaves the Southern bureau where he has been responsible for supervising news efforts from Atlanta, Dallas and Miami. Knowles previously had worked in the Washington bureau in newswriting and production.

Opatowsky, in his newly created job, will be heading ABC's political unit and have

ABC last week.

The job changes become effective on the first of May.

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quency 1967

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asymmetrical AM limiter 1969

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citer 1969

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lation) 1977

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tenna designed to replace horizon-
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transmitters 1978

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ing implicit method of calculating
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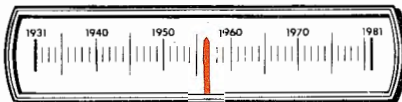


OF BROADCASTING

The investigations of broadcasting continued. The names Moulder, Schwartz, Celler and Barrow conjured accusations, explanations and punitive actions. There were other names—color videotape, chroma key, Sputnik—that promised new techniques for broadcasting.

Representative Morgan Moulder (D-Mo.), chairman of the House Subcommittee on Legislative Oversight, studied the FCC and other regulatory agencies. With his special counsel, New York University law professor Bernard Schwartz, Moulder made Congress and the FCC uncomfortable by citing conflicts of interest. Schwartz found that some congressmen in a position to influence broadcasting legislation also held financial interests in the broadcasting industry. He also accused FCC commissioners of “double billing,” charging the government for travel expenses while collecting lecture fees from private organizations under the assumption it was a natural privilege of office.

Representative Emanuel Celler (D-N.Y.), chairman of the House Antitrust Subcommittee, released a 148-page study of network practices in June. The report praised NBC and CBS for their achievements in building broadcasting, but emphasized: “It is clear that CBS and NBC have a dominant position in the industry” and exercise “vast influence” over TV broadcasting. The Celler committee questioned network ownership of stations and the FCC’s UHF policy. It recommended that the Justice Department study the “curious” relationship between networks and advertisers, the effect of network participation in program production and the music-licensing business to see whether antitrust violations exist. The Celler report, BROADCASTING analyzed, “adds up in the main to a recommendation that the Justice Department conduct investigations that it has already been conducting—some for as long as 15 years. Indeed the most important question raised by the report is why the subcommittee spent so much time investigating the possibilities of antitrust violations in television when the Department of Justice had a force of investigators intensively exploring the same field. Of the two investigations, that of the Justice Department promises to be the more thorough and objective. . . . All in all, [the Celler report] is not a report that will provoke much if any action.



In October, the Soviets launched Sputnik and Ford launched the Edsel. Nine black students finally were permitted to enter Little Rock’s previously all-white Central High School after a court order and the dispatch of federal troops by President Eisenhower. In other chilling news, labor problems intensified and an economic recession began to set in. But America’s spirits were bolstered by the stirring “76 Trombones” in Meredith Willson’s “Music Man” and the presentation of a Pulitzer prize to Senator John F. Kennedy for his book, “Profiles in Courage.” And in

BROADCASTING . . .

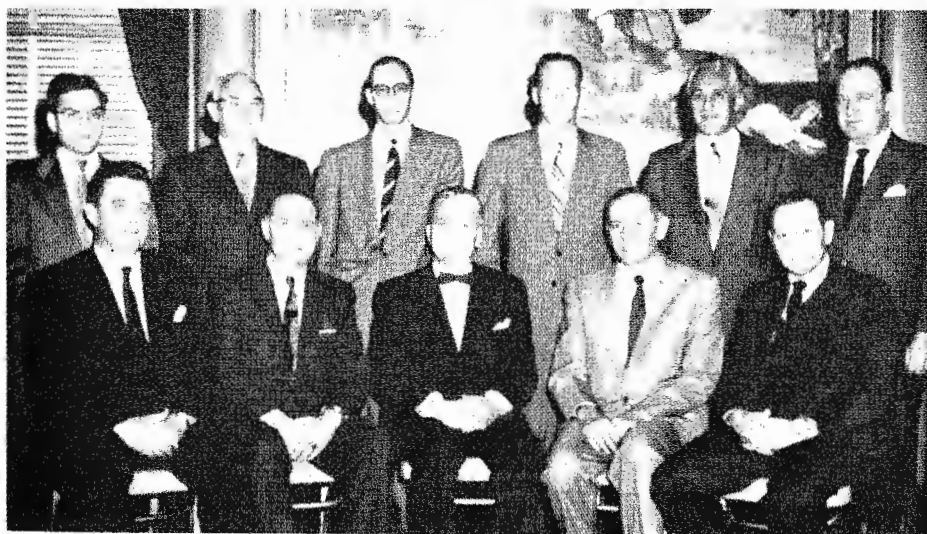
Broadcasters and others who were summoned as witnesses may be pardoned for wondering if their time couldn’t have been better spent.”

Another long-awaited report arrived in October 1957 when Roscoe L. Barrow, dean of the University of Cincinnati Law School, on leave to conduct the FCC’s network study, released a 1,485-page report. Among Barrow’s recommendations: outlaw option time; outlaw must-buy station lineups; restrict networks from serving as national spot representatives for stations not owned by the networks; impose controls over

ratemaking to prevent undue network influence; tighten multiple ownership rules; require networks to make public all affiliation agreements; give the FCC power to levy fines against stations for infractions of its rules.

BROADCASTING commented: “It is a tough report, recommending for scrutiny by the FCC, Congress and even the Department of Justice, practically all of the network practices, real or imagined, that have figured in speculation over many months. The ponderous report—two years in the making—can be expected to bring volcanic eruptions from the old-line networks and many of the multiple owners. If implemented as written, which is highly unlikely, it will affect the operations of all stations and expose publicly the contractual relations of the networks and stations, invading an area always regarded as beyond the regulatory domain. It would permit imposition of fines, and would make extremely difficult, if not almost impossible, the buying and selling of station properties.”

Although the networks issued “no comment” statements, legislators involved in broadcasting reviews were more outspoken. One was Representative Celler who said: “It is significant that the Barrow group . . . has independently reached conclusions concerning restrictive practices in television broadcasting which are similar in material respects to findings previously arrived at separately by the House Antitrust Subcommittee [Celler report], and by the staff of the Senate Interstate and Foreign Commerce Committee [Cox report].” The battle had begun, and as BROADCASTING reminded those concerned: “Before the FCC attempts to reach definitive conclusions, it must as a matter of right invite comments and perhaps hear arguments from those whose economic lives are at stake and who have not yet had their day in court. . . . Seven men sworn



IN this first—and only—group picture of the FCC's Network Study Staff, taken in New York in November 1955, all members are shown except three. Seated (l to r) are Ashbrook P. Bryant, Dr. Louis H. Mayo, Dean Roscoe L. Barrow, Hyman H. Goldin and Dr. Jesse Markham. Standing (l to r) are Peter Gerlando, Harry J. Nichols, Dr. Warren Baum, James B. Sheridan (acting chief of the FCC's economics division who is not a member of the study staff), Edward R. Eadah, and J. F. Tierney. Dr. Charles H. Sandage, Ellis Crocker and Robert D. J. Leahy were not present when this picture was taken.

—Broadcasting, Oct. 10

to uphold the Constitution this week undertake perhaps their most important assignment. It calls for fortitude and wisdom."

The three-year battle of Edward Lamb for vindication formally ended in 1957 when the FCC freed him of charges of Communist activity and renewed his license for WICU-TV Erie, Pa., accepting the proposed decision of Hearing Examiner Herbert Sharfman (see 1955). Feeling that his belated victory afforded "some reassurance of the integrity of our courts and administrative agencies," Lamb decried the conduct of the government in putting on trial "my ideas and activities. . . . One good result of our defense of this case must be that we have stopped, let us hope forever, this despicable practice."

One practice that the Justice Department hoped to stop forever was the forced block-booking of feature films to television stations by film distributors. To that end, the department filed antitrust suits against Loew's Inc. (MGM feature films), C&C Super Corp. (RKO), Screen Gems (Columbia), Associated Artists Productions (Warner Bros.), National Telefilm Associates (20th Century-Fox) and United Artists. All firms issued denials of collusive or unfair practices.

Television in 1957 continued its tradition of special programming. One event attracting particular attention was Nikita Khrushchev's appearance on *Face the Nation* (CBS-TV), taped in Moscow. Answering questions from Daniel Schorr and Stuart Novins of CBS, and B.J. Cutler of the *New York Herald-Tribune*, Khrushchev emphasized his theme of

"peaceful competition." *Time* magazine called the broadcast "the season's most extraordinary hour of broadcasting." *The New York Times* said: "The Khrushchev interview was in our best tradition, and CBS is to be congratulated for its enterprise." *The Dallas Times-Herald* felt that "The program carrying the Red boss's debut on U.S. television was most interesting and CBS is to be highly congratulated for arranging it."

But the show also generated controversy. Several members of Congress criticized it as well as a subsequent CBS *See It Now* broadcast in which Edward R. Murrow interviewed Yugoslavia's Marshal Tito. They contended TV was providing a forum for the espousal of dangerous doctrines. Representative Ray J. Madden (D-Ind.) introduced a resolution that all questions to be asked of officials of Communist countries or Communist-dominated nations be submitted first to the secretary of state for approval. President Eisenhower subsequently refused to support the concept of government clearance for TV interviews.

The Wall Street Journal commented, "Opinion of some people is that the Khrushchev interview shouldn't have been presented here at all. Aside from the implicit censorship, any American who doesn't see through the artful dodges of Khrushchev's replies isn't old enough to watch television." *The Los Angeles Times* wrote: "Those who swallow bunk whole no doubt enjoyed the performance, but those who remember how the streets of Budapest ran red a few short months ago [in the Soviet's military action to crush a

Hungarian revolt], had a few qualms." David Lawrence of the North American Newspaper Alliance said, "Khrushchev has suffered a defeat of his own making. By his television address, he has retarded rather than forwarded the cause of world peace. . . the Sunday speech by the Communist leader has restored suspicion and distrust. . . ."

Nonetheless, the presentation of such shows emphasized television's power, as did the airing of entertainment specials. CBS claimed that its March 31 colorcast of *Cinderella*, starring Julie Andrews and a Richard Rodgers score, drew more than 100 million viewers, the largest number ever for an entertainment program. Other notable 1957 specials included the 90-minute *Producer's Showcase* (NBC) presentation of "Romeo and Juliet," starring Claire Bloom and John Neville; an adult, 60-minute version of *Pinocchio* (NBC), starring Mickey Rooney and the dance team of Mata and Hari; the hour-long *Edsel Show*, featuring Bing Crosby, Louis Armstrong, Frank Sinatra, Rosemary Clooney and Bob Hope; the 90-minute *The Standard Oil Company's 75th Anniversary Show* (NBC) with Marge and Gower Champion, Donald O'Connor, Jimmy Durante, Jane Powell and Duke Ellington; the 90-minute *Prince and the Pauper* (CBS), starring Christopher Plummer, Rex Thompson and Rosemary Harris; and a two-hour, \$600,000 production of *Annie Get Your Gun* with Mary Martin and John Raitt.

Quiz shows, mystery programs and westerns dominated regular programming. Because of the incredible popularity of quiz shows, sponsors made money by giving it away. The bigger the jackpot, the bigger the TV audience. In March, Pharmaceuticals Inc. on NBC's *Twenty-One* gave away one of the biggest prizes ever, \$129,000 to Charles Van Doren. Not to be outdone, CBS's *The \$64,000 Question* raised its jackpot to \$256,000.

Producers of the shows dug deep to get unusual personalities on their programs. Randolph Churchill, son of Sir Winston, tried his luck on *\$64,000 Question*, but came away penniless. More fortunate were 10-year-old prodigy Robert Strom who won \$64,000 on that program, and an 11-year-old Wall Street authority, Leonard Ross, who won \$100,000 on *The Big Surprise* (NBC-TV) and \$64,000 on *\$64,000 Challenge* (CBS-TV).

As the president of Pharmaceuticals attested, "Television has always been successful for us, but the best return on any TV dollar we ever spent has been realized on *Twenty-One*, with some products showing a 68.9% gain over a 12-week period."

Despite such lucrative returns, BROADCASTING warned, "It requires no special foresight to predict that the giveaway craze on television is about to get out of hand. . . . For the moment the quarter-million dollars that is *Question's* new prize is the biggest on the air, but we have no doubt that the producers of other quiz shows are even now seeking the financing to top it.

... The \$64,000 Question has given away \$1,219,168 in the 88 weeks it has been presented. That averages out to under \$14,000 a show. Is there any other program type which could have brought Revlon so big an audience so cheaply? It is for this reason—the promise of high ratings at low program cost—that we confidently, but morosely, predict an increase in the number and munificence of television giveaways. There will be more and bigger giveaways before there are less, but there definitely will be less eventually. To substantiate that last prediction, one needs only to refer to radio of 10 years ago. In 1948, when the radio giveaway craze was at its silliest, at least a million dollars worth of prizes was distributed. In the summer of that year no fewer than 48 giveaways were regularly scheduled on the radio networks. On so rich a diet, listeners became jaded, and the giveaways virtually disappeared." Meanwhile prize money and contests proliferated.

Police and detective shows and westerns created their own fascination. Whodunits already on the air before 1957 included *Dragnet* (NBC), *Big Town* (NBC), *The Falcon* (syndicated), *The Lineup* (CBS), *Racket Squad* (syndicated) and *The Vise* (ABC). The year 1957 saw, among others, the debut of *Official Detective* (syndicated) with Everett Sloane, *M Squad* (NBC) with Lee Marvin, *Meet McGraw* (NBC) with Frank Lovejoy, *Perry Mason* (CBS) with Raymond Burr, *Richard Diamond* (CBS) with David Janssen and Mary Tyler Moore, *Suspicion* (NBC) with Dennis O'Keefe, *Scotland Yard* (ABC) with Edgar Lustgarten, and *The Thin Man* (NBC) with Peter Lawford and Phyllis Kirk.

The collection of official and unofficial sleuths and infallible lawyers was matched only by TV's cowboys, Indians, small town vigilantes, sheriffs and dusty do-gooders. Westerns already appearing before 1957 included *Adventures of Jim Bowie* (ABC), *Broken Arrow* (ABC), *Cheyenne* (ABC), *Cisco Kid* (syndicated), *Davy Crockett* (ABC), *Death Valley Days* (syndicated), *Frontier* (NBC), *Gunsmoke* (CBS), *The Lone Ranger* (ABC), *Tales of the Texas Rangers* (ABC), *Wild Bill Hickok* (ABC), *Wyatt Earp* (ABC), and *Dick Powell's Zane Grey Theater* (CBS). To those the networks in 1957 added: *The Californians* (NBC) with Adam Kennedy, *Colt 45* (ABC) with Wayne Preston, *Have Gun Will Travel* (CBS) with Richard Boone, *Restless Gun* (NBC) with John Payne, *Sugarfoot* (ABC) with Will Hutchins, *Tales of Wells Fargo* (NBC) with Dale Robertson, *Tombstone Territory* (ABC) with Richard Eastham, and *Trackdown* (CBS) with Robert Culp.

Psychologists analyzed the western's appeal as that of a folk art that presented a moral tableau in which good usually, if not always, subdued evil. "The western," psychologist Dr. Ernest Dichter commented in a BROADCASTING interview, "is simple, direct. ... Because it is divorced from the urbanity and the sophistication of other



FACING A NATION: Nikita S. Khrushchev is interviewed in the Kremlin for the CBS tv-radio presentation June 1 by (l to r) Stuart Novins, moderator of *Face the Nation*; B. J. Cutler, Moscow correspondent for the *New York Herald Tribune*, and Daniel Schorr, Moscow correspondent for CBS News. Network's Ted Ayers was director.

—Broadcasting, June 18

types of entertainment, it necessarily holds its own niche in the entertainment world. Intellectualized critical standards do not apply to the western. In fact, its appeal is, in part, this very simplicity of plot and character which allows us to identify with an earlier and more primitive life—a life that was more real and somehow better than life today."

Of the top 25 television shows in the 1957-58 season, nine were westerns, four were quiz shows, and two, mysteries.

The late 1950's also saw the beginning of a decline in sponsor-created programming. Sponsors produced about one-third of the network shows, as did the networks themselves, but packagers, who developed or bought a program idea and produced the pilot, also produced about one-third of the network shows.

As television reached its 10th birthday, BROADCASTING wrote that it "can count itself a man. Its prospects are bright. ... Taking day and night together, there's no getting around the fact that television is the medium that attracts more national advertising dollars than any other. There can be no question that it will remain number one in advertiser investments, or that the dollars spent in television in 1957-58 will exceed those spent in 1956-57—no incon-

sequential accomplishment for a 10-year-old."

The total time sales for the three networks and their 16 owned-and-operated TV stations in 1957 equalled \$369,600,000, while the time sales for the other 485 TV stations equalled \$499,100,000, for total time sales of \$868,700,000.

Along with this prosperity and new programming, came familiar problems of pay television, network rivalry and educational television's uncertainty. Since Zenith's 1949 request for authorization for pay television, the FCC had alternately pondered and ignored the issue. Finally, in October 1957 the commission issued guidelines for national tests of toll TV.

According to the FCC, any station, UHF or VHF, could participate in the tests as long as the station was in a community that received at least four grade A TV signals; in addition, any system of pay television could be used.

The networks, long opponents of the pay TV system, railed against this FCC measure that they felt would siphon off free programming and undermine the current advertiser-supported system. However, they expressed a readiness, as NBC President Robert Sarnoff put it, "to follow the tide [since] the pressures behind pay TV may succeed in putting it over on the public. If it does eventually develop, we, like the public, will have no choice. ... With the prime television attractions bought away, with little left to hold a national mass audience, the free broadcasting enterprise would wither away."

Although the FCC established guidelines for pay TV experiments, the commission wanted the final decision about pay TV to be made by Congress. BROADCASTING summarized this attitude: "The fate of on-the-air subscription television... will be decided in the U.S. Congress and not by the FCC. Indeed, the FCC wants it that way. Its 'First Report' outlining conditions under which it would consider applications for toll TV franchises was a clear invitation to Congress to take the whole question off the commission's hands. ..."

The pay TV controversy began in 1949



A GOVERNMENT career man—with six years at the FCC as an attorney—becomes an FCC commissioner. Frederick W. Ford (r) is shown talking the oath of office, last Thursday from U. S. District Judge John J. Sirica (l). Holding the Bible is FCC Chairman John C. Doerfer.

—Broadcasting, Sept. 2



NEWLY elected officers of the Society of Television Pioneers, organized in Chicago in April at the annual convention of the NARTB, pose behind their slogan as "old timers" in tv. Left to right: Harold Hough, director of WBAP-TV Fort Worth, second vice president; W. D. (Dub) Rogers, president of KDUB-AM-TV Lubbock, Texas, president; John E. Fetzer, president of the Fetzer Broadcasting Co., first vice president.

—Broadcasting, July 1

when Zenith proposed a system that involved a scrambled picture telecast over the air with a decoding key transmitted via telephone wires. Zenith later was joined by Skiatron Electronics & Television Corp. and International Telemeter Co. (subsidiary of Paramount Pictures).

The two late starters in the toll TV sweepstakes were Teleglobe Pay TV Systems and Blonder-Tongue Labs. Both filed proposals at the FCC just before the commission issued its September 1957 order. Teleglobe, under Solomon Sagall, former head of Britain's Scophony Ltd., proposed a system that involved a clear picture (to induce subscribers) but with scrambled sound.

Meanwhile, Bartlesville, Okla., in September became the testing ground for wired pay TV in cooperation with the Video Independent Theatres. Viewers paid a flat fee of \$9.50 a month—in advance—for the right to view such movies as "Night Passage," with Jimmy Stewart; "Great Man," with Jose Ferrer; "Band of Angels," with Clark Gable; "Jeanne Eagels," with Kim Novak, and "The Prince and the Showgirl," with Marilyn Monroe and Laurence Olivier. The films originated from a street-front, \$100,000 studio in Bartlesville and were fed to the individual homes by coaxial cable attached to the television receiver's antenna inputs.

Despite the Bartlesville experiment, four separate public opinion polls concluded that the majority of viewers opposed pay TV. A mail poll conducted by KSBW-TV Salinas, Calif., and KSBY-TV San Luis Obispo, Calif., found that 5,002 viewers opposed pay TV while only four favored it. Senator William Langer (R-N.D.) surveyed the residents of Bartlesville, finding 1,930 to be against

pay TV and only 163 for it. A *TV Guide* mail poll of its readers found 43,361 (97%) opposed to pay TV, and 1,527 (3%) in favor of it. A Pulse study, commissioned by BROADCASTING, of 1,409 people in 10 geographically diverse cities found that 939 (66.6%) were against pay TV, while 470 (33.4%) were for the service. BROADCASTING concluded that subscription television would cause "the free service to which the public has become accustomed [to] degenerate, perhaps disappear. ... If the public is made aware of that prospect, it will not take kindly to those in its government who advocate the approval of toll TV. ... We doubt that any congressman will wish to participate in an action which more than nine out of 10 viewers oppose."

While viewers waited for toll TV to change broadcasting, executives at NBC and CBS eyed ABC's growing strength. Leonard H. Goldenson, president of ABC's parent American Broadcasting-Paramount Theaters, targeted Frank Sinatra, Mike Wallace, Walt Disney, and a new young singing sensation, Pat Boone, as audience attractions. ABC executives, planning color programming for the fall of 1958, proclaimed that their goal was to achieve the evening TV ratings lead by April of 1958.

Another perennial issue—the role of educational television—was reappraised in a BROADCASTING special report in November. In its fifth year, educational television represented a \$60-million investment consisting of 22 VHF and 6 UHF operating stations. By the year's end six more VHF and three UHF stations were scheduled to be operating. As BROADCASTING summarized things, these stations represented "a monumental

achievement, ETV advocates feel. A job 90% incomplete after five years, its critics suggest." Commercial broadcasters still wanted to utilize the spectrum space reserved for ETV, while ETV broadcasters contemplated partial commercialization. BROADCASTING analyzed the situation: "Educational television ... is apparently here to stay ... Since the proposal to reserve stations for educational use was first made, we have believed that it would be less costly and more efficient for educators to use commercial facilities than to build and run their own. We still think so. ... The \$60 million has been spent, and more money will be. In that direction lies the next problem of educational TV. Where is the money to sustain these stations to come from? We foresee proposals that noncommercial stations turn commercial. ... That, of course, is a development to be avoided. The educational franchises were granted with the explicit condition that they would not compete for advertising. It would not only be unfair but also illegal to change that condition now or in the future."

If the future for educational television seemed uncertain, radio's prognosis appeared better as total billings rose 9.3% to \$537,664,000. For the first time in nine years, national network radio figures showed an increase; time sales rose 6.9% to \$47,951,000. Regional network, national nonnetwork and local time sales all showed increases as well.

As the role of black programming, rock 'n' roll and local programming continued to grow, so did the disk jockey. Because of his influence in record promotion, the disk jockey, by the end of the fifties, was the recipient of an impressive set of perquisites. Called "payola," these job-related dividends included cash for playing certain records, as well as expensive gifts and even stock in record companies. It was a world that was to come crashing down in later times, when disapproving broadcasters and government acted to erase payola.

In other radio news, Mutual Broadcasting System was sold for \$550,000 to a California group that included Armand Hammer, renowned art dealer and president of Occidental Petroleum Corp., Roy Roberts, realtor and oil operator, and Paul Roberts, station manager of KRKD-FM Los Angeles. The new management stated MBS's goals as "service and profits," in that order.

To recoup some alleged lost profits, the Philco Corp. in January filed a \$150-million triple-damage suit against RCA, General Electric and AT&T. Philco argued that RCA forced Philco to sell its WPTZ(TV) Philadelphia by threatening to cancel the station's NBC affiliation. Philco accused RCA of patent practices that violated anti-trust laws. "RCA's persistence in offering color TV sets for sale," Philco complained, "despite the fact that they are not perfect, and persistence in advertising that RCA has pioneered and developed the compatible color television system, has

substantially lessened Philco's sales of black-and-white sets, with consequent loss of profits."

The suit alleged that RCA's David Sarnoff in 1946 had persuaded GE and AT&T to withhold patents from Philco until Philco signed a licensing agreement with RCA.

In other developments, Zenith, after 11 years in five courts, won its patent suit against RCA, with a settlement of \$9-11 million. The Internal Revenue Service ruled that network affiliations could not be depreciated. FCC Commissioner John C. Doerfer moved up to the chairmanship, and Frederick W. Ford, one-time FCC attorney, returned from the Justice Department to become an FCC commissioner.

Throughout 1957, technology continued to expand broadcasting's possibilities. RCA demonstrated a new color videotape recorder. NBC began using chroma key, a device that picked up images from two color cameras and

merged them so that actors could be shown against unusual backgrounds. The Soviet's Oct. 4 launching of Sputnik, the first man-made satellite to orbit the earth, immediately touched off speculation among American broadcasters about the

role of satellite communications in the future as well as the probability of more demands on the spectrum by such coming technology.

Broadcasting's domain now seemed as limitless as the infinity of space itself.

Stay Tuned

1. Why was Bernard Schwartz relieved of his duties as counsel for the House Oversight Committee?
2. Which FCC commissioner resigned after he was charged with misconduct in connection with a Miami TV grant?
3. Name two quiz shows that were investigated as questions began to arise about giveaway shows?
4. What FCC proposal to reallocate TV channels created broadcast anxiety?
5. Who on Capitol Hill released a report that took the FCC to task for seeking only "a piecemeal solution" to allocations problems?

The answers next week
in "1958."

For the Record

As compiled by BROADCASTING April 6 through April 10 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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

FM applications

- Needles, Calif.—Colorado River Radio Inc. seeks 97.9 mhz, 2.8 kw, HAAT: 1573 ft. Address: 992 Inland Center Drive, San Bernardino, Calif. 92408. Estimated construction costs: \$87,400; first-quarter operating cost: \$27,000; revenue: \$150,000. Format: Modern country. Principals: Thomas M. Jones (75%) and sister, Sally Jones Lenart (25%). Thomas Jones is president and owner of KDIG(AM)-KBON(FM) San Bernardino/Lake Arrowhead, Calif. and KKON(AM) Kealahou, Hawaii. Lenart is Rochester, Mich., dental office manager and co-owner with brother of above facilities. Ann. March 25.
- Needles, Calif.—Veach and Associates seeks 97.9 mhz, 14.08 kw, HAAT: —252 ft. Address: P.O. Box 194, Minford, Ohio 45653. Estimated construction costs: \$17,000; first-quarter operating cost: \$400; revenue: N.A. Format: CW. Principal: Jesse C. Veach Jr.

and wife, Mary K. (30% each); James Parr, Howard Newberry, T.G. Harward and John Claypool (10% each). Jesse Veach is salesman/announcer at WPAY-AM-FM Portsmouth, Ohio. Parr also owns KSFE(AM) Needles, which he sold to Veach subject to FCC approval (BROADCASTING, April 13). Harward is physician, Claypool and Newberry are businessmen, all Needles, and have no other broadcast interests. Ann. March 25.

- Miami, Fla.—Minority Broadcasting Company of the Midwest Inc. seeks 96.5 mhz, 100 kw, HAAT: 799 ft. Address: 5525 South State Street, Chicago 60621. First-quarter operating cost: \$21,000. Principals: Pervis Spann (80%), Gwendolyn Hayes and Robert Catron (4% each), Carolyn A. Green and Verlene Blackburn (2.4% each), Yvonne Mitchell (6%) and Bernard Hayes (2%). Spann is general manager and 40% owner of WXOL(AM) Cicero, Ill. and also new AM applicant for Maywood/Chicago (BROADCASTING, Dec. 8, 1980); Memphis, Tenn. (BROADCASTING, March 16), and Pritchard, Ala. Green is account executive for WGN(AM) Chicago. Blackburn is executive secretary for WXLO. Bernard Hayes is sales manager for KIRL(AM) St. Louis. Mitchell and Catron work in Memphis, Tenn., record stores. Gwendolyn Hayes works at Chicago day care center. Minority Broadcasting is in process of negotiations with Bartell Broadcasting of Florida for equipment used by WJMX-FM, which will be given to Bartell at no cost. Filed April 27.

- Cape May Court House, N.J.—Canruss Inc. seeks 105.5 mhz, 3 kw, HAAT: 294 ft. Address: 2406 West 17th Street, Wilmington, Del. 19806. Estimated construction costs: \$139,000; first-quarter operating cost: \$22,000; revenue: \$157,000. Principals: Candida Diaz de McBride (51%) and her husband, Russell W. (49%). Candida is editor of Wilmington-based Spanish language newspaper. Russell is director of professional development and training for ICA Americas Inc., Wilmington. They have no other broadcast interests. Ann. April 9.

- Santa Fe, N.M.—Siesta Communications Corp. seeks 104.1 mhz, 25 kw, HAAT: 87 ft. Address: Route 2, Box 51, Pecos, N.M. 87552. Estimated construction costs: \$137,500; first-year operating cost: \$15,000; revenue: \$15,000. Format: Variety. Principals: Wycom Corp. (51%), Fiesta Communications Corp. (44%) and Robert C. Burris (5%). Wycom Corp. is Pecon, N.M.-based group owner of 5 AM's and 3 AM's, principally

owned by Bill Sims. Fiesta Communications is licensee of KVSF(AM) Santa Fe, owned by Bill Sims (51%) and Alfredo Sena (49%). Burris also owns 25% of KIQQ(FM) Livermore, Calif. Filed March 24.

- Defiance, Ohio—Defiance Broadcasting Co. seeks 98.1 mhz, 50 kw, HAAT: 500 ft. Address: P.O. Box 974, Defiance 43512. Estimated construction costs: \$463,000; first-year operating cost: \$171,500. Format: Easy listening. Principals: Joseph J. Arpad and wife, Susan S. (50% each). Joseph Arpad is president and part owner of Town & Country News Inc., Defiance-based weekly advertising newspaper. Susan Arpad is professor at Bowling Green State University. They have no other broadcast interests. Filed March 31.

- *Greenville, S.C.—Evangel Christian School Inc. seeks 89.3 mhz, 41 kw, HAAT: 140 ft. Address: 1350 East Main Street, Lakeland, Fla. 33801. Estimated construction costs: \$145,500; first-year operating cost: \$160,000. Format: Educational. Principal: nonprofit corp.; Joe Stuke, secretary. They also own WCIE(FM) Lakeland, Fla. Ann. April 9.

- Mexia, Tex.—Summit Broadcasting Associates Inc. seeks 104.9 mhz, 3 kw, HAAT: 255 ft. Address: 506 East Main Street, Mexia 76667. Estimated construction costs: \$120,000; first-quarter operating cost: \$20,000; revenue: \$125,000. Format: CW. Principals: Billy J. Booth, Thomas C. Flatt, Calvin D. Prowell, Tyler W. Cagle and Frank D. Connell (20% each). They are Mexia-area businessmen and have no other broadcast interests. Filed Jan. 12.

- Buckhannon, W.Va.—Radio Station WBUC Inc. seeks 93.5 mhz, 3 kw, HAAT: 132 ft. Address: c/o Jesse D. Newman, Drawer C, Buckhannon 26201. Estimated construction cost: \$25,200; first-year operating cost: \$12,000; revenue: \$35,000. Format: Modern country. Principal: Jesse D. Newman (100%), who also owns and operates WBUC(AM) Buckhannon. Ann. March 18.

AM actions

- Heber City, Utah—Majestic Broadcasting Inc. Granted 1340 khz, 500 w-D, 250 w-N. Address: 7720 S. 700 East, No. 208, Midvale, Utah 84047. Estimated construction costs: \$26,000; first-year operating cost: \$96,000; revenue: \$97,700. Format: MOR/CW. Principals: Jerold W. Johnson and wife, Suzanne (21.5%

jointly); David K.W. Johnson (21.25%), Gert O. Foerster and wife, Shirley (17.5% jointly) and 15 others. Johnsons own Midvale, Utah computer services and engineering firm. David (brother of Jerold) is student at University of Utah, Salt Lake City; Foerster owns Midvale CPA firm. Shirley is housewife. Jerold Johnson is vice president of KSUB-AM-FM Cedar City, Utah. Action April 2.

FM actions

■ **Tulia, Tex.**—Cardiff Broadcasting Inc. Dismissed application for CP for new FM station seeking 104.9 mhz. (BPH-781211AL). Action Feb. 2.

■ **St. Marys, W.Va.**—Employee-owned Broadcasting Corp. Dismissed application for CP for new FM station on 101.7 mhz, CH-269, ERP 1.8 kw (H&V), antenna height 375 ft. (H&V) (BPH-790725AC). Action April 3.

TV actions

■ **Evansville, Ind.**—Channel 44 Inc. Application dismissed for commercial TV station seeking ch. 44. Action Feb. 12.

■ **Evansville, Ind.**—Family TV Inc. granted ch. 44; ERP: 1313 kw vis 262.6 kw aur., HAAT: 970 ft.; ant. height above ground 999 ft. Address: 1405 North Main Street, Evansville 47711. Estimated construction cost: \$2,025,500; first-year operating cost: \$260,000; revenue: \$480,000. Legal counsel: Midlen & Reddy—Washington. Consulting engineer: E. Harold Munn Jr. Associates—Coldwater, Mich. Principals: Claude H. Bates, William J. Wheeler, Charles R. Wheeler, Ricky D. Van Hoose, and Alfred D. Van Hoose (20% each). Action Feb. 12.

Ownership Changes

Applications

■ **WVOV(AM)** Huntsville, Ala. (AM: 1000 khz, 10 kw-D)—Seeks assignment of license from Powell Broadcasting Inc. to Barker Broadcasting Inc. for \$700,000. Seller: Edwin W. Powell (99.8%), Jerry W. Beril (.1%) and Daniel B. Banks Jr. (.1%), who have no other broadcast interests. Buyer: Peter P. Barber (100%), who is station manager at WFIX(AM) Huntsville, Ala., has no other broadcast interests. Ann. April 7.

■ **KENI(AM)** Anchorage, Alaska (AM: 550 khz, 5 kw-U)—Seeks assignment of license from Midnight Sun Broadcasters Inc. to KENI Associates for \$712,000. Seller is group owner of four AM's and three TV's with more than 50 stockholders. Alvin D. Bramstedt is president, general manager and 21.3% owner. They sold KENI-TV Anchorage and KFAR-TV Fairbanks (BROADCASTING, March 30). Buyer: Randall D. Jensen, Edward W. Christiansen, Arthur Greenfield, William L. Simpson, Earl F. Rielly and Charles M. Gray (16.77% each). Buyers are northwestern investors who already are minority principals in Midnight Sun Broadcasters. Filed April 6.

■ **KACJ(AM)-KAJJ(FM)[CP]** Greenwood, Ark. (AM: 1510 khz, 2.5 kw-D)—Seeks assignment of license from J. Robin Communications to Tilley Broadcasting for \$50,000. Seller: Charles Crisler (100%), who has no other broadcast interests. He will remain associated with new station as management employee. Buyer: Jim Tilley and his stepson, William M. Cromwell (50% each). Tilley is chairman of The Citizens Bank of Marshall, Marshall, Ark. Cromwell is Fort Smith, Ark., attorney. They each own 44% of KJEM(AM) Bentonville, Ark. Filed March 17.

■ **KITT(FM)** San Diego, Calif. (FM: 105.3 mhz, 29 kw, ant. 620 ft.)—Seeks assignment of license from KITT-FM Radio to San Diego Broadcasters Inc. for \$5,250,000. Seller: Melvin L. Wheeler and G. Russell Chambers (50% each). Wheeler owns 70% of WSLQ(AM)-WSLQ(FM) Roanoke, Va., and 70% of KDNT(AM)-KDDC(FM) Denton, Tex. Chambers also owns KPCL-TV Lake Charles, La. Buyer: Wholly owned subsidiary of publically held Chartcom Inc., New York-based group owner of two AM's and four FM's. Fred C. Danneman is chairman and J.P. Smith is president. Chartcom Inc. is subsidiary of the Charter Co., publisher of *Ladies Home Journal* and *Redbook*. Filed March 31.

■ **WCKC(AM)** Milton, Fla. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Millard F. Adams Jr. to William & Glenda Hoisington for \$100,000. Seller: Millard F. Adams Jr., who has no other broadcast interests. Buyer: William & Glenda Hoisington (50% each). William is former general manager and one-third owner of WKYD-AM-FM An-

dalusia, Ala. They have no other broadcast interests. Filed March 17.

■ **WSOJ-FM** Jesup, Ga. (FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Happy Acres Broadcasting Inc. to Wings Broadcasting Co. for \$300,000. Seller: Raymond B. Forehand (54%), wife, Cleo H. (43%) and daughter Sue Ann (3%), who have no other broadcast interests. Buyer: F. Douglas Wilhite and Michael J. Brown (44% each) and C. Salen Herke (12%). Wilhite is station manager at WNTS(AM) Indianapolis. Brown is Indianapolis real estate agent. Herke is Indianapolis insurance agent. They have no other broadcast interests. Filed March 26.

■ **WKVE(AM)** Cave City, Ky. (AM: 800 khz, 250 w-D)—Seeks assignment of license from Twin City Broadcasting Co. to Richard A. DuBose Jr. for \$160,000. Seller: Charles M. Anderson (65%), J. Barry Williams (30%) and O. Fay Esters (5%). Anderson and Williams own WKVL(AM) Clarksville, Tenn., and in addition Anderson owns 25% of WSJP(AM) Murray, Ky. Buyer: Richard Ashford DuBose Jr. (100%), general manager of WLBJ-AM-FM Bowling Green, Ky., who has no other broadcast interests. Filed March 24.

■ **WMDT(TV)** Salisbury, Md. (ch. 47, 3,470 kw vis., 347 kw aur., ant. 1,000 ft.)—Seeks transfer of control of MDV Television Inc. from Jean Paul Audet (80.51% before; 13.79% after) to Pennsylvania Growth Investment Corp. and others (none before; 66.72% after) consideration: \$1,025,000. Principals: Seller is Jean P. Audet, who is selling majority interest in station to recapitalize station and introduce new shareholders. Buyer is owned by Pennsylvania Growth Investment Corp. (33.4%), Fostin Securities Inc. (21.9%), John P. Audet (13.79%) and 12 others. Pennsylvania Growth is wholly owned by Pennsylvania Financial Development Corp; William L. Mosenson is president and principal owner. Fostin Securities is closely held securities investment firm; J.L. Foster is president. They have no other broadcast interests. Filed April 1.

■ **KDWZ(FM)** Crookston, Minn. (FM: 97.1 mhz, 100 kw, ant. 360 ft.)—Seeks transfer of control of SS Broadcasting Inc. from Philip and Deborah Sonksen (100% before; 20% after) to Michael L. Leighton (none before; 80% after) consideration: \$7,587. Principals: Seller Philip Sonksen, present majority owner, will retain 20%. Buyer Michael Leighton is sales supervisor at KCLD(AM) St. Cloud, Minn. He has no other broadcast interests. Filed April 3.

■ **KXGR(FM)** Grand Rapids, Minn. (FM: 96.7 mhz, 3 kw ant. 390 ft.)—Seeks assignment of license from Grand Rapids Radio Inc. to Rapids Radio is Grand Inc. for \$325,000. Seller: Roger D. Olsen, who has no other broadcast interests. Buyer: Donald H. Koenig and Michael J. Ives (50% each). Koenig is former salesman at WJON(AM)-WWJO(FM) St. Cloud, Minn. Ives is St. Cloud, Minn.-based real estate broker and investor and owns 50% of KKAQ(AM) Thief River Falls, Minn. Ann. April 7.

■ **WGGL-FM** Houghton, Mich. (FM: 91.1 mhz, 100 kw, ant. 860 ft.)—Seeks assignment of license from Michigan Technological University to Minnesota Public Radio for no consideration. Seller: State agency of State of Michigan, which must assign license due to budget cents. It has no other broadcast interests. Buyer: Nonprofit corp.; William H. Kling, president. Filed April 6.

■ **KAWL-AM-FM** York, Neb. (AM: 1370 khz, 500 w-D; FM: 104.9 mhz, 2.75 kw, ant. 310 ft.)—Seeks transfer of control of Prairie States Broadcasting Inc. from Melville L. Gleason and others (100% before; none after) to Robin and Marcia Robson; consideration: \$475,000. Principals: Sellers are Melville L. Gleason, his wife, E. Louise, and son, E. John, who together own 62.8% of KAWL. They have no other broadcast interests. Buyer is owned by Marcia Robson (51.1%) and her husband, Robin (11.7%). Robin is York, Neb., insurance agent. Marcia is housewife. They have no other broadcast interests. Filed March 30.

■ **KGCL(AM)-KORS(FM)** Miami, Okla. (AM: 910 khz, 1 kw-U; FM: 100.9 mhz, 3 kw, ant. 265 ft.)—Seeks transfer of control of Ottawa County Broadcasting Inc. from Jeryl and Deann Smith (100% before; none after) to Mahaffey Enterprises Inc. (none before; 100% after) consideration: \$700,000. Principals: Seller is owned by Jeryl L. Smith and wife Deann D. (44% each), Kenneth Lingen (6.8%), David G. Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Buyer is wholly owned by John B. Mahaffey, who also owns KCLJ(AM) Shreveport, La., KDSX(AM)-KDSQ(FM) Denison/Sherman, Tex., 50% of KICA(AM) Clovis, N.M., 50% of

KGRT(AM)-KGRD(FM) Las Cruces, N.M. Filed March 30.

■ **KTVL(TV)** Medford, Ore. (TV: ch. 10, 132 kw vis, 26.3 kw, ant. 3,310 ft.)—Seeks assignment of license from Sierra Cascade Communications Inc. to Freedom Communications Inc. for \$12.5 million (BROADCASTING, March 2). Seller is owned by J.L. DeArmond, George R. Johnson and John R. Dellenback (one-third each). They also own KTMT(FM) Medford and 55% of KTVZ(TV) Bend, Ore. Buyer is owned by Freedom Newspapers Inc., Santa Ana, Calif.-based publisher of 31 daily and five weekly newspapers in nine states. It is owned by C.H. Hoiles, chairman, and family who have no other broadcast interests. Ann. April 7.

■ **WKZA(AM)** Kane, Pa. (AM: 960 khz, 1 kw-D)—Seeks assignment of license from WKZA Broadcasting Co. to Raise Kane Radio Inc. for \$140,000. Seller: Edward and Rita Lenaway (50% each), who have no other broadcast interests. Buyer: William H. Berry and Richard C. Lyons (50% each). Berry is Lewistown, Pa.-based mass transit consultant. Lyons is program director at WKVA(AM) Lewistown. They also own WJUN(AM) Mexico, Pa. Filed March 18.

■ **WAEW(AM)-WXVL(FM)** Crossville, Tenn. (AM: 1330 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, ant. 170 ft.)—Seeks assignment of license from WAEW Inc. to Charles S. Hawkins for \$715,000. Seller: Fred W. Dean Jr. (40%), wife, Jessie (30%) and R. Gene Cravens (30%). They are new AM applicants for Algood, Tenn. (BROADCASTING, June 9, 1980). Buyer: Chasles Stanton Hawkins (100%), who is Nashville, Tenn.-based oil jobber and truck stop owner. He also owns and operates WDKN(AM) Dickson, Tenn. Filed March 9.

■ **KKOL(AM)** El Paso, Tex. (AM: 1590 khz, 1 kw-D)—Seeks assignment of license from Taber Broadcasting Inc. to Good News Broadcasting for \$101,000. Seller: F.W. Taber, wife Mable, son James (30% each) and Charles C. Ashworth (10%). They also own KINT-FM El Paso. Buyer: Gary L. Acker (100%). He owns KWAS-FM Amarillo, Tex., WROS(AM) Jacksonville, Fla., 50% of KEPT-FM Shreveport, La., 80% KJAK-FM Slaton, Tex. and 25% of KLFJ(AM) Springfield, Mo. Filed April 3.

■ **KRCT(FM)** Ozona, Tex. (FM: 94.3 mhz, 3 kw, ant. —55 ft.)—Seeks assignment of license from Crockett County Broadcasters to Sonora Broadcasting Inc. for \$135,000. Seller: Richard L. Whitworth and Thomas H. Earnest (50% each). Whitworth owns one-third of new FM applicant for Breckenridge, Tex. Buyer: Walton A. Foster (66.7%) and Donald W. Griffis (33.3%). Foster owns 66.66% of KVRN-AM-FM Sonora, Tex. and 40% of Arcatel Inc., new FM applicant for Lockhart, Tex. Griffis is San Angelo, Tex., attorney and one-third owner of KVRN. Filed April 1.

■ **WBCI-AM-FM** Williamsburg, Va. (AM: 740 khz, 500 w; FM: 96.5 mhz, 50 kw, ant. 430 ft.)—Seeks assignment of license from Colonial Broadcasters Ltd. to North Carolina Mutual Life Communications Inc. for \$900,000 (BROADCASTING, Feb. 16). Seller is owned by Donald M. Bentley (50%); Harry Hager, Frank McCue III, George J. Oliver, B.I. Bell, and John Barnett (10% each). Bentley is station's president and general manager. Barnett is Williamsburg businessman. Others are physicians in Charlottesville, Va. Buyer is subsidiary of North Carolina Mutual Life Insurance Co.; W.J. Kennedy III is president. Cicero Green, Jr. is vice president of communications subsidiary. Buyer has no other broadcast interest. Ann. April 7.

■ **WBOO(AM)** Baraboo, Wis. (AM: 740 khz, 250 kw-D)—Seeks transfer of control of Baraboo Broadcasting Corp. from Burt Murphy and others (100% before; none after) to Robert A. Jones and others (none before; 100% after) consideration: \$84,000. Principals: Sellers are Burt Murphy, wife Pauline, and George N. Schulte, who together own 51.8% of WBOO. Buyers are Robert A. Jones (26.4%), Richard A. Carroll (22.8%) and Patricia A. Kranz (2.6%). Jones is La Grange, Ill., consulting engineer. Carroll is general manager of WDMP-AM-FM Dodgeville, Wis. Jones owns 85% WJJQ(AM) Tomahawk, Wis., 33.3% of WWBC(AM) Cocoa, Fla. Kranz owns 5% of WJJQ. Filed April 3.

■ **WFRV-TV** Green Bay, Wis., and satellite, WJMN-TV Escanaba, Mich. (WFRV: ch. 5, 93.3 kw vis., 20 kw aur., ant. 1,192 ft.; WJMN: ch. 3, 100 kw vis., 20 kw aur., ant. 1192 ft.)—Seeks transfer of control from Orion Broadcasting Corp. to Midwest Radio-Television Inc. for \$18-\$20 million. (BROADCASTING, Jan. 26). Stations are two of four that must be spun off to meet FCC ownership requirements and clear way for

merger of Orion and Cosmos Broadcasting Inc., announced last summer (BROADCASTING, June 16, 1980). Others are WAVE(AM) Louisville, Ky., and WMT-TV Cedar Rapids, Iowa. Cosmos will absorb rest of Orion station: WFIE-TV Evansville, Ind.; WMT-AM-FM Cedar Rapids, and WAVE-TV Louisville. Orion is owned principally by estate of George W. Norton. Norton's nephew, T. Ballard Norton, is president. Buyer of WFRV-TV and WJMN-TV is owned by descendants of W.J. and F.E. Murphy families, who published *Minneapolis Tribune* from 1900 to 1940. Tom Doar is president. Ann. April 7.

Actions

■ WKYD-AM-FM Andalusia, Ala. (AM: 920 khz, 5 kw-D, 500 w-N; FM: 98.1 mhz, 100 kw, ant. 235 ft.)—Triple H Broadcasting Inc. Granted transfer of control from the Estate of Knowlton L. Hollis, (deceased), Charles G. Tomberlin and William K. Hosington to Charles G. Tomberlin, The Estate of Knowlton L. Hollis, Co-Executors Allen U. Hollis, Carl Barranco, Albert Morris Middleton and Christine Hollis; consideration \$35,000; condition (BTC-801120EY, BTCH-801120EZ). Action March 25.

■ WTOA(AM) [formerly WPXC] Prattville, Ala. (AM: 1410 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from T. O. McDowell and Al Finch to JMR Communications for \$182,400. Seller: Theron O. McDowell (70%) and Al Finch (30%), who have no other broadcast interests. Buyer: Mary A. Martin (66.77%) and husband, Edward B. (33.33%). Edward Martin is public relation executive for Southern Railroad, Washington. Mary Martin is housewife. They have no other broadcast interests. Action March 26.

■ KJOY(FM) Hanford, Calif. (FM: 103.7 mhz, 50 kw, ant. 500 ft.)—Granted assignment of license from Willson Broadcasting Co. to Western Sun Communications for \$2 million. Seller is owned by Gary E. Willson, who has no other broadcast interests. Buyer is owned by Bertram Cohen; wife, Nina; Adelaide O. Lazarus, and 13 minority stockholders. Bertram Cohen is president of chemical company in Fitchburg, Mass. Nina Cohen and Lazarus are housewives. They are limited partners in KGSW-TV Albuquerque, N.M.: KTEE(AM) Idaho Falls, Idaho, and KADQ(FM) Rexburg, Idaho. Action March 27.

■ KKR(B)FM) Granted Red Bluff, Calif. (FM: 102.3 mhz, not yet on air)—Granted assignment of CP from Theodore S. Storck to KKR(B) Broadcasting Inc. for \$3,000. Seller: Storck is 80% owner of KUKIA(AM)-KIAH(FM) Ukiah, Calif. He will retain 20% interest in KKR(B). Buyer: Dale R. Olmstead and T.L. Laidlaw (40% each) and Storck (20%). Olmstead and Laidlaw each own 25% of KDBQ(AM) Aberdeen, S.D. Olmstead also owns 50% of KKAQ(AM) Thief River Falls, Minn. Laidlaw also owns 25% each of KNDK(AM) Langdon, N.D. and WQXO-AM-FM Munising, Mich. He also owns 60% of applicant for new FM in Crookston, Minn. Action April 6.

■ KATY(AM) San Luis Obispo, Calif. (AM: 1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Riverside Broadcasting Co. to Coastal Broadcasting for \$750,000. Seller: Victor Armstrong (18.2%), Seymour Berns, Robert Lewine, Bernard Heumann (17.5% each) and William T. Hallen and Thomas C. Colcaterra (5.9% each), all of who have no other broadcast interests. Buyer: Frederick Herdt Jr. (100%), who is former DJ at KPOP(AM) Roseville, Calif., has no other broadcast interests. Action March 25.

■ KCOK(AM)-KJUG(FM) Tulare, Calif. (AM: 1270 khz, 5 kw-D, 1 kw-D; FM: 106.7 mhz, 870 w, ant. 2,550 ft.)—Granted assignment of license from KCOK Inc. to West Coast Broadcasting Inc. for \$856,000. Seller: Joel K. Munger and wife, Harriet (95% jointly) and Larry Woods and wife, Penelope (5% jointly). They have no other broadcast interests. Buyer: Larry Woods (52.5%), John E. and William C. Pucheu, brothers (23.75%). Woods is vice president and 5% owner of KCOK-KJUG. Pucheu brothers are Transwally, Calif.-based farmers. They have no other broadcast interests. Action March 26.

■ KTLK(AM)-KDAX(FM) Denver (AM: 1280 khz, 5 kw-U; FM: 105.1 mhz, 100 kw, ant. 300 ft.) Granted assignment of license from Welcome Radio Inc. to Denver Great Empire Inc. for \$4.9 million. Seller is owned by Harrison Fuerst (president) and group of Cleveland businessmen. They also own WSLR(AM)

Akron, Ohio. Buyer is subsidiary of Great Empire Broadcasting Inc., owned by FF (Mike) Lynch (75%) and Michael C. Oatman (25%). They also own KEDI-AM-FM Wichita, Kan.; KWKH(AM)-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield, Mo.; and KYNE-AM-FM Omaha, Neb. Action April 6.

■ WKND(AM) Windsor, Conn. (1480 khz, 500 w-D) Granted assignment of license from KND Corp. to Hartcom Inc. for \$500,000. Seller is owned by Jerome Dawson, who also owns 10% of WXLX(FM) Williamantic and 100% of WADS(AM) Ansonia, both Connecticut. Buyer is owned by John F. Merchant, T. Gregory Teasley, John N. Catlett, Scott H. Robb, John J. Lawrence, James G. Harris, Richard Weaver-Bey and Gerard Peterson (10% each); Thomas L. Nadeau and Alan Neigher (5.7% each), and John D. Jessup (8.6%). Merchant is Stamford, Conn., lawyer. Neigher, Nadeau and Jessup are Bridgeport, Conn., lawyers. Teasley is real estate analyst and Peterson is manager for Aetna Life Insurance Co., Hartford, Conn. Harris is executive director of Hartford social services organization. Lawrence is Bridgeport physician. Jessup is high school teacher in Westport, Conn. Catlett is president of Citicorp Corp., New York, communications services. Robb is former Washington attorney for NBC and president (no ownership) of WHPN(AM)-WHVS(FM) Hyde Park, N.Y. Action April 6.

■ WKEM(AM) Immokalee, Fla. (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Gold Coast Broadcasting Corp. to Sandia Broadcasting for \$125,000. Seller: Samuel E. Friedman (70%), Jan. F. Kantor and Ralph T. Winkust (10% each), and Lauren Frost (5%). They own WLEQ(FM) Bonita Springs, Fla. Friedman, also owns WMDD-AM-FM Fajardo, P.R. Buyer: David J. Dean, Frank J. Viggiano and Mary Arthur (one-third each). Dean is New York lawyer. Arthur is president and owner of Tinker Radio Sales, New York radio syndication firm. Viggiano is New York-based businessman. They have no other broadcast interests. Action March 26.

■ WAJL(AM) Winter Park, Fla. (AM: 1440 khz, 5 kw-D, 1 kw-N)—Granted transfer of control of Radio Smiles of Florida Inc. from Norman Suttles, Derwood Godwin, John Ingraham (80% before; none after) to Albert H. Chubb and wife, Elaine (20% before; 100 after). Consideration: \$440,000. Principals: Godwin (37.5%), Suttles (32.5%) and Ingraham (10%). Suttles and Godwin each own 45% of WVBS(AM)-WPJC(FM) Burgaw, N.C.: 21.82% of WFOG(FM) Suffolk, Va. 31.3% of WPJL(AM) Raleigh, N.C. and 35.4% of WDIX(AM)-WPJS(AM) Orangeburg, S.C. Ingraham owns minority interests in same stations. Buyer: Chubb is president and general manager of WAJL(AM) and former bank president in Orlando, Fla. Sellers are transferring their interest in station to Chubb who is already 20% owner. Action April 6.

■ WWMF(AM) Arlington Heights, Ill. (FM: 92.7 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Northwest Community Broadcasting to Wynwade Properties Trust for \$577,500. Seller is owned by Bennett P. Trapani who has no other broadcast interests. Buying trust represents interests of Kenneth W. Gneuchs and family. He is Rolling Meadows, Ill., financial consultant and also bought WAIK(AM)-WGBQ(FM) Galesburg, Ill. (see Below). Action March 26.

■ WKDC(AM) Elmhurst, Ill. (AM: 1530 khz, 250 w-D)—Granted assignment of license from DuPage County Broadcasting Inc. to Snyder Broadcasting Inc. for \$1,000,000. Seller: Frank Blotter (51%) and sister, Lois (49%), who have no other broadcast interests. Buyer: Robert E. J. Snyder is Roosevelt University, Chicago, marketing and advertising professor and business consultant, who has no other broadcast interests. Action March 31.

■ WAIK(AM)-WGBQ(FM) Galesburg, Ill. (AM: 1590 khz, 5 kw-D; FM: 92.7 mhz, 3 kw ant. 355 ft.)—Granted assignment of license from Creative Broadcasting Ltd. to Radio Communications Group for \$925,000. Seller: Glenn W. Barger Jr. (51%) and Harold O. Bastian (49%), who have no other broadcast interests. Buyer: Kenneth W. Gneuchs. He is Rolling Meadows, Ill.-based investor and general partner in WWMF(AM) Arlington Heights, Ill. (see above), and 5% owner of WFTP(AM) Fort Pierce and WDLF(AM) Panama City, both Florida. Action March 25.

■ WKDJ(FM) Winchester, Ky. (FM: 100.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from WKDJ Inc. to Bayard H. (Bud) Walters for \$275,000. Seller is owned by Richard Albright (president) and six others. Albright owns 25% of WSLV(AM) Ardmore,

Tenn., and has 50% interest in applicant for new AM at White Bluff, Tenn. Walters is Nashville investor who owns WKCM(AM) Hawesville, Ky., and WPFR(FM) Terre Haute, Ind. Action March 27.

■ KRIH(AM) Rayville, La. (AM: 990 khz, 250 w-D)—Granted assignment of license from Ewing Inc. to Richland Broadcasting Co. for \$170,000. Seller: Frances G. Ewing (60%) and her sons, Thomas E. and F.C. (20% each). Frances Ewing owns WGRM(AM) Greenwood, Miss. Her sons have no other broadcast interests. Buyer: James A. Strong, John W. Davis, Bobby R. Kidd, Lester W. Johnson, Thomas E. Cooper Jr. (20% each). They are Rayville-area businessman and investors who have no other broadcast interests. Action March 30.

■ WCRV(AM) Washington, N.J. (AM: 1580 khz, 1 kw-D)—Granted assignment of license from Warren Broadcasting Corp. to Alpha Broadcasting Corp. for \$341,500. Seller: Guy T. Bock (95%) and Nicholas J. DeRienzo (5%). They also own WFMV(FM) Blairstown, N.J. Buyer is wholly-owned subsidiary of Alpha Computer Service Corp.: George Vajda is president and 51% owner; Don C. Brennan (24%), and Marvin M. David (25%). Brennan is vice president at Alpha Computer Services Corp. David is attorney and also secretary at Alpha. They have no other broadcast ownership interests. Action March 30.

■ WKSJ(AM)-WHUG(FM) Jamestown, N.Y. (AM: 1340 khz, 250 kw-U; FM: 101.7 mhz, 2.9 kw, ant. 300 ft.)—Granted transfer of control from Trend Broadcasting Inc. to Derrick Broadcasting Co. Inc. for \$441,209. Seller is principally owned by Warren A. Koerbell who has no other broadcast interests. Buyer is owned by E.P. Boyle and family, who own daily *Oil City Derrick* and banking and real estate development interests in Oil City, Pa. Action March 31.

■ WRVH(FM) Patterson, N.Y. (FM: 96.9 mhz, 1.1 kw, ant. 460 ft.)—Granted assignment of CP from Patterson Broadcasting Co. to WRVH Broadcasting Co. for \$148,270. Seller: Edward H. Valentine, who has no other broadcast interests, is selling CP rights to partnership in which he has 50% interest. Other partner is Richard Novik who is president and 100% owner of WPUT(AM) Brewster, N.Y. Action April 6.

■ WACB(AM) Kittanning, Pa. (AM: 1380 khz, 1 kw-D)—Granted assignment of license from WACB Inc. to Nicholas Broadcasting for \$300,000. Seller: R. H. Rosenblum who also owns WMOA-AM-FM Marietta Ohio. Buyer: Nicholas Enterprises Inc. (100%), holding company for various trucking and real estate interests based in Butler, Pa. Ralph A. Nicholas Jr. is principle owner. He has no other broadcast interests. Action April 1.

■ WUCR(AM) Sparta, Tenn. (AM: 860 khz, 1 kw-D)—Granted assignment of license from WUCR Inc. to Athen Broadcasting Co. for \$425,000. Seller: Robert W. Gallaher (70%); Charles E. Whiteaker (25%), and Charles D. Howard (5%). Gallaher owns 20% and Whitaker owns 10% of WKXN(FM) Greenville, Ala. Buyer: Steve H. Snowden (51%) and his wife, Joan C. (34%); Frank T. Foster; John R. Dorris, and Charles Westbrook (5% each). Snowden is vice chairman and 2.5% owner of First Central Bank, Smithville, Tenn. He also has one-third interest in food franchises in Smithville and Pikesville, Ky. Foster is chairman of First Central and 65% owner of office furniture supply store in Nashville. Dorris is Nashville, Tenn., financial consultant and 22.2% owner of Media South Inc., Nashville, and director of Mooney Broadcasting Corp., Knoxville. Westbrook is general manager of WLAR(AM) Athens, Tenn. Action March 30.

■ KBYG(AM) Big Springs, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Tentex Broadcasting Inc. to Giraffe Communications Inc. for \$185,000. Seller: Hugh D. Frizzell and Robert Williams (one-third each); James E. McAlpin, James F. Steward, and Stephen L. Cropper (11.1% each). They also own KFTS(AM) Texarkana, Tex. Buyer: Dick G. Fields (55%) and his wife, Donna J. (35%), and Albert J. Hajny (10%). Dick Fields has been account executive at WTSO(AM)-WXEE(FM) Madison, Wis., and director at Bundy Broadcasting Co., programming consultants in Waukesha, Wis. Hajny has been chief engineer at WEMP(AM)-WNVW(FM) Milwaukee, Wis. Donna Fields is nurse at University of Wisconsin Hospital, Madison. They have no other broadcast interests. Action March 30.

■ KWGO-FM Lubbock, Tex. (FM: 99.5 mhz, 46 kw, ant. 630 ft.)—Granted assignment of license from Mexican American Services Inc. to KRLB Inc. for \$380,000. Seller: Gonzalez Antonio (8%) president

and 17 others none of whom has other broadcast interests. Buyer: Don Workman (51%), Charles E. Wilkes (36%), Morris Wilkes (10%) and Jack Dale (3%). Workman is Lubbock banker and ranch owner. Charles Wilkes is Lubbock businessman and owns cotton and wheat farm in Swisher County, Tex. His nephew, Morris is former production manager of KFYO(AM) Lubbock. Dale is sales manager and spots director for KRLB(AM) Lubbock of which applicant is licensee. They have no other broadcast interests. Action April 6.

■ **KFTN(AM)** Provo, Utah (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Stallion Music Inc. to Mountain States Broadcasting Corp. of Utah for \$460,000. Seller is owned by James W. Anderson III (85%), country music recording artist on MCA records, and Dean Booth (15%). Anderson retains minority interest (25%) in buyer. Booth has no other broadcast interests. Other 75% in buyer is owned by L. Dan Lacey III, applicant for new FM in Durango, Colo. Action March 27.

■ **WLIH-FM** New London, Wis. (FM: 93.5 mhz, 3 kw)—Granted assignment of license from Howard Sanstadt to Bill Haig for \$270,000. Sanstadt has no other broadcast interests. Haig is station manager of WTMJ(AM) Milwaukee. He has no other broadcast interests. Action March 27.

Facility Changes

AM applications

■ **WMOO(AM)** Mobile, Ala.—Seeks CP to change city of license from Mobile to Fairhope, Ala; change hours of operation to U by adding N service with 1 kw; install DA-N; change frequency from 1550 khz to 660 khz; change SL to 1 mile east of Daphne, Ala., and make changes in ant. sys. Ann. April 7.

■ **WKEA(AM)** Scottsboro, Ala.—Seeks mod. of CP to change TL to just off Ridgedale Road, Scottsboro, and change type trans. Ann. March 24.

■ **KGUD(AM)** Banning, Calif.—Seeks CP to increase D power from 250 w to 1 kw. Ann. April 7.

■ **KCIN(AM)** Victorville, Calif.—Seeks CP to change hours of operation to U, by adding N service with 1 kw; increase D power to 1 kw; install DA-N; change frequency from 1590 khz to 670 khz and make changes in ant. sys. Ann. April 9.

■ **KYSN(AM)** Colorado Springs, Colo.—Seeks CP to increase D power to 5 kw, DA-N and change TL, SL and RC to intersection of Airport Road and Miller Road, Colorado Springs, Colo. Ann. April 9.

■ **WWZZ(AM)** Sarasota, Fla.—Seeks CP to increase power to 2.5 kw. Ann. April 7.

■ **KVDB(AM)** Sioux Center, Iowa—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. March 24.

■ **WFSR(AM)** Harlan, Ky.—Seeks CP to increase power to 5 kw. Ann. April 7.

■ **WBAL(AM)** Baltimore, MD—Seeks CP to specify additional MEOV's to existing pattern. Ann. March 24.

■ **WILD(AM)** Boston, Mass.—Seeks CP to change hours of operation to U by adding N service with 500 W; change D power to 2.5 kw; change frequency from

1090 khz to 720 khz; install DA-2; change TL to Grove and Centre Streets, Boston and make changes in ant. sys. Ann. April 7.

■ **WGTR(AM)** Natick, Mass.—Seeks mod. of CP to make changes in N standard pattern. Ann. March 4.

■ **WABJ(AM)** Adrian, Mich.—Seeks CP to change to adjacent the east side of fairgrounds, Adrian, Mich. Ann. March 24.

■ **WKBZ(AM)** Muskegon, Mich.—Seeks CP to increase D power to 10 kw. Ann. April 7.

■ **KPRM(AM)** Park Rapids, Minn.—Seeks CP to change hours of operation to U by adding N service with 1 kw; change D power to 2.5 kw; install DA-N; change TL to 1.9 miles east and 1.2 miles south of center of Park Rapids, near Park Rapids, Minn., and make changes in ant. sys. Ann. April 9.

■ **KDQQ(AM)** Albuquerque, N.M.—Seeks CP to change TL to 10400 Edith Blvd., 1.5 miles north of Albuquerque City limits. Ann. March 24.

■ **KABQ(AM)** Albuquerque, N.M.—Seeks CP to change frequency from 1350 khz to 660 khz; increase D and N power to 50 kw; install DA-2 and change TL to 2 miles north of Sandoval/Bernalillo County Line at Route 80, N.M. Ann. April 7.

■ **WHCU(AM)** Ithaca, N.Y.—Seeks CP to change hours of operation to U; change N power to 500 w; change from non-DA to DA-N and make changes in ant. sys. Ann. April 9.

■ **WKLB(AM)** Manchester, N.Y.—Seeks mod. of CP to change TL to 0.4 miles northeast of Liberty Church, north on highway 687 and approximately 1.35 miles west of Manchester, N.Y.; change to non-DA, and specify SL and RC to 109 Richmond Road, Manchester. Ann. April 9.

■ **WHAZ(AM)** Troy, N.Y.—Seeks CP to change hours of operation to U by adding N service with 1 kw; increase D power to 5 kw; install DA-N; change frequency from 1330 khz to 640 khz; change city of license from Troy to East Greenbush, N.Y.; change TL to southeast intersection of Best Road and Old Troy Road East Greenbush and make changes in ant. sys. Ann. April 9.

■ **KSWB(AM)** Seaside, Ore.—Seeks CP to change hours of operation to U by adding N service with 500 W; change frequency from 930 khz to 840 khz and make changes in ant. sys. Ann. April 7.

■ **WARO(AM)** Canonsburg, Pa.—Seeks CP to increase power to 1 kw. Ann. April 7.

■ **WEPP(AM)** Pittsburgh, Pa.—Seeks CP to change city of license to Hampton Township, Pa.; change hours of operation to U by adding N service with 2.5 kw; install DA-2; change frequency from 1080 khz to 1070 khz; change SL and RC (to be determined), and make changes in ant. sys. Ann. April 9.

■ **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 24.

■ **KQKD(AM)** Redfield, S.D.—Seeks CP to change hours of operation to U by adding N service with 2.5 kw; increase day power to 50 kw; install DA-2; change frequency from 1380 khz to 870 khz; change TL to 3 miles south of Redfield, and 4 miles west of US highway 281, on Conty Road, 26, Redfield; SL and RC to be determined, and make changes in ant. sys. Ann.

April 9.

■ **KGBT(AM)** Harlingen, Tex.—Seeks CP to add MEOV's toward station WCKY and change type trans. Ann. March 24.

■ **KLUB(AM)** Salt Lake City, Utah—Seeks CP to make changes in ant. sys. to add new D pattern. Ann. March 24.

FM applications

■ **WUAL-FM** Tuscaloosa, Ala.—Seeks mod. of CP to make changes in ant. sys.; change TL to 2.5 miles northeast of Duncanville, Ala.; change SL to 7 Bryce Lawn (University), Tuscaloosa; change type trans.; change type ant., increase HAAT: 523' (H&V) and change TPO. Ann. March 24.

■ **KFCM(FM)** Cherokee Village, Ark.—Seeks mod. of CP to make chgs. in ant. sys.; change type trans.; change type ant. (H&V) and change TPO. Ann. March 24.

■ **KCMS(FM)** Indio, Calif.—Seeks CP to install new ant. TL to be operated on: ERP: .530 kw (H); HAAT: 604' (H&V) (for emergency use only). Ann. March 24.

■ **KUUL(FM)** Madera, Calif.—Seeks CP to change TL to Road 30-1/2, .1 mile south of Avenue 12, Madera, change type trans., change type ant., increase HAAT: 300' (H&V) and change TPO. Ann. March 24.

■ **KEWE(FM)** Oroville, Calif.—Seeks CP to decrease HAAT: 159'. Ann. March 24.

■ **KYXY(FM)** San Diego, Calif.—Seeks CP to change type trans., increase ERP: 41.2 kw (H&V) and change TPO. Ann. March 24.

■ **WDHS(FM)** Gaston, Ind.—Seeks CP to make changes in ant. sys. Ann. April 2.

■ **WCOZ(FM)** Boston, Mass.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 7.7 kw (H&V); decrease HAAT: 1053' (H&V) and change TPO. Ann. March 24.

■ **WBIM-FM** Bridgewater, Mass.—Seeks Mod. of CP to make changes in ant. sys.; change type ant., change ERP: .2 kw (H&V); increase HAAT: 71' (H&V) and change TPO. Ann. March 24.

■ **KILA(FM)** Henderson, Nev.—Seeks CP to change TL to 2.14 miles S.W. of Henderson City Hall on "Black Mountain" also known as Henderson Mountain, Henderson; increase HAAT: 1160' (H&V) and change TPO. Ann. March 24.

■ **WADV(FM)** Buffalo, N.Y.—Seeks CP to increase ERP: 50 kw (H&V); change type trans. and change TPO. Ann. March 24.

■ **WVBU-FM** Lewisburg, Pa.—Seeks mod. of CP to make changes in ant. sys.; change TL to power plant on Bucknel Univ. campus, Lewisburg, change type trans.; change type ant.; change ERP: 0.0183 kw (H&V); decrease HAAT: 122' (H&V) and change TPO. Ann. March 24.

AM Actions

■ **WEEI(AM)** Boston, Mass.—Dismissed application for CP to make changes in ant. sys. (BP-810115AG). Action March 23.

■ **Cornwall, N.Y.**—Granted request for interim operating authority on 1170 khz, 1 kw, DA-D, D operation; conditions (BP1-801201AN). Action March 26.

■ **KBCH(AM)** Lincoln City, Ore.—Granted CP to change frequency from 1380 khz to 1400 khz; change hours of operation to U by adding N service with 250 W; conditions (BP-800425AF). Action March 26.

■ **WKVM(AM)** San Juan, P.R.—Granted modification of CP to make changes in ant. sys.; conditions (BMP-810316AR). Action April 2.

■ **WTJS(AM)** Jackson, Tenn.—Granted CP to utilize former D non-directional ant. as aux. D ant.; condition (BP-810130AJ). Action March 26.

■ **WDTM(AM)** Selmer, Tenn.—Granted CP to change frequency from 1130 to 1150 khz; increase power from 250 W to 1 kw and make changes in ant. sys.; conditions (BP-800912AA). Action April 1.

■ **KJCH(AM)** Cleveland, Tex.—Granted CP to increase D and N power to 1 kw and make changes in N ant.; conditions (BP-800514AF). Action April 2.

■ **WSPC(AM)** St. Paul, Va.—Granted modification of CP to make changes in ant. sys.; condition (BMP-801022AE). Action March 23.

FM actions

■ **KFCM(FM)** Cherokee Village Ark.—Dismissed

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

*Special temporary authorization

**Includes off-air licenses

application to change ant. sys.; trans. and make changes in transmission line (BMPH-810227AJ). Action March 23.

■ **KVVQ(FM)** Victorville, Calif.—Dismissed application for modification of CP to operate transmitter by RC (BMPH-800912AE). Action March 23.

■ **KYKK(FM)** Humble City, N.M.—Dismissed application for CP to change TL & SL and increase ant. height and change TPO (BPH-810126AQ). Action March 23.

■ **WNRR(FM)** Bellevue, Ohio—Dismissed application for modification of CP to change TL to Southwest Road, at County Road 175, Bellevue; change type ant.; increase ERP 1.42 (H&V); increase ant. height 221.8 ft. (H&V); change TPO (BMPH-801023AG). Action March 25.

TV actions

■ **KBDI-TV** Broomfield, Colo.—CP granted to educational TV broadcast station to change ERP to 229 kw vis.; 25 kw aur and HAAT to 2416.4 ft. Action March 24.

■ **KFVS-TV** Cape Girardeau, Mo.—Application granted to commercial TV broadcast station requesting authority to operate by RC from SL at 310 Broadway, Cape Girardeau. Action March 24.

■ **KTPX(TV)** Monahans, Tex.—CP granted to commercial TV broadcast station to change ERP to vis. 316 kw, aur. 31.6 kw. Action March 23.

Allocations

■ **Stephenville, Cameron, Temple and Killeen, all Texas**—Assigned 103.1 mhz to Cameron; assigned 105.5 mhz to Killeen; assigned 105.7 mhz to Stephenville; assigned 101.7 mhz to Temple, effective May 25; modified license of KWWF-FM, Stephenville to specify operation on ch. 289 instead of ch. 252A (BC Doc. 80-172, 80-236). Action March 24.

■ **Arroyo Grande and Pismo Beach, both California**—In response to petition by KPGA Inc. proposed deleting 95.3 mhz for Arroyo Grande and assigning either 94.7 mhz or ch. 237A to Pismo Beach; comments due May 25, replies June 15 (BC Doc. No. 81-192). Action March 24.

■ **San Manuel, Miami, Claypool and Summerhaven, all Arizona**—In response to two separate petitions by Coronado Broadcasting Co. and Stanley Soho, proposed substituting 105.5 mhz for 98.3 mhz at Claypool; 103.1 mhz at Miami; ch. 276A for ch. 288A at Sam Manuel and assigning ch. 288A at Summerhaven as its first FM assignment, comments due May 25, replies June 15 (BC Doc. 81-193). Action March 24.

■ **Powell, Wyo.**—In response to petition by Broadcast Enterprises proposed assigning 104.1 mhz to Powell as its second FM assignment, comments due May 25, replies June 15 (BC Doc. 81-191). Action March 24.

In Contest

FCC decisions

■ **FCC renewed license of WAVS(AM)** Ft. Lauderdale, Fla., and approved application for distress sale by Radio WAVS Inc., stations licensee. FCC granted sale on condition that its Broadcast Bureau finds proposed buyer, SACN Inc., qualified to operate station. WAVS' renewal application was designated for hearing in Jan. 1980, on misrepresentation and unauthorized transfer of control issues. Radio WAVS Inc., petitioned for distress sale relief last December. It proposes to sell WAVS to SACN for \$502,500. FCC renewed WAVS' license and approved distress sale because proposed purchaser is 100 percent minority-owned and proposed sales price does not exceed 75 percent of station's fair market value. However, this action was conditioned on SACN being found qualified and consummation of the transaction within 60 days of such determination. Action March 26.

■ **FCC granted requested to clarify its intent in December 22, 1980, order that placed application of Satellite Television Corporation (STC) for direct broadcast satellite-to-home subscription television service (DBS) in record of Doc. 80-603 and extended time for comments and replies.** National Association of Broadcasters asked FCC to confirm that putting application of STC, subsidiary of Communications Satellite Corp., in proceeding record represents no agency approval of

its form or content; that public will be able to comment on STC's proposal after interim issues are resolved, and that FCC will not act on application until any such comments have been received and considered. FCC said STC's application for satellite-to-home subscription television service is specific example of how one commenter views issues raised in its Notice of Inquiry, and it would be in public interest to provide opportunity for comment on that application. FCC also noted placing STC's application in docket file in no way represents FCC approval of its form or content, and public will have additional opportunity to comment on STC's proposal and on any others FCC might receive. Staff is instructed to return by April 14 with proposals on interim standards and possible processing of STC application and any others it might receive. Action March 30.

■ **FCC ALJ Walter C. Miller** granted application of Van Buren Community Service Broadcasters Inc., for new FM to operate on 102.3 mhz at Van Buren, Ark. Competing applications of Van Buren and Crawford County Communications Inc., had been designated for hearing in July 1980 to determine which proposal would better serve public interest and which of applications should be granted. Judge Miller found that under standard comparative qualifications, Van Buren's application was superior to Crawford's. He said that because none of Van Buren's principals owned interest in broadcast stations, cable systems or newspapers, they were better qualified under diversification of mass media issue. Crawford is licensee of KAYR(AM) Van Buren, Ark. Judge Miller also noted that 40% of Van Buren's stock is minority owned compared to Crawford's 10%. Ann. April 30.

■ **Post-Newsweek Stations, Connecticut, Inc.,** has appealed to the U.S. Court of Appeals for District of Columbia Circuit FCC's decision allowing United Cable Television Corp. of Connecticut to carry WPIX, New York City independent TV station, on five cable TV systems in Connecticut. On January 29, FCC denied Post-Newsweek's petition to reconsider FCC's funding last August that United had shown that its carriage of WPIX would not significantly harm local TV stations in Hartford-New Haven-New Britain-Waterbury major television market. Post-Newsweek is licensee of WFSB-TV (CBS, channel 3), Hartford and opposed this waiver (Case No. 81-1358). Ann. April 8.

■ **Granted request by Busch Corp. and D. Garry Munson and John Charles Larsh** and extended through April 20 time to file reply comments in matter of amendment of FM Table of Assignments, Bountiful, Utah (BC Doc. 80-95). Action April 3.

■ **Granted request by KCPB Inc. and extended through May 6 time to file reply comments in matter of amendment of TV Table of Assignments, Santa Barbara, Calif.** (BC Doc. 80-157). Action April 3.

■ **Denied motion by Citizens Communications Center for immediate and emergency stay of effective date (April 3) of its radio deregulation proceeding** (BC Doc. 79-219). Action April 3.

■ **Denied joint motion by several parties to extend date for filing comments in matter of table of television channel allotments** (BC Doc. 80-499). Action April 3.

Procedural rulings

■ **Placerville, Calif. FM proceeding** (Hangtown Broadcasters and Kidd Broadcasting Co.) ALJ Joseph Chachkin granted joint request and approved settlement agreement which calls for merger of applicants into corp. to be known as Foothill Broadcasting Corp., granted petitions by applicants for leave to amend their applications to show that Foothill will succeed Kidd's docket and file numbers; Hangtown's principals will purchase 70% of Kidd's stock from Kidd principals John R. Ogden and Chris W. Kidd and Hangtown will reimburse those principals \$37,000; dismissed with prejudice Hangtown's application, granted Foothill's application and terminated proceeding (By MO&O), (BC Doc. 79-344, 346). Action March 31.

■ **Berlin, Md. FM proceeding** (Musicradio of Maryland Inc., and Coastal Telecommunications/Berlin Corp.) ALJ Gonzalez granted petition and motion by Musicradio for leave to amend and summary decision, respectively, and resolved in its favor financial issue designated against it, dismissed as moot motion by Coastal for summary decision, granted joint request and approved agreement, authorized reimbursement of \$28,000 to Coastal, dismissed Coastal's application with prejudice, granted Musicradio's application and terminated proceeding (BC Doc. 80-287-88). Action March 31.

■ **Concord, Calif. TV proceeding** (Bohannon Broad-

casting Co. and First Century Broadcasting) ALJ John H. Conlin by three separate actions granted joint motion by applicants for summary decision and resolved in its favor issues two and three designated against First Century; denied motion by Bohannon to enlarge issues; granted joint request by applicants and approved settlement agreement, approved reimbursement of \$42,765 to Bohannon, dismissed Bohannon's application, granted First Century's application to construct new TV station on ch. 42 in Concord and terminated proceeding (BC Doc. 8-257-58). Action March 30.

■ **Santa Ana, Calif. TV proceeding** [International Panorama TV Inc. (KTBN-TV) and Saddleback Broadcasting Inc.]—ALJ Thomas B. Fitzpatrick granted petition by International and enlarged issues to determine whether application of Saddleback was prepared, certified and executed as required by law; whether Malcolm C. Klein attempted to mislead FCC or was lacking in candor with respect to preparation of application, and whether, in light of evidence adduced under issues, Saddleback possesses requisite qualifications to be licensee (by MO&O, BC Doc. 80-655-56). Action March 25.

Cable

■ The following cable service registrations have been filed:

■ **Metro Vision of Illinois Inc.** for Stickey, Ill. (IL0446) new signal.

■ **Janney Cable TV Co.** for Pax, W. Va. (WV0598) add signal.

■ **Ohio Valley Cable Corp.** for Thomas and Davis, both West Virginia (WV0185, 180) new signal.

■ **Houston Community Cablevision Inc.** for Houston and northeast Houston, Tex. (TX0736, 737) new signal.

■ **Grove Hill Telecable Inc.** for Grove Hill, Ala. (AL0209) new signal.

■ **Garden Valley Telephone Inc.** for King township, Minn. (MN0191) new signal.

■ **Landmark Cablevision** for Blue Springs, Mo. (MO0154) add signal.

■ **Teleprompter of Silver City** for Silver City, Grant, Tyrone, all New Mexico (NM0003, 46, 45) add signal.

■ **Sangamon Cablevision One** for Williamsville, Sherman, Mt. Pulaski, Riverton, Petersburg, Mason, Athen, all Illinois (IL0440, 441, 437, 439, 438, 436, 435) new signal.

■ **East Arkansas Cablevision Inc.** for Bay, Ark. (AR0236) new signal.

■ **Armstrong Utilities Inc.** for Richland, Pa. (PA1959) new signal.

■ **Athens TV Cable of Alabama Inc.** for Elkmont, Ala. (AL0214) new signal.

■ **Blue Devil Cable TV Inc.** for Claysville, Pa. (PA1960) new signal.

■ **Tele-Media of Andover Inc.** for Andover (village & township), Ohio (OH0851, 852) new signal.

■ **Teleprompter Corp.** for Prescott and Yavapai, both Arizona (AZ0014, 67) add signal.

■ **Tower Cable Inc.** for Heath, Ohio (OH0586) add signal.

■ **Liberty TV Cable Inc.** for Ocilla and Fitzgerald, both Georgia (GA0028, 22) add signal.

■ **Sangamon Cablevision for Roodhouse, White Hall, Carrollton, all Illinois** (IL443, 444, 442) new signal.

■ **Richer Belisle Enterprises** for Addison, Pa. (PA1961) new signal.

■ **Multimedia Cablevision Inc.** for Oak Lawn, Ill. (IL0445) new signal.

■ **Cablevision Systems Inc.** for Konawa, Okla. (OK0216) new signal.

■ **San Patricio County Cable TV Inc.** for Sinton, Tex. (TX0741) new signal.

■ **Columbia City Cable TV Inc.** for Columbia City, Ind. (IN0245) new signal.

■ **Alert Cable TV of North Carolina Inc.** for Reidsville, Rockingham, both North Carolina (NC0153, 222) add signal.

■ **Jenkins Television Inc.** for Deane, Ky. (KY0481)

new signal.

- Cuba Cable Inc. for Cuba, N.Y. (NY0913) new signal.
- Rockdale Cablevision Inc. for Newton and Rockdale, both Georgia (GA0309, 308) add signal.
- Teleprompter Southeast Inc. for Polk and Lakeland, both Florida (FL0045, 244) add signal.

Satellites

Applications

- WGAL-TV Inc. for Lancaster, Pa. (8.8m; Harris; E3100).
- Scope Cable Television Inc. for Wahoo, Neb. (5m; Anixter; E3101).
- Cox Cable Communications Inc. for Conway, S.C. (5m; S-A; E3102).
- Wold Communications Inc. for transportable (4.6m; S-A; E3103).
- Clearview Cable TV of Hawaii Inc. for Hickam AFB (10m; E3104).
- University of Kansas for Lawrence, Kan. (4.5m; Rockwell; KM40).
- Colorado Intercable Inc. for Littleton, Colo. (5m; S-A; E3091).
- Oates TV Inc. for Petersburg, W. Va. (4.6m; S-A; E3093).
- National Broadcasting Company Inc. for Cleveland (7m; S-A; E3094).
- Cable Communications Inc. for Ortonville, Minn. (5m; S-A; E3094).
- Sunbelt Cablevision of St. Charles Inc. for Destrahan, La. (7m; FWT; E3096).
- Scope Cable Television Inc. for Ashland, Neb. (5m; S-A; E3097).
- Cox Cable Communications Inc. for Warner Robins, Ga. (5m; S-A; E3098).

Grants

- Appalachian Community Service Network for Lexington, Ky. (E2173).
- Martin Marietta Corp. for Middle River, Md. (E2474).
- WGN of Colorado Inc. for Denver, Colo. (E2585).
- Star Link Associates for Denver, Colo. (E2585).
- Johnsonburg Community TV Inc. for Johnsonburg, Pa. (E2908).
- Alaska Public Radio Network for Homer, Alaska (E2910).
- Alaska Public Radio Network for Barrow, Alaska (E2911).
- Alaska Public Radio Network for Petersburg, Alaska (E2912).
- Alaska Public Radio Network for Ketchikan, Wrangell, Eagle River, all Alaska (E2913, 14, 15).
- Tri-County Cable TV Inc. for North Vernon, Ind. (E2916).
- The Christian Broadcasting Network Inc. for San Jose, Calif. (E2917).
- Nodak Cablevision for Linton, N.D. (E2918).
- Muskegon Cable TV for Ontonagon, Mich. (E2919).
- Bliss Electronics Corp. for Winnemucca, Nev. (E2920).
- James H. Hall Properties for Albany, Ga. (E2921).
- Television Access Inc. for Houston (E2922).
- East Arkansas Cablevision Inc. for Manila, Ark. (E2926).
- Warner Amex Cable Communications Inc. for Bab-bitt, Minn. (E2928).
- Tele-Media Company of Georgia for Elbertson, Ga. (E2929).
- Tele-Media Company of Georgia for Homerville, Ga. (E2930).
- East Arkansas Cablevision Inc. for Osceola, Ark. (E2932).

(E2932).

- Valley Cable Vision Inc. for Pikeville, Ky. (E2934).

Other

■ FCC terminated inquiry on technical changes in television broadcasting standards to facilitate international exchange of programs and to standardize specific lines in vertical blanking interval to be used for transmitting test signals during international broadcasts. The Vertical blanking interval is period of time in each TV picture cycle during which synchronizing pulses are transmitted to control vertical scanning of receiving sets. No picture signal is transmitted during interval. Other technical changes to conform domestic broadcast standards to those of other countries were included in the inquiry. Since 1974 order in another proceeding (Doc. 19907), the same line of blanking interval that has been in routine use internationally for test signals has been made available domestically. FCC said there would be no evident benefit from proposing compatibility changes now. Any matter requiring further attention in future can better be addressed in new rulemaking, it said. Action March 26.

■ Total of 22,724 complaints from public were received by Broadcast Bureau in February 1981, increase of 5,355 from January. Other comments and inquiries for February totaled 2,272, increase of 805 over previous month. Bureau sent 940 letters in response to these comments, inquiries and complaints. Ann. April 7.

Call Letters

Applications

Call	Sought by
New FM's	
KFFB	Fairfield Bay Inc., Fairfield Bay, Ark.
KNCO-FM	Nevada County Broadcasters, Grass Valley, Calif.
New TV's	
WMCF-TV	Christian Life Broadcasting Inc., Montgomery, Ala.
WKJL-TV	Jesus Lives Inc., Baltimore, Md.
Existing AM's	
KGEO	KGAM Bakersfield, Calif.
KBRQ	KTLK Denver, Colo.
WNLT	KQDS Duluth, Minn.
WXMC	WBIO Parsippany, N.J.
WLIM	WYFA Patchogue, N.Y.
KTEW	KLCO Poteau, Okla.
WBZT	WKTQ Pittsburgh, Pa.
Existing FM's	
WZRK	WMPL-FM Hancock, Mich.
KZOR	KYKK-FM Humble City, N.M.
WBZZ	WJOI Pittsburgh, Pa.

Grants

Call	Assigned to
New AM	
KUET	Black Canyon Broadcasting Corp., Black Canyon City, Ariz.
New FM	
KLFA	Ralin Broadcasting Corp., King City, Calif.
New TV	
KLRK	KLRK Broadcasting Corp., Vancouver, Wash.
Existing AM's	
WKXX	WUME Paoli, Ind.
WSNY	WHUE Boston, Mass.
KRAV	KFMJ Tulsa, Okla.
Existing FM's	
WKQK	WLAZ Eufaula, Ala.
WJYO	WORJ-FM Dora, Fla.
WKZR	WMVG-FM Milledgeville, Ga.
WTRX	WCLL Chillicothe, Ill.
WBLZ	WOKV Hamilton, Ohio
KRAV-FM	KRAV Tulsa, Okla.
WALD-FM	WKYP Walterboro, S.C.
Existing TV's	
KRBK-TV	KMUV-TV Sacramento, Calif.
WCQR	WGSP-TV Washington

Services

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RADIO

HELP WANTED MANAGEMENT

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.

Station Manager with proven sales and administrative ability for growing South Texas station. E.O.E. Box D-138.

Terrific Number 1 SALESPERSON sought for sales manager of first class AOR FM in medium market city. Looking for person that has longevity in past situations. Opportunity for No. 1 biller who now wants management and a guaranteed future with a company that rewards success. Unusually good programming and promotion. This is much more than just another job, but we need a hard, hard worker. Investigate by letter and resume to General Manager. Box D-140.

General Manager for small market AM/FM owned by large group broadcaster. The right person for this job will be experienced in programming and a sales pro and will move to a larger station within the group after proving abilities. Sunbelt location. Send resume, three year salary history, salary requirements to Box D-143.

Outstanding opening in our sales department for someone with sales management potential and good skills in face-to-face selling. Position offers above-average potential for sales professional with good credentials. Single station market, friendly and progressive West Texas town of 20,000. Contact Buddy Peeler, KPAN Radio, P.O. Box 1757, Hereford, TX. 79045. EEO Employer.

Business Manager, Radio. Radio Station looking for a person with accounting degree plus 2 to 3 years general ledger experience with good communications skills. Total package includes attractive fringe benefits. Send resume to Norm Schruett, KZLA AM/FM 5700 Sunset Blvd., L.A. Ca 90028. No phone calls please. EOE.

If you are looking for an opportunity to move into management and are willing to prove your sales ability first, then send your resume immediately! This is a golden opportunity in Northern New England with one of the fastest growing groups in the country! Experienced only, as this will lead to S.M. or G.M. in 3-6 months. E.O.E. reply Box D-156.

Wanted: Station Manager—5000 Watts AM non-directional with prospect of 100,000 Watts FM soon with the opportunity to buy-in St. Ignace, MI. Call nights 517—321-1763.

Community Relations Director for Denver public radio station. Strong fundraising and public relations background; demonstrated experience in: organizing volunteer support groups; proposal writing; publications; membership organization. Letter, resume, samples of recent work, to: Montine Clapper, KCFR, 2056 South York, Denver, 80208. Deadline: April 30; Salary: \$18,000. AA/EOE/FMH.

Denver Public Radio station seeking Music Director to develop distinctive, informal, classical music service. Requirements: three years' experience; excellent delivery and musical knowledge; musical openness and production skills. Letter, tape, and resume to: Jim Sprinkle, KCFR, 2056 South York, Denver, 80208. Deadline: April 30; Salary: \$16,000. AA/EOE/FMH.

Sales Manager. Very successful small market in Illinois. Not a desk job. Promotion minded. Will consider proven account executives lacking management experience. Box D-32.

Assistant Sales Manager needed, with successful street sales record, for AM/FM in northern new England market. Send resume or contact name and number to Box D-98.

Small Market upstate New York AM full-timer needs GM with strong Sales background and initiative. Package in upper "teens." Box D-101.

Sales Manager and/or station manager with successful sales track record, join a rapidly growing group and get in on the ground floor. Excellent financial package, fringes, incentives, plus more stations to be acquired soon. Reply in complete confidence with resume and references to Box D-159. EOE.

HELP WANTED SALES

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

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.

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.

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.

Account Executive: Radio Sales person for the beautiful Fort Myers, Florida area. Responsible for selling and servicing accounts on beautiful music FM. Excellent sales opportunity and good fringe benefits. Minimum qualifications—prior sales experience or degree in marketing required. Apply to Personnel Department—Radio Television Centre 333 8th Street South—Naples, Fla. 33940 813—262-1000 Ext. 250. We Are An Equal Opportunity Employer.

Are You Interested in an outstanding career opportunity? Recently acquired New England powerhouse FM with 1 KW AM looking to build strong sales team. Southern New Hampshire and Northeast Massachusetts provide tremendous growth potential. Your sales experience could put you on the ground floor. Send resume and income requirements to Scott Norton, "The Wave" and WHAV AM, Box 590, Haverhill, Mass. 01830 E.O.E.

Aggressive, hard working sales person needed for up and coming small market station in north central Missouri EOE. 816—258-7477.

We Are The One! How would you like to sell for the No. 5 Rock/Contemporary station in the country? Q102/Daytona Beach, Florida has immediate opening for aggressive, self-starter. Good list, liberal commission/bonus policy. Come to the sunshine & earn big bucks! Call General Manager Jack Alix at 904—255-1456. E.O.E.

Account Executive. Sales person for major Harrisburg, Pennsylvania radio stations needed. College degree and sales experience preferred. Salary and commission will be based on experience. Gross potential is excellent. For information, call Mr. Bankson, WCMB/WSFM: 717—763-7020. An Equal Opportunity Employer.

Black Format. New in the market. New Haven Connecticut. Unlimited sales opportunities. \$100 weekly expenses. Commission on collections. Ideal opportunity to begin radio sales career. Send resume to Edie Acabbo, Station Mgr. WNHC, PO Box 1340 New Haven, CT, 06505.

Sales Manager needed for East-Mississippi and West-Alabama's No. 1 Radio Station. We're a 100,000 Watt Contemporary FM with a great opportunity for a self-staring go-getter, preferably RAB trained. Must be well organized. We offer a salary, excellent commission, bonuses and other incentives. Send your resume to Don Partridge, GM, Q101 Radio, P.O. Box 5314, Meridian MS 39301.

Salesperson for Top 15 Northeast Market Album-oriented FM. Track record necessary in radio or related sales. Phone Bryan McIntyre 412—362-2144 EOE.

Sales: position w/medium-market station. No order takers. Experienced, street sales only. We are the only local station in market. Salary+comm+expenses+bonus. Call 201—965-1530 or send resume to Sales Manager, WJDM 9 Caldwell Pl., Elizabeth NJ 07201.

Radio Time Sales—Beautiful Central California, town of Fresno. Warm climate, good family area, close to mountains, lakes, and ocean. \$1,000 draw against commission. Call KXEX Radio Station, 233-8807 or mail your resume to P.O. Box 12223, Fresno, CA 93777. We are rated the 4th most popular station in the market.

Sales/Account Executive. New business pro with media/sales background in agency service, rep firm or station to join award winning, rapid growth New York City agency. Minimum one year experience in broadcast community. College degree. Draw plus commission commensurate with experience. Benefits, profit sharing. Excellent opportunity for aggressive self-starter. Reply in confidence. Box D-99.

Expanding service needs sales-agent-like help. Relocation unnecessary. Send resume to: D-100.

Assistant Sales Manager needed with successful street sales, record fro AM & FM, Northern N.E. Market. Send resume or name and Tel. No. to Box D-119.

HELP WANTED ANNOUNCERS

Central IndianaAM/FM Combo seeks strong communicator for PM Drive shift. Contact Mike Kase, WHUT, Box 151, Anderson, IND. 46015. EOE.

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 WINN/WOOS, P.O. Box 9217, Canton, OH 44711.

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 ANNOUNCERS CONTINUED

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/KKLV, 3900 Seward Highway, Anchorage, Alaska 99503. Male/Female. E.O.E.

Penna.—2 station market needs morning man who is sales oriented. Opportunity to grow into sales manager's position and more. Sales must be first desire. Box D-149.

Needed immediately an experienced early morning (5a-9a) air personality. Must be thoroughly familiar with Country Music and have cheerful delivery. Salary negotiable. Send resume' and audition tape to Wilbur Walker, WROZ PO Box 139, Evansville, Indiana 47701. Phone 812-422-4171. An Equal Opportunity Employer.

Competent announcer wanted. Must be willing to work and take instruction. Salary related to ability. Send tape/resume to WMMW, 21 Colony St., Meriden, Ct. 06450. An EOE.

WGMS AM/FM has an immediate opening for a classical music announcer for personality drive shift. Ideal candidate will possess strong classical music background. On-air experience required. Contact Paul Teare, PD, WGMS AM/FM 11300 Rockville Pike, Rockville, MD 20852 301-468-1800.

W. Va.—Adult-MOR Station has immediate opening for evening shift. Production ability a must. Beginners welcome. We will train if you have the interest and talent. Send resume and air check to Ken Vanderlaan, OM, WBTH, Box 261, Williamson, WV, 25661. E.O.E. Minorities encouraged to apply.

Immediate, part-time opening for announcer's at one of the finest beautiful music stations in the country. Part-time weekend shifts are available plus opportunities for vacation and holiday fill-ins. Call Ken Mackenzie at WEZN STEREO 100, Bridgeport, Connecticut, at: 203-366-9321. EOE.

Wanted ... Quality, adult contemporary, jock. Good pay and benefits for stable Pro. Box D-104.

HELP WANTED TECHNICAL

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.

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.

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, WKSX Radio, One Playhouse Square, Cleveland, OH 44115. M/F EEO

Combo Man ... Do they still exist? Station with new studios has opportunity for qualified engineer who can skillfully handle short board shift. Box D-146.

I need an engineer NOW! Good pay, full benefits working with automated equipment in Northern New England. Respond only if you are serious about seeking a good opportunity. E.O.E. Reply Box D-157.

KRKK/KQSW-FM will soon have opening for chief engineer. 5kw-1kw DA live AM, 100 kw automated FM. FCC record keeping essential. Must have good maintenance background. Collins x-mitters & boards, Mosley STL's ITC & Ampex tape. Should have automation trouble shooting experience. Forward complete resume, references & salary requirements to: R. S. Tucker, PD, Media West, Inc., P.O. Box 2128, Rock Springs, Wyoming 82901. EOE.

Experienced Chief Engineer for 1,000 watt AM-Long Island, New York. Top pay and benefits for the right responsible professional. Must have first-class and be able to maintain equipment to meet high standards. Contact Gil David, WGBB Radio, 1240 Broadcast Plaza, Merrick, NY 11566. E.O.E.

Needed: A responsible chief engineer for 100 k.w. FM located in the Sunbelt/Gulf Coast area. First phone required. Must be able to: Maintain state-of-the-art facility programming classical music; handle all FCC matters, remote production and recording; and assist in the acquisition (and future maintenance) of a DA AM facility (separate operation from FM). Good place to work. Salary: Open. Will help with moving expenses. Please send detailed resume, salary history, references. EOE. No phone calls. Joe Martin, General Manager, WHIL-FM, Box 160326, Mobile, Alabama 36616.

Chief Engineer for 50 KW FM and AM Daytimer. Hands-on with excellent knowledge of broadcast engineering. Resume, references, salary requirements to John Bassett, WCCM/WCGY, Lawrence, Mass. 01840. E.O.E.

Chief Broadcast Engineer KWMU-FM 100,000 watt NPR station in St. Louis active in local production needs top-notch Chief Engineer. High school graduate or equivalent, 1st Class FCC radio-telephone operators license, 3 to 4 years experience in transmitter and studio maintenance. Good salary and fringes. Application deadline: May 11, 1981. Send resumes to: Personnel Department University of Missouri-St. Louis 8001 Natural Bridge Road, St. Louis, Missouri 63121. Equal Opportunity Employer.

HELP WANTED NEWS

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.

Creative, Determined, Capable. Tape, Resume Available. Justin Shay 312-874-7111.

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 Shore Road, Asbury Park, New Jersey 07712. Station Manager, Faye B. Gage WHTG.

Sports Director medium market in Big Ten. Specializing in sportscasts, features and PBP with particular expertise in hockey. Send resume and air check along with salary requirements to: WTSO, P.O. Box 8030, Madison, Wis. 53708 EOE.

Sr. Producer, news and public affairs: Supervise news and public affairs producers in development of heavy schedule of newscasts, telephone call-out programs and special events coverage for public radio stations. Demonstrated ability to communicate effectively via radio and experience in supervising radio producers required. Minimum of two years experience in radio news/public affairs. Must have a genuine interest in public radio and a fully-developed ability to effectively interview individuals knowledgeable in diverse subject areas. BA level degree in journalism, Mass communications or related area preferred. Salary to \$19,000 depending on qualifications. Samples of air work and resume to Donald Forsling, WOI AM-FM, Iowa State University, Ames, Iowa 50011. EOE/AEE.

Wanted: News Director. 10KW full timer in Aberdeen, S.D., looking for experienced news director in medium market. Top pay/benefits. Tape-resume to KKAA Box 1770, Aberdeen, S.D. 57401.

News Director. Help set and implement policy for news/public affairs for NPR station. Supervise news staff, in-studio and remote. News writing and reporting essential. Production and management ability desired. B.A. required, preferably Journalism or Broadcast Journalism. Deadline May 6, 1981. \$14,000. The University of Alabama Employment Office, Box 6163, University, AL 35486. An Equal Opportunity Employer.

News Director needed for Midwest medium market AM-FM. AM station soon to go all news, sports, and talk. Strong on-air delivery and excellent writing a must. Sports background helpful. Resume, tape to: Media Consultants, 2504 Regent Court, Lafayette, IN 47905.

News/Director: Aggressive small Pennsylvania station seeks individual who knows how to make radio news come alive. We need a digger. 5-figure income. Resume to Box D-131.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Program Director. Supervise implementation of programming policy, including local production, acquisition and scheduling of syndicated and NPR programming. Take charge in managers' absence. Several years experience (preferably public radio) essential; supervisory experience, accounting, PR, desired. B.A. required. Deadline May 6, 1981. \$16,000. The University of Alabama Employment Office, Box 6163, University, AL 35486. An Equal Opportunity Employer.

WQSM TM Stereo Rock needs morning host/operations manager. Quality air work and production is essential. Minimum five years experience. Tapes and resumes to Paul Michels, Box 35297, Fayetteville, NC 28303. EOE M/F

Upper Midwest AM-FM operation needs program director with good production voice and knowledge of automation equipment. Send resume to Box D-102. EOE.

SITUATIONS WANTED MANAGEMENT

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 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.

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.

Operations or Gen Mgr. for your radio station. I'm currently in an operations position looking for a bigger challenge in oper. or moving into G.M. role. Have 11 years experience and knowledge of all phases of radio. Want small or medium market in Middle Atlantic states (S.C., VA, N.C., Ga.) Box D-141.

Consider degreed eight year professional of management, D.J., production, journalism, Box D-148.

503-266-1160. Let's talk! I may be that General Manager you are trying to find. At home, evenings.

Highly Motivated operations manager with outstanding track record seeking long term growth relationship with progressive organization. Experience in all formats. Box D158.

Successful GM of 12 years seeking similar position, small-medium market. Sales and promotion oriented. Deliver professional operations without substantial overhead. Cost conscious. Familiar all phases including FCC. Community-active. No nonsense family man. Best references, credentials. Prefer East, consider other. No rush. Box D-107.

SITUATIONS WANTED MANAGEMENT CONTINUED

Successful major market General Manager offers excellent background in sales, sales management, cost control, programming, FCC R&Rs, and administration. I am seeking a management position which will allow me to increase your profits and numbers. Box D-125.

SITUATIONS WANTED SALES

Ten Years Midwest Sales Experience! Promotion oriented. Bumper Sticker, local Sports, Seasonal, etc. Complete broadcast background. Box D-145.

SITUATIONS WANTED ANNOUNCERS

Attention—Northeastern U.S., Texas Gulf Stations; Available Now! Experienced afternoon drive personality. Call 414—769-6966.

Jock, Musicologist, Programmer, One-to-one communicator with 6 years Top 40, CHR, AOR. Prefer east. Currently employed. Frank 303—522-9075.

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.

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.

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.

I've paid my dues High energy, attractive, experienced female broadcaster - 2 years on-air and engineering/adult contempo-top 40. Auburn 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.

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. Burce, 512—992-4566 or 512—756-6536.

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 4½ 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.

Nice Guy will give 100 percent in any format. Ready to move now. Call 312—333-2945 or write K. Bishop, 14833 Hono, Harvey, IL. 60426.

Creative, Aggressive, Good Pipes, Adult Contemporary Preferred, Call for resume and tape. Mark 219—844-3431 or 210—844-2949.

Experienced West Coast Sportscaster seeks college football play by play position for the Fall. Write Box D-74 or call 206—538-0336.

What Can your station and a bottle of fine wine have in common? The cork. Rock, Top 40, nights or PM. drive have talent, will travel. Call 312—668-7513 or 312—530-1085. Ask for Corky.

Experienced Sports/News-caster, five years in business, college grad. Seeks position in medium or major market. Call Don 215—342-5979.

Can Do Everything and right the first time. Experienced personality morning man, A/C or modern country. If you are looking for a PD, or M.D. with drive experience, PBP talk, news, sports, I am looking for a professional solid station that is involved in its community. Call 919—851-3934, Michael.

8 years experience in all formats. Dependable. Excellent references. Pro stations only! Mike 904—255-6950 or 373 Williams, Daytona, Fla. 32018.

Turn me loose. 1½ year commercial experienced broadcast school grad with first phone seeks job in S.F. Bay area. Returning to college here, would like to work her too. Will do almost anything. 415—948-4880.

Experienced Minnesota sportscaster seeks Minor League or College hockey play-by-play position. Will relocate. Call Marc, afternoons, 218—749-4983.

How Can You say it in an ad? Tape and resume tells it all. AOR, progressive rock A/C anywhere. Some experience. Dan Sanders, 104 Charles St. Box 368 Boston, MA 02114, 617—523-4012 after 4:30 p.m.

Made My Break . . . now I want to relocate anywhere! Graduate of NY Brcdst. School Working middle market in Michigan. Format no problem, love all music. 23 yr. old male experienced in Voice Characterizations, Dialects, and Talk Shows. Call 616—946-9698 evenings.

Female-C&W Jockess Dependable-hard working ambitious-will relocate. Tape and resume available. Mary Ann Anifer, 312—254-2335 after 4:00 p.m. 4224 South Rockwell Street Chicago, IL 60632.

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.

D.J. News, play-by-play. Good voice, reader and attitude. Anywhere. Mike Smith. 1910 Manhattan Drive, Waukesha, Wis. 53186. 414—542-5833.

Talk Show Host—Consummate professional with superb reputation. National award winner. Exceptional voice, plus maturity, education, humor. Probing interviewer. Currently 'most popular' in N.E. section. Seeking Permanent re-location elsewhere. Want the Best in Your State?. Contact me! Will consider all offers. Box D-97.

Don't Pay Me—until you're satisfied I'm the right guy. Love small markets, friendly DJ/news, good production, hard worker with a "Have it your way attitude". Call Tony 914—968-4840 or Box D-112.

Sportscaster with 8 years PBP experience in all sports. Available May 1st. Resumes upon request. Box D-110.

Over 6 yrs. Experience with 3½ yrs. as music director of C/W station. Great production, lively and informative play-by-play of college and high school sports . . . College degree . . . tape and resume upon request. Box D-103.

SITUATIONS WANTED TECHNICAL

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.

Construction & Maintenance experience. Prefer new station just starting out. All inquiries answered, first good offer will be accepted. Box D-150.

Electronic tech with ASET Degree and First Phone, desires assistant CE position at AM facility in Western large market. Experienced in mostly everything; except automation, transmitters over 5kw, & DA's with more than two towers. Resume & equipment lists available. Reply to Box D-129.

SITUATIONS WANTED NEWS

Sports/News-caster—Resourceful, energetic college grad with four years experience in No. 4 market seeks position in NE Metro area. Proven writing ability. Box C-268.

Experienced West Coast Sportscaster seeks college football play by play position for the fall. Write Box C-220 or call 206—538-0336.

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.

Experienced News Man. Prefers Midwest, but will relocate anywhere. Call John 312—381-2916.

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.

Tireless, enthusiastic, responsible journalist seeks reporter position. Self-starter, experienced. Amanda Gazley 518—642-1263.

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.

Bright, Young overeager talented female looking for news and/or D.J. position. College grad, commercial experience. West Coast preferred, others considered. I'm good, really. 714—583-1617.

Free Agent Sportscaster: 8 year veteran playing out his option. Looking for a job that includes play-by-play. I do my homework and nobody works harder. Box D-136.

Trained, Talented, 3rd ticket authoritative news approached with style. Will relocate for creative opportunity with creative people. Ray Harvey 912 Powell St. No. 8, San Francisco, Calif. 94108 415—397-8651.

Experienced, quality PBP available. All sports, even wrestling. Will travel immediately. AM drive experience also. Call Steve True 715—246-2254 before noon.

Radio News Trained talented authoritative, 3rd phone creative seeks opportunity in a creative atmosphere. Raymond Harvey 912 Powell St. No. 8, San Francisco, Calif. 94108. 415—397-8651.

Exciting, descriptive PBP basketball, football, baseball, hockey, and sportscasts. Five years experience. Medium and major markets only. 612—255-0386, 10am-m-2p.m. Central Time or evenings, Gary.

Sports and Production expert can help your medium or major market station in either or both capacities. Young, Easy going, improving, experienced, and affordable. Lets talk. Box D-109.

Sportscaster: Looking for step up. Currently employed. PBP, Talk, Reporting. Excellent experience: Super Bowls Fights, World Series, NCAA Final Four. Top references. Willing to work. Box D-116.

SITUATIONS WANTED PROGRAMMING 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 station to settle into now. PD, MD & on air experience. A proven winner. Let's talk. Mike 203—324-7518.

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.

Award-winning ten-year veteran sportscaster seeks permanent midwest medium-major market situation. Dynamite PXP four major sports. Dedicated, dependable. Call 319—556-1316.

Looking for a sports director to make your sports come alive? If so, you've found him right here. 4 Years PBP & sportscasts. Will travel. Box D-151.

I Do It All. 8 Year chief engineer, AM drive announcer, PD, superior production, plus currently covering news Beat, hosting talk show, and managing station. No sales please. For the right price, satisfaction guaranteed. 414—235-5772.

Program Director with ability to deliver exciting professional sound to your radio station is available! Box D-113.

TELEVISION

HELP WANTED MANAGEMENT

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.

Search Reopened/General Manager KLRN-TV/KLUR-TV. Duties: Duties will include budget formulation and fund raising. Coordinates functions of Station Managers and operation of the stations. Represents the stations within the communities of Austin and San Antonio. Functions as a liaison between the stations' staff and the Board of Trustees of the licensee, Southwest Texas Public Broadcasting Council. Applicants may also be required to serve as Station Manager at KLRN/San Antonio or KLUR/Austin. Minimum Requirements: Ten years experience in the broadcast industry, the last five years of which should be in high-level station management. Must have working knowledge in all areas of station organization and operation. PBS experience not required. Salary: Commensurate with experience and qualifications. Position Closes: April 30, 1981. Send resume and Salary Requirements to: Mr. Paul Braymen, KLRN-TV 9, P.O. Box 9, San Antonio, Texas 78291. EOE/Affirmative Action Employer.

Director of Development and Community Relations—Directs Development and Public Information personnel for top-rated public television station. Supervises and administers voluntary support, development, and community relations programs. Prepares grant and underwriting proposals and actively seeks grant support. Plans and develops annual funding programs. Responsible for development of community relations and station image within the community. Requires BS/BA in Communications or related field (Masters preferred). Three years in PTV development; or equivalent demonstrated marketing capabilities in public television, commercial or non-profit entities. Minimum: \$18,000. Contact Richard Lehner, WUFT-TV, 2000 JM, University of Florida, Gainesville, FL 32611. Women and Minority applicants encouraged. Deadline: May 11, 1981.

Commercial Manager with sales know-how and administrative ability for VHF in good Southwest market. E.O.E. Box D-133.

Business Manager: Rochester, N.Y. NBC affiliate seeks college graduate, accounting major, supervisory experiences with skills in general ledger, payroll and budgets. Send resume with salary history and requirements to James C. McCreary, Ziff-Davis Broadcasting Company, One Park Avenue, New York, N.Y. 10016. EOE.

Manager, New Hampshire Public Television: Under policy set by a Board of Governors and through procedures of the University of New Hampshire, direct and be responsible for the future planning and current operation of all aspects of New Hampshire Public Television. Candidates should have a minimum of ten years' management experience and a background in public television. A Bachelor's degree is required and a Master's degree is preferred. Salary range: \$24,000-\$36,500, starting salary negotiable. Forward resume by May 8, 1981, to T. Holmes Moore, President, Board of Governors, New Hampton School, New Hampton, NH 03256. AA/EOE.

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.

National Sales Manager Wanted top 10 market; group owned; mid-east station seeking National Sales Manager; Local station experience desirable in addition to strong National exposure. Send resume to: Box D-122. Equal Opportunity Employer.

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.

Dominant CBS Affiliate in Chattanooga has opening for experienced professional. 27 to 28K to start. Contact Ben Cagle—WDEF-TV, 3300 South Broad Street, Chattanooga, TN 37409. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Newsman-Announcer with mature voice and good on-camera delivery for Gulf Coast Station. E.O.E. Box D-152.

HELP WANTED TECHNICAL

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.

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.

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.

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.; P.O. 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.

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.

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.

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.

Technician: Minimum 3-5 years experience in studio maintenance. Prefer person with strong background in video tape maintenance. Send resume and salary requirements to Clarence Mosley, Director of Engineering, WINK-TV, P.O. Box 1060, Fort Myers, Florida, 33902. EOE.

Assistant Director for Engineering—for studio and field technical operation needed by four-station TV network. Applicant should have demonstrated skill and extensive experience in all areas of TV studio operations and maintenance including video tape plus supervisory experience. Salary Range: \$24,082-\$32,500 depending upon qualifications. Send resume to Herbert P. Michels, N.J. Public Television, 1573 Parkside Ave., Trenton, NJ 08638. (EEO).

TV Maintenance Engineer: Upstate New York UHF seeking person with electronic background for studio and transmitter maintenance. First phone required. Send resume to Chief Engineer, WUTR-TV, P.O. Box 20, Utica, New York 13503. EOE M/F.

Television Studio Supervisor: Individual must have strong background in studio engineering with some production experience desirable. Supervisor will maintain, repair, schedule and monitor video and audio production equipment and facilities as well as assist in college productions. Starting date: July 1, 1981. Application Deadline: May 8, 1981. Send three letters of reference and vita to: Dr. Denton B. May, Academic Dean, King's College, Wilkes-Barre, Pa. 18711. An Equal Opportunity/Affirmative Action Employer.

Top 5 Group owned station searching for super Photographer/Editor. A minimum of three years experience shooting and editing stories or features. You will be an integral part of a highly skilled shop with the cream of the crop producing the best EVENING/PM in the country. The challenge and the variety is yours with room for promotion if that is your choice. Send resume and tape to: Box D-123. Equal Opportunity Employer.

HELP WANTED NEWS

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.

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, Po 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, PO 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.

News Reporter: Central California NBC affiliate is looking for a professional newswoman, 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.

HELP WANTED NEWS CONTINUED

Reporter. Bright, enterprising go-getting 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.

Needs 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.

Managing Editor to top 100 market in the south. This person would assign and direct a staff of about 30 hard working, aggressive journalists. If your goal is to wind up as a News Director with a top notch organization that believes in news, then let's talk. Write Box D-128. EOE.

Anchor—Highly competitive medium market net affiliate looking for anchor for early and late newscasts. Must be a warm, friendly, excellent communicator who enjoys reporting. EOE. Resume, references, and salary requirements will be kept in strict confidence. Reply to Box D-130.

Farm Director to do morning show, noon segment and farm reports in expanding 70's market. Must be good communicator. Box D-137.

Weatherperson needed for growing station. Must be able to make weather interesting and understandable. Will also have additional duties as science reporter. Send resume and resume tape to Dick McMichael, News Director, WRBL-TV, Box 270, Columbus, GA 31994.

TV News Reporter. Minimum one year experience or college degree in journalism. Chance for an aggressive reporter to join growing news operation. Send resume and resume tape to Dick McMichael, News Director, WRBL-TV, Box 270, Columbus, GA 31994.

Experienced producers, reporters, photographers, needed now. Cassettes resumes, writing samples and salary requirements to Ron Scott, Vice President News and Operations. KTVH, Box 12, Wichita, KS. 67201.

Top 50 market news leader seeking reporter with anchor potential. EOE. Send VCR and resume to Bob Brunner, News Director, P.O. Box 2115, Huntington, WV 25721.

Bureau Chief for a city of 100,000, Upper Midwest. You'll be in charge of a two person bureau, plus part time help, newscast, ENG and film gear, live remote van, and attendant gear. You'll microwave back live and taped reports. This is a position for an experienced TV field reporter ready to take on more responsibility. Equal Opportunity Employer, and Affirmative Action. Send letter and resume to Box D-114.

We lost our last photographer to Norfolk and our latest to Washington, D.C. We are seeking an ENG photographer/editor to handle a bevy of news stories. Minimum 1 year experience. Send tape and resume to Don Feldman, News Director, WMTD-TV, Box 321, Salisbury, MD 21801.

Experienced Reporter needed for 6-11 p.m. anchor position at No. 1 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. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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, 1220 19th St. Northwest, Washington, D.C. 20036. All tapes will be returned. An equal opportunity employer.

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 18131. An Equal Opportunity Employer.

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. E.O.E.

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.

Executive Producer: Supervises and producer/directors in production of all national and local programing. Includes preparation of production budget and program proposals. Req: 5 yrs exp as producer/director, with national credits, and supervisory experience. MA preferred. Resume to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Art Director. Design/develop visual elements for television with a strong emphasis in instruction. Supervise creative staff. Manage art department budget. Assist in production planning. BA or BFA required. 4-5 years experience in television or related media. Salary range 14,000-16,000. Deadline: April 30, 1981. Contact: Paul Stankovich, University of Wisconsin-Stout, Menomonie, WI 54751.

Producer/Director. Must have at least three years of directing experience. Heavy in news and commercial production. Group owned station in new facility needs a top-line director immediately. Send resume and tape to: Production Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. No phone calls please. An Equal Opportunity Employer.

Television Program Director: Midwestern Network Affiliate in second 50 markets has immediate need for creative and resourceful Program Director. Must be experienced in production, FCC procedures, and program buying, as well as people management and supervision. Send resume and salary requirements to Box D-153. An EEO employer.

Promotion Director: Pacific NW VHF seeks Promotion Director. Includes conceiving marketing concepts. Creation and execution of on-air and other media promotion. Sales promotion experience helpful. Budget/staff supervision duties included. At least two years promotion experience at a commercial TV station essential... preferably at an independent. Small town living, city wages. Send tape and resume to Margot Wilson, KVOS-TV, Box 1157, Bellingham, Washington 98227. Or call 206-671-1212. An Equal Opportunity Employer.

Promotion Director—Northeast ABC affiliate now accepting applications for Promotion Director. Experience and strong creative abilities a must. Should have excellent writing and production skills to insure strong on-air promotion. Excellent opportunity with group-owned station for individual with ideas and enthusiasm. Send resume and salary requirements to Box D-118. An Equal Opportunity Employer.

Director of Programing/Operations—Coordinates, supervises and directs broadcast programing and operations for public TV and Radio joint licensee in California. Requires: BA/BS in Telecommunications or related field and two years supervision of TV programing/production. Salary: \$19,752 to \$23,844 plus full benefits. Applications must be postmarked by May 9, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

Producer/Director: Applicants must have a minimum of two years full time experience producing/directing news and location production. Send complete resume and cassette to: Guy Davidson, Production Manager, NTV Network, P.O. Box 220, Kearney, NE 68847. NTV Network is an equal opportunity employer.

TV Director/Producer: Medium sized Midwestern market station looking for creative director/producer whose emphasis has been newscast directing, local public affairs programing, and commercial production. Must have current knowledge and skills in TV production and directing, 1-2 years current commercial TV experience in directing and production; A B.A. in telecommunicative arts or strong mjinor, demonstrated ability with both studio productions and ENG small-format production and editing. Salary \$14,860 depending upon current experience and training. Send complete, current resume and VTR to Fred Kalamaja, Production Manager, WOI TV, WOI Building, Ames, Iowa 50011. A.A.E./E.O.E.

TV Services Department administrator to manage all aspects of the Department in a University media unit; to supervise the design, development, production and evaluation of television and other media procedures; assign and supervise subordinate personnel, plan and account for budgets. Requires B.A. plus minimum of three years experience. Approximate starting salary \$20,000. Send letter and detailed resume postmarked by May 8, 1981 to Search Committee, Television Services, University of Wisconsin-Milwaukee, P.O. 413, Milwaukee, Wisconsin 53201. Women and Minorities are urged to apply. An Equal Opportunity (M/F) Affirmative Action Employer.

Promotion Manager—Medium market southeast ABC affiliate seeking aggressive TV promotion professional. Strong in on-air, print, radio, and overall station image promotion. News promotion experience a must. Applicants should send confidential resume and salary requirements to Box D-121. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Sales Manager. On street experience in newspaper, radio, TV. 12 years as GSM for affiliated TV middle market station. Strength in motivation, training and administration. Box D-135.

Man, highly experienced in areas of TV programing and talent. Seeks new affiliation that will use his extensive knowledge of the entertainment field, excellent administrative skills and ability to deal with people. New York area preferred, but free to travel. Box D-111.

SITUATIONS WANTED ANNOUNCERS

Take me out of the unemployment line and I'll bust my butt for you. Sports reporter, anchor with major market experience. Three year vet. Tape available. Dave 217-224-9053.

SITUATIONS WANTED TECHNICAL

Brrr—Alaska's too cold. Experienced switcher, tape operator wants to relocate. 907-279-4279.

Experienced Switcher: First Phone. Extremely proficient in all aspects of TV station operation: switching, VTR, ACR-25, projection, audio, Chryon, etc. Excellent references. 28 years old, very conscientious. Currently attending law school. Available for SUMMER employment on June 15th. All markets considered. Ed Solomon, P.O. Box 30, Syosset, NY 11791. 516-367-3771.

BA in Radio-Television—Film anxious for entry level production opportunity. Jan 414-321-2283, 3324 South 90 Milw., Wisc. 53227.

SITUATIONS WANTED NEWS

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.

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.

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.

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.

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.

Reporter: Young, aggressive, hard-working journalist looking for a challenging position with a medium market station. May grad with experience. News, sports, or a combination of the two. Call 815-758-0233 or write Box D-134.

Looking for first TV reporting position. Extensive radio experience. Reply Box D-142.

Sports Anchor/Reporter TV/R—Looking for entry level position. Solid Radio Sports Background. Willing to relocate. B.A. Communications. Call Jon 617-252-3056.

Meteorologist. 5 years medium market. Master's Degree, AMS Seal. Looking for new challenge in larger market. I make weather understandable. Box D-139.

Experienced sports director seeks new challenge in larger market. Talented, organized and ready to produce. Call 702-826-1714 mornings.

Sports Anchor/Reporter with 3 years of television experience seeking exciting, new challenge in medium market. Strong production skills. Call 213-943-3017.

Break In Position, sought by energetic individual currently working as radio announcer experienced in ENG camera operations, control track editing, lighting, switching and audio, minority, first class license. Contact mornings and afternoons 209-465-7739.

Reporter/Producer. Experienced, aggressive, highly creative NY journalist seeks position as reporter-producer. Excellent interviewer. Marketable personality. Produced acclaimed ENG documentaries for major market. MA, Journalism. Will relocate. Alan B. Goldberg, 212-777-2578 or Box D-106.

Anchor: Best of the new breed. Reporter writer, producer. Number one, experienced. Masters Degree, team player. If you are committed to winning, let's talk. Box D-108.

Business/Economics reporter-producer; knowledgeable, creative and experienced. Box D-117.

Magazine Entertainment/Information Host. Currently working Major Market Radio and Television. Experienced at news, commercials, personality radio and TV. Will relocate for creative, challenging opportunity and quality TV operation. Top 20 market, OK. Box D-120.

Former Network News Correspondent with recent management experience. Seeks News Director's position in medium market or Executive Producer's job in major market. Resume and references on request. Box D-122.

Anchor Professional—First-magnitude communicating power, projecting authority and believability. Top-line general and initiative reporting, writing, interviewing skills. Interested anchoring and/or reporting with station needing solid broadcast journalist. Box D-124.

Emerson College Grad. with four years radio & two years TV News experience seeks TV Reporting job. Write Box D-127 or call 617-536-5277 for resume and tape.

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 TKTKTK.

Ambitious ENG Editor. Wants to learn computerized editing. Experienced in 2 inch, 1 inch, and 3/4 inch format. Award winner. Desire magazine or production. Looking for an opportunity that shows good growth potential. Currently working in L.A. but will relocate for the right job. FCC 1st class. Stosh Jarecki—805-526-8750 before 2 PM PST.

Production Team: Two experienced individuals seeking job opportunities. Willing to travel, low salary requirements. Send inquiries to: 187 East 3rd St., Deer Park, N.Y. 11729.

BA graduate with degree in media production seeking entry level position in radio, television or film production. Still photography, news writing, ENG, film experience and television internship. Will Relocate. Linda 617-471-6185.

Creative, Hard Working Talk Show Assoc. Producer looking to relocate. Currently working in top 20 market. Call Trish 301-679-0656.

Public Relations/Promotions Experienced (PR/Promotions) in top 10 market as photographer/writer for "PM Magazine." B.A. in R.T.V.F., aggressive, self starter. Jeff Harris, 301-434-8653.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Public Relations If you are a qualified PR pro that could be challenged by an opportunity to make BIG things happen for our major religious radio and TV clients, then contact: Philip Wallace, VP/Account Management, Michael R. Ellison Advertising, P.O. Box P, Bellingham, Wash. 98227, 206-676-1261.

Account Executive Our accounts are major religious radio & TV broadcasters. We are looking for a true professional with a lot of well-organized energy, keen sensitivity, and the ability to follow through to great accomplishments. This highly specialized field demands high ideals and genuine sincerity. This is a rare chance to work with a company that is an acknowledged, pace-setting leader. Contact Philip Wallace, VP/Account Management, Michael R. Ellison Advertising, P.O. Box P, Bellingham, WA 98227, 206-676-1261.

HELP WANTED SALES

Very high commission potential with possibility of a future management position in rapidly growing media weather service company. Must be willing to travel extensively for a few months. This is an opportunity for the right individual to move into the big time. Call Tom Baxter, Weather Station, Inc., 405-364-9950, or send resume to 101 N. University Blvd., Norman, OK 73069.

HELP WANTED ANNOUNCERS

Experienced announcer with ability to project personality in an authoritative confident format needed to broadcast weather forecasts over the phone to stations all over the country. Send tape and resume to the Weather Station, Inc., 101 N. University Blvd., Norman, OK 73069.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Photographic Resource Specialist—Advise, plan and produce materials for a University media unit. Must be experienced and highly skilled in all phases of still, electronic media and motion picture production and presentations. Some developmental and administrative duties. Five years, minimum professional experience. Bachelor's degree or equivalent. Approximate starting salary \$15,000-\$16,000. Send letter and resume postmarked by May 23, 1981. Search Committee, Educational Communications Division, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI. 53201. Women and minorities are urged to apply. Equal Opportunity Employer. (M/F) Affirmative Action Employer.

HELP WANTED INSTRUCTION

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.

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.

Need Collins 20-V2 1 Kw AM transmitter for parts, or parts for same. Robert Ward 704-873-4343.

Wanted Potomac AM Field Intensity Meter, model FIM-21 or FIM-41. Bill Barry, WAMB, Nashville, Tennessee, 615-889-1960.

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.

GE TT 57 30 kw UHF transmitter, \$65,000.

GE TT-25 UHF-TV Transmitter, \$18,000.

RCA TT-10AL VHF Transmitter—\$5,000.

Complete film island—GE-Eastman—\$28,000.

TR-22 RCA Hi-Band VTR—\$12,000.

IVC 500A Color Camera—ea. \$4,500.

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 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.

FOR SALE EQUIPMENT CONTINUED

New 5 KW Hi-Band VHF transmitter—Never used, in factory creates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$35,000. 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/each, available for \$7500 for the pair or \$4000 each. Contact Fred Osler, CVP, Inc. 502-583-5732.

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 McIntosh 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.

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; Sintronic 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-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. 314-334-6097.

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.

Audio Console Bargains! Blank recording tapes. Write for catalog. Box 213, Dunkirk, MD 20754.

3 PC-70 cameras with good tubes, several hundred feet of TV81, pan tilt heads and numerous spare lenses. Contact Fred Osler 502-583-5732.

Collins 831-D1 2.5 Kw FM transmitter with 310-Z1 exciter, Mint Cond. contact Robert Ward 704-873-4343.

Micro-Trak 6-Channel Stereo Console, type 661S, \$1,500.00. Moseley STL Aural System (transmitter and receiver), type PCL-303. \$1,950.00. All equipment brand new, Bill Barry, WAMB, Nashville, Tennessee, 615-889-1960.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. 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, \$145,000 takes it all. Call Bill Kitchen, Quality Media Corporation 800-241-7878 (in GA. call 404-324-1271) for further details.

Traffic System—2 complete traffic systems, 4 week ahead visible wheel. One legal size, 300 frame capacity, includes 260 frames, \$1,995.00. One letter size, 200 frame capacity includes 150 frames, \$1,250.00. Large quantity of data flex strips, 100/box, \$30.00/box. Contact Dale Williamson, First Media Corporation, Box 8550, Washington, D.C., 20027, 301-441-3561.

Remote Broadcasting equipment. Call after 5 PM weekdays. Ask for Gene 607-522-7970.

Used 300' AM Goyed Utility Tower. Includes Beacon & Light fixtures. \$6000.00. Ed Urner, 2124 F St., Bakersfield, CA 93301, 805-324-9743.

RCA-5 10 kw usable for parts. Easily accessible for truck shipment. Assumed to be 10-B circa 1948. Will accept reasonable offer. Call Broadcast Consultants Corp. 703-777-8660.

Collins Stereo Generator new 786-VI for only \$1,498.50. Was originally \$1,665.00. Call Art Reed at Broadcast Consultants Corp. 703-777-8660.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call System Associate to receive our free flyer of equipment listings. 213-641-2042.

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, \$300. 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.

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. "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.

Professional production service. Reasonable. JD Productions, 4607 Baxter Dr., Charleston, WV 25302.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

Need Audience Research? Let our twelve years of broadcasting research experience help you. Contact Authors and Anthropologists Services, PO. Box 919, Kalispell, MT 59901, or call E.B. Eiselein at 406-755-1857.

Looking for a voice? Writing and production of commercial copy, character voices, custom ID, breakers, frames, film narration, A-V presentations. We have the equipment and the talent. For info and demo, write: PRR Communications, Box 821, Altoona, PA 16601.

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.

Audio Animation: Now you can afford unique and entertaining radio spots that deliver results ... and Clio's! Each spot is O'Brien & Hutchinson Creative Services, 11811 Lake Avenue, Suite No. 108, Cleveland, Ohio 44107.

Your Child's Health—Bill Cullen will host. Informative, free-of-charge programming. Five new 2 minute programs per week. Furnished as a special service of Colgate-Palmolive. Potential adjacency advertisers can be guaranteed a minimum of 26 weeks of Monday thru Friday programming. Over 250 stations have already reserved. First come get the exclusive for market area. Contact D.J. Clark Enterprises, 41 East 30th St., N.Y., N.Y. 212-686-3777.

EMPLOYMENT SERVICES

Radio Jobs!!! Placement!!! "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Box 852, Saco, ME 04072.

"Radio" A compendium. It's future and where the job opportunities are now. Mail \$10.00 to: Broadcast Arts, PO. Box 2369, Alderwood Manor, Wa. 98036.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC.C. 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. PO. 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.

KIIS Broadcasting Workshop in Hollywood Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top L.A. radio-TV Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 212-462-5600. "Where tomorrow's broadcasters are today."

BUSINESS OPPORTUNITY

List of largest cities without local radio/TV, 1980 census. Helpful for new FM/LPTV, \$10 per state list. Broadcast Planning, Box 42, Greenwood, Ark. 72936.

Travel Magazine Local affiliates being selected for expansion of leading U.S. travel magazine. Presently reaching 1,200,000 readers weekly in 60 regional editions. Excellent profitability and management training provided. Contact: Roger Thrailkill, TRAVELHOST Magazine, PO. Box 31768, Dallas, TX 75231. 800-527-1782.

Radio Broadcasting School Beautiful Downtown San Francisco facility. State approved. Great potential. Terms available. Box D-115.

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.

RADIO Help Wanted Sales

LOCAL SALES MANAGER

Experienced, local sales manager position available, KARM/KFIG AM/FM, Fresno, California. Excellent retail selling background and good managerial techniques. We are a fast-growing, five station, California group. Call or send resume to: Judy Currier, PO Box 21248, San Jose, CA, 95151 (408) 274-1170. Equal Opportunity Employer.

**Help Wanted Sales
Continued**

Sales

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OUTSTANDING OPPORTUNITY**

... With Arbitron's Northeast Radio Region ... Fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our Radio Station Sales Department.

The person we're seeking should have at least 5+ years experience in radio broadcast sales and/or related fields. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence, to:

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The Arbitron Company
1350 Avenue of the Americas
New York, NY 10019
An Affirmative Action Employer



Help Wanted Management

**SENIOR ACCOUNTANT
PARK CITY COMMUNICATIONS
BRIDGEPORT, CONNECTICUT**

Park City Communications, (and pending FCC approval—Katz Broadcasting Company) a rapidly growing group broadcaster, needs an experienced people-oriented person to assume major responsibilities in key areas of the company's financial operations, including maintenance of general ledger, preparation of monthly financial statements, and assistance in installing a company-wide computer system.

This is a ground floor opportunity to help build and grow with a company providing the freedom and environment necessary for personal growth and achievement. You will report directly to the Controller and work with results oriented people in a new facility in beautiful Fairfield County, Connecticut.

Position requires B.S. in Accounting and a minimum of two years practical accounting experience.

Please send a detailed resume to Michael Weinstein, Controller, Park City Communications, Park City Plaza, Bridgeport, Connecticut 06604. All inquiries will be held in confidence.

Park City Communications is an Equal Opportunity Employer M/F.

Help Wanted Programing, Production, Others

OPERATIONS MANAGER

Unique opportunity for Operations Manager with successful ratings track record including effective and creative promotion and fine tuning of format. For Beautiful Music station in Top 10 market that believes changes are needed in the '80's—Soft contemporary vocals and sophisticated instrumentals to attract 25-49 listener. Are you the person that can help develop our "Contemporarily Beautiful" air sound? One of America's most desirable cities and one of the industry's most prestigious group owners seek the best in the business. All replies held in strictest confidence. Send resume to Box D-29.

AN EQUAL OPPORTUNITY EMPLOYER

If you're Looking, We're Listening

Frank N. Magid Associates, the country's leading research and consultation firm, is once again expanding its radio talent placement service. We're looking for tapes and resumes of individuals involved in all aspects of radio programming who might be appropriate for our ever-increasing list of client stations. We service all formats and all market sizes. We are interested in hearing from on-air talent and from managers, programmers, salespeople and broadcast engineers. If you're looking to expand your horizons, we'd like to hear from you. We promise you won't get lost in the shuffle. Tapes and resumes should be sent to:

Frank N. Magid Associates
Radio Talent Placement Service
One Research Center
Marion, Iowa 52303

Help Wanted Announcers

Telephone Talk Host

Major market News/Talk station has opening for host who's well-read, glib and opinionated. News and/or talk program experience helpful. Send resume and salary requirements to Box D-154.

E.O.E.

PERSONALITY TEAMS

California Broadcast Group looking for successful personality teams, any combinations of teams are encouraged, i.e., personality/news teams, male/female teams, D.J. teams. Resumes and tapes to: Bill Weaver, PO Box 21248, San Jose, CA 95151. Equal Opportunity Employer.

Help Wanted Technical

CHIEF ENGINEER

Wold Communications, a broadcast common carrier, seeks qualified applicants for total engineering responsibility of our Washington area operating center and satellite earth station. Must have First Class FCC license and working knowledge of broadcast and microwave systems. Equipment maintenance skills required. Position requires heavy organizational skills and management of staff of engineers and operators. Salary commensurate with qualifications. Excellent benefits.

For interview call: 703/442-8550
Or send resume and salary requirements to:

Jon C. Schwenzer
Wold Communications
8150 Leesburg Pike
Vienna, Virginia 22180
Equal Opportunity Employer

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a division of Robert Wold Company

**Help Wanted Technical
Continued**

Broadcast Engineers

•Camera•Videotape•Transmitter

Bored With Your Job Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service television cameras, television tape recording equipment, and/or transmitting systems. A digital background, and experience in the maintenance of television broadcast and related equipment are necessary. RCA equipment experience is a real plus.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and income savings, dental and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: John Thayer, (609) 778-0770, RCA Service Company, 102 Galtier Drive, Mt. Laurel, NJ 08054. An Equal Opportunity Employer.

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Situations Wanted Management

GENERAL MANAGER-RADIO

Experienced all phases. Desires medium to large market as G.M. Family man mid 40's. Same location in small s.e. market for past 25 years. Salary requirement minimum \$50,-000.00 per year. Box D-105.

23 YEAR PRO

Seek G.M. position in Texas or West. Heavy experience from small to major market in all aspect of broadcasting, including former station ownership. 713-820-0271.

Situations Wanted Programing, Production, Others

Imaginative conceptualization is the goal of this
Determined radio producer. No matter the program,
Every listener counts. News, talk, sports and music
Are specialists. To get the most from your format,
Shouldn't you have a dependable pro on your team?
Box D-90

Situations Wanted Announcers

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.

WANTED: PLAY-BY-PLAY

9 year major market pro, married, family man looking for firm pbp commitments. Currently employed, programming change coming. Extensive experience includes NFL, Major College Football, NBA, Major College Basketball, Major League Baseball, Major League Hockey & NASL. Both radio & TV pbp. Very experienced in sports talk, sports reporting & interviews. Box D-144.

Situations Wanted News

Award Winner

Recent CAPTRA award winner for best PBP. Unique and spontaneous sports reporter. Looking for right opportunity. Contact:

Gary Miller
5345 Ensenada Avenue
Atascadero, CA 93422
(805) 466-8460

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8 years PBP. As exciting and descriptive a basketball announcer as you'll hear. Also quality football, baseball, hockey and sportscasts. Medium & major markets only. 612-255-0386, 10 am-2 pm & eves., Central Time, Gary.

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.

TELEVISION

Help Wanted Technical

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.

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.

Help Wanted Programing, Production, Others

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)

PM magazine

America's No. 1 Syndicated Show seeks the best in the country to work in the National Office in San Francisco. This skilled communicator will advise member stations on all aspects of the show and will help screen and select material for national syndication. Prior PM/EVENING MAGAZINE experience a must. Qualified applicants should send resume to Box C-188. An Equal Opportunity Employer.

PM magazine

Now accepting applications for story producer on top-rated PM Magazine. Prior PM/Evening Magazine experience a must. Winning applicant will also be able to direct final mix of each program. Send resume and cassette (no phone calls please) to:

Ed Herbert
WKRC-TV
Cincinnati, Ohio 45219
An Equal Opportunity Employer

Help Wanted News

Attractive co-host

for PM Show needed by WFMY-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.

SPORTS ANCHOR

Weekend sports producer/anchor: 3-Day week. Experience required. Contact: Jay Moore, ND, WTVR TV, 3301 W. Broad Street, Richmond, VA. 23230. EOE.

DALLAS

We have an immediate opening for a sports anchor/reporter. Must be able to report from the field as well as from the anchor desk. Tape should include examples of field reporting and anchoring. Please send tape and resume (no phone calls) to:

Bill Vance
News Director
KXAS-TV
P.O. Box 1780
Fort Worth, TX 76101

WTVJ/MIAMI Sportscaster

We are seeking an on-air sports reporter/anchor. Minimum two years TV experience required. Excellent salary and company benefits. Send resume & salary requirements to:

Manager of Employment
P.O. 010787
Miami, Fla. 33101

Equal Opportunity Employer M/F

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.

Situations Wanted Management

SAVVY BROADCAST/CABLE EXECUTIVE

Solid background in management of major market indie station operations, program development and promotion. Advertising sales and cable TV marketing experience, as well. Seeking management opportunity with progressive company. Excellent references. Box D-126.

Situations Wanted Programing, Production, Others

EXECUTIVE PRODUCER HOST AND ORIGINATOR

of the only cable TV show nominated for an EMMY, wants a challenging post as host/producer of an interview/discussion series. Provocative programming, sometimes controversial and always entertaining, is the specialty of this author/attorney who can bring together all the elements for successful, quality productions. Prefers East Coast. Contact: J. Alan Ornstein, 230 Park Avenue, New York, New York 10017 (212) 687-8930.

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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.

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For Sale Equipment

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.

New & Used Towers
5000 ft in stock
Financing Available

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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.

ALLIED FIELDS

Help Wanted Programing, Production, Others

Market Research

RESEARCH ANALYST

Arbitron, one of the nation's leading radio and television audience measurement firms, is looking for an experienced Research Analyst to join our Research department. The research environment will center on state-of-the-art issues in audience measurement.

Requirements include:

- A degree, preferably a Master's degree, in the social sciences or statistics
- 5 years experience in data analysis and a working knowledge of univariate and multivariate statistical techniques
- A demonstrated ability to manage research projects and supervise support personnel
- Ability to conduct computer-based analyses

Person will be responsible for maintenance of a high standard of quality in the data analysis stages of research. Also responsible for interpreting data and manufacrtur preparation.

Salaries competitive. Benefits excellent. We're located in a convenient Washington, D.C. suburb. Interested candidates should send resume with salary requirements to:

S.C. Bardos
Personnel Administrator

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A RESEARCH SERVICE OF
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We're an international production/distribution company with headquarters in Central New Jersey, just 35 minutes from the Lincoln Tunnel.

We're expanding.

We're looking for a research director who can supervise a department, analyze market situations and write clear, convincing presentations.

If you're that person you'll work in an easy, informal atmosphere away from the stress of the city. There are excellent company benefits, including pension profit sharing, full medical coverage—and room for advancement.

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Increase your chances for a successful outcome of your FCC LPTV application. Obtain the services of a long-established, top-quality firm. "Only those applications that are engineered with care and certified by a technically qualified individual will be accepted for filing and processed". FCC Notice JP ASSOCIATES, INC.
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Broadcasting Company seeks to buy radio stations. Minimum station revenue \$325,000. Confidential. Principals only.

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The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series
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For Sale Stations



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BROADCAST
SERVICES**

919-623-3000

P.O. BOX 647

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A DIVISION OF EDEN REALTY COMPANY INC.

628 WASHINGTON ST., EDEN N.C. 27288

For Sale Stations Continued

FOR SALE BY OWNER

Powerful full time AM-FM single station market, located in northeastern state. Terms no brokers, Box D-117.

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when you're playing defense.*

**J. ARYMAN
COMPANY**

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Atlanta daytimer-PSA-1K. Excellent facilities. Financing available. 804-623-6262.

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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.

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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.

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24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
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Brokers and Consultants

SUNBELT COMBO

Class C FM and low frequency AM in growth market \$3 million cash.

Details available to qualified buyers on this exclusive.
Contact Bob Kimel or any associate of The Horton Company.

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- 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. \$30,000 down.
- 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.
- 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.

Let us list your station. Confidential!

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Media Brokers

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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
MS	AM & FM	475K Small
WI	FM	700K Medium
SC	AM—Downpayment 25K	

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Our 32nd Year of Service
To the Radio Industry

Big Dreams Start Small



These special children have dreams, but they need help to make them come true. They're patients of St. Jude Children's Research Hospital.

Danny Thomas had a dream many years ago of building a clinic. The clinic turned out to be St. Jude Children's Research Hospital, now the largest childhood cancer research center in the world.

The children treated at St. Jude come from all over the world with the most devastating diseases known to man. Through long years of research the doctors have been able to dramatically increase the long term survival rate of these children.

With continued support we can make the dream of never losing another child to cancer a reality. For information on how you can make this dream come true, please write St. Jude Children's Research Hospital, P.O. Box 3704, Memphis, Tennessee 38103, or call 1-800-238-9100.



Danny Thomas, Founder

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RESEARCH HOSPITAL**

For Sale Stations Continued

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Only all-information/news format in this beautiful resort area of affluence & commercialism. It is a major/medium market. FINEST EQUIPMENT available. No. 10 ON-AIR TALENT! TOP SALES FORCE! Just went 10KW.

This is a sleeping bonanza.

\$800K with Terms
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AM/FM in Growing East Coast Area
Gross in Excess of \$400,000;
Cash Flow \$140,000
Price \$1,100,000, including Real Estate

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STATION

W	Small	Fulltime	\$116K	\$34K	Greg Merrill	(801) 753-8090
S	Small	AM	\$250K	\$60K	Bill Chapman	(404) 458-9226
MW	Small	AM/FM	\$525K	Terms	Bill Whitley	(214) 387-2303
NW	Small	Fulltime	\$550K	\$160K	Ray Stanfield	(213) 363-5764
MW	Small	FM	\$675K	\$202K	Jim Mackin	(312) 323-1545
MW	Metro	Fulltime	\$1700K	\$600K	Peter Stromquist	(218) 728-3003
E	Sub	AM	\$255K	\$75K	Bob Connelly	(603) 431-3421

CONTACT

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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 appropriate 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 printing 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.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$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 advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books for Broadcasters

T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

T469 ALL-NEWS RADIO by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$16.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

Please send me book(s) number(s) ____ My ____ payment is enclosed

Name _____

Firm or Call Letters _____

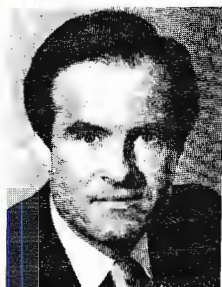
Address _____

City _____

State _____ Zip _____

Fates & Fortunes

Media



Burchill



Lyman

Thomas Burchill, VP-general manager, RKO Radio Network, New York, named president, responsible for existing radio network, and proposed two additional network services, RKO II and RKO III (BROADCASTING, April 13). **Jerry Lyman**, senior VP, RKO's FM Radio Division, and senior VP-general manager of its WGMS-AM-FM Washington, named president. He will be based in Washington.

Vincent Bendict Jr., VP-sales CBS Cable Division, New York, named VP-general manager of CBS-owned WCAU(FM) Philadelphia.

Bob Moore, general sales manager, KHTZ(FM) Los Angeles, named general manager.

Ronald Handberg, director of news and public affairs, WCCO-TV Minneapolis, named general manager. **Paul Arnsen**, director of marketing, WCCO-TV, named station manager.

Edna Herbst, VP-secretary, KCRG-TV Cedar Rapids, Iowa, named assistant general manager of KCRG-AM-TV.

David Crowl, station manager, WLWQ(FM) Columbus, Ohio, named general manager.

Dick Deason, executive director of Alabama Broadcasters Association, Mobile, joins WMOB(AM) there as general manager.

Edward Weiss, director of sales development for group owner, Mann Media, High Point, N.C., named general manager of Mann's WKIX(AM)-WYYD(FM) Raleigh, N.C.

Jim Stevens, sales manager, WDOO(AM) Chattanooga, Tenn., joins WYXI(AM) Athens, Tenn., as general manager.

Scott Hooper, program manager, WBVD(AM) Beverly, Mass., joins WNB(AM) Newburyport, Mass., as operations manager.

George Miles Jr., station manager of Group W's WPCQ-TV Charlotte, N.C., named to newly created post of VP-controller for Group W's television group, based in New York. Miles's post at station will remain unoccupied for time being.

John Thorne, VP corporate development, Cox Cable Communications, Atlanta, joins Cosmos Broadcasting, Columbia, S.C., as VP-planning and development. **Richard Coulter**, general manager, Cosmos's WIS-TV Columbia, named VP-operations for Cosmos. **James Sefert**, VP-corporate development, Cosmos, named VP and succeeds Coulter.



Educational. At its annual meeting preceding the NAB convention in Las Vegas last week the Broadcast Education Association chose five college students for scholarships and elected officers.

Winners of \$1,250 scholarships given in memory of Harold Fellows, former NAB president, were Keith Jennings, Arizona State University; Mary Anne Lewis, Point Park College, Pittsburgh; Susan Marie Rosman, Central Michigan State University; James B. Weaver, University of Georgia, and Elliot Klein, New York University.

Re-elected BEA president was Clint Formby, KPAN-AM-FM Hereford, Tex. Dr. Donald Kirkley, University of Maryland, was re-elected vice president, and Peter K. Orne, WTNH-TV New Haven, Conn., re-elected secretary-treasurer. Newly elected BEA directors are Robert R. Smith, Temple University; Bruce Linton, University of Kansas; Frank Scott, WRC(AM) Washington; Jack Lee, WATE-TV Knoxville, Tenn., and John Behnke, KOMO-AM-TV Seattle.

In photo of BEA board are (seated, l-r): Pat Cranston, University of Washington, immediate past president, BEA; Formby; Kirkley; Orne; (standing, l-r) Harold Niven, NAB, executive secretary, BEA; Robert Finney, University of California, Long Beach; Scott; Behnke; Linton, and Anne Marie Catalano, Niagara County Community College, Sanford, N.Y.

Jerome Kersting, director of business affairs for Taft Broadcasting's television group, Cincinnati, named VP. **Mark Hubbard**, director of radio research, Taft's radio group, Cincinnati, named VP.

Robert Corrao, VP-general manager of Continental Cablevision's Chicago operations, joins Liberty Cable Television, Portland, Ore., in same capacity.

Executive directors named at new markets development division, Teleprompter Cable TV, based in New York: **Joyce Werner**, assistant to president of Teleprompter Manhattan (N.Y.) Cable TV, in charge of Eastern operations;

Charlotte Hrnrcir, director of corporate development for Times-Mirror Cable Television, Los Angeles, joins Teleprompter's Southern operations; **David Testa**, director of franchise proposals, Warner Amex Cable Communications, New York, and **Richard Siderman**, manager of franchise development, Viacom International, New York, join Teleprompter's Midwest operations.

Richard Sperry, from Epsilon Data Management, Boston, joins Continental Cablevision there as marketing manager-advertising, responsible for new subscriber acquisition, remarket and direct marketing campaigns.

If you have a station in one of these markets and would like to boost first-quarter revenues, look for our ad in this issue - We have a Special Interest in You!

Los Angeles • Chicago
Detroit • Boston • Houston
Washington D.C. • Baltimore
Newark • Pittsburgh
Minneapolis • San Diego
Seattle • Tampa • Denver
St. Petersburg • Phoenix
New Orleans • Milwaukee
Portland • Cincinnati

Buffalo • San Antonio • Hartford • Birmingham • Nashville • Salt Lake City
Dayton • Toledo • Winston Salem • Des Moines

Bridal Fair Inc. • 8901 Indian Hills Drive • Omaha, Nebraska 68114
(402) 397-8902



Doing their homework. The Advertising Council has awarded its Silver Bell to actor Clive Revill, who portrayed William Shakespeare in its broadcast and print campaign for aid to higher education. Doyle, Dane, Bernbach, Los Angeles, volunteered to produce the campaign, which, last year reportedly helped to gain over \$3 billion for American colleges and universities. Pictured l-r: John Haire, president, Council For Financial Aid to Education; Gordon C. Kinney, VP, Ad Council, and actor Clive Revill.

Advertising

Alan Sheldon, senior VP-business affairs manager of Young & Rubicam USA, New York, and general manager of Y&R USA Specialties Companies, which includes various agencies owned by Y&R, named executive VP.

William McC. Vickery, executive VP-chief administrative officer, Dancer Fitzgerald Sample, New York, named chairman of DFS International there. He succeeds **Lawrence Flink**, who resigned March 31 after fifteen years with agency. **Robert Kennedy**, executive VP, chief financial officer, DFS, named vice chairman of DFS International.

VP's named at J. Walter Thompson U.S.A., New York: **Steven August**, creative supervisor; **Don Brown**, senior producer; **Howard Cohen**, art director, and **David Meador**, with creative department.

Nancy Purdy, associate research director, and **Mel Stabin**, creative supervisor, Benton & Bowles, New York, named VP's.

Elwood Gair, executive VP-general manager, SSC&B, Los Angeles, named Western business development manager, responsible for developing new business and agency acquisitions. **John H.A. Cross**, senior VP, SSC&B, New York, succeeds Gair as general manager of Los Angeles office. **Maxine Daley Locker**, freelance advertising agent based in Los Angeles, joins SSC&B there as senior VP-creative executive.

Patricia Stewart, VP-account supervisor, Kenyon & Eckhardt, New York, named management supervisor. **Douglas Ekman**, senior VP for creative and account services, Patten Corp., Southfield, Mich., advertising firm, joins K&E, as associate creative director.

C. Dayton Titworth, VP, Calet, Hirsch, Kur-nit & Spector, New York, named senior VP.

Roger Mosconi, senior VP-associate creative

director, McCann-Erickson, New York, joins Dickson & Rakaseder, Westport, Conn., as executive VP, co-creative director and principal

Anthony Galli, senior VP-management supervisor, NW Ayer, New York, joins Galli, DeSola & Fiore there as president. GD&F is newly formed advertising and public relations agency and affiliate of Murtha, DeSola, Finsilver, Fiore, New York consulting firm in corporate and brand identification, and marketing and management.

James Mott, VP-associate creative director, Brewer Advertising, Kansas City, Mo., joins Barickman Advertising there as VP-creative group head.

Donald Rice, senior VP, William Esty, New York, joins Fahlgren & Ferriss, Cincinnati, in same capacity.

Horace (Hank) Malfa, executive VP, Cunningham & Walsh, New York, named to additional post of general manager for agency's eastern region.

Daniel McCarthy III, VP-marketing, media and client services, Winterkorn, Hammond & Lillis, Rochester, N.Y., joins Bozell & Jacobs/J&T, Phoenix, as VP-media director.

James Killinger, VP-creative director, Bozell & Jacobs, Houston, joins W.B. Doner there as creative director, responsible for entire creative department.

John Mulholl, **Samuel Fertig**, **George Yager**, **Milton Kapelus** and **Ralph Thomas**, account supervisors, McCaffrey & McCall, New York, named management supervisors.

Joyce Sand, account executive, Botsford Ketchum, San Francisco, named account supervisor.

Ronald Polomoff, account management supervisor, Ayer Design, New York, marketing communications division of NW Ayer ABH International, joins Bruce J. Bloom, New York, as manager, account services.

Anthony Tye, creative director-senior account supervisor, Academy Advertising, Montreal, joins Brumfield-Gallagher, Nashville advertising-public relations firm, as VP-creative director.

Chris Stroud, media director, Len Scholl & Co., Los Angeles, joins Barritt, Larsen, Peck & Farnell Advertising, Encino, Calif., in same capacity.

Alan Newbold, art director, Brewer Advertising, Kansas City, Mo., joins Batz-Hodgson-Neuwoehner, St. Louis advertising-public relations firm, as corporate art director. **Diane Vock**, account coordinator, RAI Marketing Services, Kansas City, Mo., joins BHN in same capacity, for agency's new direct marketing division based in Kansas City.

Patricia Springer, assistant broadcast negotiator, Ketchum MacLeod & Grove, Pittsburgh, named broadcast negotiator.

W. Marshall May, VP-general manager, Comart division of Comart Aniforms, New York, joins Atwood Richards there as senior VP of client services for barter company. **Peter Laitmon**, head of own marketing and sales promotion consulting firm, PJ Laitmon Associates, New York, joins Atwood Richards, as VP-client services.



Hogan

William Hogan, VP-general manager, RKO Radio Sales, New York, named president.

William Bee, executive VP, Meeker Television, New York, joins Avery-Knodel Television there as VP-general sales manager. **Joseph Poulin**, VP-director of sales research, Blair Television, New York, joins

Avery-Knodel there as VP of research and programming.

Judith LoSardo, account executive, HR/Stone, New York, joins Blair Radio there in same capacity.

Duane Kell, local sales manager, WDIV(TV) Detroit, named general sales manager.

Jack McSorley, VP-general manager, KQFM(FM) Portland, Ore., joins KYUU(FM) San Francisco as general sales manager.

Steve Woodbury, general sales manager, WGEE(AM) Green Bay, Wis., joins WCCO-FM Minneapolis in same capacity.

Thom Neeson, account executive, Storer Television Sales, New York, joins wztv(TV) Nashville as sales manager.

Karen Heniger, account executive, KENS-TV San Antonio, Tex., joins WTLV(TV) Jacksonville, Fla., as national sales manager.

Richard Chmura, Northeast sales manager, Equitable Packaging Co., New York, joins sales department of WITS(AM) Boston, as VP-sports, responsible for station's broadcasts of Boston Red Sox and Boston Bruins games.

William Calvert, local sales manager, KDUH-TV Scottsbluff, Neb., joins KFVS-TV Cape Girardeau, Mo., as national sales manager.

James Barnette, commercial manager, WIRK-AM-FM West Palm Beach, Fla., named VP-commercial manager. **Kerry Bogard**, with WIRK-AM-FM's sales team, named local sales manager.

Jane Reynolds McCrary, former national account executive, Avery-Knodel TV, Atlanta, joins group owner, CBN Continental there as Southeast regional manager of national sales. **Deborah O'Donnell**, former regional sales coordinator, Clem & Lowrance, Atlanta, joins CBN, as junior account executive for national sales. **Judith Hippler**, account executive, CBN's WANX-TV Atlanta, named local sales manager. **Susan Van Liere**, media buyer, McDonald & Little, Atlanta, joins WANX-TV as account executive for local sales.

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.

Irene Fulrath, account executive, WABC(AM) New York, assumes additional duties as retail sales manager.

Steve Mosko, account executive, WMAR-TV Baltimore, named local sales manager.

Dennis Connell, from city of Chicago's Department of Human Services, joins WFLD-TV there as local sales account executive.

Ilze Kaulins, account executive, *Wet* magazine, Santa Monica, Calif., joins KFAC(AM) Los Angeles in same capacity.

Rodney Sickmann, former Marine sergeant and one of 52 American's held hostage in Iran, joins KOMO-FM St. Louis as account executive. Sickmann has no previous broadcast sales experience.

Named account executives, WCIX-TV Miami: **Mara Berlinsky**, from WLTV(TV) Miami; **Marc Plotkin**, WCIX-TV's film director, and **Charles Kellough**, account executive, Campbell, Shelton & Dyer, Miami.

Donna Reed, former media director, Provandi & Chirurg, Boston advertising agency, joins WBCN(FM) there as account executive.

David Merritt, from WHEC-TV Rochester, N.Y., joins WSAY(AM) there as account executive.

Loiet Cusworth, sales manager, Pro Radio Time Sales, San Francisco, joins KSBW-TV Salinas, Calif., as account executive.

Programing

Patrick Williamson, VP of international marketing, Viacom Enterprises, New York, joins Columbia Pictures International there as senior VP of international television. **Irma Flamenco**, manager of sales and budget administration, Columbia Pictures Television Distribution, Los Angeles, named director of domestic administration there. **Nan Swoyer**, business manager, Doyle, Dane, Bernbach, New York, joins Fred Levinson, Columbia Pictures's subsidiary there as production supervisor.

Alvin Rush, president of MCA Television Enterprises, Los Angeles, named VP of parent, MCA Inc.

Weston Elliot, VP of special programing, BBDO, New York, joins Gateway Productions, as VP, sales and marketing, based in New York City.

James Joyella, VP-general sales manager, CBS Radio Network, New York, named VP, sales, for CBS Cable Division there, succeeding **Vincent Benedict Jr.** (see Media).

Bill Wells, senior reader in CBS Entertain-



Cancer crusade. The National Cable Television Association in conjunction with the American Cancer Society has sponsored its first annual cancer awareness program, called *Cancer Can Be Beat*. Aired live on April 1 from WTBS(TV) Atlanta, the special was the brainstorm of Richard Loftus (second from right), president of Scripps-Howard Cable Services, Boston, and NCTA board member. The program presented medical experts and former and current patients discussing warning signs of cancer and preventive measures, treatment and cures. Pictured (l-r) are some of the NCTA members who appeared for a wrap-up at the end of the program: Charlie Ross, executive director, Maryland-Delaware Cable Television Association; Bob Wussler, executive VP, Turner Broadcasting System; John Saeman, president of Daniels & Associates, Denver; host, Bob Neal, of WTBS; Loftus, and Douglas Dittick, NCTA board chairman.

ment's story department, Los Angeles, named program executive of dramatic program development. **Jane Rosenthal**, associate director of motion pictures for television, CBS Entertainment, Los Angeles, named director. **Carol Lem**, media director, advertising and promotion, CBS Entertainment, Los Angeles, named to newly-created position of director, program planning. **Charles Rennert**, manager of news production services, CBS Television Network, New York, named director of production control, CBS Cable, New York.

William Schwing, VP, Mizlou Television Network, New York programing firm, named senior VP-executive director. **Roger Schwing**, with Mizlou, named VP-station relations. **Victor Piano**, with Mizlou, named VP-production director.

Joseph Goldfarb, corporate VP, Telepictures, Los Angeles, named to head its cable and non-theatrical divisions.

Beverlie Brewer, director of marketing, Osmond Television Sales, Brentwood, Tenn.,

named VP.

Frederick Doner, senior VP and board member, W. B. Doner, Detroit, resigns to form own production company, Frederick N. Doner Productions, based in Detroit.

Don Colapinto, West Coast representative for Worldvision Enterprises, based in Los Angeles, joins Weiss Global Enterprises there in similar capacity.

Jim Budka, audio engineer, WEDU(TV) Tampa, Fla., joins Video Productions there as production engineer.

Ed Ball, associate videographer, *The World of People*, syndicated television program based in Silver Spring, Md., joins WBRZ(TV) Baton Rouge as producer-director.

Bobby Magic, program director, KUTE(FM) Los Angeles, joins WKDQ(FM) Henderson, Ky., as program consultant-operations manager.

Kevin Brown, with KDKO(AM) Littleton, Colo., named assistant program director.

PERSONALITIES INCLUDE:

KEVIN DOBSON
WAYNE ROGERS
MAUREEN REAGAN
DELLA REESE
DENNIS WEAVER

COAST TO COAST

STOP ARTHRITIS TELETHON

MAY 10

LIVE CABLE BROADCAST
OVER
SATELLITE PROGRAM NETWORK

MELBA MOORE
ED ASNER
RAY ANTHONY
TOM KENNEDY



ARTHRITIS
FOUNDATION

Ralph Howard, program director, WCFL(AM) Chicago, joins WMCA(AM) New York, as co-anchor of its morning magazine program.

David Brudnoy, talk-show host, WHDH(AM) Boston, joins WRKO(AM) there in same capacity.

Lois Matheson, program director, WCAU-TV Philadelphia, joins KOMO-TV Seattle, as producer-writer for station's new documentary unit.

Guy King, operations manager, KMEO(AM) Phoenix joins KQYT(FM) there as air personality.

Greg Allen, air personality, WOKX(AM) High Point, N.C., named music director.

Alan Michael Rowey, air personality, KCEE(AM) Tucson, Ariz., joins WNRI(AM) Woonsocket, R.I., as production manager and air personality.

News and Public Affairs

Dick Goldberg, senior executive producer, WBBM-TV Chicago, joins WLS-TV there in same capacity. **Jon Oxman**, business manager of news operations, WLS-TV, named bureau chief for new Northwest suburban bureau in Rosemont, Ill. **Greg Krispin**, executive producer, news operations, WLS-TV, succeeds Oxman.

Bill Crafton, news director, WCPO-TV Cincinnati, joins WPEC(TV) West Palm Beach, Fla., in same capacity.

Rick Benjamin, news director-anchor, WATR-TV Waterbury, Conn., joins WSLS-TV Roanoke, Va., as anchor-night news supervisor.

Jacqueline Boulden, reporter, WNEP-TV Scranton, Pa., assumes additional duties as co-anchor for 6 and 11 p.m. weekday newscasts.

Maureen Clark, reporter, WBCB(AM) Levittown, Pa., joins WHWH(AM) Princeton, N.J., as reporter-anchor.

Leigh Green, reporter-editor, CJOH-TV Ottawa, joins NBC News, as reporter based in Paris.

Jonnie Banks, anchor and program producer, KTVK(TV) Phoenix, joins KOOL-TV there as feature reporter.

Glenn Ordway, sports director, WITS(AM) Boston, joins WRKO(AM) there in same capacity. **Owen May**, weekend anchor, WRKO, named full-time reporter.

Technology

Willard Wilmont, director of sales and marketing, Belden Corp., Richmond, Ind., named VP.

Arden Thompson, VP of engineering, Teletronic's Des Plaines, Ill., videotape duplication facility, named general manager of Teletronic Video Services/Western Division, Huntington Beach, Calif.

John Manza, controller, Sony Video Products, New York, named regional manager for mid-Atlantic region of Sony's Video Communications Division, based in Rockville, Md.

John Owen, director of television engineering, Taft Broadcasting's television group, Cincinnati, named VP. **Ted Ruscitti**, director of radio engineering, Taft's radio group, Cincinnati, named VP.

Alexander MacDonald, engineer, Wometco Home Theatre, Fairfield, N.J.-based subscription TV system, named VP-engineering.

Michael Stone, from Atlantic-Pacific Cable, Southington, Conn., joins Storer Broadcasting as Northeast area technical manager for its cable communications division, based in New Haven, Conn.

Eldon Mayo, engineer in charge of transmitter, WFLD-TV Chicago, named engineer in charge of maintenance. **Herb Sherden**, central control supervisor, WFLD-TV, succeeds Mayo.

Bill Fuhrer, chief engineer, KMET(FM) Los Angeles, named to same post at co-owned KLAC(AM) there.

Dr. Paul Weimer, fellow with technical staff at RCA Laboratories, Princeton, N.J., elected to U.S. National Academy of Engineering. Weimer is one of RCA scientists responsible for development of image orthicon, which is TV camera tube.

Promotion and PR

Jeff Erdel, manager of press relations, WCBS-TV New York, joins WNBC-TV there as manager of publicity. **Sharon Teitelbaum**, senior press representative, WCBS-TV, joins WNBC-TV as publicity administrator.

Tod Mesirow, account executive, Harshe-Rotman & Druck, Chicago, joins noncommercial WTTW(TV) there as publicist.

Dick Goggin, promotion-advertising manager, WJAR-TV Providence, R.I., joins KMBC-TV Kansas City, Mo., as promotion manager-executive producer.

Stevie Michaels, with WKHI(FM) Ocean City, Md., named promotion director.

Bonnie Winnings, director of public information, KOCE-TV Huntington Beach, Calif., joins noncommercial KCET-TV Los Angeles as manager of publicity and promotion.

Barry Nemcoff, assistant dean of Temple University's School of Communications and Theater, Philadelphia, joins Manning, Selvage & Lee, New York, as VP-director of broadcast services for PR firm. **Rick Hopelain**, assistant director for communications, American Bankers Association, Washington, joins Manning, Selvage & Lee/Pacific, Los Angeles, as account executive.

Kay Dangaard, account executive, ICPR, Los Angeles, joins Rainbow TV Works there as director of publicity and promotion.

Ellen Stark, executive director of marketing communications, from Feather & Down Association, New York, joins Ketchum MacLeod & Grove Public Relations there as account supervisor. Account executives, named at KM&G Public Relations, New York: **Karen Zipern**, from J. Walter Thompson, public relations, New York; **John Seng**, from Harshe-Rotman & Druck, New York, and **Ted Gramkow**, marketing services director, Mathis, Burden & Charles Advertising, Baltimore.

Allied Fields

William Hamill, executive VP, media research group, A.C. Nielsen Co., New York, named to newly created position, group director of marketing. **David Harkness**, VP of media research group A.C. Nielsen Co., New York, named director of marketing for Nielsen HomeVideo Index there. **J. Kelson Weber**,

Eastern regional manager, Nielsen Television Index, New York, named national marketing manager. **Clay Herrick**, account executive, NTI, New York, succeeds Weber.

Donald Ledford, from A.D. Ring & Associates, Washington consulting engineers, joins Lechman, Colligan & Associates there as partner with broadcast and telecommunications consultants.

Name of communications law firm, Lovett, Ford & Hennessey, Washington, has been changed to Lovett, Ford, Hennessey, Stambler & Siebert to include the names of Arthur Stambler and Thomas Siebert, members of firm.

Andrew Golding, account executive, Arbitron Radio, New York, named Northeast regional manager.

Deaths



Hagerty

James Hagerty, 71, White House press secretary under President Dwight D. Eisenhower and later top executive with ABC in news and corporate relations, died on April 11 of heart attack in Lawrence hospital, Bronxville, N.Y. Hagerty had served as political reporter for *New York Times* and as press secretary to Governor Thomas E. Dewey of New York before President Eisenhower named him press secretary in 1953. He continued in that post until 1961 when President Eisenhower left office. Hagerty was credited with allowing newsreel and television coverage for first time at Presidential news conferences. He also instituted practice of regularly scheduled Presidential news conferences and allowed President to be quoted verbatim for remarks made at such conferences. He joined ABC in 1961 as VP for news, special events and public affairs, and three years later was appointed VP, corporate relations. He retired from latter post in 1975 after suffering stroke, from which he had made partial recovery. Hagerty is survived by his wife, Marjorie, and two sons, Roger C. and Bruce C.

Kenneth Hicks, 76, retired NBC engineer who recorded Herb Morrison's description of Hindenberg dirigible explosion in 1937 (BROADCASTING, Nov. 24, 1980) died of heart attack March 24 in Altadena, Calif. Hicks joined NBC in 1931, his recording of disaster at Lakehurst, N.J., is believed to be first permitted on air by NBC, which until that time, had strict live-only policy. He is survived by his wife, Edith, two daughters and two sons.

Clair Leroy Stout, 68, general counsel, director and VP, Golden West Broadcasters, Los Angeles, died April 11 there. Stout, joined Golden West in 1968 after he retired from Washington law firm of Dow, Lohnes & Albertson, where he served as partner for 20 years. He is survived by his wife, Iris, and three daughters.

Robert Coleman, 88, former station manager for Michigan State University's noncommercial WKAR-AM-FM East Lansing, Mich., died April 7 there. Coleman, joined WKAR in 1930 and was named station manager in 1934. He retired from stations in 1959. Coleman is survived by his daughter.

MIP's Chevy: Turning a hunch into a programing bonanza

Bernard Chevy quite literally has brought the world of television to his doorstep. His programing marketplace has made April in Cannes a prime stop in the international buying and selling circuit.

This week the Palais des Festivals in Cannes opens its doors to Chevy's 17th Marche International des Programmes de Television (MIP-TV). And as usual, the French trade-market entrepreneur expects record numbers—this year more than 3,600 TV professionals from 105 countries ranging from the U.S. to Benin.

Whether used for sales or business contacts, the annual MIP week has become an institution. No other market matches Chevy's in assembling as many international TV program buyers and sellers under the same roof.

MIP Commissaire General Chevy's idea worked and continues to—benefitting the international programing community, Chevy himself and the city of Cannes which has reaped millions from the MIP influx.

But like many good ideas, it was considered impractical before it proved itself. When Chevy, a toy-advertising executive and public relations man, first began promoting the idea in the early 1960's, he recalls meeting mostly doubters. Most, he says, thought it a dumb idea because legislation then on the books in much of Europe prevented international program sales.

Chevy, however, was confident that time would change that. And his pitch for MIP involved three contentions that proved out: Broadcast time was going to increase and systems would not be able to produce all they needed; programing costs would rise and international distribution would be necessary to meet expenses, and a meeting place was needed for Europe and the world.

The first MIP was held in Lyons, France, in 1963, where he says the city really didn't understand what he was doing. His client relationship with Cannes began a year later and has expanded not only with MIP but with his other markets that have followed.

The company that Chevy, 58, owns is responsible for staging seven markets this year. Aside from MIP-TV, two others in Cannes are MIDEM (music and music publishing) and VIDCOM (home and business video and new electronic media). In Paris he runs CISCO (theater equipment), DISCOM (discotheque equipment) and IAM (international advertising). SAMEG (graphics) will be launched



Bernard Georges Chevy—commissaire general, Marche International des Programmes de Television, Cannes, France; b. Nov. 3, 1922, Melun, France; baccalaureate, St. Croix de Neuilly, 1938; worked for French telegraph and telephone company, Paris, 1938-40; Flammarion bookstores, Paris, 1940-42; set up bookstore, Paris, 1942; forced labor in Gesler, Germany, 1943; accounting department, cable car construction company, Gap, France, 1943-44; book supplier, 1944-50; publisher, *Our Toys, Our Business*, public relations, toy industry, 1950-61; established international toy fair, 1961; established MIP Lyons, France, 1963; then MIP Cannes, 1964; organized other international industry markets in Cannes and Paris; single.

this year in conjunction with IAM, and next year, Chevy plans yet another market in Cannes: SIMEP (industrial simulators, teaching machines).

All told, his markets have been worth hundreds of millions of dollars in business dealings. MIP alone last year estimated that \$45-50 million would change hands as a result of that gathering. It's a rough estimate at best. But just in hotel rooms, Cannes is said to have collected \$1.5 million last year from MIP, MIDEM and VIDCOM.

Born in the French countryside town of Melun, Chevy moved to Paris as a teenager. After earning his baccalaureate in 1938, he worked first for the French telegraph and telephone company and then began learning the book business at a bookstore chain and later ran a shop.

Like many other French youths during the wartime German occupation of their country, Chevy was sent into forced labor in Germany. He spent 12 hours a day,

seven days a week at a tire factory in Gesler, Germany, in 1943, until obtaining false identity papers through the Resistance and making his way back to France. To buy time, he underwent an unnecessary appendectomy before escaping to the French Alps where, under an assumed name, he worked in the accounting department of a company building a cable car route. Workers there also were sending supplies to Resistance fighters in the mountains.

When liberation came in 1944, Chevy returned to Paris and to the book business, as a supplier. By 1950 he was publisher of a professional journal for the toy business. Over the next 10 years, he was involved in various public relations activities, including the formation of a toy-advertising bureau and the European Toy Institute. In 1961, he set up his first international fair, this one for the toy business and held in Lyons. That marketplace experience, along with the TV contacts he had made while promoting toys, convinced him of the merit of a MIP.

Now the chief organizer for many markets, Chevy admits thoughts and ideas but no specific projects regarding television across the Atlantic in the U.S. The growing international flavor of the National Association of Television Program Executives conference he does not consider a threat. And while a competing Monte Carlo television festival continues to grow as well, Chevy is able to cite an expanding MIP.

MIP '81 will be the last in the present Palais des Festival. By next year a new and larger center will be complete in Cannes, and Chevy says veteran MIP attendees already are doubling and tripling their space requests.

A confirmed workaholic who says he loves what he is doing but is not a slave to it, Chevy adds that he would make the same career choice again. In his spare time, Chevy, a bachelor, enjoys theater, golf and classical music—the last having had professional significance as well.

Among his credits is "The Love of Life," a film he produced about Artur Rubinstein. It won an Academy Award in 1969 and later was sold to NBC-TV. Chevy also went on to produce several other films on classical musicians but stopped so as not to compete with his customers in his MIP marketplace who went that route.

Chevy says the greatest satisfaction of his career has been to know that his markets are useful. The worldwide travelers to MIP and his other yearly events attest to that. Recognition has been formal as well. In 1978, Chevy was made a Chevalier of the Legion of Honor by the French government.

Appeals court in Washington ruled last week that **reporter's First Amendment privilege to maintain secrecy of sources** in civil litigation **should take precedence over private interests of complainants** in compelling disclosure, "in all but the most exceptional cases." Case—which affirmed previous ruling—stemmed from series of articles published in *Detroit News* in 1976 entitled "Inside the Mafia," which were based on FBI wiretap logs obtained illegally and which had been ordered sealed at Justice Department by another court in previous criminal case. After publication of articles, two men named in them as mafia figures filed violation of privacy suit against Justice, alleging that someone within department leaked logs to *Detroit News* reporter Seth Kantor. Internal investigation at Justice could not determine source of leak and Kantor refused to divulge source. Complainants asked court to force him to do so. Court noted that complainants had not adequately pursued alternatives for determining source of leak and also that Kantor was not subject of libel suit and merely protecting himself.

U.S. Court of Appeals in Washington has held that **commercial television stations have no direct obligation** under Rehabilitation Act of 1973 **to make special effort to meet needs of hearing impaired**. However, it said that because of financial assistance public television stations receive from federal government, they do. Court acted Friday in case in which hearing-impaired Los Angeles woman appealed FCC's renewal of eight stations in that market. Court affirmed commission's renewal of seven commercial stations but directed agency to hold hearing on renewal of noncommercial KCET.

Monkeywrench was dropped last week into proposal of Knight-Ridder Newspapers and Dow Jones & Co. to jointly acquire UA Columbia Cablevision (UACC) for \$75 per share. UACC's major shareholder, **United Artists Theater Circuit**, with 27.6%, **made last-minute tender offer** to purchase up to 725,000 shares of UACC stock at \$85 per share. If successful, bid would yield UATC over 49% of UACC stock. UATC said purpose of offer is specifically to block shareholder acceptance of Knight-Dow bid, block transfer of UACC to any other party and give UATC control of UACC. With news, trading price of UACC stock climbed to \$79.50 by Thursday. Tender offer began Thursday, expires May 14.

Time Inc. expects its Video Group to post close to \$600 million in revenues this year, up from 1980's \$428 million, **plus "significant gain in profit."** That was word President J. Richard Munro had for shareholders last week, along with news that Time has set up \$10.7-million first-quarter reserve to cover anticipated losses on discontinuation of most of Time-Life Films operations. Munro told shareholders contemplated sale of Time-Life assets to Columbia Pictures Industries "is progressing." Corporation revenues in first quarter rose 12% to \$748.6 million; earnings from continuing operations rose 22% to \$37.5 million. However, net income was off 5%, to \$26.8 million, 90 cents per share, largely due to reserve for losses. Proxy for meeting shows Munro (president since last October) made \$365,994 during 1980 in cash and cash equivalent remuneration; retired chairman, Andrew Heiskell, \$487,306, and former president and current board member, James Shepley, \$498,606.

Stock price of Metromedia jumped to new year's high last week, hitting \$122.50 on Thursday, **same day CBS cracked its previous 52-week level** and closed on new high of \$59.50. Some see movement as Wall Street reflection of broadcast advertising advances in quarter (see CBS earnings story, page 92). Meanwhile, **CBS was flatly denying rumor owned station kmox-tv St. Louis was up for sale**, supposedly because of market's population losses.

RCA's first quarter earnings were \$41.9 million, 33 cents per

share, against year earlier \$78.7 million, 89 cents per share. Company said if last year's insurance gain from Satcom III loss and this year's start-up costs for videodisk introduction were excluded, 1980 pre-tax profit was ahead of 1979. **Revenues slid to \$1.95 billion**, against year-earlier \$1.97 billion. NBC unit's profits were said to be down in quarter, due to economy, higher program costs and costs of coverage of "unanticipated major news events" such as Iran hostage story.

Despite FCC suspension of trial tariff for five-month investigation, **CBS and ABC have joined NBC as charter customers of AT&T's satellite interconnect and distribution service** offered by tariff. Service to NBC was to have been started May 18, but has been postponed due to suspension.

Three Rivers Cablevision, subsidiary of American Television & Communications, **has withdrawn suit against Warner Cable of City of Pittsburgh** which beat it out for Pittsburgh's cable franchise last year. Suit, filed by Three Rivers in March 1980, charged that franchise process was "sham."

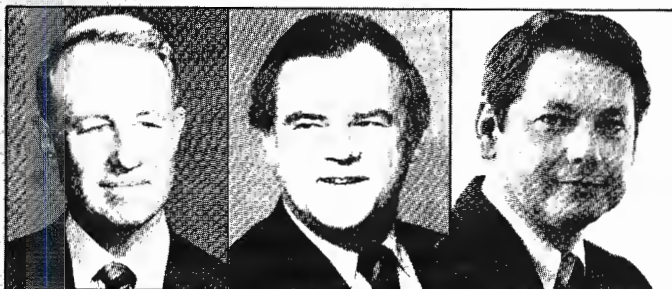
Minnesota cable board has denied certification for Storer subsidiary's Minneapolis franchise award on four technical grounds. Decision now rests with city to start anew or clear up problems. City cable spokesman Greg Moore said state cable board staff and city committee are working on language to resolve problems, language that will go before city ways and means committee this week.

Five cable companies have made bid for 147,000-homes franchise of Miami, Fla.: Americable of Greater Miami (locally owned), Cablesystems Miami (Rogers Cablesystems of Canada), Miami Tele-Communications Inc. (TCI), Six Star Nielsen Cablevision and Vision Cable (Newhouse). City has hired Carl Pilnick as consultant.

Congressional hearing calendar is filling up: House Telecommunications Subcommittee has set **April 28 and 29** dates for **public broadcasting bill (H.R. 3238)** introduced by its chairman, Timothy Wirth (D-Colo.), two weeks ago (BROADCASTING, April 13). On **April 30**, it plans hearings on two other bills introduced simultaneously, one (H.R. 3239) **to tighten control over FCC and allow it to set license fees**, and another (H.R. 3240) **to set budget ceiling for NTIA in FY 1982**. Mark-up on all three bills has been set for May 6. **Competition and deregulation** in communications industry will be subject of subcommittee hearings on **May 20, 21, 27 and 28**, and on **June 3** hearing has been set for bill (H.R. 2128) **to provide for VHF TV service** in every state. Tentative hearing date of **June 9** is being discussed for joint hearings with House Administration Committee on **early broadcast projections of election returns**. Senate Communications Subcommittee plans hearing on **license fee bill (S. 821)** on **May 1**.

Previously delayed million-share common stock offering from Turner Broadcasting was cancelled last week. Company said it's negotiating \$30-million bank credit line for funding operations, but said credit is conditional on TBS's obtaining \$14.5 million in new equity—with details on equity placement to come this week. Also expected this week: announcement of **\$6.5 million first-quarter pre-tax loss**—last year company lost \$2 million in quarter.

For two hours of common coverage of space shuttle liftoff Sunday, April 12, **ABC claims highest ratings** of three networks. From 6:30-7:30 a.m., it was ABC with 5.9 rating/39 share to NBC's 5.0/34 and CBS's 3.2/21. From 8-9 p.m., scores were ABC 9.3/40, CBS 6.4/28 and NBC 3.9/17. National ratings for coverage of Columbia's return were not yet available last week.



Wearn

Bartlett

Lynagh

Multimedia Inc. changes at top: **Wilson C. Wearn**, president, becomes chairman and chief executive officer; **Walter E. Bartlett**, corporate VP and president, Multimedia Broadcasting, named president and chief operating officer, Multimedia Inc., retaining presidency of Multimedia Program Productions; **James T. Lynagh**, VP-general manager of Post-Newsweek's WDIV(TV) Detroit, joins Multimedia as president of Multimedia Broadcasting; **E.B. Chester**, chairman of Tar River Communications, cable concern Multimedia is acquiring, named VP for development, retaining Tar River post. Lynagh will be succeeded in Detroit by **Amy McCombs**, VP-general manager, WJXT(TV) Jacksonville, Fla. She, in turn, will be succeeded by **Harry Kalkines**, general sales manager there. McCombs appointment will make her second woman general manager of Detroit V—other is Jeanne Findlater, VP at ABC O&O there, WXYZ-TV.

Negotiators for TV and film producers have asked National Labor Relations Board to issue **contempt citation against striking Writers Guild of America** (see page 82). Industry attorneys charged union's strike rules prohibiting employees such as writer-directors and writer-producers from working violated NLRB rules.

Howard Symons, staff attorney, Congress Watch, joins **House Telecommunications Subcommittee** this week as staff counsel. He replaces Edwina Dowell, who, after four years with subcommittee, is joining Spanish International Network as general counsel. **Also joining subcommittee staff** are **Tom Rogers**, attorney with Wall Street firm of Lord, Day and Lord; **Marti Cochran**, attorney with FCC enforcement division, and **Walter Bolter**, consulting economist and former chief economist, FCC Broadcast Bureau. Recent addition to subcommittee staff is **Roberta Weiner**, formerly with President's Advisory Committee on Women, who handles press relations and other duties related to communications issues. Subcommittee's budget for this year is \$404,000, figure 48% lower than requested budget of \$652,000.

Clear Channel Broadcasting Service, which has represented Class I-A stations, decided last week at NAB convention to stay in business and to **expand its membership** and **pervue to include Class I-B stations**.

Cox Broadcasting's **wic-tv Pittsburgh** has changed call to **WPXI(TV)**.

National Association of Broadcasters filed for **judicial stay** with District of Columbia Circuit court Friday (April 17) in attempt to **prevent Copyright Royalty Tribunal** from distributing **part of 1978 cable royalty fees**. CRT ruled April 13 that 50% of 1978 cable royalty fund should be distributed to claimants in same proportion that shares were allocated in CRT's September 1980 final decision. Though CRT's final decision is under appeal, no party would be awarded less than 50% of amount CRT originally allocated. So, though decision split tribunal 3-2, CRT decided to distribute that amount. On April 13, however, NAB

asked that CRT hold off on partial distribution to give NAB time to appeal in court. CRT granted extension until April 30 on condition that NAB file with court by April 17. But CRT also said if court hasn't granted stay in NAB's behalf by April 30, CRT will go ahead with partial distribution.

At press conference last week **Pluria Marshall**, chairman of **National Black Media Coalition** announced that **NBMC**, in conjunction with other media and community groups, is **filing formal protest with FCC regarding NBC's application for 11 low-power television facilities**. Among other things, groups cited what they called NBC's poor record of addressing programming interests and needs of minorities (worst of three networks, said Marshall).

FCC has "strongly admonished" and fined EZ Communications Corp. licensee of **WEZC(FM) Charlotte, N.C., \$20,000** for lack of licensee supervision and control over station operations which resulted in fraudulent billing totaling approximately \$153,000 from 1976 to 1979. Although one minor stockholder shared responsibility for billing errors, commission said hearing was not in order because principal stockholder discovered violations and initiated complete investigation that was submitted to commission. EZ also offered full restitution to affected advertisers.

Phil Donahue, host of **Multimedia Program Productions' Donahue** and contributor to **NBC-TV Today**, named to receive **Broadcaster Of The Year** award from **International Radio and Television Society** May 21. Last month Donahue picked up award of year from **National Association of Television Program Executives** (BROADCASTING, March 23).

Viacom directors, shortly before annual meeting last Thursday, **approved previously unanticipated two-for-one stock split**, and shareholders subsequently authorized necessary increase in shares. Effective date of split is April 27.

James Arness, **Gunsmoke** star on CBS-TV for two decades, returns to series television sometime next season under new NBC-TV contract for contemporary police drama.

Metromedia Inc. President **John Kluge** and writer **Patricia Gay** have announced **forthcoming marriage** Saturday, May 23, at St. Patrick's cathedral in New York.

Janet Cooke, **Washington Post** reporter who "resigned" last week when it was revealed that her Pulitzer Prize-winning story was fabrication, **was assistant to programming manager at non-commercial WGTE-TV Toledo, Ohio**, from August 1976 until May 1, 1977. Robert Smith, WGTE-TV president and general manager, described Cooke as "bright" and said she was "good employee" who "left on a positive note" to take another job.

Up4Coming

At FCC: Tuesday will be "DBS Day," devoted to public comment on Satellite Television Corp.'s application and issuance of notice of proposed rulemaking on interim DBS policy issues (see page 79). **Also in Washington:** White House Correspondents Association will hold 67th annual dinner at Washington Hilton Saturday. **American Society of Newspaper Editors' April 21-24 meeting** will include workshop on new technologies at Sheraton Washington Tuesday. **In Columbus, Ohio:** Corporation for Public Broadcasting board of directors meets in Fawcett Center, WOSU-TV, at 2 p.m., Wednesday, and at Stouffer's University Inn at 9 p.m. Thursday. **In Cannes, France:** MIP-TV international program market opens Friday (see page 77).

No hurry

It is "DBS day" at the FCC tomorrow, and if the Reagan administration has its way, it will also be "DBS day" for Comsat's Satellite Television Corp. For reasons that may only be surmised, no less an administration figure than the secretary of commerce has personally urged fast action to put Comsat's subsidiary into the business of delivering pay television by satellite direct to home (BROADCASTING, April 13). The National Telecommunications and Information Administration, housed in the Commerce Department, followed with a detailed petition to the FCC (see story this issue).

It would benefit everybody, except perhaps Comsat, if the FCC displayed its independence in responding to the pressure. Maybe DBS and STC are destined for big things, but no national emergency decrees their instant authorization.

The frequencies that have been tentatively assigned to DBS are too new to be assigned to specific claimants before a general plan for their use has been devised. What ought to issue from the FCC tomorrow is a notice of inquiry inviting comment from all interested sources on what to do with the space that the World Administrative Radio Conference of 1979 agreed could be used for DBS. Perhaps, as suggested here before, services other than DBS will demonstrate stronger claims. If not, perhaps the unrestricted market entry that the NTIA recommends for DBS venturers will prove to be the wisest course. But the basic decisions cannot be made without full study of the possibilities.

For the FCC to approve STC before concluding a general inquiry would be to repeat its mistake of accepting low-power television station applications before it decided what its low-power rules would be. In this case, the cart that would precede the horse would be of infinitely larger magnitude.

Changing the tune

Funny things are happening in the camp that favors the shrinkage of AM channel spacing from 10 khz to 9.

One thing is that the camp itself is shrinking. Of the seven FCC commissioners who voted unanimously last year to adopt the radical plan, only five are still on duty, and two of them have changed their minds in public. With more changes in membership coming soon, the camp could shrink still more.

Another thing is that the signals emanating from the camp have changed. Back when everybody at the FCC was gung-ho for 9 khz, the stated purpose of the upheaval was that thousands of facilities would fall from the skies into the eager hands of waiting minorities and daytime broadcasters. Later the figure began shrinking into the hundreds. Now it has altogether disappeared.

The surviving FCC Broadcast Bureau chief who did the staff work for the 9 khz transformation that his appointer, Charles D. Ferris, ordered is now arguing that the shift is necessary if the U.S. is to preserve the AM facilities it has. Richard Shiben is raising the alarm that the Cubans are coming, as well as other nations of the western hemisphere. Unless more channels are created by reducing separations from 10 khz to 9, there won't be enough to give others what they want and keep what we have, says Shiben.

There isn't any doubt that Cubans are already presenting problems to U.S. broadcasters, especially those in nearby Florida. As reported here a week ago and discussed at the NAB convention last week, Cubans are flouting existing treaties to create serious

AM interference in the U.S. Not only that, they are rejecting U.S. overtures. No doubt they will find cohorts at the Region 2 conference on AM allocations in Rio de Janeiro next fall.

But Cuban intransigence is a poor reason to throw the U.S. radio system into an upheaval as wrenching as a conversion to 9 khz. There must be other ways to persuade the Cubans to keep the electromagnetic peace. Shiben and others still left in the 9 khz camp will lose their audience if they continue to cry wolf over fancied international terrors.

It could all turn out to be academic, if Senator Barry Goldwater accurately reads the U.S. Senate's mood. Last week he assured NAB convention delegates that no treaty shrinking AM channels from 10 khz to 9 would ever be ratified.

Bringing elections up to date

The familiar horror stories about distortion of the voting process by broadcast coverage of election returns will be retold May 7 at a hearing scheduled by the Senate Rules Committee. There will be reruns of the protests that followed the election of last Nov. 4 when projections of a Reagan victory (not to mention a concession by Jimmy Carter) before polls closed in the West were said to have kept voters at home.

For the sake of this discussion, assume that early word of a decision in the East or projections of a national outcome can turn Western voters off—although the evidence of that is so far inconclusive. What is to be done about it?

No end of solutions will be at the Rules Committee's disposal. Bills ranging from the inane (fining stations \$10,000 for broadcasting projections) to the rational (changing voting hours or sealing ballots until a common time of completion) were introduced after the election of last year.

Last week David S. Broder, the respected political columnist, came up with a new idea: voluntary activation of network feeds by time zones from East to West as polls close. He noted that wire services would have to abide by the same restraints if the system were to function. Broder usually is on sounder ground.

In this day of instant and proliferating communications, there is no way to seal off sections of the country from breaking news, unless a police state is to replace this country's form of government. The answer is to readjust voting hours or ballot counting in recognition that times have changed with the invention of electronic delivery systems and computers.



Drawn for BROADCASTING by Jack Schmidt

"It's captioned news—from Japan."

WRKO is Boston

From the hand-hewn cobblestones of Louisburg Square to the creaking timbers of Old Ironsides resting majestically in the Chelsea Navy Yard to the smooth golden dome of the State House, Boston is a city steeped in tradition. And the listening tradition in Boston is WRKO radio.

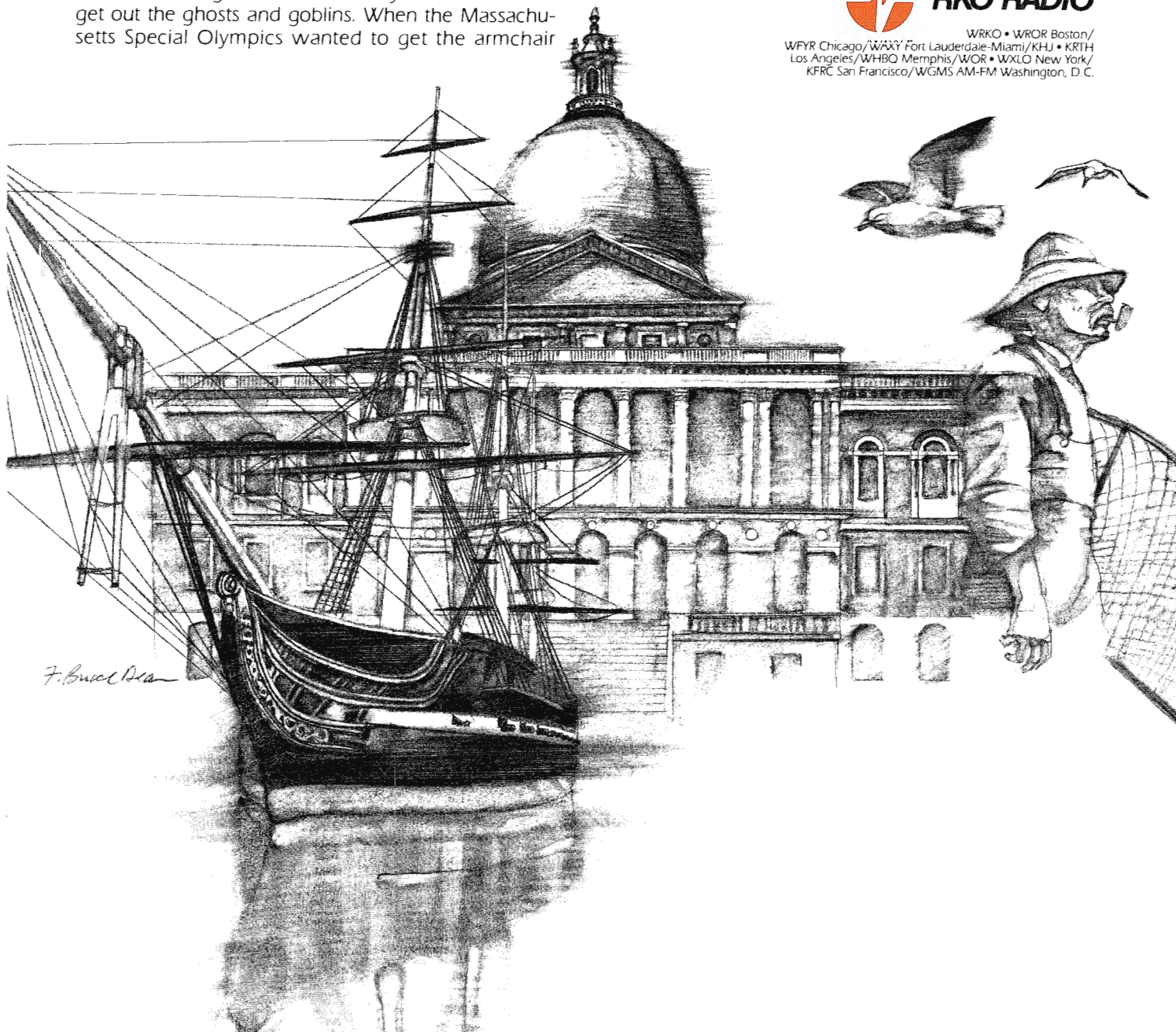
When the winter storms begin to brew and the skies turn leaden grey Boston turns to WRKO for the school closing information. When the Jimmy fund, for the treatment of cancer in children, wants to stage a charitable air tour of New England, they turn to WRKO for a remote broadcast of the event. When the March of Dimes want to open a Halloween Haunted House to raise funds to fight birth defects they turn to WRKO to get out the ghosts and goblins. When the Massachusetts Special Olympics wanted to get the armchair

sports out for their "Celebrity Sports Carnival" they turned to WRKO for the winning score. And when the employment situation in New England became critical The WRKO Workshop was formed to keep area residents aware of job readiness and listeners turned to WRKO to find out about employment opportunities. Turning to WRKO has been a New England tradition for over four decades, and is the reason we are proud to say that WRKO is Boston.



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Source: Arbitron Oct/Nov 1980 M-Sun 6am-Mid. AQH subject to limitations stated by Arbitron **KDWB-FM/Richfield, MN-WWWK-FM/Granite City/St. Louis